

# Car Purchasing Process - US - 2022

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## This report looks at the following areas:

- The impact of COVID-19, inflation, supply chain constraints and other market factors on consumer behavior and the car purchasing process
- Consumers' research approach when shopping for a car
- Attitudes toward the car buying process
- How consumers view the future of car buying

Over a third (38%) of consumers indicate they are planning to conduct the majority of their pre-purchase research online, an increase from the previous year's Report. This indicates a shift in consumers' comfort and reliance on online as part of their car purchasing process and general shopping habits. Although consumers rely on online as part of their research, they are still in need of in-person research, such as test drives and visiting multiple dealerships. This shift in consumer behavior represents an opportunity for auto brands and retailers to utilize an omnichannel approach – similar to that of traditional retail segments. Furthermore, as economic influences and supply chain disruptions persist, brands and retailers will want to highlight special offers/promotions, discounts and overall availability across channels to best reach and appeal to consumers.



“Current economic influences and supply chain disruptions have increased barriers for consumers looking to purchase a new or used vehicle. Automotive brands and retailers must cater to consumers' changing needs and preferences, as well as focus on longer-term efforts for when consumers are ready to return to market.”

– Gabe Sanchez, Automotive Analyst

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### What's included

- Executive Summary
- Full Report PDF
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