

Information Technology Industry Supplement

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. The respondent pool consisted of 31 influencers and decision makers from the information technology (IT) industry. This **IT Industry Supplement** highlights some of the responses from this 31-person segment and, where applicable, compares the responses to the larger 448-respondent group.

From our research, 65% of information technology responses found the impact on customer service plays a significant role in their considered purchase decision. In addition, only 52% of information technology respondents reported operating costs as a major consideration in their purchase decision. This was significantly below other industries.

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

IT Industry		All Industries
Total Cost of Ownership	52%	56%
Operating Costs	52%	67%
Impact on Customer Service	65%	66%
Potential Improvement to Overall Process	74%	78%
Contracted Maintenance Support	45%	42%
Flexibility in Financing	13%	29%
Safety Features	23%	57%
Immediate Purchase Price	61%	65%

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

32%

of information technology respondents reported the sales brochure as an important information source, which was significantly above other industries.

Information technology respondents were more likely to use discussion forums and podcasts for gathering purchase information as compared to other industries.

Trade Shows

were found to be less important within the IT industry when compared to other industries.

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Other Information Technology Findings

- 13% of information technology respondents found flexibility of financing to be important in their considered purchase decision. This was significantly below other industries (31% average for all industries).
- 23% of information technology respondents found safety features to be an important differentiator in their purchase decision. This was significantly below other industries (57% average for all industries).
- 32% of information technology respondents reported the sales brochure to be an important information source for a considered purchase decision. This was significantly above other industries (17% average for all industries).
- 39% of information technology respondents reported white papers to be an important information source for a considered purchase decision. This was significantly above other industries (26% average for all industries).
- Distributors and trade shows were found *not* to be an important source for gathering information within the IT industry. Only 10% of information technology respondents reported them as important, which was significantly below other industries.
- Information technology respondents were more likely to use discussion forums and podcasts for gathering purchase information as compared to other industries.
- Of all of the industries, the information technology category purchased the least amount from preferred suppliers (57%).

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

Information Technology	Percent Using
Smart phone to access email and the Web	55%
Regularly follow discussion forums linked to your industry	65%
Regularly follow blogs linked to your industry	42%
LinkedIn	42%
Podcasts	39%
Facebook	19%

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 to inquire.

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