

## Energy Industries 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 41 influencers and decision makers from energy industries, including petroleum refining, oil and gas, power generation and alternative energy. This **Energy-Related Industries Supplement** highlights some of the responses from this 41-person segment and, where applicable, compares the responses to the larger 448-respondent group.

Of all survey respondents, energy respondents found total cost of ownership (TCO) to resonate as a major part of their purchase decision. In addition, 73% of respondents found operating costs to be a significant factor in 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.

Energy Industries		All Industries
Total Cost of Ownership	71%	56%
Operating Costs	73%	67%
Impact on Customer Service	61%	66%
Potential Improvement to Overall Process	78%	78%
Contracted Maintenance Support	54%	42%
Flexibility in Financing	32%	29%
Safety Features	78%	57%
Immediate Purchase Price	56%	65%

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

**78%**  
*of energy-related respondents found safety features to be an important differentiator.*

**TCO**  
*is a relevant message to energy-related respondents.*

**39%**  
*of energy-related respondents follow an industry blog regularly.*

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### Other Energy Respondent Findings

- Energy respondents were significantly more likely than respondents in general to focus on aspects of the equipment itself (service considerations, specific tests, operating costs and energy efficiency) in selecting preferred suppliers.
- Safety features were tremendously important to energy respondents, with 78% stating that safety features were an important differentiator (57% average for all industries).
- 41% of energy respondents stated that a more complete analysis occurs at the purchase price threshold of more than \$100,000. This was the largest group that responded in this price category out of all industry respondents.
- 5% of energy respondents use sales brochures as an information source in their considered purchase decision, which is significantly below other industries (17% average for all industries).
- 56% of energy respondents belong to a user group, and 83% find this involvement to be helpful in making capital purchase decisions.

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

Energy Industries	Percent Using
Smart Phone To Access Email And The Web	68%
Regularly Follow Discussion Forums Linked To Your Industry	49%
Regularly Follow Blogs Linked To Your Industry	39%
Linkedin	27%
Podcasts	20%
Facebook	5%

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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