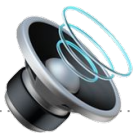




**Online Consumer Behavior Changes  
in the Automotive Industry  
Automotive**

## Digital channels have become critically important throughout the vehicle purchasing funnel.

Awareness



More and more car buyers are turning to the internet for recommendations and to discover new car models.

Research



90% of car buyers rely on online research being deciding to purchase a car.

Ready to Buy



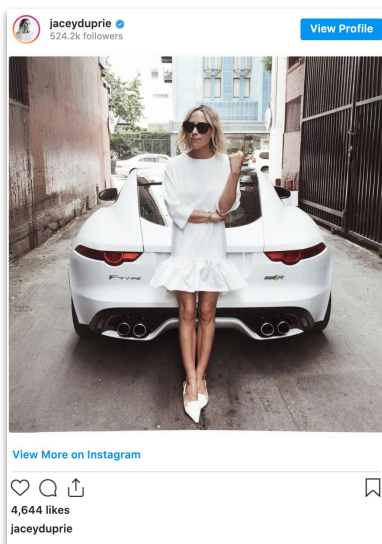
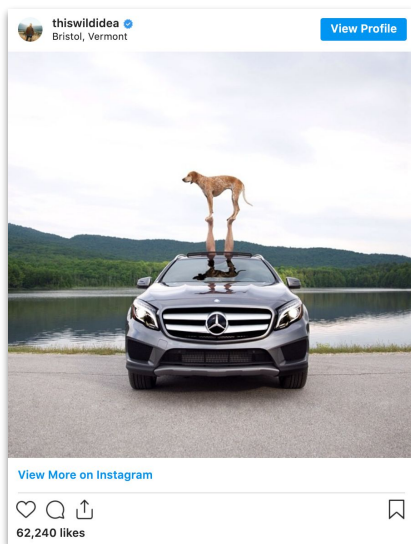
40% of millennials are going to buy their cars through online channels.

# Many luxury car companies tapped into influencer marketing as well as aspirational and value-for-money car brands.

Awareness

Research

Ready to Buy



**88% of consumers** trust online recommendations as much as face-to-face recommendations.

Influencers help to

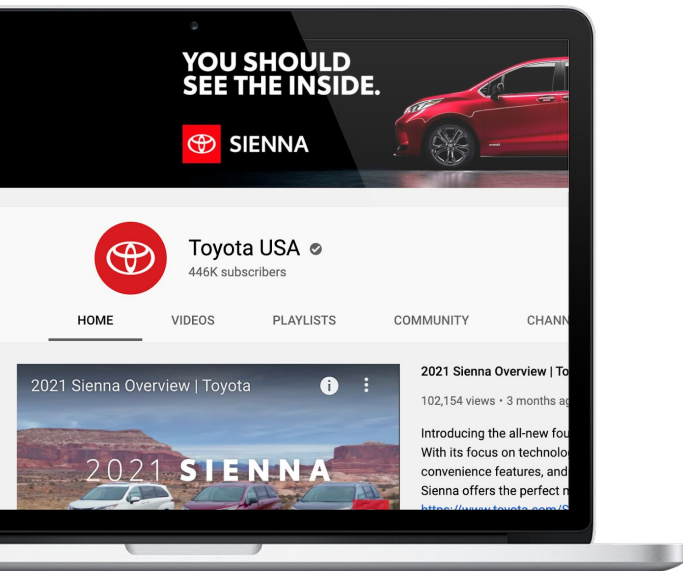
- humanize the product
- create aspiration
- engaging via creative content

**YouTube is a powerful channel for automotive brands to reinforce brand perception and to raise brand awareness to new audiences.**

Awareness

Research

Ready to Buy



**"1 in 3** auto buyers say **YouTube** helped to change or reinforce brand perception."

— [Google](#)

**"70%** of teens think that **YouTubers** are more reliable than celebrities."

— [Bloomberg](#)

## Google search and Youtube are the key elements that enable inspiration, discovery, comparison.

Awareness

Research

Ready to Buy

“90% of car buyers rely on online research”

— [Google](#)



Shoppers use 6 different touchpoints in their research phase



Google search & YouTube are the top two channels for online research

**66% of people viewed at-home test drives and digital experiences as a good alternative to visiting a dealership.**

Awareness

Research

Ready to Buy



33% of Canadians consider at-home test drive as the best alternative to a dealer visit.

[Google](#)

Digital experiences:



Car review videos



VR test drives



Online configurator



Video conferences



Digital showroom

**46% of Canadians consider video car review to be the most popular digital alternative to visiting a dealership.**

Awareness

Research

Ready to Buy

### Follow Up Actions of Those Who Watched YouTube Videos

● Online Video Used

● First Time Buyer



**“72% of those who watched an online video completed at least one follow-up action”**

— [Google](#)

1 in 3 agreed they were influenced by YouTube to make a purchase. Top car review channels on YouTube are generating 87M views per month.

Awareness

Research

Ready to Buy

120M

Monthly Youtube Views

60M

0M

Jun. '20

Dec. '20

● Carwow ● Fast Lane Car ● Shmee150 ● Saabkyle04 ● Motortrend

[Carwow](#) is currently generating the highest volume of video views, averaging around 59M views per month.



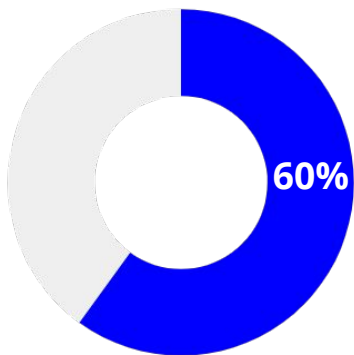
**Consumers have also increased expectations in other areas of the digital research journey.  
Their main concern are a simplified and convenient experience.**

Awareness

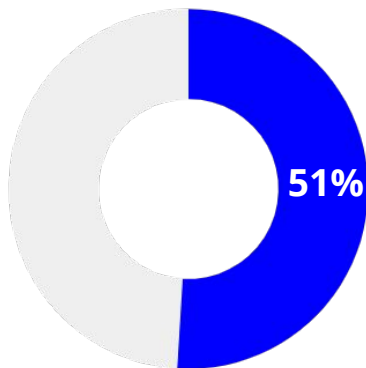
Research

Ready to Buy

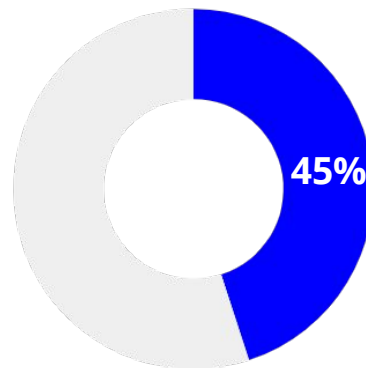
**60%** of car buyers want the ability to easily compare cars



**51%** of car buyers want detailed descriptions, pictures, and videos



**45%** of car buyers want access to independent ratings



**Currently, only 3% of the general population bought a car online. However, 40% of millennials are wanting to purchase cars online indicating a shift towards digital channels in the near future.**

Awareness

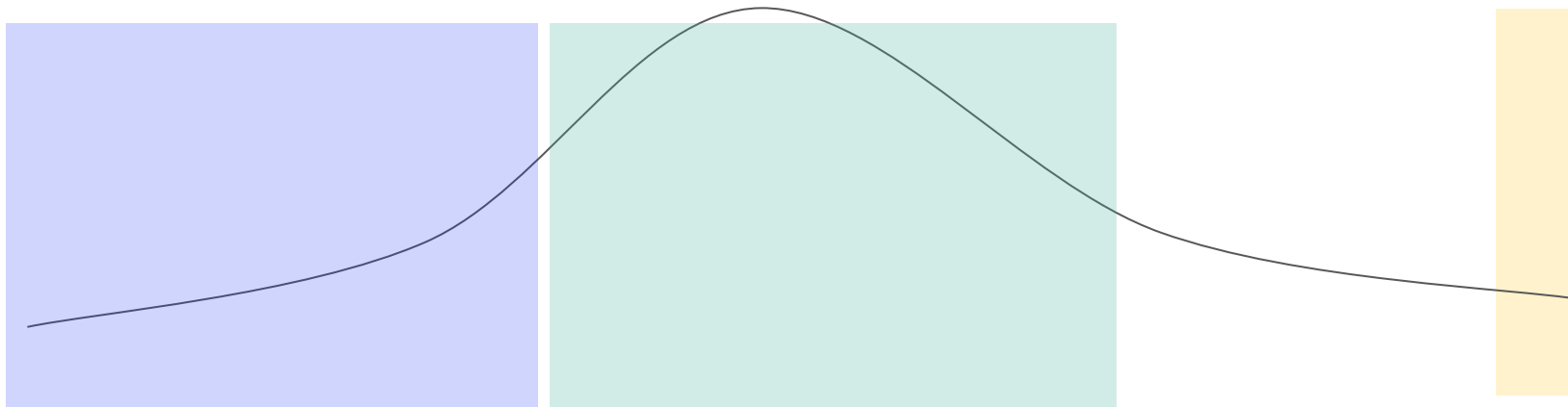
Research

Ready to Buy

43% of car buyers polled said they were **likely or very likely to consider** purchasing a vehicle online in the future.

**40% of millennials** are very certain about buying their next vehicle through **online channels**.

Only **3%** of the general population bought a car online, while 6% of gen Z car buyers bought a car online.



**When purchasing a car online, consumers are looking for convenient delivery options and test drives are still an important factor before committing to buying a vehicle.**

Awareness

Research

Ready to Buy

**63%** of car buyers considered the following two factors to be the most important when purchasing a car online:



Pick Up & Delivery Options



Test Drives

# Key Takeaways

## From the Online Consumer Behavior Changes in the Automotive Industry Case Study:

**Brand Awareness Tactic — Influencer Marketing:** Many luxury car companies tapped into influencer marketing as well as aspirational and value-for-money car brands. [88%](#) of consumers trust online recommendations as much as face-to-face recommendations, making influencer marketing more powerful than ever. Influencers help to humanize the product, create aspiration and increase engagement.

**Social Media Focus — The Power of Youtube:** YouTube is the most powerful channel for automotive brands to reinforce brand perception and to raise brand awareness to new audiences. According to [Google](#), 1 in 3 auto buyers say YouTube helped change or reinforce brand perception. In addition, within the next generation of car buyers, [70%](#) of teens believe YouTubers are more reliable than celebrities. Car review channels on YouTube are extremely popular, with Carwow generating 59M views per month.

**Online Shopping — Car Reviews & At-Home Test Drives:** To overcome the hurdles of online shopping, car buyers are looking towards online car reviews and at-home test drives as an alternative to visiting a dealership. [33%](#) of Canadians believe at-home test drives are the best alternative to a dealer visit.

**Online Shopping — Simplified & Convenient Experiences:** When purchasing a vehicle online, consumers are looking for the following:

- Ability to easily compare cars
- Detailed descriptions of the vehicle, accompanied by pictures and videos
- Access to independent ratings
- Pick up and delivery options
- Car reviews
- At-home test drives