

Car Purchasing Process - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Purchasing a car is an extremely important decision for most Americans. The automotive marketplace is filled with options for consumers to consider: which brand, body style, specific model, new or used, all at an affordable price point. Retailers and brands will need to reach consumers with content relevant to the stage shoppers are in to keep their vehicles in consideration at the point of purchase."

- Buddy Lo, Automotive Analyst

This report looks at the following areas:

- Car buying is a stressful process according to most car shoppers
- Many are worried they will overpay for their next vehicle
- Multiple shopping resources used in purchase process

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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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Methodology – Correspondence analysis

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