

A report by the DealerOn Product Design Team

Getting to know Automotive Shoppers

2023 Edition

In 2023,
auto shoppers are
tech savvy, budget conscious,
and **expect a smooth omnichannel**
shopping experience

Through the first quarter of 2023, the DealerOn Product Design team conducted research on the habits and expectations of automotive shoppers.

In this document, we present the key trends we have uncovered regarding automotive shoppers in the year 2023.

What we learned

In 2023

Shoppers expect to complete a lot of their shopping journey on the internet, and want that experience to be comprehensive and easy



Our research revealed
6 things shoppers want



User-friendly websites



Wide selection of vehicles



Online trade valuation



Online test drive scheduling



Transparency in pricing and financing



Vehicle delivery options

In 2023

Shoppers are flexible with their vehicle choices, but not with their budgets



Shoppers are



Prioritizing convenience



Comfortable shopping online, but want to test drive before buying



Willing to compromise on vehicle details



Willing to negotiate for a good deal and are likely to finance

In 2023

Shoppers have high standards for their next vehicle, whether they are buying new or used.

Shoppers are looking for vehicles that are...



Affordable
Safe
Reliable
Stylish
Eco-friendly,
and have the
Latest tech

We looked at shoppers' habits across their shopping journey

Shoppers often fall into one of two broad categories:
Browsing shoppers and informed shoppers

Browsing shoppers are deciding what, and if, they want to buy, while **informed shoppers** are ready to make a purchase when they find the right vehicle

Introducing

The Browsing Shopper

Browsing Shoppers are doing research online and visiting dealerships to see vehicles in-person

Browsing Shoppers are

- Researching not buying
- Comparing vehicles
- Considering their budget
- Understanding their options
- Not making a final decision

Browsing Shoppers want

- Transparent info about vehicle features, condition, and pricing
- No-pressure support from dealership reps
- Wide selection of vehicles to consider



Introducing

The Informed Shopper

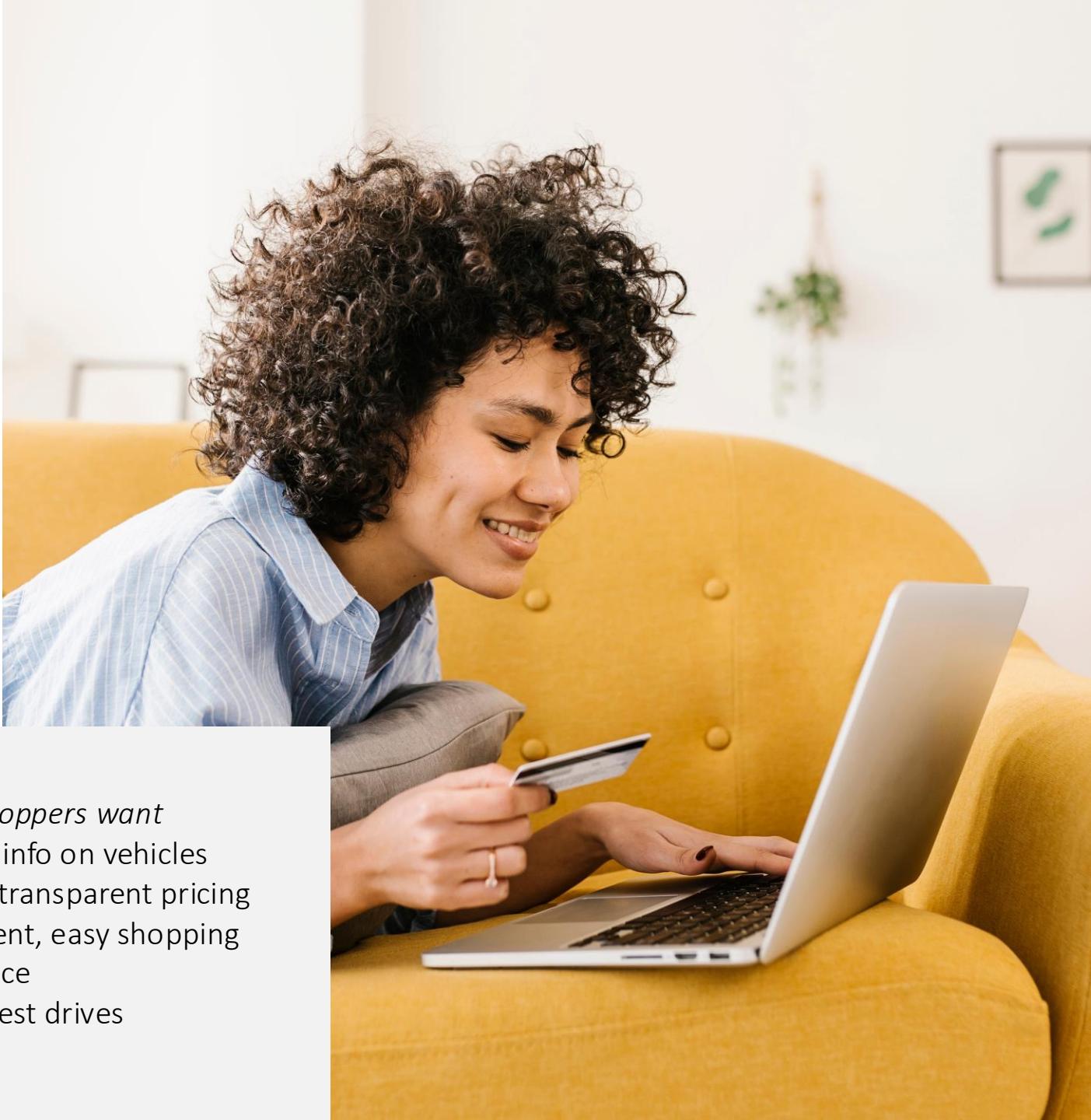
Informed Shoppers know what they want and they are willing to shop around to get it

Informed Shoppers are

- Sure of what they want in a vehicle,
- and which features are a priority
- Not easily swayed by sales tactics
- Ready to buy

Informed Shoppers want

- Detailed info on vehicles
- Fair and transparent pricing
- Convenient, easy shopping experience
- Vehicle test drives



With hybrid and electric vehicles becoming more and more popular, we also gathered data on people who are considering an eco-friendly ride

Introducing

The Eco-Friendly Shopper

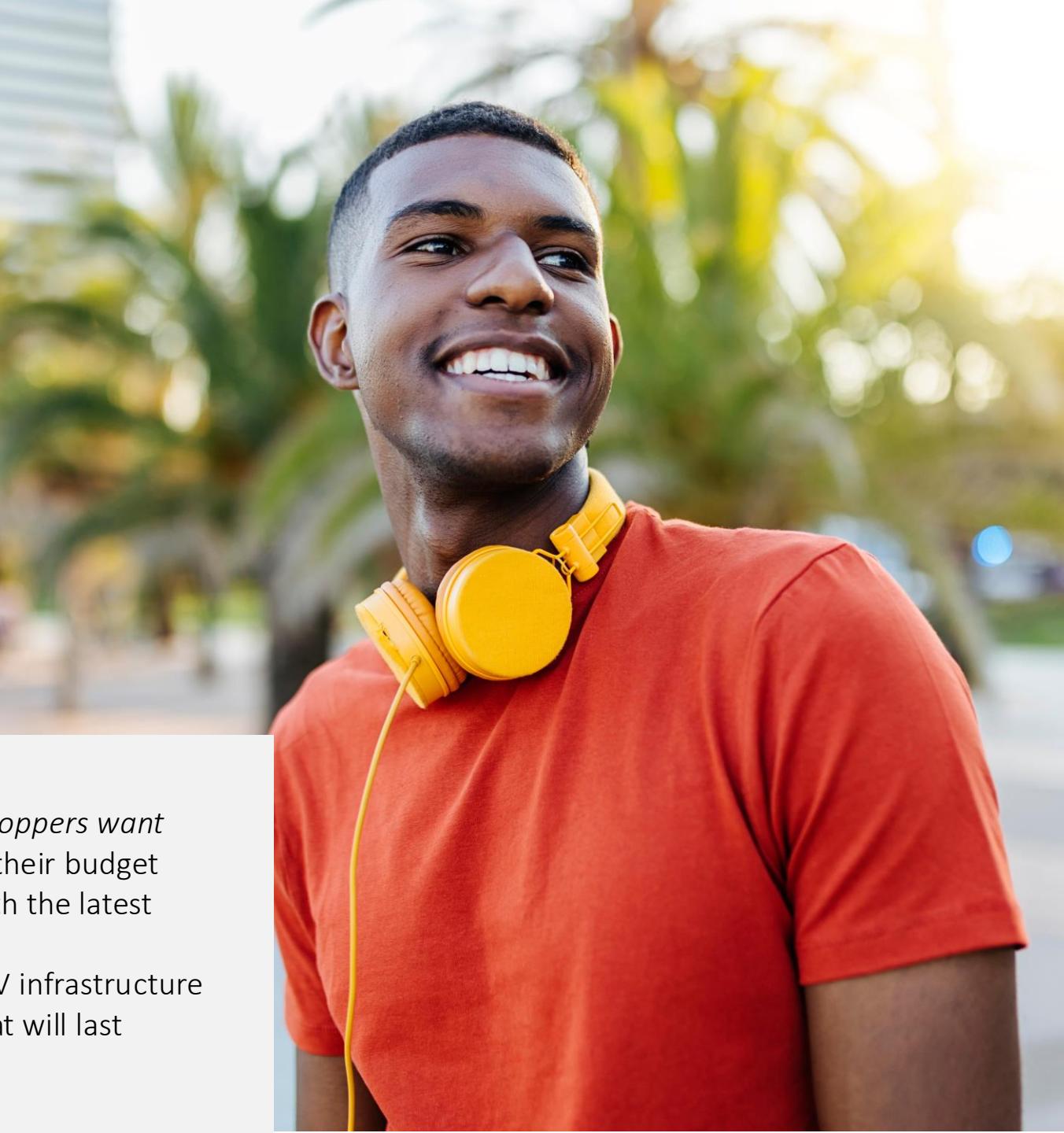
Eco-Friendly Shoppers are thoughtful about their purchases and understand the impact their driving habits might have

Eco-Friendly Shoppers

- Care about the environment and want to do their part to preserve it
- Want to help promote an eco-friendly lifestyle with their vehicle
- Consider the entire manufacturing process in their decisions

Eco-Friendly Shoppers want

- Vehicles in their budget
- Vehicles with the latest technology
- Access to EV infrastructure
- Vehicles that will last



Our Key Takeaways

Shoppers are more informed than ever

Shoppers **rely on the internet** throughout their shopping journey and will **do a lot of research to find the vehicle** that suits them

Budgets are a top consideration for shoppers

Shoppers **want agency and freedom** when searching for a vehicle and will **prioritize convenience** and ease-of-use

Research methodology

The information in this document was synthesized from thousands of qualitative data points collected from over 170 individual participants.

Research conducted by
Christina Wong
UX Researcher

This data was gathered through a combination of interviews and surveys

Methodologies used to synthesize this data included:

- Affinity mapping
- Sentiment analysis
- Inductive coding of data
- Pattern and trend definition/ Thematic analysis
- Frameworks and models

Learn More

If you want to learn more about Automotive Shoppers, check out the Product Design team's complete findings on this Miro board

[Automotive Shoppers Persona and Archetype documentation](#)

To contact the Product Design team, join the Slack #ux-lobby