Marketing Management University Of The People Organizational And Individual Buyer Behavior Of Legend

Introduction

Legend is a product brand of Suburban company, they are service providers situated in Nigeria and was established in the year 2014 (legend.ng, 2021). Their head office is located in Abuja Nigeria, they offer fiber optics cable connections or broadband connections to offices and houses, which gives their client unlimited WIFI access paid on a monthly basis (Legend.ng, 2021).

Model Buyer behavior for organizational buyer and individual consumer of Legend: The consumer behavior regarding this product could be regarded as complex buying behavior because is a onetime purchase and expensive because you pay for the cables and installations to your home (Radu, 2019).

For organization buyer behavior let use a secondary school called ACCE as an example and see the processes they go through before making a purchase of legend.

1. A need is recognized: at first stage of the decision process to identify the need for that WIFI connection in the school premises, with all learning processes and other activities moving online due to covid 19, the head of school recognized the need to create a way for the teachers to teach children online (The University of Minnesota, 2010).
2. The need is described and quantified: at this stage the head of school invites the management including the IT department to face them with issue, at this stage they will suggest the company to have strong internet connection where the IT will explain, what speed and type of connection required (The University of Minnesota, 2010).
3. Potential suppliers are searched for: the management brought for need recognition will seek information about various service or WIFI providers that could offer them the fast and reliable internet connection, the IT person will list out possible suppliers available in the market (The University of Minnesota, 2010).
4. Qualified Suppliers are asked to complete responses to request for proposal (RFPs), all the shot listed internet providers will be contacted to send out their installation fees, after sale- service, installation process & quality of product (The University of Minnesota, 2010).
5. The proposals are evaluated and suppliers selected: after each selected companies send out the required information all will be evaluated the management will now prioritized what parameter to use is it the price only or price and quality or quality and after sales service or the mixture of three (The University of Minnesota, 2010).
6. An order Routine is established: the school identified parameters to choose from them they gave priority to quality, the services before considering price, Legend was the most suitable for them as they offer guaranteed quality and speed, fast installation and monthly subscription for unlimited internet. They place an order and sign a contract for a year with the company to provide them with internet for the whole year with monthly subscription (The University of Minnesota, 2010).
7. A post purchase evaluation is conducted and the feedback provided to the vendor: after the legend internet is been deployed in the school the management and teachers all start using it, they evaluate how fast classes went using their internet, uninterrupted class sessions with their students and how satisfied are they with it and gave feedback to the company (The University of Minnesota, 2010).

This aforementioned process is for organization buying Legend lets now compare it to an individual buying process for Mr. JOHN who is a family man and a civil servant:

1. Need recognition: Mr. john children go to school and due to covid it is now done online while his work has moved virtual as well, having meetings online due to that he saw the need to have internet to connect him and his children online.
2. Search for product information: he searches in the market for different options available, by talking to friends, colleague or online.
3. Product evaluation: he then now decide among the options he got based on the parameter he set for choosing is it convenience, price, quality or number of users, etc. he examines all products using that criteria.
4. Product choice and purchase: he chooses the best qualified and suited to his criteria if is price or quality for john is number of user he and his family could use and goes for legend cause their network covers the entire house and is unlimited.
5. Post purchase use and evaluation of product: check the speed and quality weather he made the right choice.
6. Disposal of the product: the product won’t be disposed as it has already been installed the only option is to stop subscribing to their network (The University of Minnesota, 2010).

In conclusion, they are similarity in the process however ACCE was considering how to serve their customer while Mr. John how to continue their work they need was there for each but different factors brought about the need. Decision was solely taking by Mr. John while the organization have to be done with people involved.

Reference List