

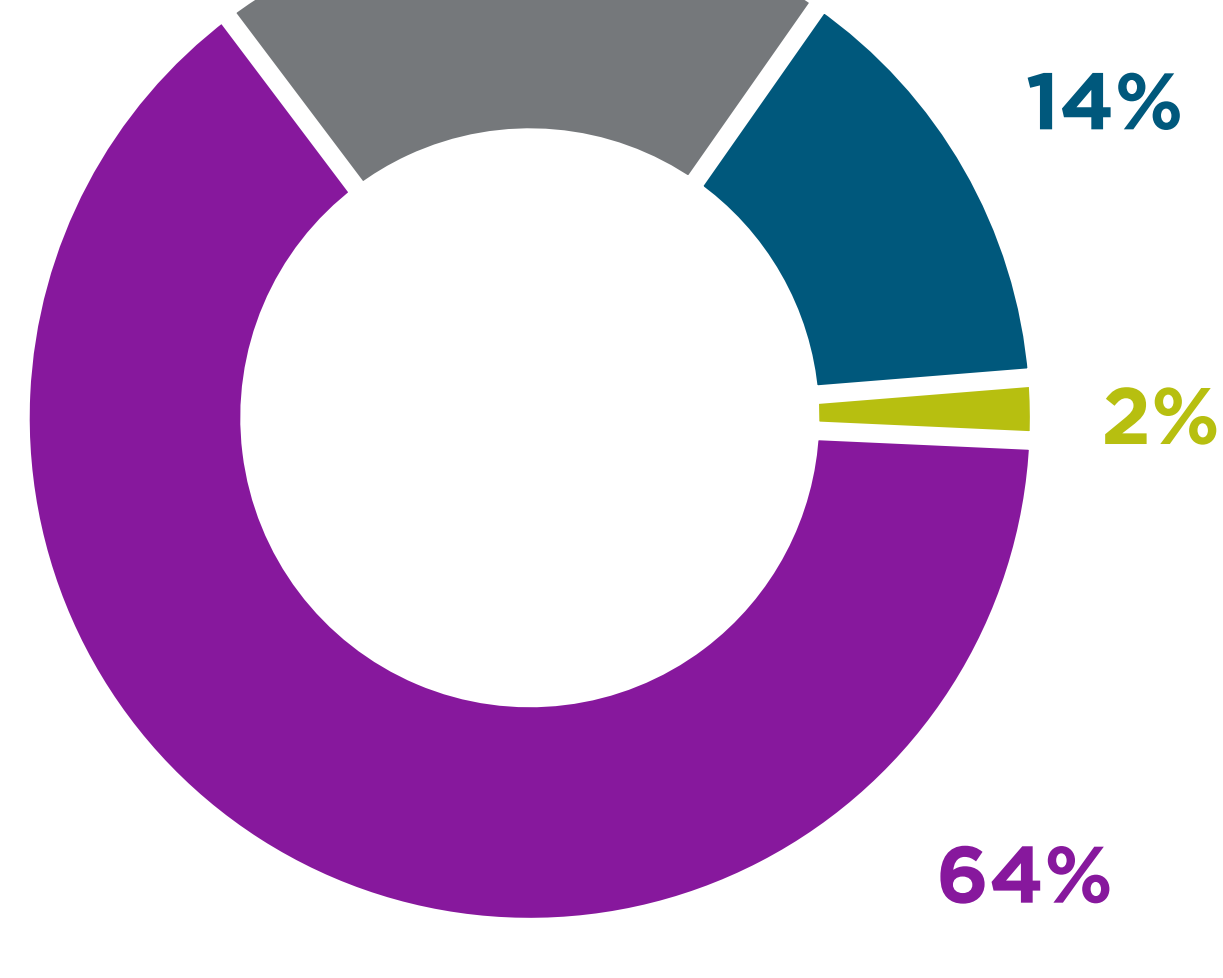
PRODUCT PURCHASING BEHAVIORS: PROJECT MATERIALS

If remodelers are a target audience for you, wouldn't it be helpful to know what drives their buying decisions and how your products can get on their radar? Our data provides insight into their purchasing behaviors, giving you an advantage to better reach this audience. Let's dive in to see just what these trends show and what it means for your company.

Purchasing Decisions Influences

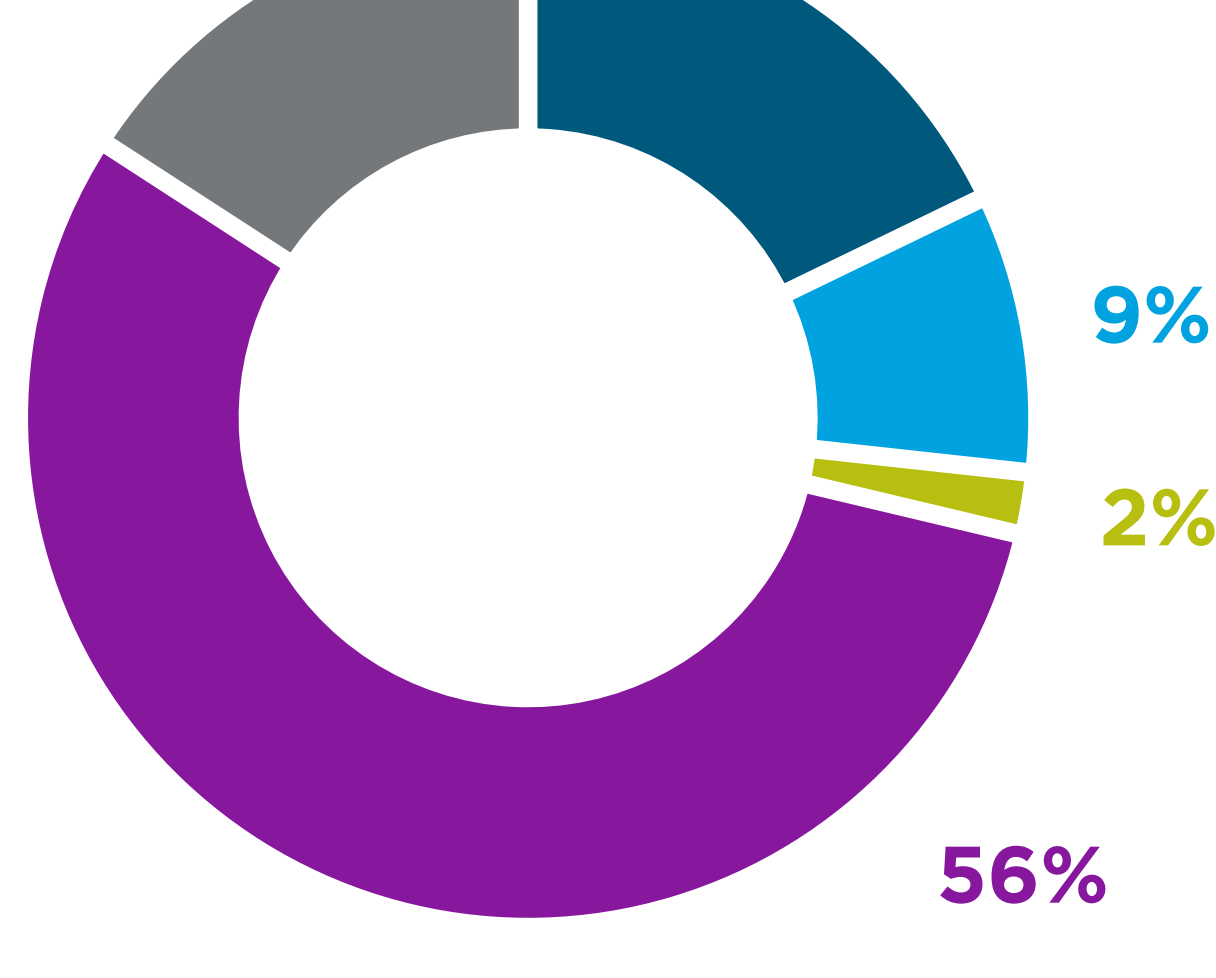
Owner/company head Team/group managers Purchasing department Workers/runners Other

WHO HAS INFLUENCE ON WHAT BRANDS ARE PURCHASED?



When looking at who selects the purchased brands, we see that the owner or company head has the most influence of brands used in a project with **64%**, followed by team/group managers with the second-highest influence with **20%**.

WHO MAKES THE PURCHASE OF THE PROJECT MATERIALS?

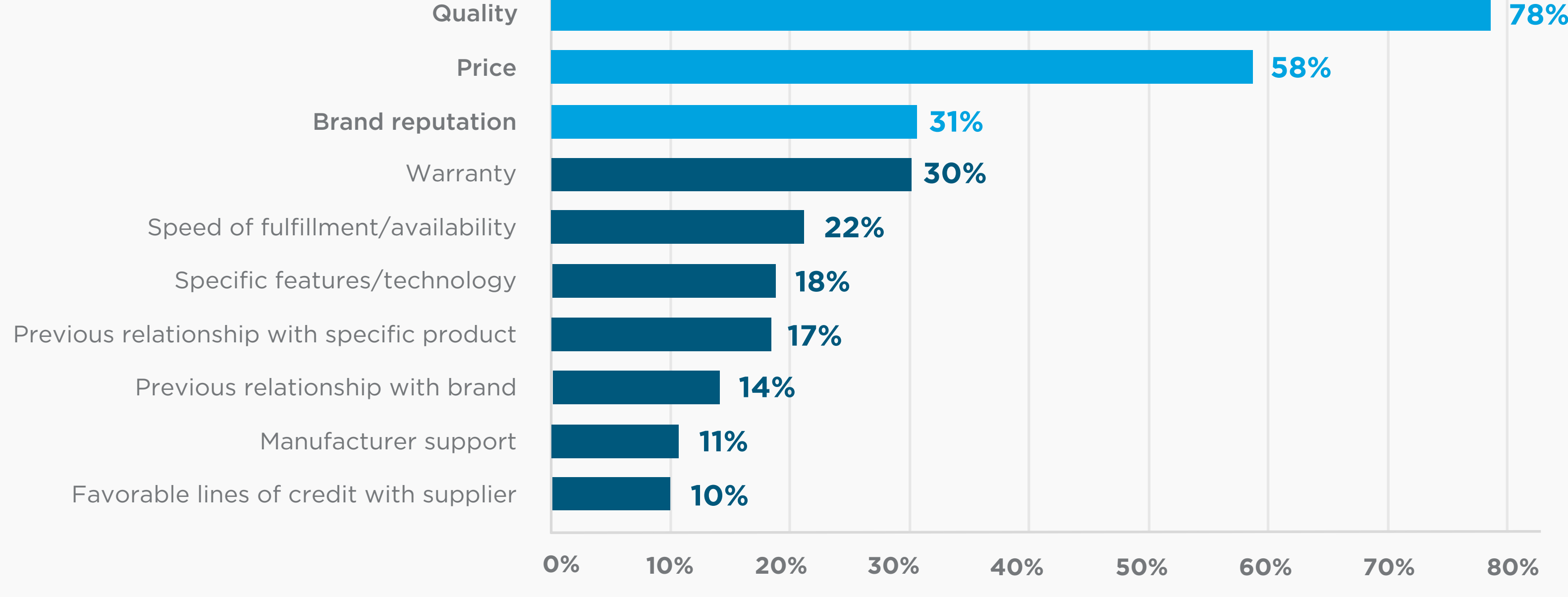


When it comes to who purchases project materials, we see that the owner or company head leads in this category, with **56%** making these choices. The purchasing department has the second-most control over purchasing with **18%**.

Because the company heads or owners have the most control over purchasing decisions, try marketing more to the owner or company head when it comes to selling or advertising your brand.

Product and Brand Drivers

When asked what drives remodelers to purchase a product, **78%** look for quality, **58%** look for price and **31%** look at the brand reputation. The least important factor is a favorable line of credit with suppliers (**10%**).

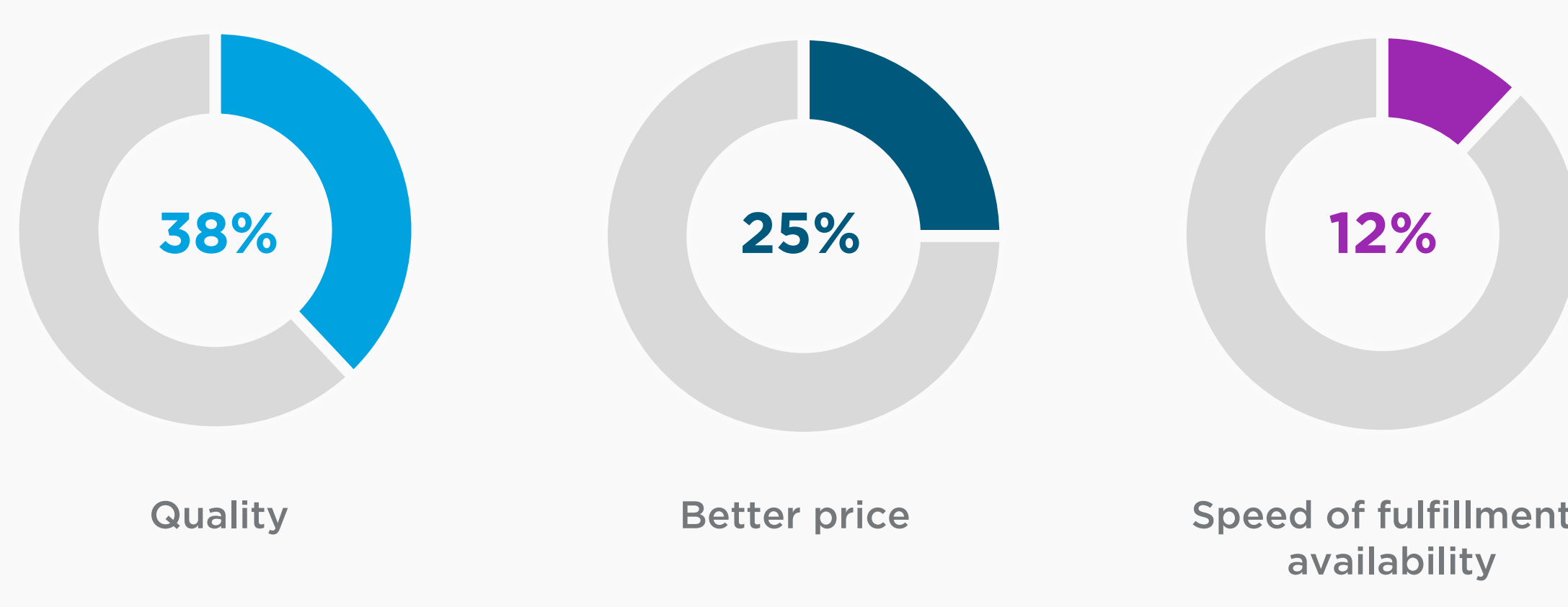


When marketing your products, the main selling point should be the quality, as that drives most remodelers to purchase products. By showcasing the quality of products, interested buys are more likely to follow through with the purchase process.

When it comes to replacing project material, **47%** say they sometimes use the same brand, whereas **33%** say they frequently use the same brand.



The top 3 reasons for switching brands are quality (**38%**), better price (**25%**) and speed of fulfillment/availability (**12%**).

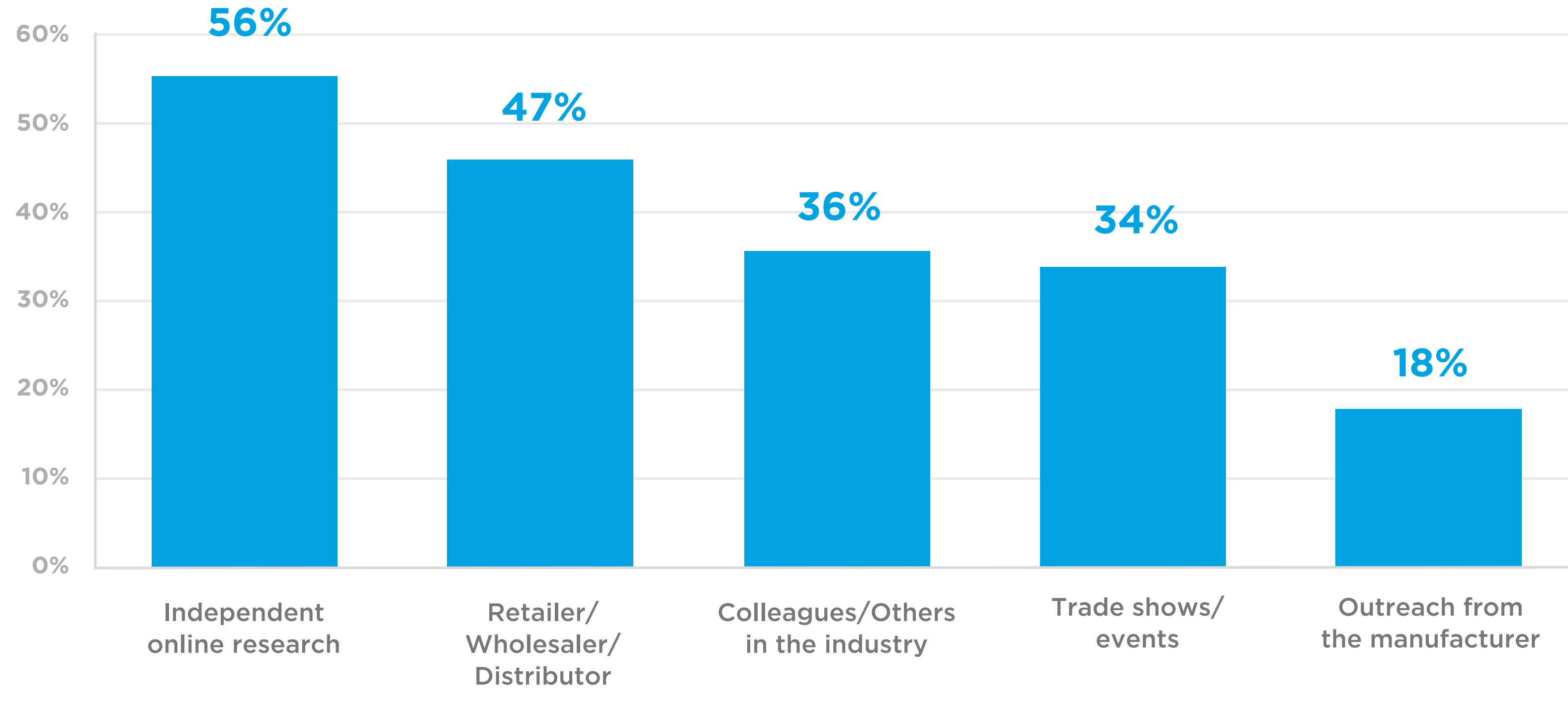


The majority of people are open to using different products when it comes to replacements. With the top reason for brand switching being quality, we can see the importance of quality again regarding purchasing behavior.

Emphasizing and providing quality throughout all products will result in return customers or convert buyers from another brand to yours.

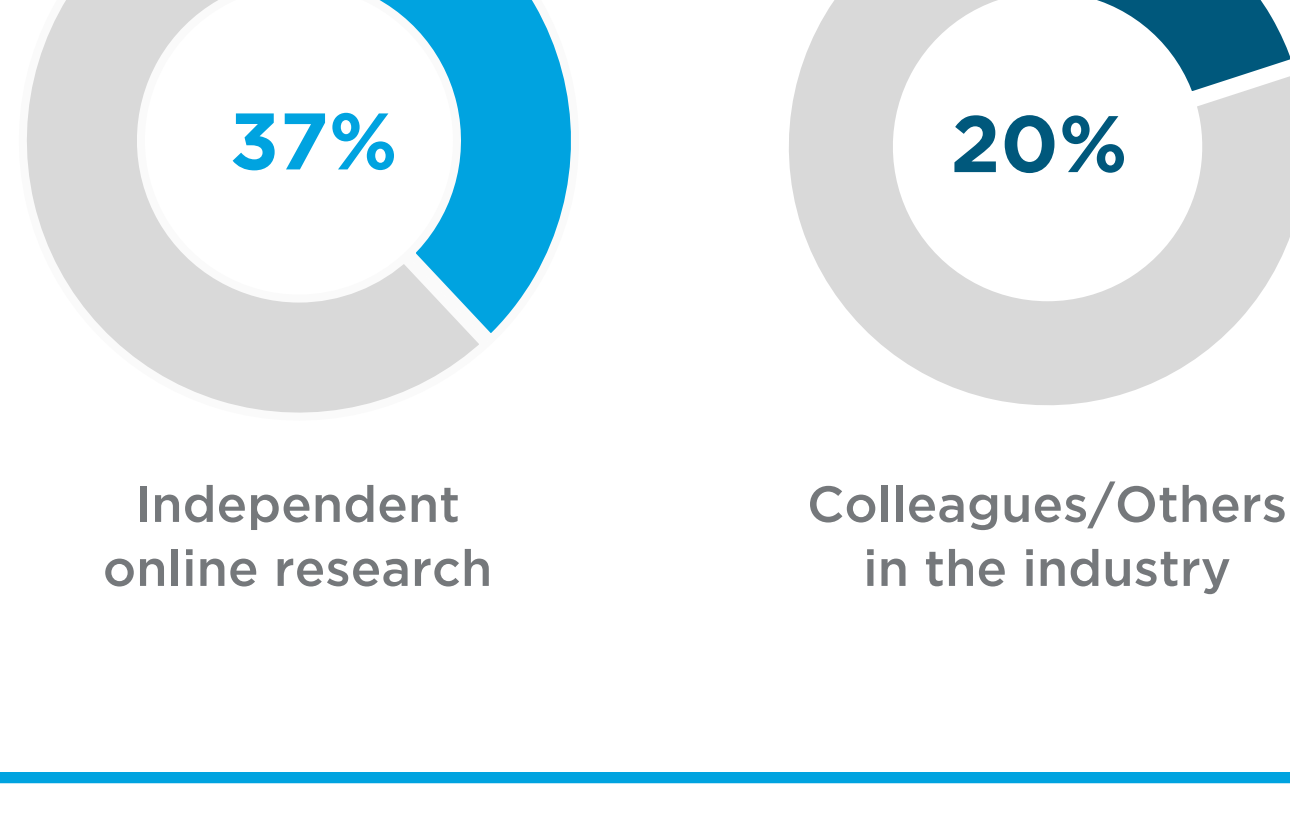
Sources Utilized

Let's look at what sources remodelers use to discover new products or brands of project materials: **56%** use independent online research, **47%** use retailers, wholesalers or distributors, **36%** use colleagues or others in the industry, **34%** use tradeshow or events and the remaining **18%** use outreach from other manufacturers.



If you want to reach a remodeler audience to grow sales, invest in your website. Since **56%** of remodelers depend on independent online research, creating a user-friendly site and investing in SEO to drive people to your site can prove highly beneficial.

When it comes to the most valuable sources when looking for new materials or brands, the independent online research (**37%**) is the top-rated source, followed by colleagues and others in the industry (**20%**).



Again, investing in your company's website will pay off, as it proves to be the most successful way for remodelers to discover new products or brands.

ABOUT HIRI

As the only nonprofit organization dedicated to home improvement research, HIRI empowers our members with exclusive, ongoing home improvement data and information for making better business decisions. Members are the leading manufacturers, retailers and allied organizations in the home improvement industry.

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