

Car Buyers Path to Purchase

After consulting 525 Kiwis who are planning the purchase of a new car, we have developed a complete path to purchase for car buyers.

It takes you from the moment they decide they need a new car, to the final purchase decision - and we've discovered what drives and influences their purchasing decisions along the way.

recognising need

"I need to buy a new car"

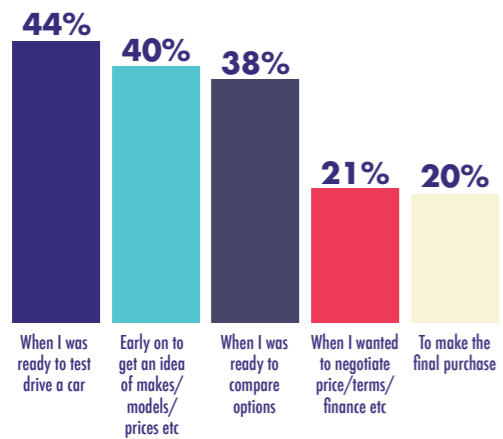
The top three reasons Kiwis buy a new car are:



Four out of five car buyers have either no make or a shortlist of makes

82% Anticipate it will take more than three months before they purchase

Reasons to visit a dealership



researching options

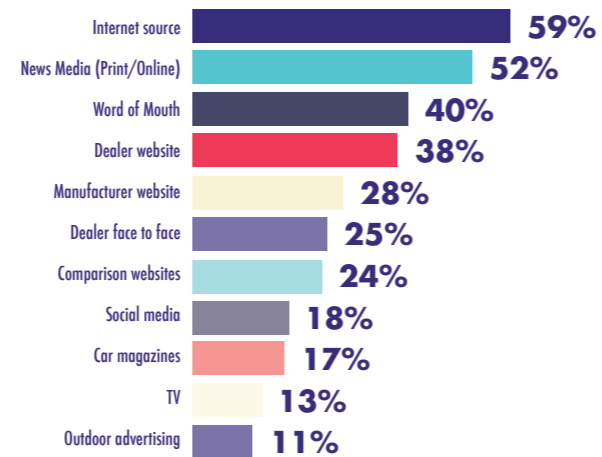
"I'm collecting information and seeking advice"

In this stage the top three information requirements are:



Over half gain inspiration and information from News Media.

Most consumed information sources



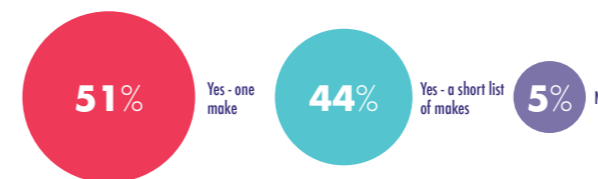
forming a shortlist

"I've narrowed down my choices"

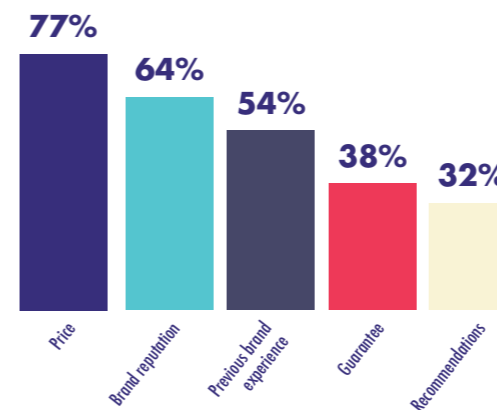
more than a third, **36%** of people consume information from news media at this stage of the customer journey.



Half have selected the make of car they intend to purchase



Top 5 decision making criteria



Consumers are making decisions mostly on price, brand reputation and previous brand experiences. Guarantees and recommendations also rate highly when deciding on a car.

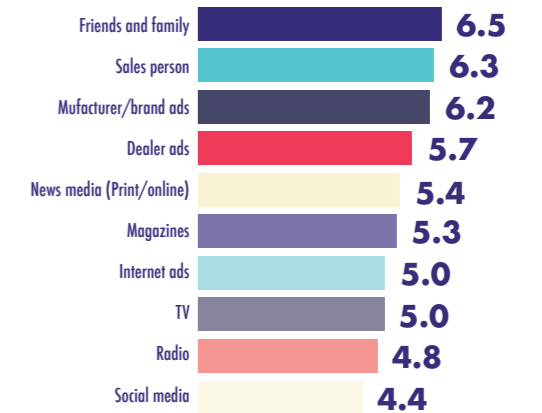
purchasing a car

"I'm about to purchase a new car"

The final stage in the purchase journey is the point at which the buyer finally decides to buy a new car.

Automotive is a high spend category, with Kiwis typically spending **\$33,000 on a brand new car, and \$13,000 on a second hand car.**

News media is a leading source of trusted information



The value of news media

Throughout the car buyers path to purchase, news media consistently features as a leading source of useful and trusted information.

Talk to us to find out more - phone 09 306 1600 or email info@newsworks.nz

Source: Research Now New Zealand, Path to Purchase study, April 2017.



It takes 43 weeks to buy a car

1 : 2 : 3 : 4 : 5 : 6 : 7 : 8 : 9 : 10 : 11 : 12 : 13 : 14 : 15 : 16 : 17 : 18 : 19 : 20 : 21 : 22 : 23 : 24 : 25 : 26 : 27 : 28 : 29 : 30 : 31 : 32 : 33 : 34 : 35 : 36 : 37 : 38 : 39 : 40 : 41 : 42 : 43

On average, recognising need and researching options take place over a 28 week period.

The second half of the path to purchase takes 15 weeks.