

## Construction Industry Supplement

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# The Considered Purchase Decision

What Matters, What Doesn't  
And What It Means  
For B2B Marketing and Sales

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In 2011, TriComB2B surveyed 448 business-to-business (B2B) influencers and decision makers about different aspects of the considered purchase decision. The goal of this research project was to explore the issues that impact considered purchase decisions by getting input directly from those actually making the decisions. Some of the topics explored include:

- Is total cost of ownership as powerful a message as we think it is?
- How do price, quality and delivery really rank as considered purchase criteria?
- Does being a “preferred supplier” mean your product or service is preferred?
- Does it make sense to rely on a distributor as my key information source for customers?
- What safety, health and environmental factors matter most in the considered purchase process?

The results from these 448 respondents have been compiled in TriComB2B's report entitled, **The Considered Purchase Decision**, available from [www.tricomb2b.com/2011Research](http://www.tricomb2b.com/2011Research). The respondent pool consisted of 50 influencers and decision makers from the construction industry. This **Construction Industry Supplement** highlights some of the responses from this 50-person segment and, where applicable, compares the responses to the larger 448-respondent group.

Out of all industry segments surveyed, construction was the least likely to consider potential improvements to the overall process to play a significant role in the considered purchase decision. In addition, 72% of construction respondents found the impact on customer service to be important to the considered purchase decision a majority of the time.

## Respondents Stating Product or Service Considerations Played a Significant Role in Purchase Decisions at Least 60% of the Time

Construction Industry		All Industries
Total Cost of Ownership	56%	56%
Operating Costs	64%	67%
Impact on Customer Service	72%	66%
Potential Improvement to Overall Process	62%	78%
Contracted Maintenance Support	28%	42%
Flexibility in Financing	24%	29%
Safety Features	50%	57%
Immediate Purchase Price	64%	65%

NOTE: Table details may not sum to totals because of rounding.

**72%**  
of construction respondents found **customer service** to be important to the considered purchase decision.

**74%**  
of construction respondents use their smart phone to gather purchase information, which was significantly above other industries.

**Email marketing** was found to be of no value to construction industry respondents.

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## Other Construction Industry Findings

- 56% of construction respondents found informal contacts to be important in their considered purchase decision.
- Construction respondents found email marketing to be of no importance in their considered purchase decision (0% ranked email marketing as important).
- Original equipment manufacturer (OEM) sales representatives were found to be relatively unimportant to the information gathering process within the construction industry. Only 32% of construction respondents found the OEM sales representative to be valuable (44% average for all industries).
- 46% of construction respondents found distributors to be important for gathering information. This was the highest ranking in this category out of all industries.
- 52% of construction respondents found the manufacturing representative to be valuable for gathering information. This was significantly higher than the other industries (39% average for all industries).
- 74% of construction respondents use their smart phones to gather purchase information, which was significantly above other industries (58% average for all industries).

## Use of Online Resources and Help in Gathering Purchase Information within the Construction Industry

Construction	Percent Using
Smart phone to access email and the Web	74%
Regularly follow discussion forums linked to your industry	34%
Regularly follow blogs linked to your industry	28%
LinkedIn	34%
Podcasts	12%
Facebook	18%

More detailed industry segment analyses with cross tabulations can be provided on a case-by-case basis. Please call 937-890-5311 or visit [www.tricomb2b.com/2011Research.com](http://www.tricomb2b.com/2011Research.com) to inquire.

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