



**Your consumers use the Internet  
when it comes to deciding which car they want to buy**

**What are you doing about it?**



# The Role of the Internet in Automotive Buying

---

India Market Research

Respondents were purchasers of a new or second-hand personal vehicle  
and had made the purchase within the last 12 months

# Key Findings



**1** The Internet is used at **every stage** of the purchase funnel for cars. 64% use the Internet throughout the purchase process

---

**2** Many online sources – including search engines, manufacturer sites, review sites and auto sales sites – are **used and valued more** than many traditional (offline) sources

---

**3** **Ninety-three percent** of online car researchers use a search engine for research and to locate other websites.

---

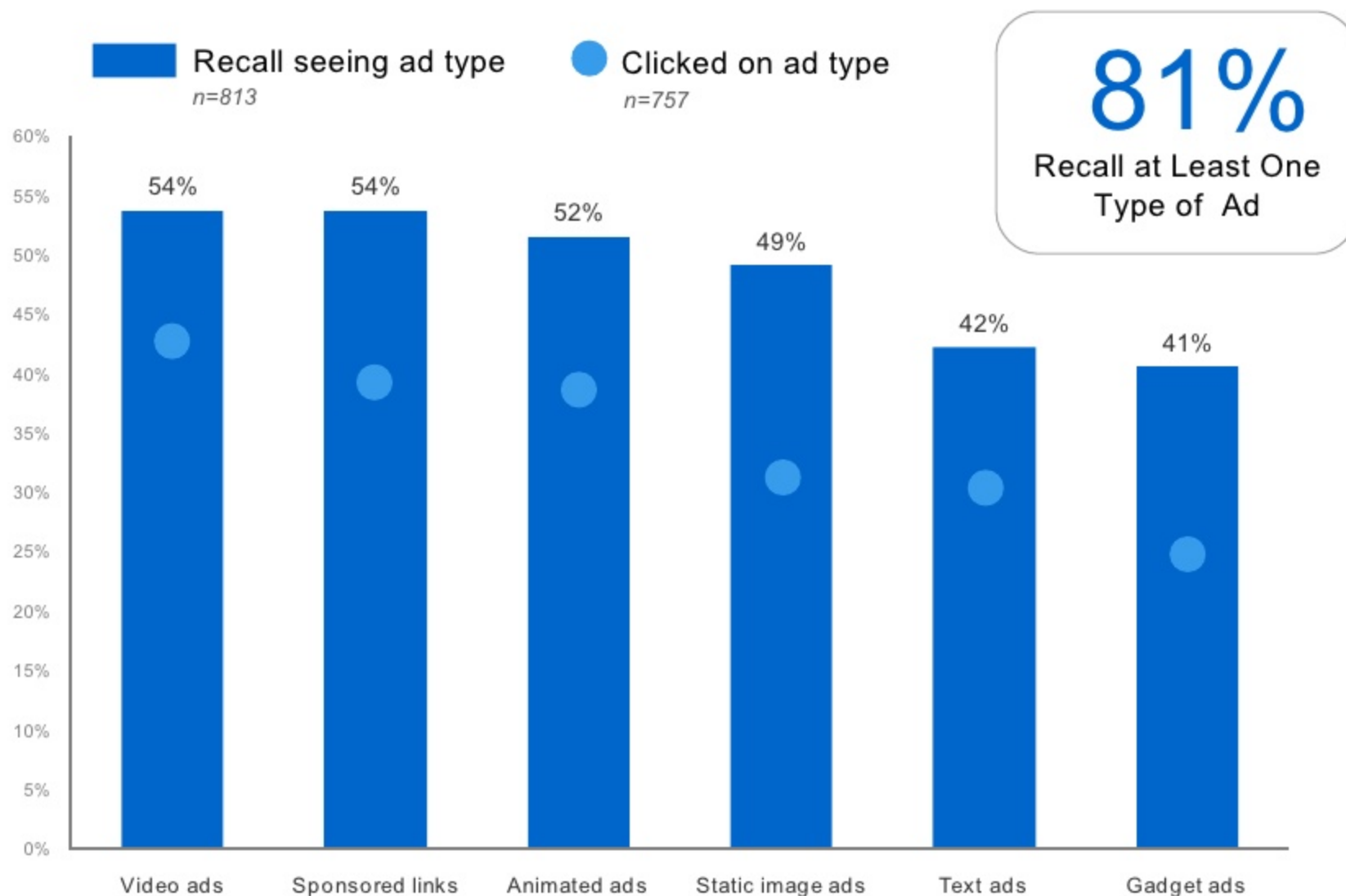
**4** Online sources are important in **locating** final dealers and sellers.

---

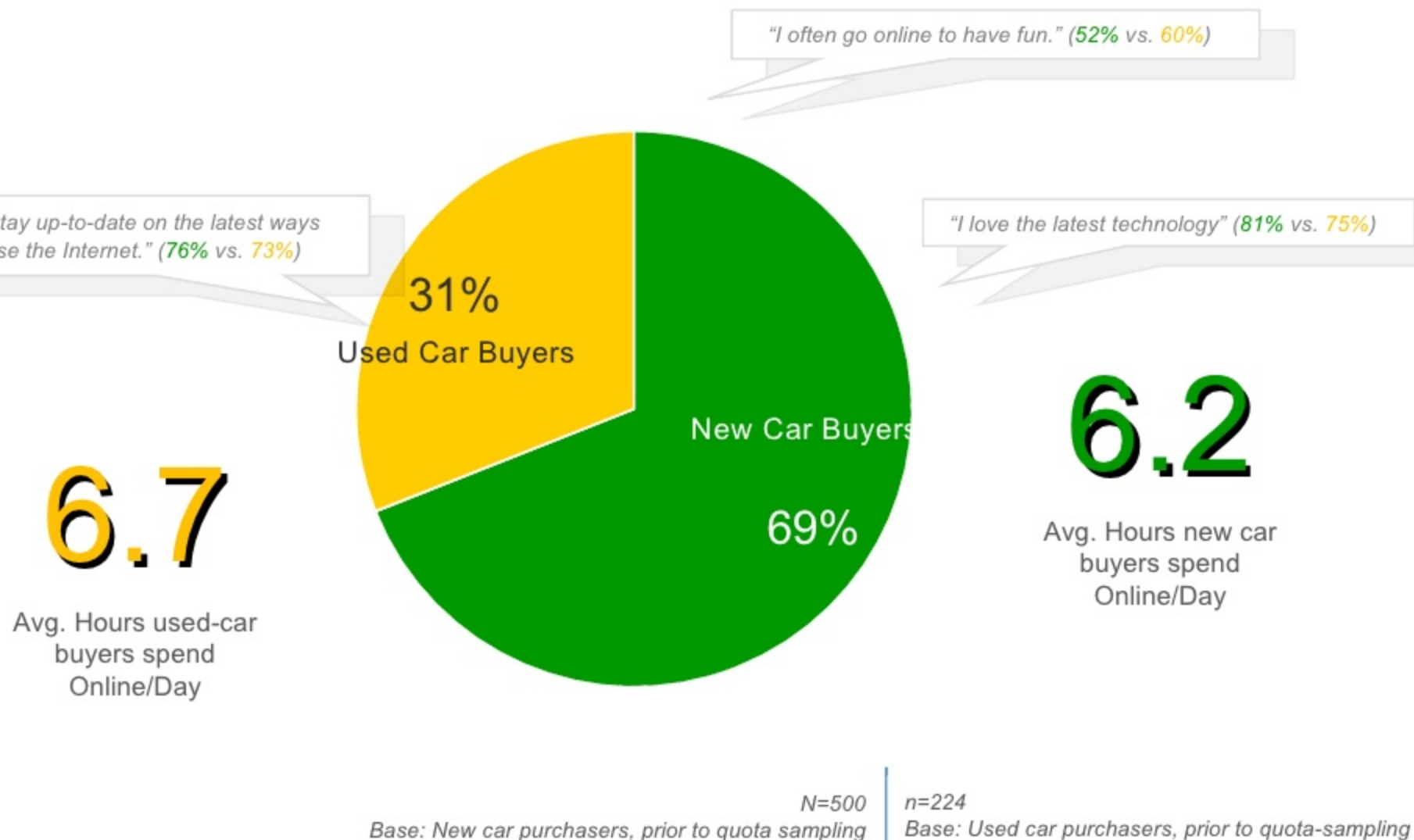
**5** **Online videos** are growing in importance, with two-thirds of online researchers using them to help decide. YouTube is the top site for auto-related online videos

---

## Video ads, sponsored links and animated ads are seen and clicked on the most



## Both new and used car buyers are enthusiastic about the Internet





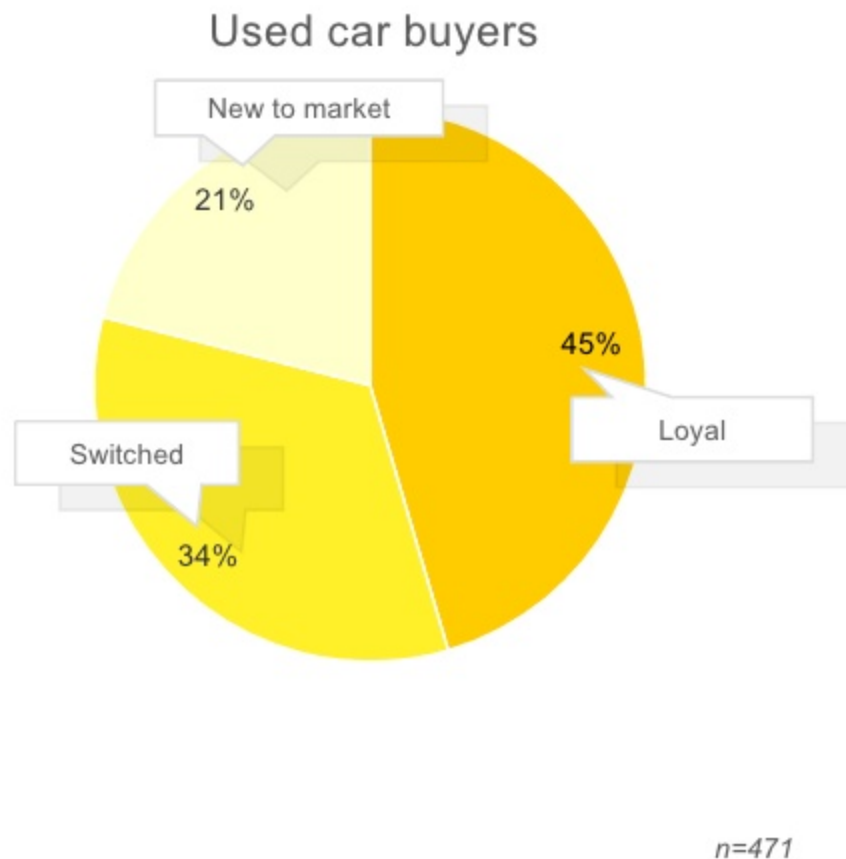
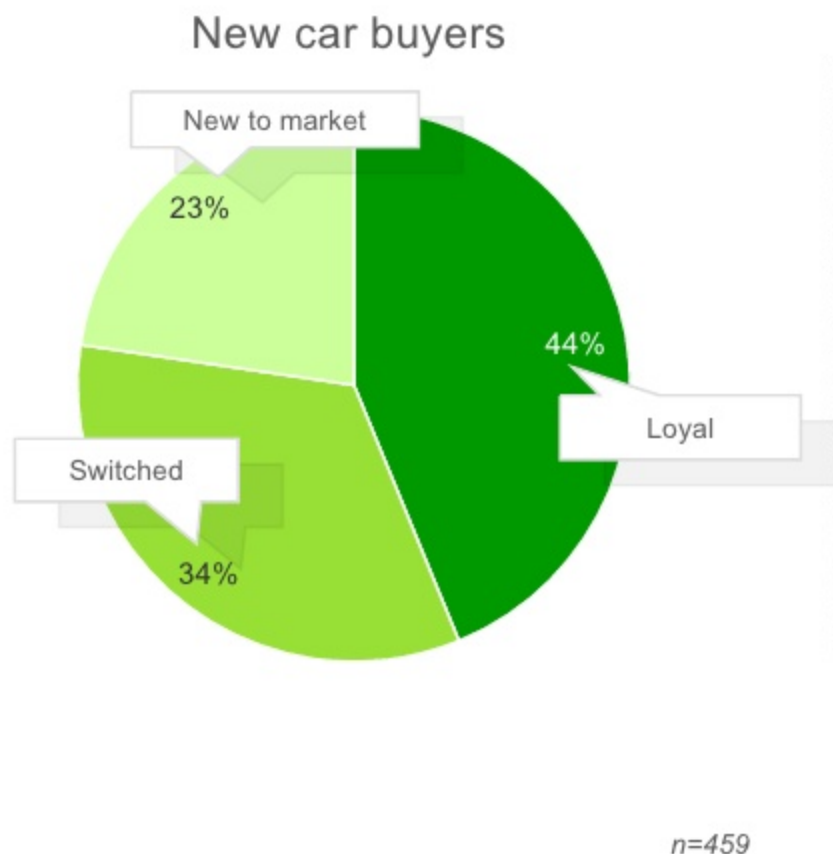
## Brand Loyalty

---

**1** Brand loyalty is strong

**2** India car buyers have nearly four brands in their consideration set before beginning their search

# Brand loyalty is strong in India, most purchased the same brand as their previous vehicle



Base: Identified a specific (previously) purchased brand or are new to the vehicles market





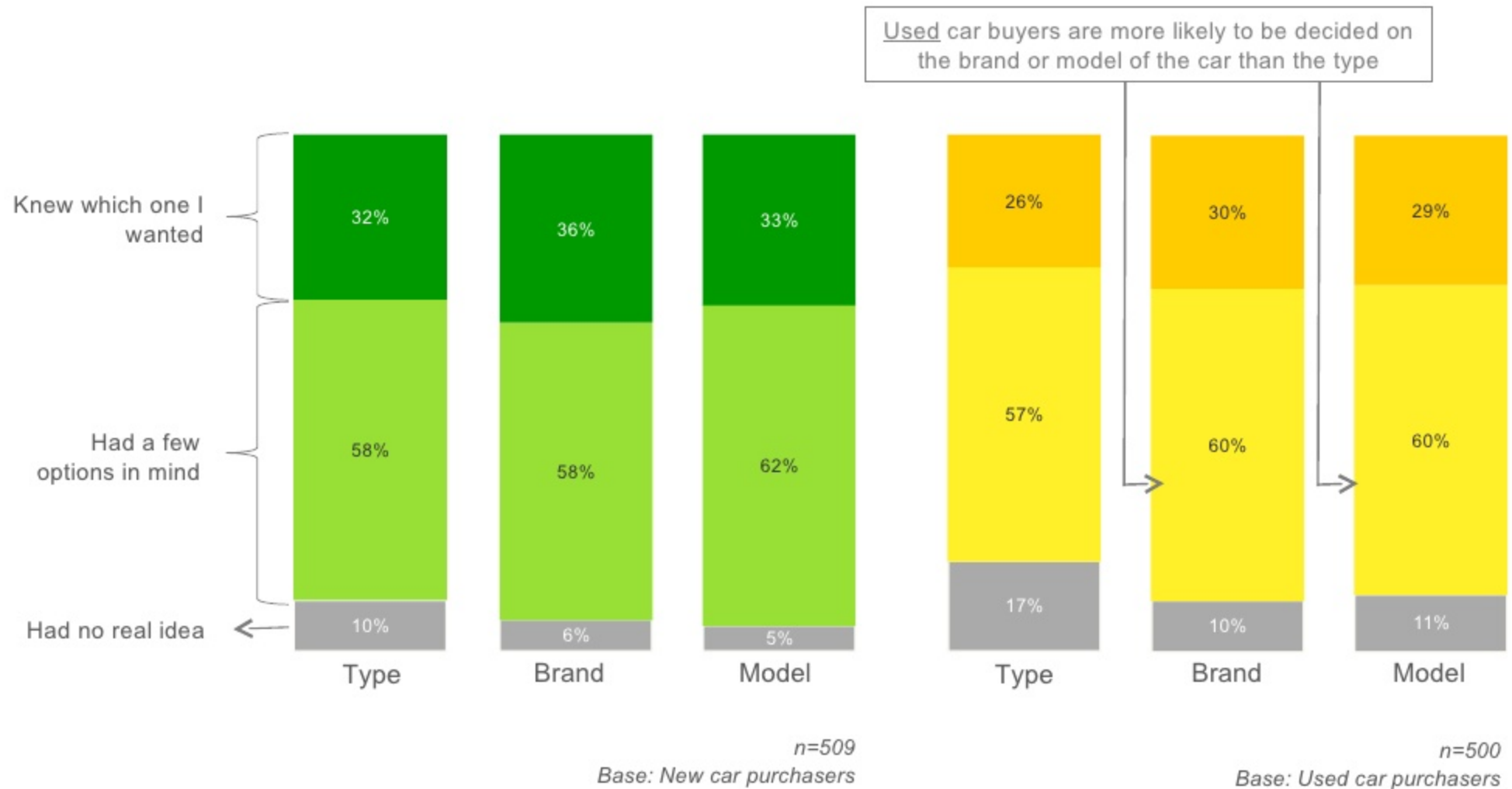
## Prior to Information Search

---

- 1** Most car buyers enter the process with a few options in mind for the brand and model of car they want
- 2** Used car buyers are more likely to know the brand or model of car they want (a sedan or SUV, for example), than the particular type



# Most car buyers have a few types, brands and models in mind BEFORE they start the information search



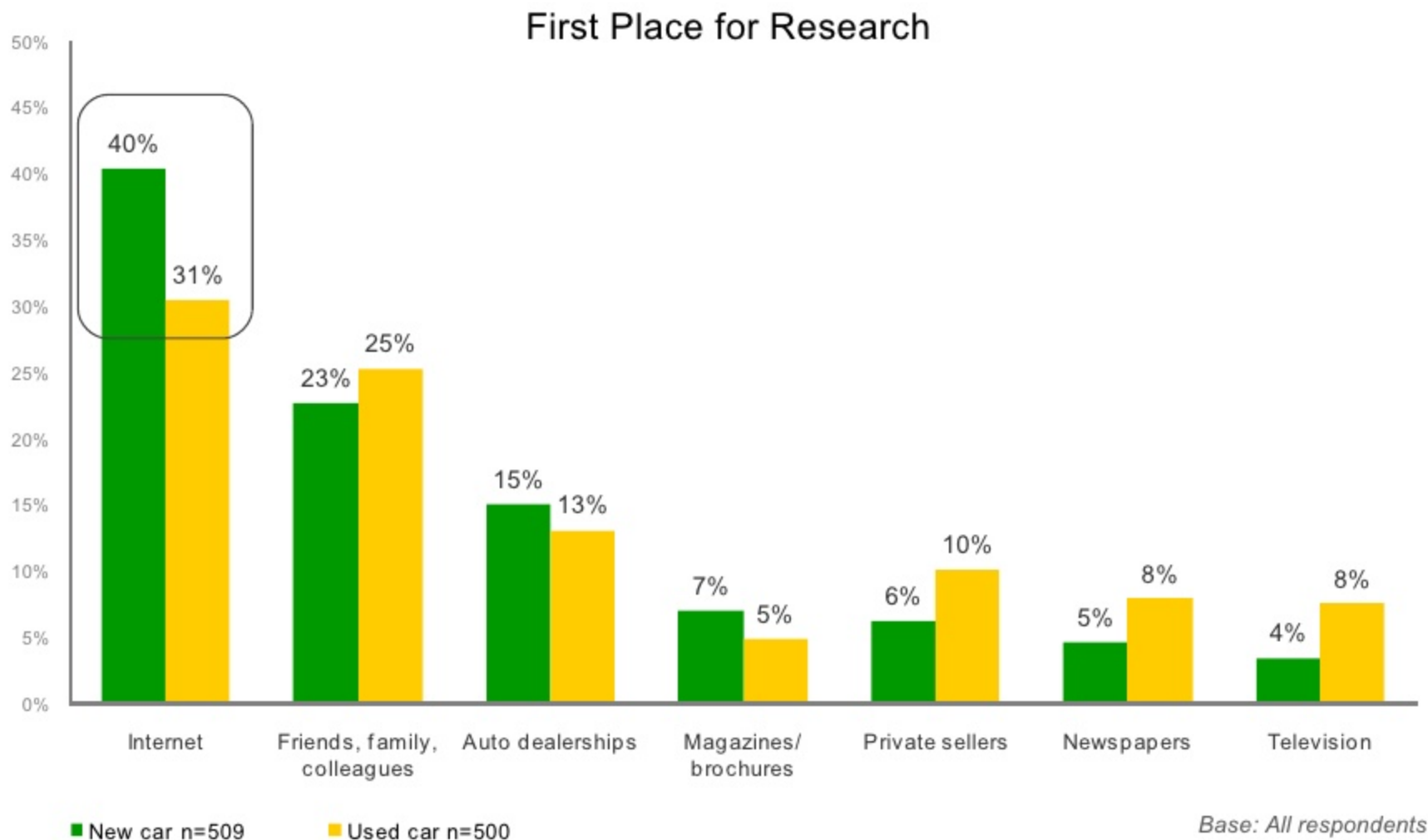
# Google

## Information Search: Online and Traditional Sources

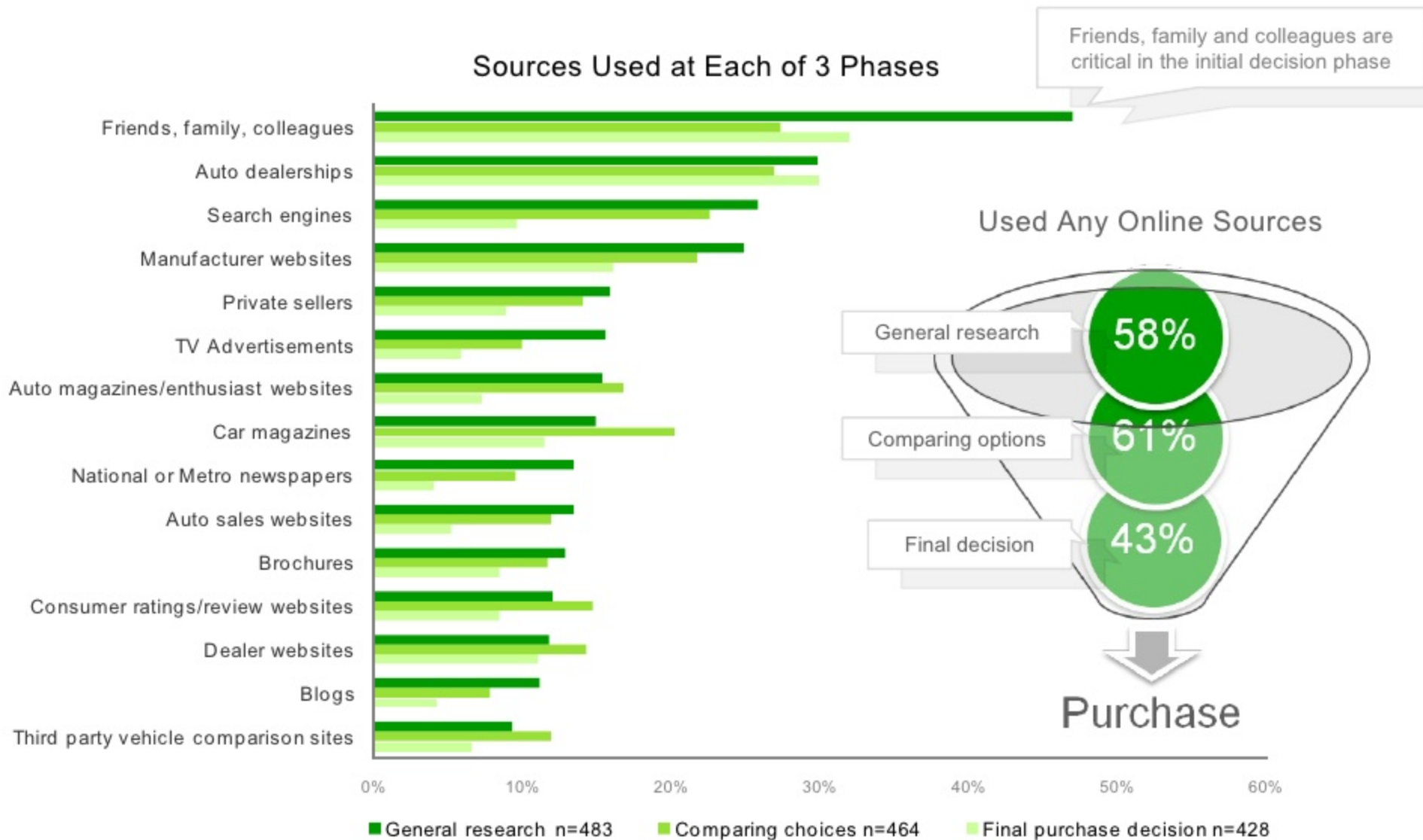
---

- 1** The Internet is the preferred source of information overall
- 2** Seven in ten new car buyers use the Internet throughout the purchase process. New car buyers are more likely than used car buyers to go online first.
- 3** Car buyers focus their research on the Internet and recommendations from friends, family and colleagues.
- 4** Auto dealerships and magazines play a supporting role

# The Internet is the most popular starting point when searching for information before a car purchase



# Six in ten new car buyers used online sources for general research, to compare options





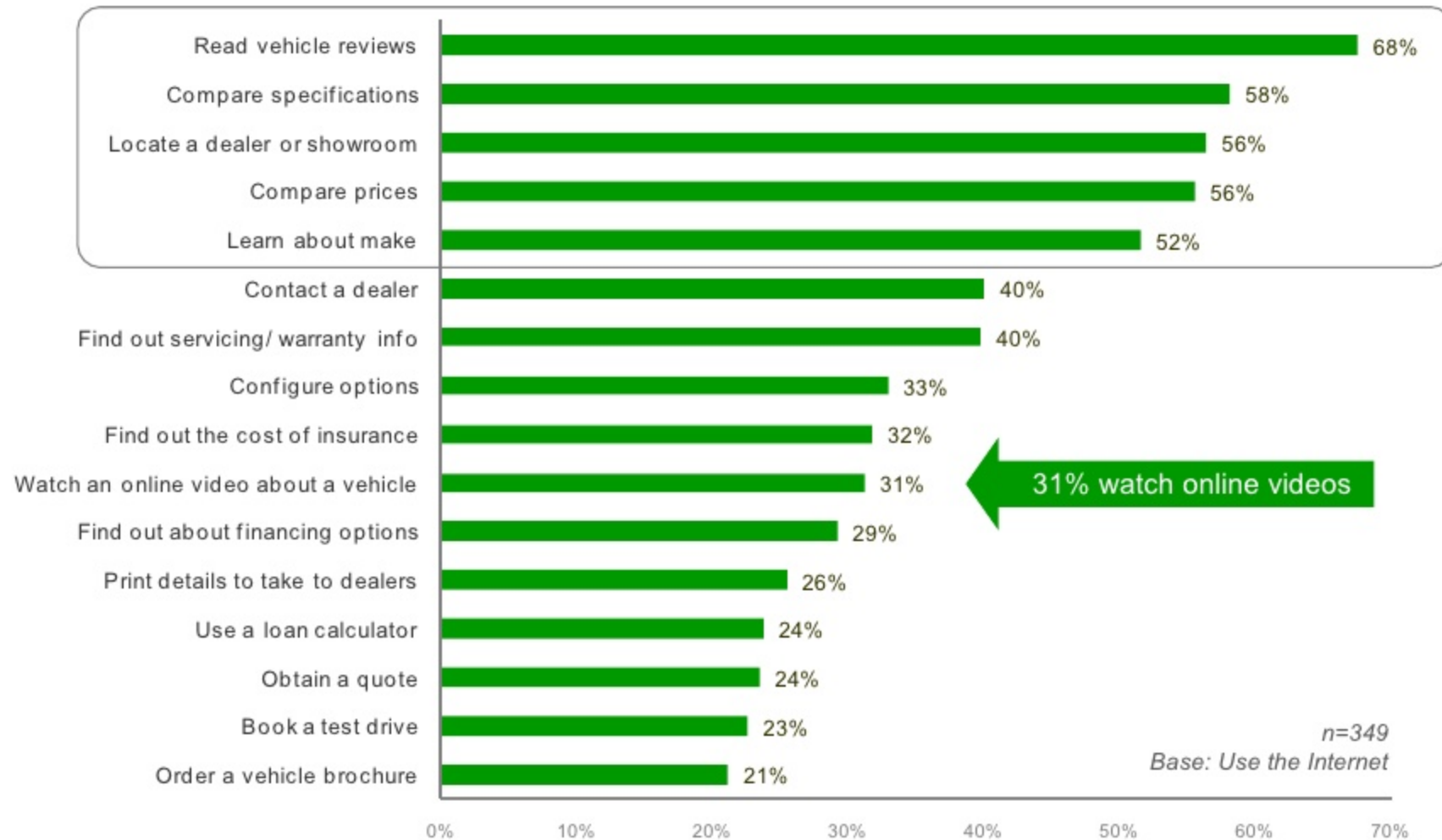
## Information Search: Role of Internet and Manufacturer Websites

---

- 1** Manufacturer and dealer sites play a vital role in the research process
- 2** New car buyers do an average of 7.6 activities on manufacturer sites

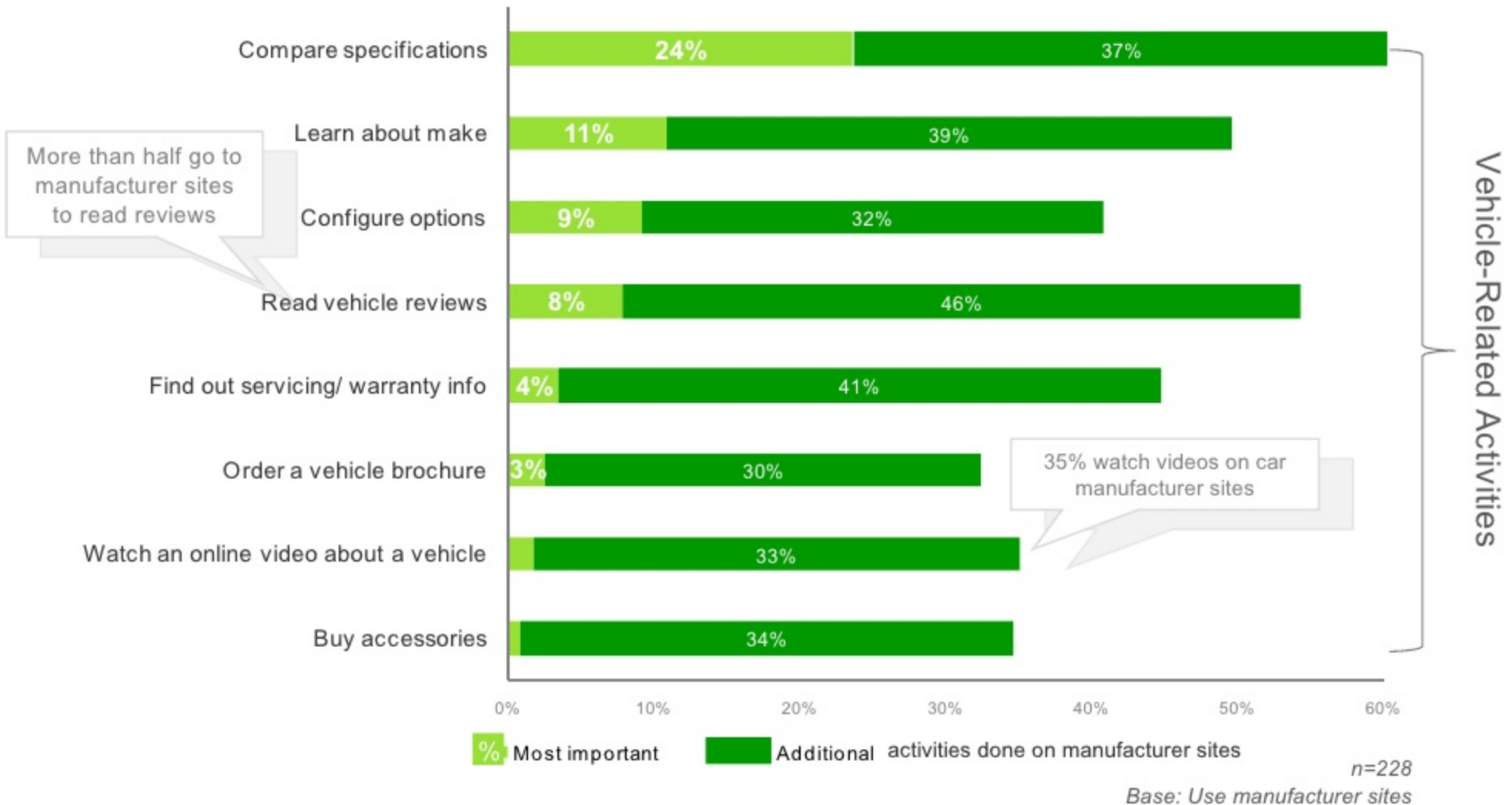
# Half or more new car buyers go online to read reviews, compare specifications or prices, locate dealers or learn about makes

With respect to specific activities related to final purchase, respondents used the Internet for the following



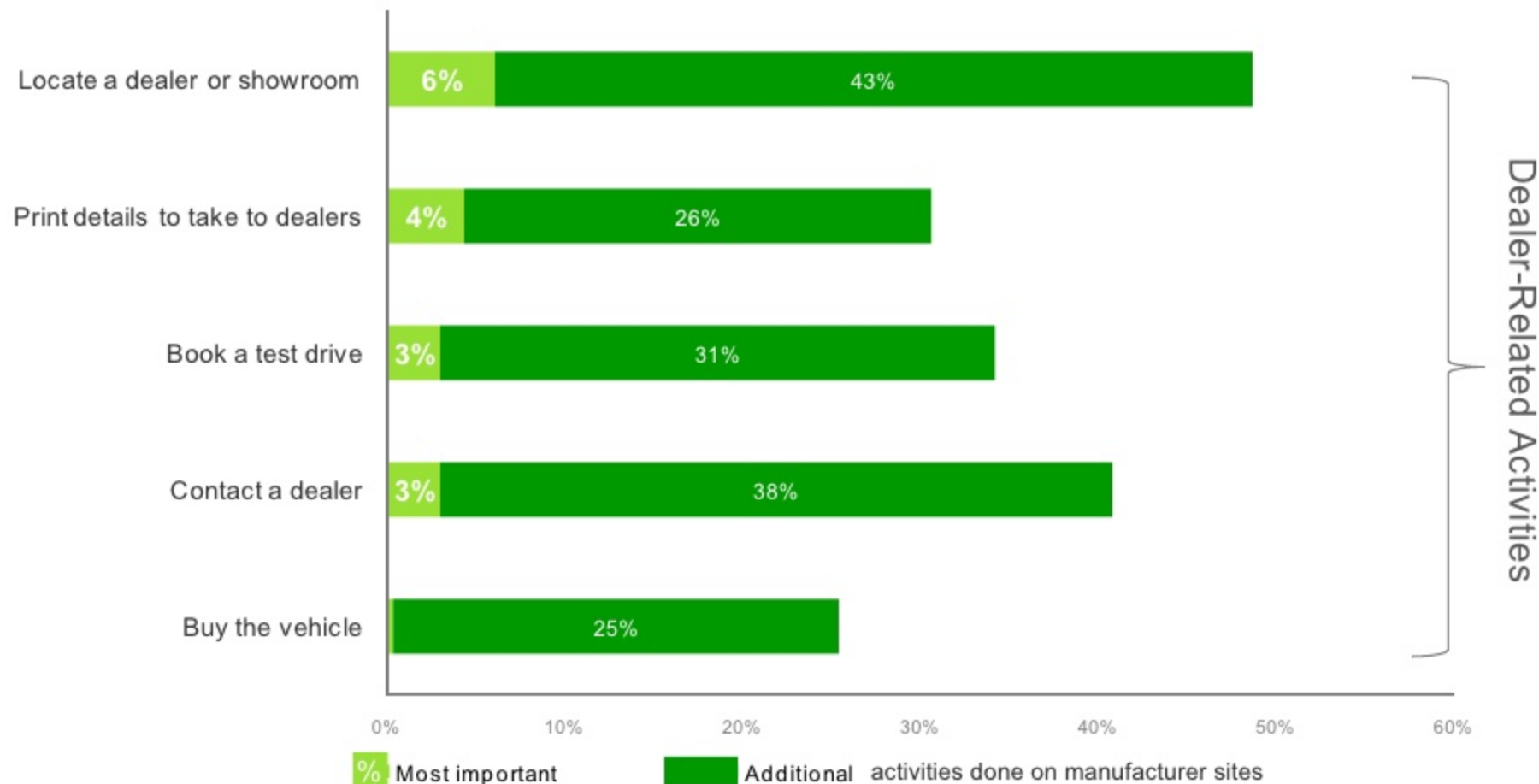


# Manufacturer websites are used to compare specifications, read vehicle reviews, watch videos about the vehicle





# Manufacturer sites are also frequently used to locate or contact a dealer



n=228

Base: Use manufacturer sites

# Google

## Information Search: Role of Search Engines

---

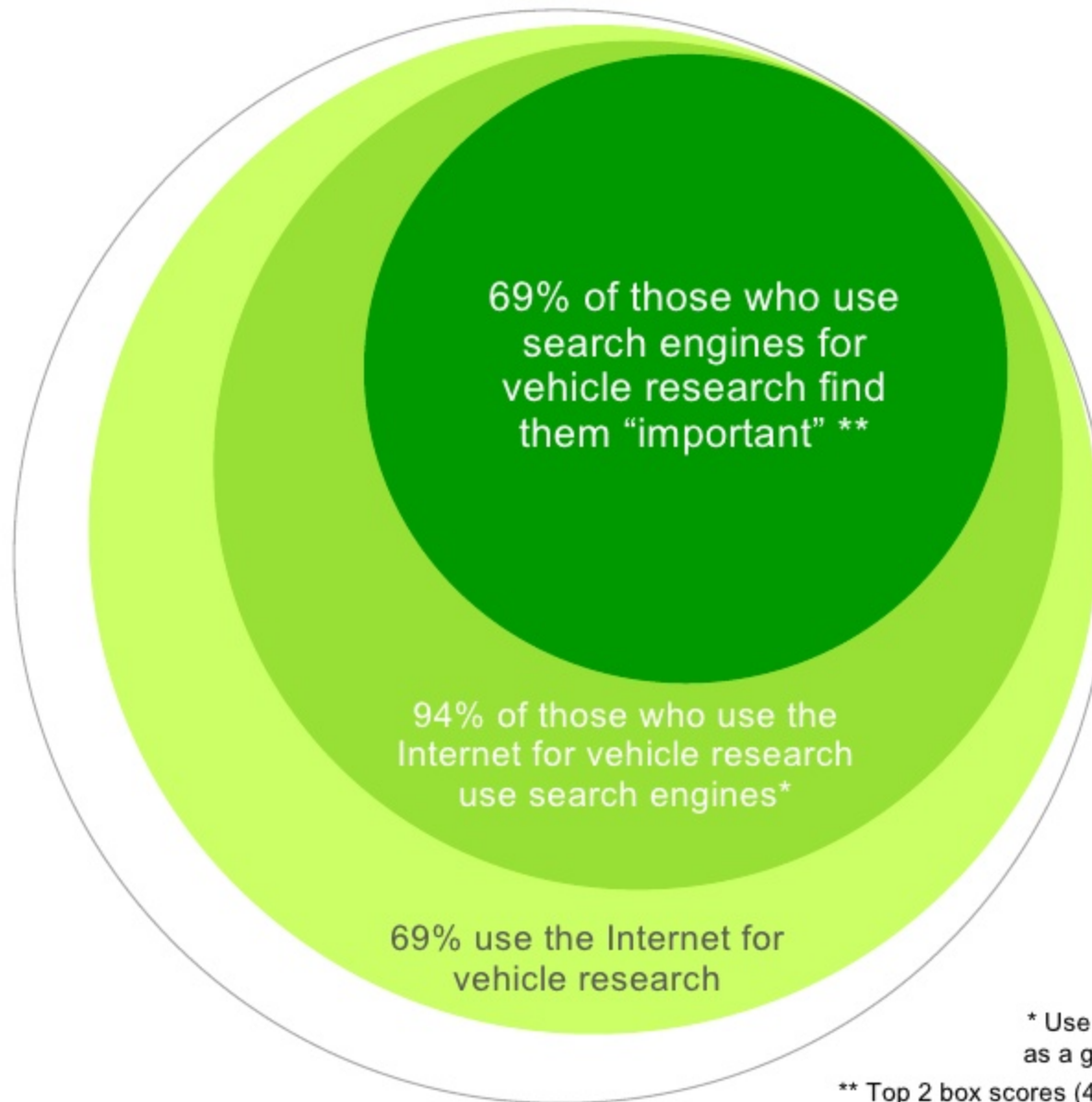
1

Over 90% of car buyers who research their purchase online use search engines, either as a main source for research or as a gateway to other websites.

2

Over 60% of car buyers consider search engines “important” in the purchase process

## 94% of online researchers use search engines, 69% consider them an “important” source



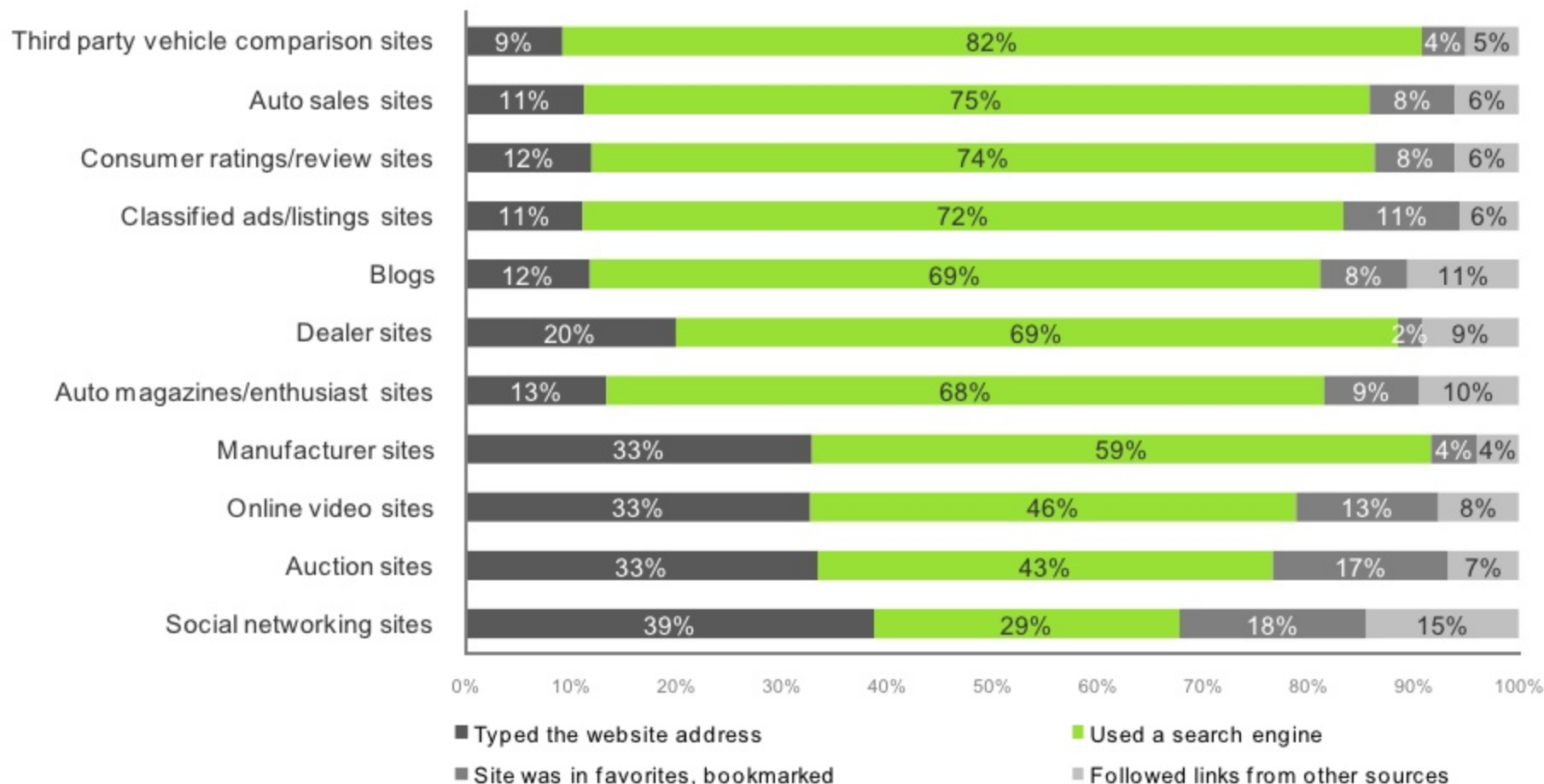
\* Use search engines as a source or as a gateway to other online sources

\*\* Top 2 box scores (4 or 5 on 5-pt. “important” scale)



# More use search engines than any other method to access various types of websites when researching new cars

Methods used to typically find the websites used during the purchase process



*n varies: 30 – 228; Base: Use site*

# Google

## Information Search: Role of Online Videos, Ads and UGC

---

- 1** Online auto videos are used by two-thirds of new car buyers who use the Internet for research.
- 2** User-generated content (UGC) sources are growing in importance. UGC users say such sources are informative, interesting and a good supplement