

B2B BUYER BEHAVIOUR: YOUNG VS. OLD

The 2015 Buyersphere survey surveyed 211 B2B buyers on their behaviour during the buying process. Then we split them into under-40s and over-40s. Read on for the differences between Young Bucks and the Old Heads.

YOUNG BUCK

26%	Worked in smaller company (<100)	52%
7%	Involved CEO/MD in buying process	13%
51%	Purchased IT equipment & services	25%
16%	Involved procurement in the buying process	44%
55%	Sought pricing information	71%
19%	Sought 'How to' information	10%

MORE LIKELY TO CHOOSE A SUPPLIER THAT:*

40%	Had more creative marketing	29%
60%	Had a 'cool/forward thinking' brand...	35%
19%	Did more social media	7%
66%	Offered something unique compared to competitors	47%
64%	Offered better service	71%
62%	Had better understanding of needs	69%
62%	Had a brand they had already heard of	69%
62%	Offered more useful technical info	67%
64%	Made them confident of paying a reasonable price	76%

Social media savvy, but independent. Appeal to their creativity more than their budget.

Team players with an eye for a good price. Give them facts, give them confidence, give them familiarity.

OLD HEAD

Visit www.baseone.co.uk/buyersphere to download full report

* We asked them to compare the qualities of supplier they chose with those of the suppliers they also considered but rejected.

