

## Chapter 6

# Generation Preferences and the Future of Work

### **ABSTRACT**

*Research has shown that the North American B2B e-commerce market is set to surpass US\$4,900 billion by 2026. Any discussion of B2B selling must include a look at the characteristics of the buyers and the tactics that sellers might use. B2B sellers must recognize the generational preferences of the buyers. Different age groups have different preferred ways of interacting, different experiences, and different feelings about the use of technology. The recent COVID-19 pandemic has changed how society conducts business.*

### **GENERATION PREFERENCES IN BUSINESS-TO-BUSINESS SELLING**

There is a great deal of research that shows that the North American B2B e-commerce market is set to surpass US\$4,900 billion by 2026” (Senn-Kalb & Mehta, 2022, p. 2). Any discussion of B2B selling must include a look at the characteristics of the buyers and the tactics that sellers might use. B2B sellers must recognize buyers’ generational preferences. Different age groups have different preferred ways of interacting, different experiences, and different feelings about the use of technology. A study by Deloitte concluded that

*There are distinct generational differences in how respondents perceive the changes wrought by COVID-19, Almost 80 per cent of all respondents report*

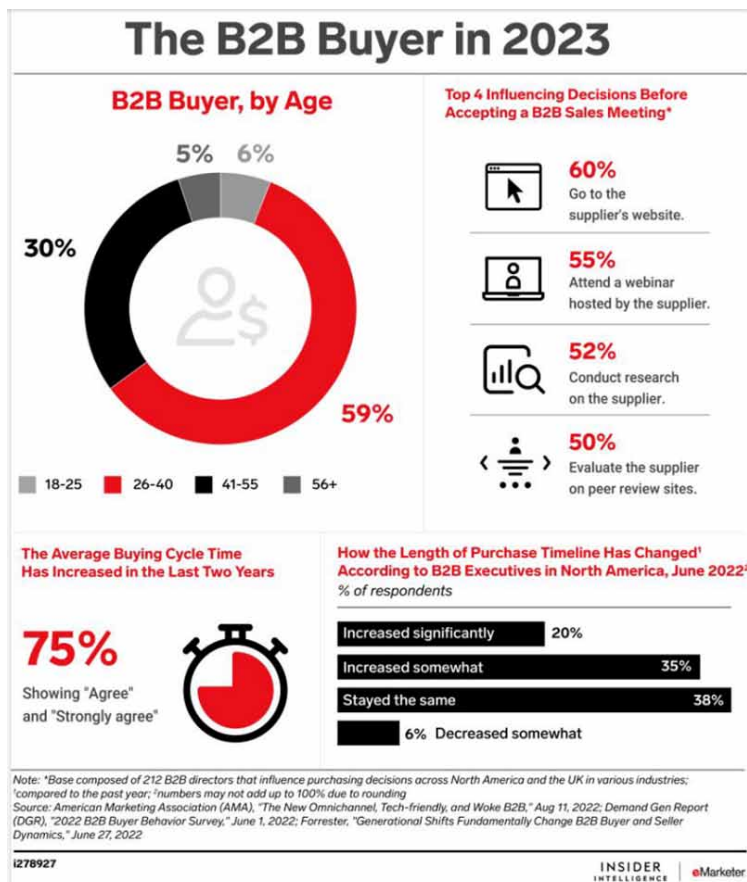
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that they have experience one kind of change to their working lives, but it is younger employees who are more likely to experiencing at least one change to a moderate or significant extent. In comparison, the older the employee, the higher the likelihood is that they experienced no changes at all it or only to a small extent. (Poirel & Coppola, 2021, p. 2)

B2B buyers are of different ages, and that makes them members of different generations, and varies their changes and experiences from the pandemic.

Figure 1. B2B buyers by age

Note. From B2B Marketing Trends to Watch for 2023 by K. Voss, (2022, p. 1), Insider Intelligence eMarketer. Copyright 2022 by Insider Intelligence. All rights reserved. Reprinted with permission granted by Insider Intelligence Inc.



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