

THE EMOTIONAL JOURNEY OF BUYING A CAR



ARE YOUR PROCESSES ALIGNED WITH BUYER EXPECTATIONS?

The car-buying experience can be a rollercoaster of emotions. The customer gets excited to see a new car, confused at prices and options, thrilled during a test drive, then anxious during negotiation.



3 HOURS

The average customer spends 3 hours at the dealership.



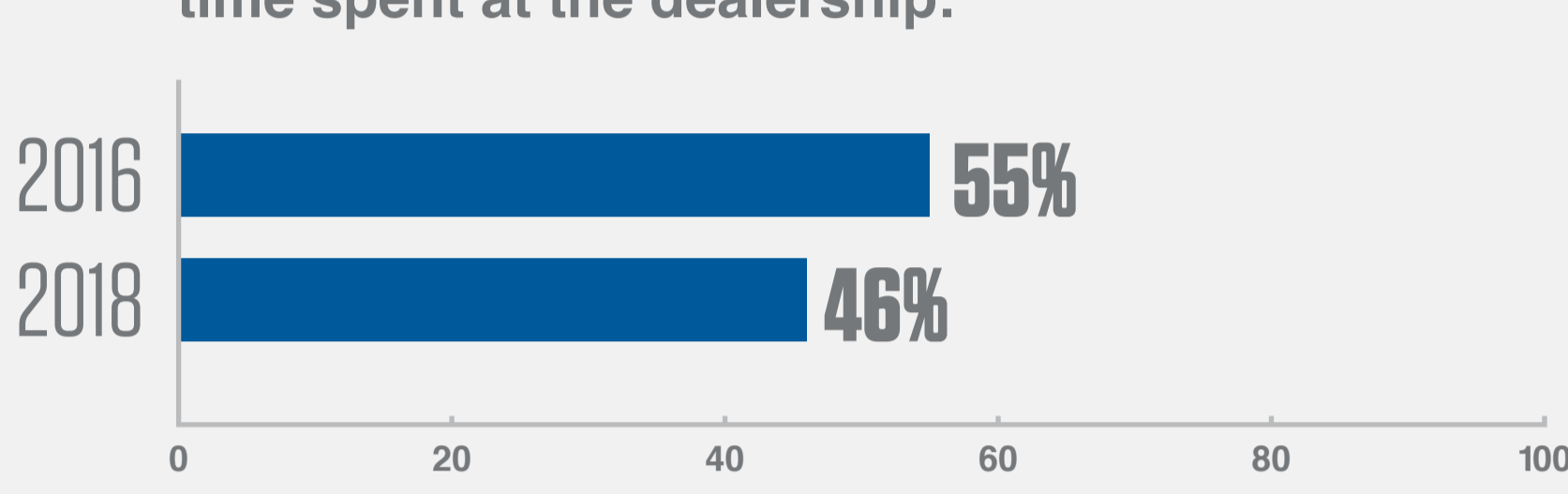
90 MINS

Customer satisfaction begins to drop after 90 minutes.



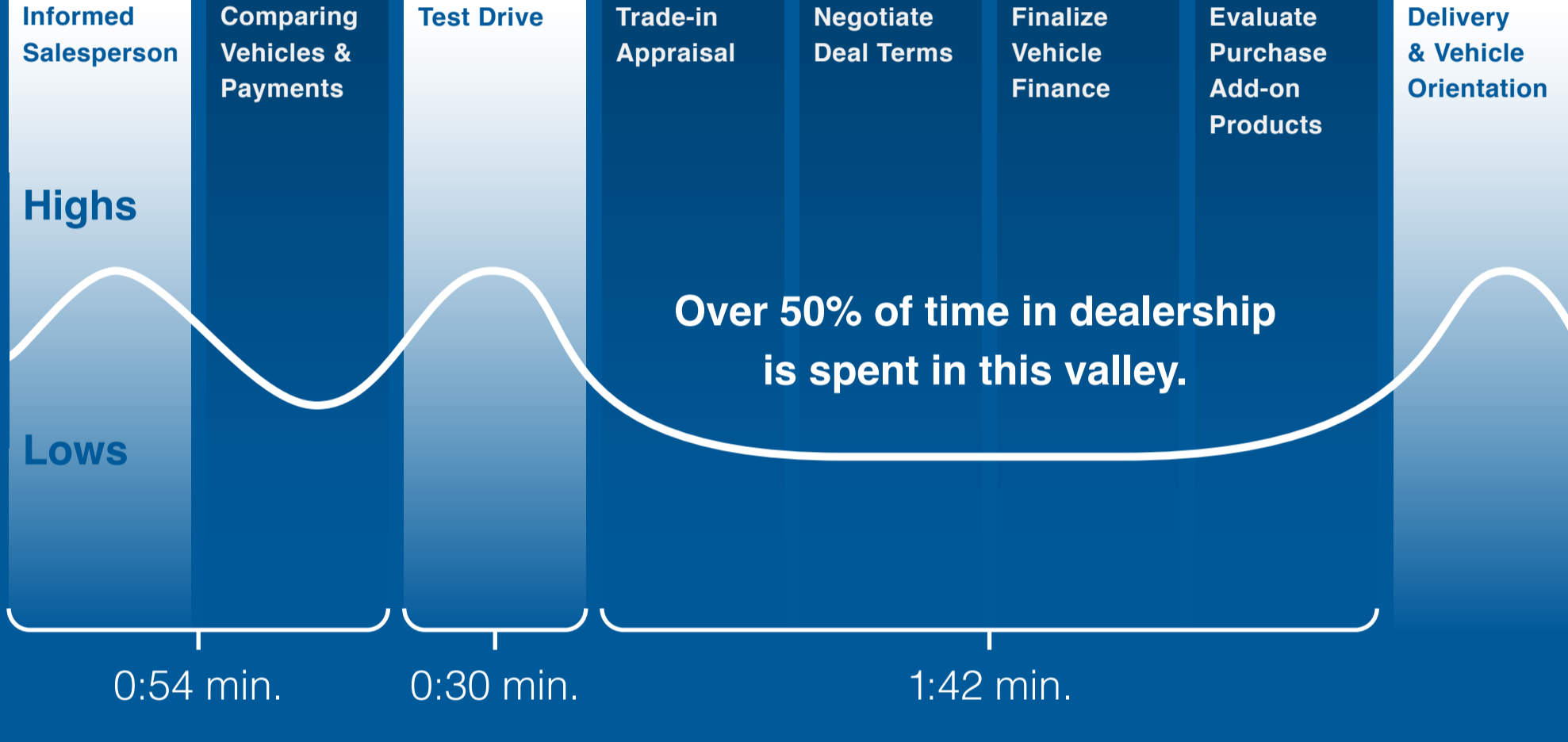
HOW LONG THE PROCESS TOOK AT THE DEALERSHIP IS THE **#1 AREA OF BUYER DISSATISFACTION.***

Percentage of car buyers satisfied with time spent at the dealership:*



It's only getting worse. Satisfaction with time spent continues to **decline year after year.**

More than half of a customer's time at the dealership involves negative emotions.



DEALERS SHARE BUYER CONCERNS:



SALES PROCESS EFFICIENCY IS ONE OF THE **TOP 3 CONCERNS** AMONG FRANCHISE DEALERS.*



NEGOTIATING DEAL TERMS IS THE **NUMBER ONE FRUSTRATION** FOR BOTH DEALERS AND BUYERS.*

A CUSTOMER'S HAPPY ACTIVITIES



Meeting with informed salespeople

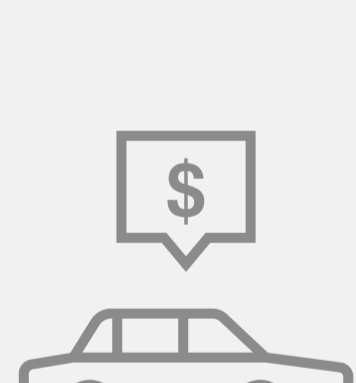


Test drives



Vehicle delivery

A CUSTOMER'S UNHAPPY ACTIVITIES



Trade-in appraisal



Negotiating terms



Financing



Buying add-on products



Idle time

What is disliked in the dealership



WOMEN DISLIKE:

- ⊗ Negotiating purchase price
- ⊗ Feeling pressured and overloaded with info during test drive
- ⊗ Feeling herded through standardized sales process
- ⊗ Trying to get an accurate final price when comparing vehicles



MEN DISLIKE:

- ⊗ Getting interrupted by salespeople when trying to browse cars
- ⊗ Lack of online to in-dealership information transfer
- ⊗ Difficulty in comparing multiple models/ variations
- ⊗ Limited access to technology as an alternative to salespeople

Sources: Emotional Connections to the Automotive Purchase Process, Cox Automotive, October 2016, unless otherwise noted
 *Dealers' View of the Retail Sales Process, Cox Automotive, February 2018