

АКТУАЛЬНІ ПРОБЛЕМИ ЗАСТОСУВАННЯ ТЕОРІЇ І ПРАКТИКИ МАРКЕТИНГУ

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**DIFFERENTIATED INFLUENCE OF THE PREFERENCES AND NEEDS OF
INDIVIDUAL AND INSTITUTIONAL CUSTOMERS TO CHOOSE THE BIDDER FOR
THE PURCHASE OF TECHNICAL MATERIALS**

The article presents the results of studies conducted in commercial enterprises carrying out wholesale and retail sale of building materials. Rating and analysis were subjected to the preferences and needs of customers (individual and institutional), which determine the choice of shopping. Research confirms the diversity of the needs of the tested groups of buyers and the need to create a flexible commercial offer in order to meet the expectations of each.

Key words: customers preferences, place of purchase, survey questionnaire, the flexibility of the company.

Introduction. The source of the data used for the analysis of customer behaviour are often surveys and interviews [4]. Therefore these tools were used in the study and discussed in the article. The questionnaire was a source of information on the degree of validity of selected factors influencing the purchasing decisions of technical materials by individual and institutional customers. Conducted interviews with customers have confirmed some of the reasons for the observed behaviour of customers.

The group of individuals are persons and individual investors, who have shopped for their own needs (eg. to make its own investment). As institutional customers accepted building contractors and other buyers on behalf of companies, including those who make purchases of materials for resale. Corporate customers may have specialized needs of the design and construction of pilot and demonstration facilities [3].

The studies assessed were subjected to particular preferences, needs and expectations of customers for the following activities of the undertaking:

- pricing of products (price policy),
- selection of the width and depth of range trading (product supply policy),
- selection of quality products and service quality (quality management),
- negotiating transaction terms with customers (offer flexibility),
- counselling (referring construction materials and contractors),
- the provision of other additional services (transport, deferred payment, order by phone, fax and internet).

The result of the analysis are received guidelines for the introduction of flexible management of the quality of services for different customer groups of companies engaged in trading activities related to technical materials. Some of these guidelines, and to determine their hierarchy, may also be used by other companies that support a diverse group of customers [1].

The hierarchy of the factors influencing the choice of place of purchase

The questionnaire of research was conducted among two groups of customers – retail and institutional clients. The surveyed customers indicated factors influencing their decision to buy building materials at the selected point of sale. Each factor was rated on a scale from 0 (for the factors least important) to 5 (the factors that are most important to them). The results show differences in opinions and behaviour of these two groups of customers.

Table 1 shows the average number of points awarded (by members of both dose groups, customers) particular factors influencing the choice of the place of buying technical materials. For customers in questionnaire the most important factors proved attractive price, including the possibility of negotiations (the average number of points obtained: 3.56 pts.), The ability to deliver products by the seller to the indicated place (3.49 pts.) And the efficient and friendly support (3.44 pts.). At the same time the respondents agreed that a smaller impact on their decisions about where to buy building materials have: the ability to use the deferred payment (2.51 pts.), a good opinion of your friends about the point of sale (2.52 pts.) or its advantageous location (2.66 pts.).

Table 2 shows the order of priority of the factors influencing the choice of place of purchase of building materials for individual customers. Presented the order of the factors is consistent with the overall results of the study presented in Table 1. There are only some differences. Factor in the attractiveness of the price obtained significantly higher rating (average number of points obtained is (3.62) of the next highest rated factors: efficient and friendly service (3.35) and transportation of products purchased (3.35). Individual customers the same assessed factors: quality of service and the ability to transport the purchased materials, while all respondents more important transport. Besides individual customers when choosing the place of purchase for building materials is more important convenient location point of sale than the depth of its assortment.

Table 3 shows the order of priority of the factors influencing the choice of place of purchase of technical materials for institutional clients. In this case, the sequence of the factors determining the choice of the place of purchase of technical materials is different. Institutional clients most appreciate the ability to transport goods

purchased (the average number of points obtained: 3.71) and the ability to negotiate terms of the transaction (3.62 pts.). They attach the slightest attention to the location of the point of sale (2.79 points).

Table 1

The order of priority of the factors influencing the choice of purchasing building materials - the average number of points obtained in the survey questionnaire.

No	Factor	The average amount of points obtained
1.	Attractive of prices	3,56
2.	The possibility of transport products purchased	3,49
3.	Effective and friendly service	3,44
4.	Possibility to negotiate conditions of purchase	3,30
5.	Counselling	3,11
6.-7.	The wide range of products	3,04
	The quality of products	3,04
8.	The deep assortment of products	2,75
9.	Location warehouse near the workplace, home or building	2,66
10.	Good opinion of friends about wholesalers	2,52
11.	The ability to use deferred payment	2,51

Source: Own study based on the survey questionnaire

Table 2

The priority of the factors influencing the choice of purchasing building materials for individual customers

No	Factor	The average amount of points awarded for individual customers
1.	Attractive of prices	3,62
2.-3.	Effective and friendly service	3,35
	The possibility of transport products purchased	3,35
4.	Possibility to negotiate conditions of purchase	3,09
5.	Counselling	3,00
6.	The wide range of products	2,94
7.	The quality of products	2,93
8.	Location warehouse near the workplace, home or place of building	2,76
9.	The deep assortment of products	2,55
10.	Good opinion of friends about wholesalers	2,23
11.	The ability to use deferred payment	1,93

Source: Own study based on the survey questionnaire

The questionnaire research shows that for consumers the important factors determining the choice of the place of purchase of technical materials are attractive prices, the ability to transport purchased goods and service quality. Meanwhile, for institutional clients the importance of having the ability to transport the purchased products, the ability to negotiate and efficient and friendly service. Individual customers enough important opportunity to recognize the use of deferred payment, and institutional clients a convenient location. Such discrepancies in the two treatment groups of clients are due to the diverse needs and expectations of customers who make purchases for various purposes - for their own needs (private individuals) or to third parties (institutional clients).

The customer differentiation - factors influencing the purchasing decisions of individual and institutional customers

The questionnaire research shows that, in Poland, there is diversity in the opinions of individual and institutional customers. Figure 1 shows the difference in the average number of points for the factors influencing the choice of place of purchase technical materials allocated by individual customers and institutional clients. The biggest differences in the opinions of individual and institutional clients are visible in assessing the impact of their

decisions: ability to use deferred payment advice of friends, the possibility of negotiating and depth range. They result from the diversity of needs and expectations of these two customer groups. Individual customers are buying smaller quantities of building materials and use them for their own actions construction and repair work (eg. Building a house, in which they will live; lead the renovation of his apartment). Corporate customers make buying large quantities of construction materials. They are used for the construction or renovation of buildings, which will be operated by third parties or are earmarked for resale. This different motivation customers affects their procedure and a different evaluation of the various factors influencing the choice of place of purchase.

Table 3

The priority of the factors influencing the choice of purchasing building materials for institutional customers

No	Factor	The average amount of points awarded for institutional customers
1.	The possibility of transport products purchased	3,71
2.	Possibility to negotiate conditions of purchase	3,62
3.	Effective and friendly service	3,57
4.	Attractive of prices	3,45
5.	The ability to use deferred payment	3,35
6.	Counselling	3,30
7.	The wide range of products	3,20
8.	The quality of products	3,19
9.	The deep assortment of products	3,05
10.	Good opinion of friends about wholesalers	2,95
11.	Location warehouse near the workplace, home or place of building	2,79

Source: Own study based on the survey questionnaire

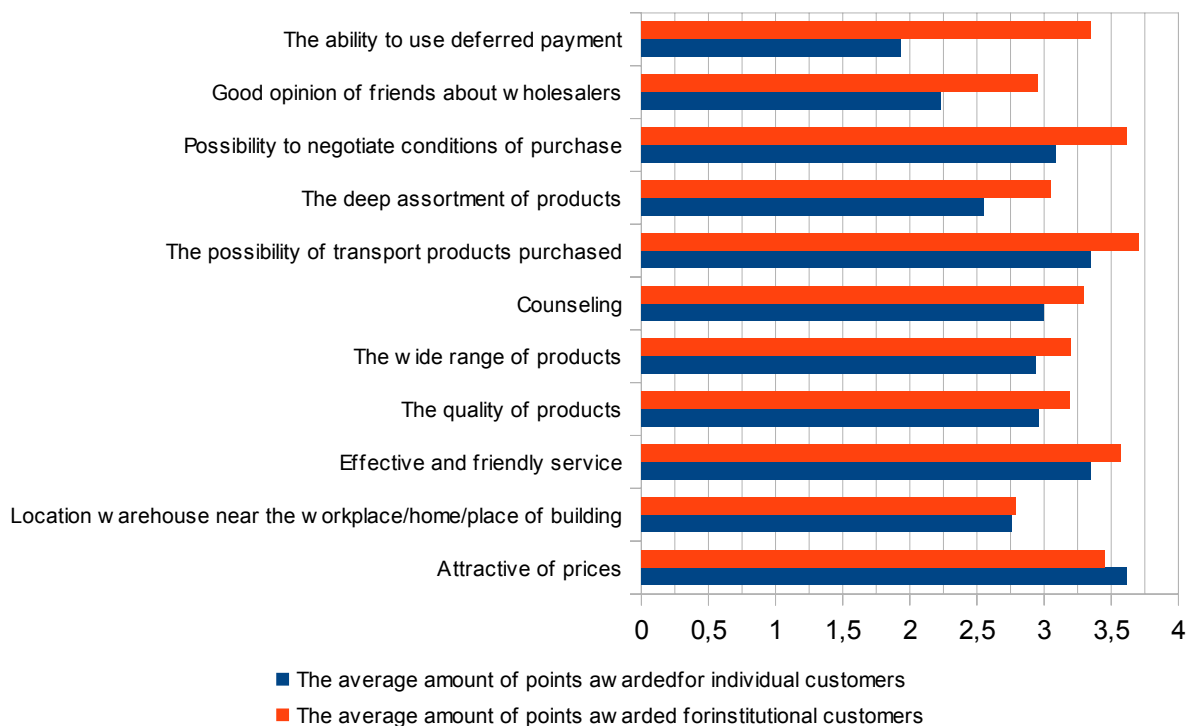


Figure 1. Average number of the factors influencing the choice of purchasing building materials granted by individual and institutional customers (Source: Own study based on the survey questionnaire)

On the basis of interviews with customers-contractors can provide specific reasons for the action of institutional clients, which implies the results of the questionnaire research. For institutional customers is important to be able to postpone the payment for building materials, as their customers pay only a small down payment on the

purchase of materials before work begins, and the remaining amount for completed work invoiced only after their execution - for larger orders advance for shopping in general is not charged. In this way, the operating costs (related to lending purchases) institutional clients are transferred to the supplier of building materials. This solution is beneficial for the contractors and allows for greater liquidity of their companies.

For institutional customers particularly important it is the opinion of your friends about the suppliers of building materials, as it makes it easier to make the right decision to start co-operation, which is usually long-term. The activities of companies contractors key is choosing the appropriate contractors, because the quality of services provided by the contractor is closely dependent on the reliability of the supplier (timeliness, security of supply, availability of materials, etc.).

For institutional clients more important (than for individual customers) it is also a depth range. This is due to the fact that some customers requires construction works using materials specific manufacturer. For example, it may be due to the specific nature of tendering, the contents of which are given the parameters of building materials, which are met only by selected products (some manufacturers).

Others analyzed factors are very much valued by consumers, and institutional. Customers of each group have admitted similar mean scores for the following factors: the location of the point of sale near the workplace, home or building; attractive prices and efficient and friendly service (divergence of less than 0.25 percentage points.). One factor is important for all types of consumers is price. On this basis, it can be said that for most consumers valuable is the main criterion in choosing the place of purchase of building materials.

Summary

The research and analysis of the results indicate that differences in opinions and behaviors of individual and institutional customers. Their main source is the diversity of needs and expectations of customers purchasing in different purposes. Presented hierarchy of factors influencing the choice of place of purchase of technical materials is characteristic for the test industry, but in the future may change under the influence of the environment. Therefore it would be advisable to repeat studies to date picture of the expectations and requirements of customers.

The knowledge acquired in research on actual preferences and needs of different customer groups would allow the company to prepare for them attractive offers. In particular, the flexibility in the activities could be revealed in matching quality and quantity to provide additional services to the requirements of these customer groups and the setting of prices, discounts granted and the period of deferment of payment in such a way as to meet their expectations.

Furthermore, depending on the supported group of customers (individual or institutional) trading company supplying technical materials should flexibly shape the quantity and quality of available assortment and inventory in stock. This is connected with the necessity of determining the flexibility of work in terms of the size of held inventory and replenishment. Hence, a better functioning and development of the wholesale building materials depends on the correct assessment of the expectations of the supported customer groups and the location of its work on the basis of specific groups. This means that use of the flexibilities work in the company. The general guidelines flexible offer management and flexible management of the quality of services for individual and institutional customers can be used by enterprises engaged in commercial activities related to both technical materials and working in other industries.

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