



Most cars are purchased in the mind of the buyer long before they consider walking into a showroom.

51% of NEW car internet shoppers use a mobile device to research their next vehicle purchase.

JD Power (Source September 2015 - Mobile device use in vehicle purchasing process.)

Using a mobile device to shop for a car has increased by **77%**

JD Power (Source September 2015 - Mobile device use in vehicle purchasing process.)

In 2015 nearly half - **49%** knew from their online digital research the exact make or model they would purchase.

JD Power (Source September 2015 - Mobile device use in vehicle purchasing process.)

83% of NEW vehicle buyers visit a dealers website for information prior to purchasing.

JD Power (Source September 2015 - Mobile device use in vehicle purchasing process.)

4 out of 5 car buyers watch video reviews before buying a car.....

...those car buyers spend an average **14** hours online researching their next car purchase – compared to 4 hours at a dealership.

JD Power (Source October 2014 – Digital information impacts auto shopper decisions)

By 2017, video will account for 69% of ALL consumer internet traffic, video on demand traffic alone will have almost trebled. Video is the future of website content, and by 2019 that figure will be 80%

(Source Cisco 2014)

In the UK alone in the past 12 months, over 2 Million Car and Driving Independent Car Reviews watched - 5,500 videos every day, an increasing number via mobile devices.

Here's JD Power's perspective on that....

Video traffic from wireless and mobile devices will rise to **66%** in 2019.

Every second, nearly a million minutes of video content will cross I.P. networks by 2019.

(Source Cisco 2015)

3 out of every 4 drivers - **75%** now considering conducting their entire car buying process online

62% of buyers now initiate their entire car buying process online before entering a dealership and **69%** already have or would purchase a car online

(Source: Accenture May 2015)

Video on any site attracts two to three times as many monthly visitors, doubles their time spent on the site and has a **157%** increase in organic traffic from search engines.

(Source: Marketing Sherpa)

The average user spends **88%** more time on a website with video. And that video should be on the landing page as it makes it **53%** more likely to show up on page 1 of a Google search.

(Source: Mist Media)

Viewers of online video retain in **ONE** minute the equivalent of **1.8 million words** and... **90%** of online shoppers said they find video helpful in making shopping and buying decisions.

Retailers who provide online video of their products report that the products with video sell a lot more than products with no video and... of the **80%** of internet users who watched a video ad, **46%** took some sort of action after viewing and **26%** looked for more information about the subject of the video.

(Source: Video Brewery)

2015 New Autoshopper Study: mobile devices gain importance in vehicle shopping process

By Joseph Dobrian, September 14, 2015

Mobile devices are becoming an ever-more-important component of the vehicle purchasing process, according to the recently released J.D. Power 2015 New Autoshopper Study.SM The study finds that 51% of new-vehicle Internet shoppers use a mobile device - tablet or smartphone - to conduct research to help them find the vehicle they want at the best price.

The study analyzes how new-vehicle buyers use digital devices - tablets, smartphones, and computers—to gather information prior to purchase, as well as which websites and apps they use during the shopping process.

The study also examines what content new-vehicle buyers access during their shopping process and which content they find most useful. Since 2012, the use of tablets to shop for a vehicle has increased by 83% and use of smartphones has increased by 70%.

Just over a third—34%—of new-vehicle shoppers use a smartphone for automotive research and 33% use a tablet. The manner in which new-vehicle shoppers locate the actual vehicle they seek is also going digital. Nearly one-third (30%) of new-vehicle shoppers find the vehicle they purchase on either a manufacturer website, third-party website, or their dealer's website.

“Outside of the home, the location where new-vehicle shoppers most frequently use their smartphone to conduct auto research prior to purchase is at a dealership,” said Arianne Walker, senior

director, automotive media & marketing at J.D. Power. “Nearly half - 48% - of new-vehicle buyers that shop on a mobile device use their smartphone, and 13% use a tablet for information gathering while at the dealership: primarily to access vehicle pricing as well as model information, inventory searches, and special offers and incentives.”

While a majority of shoppers make their initial contact by simply walking into a dealership, nearly one-fourth (24%) initiate contact digitally - by email, through the dealer website, by requesting an online quote, or texting, or by visiting an online forum or Facebook.

More of these new-vehicle shoppers are entering the process with a specific make or model in mind. Nearly half (49%) of new-vehicle shoppers know either the exact make or model they want going into the shopping process and purchase it. This is up from 43% in 2013.

Consequently, the study finds that digital shoppers in 2015 consider an average of 2.4 vehicles, compared with 2.6 vehicles in 2013. More than nine in 10 new-vehicle Internet shoppers visit at least one manufacturer brand website when shopping for a vehicle. Site visitors find manufacturer brand websites to be most useful for their model information and vehicle configurators.

While 83% of new-vehicle Internet shoppers visit at least one dealership website, 75% visit their selling dealership's website. Eight in 10 new-vehicle Internet shoppers visit a third-party site for automotive information.