

New Report Reveals Decision Factors of China's Engineers

SupplyFrame and EEFocus, Beijing, survey captures the product research and selection habits of over 800 engineers in China

PASADENA, CA – June 26, 2012 – [SupplyFrame](#) together with Beijing-based EEFocus today released new research that will help electronics marketers impact electronics decision makers in China. The 57-page report provides real data and actionable insights on the product research and selection habits of over 800 of China's engineers.

The report was compiled by SupplyFrame, a leading provider of advertising and marketing services for the electronics industry. Strategic partner EEFocus, a premier social network and marketing provider based in Beijing, fielded the survey to 50,000 electronics professionals and followed up with one-on-one interviews with many of the respondents.

"To ensure that we could provide our market with a genuine report of facts, we had EEFocus conduct the survey in Chinese and translate it into English. Because of the EEFocus teams proximity to, and experience with, China's engineers, we were able to take a closer look at this influential group and bring the market facts without introducing cultural bias," said SupplyFrame Vice President, Marketing, Jeff Curie.

The results of the study strongly suggest that a marketing strategy should emphasize an electronics company's reputation for quality, ability to provide materials that shorten design time, and commitment to personal technical support. These broad insights, along with many more specific preferences, help marketers better align their go-to-market strategy with the preferences of China's electronics professionals.

Five lines of questioning from the survey provide manufacturers and distributors with valuable information about the decision makers who buy their products:

1. How do buyers make product selection decisions?
2. Where do electronics professionals research products?
3. Who do buyers turn to for product sourcing?
4. How do electronics professionals want vendors to communicate with them?
5. What should vendors do to help their prospects and customers?

"Electronics organizations that sell into the China market can leverage the findings of our study to influence decision makers and uncover opportunities to land more design wins," said SupplyFrame Vice President of Worldwide Sales, John Schirmer. "For example, the study reveals what kinds of sites electronics professionals use to research, buy, and make design decisions. Based on the data, companies can understand where to best reach engineers and buyers during the design cycle."

The full report is available at:

<http://enews.supplyframemedia.com/acton/media/1215/china-engineers-report>



About SupplyFrame

Since its establishment in 2003 with an electronic component quoting system, SupplyFrame (<http://www.supplyframemedia.com>) has grown to become the world's most comprehensive and influential marketing channel for the global electronics industry. Today reaching over 5 million electronics professionals each month, it provides measurable media products delivering unrivaled results, plus inventory location products to expedite purchasing decisions and help electronics suppliers grow online sales. The company offers three unique online marketing and sales channels: SupplyFrame Media Network, SupplyFrame Sourcing and SupplyFrame China.

About EEFocus

EEFocus (<http://www.eefocus.com>), SupplyFrame's strategic partner in China, is both a leading social network and a top-performing direct marketing and online advertising provider for the growing electronics industry across China. EEFocus, based in Beijing, China, publishes a series of Chinese language media products unique to the electronics industry, including turnkey branded social community sites, advertising solutions, and lead generation through e-news programs. EEFocus websites include the EEFocus.com engineering community site, the CNDZZ.com circuit design collaboration site, and the Datasheet5.com technical reference site. For advertising opportunities on eeFocus.com, contact SupplyFrame.

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