

A photograph showing two men in a light grey hoodie and a red jacket, both wearing blue baseball caps, standing and inspecting a large green tractor. The tractor has a prominent yellow wheel. The scene is set outdoors, likely at a trade show or exhibition, with other equipment visible in the background.

FARM MACHINERY & EQUIPMENT

The media that influences
buyers on the path to
purchase

▶ ACM Agri

RESEARCH METHODOLOGY

This study gauges the influence of a range of media on heavy machinery & equipment buyers at each phase of the path to purchase



WHEN

Over four weeks
4 April - 1 May 2023



SOURCES

Chi² Research
Farmer & Regional
Online Panels



SAMPLE

196 respondents
65% farm owners/managers

- * Considering purchasing - 54
- * Currently purchasing - 35
- * Purchased in the L12M - 107

PATHS TO PURCHASE

Each buyer has their own individual journey to buying.
However, most pass three milestones.



THE JOURNEY BEGINS



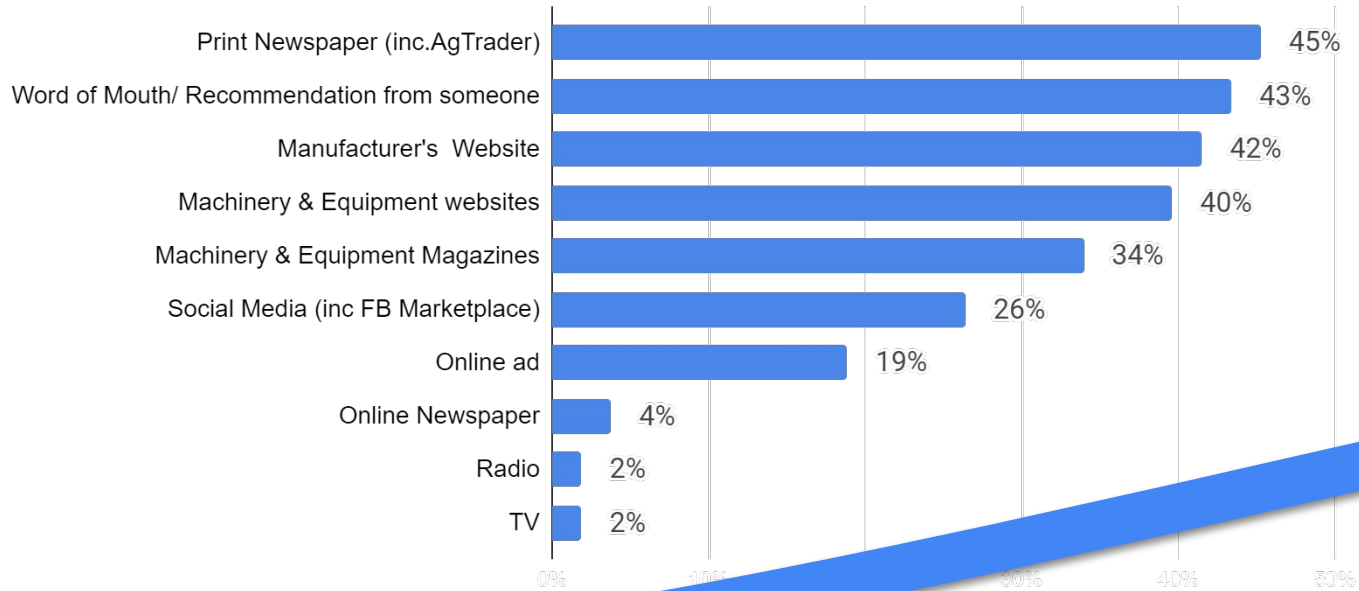
Phase 1

Consideration

Duration: 8 months



Sources used



CONSIDERATION PHASE

The most **USEFUL** sources of information

1



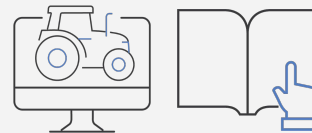
Newspapers &
Word of mouth/
recommendation

2



Manufacturer's
website

3



Machinery/equip
websites &
magazines

CONSIDERATION PHASE

ACM Agrif

The most **TRUSTED** sources of information

The most **DISTRUSTED** source is **Social Media**
(includes FB Marketplace)

1



Word of mouth/
recommendation

2



Manufacturer's
website

3



Newspapers
(inc. AgTrader)

CONSIDERATION PHASE

ACM Agrif



Phase 2

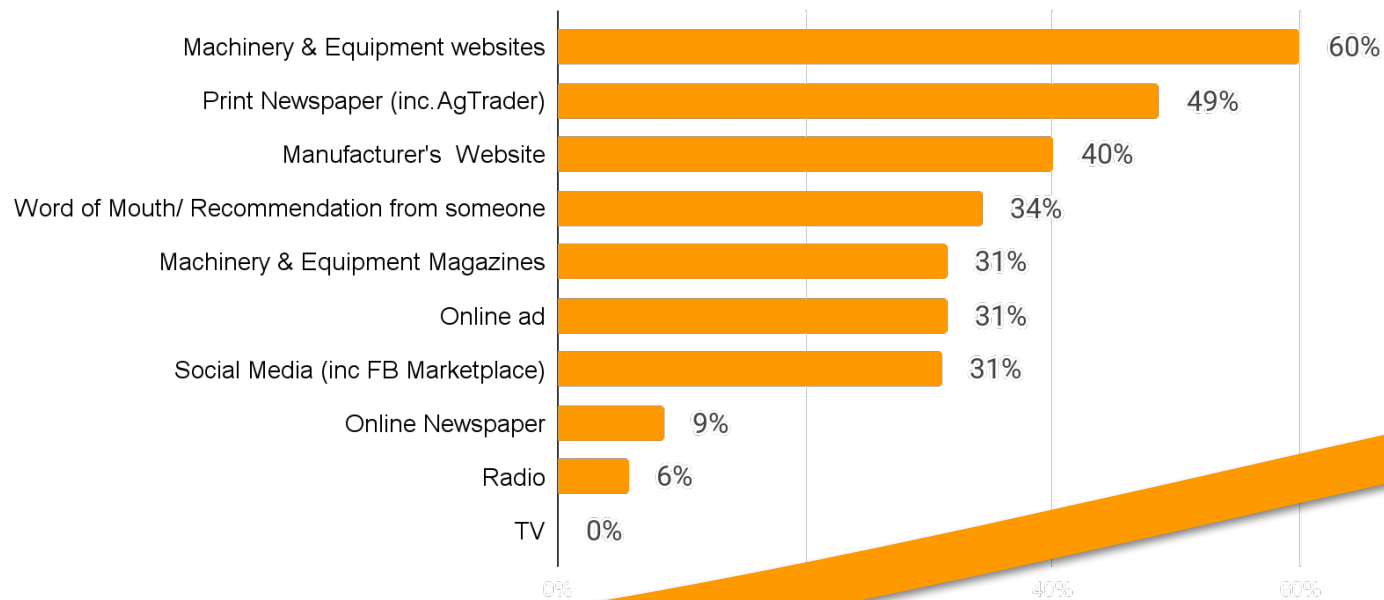
Active

Duration: 5 months

**COLLECTING
INFORMATION**



Sources used



ACTIVE PHASE

The most **USEFUL** sources of information

1



Machinery & equipment websites

2



Word of mouth,
Manufacturer's website,
Social Media
(inc FB Marketplace)

3



Print newspapers,
Machinery & equipment magazines

ACTIVE PHASE

ACM Agrif

The most **TRUSTED** sources of information

The most **DISTRUSTED** source is Social Media, radio & television

1



Word of mouth/
recommendation

2



Manufacturer's
website

3



Newspapers
(inc. AgTrader)

ACTIVE PHASE

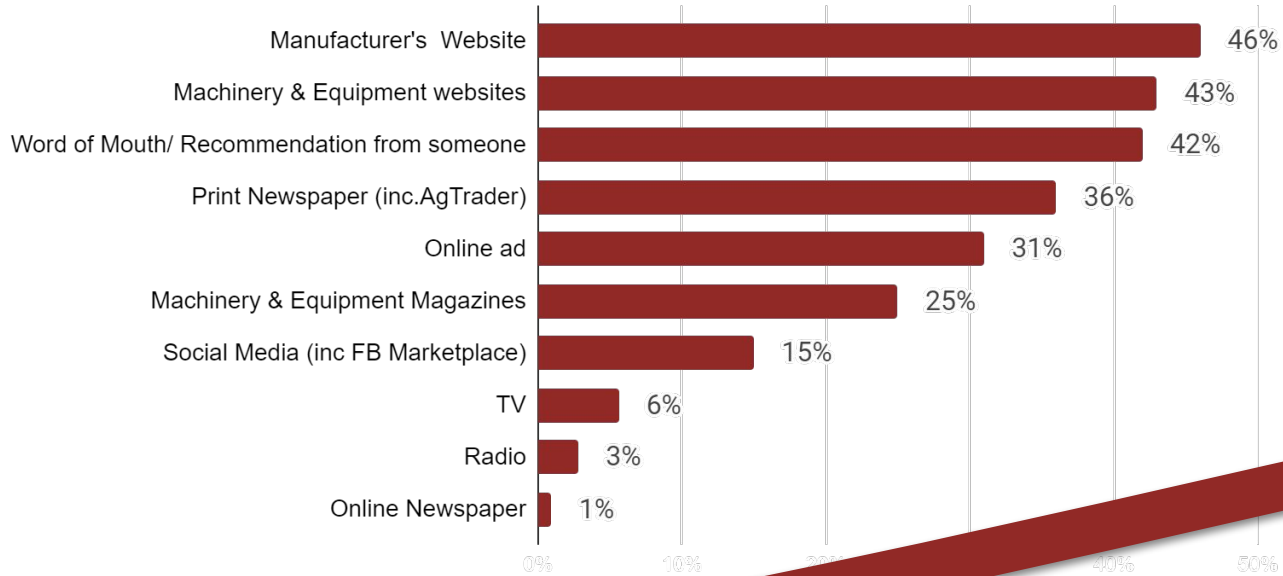
ACM Agrif



Phase 3
Purchased
Within last 6 months



Sources recalled using



PURCHASED PHASE

The most **USEFUL** sources of information

1



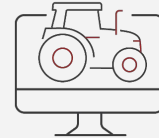
Word of mouth/
recommendation

2



Manufacturer's
website

3



Machinery &
equipment
websites

PURCHASED PHASE

ACM Agrif

The most **TRUSTED** sources of information

The most **DISTRUSTED** source is **Social Media** (includes FB Marketplace)

1



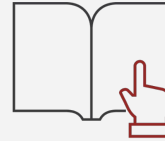
Word of mouth,
Manufacturer's
website,
Television

2



Print newspapers
(inc. AgTrader)

3



Machinery &
Equipment
Magazines

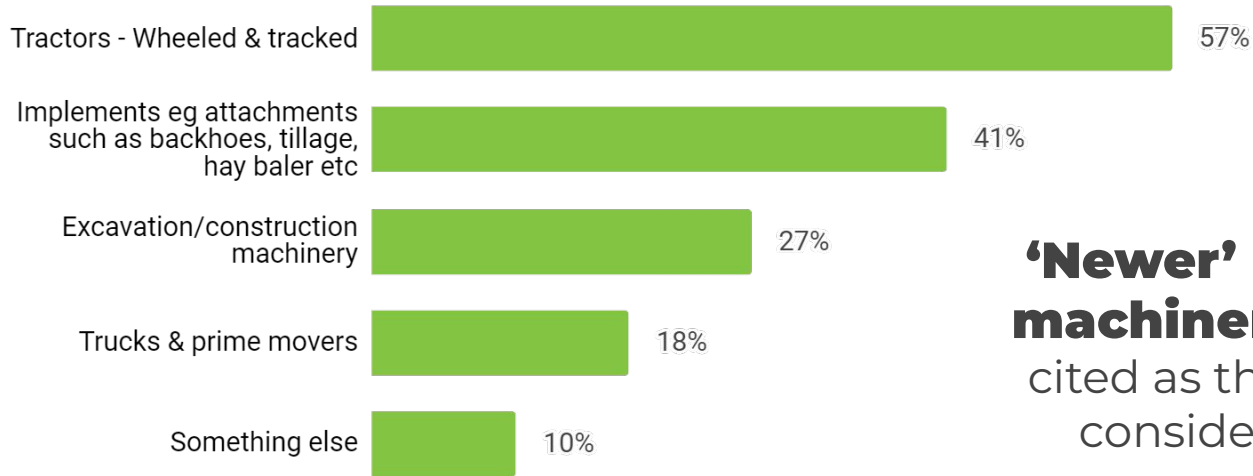
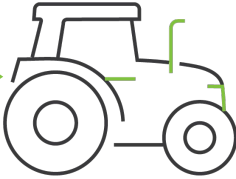
PURCHASED PHASE

ACM Agrif

REFLECTING ON THE JOURNEY



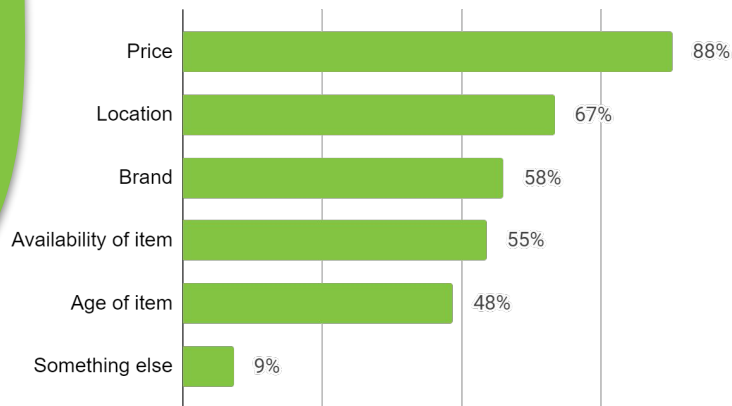
The majority (57%) of buyers are purchasing tractors



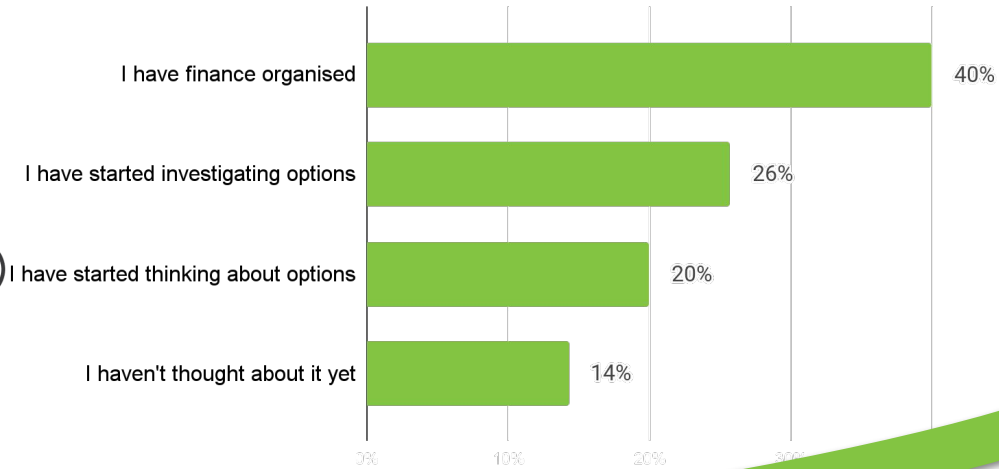
‘Newer’ and ‘additional’ machinery or equipment cited as the main reasons for considering to purchase



Price & location
are the key criteria for
purchasing or narrowing
down options



Less than half (40%) have finance organised

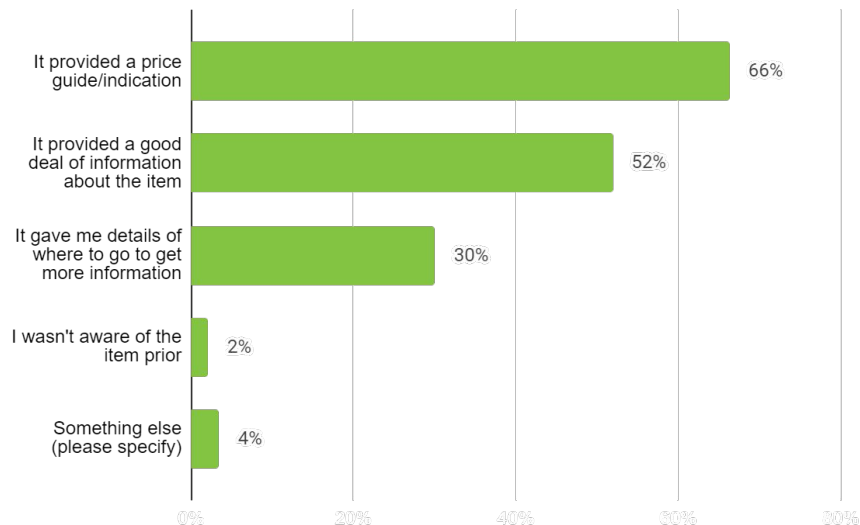




41%

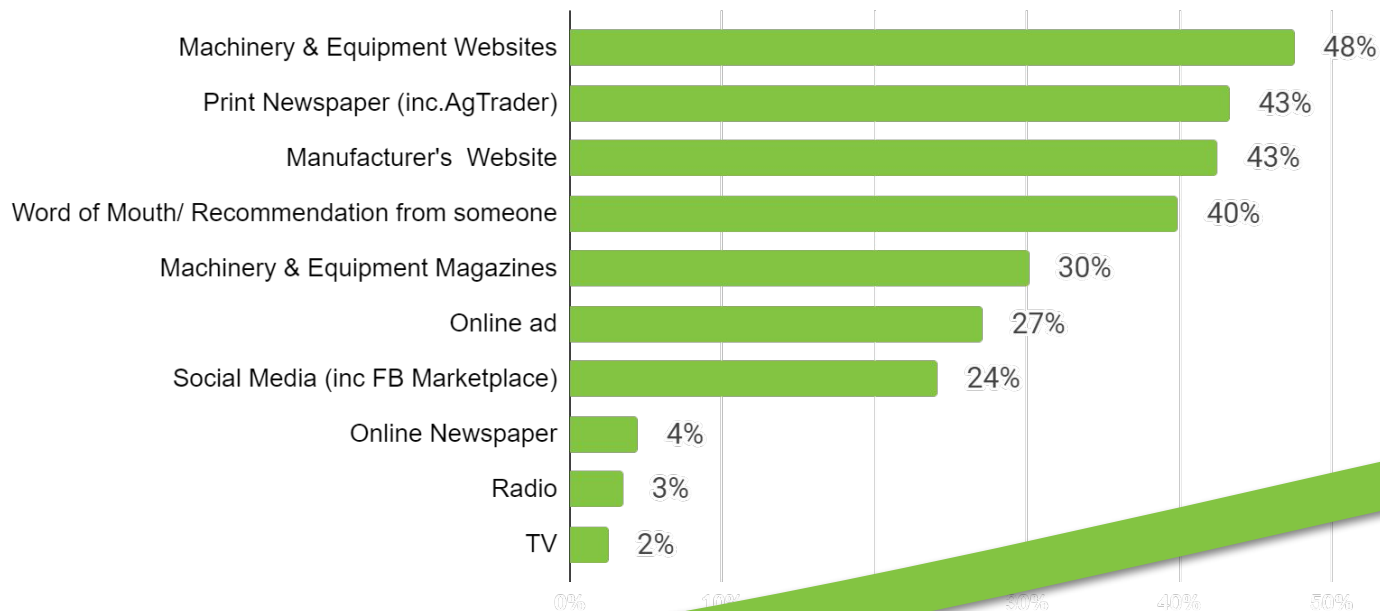
Read editorial
about farm machinery
or equipment'.

The overall influence of editorial





Sources used overall



The most **USEFUL** sources of information overall

1



Machinery/equip
websites

2



Word of Mouth/
Recommendation,
Manufacturer's
website

3



Print Newspaper
(inc. AgTrader)

The most **TRUSTED** sources of information

The most **DISTRUSTED** source is **Social Media** (includes FB Marketplace)

1



Word of mouth/
recommendation

2



Manufacturer's
website

3



Newspapers
(inc. AgTrader)

Word of Mouth...



**MULTIPLE
TOUCHPOINTS**
via trusted brands

76%

of **FARMERS** read
ACM Agri mastheads,
either online or in
print every month.



**130 years of trusted
& valued content**

WEBSITES

Farmonline National
Farmonline
Weather The Land
Queensland Country
Life Stock Journal
Farm
Weekly
Stock & Land
North Queensland Register
Livestock Connect
Good Fruit &
Vegetables Horse Deals

INDUSTRY NEWSPAPERS & MAGAZINES

The Land (NSW)
Queensland Country
Life Stock Journal (SA)
Farm Weekly (WA)
Stock & Land (VIC)
North Queensland
Register Horse Deals
The Australian Dairy Farmer
Good Fruit & Vegetables
Australian Cotton & Grains Outlook

E-COMMERCE PLATFORMS

AgTrader

Farmbuy
Livestock Connect
Horse Deals

FIELD DAYS

AgQuip
FarmFest
AgSmart

RESEARCH

Chi Squared
QARS

ACM Agri

