

PalArch's Journal of Archaeology
of Egypt / Egyptology

THE EFFECT OF THE BUYING CENTER IN THE PROMOTION OF INDUSTRIAL PRODUCTS: A CASE STUDY IN THE MAYSAN PLASTIC FACTORY

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Murtaza Khachi Hayyawi and Sarmad Hamza Jassim Al-Shammari , The Effect Of The Buying Center In The Promotion Of Industrial Products: A Case Study In The Maysan Plastic Factory , Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(8), 3299-3308. ISSN 1567-214x.

Keywords: Buying center, promotion of industrial products

Abstract

This study dealt with the analysis and study of the reality of the roles of the Buying center and the promotion of industrial products and the factors affecting the promotion of industrial products. It is (there is a significant effect relationship between the purchasing center and industrial sales promotion in the Maysan plastic factory) and it represents the research community in the Maysan plastic factory, where the sample consisting of (112) was chosen. The data To achieve this, a main hypothesis was formulated, from which (4) sub-hypotheses were formed and tested using the SPSS program and a set of statistical methods, including (arithmetic mean, standard deviation, sequential steps).Based on measuring and diagnosing the research variables and testing the study's hypotheses, the researcher reached a set of conclusions, the most prominent of which was the management of the Maysan Plastic Factory that considers marketing as a side function limited to advertising and promotion and not realizing the reality of marketing as activities to identify the market needs of industrial products and solve them to meet them.

Introduction

The Buying center is of great importance in all industrial organizations, as it involves positive or negative results that appear on their reality through its impact on the nature of the subsequent work related to the promotion of industrial products, which requires great attention and the provision of requirements for its achievement at various levels. It is worth noting that the view of the

Buyingcenter has evolved It is a complex process of decision-making and communication that occurs and is repeated over time and that includes many participants in it and relationships with companies and institutions. Therefore, the task of purchasing and buyer behavior includes more than simple actions represented in fulfilling the demand by suppliers. Fulfilling the needs and desires of the organization with regard to goods and services that fill the shortage caused by its various operations and activities at the right time, the right place, the prices and other appropriate conditions.

Based on the foregoing, the research was divided into five sections, where the first topic came about the research methodology, the second topic was for the Buying Center, the third topic was for the promotion of industrial products, the fourth topic was for the practical side, and the fifth topic was for conclusions and recommendations.

First - research methodology

1. the research problem

The research problem is crystallized in the reality of the behavior of the purchasing center in the Maysan Plastic Factory because it represents one of the most important types of industrial customers. The business market The problem is embodied in asking the following questions:

1. How does the General Company for Construction Industries / Maysan Plastic Factory Management view the members of the purchasing center and how they are selected?
2. Do the members of the purchasing center know the extent to which their purchasing decisions are achieved to promote their industrial products through those decisions?
3. What is the impact of purchasing decisions on the promotion of industrial products in the Maysan plastic factory?
4. What are the most important means used in the field of industrial promotion?

2. research objectives

The research aims at a set of goals:

1. Communicating the concept of the Buying center and its importance to those in charge of managing the Maysan plastic factory.
2. Knowing the role of the Buying center in promoting industrial products and identifying the marketing specificity of those products destined for industrial consumers.
3. Determine the extent of knowledge of the management of the Maysan plastic factory in the marketing practices and techniques directed to the industrial market.

3. The importance of research

The research derives its importance as follows:

1. It helps the departments in general, and the management of the Maysan plastic factory in particular, to choose the members of the Buying center, which is responsible for providing the various supplies necessary for the implementation of the factory's approved programs for production.
2. Focusing on the effect of the Buying center in promoting the promotion of industrial products.
3. Knowing the methods and techniques directed to the industrial market for the Maysan plastic factory.

4. the hypothetical scheme of the research

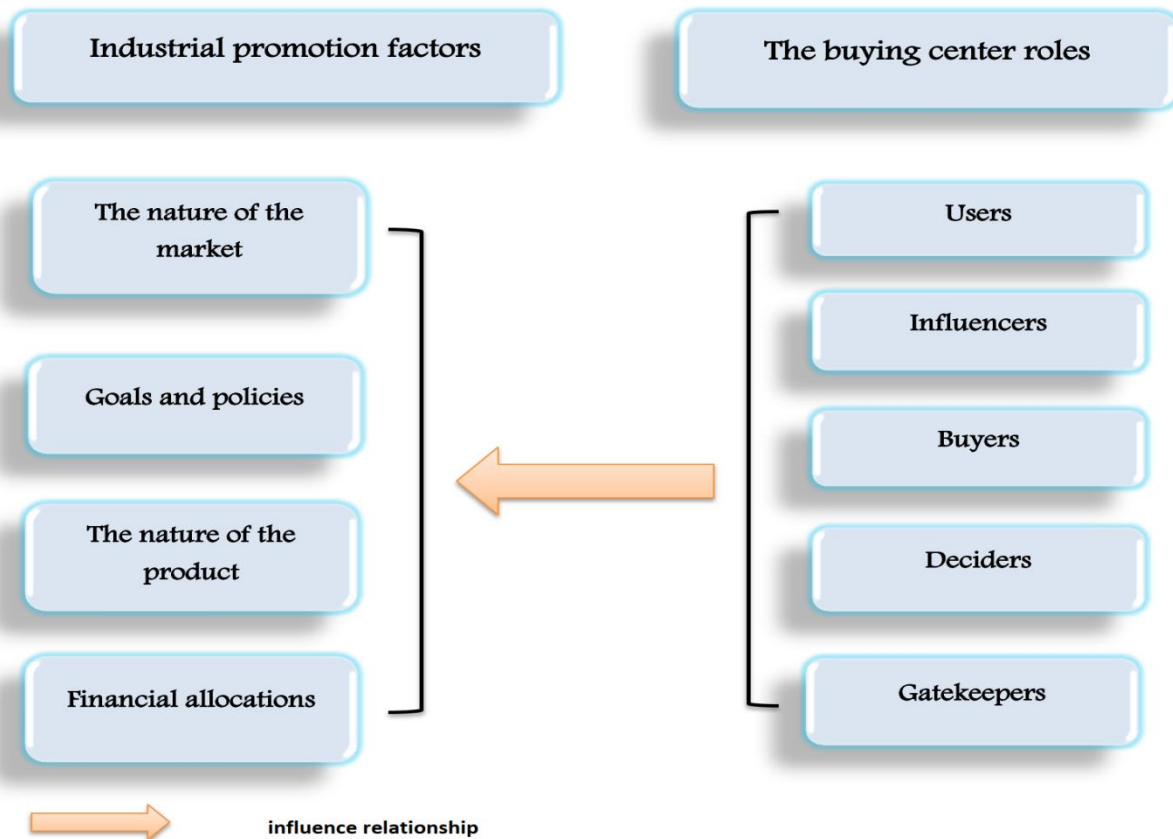


Figure (1) a hypothesis research outline

5. research hypotheses

The research consists of a main hypothesis and four sub-hypotheses, as shown below:

The main hypothesis: There is a significant effect relationship between the Buying center and the industrial sales promotion in the Maysan plastic factory. The following sub-hypotheses emerge from it:

The first sub-hypothesis: There is a significant influence relationship between the nature of the market and the roles of the buying center in the Maysan plastic factory.

Second sub-hypothesis: There is a significant influence relationship between the objectives, policies and roles of the Buying center in the Maysan plastic factory.

The third sub-hypothesis: There is a significant influence relationship between the nature of the product and the roles of the Buying center in the Maysan plastic factory.

Fourth sub-hypothesis: There is a significant influence relationship between financial allocations and the roles of the Buying center in the Maysan plastic factory.

Second: theBuying center

1. the concept of the Buying center

In most large organizations, a group of people is responsible for the purchasing decisions made. The participants in the buying center can range from the employees who have a formal presence in the purchasing decisions (ie the purchasing or purchasing department) to the members of the design team who allocate the spare parts or raw materials it needs For employees who are going to use a new machine This is something that all of these employees are likely to play various roles in the purchasing task which it is necessary for the sellers to assimilate (Grewal & Levy, 2020, P:135) The people in this group called the buying center share common goals, threats, and experience that are essential to making a buying decision(A. Kerin& W. Hartley, 2021, P:162) Kotler defined it as all individuals and units that play a role in making the purchase decision. This group includes the actual users of the good or service, who make the purchase decision, who influence the purchase decision, who make the actual purchase, and who control the purchase information.(Kotler , 2020 , P: 178) Kerin& Hartley defines it as the participation of a number of people in the organization in the purchasing process where they share goals, risks, and general knowledge that are important in making a purchasing decision(A. Kerin& W. Hartley, 2021, P:163) (Grewal & Levy) defined the buying center as the group of people who are usually responsible for purchasing decisions in large organizations (Grewal & Levy, 2020, P:135) It is more complex and difficult to define (Ferrell & Hartline) as the group of people responsible for making purchasing decisions, in part because it may include three distinct groups of people: economic buyers, technical buyers, and users, each of whom may have their own agenda and unique needs that influence a purchasing decision(Ferrell & Hartline, 2011, P:163).Pride & Ferrell defined it as the group of people within the organization who make business purchasing decisions. One person may perform several roles within the buying center, and participants share goals and risks associated with their decisions (Pride & Ferrell, 2019, P:174)

2. Buying center roles

Many researchers were interested in clarifying the aspects related to the formation and relationships of the Buying center, as the Buying center is the purchasing decision-making unit in industrial companies. Therefore, the industrial marketing men had to know the different roles in the purchasing process and the degree of contribution of each of the participants in the Buying center in these roles. The roles of the Buying center are distributed as follows:(Kotler , 2020 , P: 178) ((Pride & Ferrell, 2019, P:174)(Zimmerman and Blythe, 2013, P: 18) (Perreault et al, 2012, P: 144)(Solomon et al, 2012, P: 171)

- **Users:** They are members of the organization who will use the good or service. In many cases, users initiate the purchase offer and help define product specifications.
- **Influencers:** often technical staff such as engineers who help develop product specifications and evaluate alternatives Technical staff are considered to be particularly important influencers when products are considered to include new and advanced technology.
- **Buyers:** Individuals tasked with identifying suppliers and negotiating the final deal These are often purchasing agents who complete administrative tasks for purchasing These people may work on a given brief and may have very little autonomy although they may be the only contact a salesperson has supplier in purchasing organization.
- **Deciders:** people in an organization who have the authority to select or approve a supplier, often a purchasing manager but possibly the top management of large purchases.
- **Gatekeepers:** People who control the flow of information to other members Closers are usually purchasing agents who collect information and materials from sales personnel, schedule sales presentations, and control suppliers' access to other participants in the purchasing process For salespeople, developing personal relationships Strong with eyebrows and maintaining them is critical so that they can bring their products to the point of purchase.

Third: industrial promotion

1. promotion concept

(Kotler & et all) refers to promotion as activities through which the product and its advantages are conveyed and the target customers are persuaded to buy it (Kotler & et all,2020,P:52) Grewal & Levy define promotion as communication by a marketer who informs, persuades and reminds potential buyers of a product or service to influence their opinions and elicit a response. Promotion in general can enhance the value of the product or service (Grewal & Levy, 2020,P:10) Makyao points out that the American Marketing Association (AMA) defines business promotion as “media and non-media marketing pressures applied for a predetermined and limited period of time in order to stimulate experience, increase consumer demand, or improve product quality,” but this definition does not cover all elements of modern sales promotion. One should add that effective promotion increases the core value of a product for a limited period of time and directly stimulates consumer buying, selling effectiveness or sales team effort and can be used to inform, persuade and remind target customers of the business and its marketing mix (Makyao, 2013, P: 9) Shimp refers to promotion as any incentive a manufacturer (wholesalers, retailers or other channel members) uses to induce trade (wholesalers, retailers, or other channel members) or consumers to buy a brand and encourage sales force to sell it aggressively. Retailers and non-profit organizations also use promotional incentives to encourage desirable behaviors. From consumers and customers (A. Shimp, 2007,P:490)

2.promotional mix

The elements that make up the promotional mix, each of them aims to influence customers and motivate them to buy. None of these elements plays a full role without interaction and communication with the rest of the elements in the promotion process, even if the influence and spread differ greatly between each other. The company is characterized by a promotional mix of advertisements and relationships. General, personal sales, sales promotion and direct marketing and these elements help the company to provide value to the customer and build relationships. This combination is called integrated marketing communication in order to unify the efforts of each of its components. Effective use of the promotional mix with its organized elements will help provide customers with an in-depth understanding of how to meet their services and needs. In order to motivate and sustain customer care that will lead to their loyalty (Abimbola, el,all, 2020,P:82).

3.Factors affecting the promotional mix

There are difficulties and problems revolving around the process of selecting one of the elements of the promotional mix by the administration. On this basis, we can mention some factors that affect the selection of the elements of the promotional mix, namely:

1. The nature of the market: The size, geographic distribution, and demographics of an organization's target market help dictate the methods to be included in the product promotion mix to some extent determines market size and diversity. Small people organizations selling industrial markets and companies marketing products through only a few wholesalers often personal selling the key component of their promotion mix.
2. Organization goals and policies: An organization's promotional objectives and policies also influence the types of promotion chosen. If a company's goal is to create mass awareness of a convenient new good such as breakfast cereal, its promotion mix is likely to be heavily skewed towards advertising, sales promotion, and possibly public relations if the company hopes to educate consumers about the advantages of Durable good such as home appliances, its promotion mix may combine a moderate amount of advertising and perhaps some sales promotion designed to attract customers to retail stores and a large amount of personal selling

items because this method is an effective way to inform customers of such products (Pride & Ferrell, 2016,P:499).

3. Nature of the product: The appropriate mix of elements in the promotional mix also depends on the type of product and three specific characteristics must be considered: complexity, risk, and additional services where complexity refers to the technical sophistication of the product and thus the amount of understanding required to use it the more complex the product the greater the focus on personal selling. The second is the degree of risk posed by the purchase of the product. The risk for the buyer can be assessed in terms of financial risk, social risk and physical risk. Third, the level of additional services required by the product also affects the promotional strategy. Ancillary services relate to the degree of service or support required after the sale. This characteristic is common in many industrial products. (Kerin, & el all,2015).
4. The size of an organization's promotional budget affects the number and relative intensity of promotional techniques involved in the promotion mix. If a company's promotional budget is very limited, a company is likely to rely on personal selling because it is easier to measure a salesperson's contribution to sales than to measure the advertising sales effectiveness that companies must have. Large promotional budgets for the use of regional or national advertising Organizations with extensive promotional resources generally include more items in their promotion kits (Pride & Ferrell, 2016,P:499).

Fourth: practical side

To verify the main hypothesis: which states (there is a significant effect relationship between the purchasing center and the promotion of industrial products in the Maysan plastic factory) and to prove the validity of the influence relationship in the main hypothesis and the sub-hypotheses emanating from it, an analysis of variance was conducted for each hypothesis after conducting the stepwise method and analysis of variance for the first sub-hypothesis as follows:

Table (1) shows the variance analysis (the nature of the market and the roles of the buying center)

Variance analysis / the nature of the market and the roles of the buying center						
incorporeal Connotation	F . value	average squares	degrees of freedom	sum of squares	Contrast source	
.000	36.011	6.267	2	12.534	regression	
incorporeal Connotation		.174	109	18.970	the rest	
			111	31.504	total	
Regression parameter estimates (second step) model two / nature of the market and the roles of the buying center						
Moral Connotation	morale	t . test	Standard deviation of estimating parameters	estimating parameters	parameters	independent variables
moral	0.000	5.505	0.256	1.412	B₀	fixed limit
moral	0.000	4.505	0.086	0.386	B₁	Deciders
moral	0.014	2.485	0.085	0.211	B₂	Gatekeepers

It is noted from Table (1) that he nominated the role of the Deciders and the role of the Gatekeepers only as independent variables that actually affect the nature of the market. The model was significant

with a correlation coefficient (0.659) and a coefficient of determination (0.435). All tests of parameters were significant with a level of significance of 0.05 and 0.01 except for parameter B2 which It was significant with only 0.05, and in light of this, the dependent variable is affected by only two roles of the buying center, which are Deciders and Gatekeepers.

As for the verification of the second sub-hypothesis of the main hypothesis, analysis of variance after conducting the Stepwise method and my agency:

Table (2) shows the analysis of variance (the goals and policies of the organization and the roles of the buying center)

Variance analysis / objectives and policies of the organization and the roles of the buying center						
incorporeal Connotation	F . value	average squares	degrees of freedom	sum of squares	Contrast source	
0.000	65.406	10.989	3	32.966	regression	
Moral Connotation		.168	108	18.145	the rest	
			111	51.111	total	
Regression parameter estimates of the fifth model / goals and policies of the organization and the roles of the buying center						
Moral Connotation	morale	t . test	Standard deviation of estimating parameters	estimating parameters	parameters	independent variables
Immoral	0.486	-.699	0.265	-.185	B₀	fixed limit
moral	0.000	4.823	0.084	0.403	B₁	Influencers
moral	0.000	4.327	0.082	0.355	B₂	Buyers
moral	0.003	3.032	0.086	0.261	B₃	Gatekeepers

It is noted from Table (2) that the influence of the role of influencers, the role of buyers, and the role of the archivists has been proven only as independent variables that actually affect the goals and policies of the Maysan plastic factory, as the results of the model were significant, with a correlation coefficient (0.809) and a determination coefficient (0.654), and their values were close to the values of the original model. The parameters are significant with a significant level of 0.05, except for the parameter B0, which was not significant, which means that it can be removed from the regression model and limited to marginal tendencies only. In light of this, the goals and policies of Maysan Plastic Factory are affected by the roles of the buying center (influencers, buyers, Gatekeepers) only.

In order to verify the third sub-hypothesis of the main hypothesis, variance was analyzed after performing the Stepwise method. The results were as follows:

Table (3) shows the variance analysis (the nature of the product and the roles of the buying center)

Variance analysis / the nature of the product and the roles of the buying center						
incorporeal Connotation	F . value	average squares	degrees of freedom	sum of squares	Contrast source	
.000	24.327	5.100	2	10.200	regression	
Moral Connotation		0.210	109	22.851	the rest	
			111	33.051	total	
Regression parameter estimates (the second step) the second model / the nature of the product and the roles of the buying center						
Moral Connotation	morale	t . test	Standard deviation of estimating parameters	estimating parameters	parameters	independent variables
moral	0.000	4.780	0.318	1.518	B₀	fixed limit
moral	0.000	4.406	0.080	0.353	B₁	Buyers
moral	0.044	2.039	0.104	0.212	B₂	Users

It is noted from Table (3) that the role of buyers and the role of users is proven only as independent variables that actually affect the nature of the product, and the model was significant, with a correlation coefficient (0.559) and a coefficient of determination (0.312), in addition to that all tests of parameters are significant with a level of significance of 0.05 and 0.01 except for the parameter B2, which was significant with only 0.05, and in light of this, the dependent variable is affected by only two roles of the buying center, namely buyers and users.

In order to verify the fourth sub-hypothesis of the main hypothesis, variance was analyzed after applying the Stepwise method. The results were as follows:

Table (4) shows the variance analysis (financial allocations and buying center roles)

Variance Analysis / Financial Allocations and Buying Center Roles						
incorporeal Connotation	F . value	average squares	degrees of freedom	sum of squares	Contrast source	
0.000	22.365	4.540	2	9.080	regression	
Moral Connotation		0.203	109	22.126	the rest	
			111	31.206	total	
Regression parameter estimates (step two) model two / financial allocations and buying center roles						
Moral Connotation	morale	t . test	Standard deviation of estimating parameters	estimating parameters	parameters	independent variables
moral	0.000	5.814	0.281	1.632	B₀	fixed limit
moral	0.006	2.778	0.095	0.263	B₁	Influencers
moral	0.008	2.706	0.093	0.253	B₂	Deciders

It is noted from Table (4) that the role of influencers and the role of rapporteurs have been proven only as independent variables that actually affect the financial allocations in the Maysan plastic factory, and the model was significant, with a correlation coefficient (0.542) and a determination coefficient (0.294), and that the parameter tests were significant with a level of significance of only 0.05, and in light of that The adopted variable is affected by only two of the roles of the buying center, which are influencers and deciders.

Fifth : CONCLUSIONS

1. The management of the Maysan Plastic Factory considers marketing as a side function limited to advertising and promotion, and not realizing the reality of marketing as activities to identify the market needs of industrial products and solve them to meet them.
2. The management in the Maysan plastic factory did not pay any attention to the role of industrial engineers in determining the specifications of the industrial products required for the purpose of use in the industry.
3. The management in the Maysan plastic factory did not focus on activities that create collective awareness of the factory's current and new products and introduce their specifications and features.
4. It became clear from the results of the research that the limited financial allocations for the promotion of industrial products do not affect the promotion of those products referred to above with that limitation.
5. It was also found through the results of the research that not all the roles of the buying center have an impact on the promotion of industrial products, as it became clear that the role of users affects little in the promotion of industrial products in the Maysan plastic factory.
6. The results of the research revealed that the role of buyers in the buying center has the highest impact, and after that the role of influencers comes in the second place, and the results were completed, indicating that the role of the rapporteurs ranked third in terms of influencing the promotion of industrial products in the Maysan plastic factory.
7. It was found through the research results that the roles of (Deciders, Gatekeepers) directly affect the variable nature of the market by promoting industrial products in the Maysan plastic factory.
8. The results of the research revealed that the role of buyers in the buying center has the highest impact, and after that the role of influencers comes in the second place, and the results were completed, indicating that the role of the Deciders ranked third in terms of influencing the promotion of industrial products in the Maysan plastic factory.

Sixthly : Recommendations

1. The management of the Maysan plastic factory should pay better attention to marketing and activate all marketing activities that enable it to know the market.
2. The factory management must activate marketing activities that create a state of collective awareness of the factory's current and new products.
3. It requires factory management to strive hard in order to build strong and lasting relationships with customers or suppliers.
4. The management of the factory should follow the various promotional methods and methods to promote its products with the financial allocations it has in the field of marketing.
5. It requires factory management to activate the role of users in the Buying center in order to raise its level of influence in promoting industrial products.
6. The management in the laboratory should focus on the role of the archivists in order to be more influential in promoting industrial products.
7. It requires the management of the factory to maintain the continuity of the active role in the roles of the purchase center (buyers, influencers, and Deciders), which had a significant impact on the promotion of industrial products.
8. The factory management is also required to work on making the role of influencers (influencers and Gatekeepers buyers) on all sub-variables of promoting industrial products, not just the goals and policies of the factory.

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