

## Industrial Manufacturing 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 107 influencers and decision makers, from industrial equipment, power transmission, machine tool, controls and electronics, component manufacturing and other manufacturing industries. This **Industrial Manufacturing Industries Supplement** highlights some of the responses from this 107-person segment and, where applicable, compares the responses to the larger 448-respondent group.

Within this industry segment, 65% of respondents reported the immediate purchase price to be important in the considered purchase decision. In addition, 84% of respondents reported that the potential improvement in the overall process played a significant role in the considered purchase decision. This was the highest ranking out of all the industry segments.

## Respondents stating product or service consideration played a significant role in their purchase decisions at least 60% of the time.

Industrial Manufacturing		All Industries
Total Cost of Ownership	55%	56%
Operating Costs	69%	67%
Impact on Customer Service	62%	66%
Potential Improvement to Overall Process	84%	78%
Contracted Maintenance Support	37%	42%
Flexibility in Financing	28%	29%
Safety Features	56%	57%
Immediate Purchase Price	65%	65%

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

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**69%**  
of respondents found **technical data sheets** online to be important to the considered purchase decision.

**57%**  
of respondents found the OEM sales representative to be important to the process of gathering purchase information. This was **significantly higher** than the other industry categories.

**61%**  
of respondents clicked on an online video to gather purchase information. This is **higher** than all other industry categories.

## Other Industrial Manufacturing Industry Findings

- 69% of respondents found technical data sheets online an important information source for the considered purchase decision.
- 53% of respondents found informal industry contacts important to the considered purchase decision.
- 57% of respondents found the original equipment manufacturer (OEM) sales representative to be important to the process of gathering purchase information. This was significantly higher than the other industry categories (44% average for all industries).
- 61% of respondents clicked on an online video to gather purchase information. This is higher than the other industry categories (51% average for all industries).

## Use of Online Resources and Help in Gathering Purchase Information within Industrial Manufacturing Industries

Industrial Manufacturing	Percent Using
Smart phone to access email and the Web	56%
Regularly follow discussion forums linked to your industry	47%
Regularly follow blogs linked to your industry	30%
LinkedIn	31%
Podcasts	23%
Facebook	12%

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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