

# ***Media Penetration and Effectiveness for the Buy/Specify Decision for Capital Machinery, Equipment and Devices Related to Performance Upgrades.***

## **Introduction:**

Having conducted and analyzed several hundred primary research projects relating to business to business marketing, certain patterns become both recognizable and consistent from survey to survey, regardless of the industry or market being studied. One such pattern appeared to be the outside information resources used by the ultimate buyer/specified of capital machinery in a purchase decision related to the adoption of a new or advanced manufacturing process.

While there was notable variation in the role of outside information sources at supporting and influencing levels from industry to industry and by size of business, the sources used by the actual decision maker appeared to be consistent in larger organizations. Therefore, to test this hypothesis, we combined and filtered response from common sections of six recent research assignments, retabulated the results and compared them with the individual survey response.

## **Key Finding:**

**The incidence patterns of ultimate buyer specifiers of capital machinery and related systems for new or advanced processes is virtually identical for medium to large plants in the six categories of businesses surveyed.**

## **Methodology:**

The following tables present an aggregate summary of findings from six primary research projects conducted by WS&A between 1995 and 1997 in the metalworking, plastics machinery and fabricating, electronics packaging, packaging and automotive OEM industries.

The respondent base represents only those individuals sampled in organizations with 20 or more employees who have the ultimate or primary buy/specify role the the purchase decision of manufacturing processes and capital equipment, devices (including controllers, conveyors, attachments, power supplies, and systems) and machinery associated with those processes.

From a total sampling of 18,402, this represents 2,283 direct buyer/specifiers or ultimate decision makers. All responses were gathered using WS&A's Research Response Check data gathering instrument.

Data filtering and tabulation were performed using Bumprock Chi-Square tabulation software.

For more information, a custom report or a survey of your market contact:

Sherman Whipple

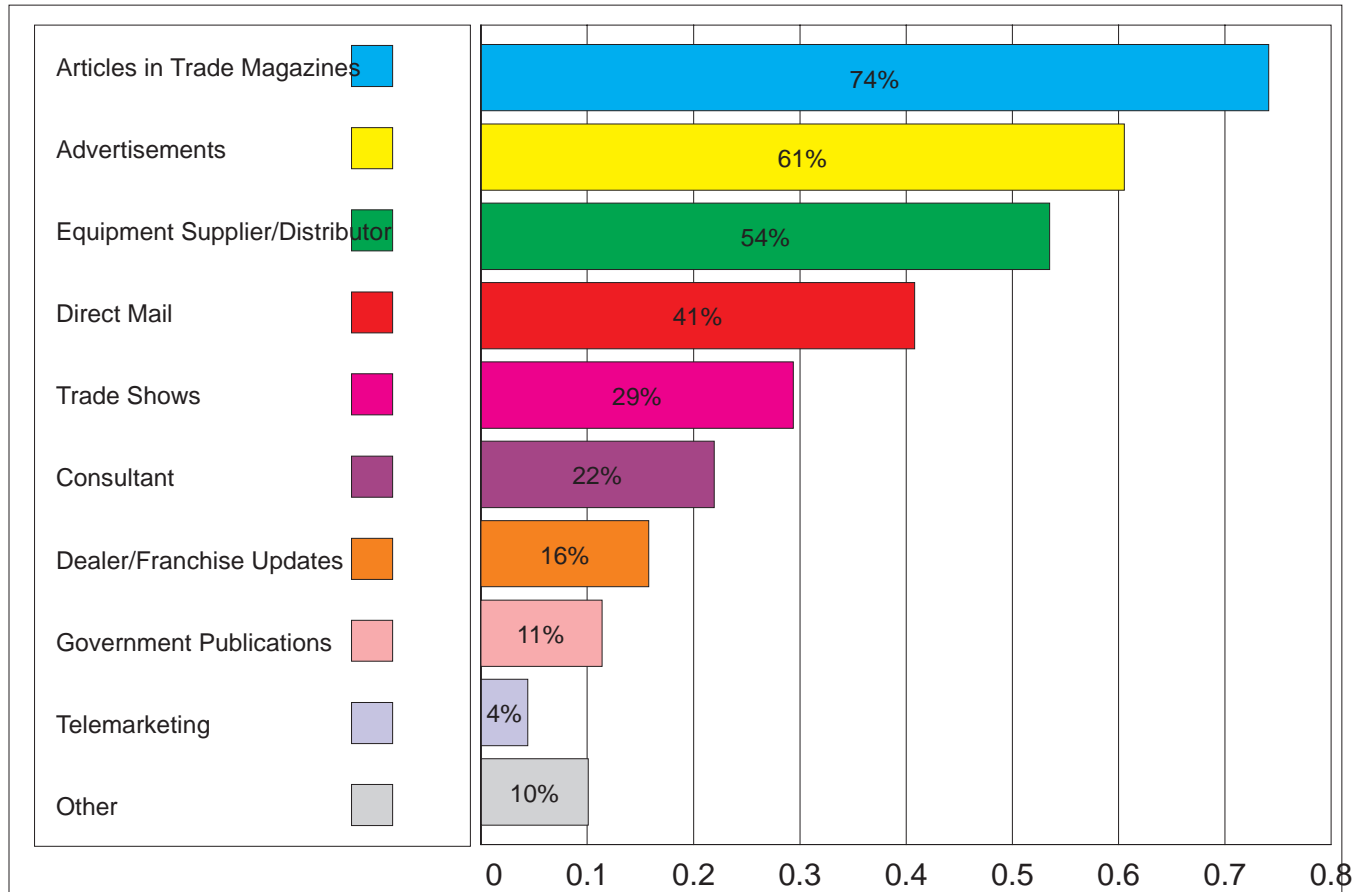
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## E. Where the market learns about capital equipment.



## E. Where have you learned about machinery and equipment?

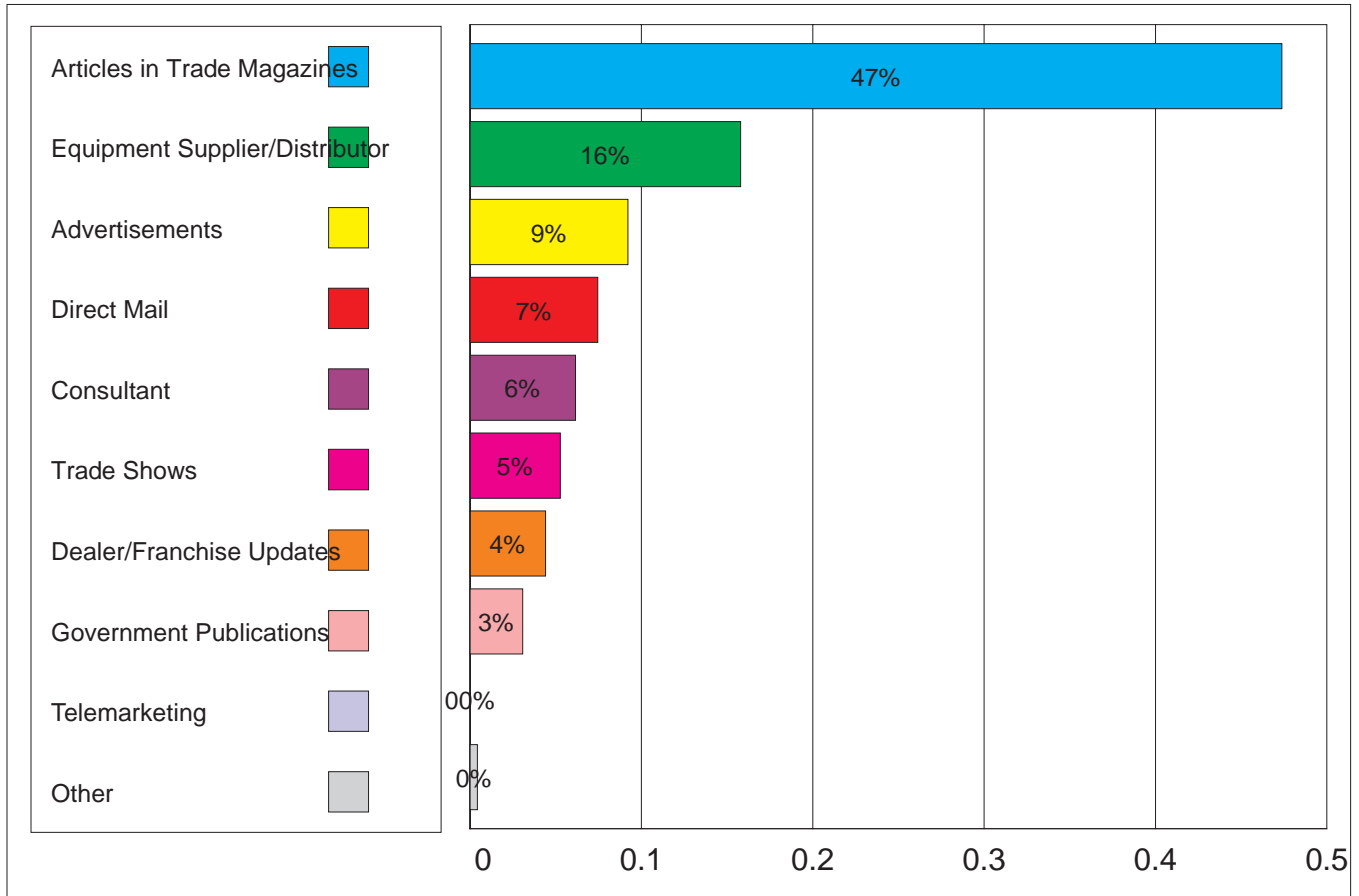
Using the table at right mark all the sources of information where you have learned about machinery, devices and equipment for your business on line E. (Please mark all which apply)

102.	Advertisements . . . . .	60.53%
103.	Articles in Trade Magazines . . . . .	74.12%
104.	Direct Mail . . . . .	40.79%
105.	Equipment Supplier/Distributor . . . . .	53.51%
106.	Government Publications . . . . .	11.40%
107.	Consultant. . . . .	21.93%
108.	Dealer/Franchise Updates . . . . .	15.79%
109.	Telemarketing . . . . .	4.39%
110.	Trade Shows . . . . .	29.39%
111.	Other . . . . .	10.09%

### Analysis:

The ranking above illustrates the importance of all forms of media, marketing and sales promotion to build recognition for your product or offering.

***F. Articles in trade magazines are the single most important source of information on capital equipment.***



**F. Which one source is most valuable?**

Using the numbers from column F, select the **one** source of information which you find most valuable. (Please mark only 1)

112.	Advertisements . . . . .	9.21%
113.	Articles in Trade Magazines . . . . .	47.37%
114.	Direct Mail . . . . .	7.46%
115.	Equipment Supplier/Distributor . . . . .	15.79%
116.	Government Publications . . . . .	3.07%
117.	Consultants . . . . .	6.14%
118.	Dealer/Franchise Updates . . . . .	4.39%
119.	Telemarketing . . . . .	0.00%
120.	Trade Shows . . . . .	5.26%
121.	Other . . . . .	0.44%

**Analysis:**

One must be aware that market awareness is the result of promotional frequency from multiple sources. Further, different media and promotional opportunities play lesser or greater roles during market conversion and the actual sale.

Certain means of promotion (i.e.. advertising) allow a marketer control over both the timing and content of the message, while others (i.e.. editorial) allow no control and may, in the worst case, contain a negative impression.