

Car Purchasing Process - Canada - August 2019

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This report looks at the following areas:

- Maintenance costs are a key concern
- Most are performing their research and will be prepared
- The car purchasing process is stressful to most
- New vehicles are most likely to be considered
- Fathers are a prime target group
- A return policy resonates with consumers

This Report explores how auto manufacturers, car dealers as well as car research and vehicle inventory websites can contend 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 vehicle purchase plans, vehicle purchase period, the type of vehicle consumers intend to purchase, pre-purchase decisions, vehicle research and resources planned to be utilized and attitudes towards the car purchasing process. In addition, trends/innovations, issues and insights, market factors, marketing and advertising campaigns are explored.



"The test drive remains essential in the car buying process but many are turning to online research, including reviews submitted by consumers as well as professionals in the field. Most consumers are performing research on incentives, car performance and car features, making them well informed before they visit a dealership."

- Andrew Zmijak, Research Analyst

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