

E-Commerce Parts Purchasing Study



Heavy Duty Truck Parts



**MacKay
& Company**

THE EVERCHANGING LANDSCAPE OF THE E-COMMERCE PARTS PURCHASING PATTERNS OF TODAY'S FLEET

In 2017 and again in 2019, MacKay & Company completed extensive studies of the e-commerce market for buying replacement parts on medium and heavy-duty trucks, school buses and trailers. Since the last MacKay & Company E-Commerce Study, the U.S. and the world were hit by a pandemic that upended everyone's lives, unfortunately ended many lives, and disrupted most day-to-day business activities in a variety of ways, including the medium and heavy duty parts aftermarket.

WHAT WE LEARNED IN 2019

- The online ordering of truck and trailer parts totaled 12% of all orders
- Urban fleets utilize e-commerce channels more often than rural fleets
- OE brands are purchased online slightly more than "value lines" or "all make" lines
- Price comparisons were the #1 online activity, conducted by both those who purchase online and those who don't
- Speaking to a salesperson continues as a preference for fleets to complete a parts order

Our third examination of this market takes an in-depth look at current channel utilization by today's fleets to gain a better understanding of the current and future e-commerce parts purchasing activities.

WHAT WE STUDIED IN 2021



Did the pandemic increase online purchases?



Who is the online buyer?



What parts are most frequently purchased online?



How does the customer ensure that the correct parts have been ordered?



What are the delivery expectations?



What are the best/worst online experiences?



How does the customer wish to pay and be invoiced?

For more information contact: john.blodgett@mackayco.com

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Key Study Activities

- Opportunity for each study participant to provide input for the survey topics and questions
- Online focus groups to gauge initial topics and explore potential areas of interest
- Fleets will be surveyed through a variety of methods – interviews, mail and online surveys
- Distribution channels will be surveyed through interviews and online surveys
- Gather intel and validate key issues through industry functions
- Segment results by rural vs. urban and vocation

Deliverables



Report

Final report will include a review of the methodology, a profile of the survey respondents, an executive summary and detailed study findings.



Presentation

We will conduct a webinar to share the findings of the report with ample time for questions.

Who is MacKay & Company?

MacKay & Company is the information expert. We drive business intelligence. The scope of our practice includes analysis of original equipment and aftermarket potential, strategic options, distribution, valuation and much more.

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