

STAMATS RESEARCH SERVICES

Purchase Decision Study/Influencer Mapping

Understanding what customers experience when purchasing a product or service can help shape a business' strategic marketing, communication, and sales efforts. Typically conducted only with select purchasing decision-makers, this type of study collects information on the following stages of the decision-making process:

1. **Problem recognition:** What internal or external system is in place to initiate the purchasing process? What circumstances initiate the process for your company's key decision-makers?
2. **Information search:** What actions does the purchaser take to get information or move toward a decision? What formal or informal actions are purchasers taking to inform the buying process? This is where influencers come into play—whether those influencers are people, publications, industry standards, or personal purchaser knowledge.
3. **Evaluation of alternatives:** What benefits are purchasers looking for? How important are particular benefits among all benefits offered? What is the perception of alternative products or services currently available in the marketplace?
4. **Purchase decision:** What are the choice rules that purchasers or their companies set? To what degree is the decision independent or based on the opinions of others? What is the risk to the decision (monetary cost, time pressure, personal factors, functional performance, etc.)?
5. **Post-purchase behavior:** How does the customer measure post-purchase satisfaction, action, and product usage? How frequently is the product or service disposed of or replenished? What post-purchase service is needed?

Studies can be conducted with recent or prospective purchasers to map the process for your particular product or service. Regional differences can be taken into account by sampling across different areas of the nation.

Logistically, it's important to note that most high-level purchasing decision-makers will only agree to participate in such a study if the sponsor is named and some type of incentive is offered. Also, some government entities and private commercial firms have policies in place that restrict employees from participating in interviews.



Understand the Journey: The decision to purchase can be filled with hidden complexities. Uncover your customers' primary influencers, information sources, concerns, and priorities as they navigate the buying process.