

Process Industries Supplement

The Considered Purchase Decision

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

Process Industries Supplement

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 45 influencers and decision makers from process industries, including mining, food and beverage, chemical processing, water resources and pulp and paper. This **Process Industry Supplement** highlights some of the responses from this 45-person segment and, where applicable, compares the responses to the larger 448-respondent group.

Within this segment, 80% of respondents found the impact on customer service playing a significant role in the considered purchase decision. This was the highest ranking out of all of the industry segments. In addition, 76% of respondents found operating costs to be a highly relevant message to the considered purchase decision. This was also the highest response rate out of all of the industry segments.

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

Process Industries		All Industries
Total Cost of Ownership	67%	56%
Operating Costs	76%	67%
Impact on Customer Service	80%	66%
Potential Improvement to Overall Process	78%	78%
Contracted Maintenance Support	47%	42%
Flexibility in Financing	29%	29%
Safety Features	76%	57%
Immediate Purchase Price	67%	65%

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

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80%

of respondents found the impact on customer service important to the considered purchase decision, more than any other criterion.

76%

of respondents found safety features to be an important product differentiator. This was significantly higher than other industry categories.

11%

of respondents found the product catalog in print important for gathering product information. This was significantly below other industry categories.

Other Process Industry Findings

- 76% of respondents found safety features an important product differentiator. This was significantly higher than other industry categories (57% average for all industries).
- 11% of respondents found the product catalog in print important for gathering product information. This was significantly below other industry categories (22% average for all industries).
- 62% of respondents use a smart phone as an online resource.
- 42% of respondents regularly follow a discussion forum in their industry.

Use of Online Resources and Help in Gathering Purchase Information within the Process Industries

Process Industries	Percent Using
Smart phones to access email and the Web	62%
Regularly follow discussion forums linked to your industry	42%
Regularly follow Blogs linked to your industry	27%
LinkedIn	27%
Podcasts	31%
Facebook	9%

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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