

How Do Pessimist Technology Buyers Behave?



Pessimist technology buyers are buyers who regret almost every purchase after the subscription agreement is finalized.

In our survey of 1,370 technology buyers, 54% were pessimist buyers, 7% neutral buyers and 39% non-pessimist buyers.¹ There are upsides to working with pessimist buyers; therefore, understanding the dispositions of pessimist buyers is critical for technology and service providers to unlock returns from their investment.

Buying a Technology Offering Pessimist buyers do less research.



“I am overwhelmed by the amount of information I come across.”

Percentage of respondents who agree that the **volume of information is overwhelming.**



Percentage of respondents who agree that they frequently **come across conflicting information in various materials.**



“I consider only a few sources to make a purchase decision.”

Number of sources considered before making a purchase decision



Number of content types considered before making a purchase decision



Owning a Technology Offering Pessimist buyers are skeptical when interacting postsale.



“Vendor programs are focused on getting me to spend more than help me be successful with what I have.”

Percentage of respondents who agree that **vendor programs are more focused on getting them to spend more** than helping them be successful with what they have.



Percentage of respondents who **chose to participate in customer events/user conferences.**



“Customer success managers are more inclined to upsell products and services.”

Percentage of respondents who agree that **customer success managers (or other points of contact) mainly exist to upsell** products and services for their organization.



Percentage of respondents who agree that **customers success managers (or other points of contact) reach out too frequently with needless information, check-ins or requests.**



Renewing a Technology Offering Pessimist buyers present low churn risk but limited growth opportunity.



“I am as likely to renew as any other buyer. In fact, I sometimes renew when I am not satisfied with the product.”

Percentage of respondents who **renewed a technology subscription agreement (as is, with increase, at a lower level).**



Percentage of respondents who **renewed a technology contract for a product their organization was NOT satisfied with.**



Percentage of respondents who agree that when considering renewal decisions, **the pressure to keep the status quo is more important than overall customer experience** (including product quality).



Percentage of respondents who **renewed a technology contract at a lower level (e.g., smaller configuration, fewer modules, reduced capacity).**



n = 1,370 technology buyers

Source: 2020 Gartner Technology End-User Buying Behavior Survey

¹ We asked respondents to rate their agreement with the statement: “We regret almost every purchase we make after the subscription agreement is finalized.” On a scale of 1-7 with 1 being “Strongly Disagree” and 7 being “Strongly Agree.” Respondents who rated above 4 were labeled “pessimist technology buyers.”