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ACPLS

Association of Commercial Professionals - Life Sciences

ANNUAL MEETING

September 10 – 11, 2015

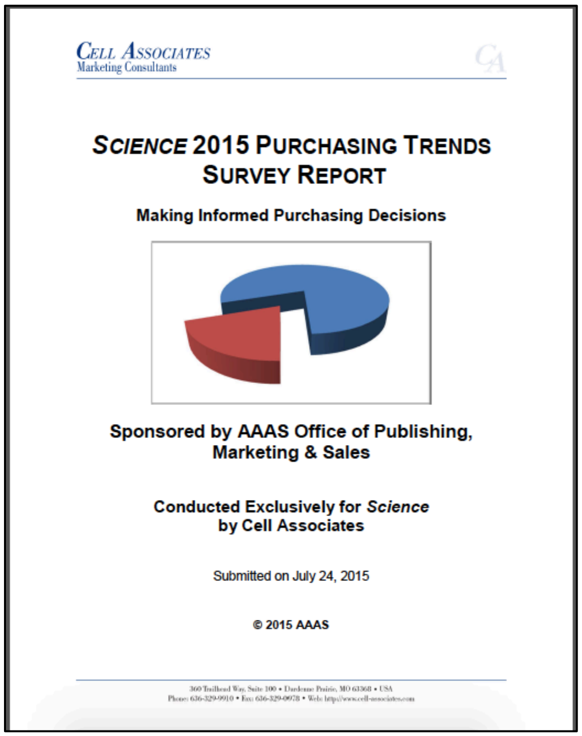
San Mateo, California

Purchasing Trends
Making Informed Decisions
Science and ACP-LS Survey 2015

Presented at the 2015 ACP-LS Annual Meeting

OPEN ACCESS VERSION

Full 43 page report is free for members


Cell Associates
Marketing Consultants

Science 2015 Purchasing Trends Survey Report

Making Informed Purchasing Decisions

Sponsored by AAAS Office of Publishing, Marketing & Sales

Conducted Exclusively for *Science* by Cell Associates

Submitted on July 24, 2015

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Objective

Gain insight into how life scientists learn about new products in order to make informed purchasing decisions.

Demographics – 534 respondents

Respondent work setting:

Academic/University	68%
Biotech/Pharma	10%
Hospitals	7%
Nonprofit Research	6%
Government	5%
CRO	2%
Manufacturing	2%

Globally represented: North America (38%); Europe (23%); APAC (23%)
Age: 34% were less than 30; 29% were 30-39; 33% were 40-64; 4% were 65+
Job function: 44% lab managers; 29% grad students; 12% postdocs; 10% management; 5% other

Demographics

Top 10 areas of work or study

Molecular biology	29%
Biology	28%
Biochemistry	22%
Cell biology	21%
Genetics	17%
Genomics	17%
Immunology	16%
Microbiology	16%
Biotechnology	15%
Bioinformatics	14%

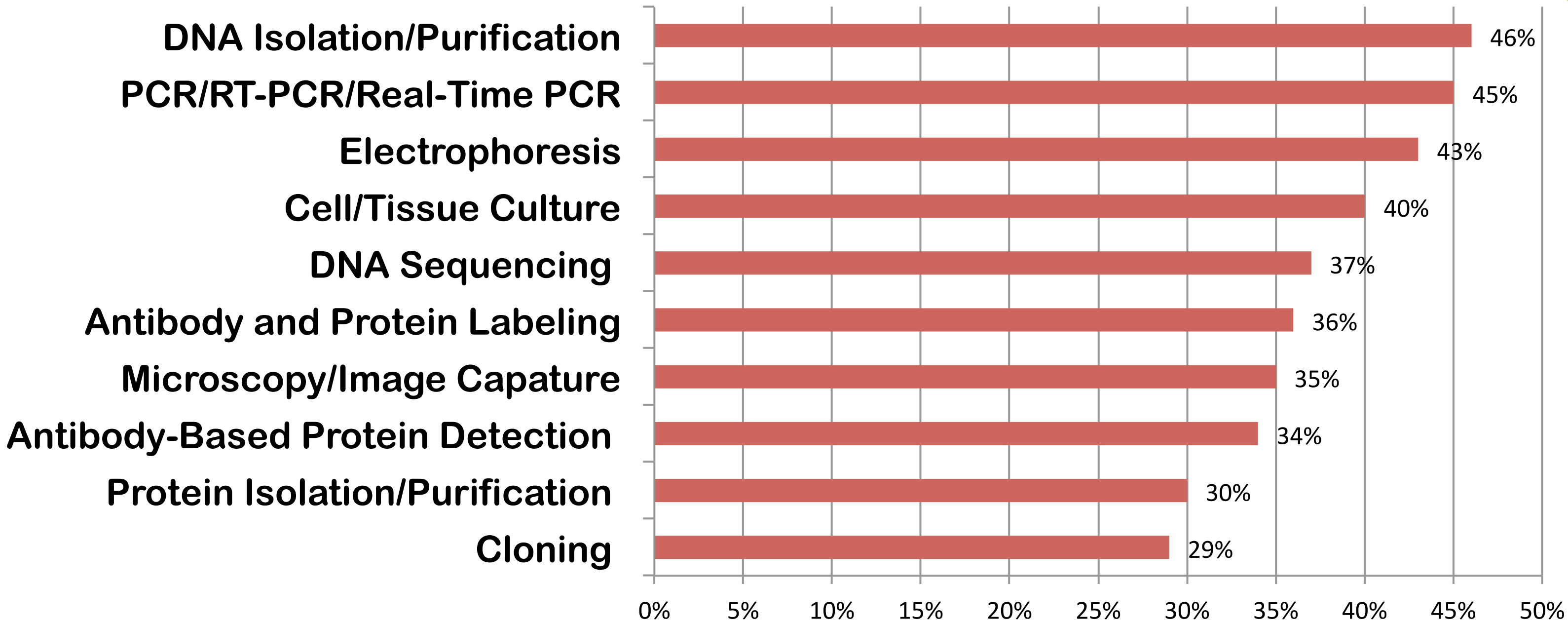
Years of professional experience

Less than 5 years	19%
5-9 years	23%
10-19 years	28%
20-24 years	10%
25+ years	20%

Demographics – 72% involved in buying

11. Which best describes your level of purchasing responsibility regarding products and services for your laboratory? (Check only one)

Top 10 products and technologies used



Which of the following resources do you regularly rely on for new product information? (Check up to five)

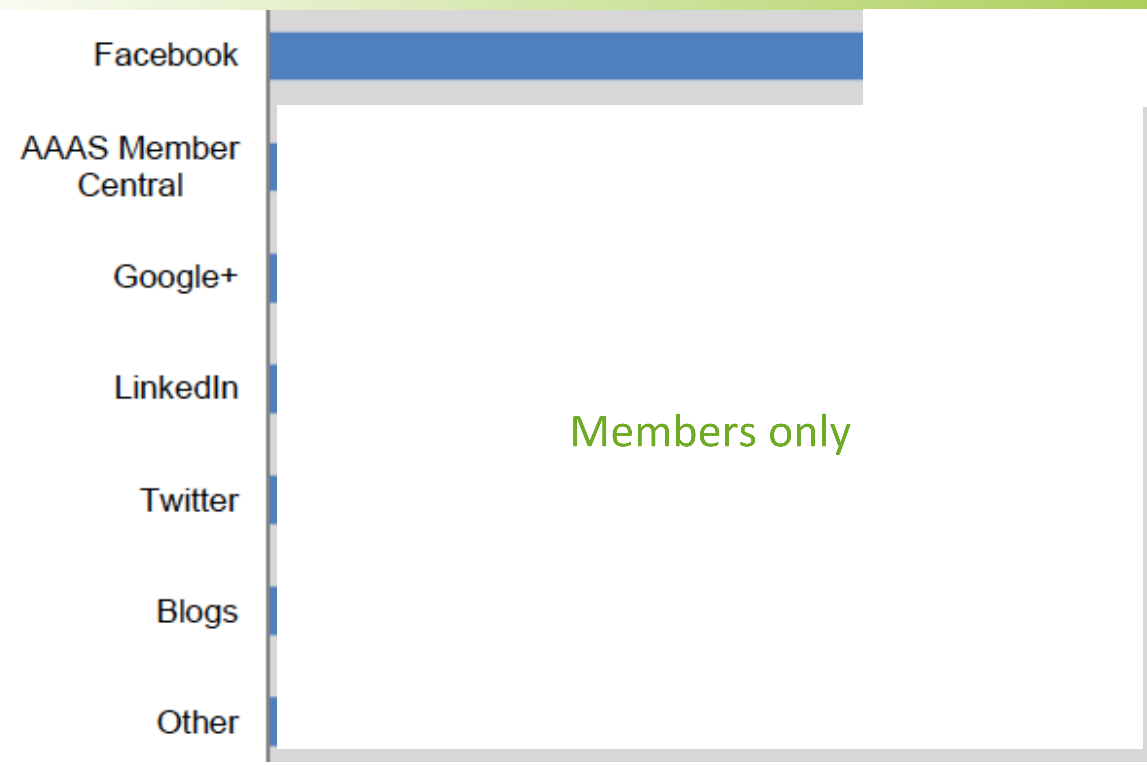
Scientific publications (online)	4%
W	0%
Cc	9%
Inf	7%
Sc	2%
Sa	9%
Bu	5%
Sc	2%
Catalogs mailed to your lab	.3%

Members only

E-	5%
Dir	3%
E-	3%
On	3%
So	2%
Bu	%
We	%
Pri	%
Wh... papers	%

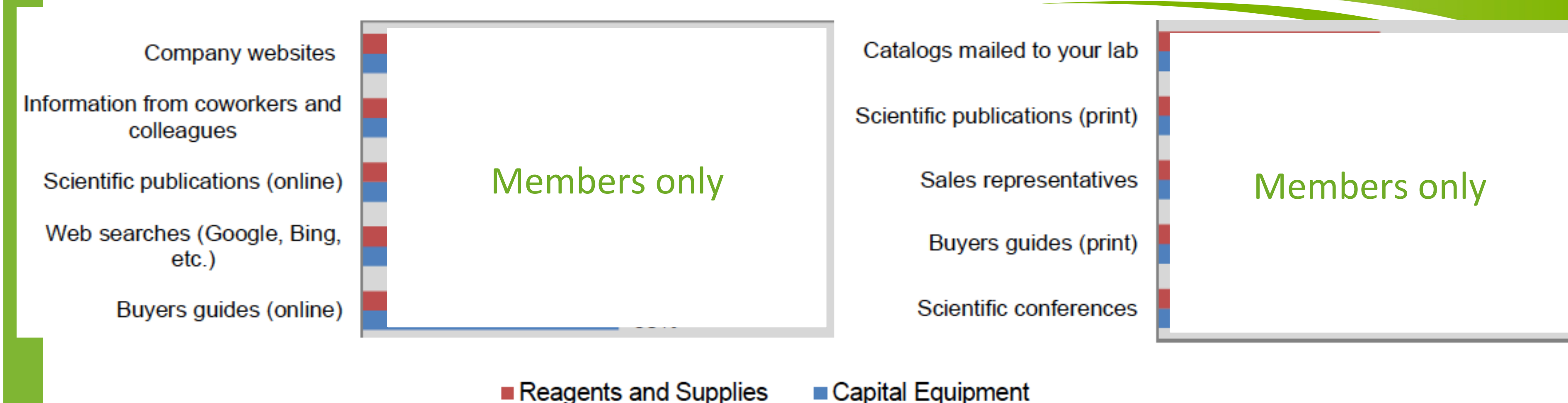
Members only

Of those that rely on social media



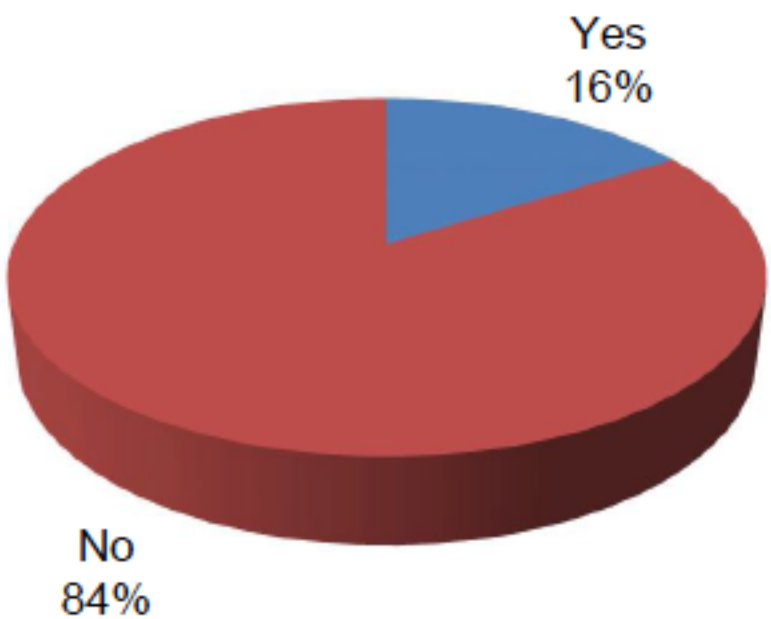
Which of the following social media sites/online forums do you rely on for new product information? (Check all that apply)

Most important resources when purchasing reagents/ supplies versus capital equipment



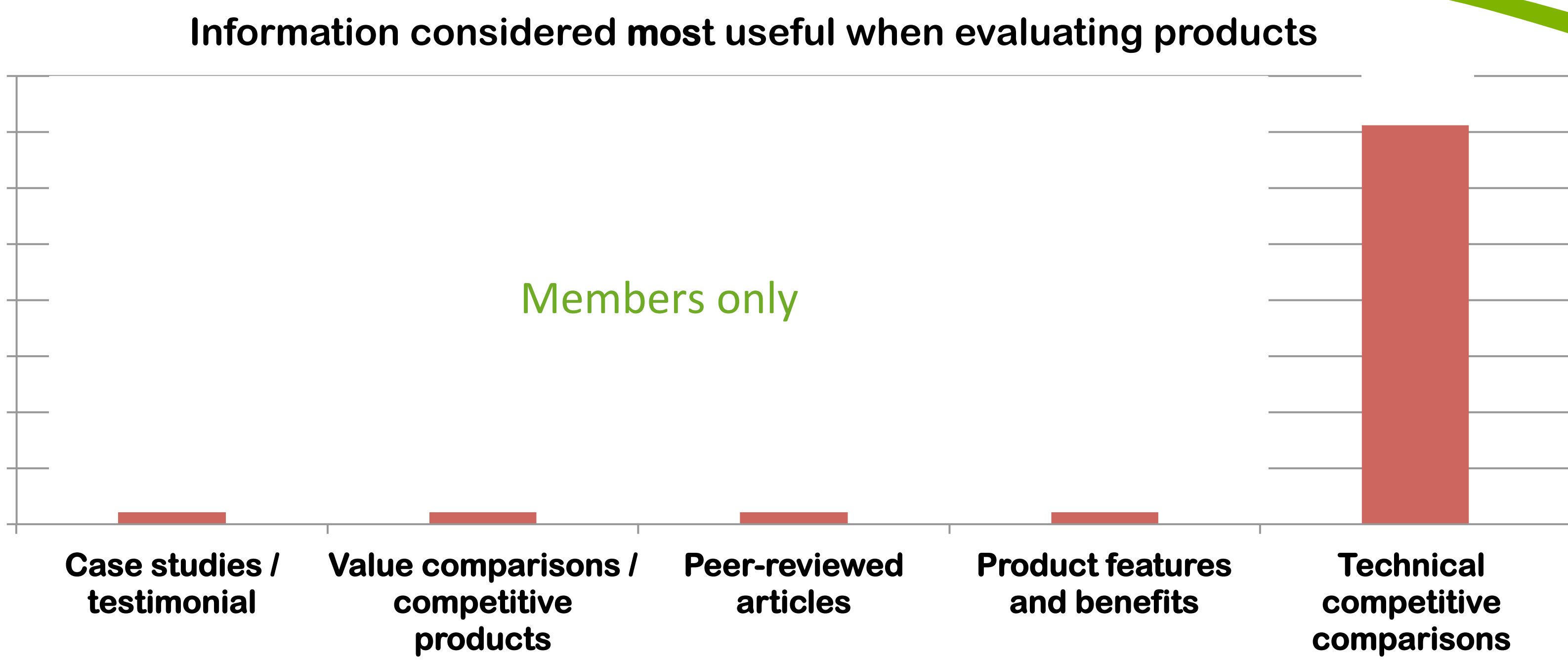
5–6. Which resources are most important when purchasing reagents and supplies? (Check up to five) Which resources are most important when purchasing capital equipment? (Check up to five)

Do you have any difficulty purchasing through suppliers as a result of your organization's agreements with distributors?

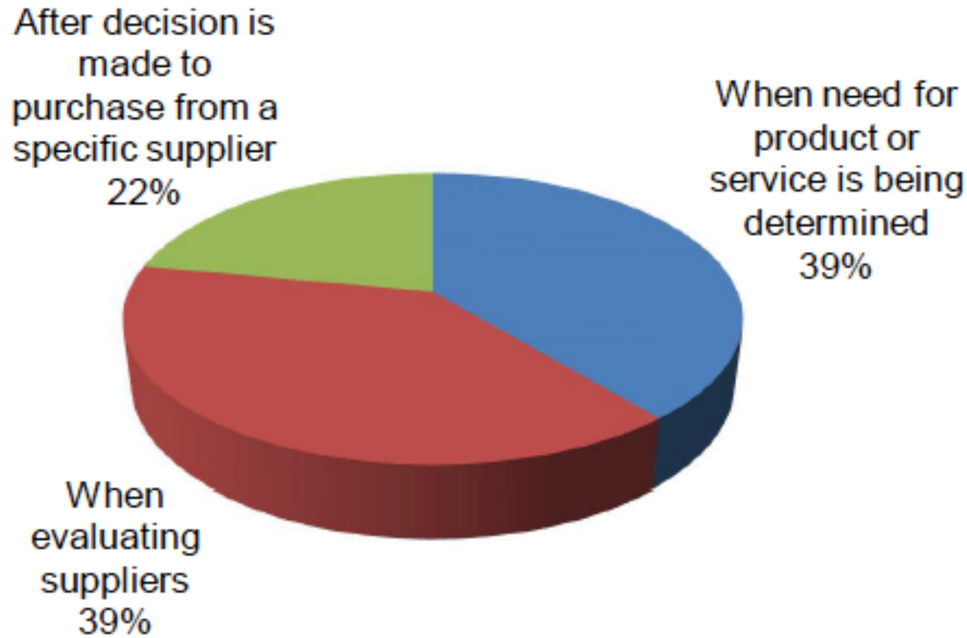


- Do suppliers have difficulty getting into accounts due to distributor domination?
- Do respondents not realize that they are not gaining accesses to many product choices?
- Do the distributors perform the task of weeding out innovative vs. non innovative products?
- Should they?

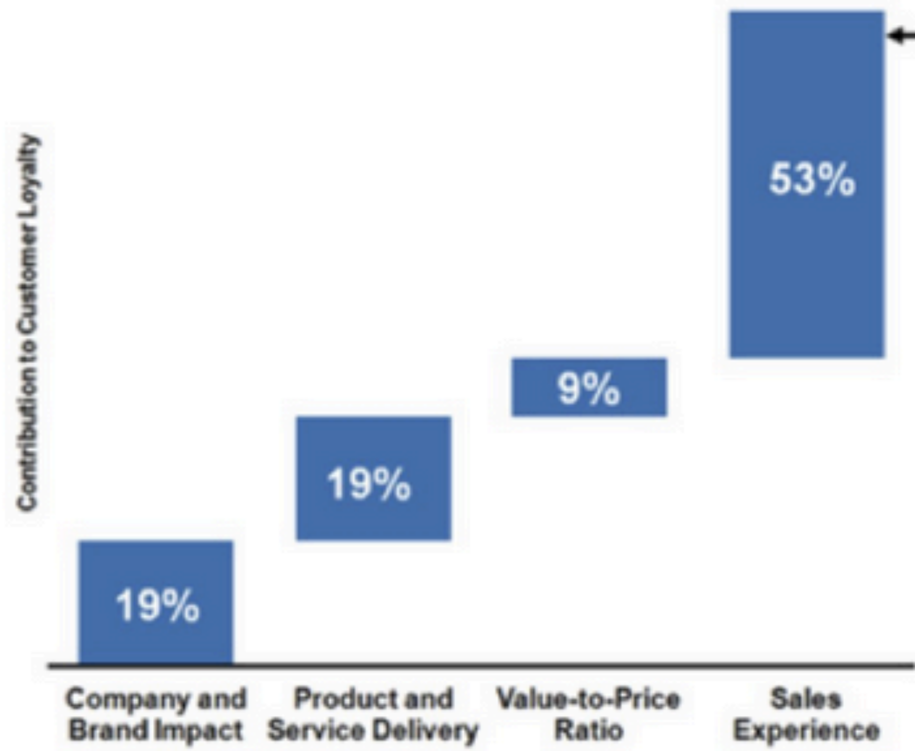
Which kinds of information are most helpful when evaluating products or services? (Check all that apply)



In a complex purchasing process (such as for capital equipment), when does the supplier typically become involved? (Check only one)



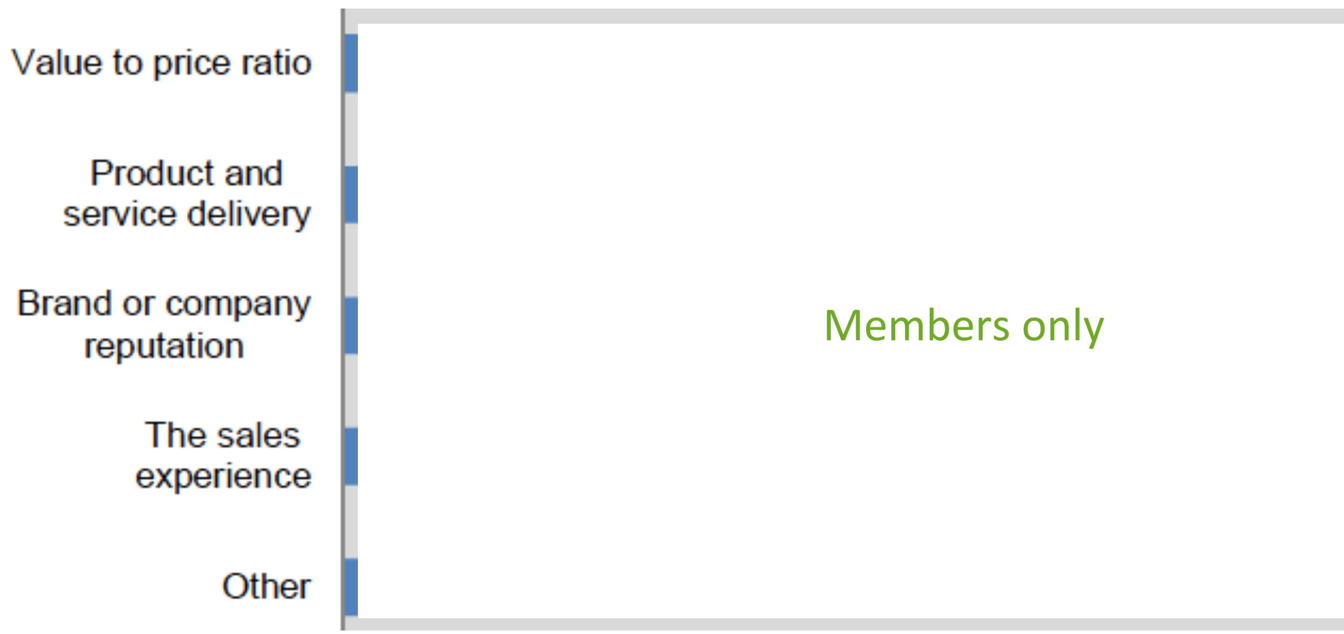
KEY DRIVERS OF CUSTOMER LOYALTY



Drivers of Customer Loyalty

- Rep offers unique, valuable perspectives on the market
- Rep helps me navigate alternatives
- Rep helps me avoid potential land mines
- Rep educates me on new issues and outcomes
- Supplier is easy to buy from
- Supplier has widespread support across organization

Consider a recent complex buying decision which involved a choice between at least three suppliers and took at least 12 months from the start of the buying process to informing a supplier that you have decided to buy from them. Which of the following is the single most important driver of customer loyalty in such a situation? (Check only one)



Expected change in budgets for 2016

- **Decrease 21%**
- **Remain constant 37%**
- **Increase 42%**

- **Individuals in North America more likely to expect budgets to be flat.**
- **Respondents from Europe were mixed between stay the same or decrease.**
- **Those in Asia expect budgets to increase.**
- **Of those who expect budgets to increase:**
  - **48% said by less than 10%**
  - **38% expect an increase of 10% to 19%**
  - **14% expect an increase of 20% or more**

ACP LS

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