

TOP 5 TAKEAWAYS

FROM THE 2023 CAR BUYER JOURNEY STUDY

Cox Automotive has been conducting the Car Buyer Journey Study for the past 14 years to determine the key changes in consumer buying behavior. The study was conducted from August to September of 2023, with nearly 3,000 respondents who purchased or leased their vehicles within the previous year.

What are we seeing from 2023?

1. The industry is **NORMALIZING**
2. Dealers and 3rd Party Aggregators are **RESILIENT!**

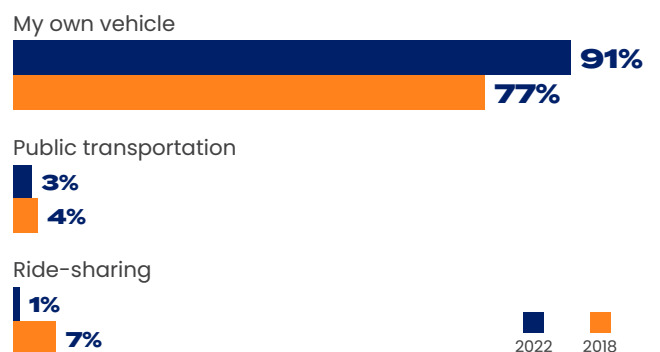
#1: Vehicle Ownership is Here to Stay

More consumers told us they intend to use their own vehicle as their primary mode of transportation in the future, up significantly from 2018.

ACTIONS TO TAKE:

It's more important than ever to enhance the customer experience – with personal vehicle usage up and the desire to own more than one car. What re-targeting campaigns are in place to retain your existing customers? What advertising strategy do you have in place to attract new customers?

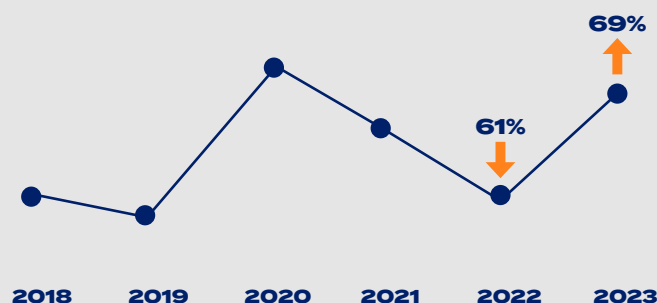
Primary Mode of Transportation in 5 Years



36% increase in the number of buyers motivated to own more than one car in their household from 2022 to 2023

#2: Satisfaction with the Shopping Journey Surged

Overall Satisfaction with Shopping Experience

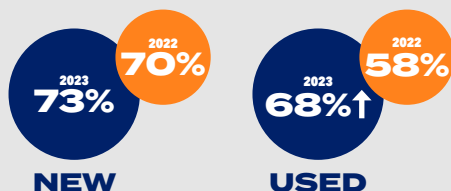


The increase was influenced by three reasons:

1. Better vehicle selection
2. Better prices
3. More dealer outreach with good deals

ACTIONS TO TAKE:

It's no secret that as inventory rebounded, so did shopper satisfaction with the overall purchase journey – now, with incentives rolling back in, ensure you are getting the right message in front of the right customer at the right time and in the right way!



#3: Improved Online Efficiency

Shoppers spent less time shopping in 2023 as the experience became more efficient.

Time Spent Shopping Online in 2023

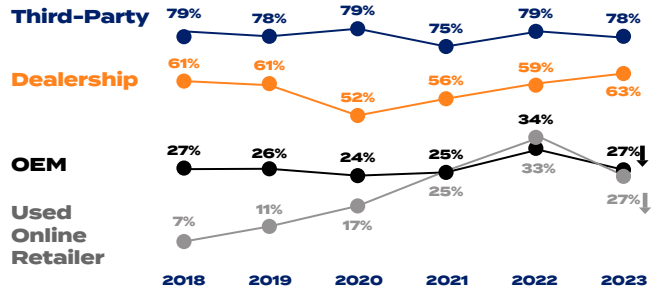


ACTIONS TO TAKE:

Take the data and insights you receive from 3rd parties such as Autotrader and Kelley Blue Book™ and **ACTIVATE** them – use them to personalize messaging to stand out as the one to do business with because you know the shoppers wants and needs and can provide them with the experience they’re seeking.

Third-party sites have been resilient throughout the pandemic and chip shortage – consumers find them to be trustworthy and objective.

Website Category Usage



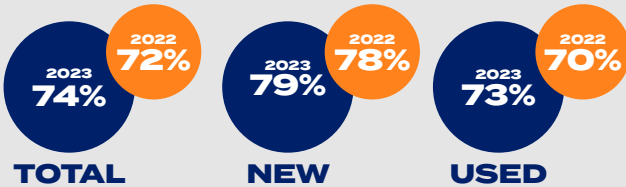
More buyers are exclusively using 3rd party sites without using the OEM.

57% ↑ Visited third-party site without using OEM Site

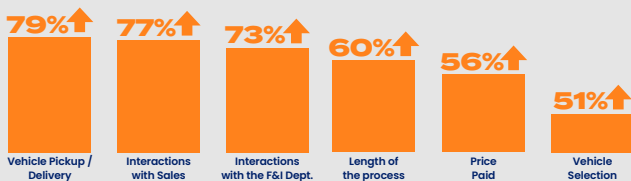
#4: The Retailing Experience was Top Notch

Customers continued to be highly content with the dealer experience.

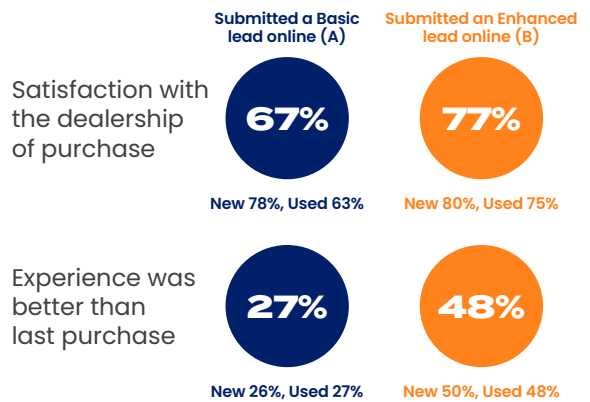
Overall satisfaction with experience at dealership / retailer of purchase



Satisfaction with the dealership improved significantly in key areas compared to 2022:



SHOPPERS THAT SUBMITTED AN ENHANCED LEAD BEFORE GOING TO THE DEALERSHIP WERE MORE SATISFIED



ACTIONS TO TAKE:

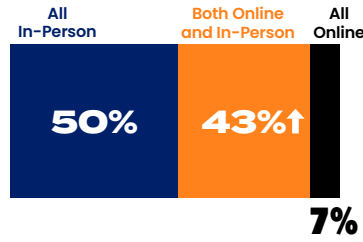
There’s an opportunity to elevate customer satisfaction to new levels by promoting enhanced lead submissions, fostering a more personalized experience that ultimately results in higher shopper satisfaction throughout the dealership buying journey.

#5: Digital Retailing Continues to be Highly Beneficial

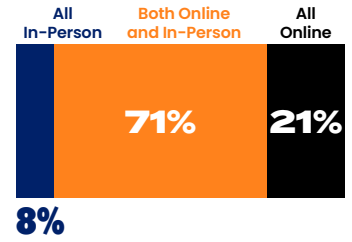
Buyers are moving towards an omnichannel experience—a mix of both in-person and online steps.

TIME SAVINGS AND AN IMPROVED JOURNEY ARE THE KEY DIGITAL BENEFITS

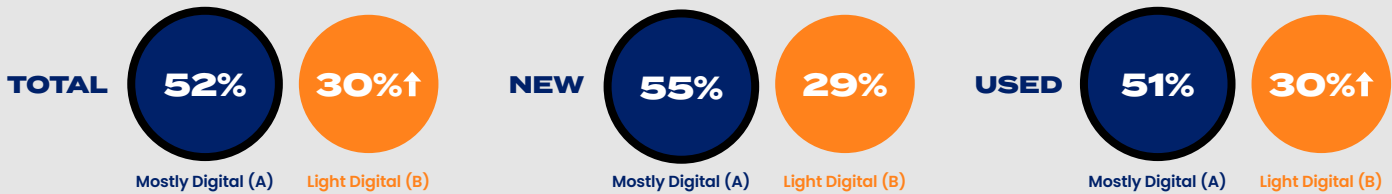
How buyers completed most recent purchase:



How shoppers will likely complete their next purchase:



EXPERIENCE WAS BETTER THIS TIME



Mostly Digital: > 50% of purchase completed online; Light Digital: < 21% of purchase completed online

Most time saved with negotiations and finalizing paperwork

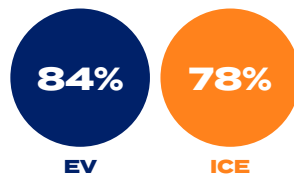
40 Mins.

Time Saved at Dealership of Purchase Mostly Digital (vs. Light)

DID YOU KNOW?

EV Buyers are more committed to completing digital steps and are more satisfied with the shopping and dealership experience compare to ICE buyers.

Satisfaction with the Dealer Experience



ACTIONS TO TAKE:

There's ongoing opportunity for improvement in deal-making processes, particularly with the ongoing shift towards digital retailing, which ultimately benefits customers. Consider mapping out the necessary steps for your dealership to embrace a more digital future, while addressing current gaps such as financing. This includes integrating digital retailing solutions seamlessly onto your website and providing comprehensive content to educate customers on utilizing the available tools effectively.

BETTER DATA. BETTER RESULTS.

Have questions or want to learn how to leverage some of the suggestions and solutions we've designed for you to drive more revenue in 2024?

Contact your **Dealer.com** Sales Representative.

Not a current client? Find out more at dealer.com/contact



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