



# RELATIONSHIP-BASED APPROACHES OF INDIVIDUAL AND ORGANIZATIONAL BUYERS

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**Abstract:** The behavior of individual and organizational buyers has certain implications upon the specific marketing of a product or service. There are many differences between the marketing of the consumer and the marketing of industrial goods; however, resemblances between them should not be overlooked. In this respect, the projection of the marketing strategy of market extension, based on the discovery of a new product /service, or the improvement of the one already existing on the market, is performed in order to satisfy the expectations and aspirations of each potential segment of individual and organizational consumers. Their buying behavior has to be studied continuously, in order to be able to make timely corrections. The paper presents a few ways of approaching the buying behaviors mentioned above, taking into consideration their specific peculiarities of performance and evolution.

**Keywords:** buying behavior, individual consumers, organizational consumers, current consumers, potential consumers, the buying decision process, evaluating suppliers' performance.

## Individual consumers' behavior

The on-going development of current markets prompted the companies which produce and deal goods and services to study and analyze, in as much detail as possible, the behaviors of individual and organizational consumers, starting from their demands and needs of consumption in various periods of time.

Generally speaking, *behavior* is considered to be a range of external reactions through which the individual reacts to stimuli. In this context, we may define the individual consumer's behavior as all the acts and decisions regarding the use of his/her income for buying and consuming goods and services or for saving money. Psycho-sociology applied to the economic domain analyzes the consumer's behavior.

Specialists in marketing study the buyer's behavior in order to determine the factors influencing buyers' choices. Buyers can be divided into two categories: individual and organizational (including users). Both types have implications for the marketing of certain products or services.

*Individual consumers* are those who purchase products or services in order to use them personally as commodities.<sup>1</sup> They can be the users or beneficiaries of these products (services). They purchase goods both for their daily needs, and in order to express their personality, to display a certain attitude, to indicate their role in society, to express their opinion, to demonstrate their value, or to show their welfare. Thus, products or services are purchased not only for satisfying the physical needs, but also the sociological and psychological ones.

*Organizational consumers* purchase products or services on behalf of the organization they work for, in order to meet its consumption needs.<sup>1</sup> They purchase components for the products that are joined together by the organization, they purchase disposables and accounting services; they purchase the equipment necessary to the organization for obtaining the own products meant for selling. These buyers cannot give up on their personal attitudes and preferences, even when they are at work, their behavior as buyers having certain similarities with those of individual buyers. Their personal needs, however, are transferred to a secondary plan against the objectives of the organization, which makes

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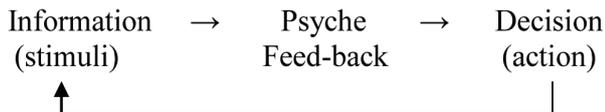
<sup>1</sup> Gheorghe Minculete, *Marketing*, „Carol I" National Defence University Publishing House, Bucharest, 2007, p. 41.



the factors influencing decisions and the processes leading to making these decisions differ from the consumers' input.

When making a decision regarding purchasing and consuming something or not doing so, the consumer is influenced by a series of internal impulses and a large variety of external stimuli which are afterwards processed by the psyche.

The *cybernetic model* of the consumer's psyche works on different *stimuli* which, when combined



with internal impulses, generate a certain *decision*.

**Figure no. 1** Cybernetic model of the consumer's psyche

The consumer's behavior does not appear as a result of the action of certain endogenous and exogenous variables.

*Endogenous variables* include the individual's personal characteristics, his/her personality and representations regarding the goods and services meant to satisfy needs, perception processes, learning and thinking processes that take place on the mental level.<sup>2</sup>

The analysis of the buying behavior underlines the following endogenous variables: *needs; attitudes; motivations; own individual characteristics*.

a) *Needs* represent the cause of the purchase and consumption action in order to satisfy his/her physical and psychological needs. Abraham Maslow ranks in a pyramid the individual's main needs: *physiological needs, security needs* (the need to be protected from different hazards through: preventive medicine, insurances, etc.); *the need for belonging* (the need to be accepted and beloved by the family and group he/she belongs to); *the need for esteem; the self-actualization need* (which is the peak of human aspirations).<sup>3</sup>

Depending on the possibility to satisfy or not certain needs, the consumer will adopt a certain behavior, thus explaining the principle of human

action dynamics.

b) *Attitude* represents the sum of a person's *sensations, beliefs, and convictions* regarding the situations, merchandise and services he/she is confronted with in order to satisfy his/her needs. Thus, it results that attitude is a latent, hidden variable of the behavior, an inclination towards certain actions.

c) *Motivation* encompasses all the objective and subjective factors, both conscious and unconscious, which determine the consumer to do certain things, to tend towards fulfilling certain objectives. It is a main source influencing human behavior.

d) *The traits characteristic to the individual* allow the valorization of three types of variables: *personality, self-image and life style*. Moreover, these traits include references to gender, age, family life cycle, income, education.

*Exogenous variables* (sociological and psycho-sociological) encompass all the factors characterizing the environment in which the consumer lives and acts.<sup>2</sup>

These factors include socio-demographical factors, income, prices (fees) of commodities and services, the influence of group relationships, of interpersonal relationships, of advertising means, etc.

In the vision of the cybernetic model mentioned above, the behavioral result is the consumer's decision regarding the purchase and consumption of certain material goods and services. Regarded as a whole, the mechanism of the consumer's behavior includes the acts presented in Figure 2.

A simple and general model of purchasing as a decision-making process includes, as it can be noticed in figure no. 3, eight elements: the revelation of need; the identification of the issue; searching for and investigating information; assessing possibilities; making choices; buying; the experience subsequent to the purchasing process (assessment, possible reactions).<sup>4</sup>

In order to buy, for instance, a winter man suit, an individual examines his financial means, visits a few supermarkets (usually one up to three or more), looks for information regarding the model, the quality of the fabric it is made of, the anthropometric measurements appropriate for him and then decides on the basis of anthropometric measurements the optimal choice to purchase, subse-

<sup>2</sup> Gheorghe Minculete, *Marketing*, "Carol I" National Defence University Publishing House, Bucharest, 2007, pp. 42-43.

<sup>3</sup> George Medrihan (coordinator) și colectiv, *Marketing. Concepte, Metode și Tehnici. Strategii*, Editura Gama, Iași, 1997, pp. 65-66.

<sup>4</sup> Michael J. Baker, *Marketing*, Editura Societatea Știință și Tehnică S.A., București, 1996, p. 125.

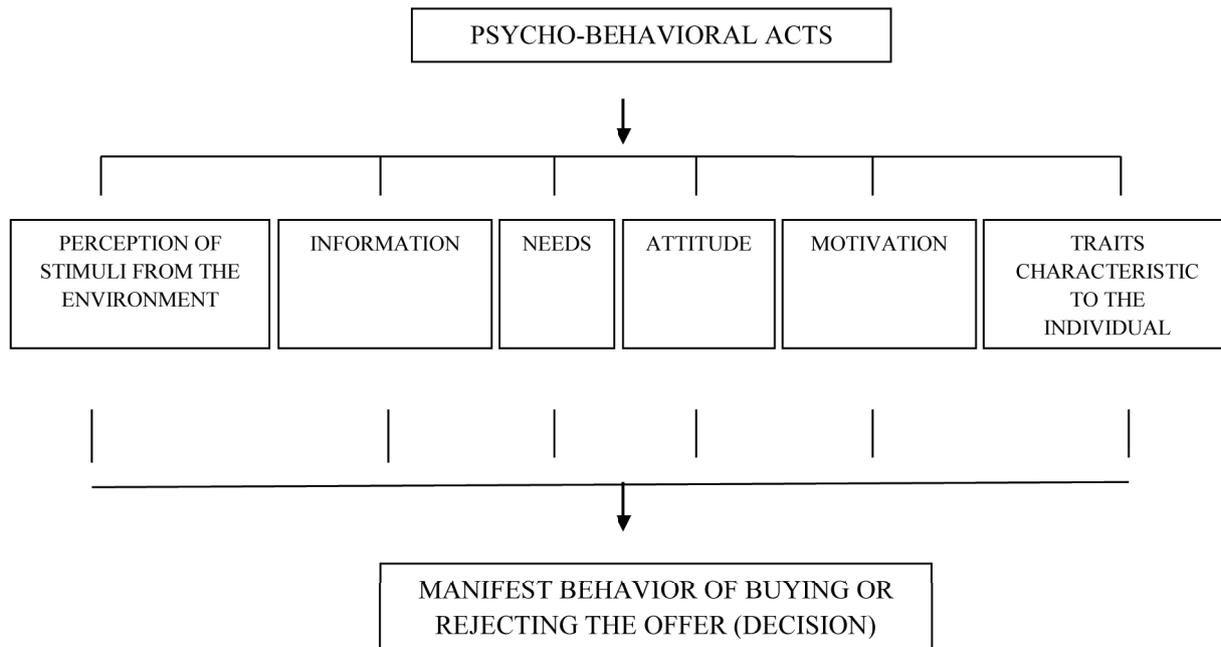


Figure no. 2 Mechanism of consumer's behavior

*The decision making process regarding the purchase of certain goods and services by individual consumers*

quently assessing the efficiency of the purchase itself, while using the product.

The sequence mentioned can be divided into four basic stages: *the decision-making process; the purchasing act; the usage period – that when it can be used; the post-usage assessment.*

Reference groups, social classes, individual circumstances, together with the individual's own culture and personal features, they all represent important factors in making the decision to buy something<sup>5</sup>.

*Reference groups* are the groups within the general society a person interacts with in the decision-making process. They influence behavior in the following manner:

- information influence is exercised when a group is a credible source of knowledge, being specialized or having certain expertise in a certain domain. This type of influence explains the power rumors have on certain markets, especially the service markets, where it is not possible that a buyer may try the product before deciding to buy it. People count on recommendations received from neighbors or friends, considering them more trustworthy than the advertisement used by the producer;

- comparative influence appears when the consumer makes the decision to buy an object that will associate him/her with the group he aspires to belong to and dissociate him/her from the others. Teenagers, for instance, are significantly influenced by the brands accepted in their group and those that may exclude them from it;

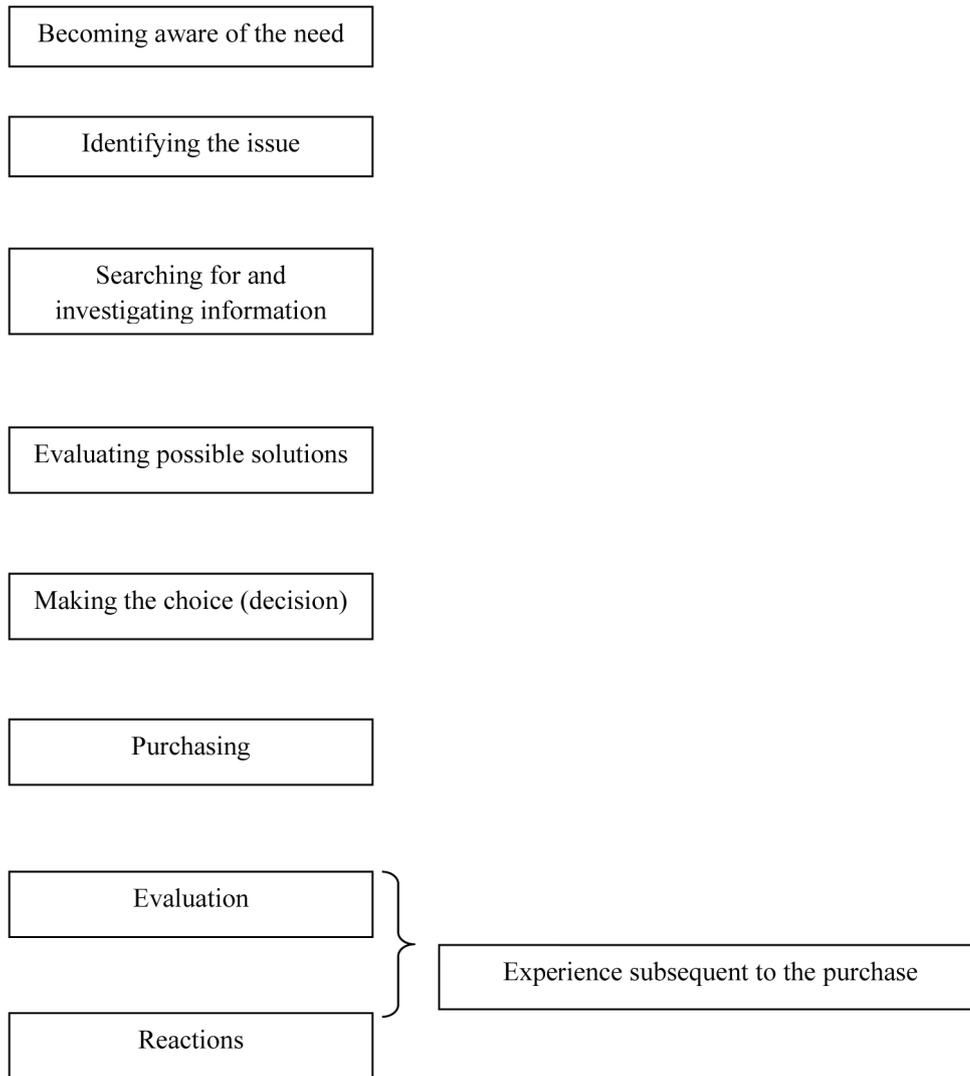
- normative influence upon the buyer's behavior appears when a certain group exercises some pressure upon an individual so as to comply with his/her norms. The reward is being accepted in the respective group, while sanctions could be applied to those that do not comply with recommendations. This type of influence appears mostly with respect to visible products, such as clothes (for instance, in many organizations or institutions, the executives are compelled to wear a suit, irrespective of the weather; special night dresses are mandatory at weddings or on other occasions when women receive guests).<sup>6</sup>

The following part of the present paper is dedicated to presenting the reference groups exercising different types of influence upon buyers.

*Primary groups*<sup>7</sup> are those groups with which

<sup>5</sup> Elizabeth Hill, Terry O'Sullivan, *Marketing*, Editura Imprimeria de Vest R.A. Oradea, 1997, pp. 57-58.

<sup>7</sup> Gheorghe Minculete, *Marketing*, "Carol I" National Defence University Publishing House, Bucharest, 2007, p. 46.



**Figure no. 3** Stages of the decision-making process when purchasing something

an individual has regular relations. This group includes friends, neighbors, colleagues and family. Their influence may be felt in all the ways shown above, especially the first two.

*Family* is one of the most important primary groups influencing the buyer's behavior, as it is the group that most people interact the longest with. It is the family that establishes behavior models that a person may learn from childhood, which may lead to increasing the preference for certain brands. The selection of various products or services, such as: detergents, coffee, banking services or holidays may be influenced by family norms. In order to attract new clients, marketing experts have to make up strategies so as to defeat the consumers' mental restraint and determine them to break family norms.

*Secondary groups*<sup>7</sup> are those groups with which people interact more officially and less regularly.

These groups may be religious gatherings, sports or social clubs, professional bodies. These groups are the ones capable of exercising the most powerful normative influence, through their own statutes, hence the fear of being excluded, for instance, from a golf club because of unacceptable demeanor.

*Social classes* (also known as socio-economic groups) are groups of individuals coming from the same social and economic circumstances, who see themselves as possessing the same social status. The basis for defining these statuses differs from one society to another, but generally speaking it is related to job, income, education, and wealth (Figure 4)<sup>8</sup>.

Students usually fall into the third category. The retired who live on pensions usually maintain their previous status.

People tend to establish interactions with those

<sup>8</sup> *Ibidem*, p. 59.



No.	Social classes
1	Top-level administrative or professional leadership positions
2	Intermediate-level administrative or professional leadership positions
3	Clerks in administration with minor or less influential administrative or professional leadership positions
4	Qualified workers
5	Semi- or unqualified workers
6	Occasional workers or those performing „demeaning jobs”
7	Retired people
8	Long-term unemployed people

**Figure no. 4** Social classes necessary for performing the marketing study

belonging to the same social category and thus each social class has about the same values and behavior model. For instance, certain social categories watch certain TV programs more than others; others are more inclined towards participating in shows and sports events; the loyalty for food products is smaller for those in the middle class. That is why, it is very important that marketing answer various groups in various ways.

*Individual circumstances* are created by demographic structures. On an individual level, the gender, age, marital status, income, and education of a person have a major influence upon making the decision to buy something<sup>9</sup>.

Gender has an obvious influence upon making the decision to buy something. Especially due to the social norms lasting for centuries, men and women buy types of different products and use different criteria for choosing them.

Age determines certain decisions of the buyers. The type of entertainment they prefer, whether they are still students or they are working, the health-related needs, the preferences for certain styles or trends, they all change throughout somebody's life and thus the shopping they do will change too. The family life cycle is very much connected to age.

With respect to the marital status, in 1966, Wells and Gubar described the forming stages and the

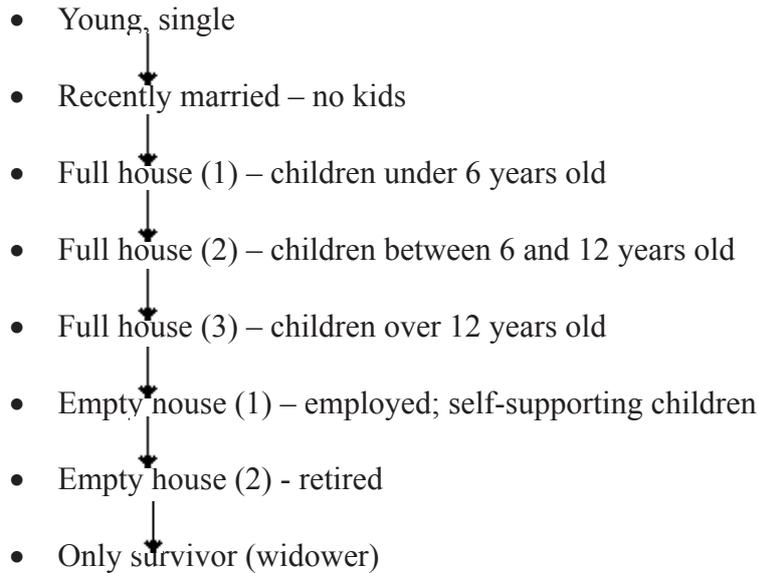
evolution of a typical family, indicating the types of consumer with the one that is most probable to be associated with each of these studies. For instance, the young people who are single spend much more on clothes and entertainment than other groups. They may have smaller income, taking into consideration the fact that they are only at the beginning of their careers, but they also have less financial obligations and are in the position of spending much more for their own preferences.

Figure 5 presents the links made according to the studies made.

The income is often related to demographic characteristics, but not in an exclusive manner. A person's income may vary due to different reasons, such as: the interest installments, unemployment, or inflation. Certain products or services are more sensitive to the level of income than others. A person whose economic means are reduced suddenly will also reduce his/her expenses, the first on top of the list being the long-term usage products and entertaining activities. The main criteria used in making decisions will become price and level of functionality.

Education is usually connected to income and social class, but also has certain interesting influences upon the consumer's behavior. Those who have graduated only high school have different behaviors from other groups. When they choose

<sup>9</sup> Gheorghe Minculete, *Marketing*, "Carol I" National Defence University Publishing House, Bucharest, 2007, p. 47.



**Figure no. 5** The life cycle adapted according to Wells and Gubar model (1966)\*

\*Michael J.Baker, *op.cit.*, p. 132.

among different products, they are not inclined towards analyzing unknown brands or comparing prices, but base their choice on tradition, brand image and personal experience. This influences the manner in which marketing specialists have to address this category. Instead of offering detailed explanations about the product, they have to emphasize the confidence in the respective product and the producer's image.

*Personal characteristics*, the individual factors linked to his/her psychology influence a person's decisions. It is natural that people of the same sex, who are also in the same stage in the family life cycle and have the same income level, to have different personalities and life styles, to be motivated by different purposes, to have different beliefs and attitudes, and different visions.<sup>10</sup>

A person's individuality is immediately visible in his/her *personality*, while character traits, such as sociability, self-confidence, shyness, or aggressiveness are those who make the individual react predictably in the situations they are confronted with. If marketing specialists understand the reactions of the different types of personality to different types of products, they may project the own brands, so as to answer these needs.

One of the ways in which consumers express their personality is the life style. In 1994, Kohtler and Armstrong described life style as being a person's model of living, exactly as it is expressed in his/her

activities, interests, and opinions. These activities may be the following: work, entertainment, sports, hobbies, holidays and involvement in community actions; the interests may be the following: family, food, recreation, fashion, music; the opinions may concern education, politics, social welfare, personal relationships, religion. The tangible side of the life style consists in the way in which the person spends his/her time and money in order to interact with the environment. This aspect may be measured (through a technique called psychological profiling), thus allowing the grouping of individuals with the same life style. Different groups choose different products and answer positively to different images, offering marketing specialists the possibility to make their offer according to these demands<sup>11</sup>.

The direct measurement of an individual's needs results in norms of consumption. Making a statistic analysis of the consumption budgets of a medium-size family, for instance, two adults and two children, we obtain the normative budget. The analysis of the dynamics of consumption on different categories (segments) of population results in the tendencies of revolutionizing certain needs, in direct connection to the purchasing power and preferences of the different segments studied.

The actual consumers (A.C.) are those individuals who consume the product / service analyzed at the reference time *t*. The causes determining this consumption are based on the

<sup>10</sup> Gheorghe Minculete, *Marketing*, "Carol I" National Defence University Publishing House, Bucharest, 2007, p. 50.

<sup>11</sup> Kotler, Philip Keller, Kevin Lane, *Managementul marketingului*, Ediția a V-a, Editura Teora, București, 2008, pp. 31-32.



necessity to satisfy the own need, the existence of the purchasing power, having knowledge about the market offer and options.

Potential consumers (PC.) are those individuals who are not consuming the respective product / service at the moment, for different reasons, but who in the near future may become actual consumers, as they have a need that is not yet satisfied. The causes may be: not knowing the existence of the offer, the lack of attractiveness of the wrapping, the price, dysfunctions in distribution etc.

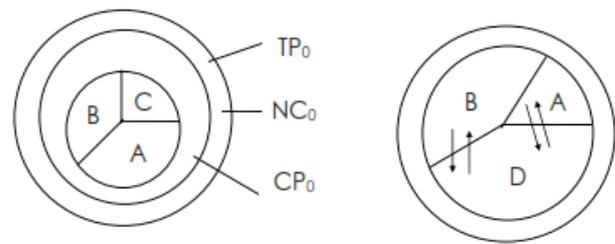
Marketing specialists have the task of identifying the size of the potential consumers' market and the factors determining them to currently consume the respective product. The next is projecting the marketing strategy of market extension, based on discovering a new product / service, or improving the one already existing on the market, according to the expectations and aspirations of each potential population segment.

Non-consumers (N.C.) make up that category of population who are not currently consuming the product analyzed, nor will they consume it in the near future, just because they do not need to do so, as the need is missing altogether.

Figure no. 6 is a graphic representation of the consumer categories mentioned above at two different moments in time,  $t_0 + \Delta t_0$ , where we used the following symbols:

- TP – total of people on a certain market;
- $MR_0$  – market reserve, made up of potential consumers;
- A, B, C – actual consumer market for the competing products **a, b, c**.<sup>12</sup>

We notice that at the moment  $t_0 + \Delta t$ , the **c** product has vanished from the market (possible explanations: fusion, withdrawal from the market, bankruptcy etc.), but a new **d** product has emerged; the potential consumers  $PC_0$  have all become actual consumers  $AC_1$ , so as the reserve market  $RM_1$  tends towards zero. Practically, the firms making A, B and D products have adopted extensive marketing strategies, while the number of non-consumers has remained unchanged, as these people still lack the need.



**Figure no. 6** Dynamics of actual and potential consumer market

Depending on the financial means and behavioral traits they have available, buyers may be:

- *relaxed* – those who are prepared to buy new products; they pay close attention to the wrapping and display and are not interested in the price;
- *rigid* – those buyers who make and use lists of shopping to be done and only rarely deviate from it. They do not pay almost any attention to the requests of the other members of the family and shopping is done quickly. The people in this category can be further subdivided into two groups: those who are rigid because this is the structure of their personality and those who are rigid for economic reasons.
- *controlled* – most people belong to this category.

Buyers use shopping lists for their basic necessities, but most decisions are made on the spot, the manner in which products are wrapped and displayed acting as an incentive.<sup>13</sup>

### Organization buying behavior

In the current economic circumstances, the role of the organizational buyer is to find products or services of acceptable quality in exchange for the lowest price possible, so as the organization might have low costs and thus make bigger profits. Due to the complexity of decisions, there are several stages in the decision making process.

Although there are many differences between consumer marketing and the marketing of industrial goods, we must not ignore the resemblances between them, given the fact that with respect to both organizational and individual buying behavior, the process is basically the same.

One of the first serious attempts of imposing a certain structure to the huge amount of descriptive materials depicting the industrial procurement

<sup>12</sup> Gheorghe Minculete, *Marketing*, "Carol I" National Defence University Publishing House, Bucharest, 2007, p. 52.

<sup>13</sup> Michael J. Baker, *op. cit.*, p.141.



behavior was made by Frederick Webster Jr.<sup>14</sup>, who characterizes it through four key domains: acknowledging the issue; taking responsibility for procurement; initiating the research process and undertaking the selection process. All these steps are essential stages in the general buying behavior. Establishing objectives, as well as acknowledging the issue are influenced by personal and impersonal factors, internal and external to the organization, which leads to the conclusion that they need to be identified and analyzed, if one wishes to understand the decision to buy something made by an organization.

Another important contribution on this topic was brought by P.J. Robinson, C.W. Faris and Yoram Wind<sup>15</sup>, who presented the results of a project sponsored by the Marketing Institute. Starting from the extensive study of three companies in the United States during an interval of two years, the three specialists made the proposition that industrial procurement be conceived as a process made up of eight sequential steps, also known as buying stages, namely:

- anticipating or acknowledging an issue or a need, including understanding the fact that there is an issue, as well as becoming aware of the fact that it may be solved by the procurement of an industrial good;
- determining the quality, quantity, and characteristics of the necessary item;
- describing the necessary item; searching for and characterizing the potential sources;
- examining the sources in order to make a decision referring to the way in which the product is going to be procured;
- evaluating the propositions and selecting the suppliers; choosing a manner of making and placing the order;
- evaluating and receiving feed-back related to efficiency<sup>16</sup>.

We consider the model above extremely suggestive, as it is easy to learn and, in addition, if one identifies the decision and the current stage of the procurement process, one may also identify very quickly the key factors specific to the respective place in the pattern. For instance, in case of most

processes of direct repetition of the procurement process, procedures may be established for automatic orders made to homologated suppliers, if the previous order satisfied the demands.

From the non-profit-organizational point of view, marketing objectives and activities in procurement refer to: the initial marketing programming for analyzing consumption and usage needs; prospecting the local (territorial) or national market; initiating the mechanism involving procurement techniques and procedures; initiating the actual selling-buying relationship.

The initial marketing programming for analyzing the consumption and usage needs comprises the following: analyzing the material and financial resources that have to be ensured starting from the procurement plans made by the specialists in the field; studying the purchasing means from the area, regional, or national market environment; establishing the assortments that have to be procured; setting standards and contracting conditions for products and materials that are to be procured; setting the procurement procedures that must be followed starting from criteria of opportunity and efficiency.

Prospecting the local (territorial) or national market presupposes the following: identifying numerically and finding all the economic agents of interest for buying products and materials; establishing the sources of information necessary to the study of suppliers and their offers; investigating the elements related to the structure of the offer, emphasizing the following indicators: the selling price, the quality class, performances, degree of usage (consumption), services offered and closeness to sources of supplies; collecting all the necessary information about initial suppliers, on the basis of the following criteria: the level of the turnover, the social capital, the indebtedness ratio, the credibility and honesty in business etc.; the analysis of the offerer's management capacity to perform a proper management of the exchange actions during the selling/buying process; the analysis of the competition between the providing companies that have the products or materials that need to be procured by the army; the study of the competition among the military units and the major military units interested in purchasing the same product (material)<sup>17</sup>.

The mechanism involving procurement

<sup>17</sup> *Ibidem*, p. 57.

<sup>14</sup> Frederick Webster Jr., *Modelarea procesului industrial de achiziție*, în *Journal of Marketing Research*, noiembrie 1965.

<sup>15</sup> P.J. Robinson, C.W. Faris, Yoram Wind, *Industrial Buying and Creative Marketing*, 1967.

<sup>16</sup> Gheorghe Minculete, *Marketing*, "Carol I" National Defence University Publishing House, Bucharest, 2007, p. 53.



techniques and procedures (auctions, competitive dialogues, negotiations, demands for offers etc.) necessitate: naming a board of specialists; elaborating the documentation specific to the procurement process; advertising; receiving offers and participation guarantees; opening, evaluating, analyzing, and comparing offers; making the decision-related documents (decision, proceedings and so on); choosing the most reliable economic operator; communicating results and returning the participation guarantees.

Initiating the actual selling-buying relationship needs the following: making the commercial sales contract with the supplier accepted in the legal term, simultaneously with receiving by the beneficiary of the performance bond; issuing periodically procurement orders, according to the provisions of the delivery graphs; the periodical reception of products (materials) made at the supplier's registered office; the transportation of the goods delivered with the means of the supplier or the beneficiary, according to contract specifications; reception of products (materials) procured from the beneficiary's registered office; disconnection and pay of goods by the supplier in the period set after delivery; depositing (keeping) and holding the evidence of the goods received; following the manifestation of the hidden vices during keeping or on the occasion of internal distributions for consumption (using, functioning) and the controls made.

The role of the organizational buyer is to find products or services of an acceptable quality at the lowest price possible, so as the organization may have lower costs and obtain profit from it.

Due to the complexity of some of the decisions made by the organizational buyers, there are several stages of the decision-making process. Mainly they are six: *identifying the issue; choosing the product; looking for the supplier; choosing the supplier; ordering; evaluating performances.*

*Identifying the issue* is similar to "perceiving the need" in case of the individual buyer and consists in establishing, by the decision makers, of goods and services that really need to be purchased in order to accomplish certain objectives (goals, functions) of the organization.

The representatives of the buying beneficiary (procurement compartments, specialized boards etc.), that have great expertise in purchasing goods, first make a general description of the products that

have to be bought and the necessary quantities.

*Looking for the supplier* happens according to the time allotted to the procurement procedure that is to take place, through an advertisement in case of open auctions or through invitations directly addressed to the identified suppliers, in case of organizing closed auctions, the demands of offers, the direct negotiations, etc.

*Choosing the supplier* is performed by comparing the attributes established within the procurement process.<sup>18</sup> The attributes may be purely functional, such as *price, delivery, quality, service*, but may also include less tangible features, such as the *policy of the providing company* or the *communication abilities*. The chosen contracted supplier will be the one that best fulfills the main criteria.

*Ordering the product / service* may be unique or may take the shape of a long-term contract. Invariably, its terms will include the payment means; if most individual buyers pay cash before receiving the product, organizations establish different payment means, first receiving the goods and paying for them in the period of time stipulated in the contract (most times the suppliers ask the new clients for references).

The buyer collects data regarding *the suppliers' performances* and uses this source of information when a similar product is needed. Sometimes, this is used as part of a system of motivating suppliers for maintaining increased levels of performance. The same way individual consumers increase or reduce the efforts implied by the decision-making process, function of the product they intend to buy; organizational buyers will approach the different stages of this process according to the nature of the purchasing tasks.

Thus, there are three possible buying situations (Robinson, Faris and Wind, 1967):

- *direct re-purchases* – when the buying process is a familiar, repeated task, it becomes a sort of routine and orders are made directly to the accepted suppliers. The study of choosing the supplier is made automatically, which makes it difficult for other suppliers to get into the business. The buyer resorts to routine in order to reduce the effort and it is highly likely that he / she will be very reticent to change it, unless the new supplier comes with a considerably better offer.

<sup>18</sup> Gheorghe Minculete, *Marketing*, „Carol I" National Defence University Publishing House, Bucharest, 2007, p. 60.



- *different re-purchases* – if the buyer becomes unsatisfied with the routine re-purchases for no matter what reason, he / she may decide to take into consideration other suppliers too; the objectives being to obtain better prices, to change the product's characteristics, to improve deliveries or only to increase the efficiency of these purchases.

- *new tasks* – these are most decisions to buy which the buyer encounters for the first time. In this situation, all the stages of the decision-making process become significant, although choosing the product and the time the buyer will spend for selecting the best supplier varies according to the value of the product and its importance within the operations of the organization.

### Conclusions

In the domain of public organization, both the stages of the decision-making process and the types of purchase equally depend on the laws in force at the moment when the specific purchases of goods take place. Generally speaking, the information presented is applicable, taking into consideration the completions made through the legal provisions for each procurement procedure separately.

Recently we have noticed a trend of growing importance of the producers of merchandise and services due to the increasing qualitative and quantitative marketing research developing in the field. Therefore, under these circumstances, new solutions are provided with respect to the following aspects: the (individual and organizational) consumers' reaction to different market stimuli; the possibility of acknowledging various models of consumption through their characteristic habits; the possibility of becoming aware of the consumers'

perception regarding various brands available on the market; the common testing of products, etc.

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