
APEC: GROWING INDIGENOUS BUSINESSES THROUGH TRADE (PHASE 3) 2024

**The buyer's
decision-making process**



FACTSHEET

The buyer's decision-making process

The buyer's decision-making process highlights each step of a buyer's journey, from way before a potential buyer decides to purchase a business's offering all along to the purchase itself and after-purchase experiences.

The buyer's decision-making process can be categorized into the following 6 stages:

1. Need recognition:

- A potential buyer identifies a need for a business's product or service. Key questions that businesses should be asking themselves:
 - What problem does our product or service solve?
 - How can we communicate to potential buyers that our offer will solve their problem/needs?
 - How can we develop a brand campaign to build brand awareness and recognition?

2. Information search:

- Certain channels that potential buyers will use to get more information on how to fulfil the need they have (i.e. searching online or speaking to an industry expert). Key questions that businesses should be asking themselves:
 - What key research channels are our potential buyers drawn to?
 - How can we best share the information needed by buyers with them?
 - Can we do so ourselves or do we need to hire someone else?

3. Evaluation and comparison:

- At this point, buyers have established a clear understanding of what it is that they are looking for in an offering. They have started comparing similar offerings to find their best fit. This is where businesses need to clearly communicate their USP. Key questions that businesses should be asking themselves:
 - How will potential buyers evaluate and compare our offering against other options?
 - How can we differentiate ourselves from other competing offerings?

4. Vendor and product purchase decision (for goods):

- This is the point where the buyer purchases a business's goods. Key questions that businesses should be asking themselves:
 - What are the supply chain choices that allow us to place our goods in the most convenient and suitable location?
 - How can we make our goods easily recognizable to potential consumers?

5. Service delivery options (for services):

- Businesses selling services may need to provide more direct customer involvement before and at the point of purchase. Services will need more tailoring to suit the buyer's needs. Key questions that businesses should be asking themselves:
 - How will the client want our service to be delivered?
 - How will we communicate/interpret this and make contract decisions possible?
 - How can we ensure to engage in the overseas market professionally and culturally accurate?

6. Post-purchase evaluation:

- A critical step for businesses to achieve repeat orders and hyper-growth. Businesses need to remember that their job is not complete once buyers have purchased their offer, with post-purchase engagement being crucial. Key questions that businesses should be asking themselves:
 - Have the customers' needs been satisfied?
 - Is the customer happy with the purchase?
 - How can we convince the buyer to keep buying our offerings?

It is important that a business's marketing strategies are varied enough to suite its different buyers, given that there is often more than one buyer in the supply chain or across multiple markets. The below table can assist businesses in clearly outlining their different buyers and their individual buyer-decision processes.

	BUYER A	BUYER B
1. Need recognition		
2. Information Search		
3. Evaluation and Comparison		
4. Vendor and Product Purchase Decision		
5. Service Delivery Options		
6. Post Purchase Evaluation		

