

## Why Web Buyers are Different

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Updated July 2004

The reality is most corporate buyers makes purchases online and offline. The figure below provides a summary of the key differences between traditional and Web-savvy buyers.

Area	Traditional Buyer	Web Buyer
Control of Buying Process	Seller in control. Pre-Internet made it hard for buyers to gather data to effectively compare suppliers, not anymore.	Buyer in control. Technology gives buyers more leverage with suppliers such as reverse online auctions.
Price	Standard prices. Buyers used to getting prices from a price list or catalog. Hard to change prices due to cost of printing & distribution catalogs / price lists.	Price flexibility. Internet used to quickly compare different company's prices (transparency). Catalog or list prices now only a starting point.
Research on Prospective Suppliers	Medium. Many costs involved using offline techniques to review capabilities.	High. Internet makes it fast and easy to research prospective suppliers.
Personalization	Accept "standard" packages. Could be very costly to do provide customized client service in pre-Internet era.	Expect customized service. Example is a dedicated area on their supplier's Web site that can view with specific information on their account.
Service Hours	9-to-5	24/7 Technology such as cell phones and handheld computers have extended the workday. The expectation is the employees work longer-but so do suppliers.
Loyalty	Medium to High High costs usually involved with changing suppliers.	Medium to Low Web makes it easier to replace non-strategic suppliers.
Customer Service	Done in-person and via telephone.	Multichannel Done in person, via telephone, e-mail correspondence, etc.

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