

Motors.co.uk Research Reveals Where Car Buyers Will Be Shopping This Year

Thursday 11 February, 2016

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Everyone would appreciate a crystal ball to provide an insight into the future, and the motor industry is no exception. Understanding how and where different types of car buyer will be shopping this year, and how to convert those not visiting dealerships into sales, is a top priority all round. Research from Motors.co.uk shows there is still a clear gender and generational divide among shoppers at dealerships, as traditional consumer perceptions of the industry remain.

The latest insight from Motors.co.uk shows that, while the majority of car buyers consider using an independent (54%) or franchised dealership (50%), over a third (34%) would consider purchasing from a private seller.

Interestingly, it's men who are more likely to purchase a car from a franchised dealership. Women are more likely to buy from a private seller (39%) compared to men (30%), or an independent car dealership, 57% compared to 52% of men.

Car buying is also a generational game. Those aged 35-54 are more likely to buy from an independent car dealership than any other source, while almost half (49%) of younger buyers, those aged 18-34, are willing to consider buying from a private seller. In fact, 18-34 year olds are almost twice as likely than those aged 45-54 (14% compared to 26%) to go down the private seller route.

This research shows that there is a continued need to attract more women and younger buyers into dealerships and this will mean overcoming existing perceptions.

Peter Watts, director of dealer insight at Motors.co.uk, said: "These findings reaffirm that many younger and female buyers still feel that dealerships can be daunting places that are the domain of older males experienced in purchasing cars. A sales team which reflects and can relate to its existing and growing consumer base across all demographics, along with targeted marketing activity, will help to alleviate these anxieties and dispel the myths associated with the showroom environment.

"Our younger generation is going to be buying cars for years to come, so that first point of contact on the forecourt or in the showroom to the growing number of independent female consumers and younger millennials needs skills aligned to the way they research and shop online."

Watts added: "We would all like to see a greater number of buyers perusing forecourts and completing sales and there is a clear opportunity to make this a reality if we appeal more to female and young buyers."

Motors.co.uk carried out this research with more than 700 consumers across the UK to uncover the reasons behind their car buying decisions.

For more information visit: www.motors.co.uk

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Notes to editors:

About Motors.co.uk

- Motors.co.uk is owned by Manheim and operates the UK's second largest car search response network for motor dealers
- The Manheim UK Group is part of Cox Automotive, the world's largest provider of automotive services to fleets, motor dealers, vehicle manufacturers and traders across cars, motorcycles, plant and commercial vehicles
- The Motors.co.uk Network has over 3.6 million monthly unique visitors and advertises more than 350,000 used cars for sale *comScore MMX Multi-platform, September 2015, based on the Motors.co.uk network (a custom entity which includes Motors.co.uk, Carmony, Parkers, Carsite,

Driving.co.uk, Carfused.com and many more)

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