

Why this report:

The advent and rapid development of online buying is surely modifying purchasing behaviour all around the world. Although buying behaviours are changing significantly and constantly, the question is in what extent is that dynamic change affecting installers' decisions on purchase channels and their purchasing preferences. Is the traditional way of buying still dominant or there is a new concept in installers' buying behaviour? The aim of this study is to get insights on the purchase channels usage, reasons for preference and future expectations among electrical installers in Europe.

Manufacturers as a purchase channel among electrical installers in Europe*

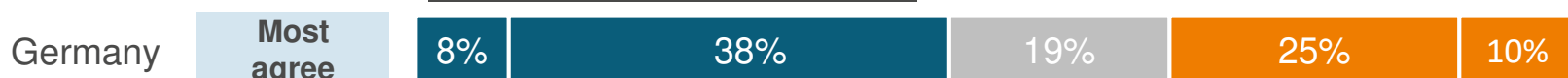
	% OF INSTALLERS PURCHASING DIRECTLY FROM MANUFACTURER		SOW IN PURCHASING DIRECTLY FROM MANUFACTURER		
	1 - 4 FTE	5 - 14 FTE	15 + FTE		
United Kingdom	63%	7%	3%	8%	11%
France	54%	9%	5%	9%	14%
The Netherlands	51%	9%	4%	3%	19%
Belgium	47%	8%	5%	11%	12%
Spain	46%	8%	5%	6%	13%
Germany	38%	10%	5%	10%	16%
Poland	26%	10%	7%	2%	20%

* Share of other purchase channels can be found in the full report

Installers' sentiment regarding future purchasing behaviour

(Strongly) agree | Neither agree nor disagree | (Strongly) disagree | Don't know

"In the next 5 years, I expect that our company will buy more and more installation products from pure online shops."



"I would like to be able to buy all I need for my work directly from the manufacturers."



Key research questions:

- Purchase channels used and the distribution of total budget over channels;
- Ways of ordering products;
- Ways of getting ordered products and the average delivery time;
- Reasons for using/ preferring a certain channel;
- Installers' expectations regarding future purchasing behaviour;

Countries covered in the report:

The United Kingdom, Germany, France, Poland, Belgium, the Netherlands and Spain.

Methodology:

The report is based on 825 successful telephone interviews with electrical installers in 7 countries.

Interested?

The full report is available now for 4,000 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 14,000 Euro.

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