

What is the difference between business-to-business and consumer research?

Contributed by DJS Research Ltd.
 Tuesday, 22 July 2008
 Last Updated Thursday, 06 January 2011

Consumer vs. B2B Research, as explained by DJS Research Ltd.

The most essential separation between markets is between those involving members of the general public and those concerning an organisation such as a business. Where consumers are concerned, the number of potential buyers for a product is frequently a large segment of the population numbering in the millions. Researching these markets requires quantitative methods based on rigorous sampling as well as qualitative approaches that investigate deeper consumer perceptions, incentives and enthusiasm.

Consumer markets can be further sub-divided between FMCGs (fast moving consumer goods – products that are purchased regularly i.e. Food) and other areas – travel and tourism, electronics, leisure etc. Business-to-business research utilizes the same processes but in differing ways. Many business-to-business markets have a much smaller population to survey, more often measured in hundreds or thousands. Moreover, the business-to-business markets are commonly incredibly variable, including companies in varying industries and with massive differences in size and related traits.

Taking the market for “computers and office equipment” as an example, a researcher could easily be confronted with a sample that includes both companies such as Cadbury and also a family run shop catering for only for locals. In addition, there are often multiple groups from within the business itself involved in influencing the buying decision, known as the DMU or decision making unit. One group may place the orders but technical and production departments may set certain specifications and financial departments would likely impose a budget. To see further information please visit DJS Research by clicking here: [Market Research UK](#)

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