

# Actor Roles, their Mental Models, and Influence in the Customer Buying Ecosystem of B2B2C Organizations

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## **Abstract:**

This study explores the actor roles within the residential construction industry through the buying ecosystem lens to understand their mental models and influence dynamics. Building on the buying ecosystem lens, the theory of roles as resources, and qualitative insights from interviews with 63 actors, it develops a three-dimensional typology. This typology explains how the actors' roles navigate institutional settings, foster ecosystem well-being and advocate for consumer value. The findings reveal role ambiguities and highlight the critical interplay between actors and institutions in co-creating value. The research underscores a shift from competition to collaboration, offering theoretical insights by linking organizational buying literature and service-dominant logic. Managers are provided with strategies to align resources and enhance marketing strategies through improved understanding of ecosystem interdependencies and various actor roles in the buying ecosystem.

*Keywords: Buying ecosystem, B2B2C, typology*

*Track: Business-To-Business Marketing & Supply Chain Management*