

# Female Car Consumers - US - 2022

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## This report looks at the following areas:

- The impact of inflation, supply chain constraints and other market factors on female consumers' car purchasing intent and timeframe
- Female consumers' car purchasing involvement, and issues they've experienced
- Brand perceptions and consideration amongst female consumers

Female consumers continue to experience issues and have expressed frustrations with the way they've been treated in the car sales process. The majority (61%) of female consumers indicate that car salespeople need to show more respect towards women. Moving forward, it's critical that brands and retailers in the auto industry continue to improve and evolve their practices in order to drive positive perceptions amongst female consumers when it comes to female friendliness, inclusivity, social responsibility and transparency – areas where analyzed auto brands have a tendency to fall short. In addition to an evolution of process, the industry must look further inward when it comes to the empowerment of women within the automotive industry. As female consumers', especially younger generations', purchasing habits are increasingly influenced by corporate social responsibility, it will be important for auto brands and retailers to demonstrate a commitment to supporting women both internally and externally. This can could take the form of hiring or promoting more women to leadership roles, developing internal advisory councils and/or hiring female salespeople.



"In the eyes of female consumers, auto brands and retailers leave much to be desired when it comes to female friendliness, inclusivity, social responsibility and transparency."

– Gabe Sanchez, Automotive Analyst

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- Executive Summary
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