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## Fast Facts:

### International Survey Results on the Use of Digital Purchasing Tools in China, India, Ireland, and USA

#### *Colleagues:*

Lujie Chen, China Europe International Business School

Damien McLoughlin, University College Dublin

D.V.R Seshadri, Indian School of Business

Jim Narus and Michelle Steward, Wake Forest University

We surveyed the degree to which, and the span of, digital technologies that are used throughout the decision-making process across four nations – China, India, Ireland, and the USA. In total, 216 respondents completed the survey in China, 73 in India, 100 in Ireland, and 216 in the USA. Of those in China, 28.7% (62) were between the ages of 21-35, and 71.3% (154) between 36-55 years old. Of those in India, 20.5% (15) were between the ages of 21-35, and 71.2% (52) between 36-55 years old, and 8.2% (6) 56 years old and older. Of those in Ireland, 11% (11) were between the ages of 21-35, 66% (66) between 36-55 years old, and 23% (23) 56 years old and older. Of those in the USA, 8.3% (18) were between the ages of 21-35, 53.2% (116) between 36-55 years old, and 37.6% (82) were 56 years old or older. Respondents in all four countries came from a wide-variety of industries to ensure generalizability.

For each of five, critical purchasing tasks, we asked respondents to rate the frequency with which they used various digital tools to assist them with the decision-making process. The rating scale ranged from 0 to 5, where 0 = do not use and 5 = use very frequently. The tables below summarize results. For the sake of brevity, we report the percent of respondents from each country who use each tool somewhat frequently, frequently, and very frequently.

## Results

### How often do you use the tools below to KEEP UP WITH MARKET AND TECHNOLOGY TRENDS?\*

	China	India	Ireland	USA
Social Media	74.1%	19.2%	57.0%	17.6%
Online groups	61.6%	28.8%	40.0%	31.6%
Weibo (hybrid of Facebook and Twitter)	58.7%	--	--	--
Online resources from a trade association	54.2%	47.9%	46.0%	44.7%
Blogs	35.6%	15.1%	10.0%	9.6%
Podcasts	--	8.2%	4.0%	6.4%

### How often do you use the tools below to FIND NEW PRODUCTS AND VENDORS?\*

	China	India	Ireland	USA
Search engines	87.9%	68.5%	85.0%	82.5%
Supplier management systems	80.1%	--	--	--
Purchasing sites	70.3%	24.7%	15.0%	21.3%
Social media	67.5%	13.7%	35.0%	7.7%
Online groups	65.7%	37.0%	31.0%	22.6%
E-mail promotional messages from suppliers	65.3%	35.6%	47.0%	18.1%
Ads on websites	50.9%	19.2%	33.0%	12.7%

\* Percentages indicate those respondents who selected very frequently, frequently and somewhat frequently.

**How often do you use the tools below to EVALUATE PRODUCTS AND VENDORS?**

	<b>China</b>	<b>India</b>	<b>Ireland</b>	<b>USA</b>
Social media	72.7%	11.0%	14.0%	6.8%
External product and supplier review sites	68.5%	21.9%	22.0%	23.0%
Risk management software	68.1%	--	6.0%	6.4%
Internal vendor scorecards	63.9%	--	41.0%	42.8%
Vendor management systems	--	--	20.0%	14.9%

**How often do you use the tools below to MANAGE ORDERING, DELIVERY, INVENTORY, AND PAYMENT?**

	<b>China</b>	<b>India</b>	<b>Ireland</b>	<b>USA</b>
Corporate resources planning system (ERP)	75.0%	79.5%	26.0%	55.8%
Vendor management system	73.1%	38.4%	15.0%	7.3%
Spend analysis software	63.9%	11.0%	10.0%	9.0%
Internal software	56.5%	20.5%	72.0%	67.1%

**How often do you use the tools below to COMMUNICATE INTERNALLY?**

	<b>China</b>	<b>India</b>	<b>Ireland</b>	<b>USA</b>
Email	88.4%	89.0%	98.0%	97.4%
Text	86.1%	82.2%	60.0%	59.5%
OneNote	53.7%	11.0%	3.0%	5.9%
Sharepoint	51.9%	37.0%	12.0%	24.0%
Yammer	51.9%	11.0%	6.0%	0.9%
Jive	43.1%	2.7%	2.0%	0.5%