

Car Purchasing Process - Canada - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The challenge for automotive manufacturers is multi-faceted with bottom line results relying on factors such as attracting new customers to a brand, for example Millennials, who are less car-dependent than in previous decades and who rely on mobile technology in their everyday lives.”

– Andrew Zmijak, Research Analyst, Consumer Behaviour and Social Media

This report looks at the following areas:

- Reaching Millennial car buyers
- Increasing vehicle ownership in Canada through immigration
- There's something about Quebec
- Social media can combat negative press concerning manufacturer recalls

With a number of technological improvements enhancing the car buying research process, and the competition within the automotive sales market being very aggressive, the car buying consumer has never been as informed as he or she is today.

This report explores how auto manufacturers, car dealers and affiliated media such as car research and vehicle inventory websites can compete in an increasingly competitive space, particularly for players looking to pick up incremental sales or those looking to defend their current share of the marketplace.

The primary focus of this report will be based on the results of Mintel's exclusive research and focuses on the car purchasing process; including the vehicle purchase decision, vehicle purchase period, the type of vehicle consumers intend to purchase, vehicle purchase motivations, the research process, the use of research resources and mobile devices used in the car purchasing process. As well, trends/innovations, issues and insights, and profiles of major automotive research resources are explored.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Car Purchasing Process - Canada - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

Market Drivers

Canada's population is aging and will continue to do so in the coming years

Figure 1: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

The consumer

Most Canadians are planning on purchasing a vehicle(s) in the next 3 years

Figure 2: Planning vehicle purchase in next 3 years, February 2015

Canadians are not waiting long term for their next vehicle

Figure 3: Purchase period of next vehicle(s), February 2015

Most consumers are planning to purchase a new vehicle

Figure 4: New, used, or certified pre-owned, February 2015

Life stage is the biggest determinant of vehicle choice

Figure 5: Classification of vehicle intend to purchase, February 2015

Mileage of vehicle and fuel economy are key purchase motivators

Figure 6: Reasons for purchasing next vehicle, February 2015

The test drive remains top in the car purchasing process

Figure 7: Type of research planned before next vehicle purchase, February 2015

Manufacturer website(s) the key research resource

Figure 8: Likelihood to use research resources, February 2015

Researching cost and reviews are most commonly done via mobile device

Figure 9: Purpose of mobile device use in the car purchasing process, February 2015

What we think

Issues and Insights

Reaching Millennial car buyers

The facts

The implications

Increasing vehicle ownership in Canada through immigration

The facts

The implications

There's something about Quebec

The facts

The implications

Social media can combat negative press concerning manufacturer recalls

The facts

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Car Purchasing Process - Canada - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The implications

Trend Application

- Return to the Experts
- Green and Lean
- Prepare for the Worst

Market Drivers

Key points

Demographic overview

Canadian population count

Figure 10: Share of population of Canada, by territory/province, 2014

Canada's population is aging and will continue to do so in the coming years

Figure 11: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Immigration and ethnic diversity in Canada

Figure 12: Region of birth of immigrants, by period of immigration, Canada, 2011

Economic overview

Overall negative impact of lower oil prices on the Canadian economy

Figure 13: Canada's GDP (% change), by quarter, Q4 2008-Q4 2014

Figure 14: Household disposable income and savings rate in Canada, Q4 2008-Q4 2014

Wealth distribution in Canada

Figure 15: Canada median net worth, by province, 2012

Canada's employment rate has been steady, however, high levels of household debt and consumer confidence may impact car purchasing

Figure 16: Canada's unemployment rate, by gender, January 2008-January 2015

Household debt in Canada

Consumer confidence wavers with falling oil prices

Figure 17: Consumer Confidence Index, monthly, January 2008-January 2015

Key economic indicators suggest cost of car maintenance has been stable

Figure 18: Monthly movements in selected major components of the Canadian Consumer Price Index, seasonally adjusted, March 2010-March 2015

Who's Innovating?

Key points

Electric and hybrid technology striving for the masses

Figure 19: BMW i3 email advertisement, January 2015

Fuel efficiency of vehicles is on the rise

Auto technology shaping the future for drivers

Multicultural marketing gaining ground

Figure 20: Kingsway Toyota, Toronto, Ontario, Direct Mail, 2014

Figure 21: Stampede Toyota, Calgary, Alberta, direct mail, January 2015

Automotive Websites and Resources

Internet resources are tops in the car purchasing process

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Car Purchasing Process - Canada - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 22: Likelihood to use research resources (any likely), by age, February 2015

Third-party research resources provide consumers with a consolidated source for local new/used vehicle inventory

Major vehicle research resource profiles

Autotrader.ca

Autos.ca

Autoblog Canada

Car and Driver

Carproof.com

Consumer Reports

Driving.ca

Edmunds.com

Kelley Blue Book

Motor Trend

Wheels.ca

Social Media – Car Purchasing Process

Key findings

Market overview

Key social media metrics

Figure 23: Key social media metrics, May 2015

Brand usage and awareness

Figure 24: Brand usage and awareness for selected automotive manufacturer brands, February 2015

Interactions with automotive brands

Figure 25: interactions with selected automotive manufacturer brands, February 2015

Social media activity and campaigns

What we think

Online conversations

Figure 26: Online conversations for selected automotive manufacturer brands, by day, May 20, 2014-May 20, 2015

Where are people talking about automobile brands?

Figure 27: Online conversations for selected automotive manufacturer brands, by page type, May 20, 2014-May 20, 2015

What are people talking about?

Figure 28: Topics of conversation around selected automotive manufacturer brands, May 20, 2014-May 20, 2015

The Consumer – Purchase Decision

Key points

Most Canadians are planning on purchasing a vehicle(s) in the next three years

Figure 29: Planning vehicle purchase in next 3 years, February 2015

Males more likely to be definite about their vehicle purchasing plan

The Consumer – Purchase Period

Key points

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Car Purchasing Process - Canada - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Canadians are not waiting long term for their next vehicle(s)

Figure 30: Purchase period of next vehicle(s), February 2015

Figure 31: Purchase period of next vehicle(s), by gender, February 2015

Figure 32: Purchase period of next vehicle(s) within the next year, by presence of children, February 2015

The Consumer – Vehicle Purchase Intention

Key points

Most consumers are planning to purchase a new vehicle

Figure 33: New, used, or certified pre-owned, February 2015

Male over-35s are most likely to purchase new vehicles

Figure 34: New, used, or certified pre-owned, by gender and age, February 2015

The Consumer – Vehicle Purchase Consideration

Key points

Lifestage is the biggest determinant of vehicle choice

Figure 35: Net classification of vehicle intend to purchase, February 2015

Figure 36: Classification of vehicle intend to purchase, February 2015

The Consumer – Purchase Motivations

Key points

Mileage of vehicle and fuel economy are key purchase motivators

Figure 37: Reasons for purchasing next vehicle, February 2015

Larger households with children are in need of another vehicle for the family

Figure 38: Need another vehicle for the family, by household size, February 2015

The Consumer – Research Process

Key points

The test drive remains top in the car purchasing process

Figure 39: Type of research planned before next vehicle purchase, February 2015

Quebecers are less interested in most vehicle research

Figure 40: Type of research planned before next vehicle purchase, Quebec vs overall, February 2015

Suburbanites are more interested in most vehicle research

Figure 41: Type of research planned before next vehicle purchase, suburban vs urban, February 2015

The Consumer – Research Resources

Key points

Manufacturer and dealer websites are the go to source

Figure 42: Likelihood to use research resources, February 2015

Figure 43: Likelihood to use research resources, 18-44s vs over-45s, February 2015

Those newer to the country are more research-savvy

Figure 44: Likelihood to use research resources, by birth location, February 2015

Quebecers continue to exhibit research-phobic behaviour

Figure 45: Likelihood to use research resources, Quebec vs overall, February 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Car Purchasing Process - Canada - May 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Consumer – Mobile Device Use in the Car Purchasing Process

Key points

Researching cost and reviews are most commonly done via mobile device

Figure 46: Purpose of mobile device use in the car purchasing process, February 2015

Canadian men are more likely to use mobile devices during the car purchasing process

Figure 47: Purpose of mobile device use in the car purchasing process (select), 18-44s vs over-45s, February 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com