

Decision making process in B2B: main factors influencing commercial solutions in agriculture

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Introduction

Generally, sales decisions in B2B process are based on rational arguments (Payan, J.M. et al, 2005), while decisions in B2C process are based on mix of rational and emotional arguments (Milichovsky, 2013). However, recent studies prove that B2B sales process is influenced by trust instead of emotions, at the same time mixed with rational arguments (Gross, 2020). Present research is dedicated for trust phenomena in B2B commercial process, since rational arguments were analyzed widely in literature (Schoenherr T., Vincent A. Mabert 2011) and are here presented in more general groups.

As model on the right shows, trust as phenomena is influenced by 3 groups of factors, each of them consisting of 2 immeasurable expressions, such as Professionalism or Transparency. Should also be noted, that present list of factors is not final, since more research is needed and other factors may occur.

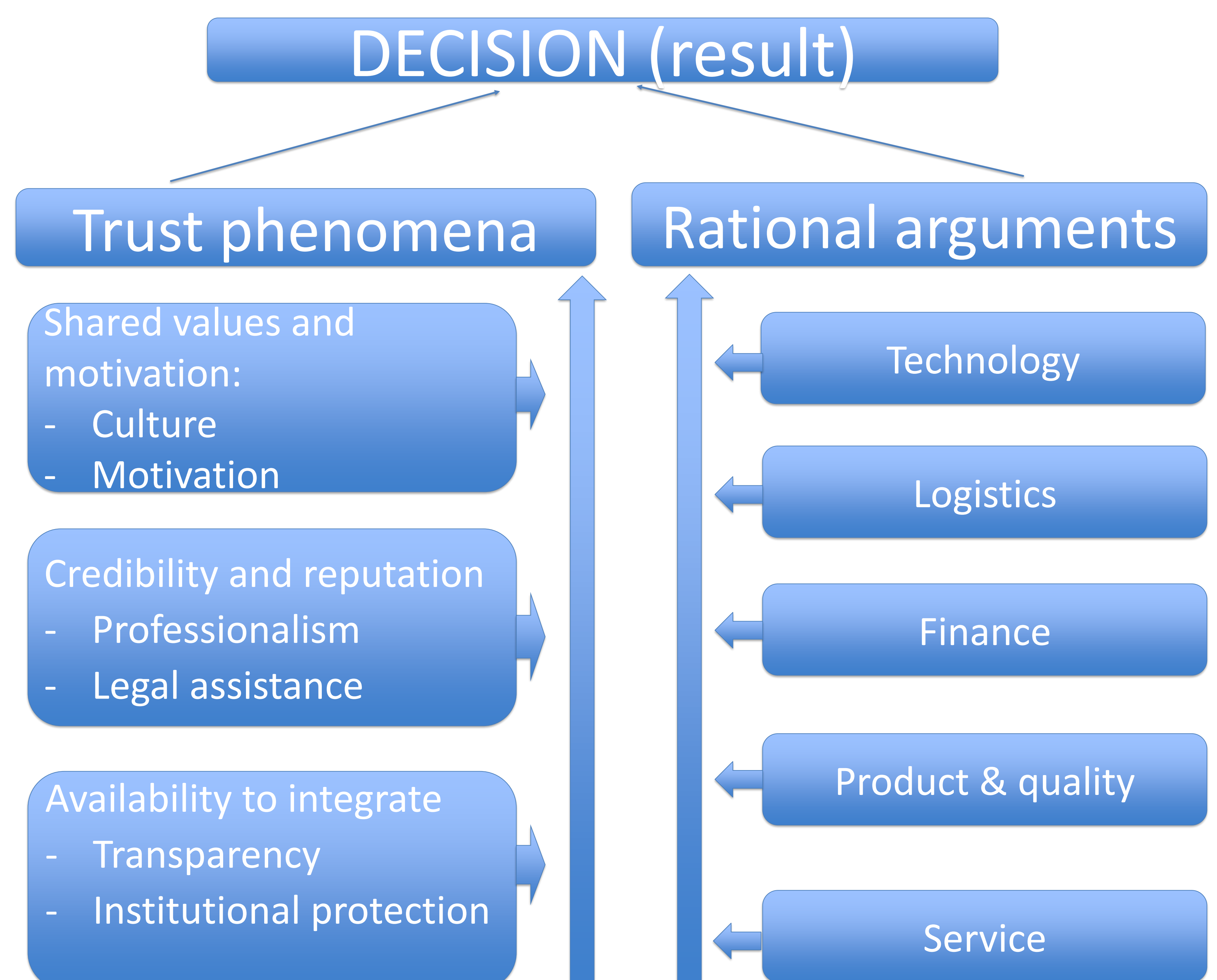
It is also should be noted that present research did not include agricultural B2B e-commerce, which is not yet widely discussed in literature from the trust point of view in B2B commerce process.

Keywords:
B2B, decision making, trust factor.

Methodology

- Literature review- 31 article reviewed;
- Internet resources review;
- Discussions with industry's experts.

Results



Conclusions:

- Rational arguments may be considered as main factors influencing decision in B2B, however trust phenomena has high importance in decision making process as well;
- Trust phenomena in agricultural B2B is not yet widely discussed, therefore many other factors may be discovered during future research;
- Present research did not include e-commerce of agricultural B2B, therefore importance of trust in e-commerce is to be discovered in the future research.