

Black Consumers and the Car Purchasing Process - US - June 2016

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

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"Black consumers can be influenced by strategic marketing messages during the research and consideration phase of the car buying process as they seek information from multiple sources in their determination of type, make, and model to purchase."

- Fiona O'Donnell, Director - Multicultural, Lifestyles, Travel & Leisure Research

This report looks at the following areas:

- Black car buyers conscious of their image
- Many brands struggle to develop loyalty
- Blacks have greater appreciation for foreign cars over domestic

Mintel defines car purchasing as the act or the intended act of buying a new, used, or CPO (certified preowned) vehicle. Types of vehicles referenced include: all cars, station wagons, sedans, pickup trucks, vans, minivans, crossover utility vehicles, and SUVs (sport utility vehicles).

Readers of *Black Consumers and the Car Purchasing Process – US June 2016* will learn what influences Black consumers' decisions to buy a car, what they want in their next vehicle, which resources are they using to research, whose opinions they listen to, and what marketing strategies will be most effective are discussed. Attitudes based on demographics are explored in detail to show how marketers might best position services to the most lucrative segments of the market.

Findings in this can be supplemented by analysis presented in Mintel's *Car Purchasing Process – US, April 2016* and *Hispanics and the Car Purchasing Process – US June 2016*.

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DID YOU KNOW?

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

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Table of Contents

Overview

Executive Summary

The Market – What You Need to Know

Car Purchasing Prospects

Market Perspective

Market Factors

Key Players – What You Need to Know

What's Working?

What's Struggling?

What's Next?

The Consumer – What You Need to Know

Number and Type of Vehicles Owned by Household

Plans for Purchase

Research Resources

Plans for Internet Research

Attitudes toward Car Dealerships

Attitudes toward Payments, Price, and Value

Appendix – Data Sources and Abbreviations

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