

Top 5 Takeaways from the 2023 Car Buyer Journey

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, as well as the desire to own more than one car, what experiences do you provide to attract and retain your existing and prospective customers via your service drive and your sales department?

Primary Mode of Transportation in 5 Years

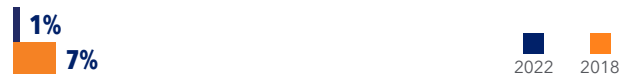
My own vehicle



Public transportation



Ride-sharing

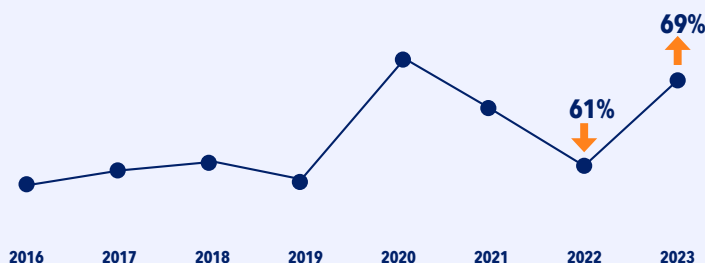


More buyers were motivated to own more than one car

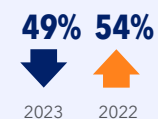
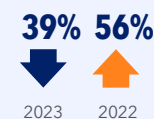


#2: Satisfaction with the Shopping Journey Surged

Overall Satisfaction with Shopping Experience



The increase was influenced by three reasons:



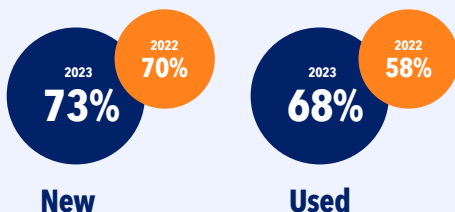
Better vehicle selection

Better prices

More dealer outreach with good deals

ACTIONS TO TAKE:

It's no secret that as inventory returned so did shopper satisfaction with the overall purchase journey - now with incentives rolling back in, make sure you are getting the right message in front of the right customer at the right time... in the right way!

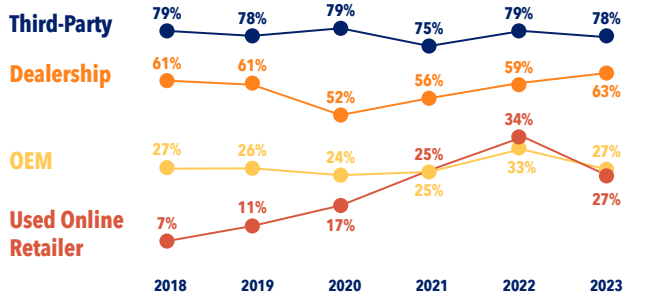


#3: Improved Online Efficiency

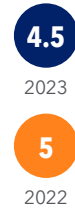
Time Spent Shopping Online in 2023



Website Category Usage



Average Websites Used:



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

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

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.

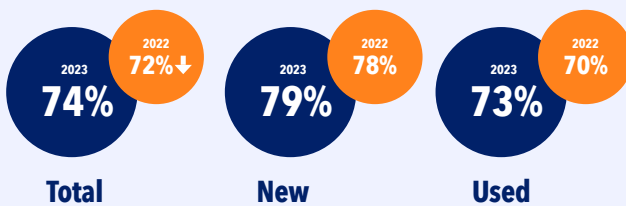
More buyers are exclusively using 3rd party sites without using the OEM.

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

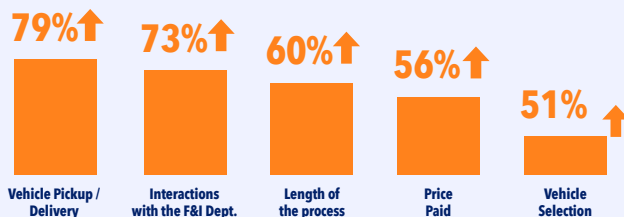
#4: The Retailing Experience was Top Notch

Customers continued to be highly content with the dealer experience.

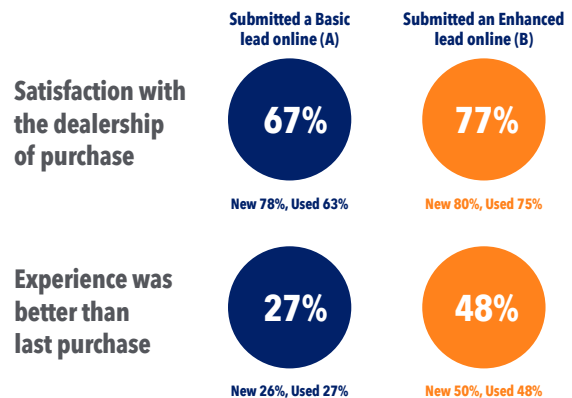
Overall satisfaction with experience at dealership / retailer of purchase



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:

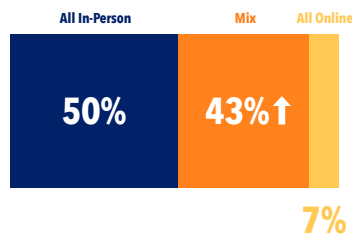
There's an opportunity to take customer satisfaction to new heights - encourage enhanced lead submissions for a more personalized experience which ultimately leads to buyers' increased satisfaction in the overall dealership experience.

#5: Digital Retailing Continues to be Highly Beneficial

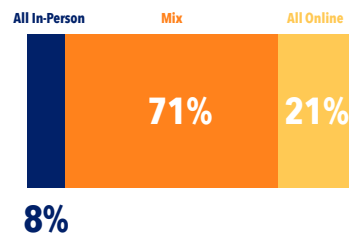
Buyers are moving towards an omnichannel experience—a mix of both in-person and online steps.

TIME SAVINGS AND AN IMPROVED JOURNEY ARE THE KEY DIGITAL BENEFITS

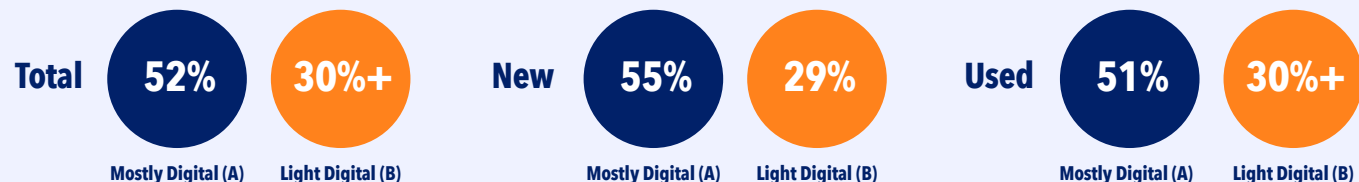
How buyers completed most recent purchase:



How shoppers will likely complete their next purchase:



EXPERIENCE WAS BETTER THIS TIME



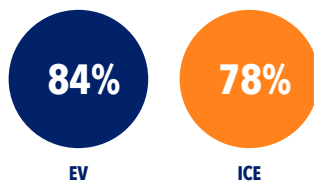
Mostly Digital: > 50% of purchase completed online; Light Digital: < 21% of purchase completed online

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.



ACTIONS TO TAKE:

There's still room to improve on certain deal-making steps - with digital retailing continuing to be highly beneficial for customers, plan the steps your dealership will have to take for a more digital future (as well as address gaps now, such as financing) for you to close as well as a need to continue to educate them how to use your available tools.

We're Here For The Deal Doers

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 **Autotrader** Territory Sales Manager.

Not a current client? Find out more at b2b.autotrader.com/contact

— COX AUTOMOTIVE —



Kelley Blue Book