

# What Shoppers Want From Dealer Web Sites

*A Look at New and Used Vehicle Shoppers*

**FRIEDMAN-SWIFT**  

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# **What Shoppers Want From Dealer Web Sites**

*A Look at New and Used Vehicle Shoppers*

*Conducted by*

**Friedman-Swift Associates**

*in conjunction with*

**The Cobalt Group**

*and*

**The National Automobile Dealers Association**

# What Shoppers Want From Dealer Web Sites

## STUDY METHODOLOGY

- **Interviews with 655 shoppers who visited:**
  - The Cobalt Group's DealerNet home page ([www.dealernet.com](http://www.dealernet.com)) or
  - The National Automobile Dealers Association's DriversSeat home page ([www.driversseat.com](http://www.driversseat.com))
- **Surveys conducted August – November, 2001.**
- **Margin of error is plus or minus 3.8%, at a 95% confidence level.**

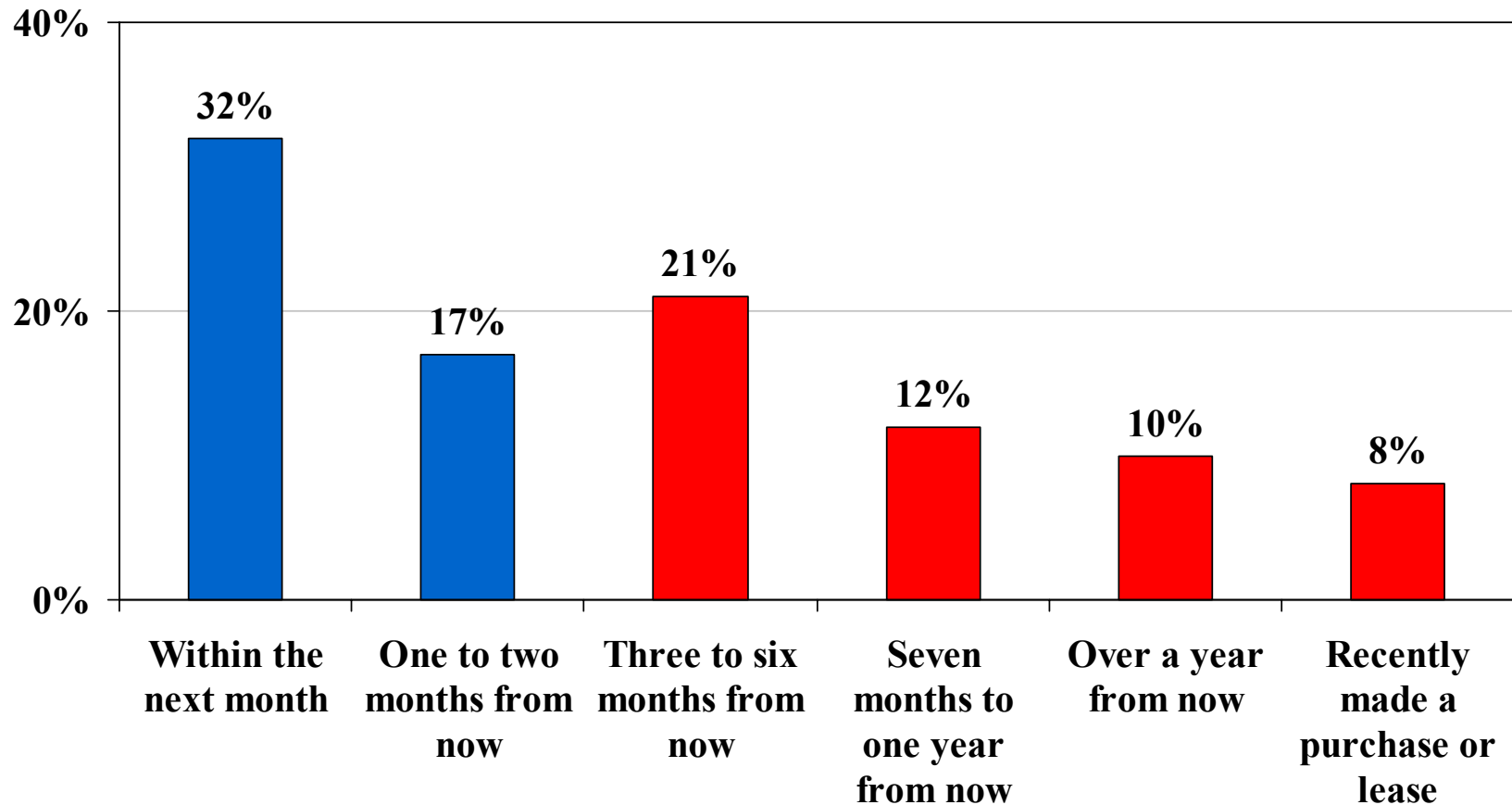
# Profile of Survey Respondents

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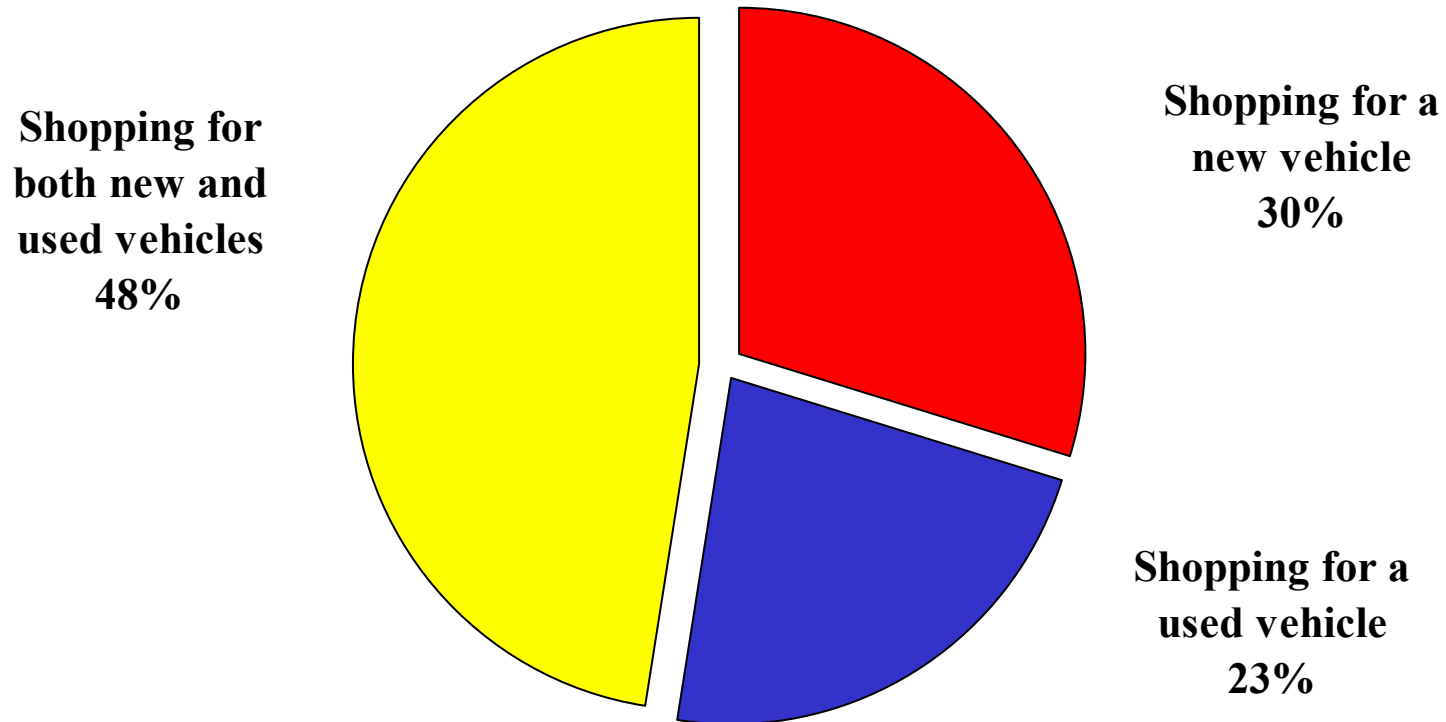
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# Timeframe of Purchase Horizon



# **New vs. Used Vehicle Shoppers**



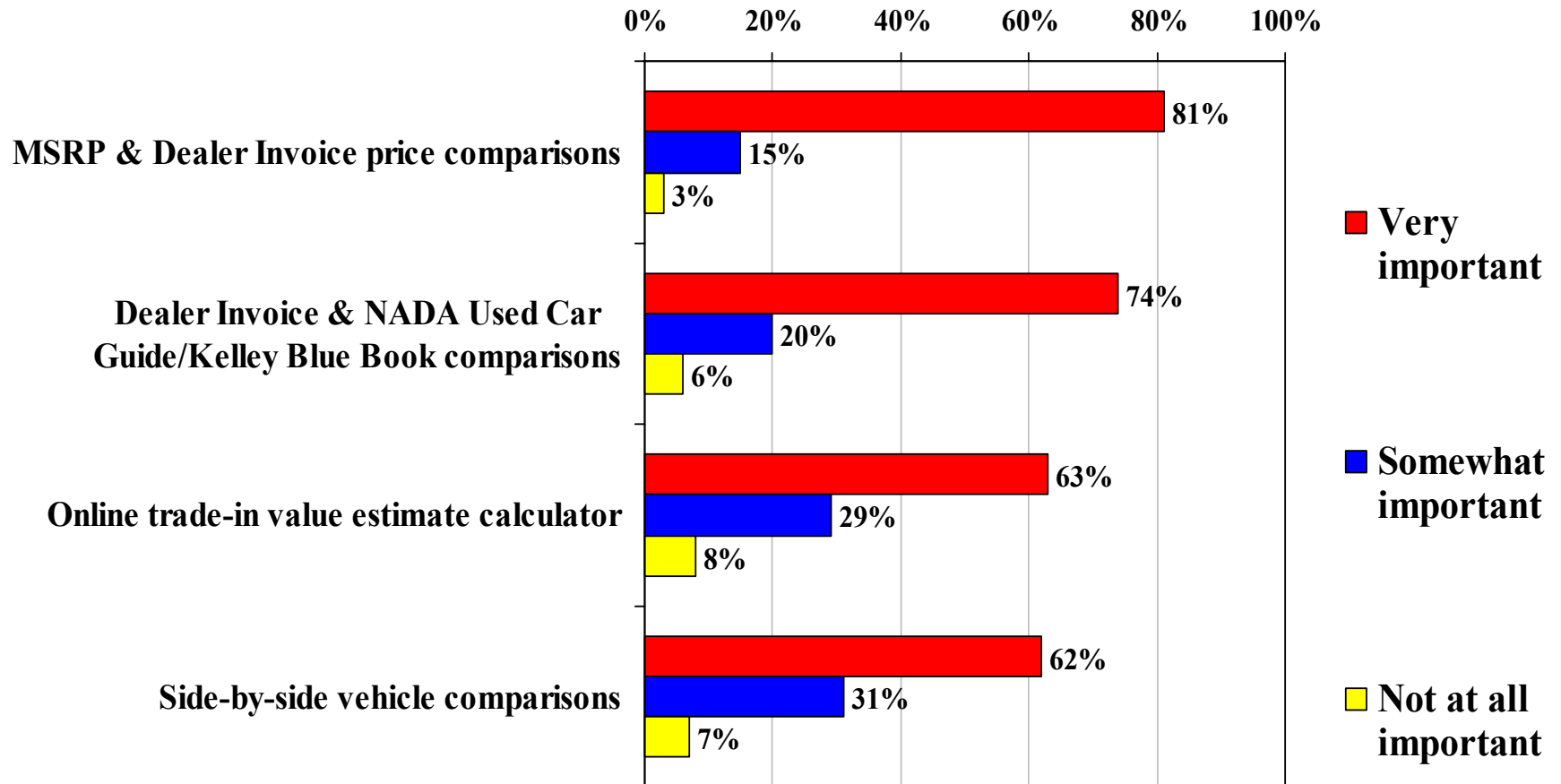
# Preferred Content on Dealer Web Sites

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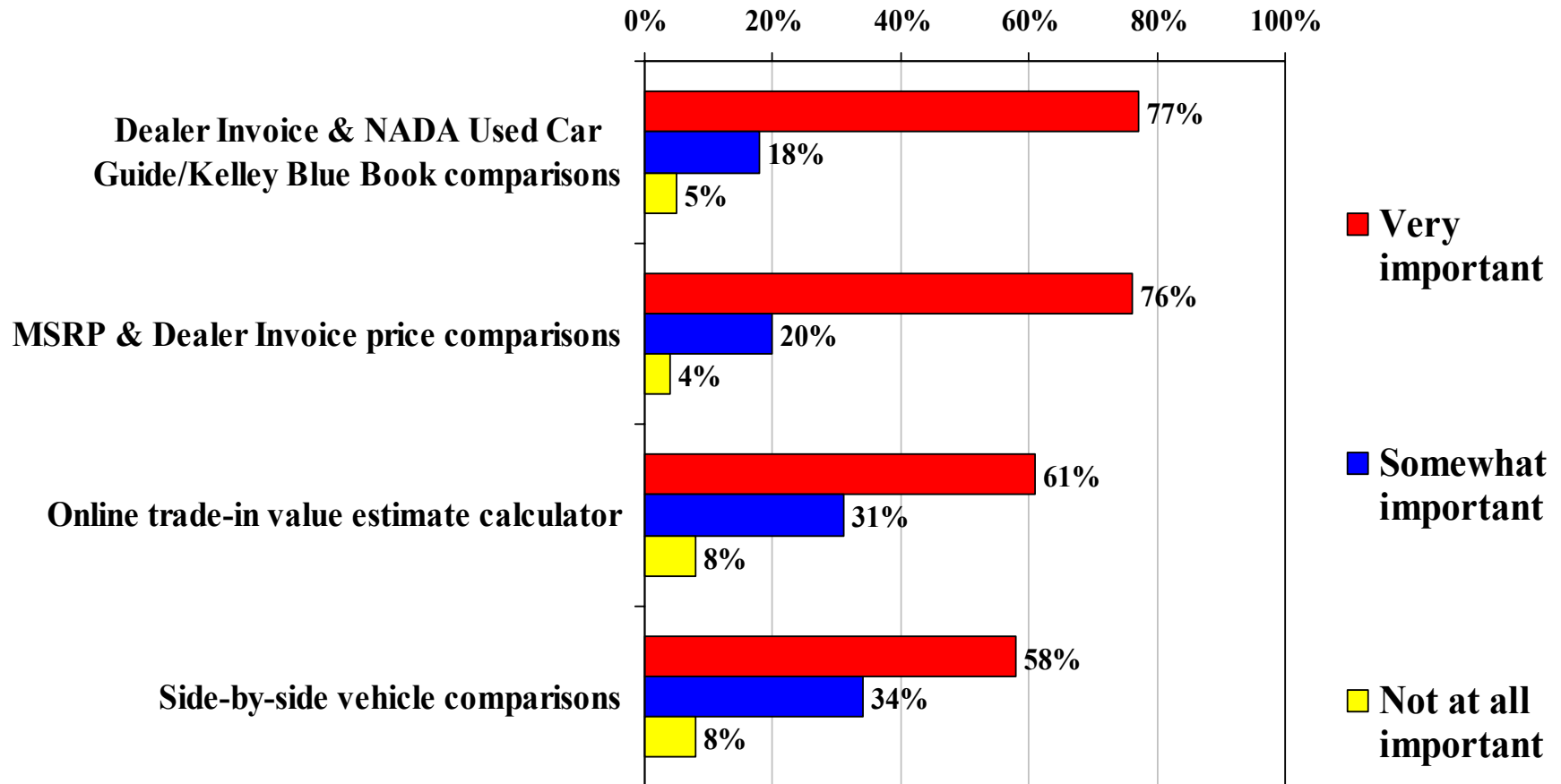
# What Should a Dealer Web Site Contain?



## Price Information – New Vehicle Shoppers

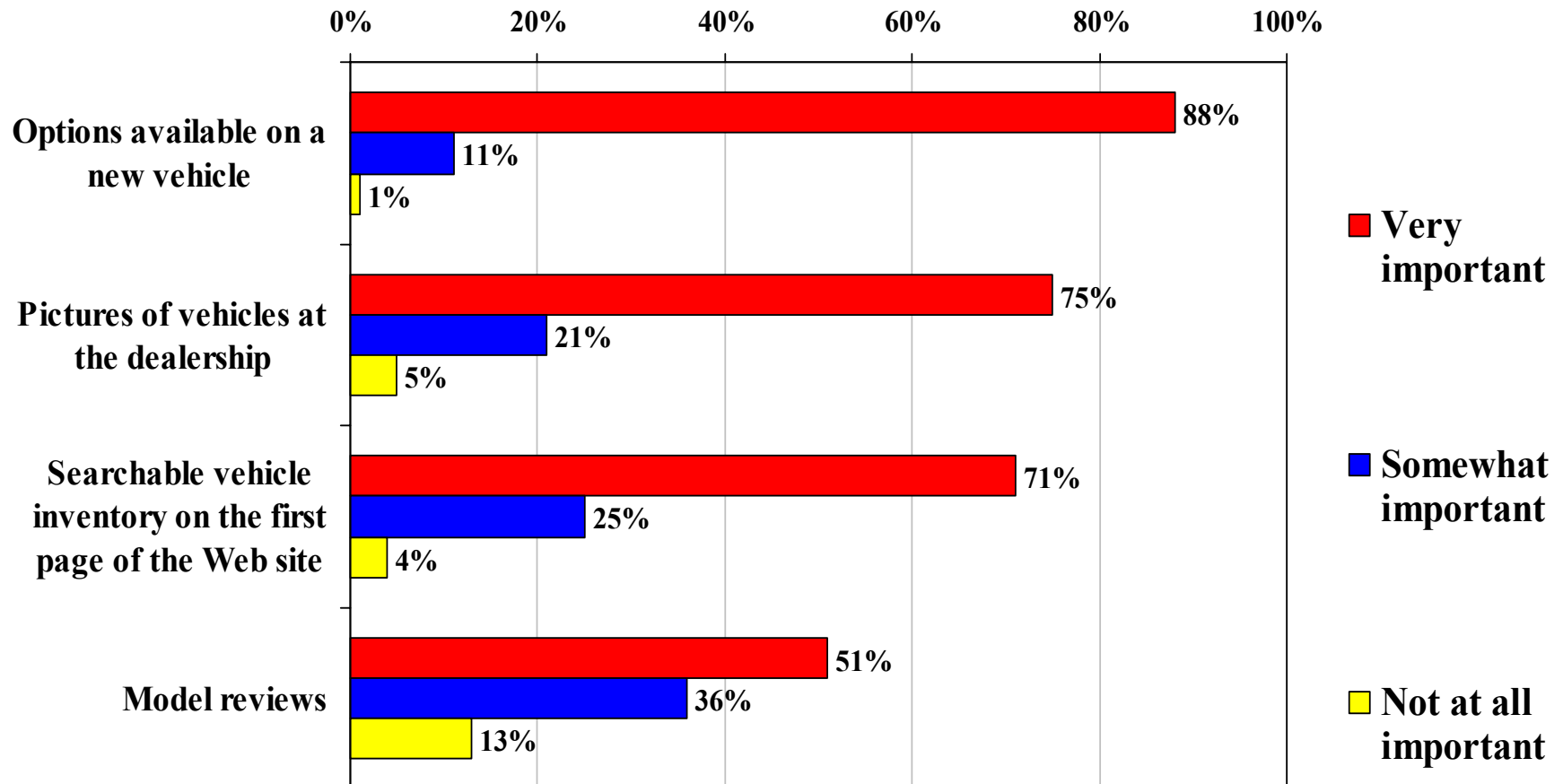


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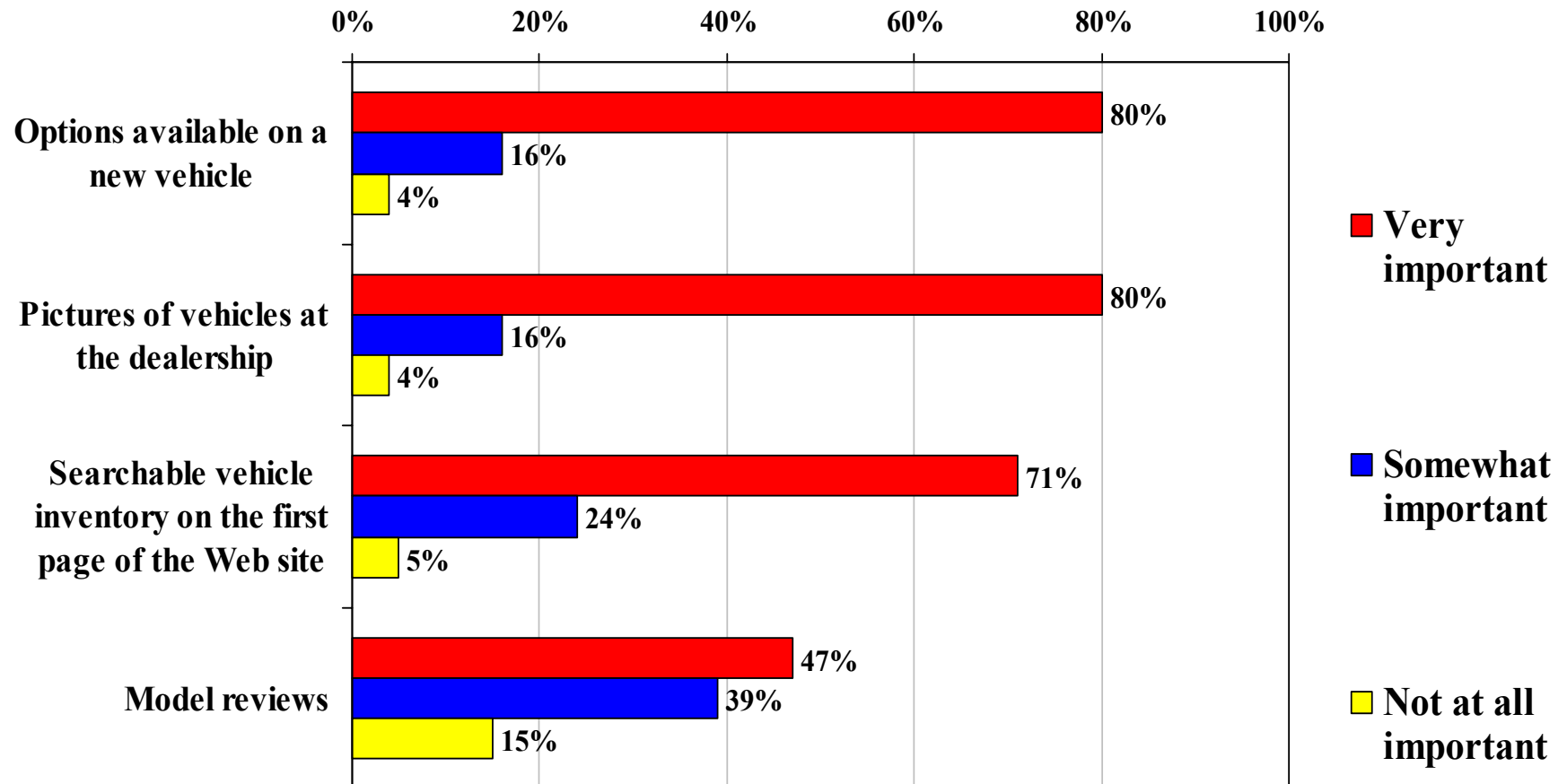
## Price Information – Used Vehicle Shoppers

# What Should a Dealer Web Site Contain?



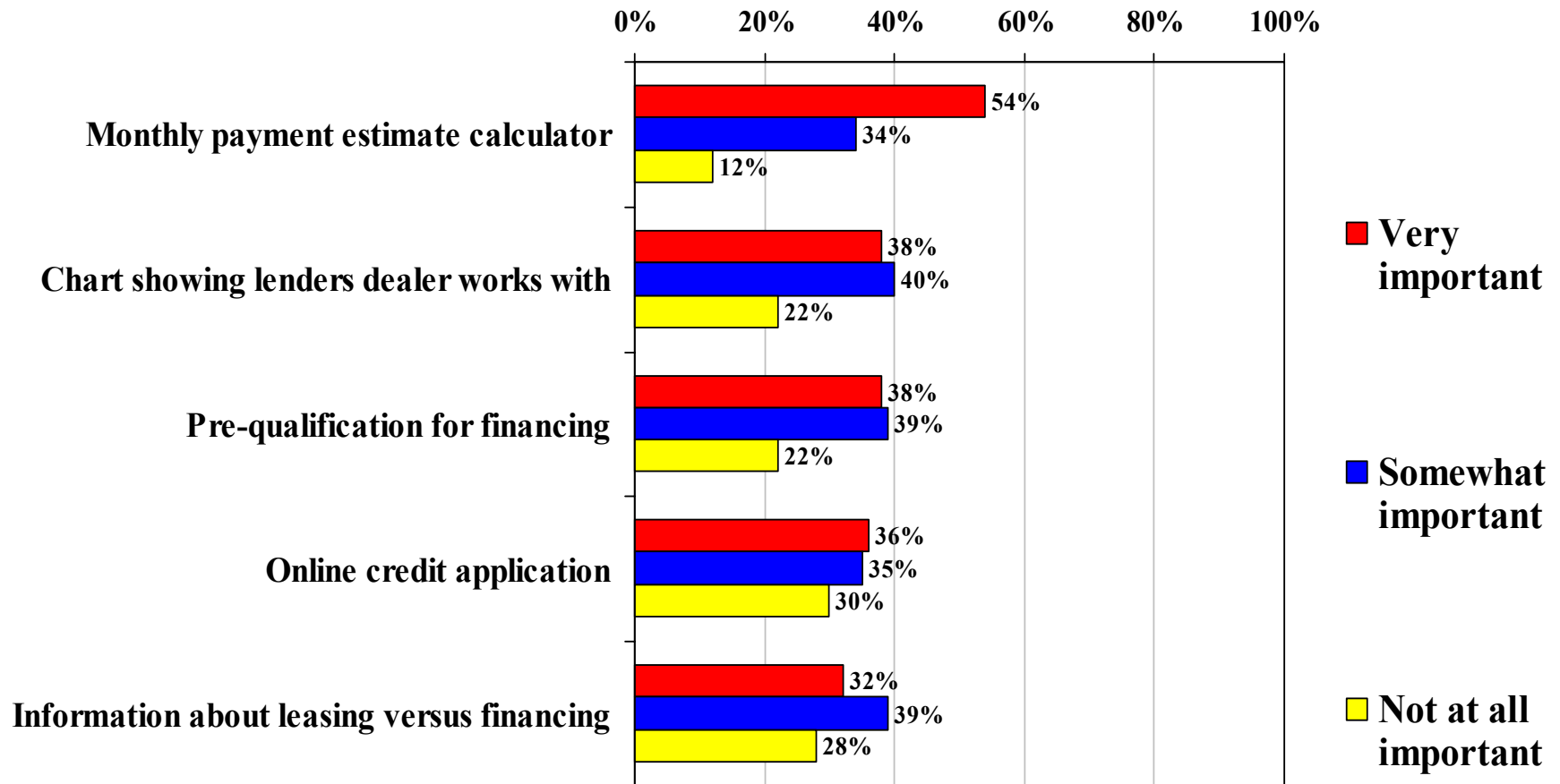
## Inventory Information – New Vehicle Shoppers

# What Should a Dealer Web Site Contain?



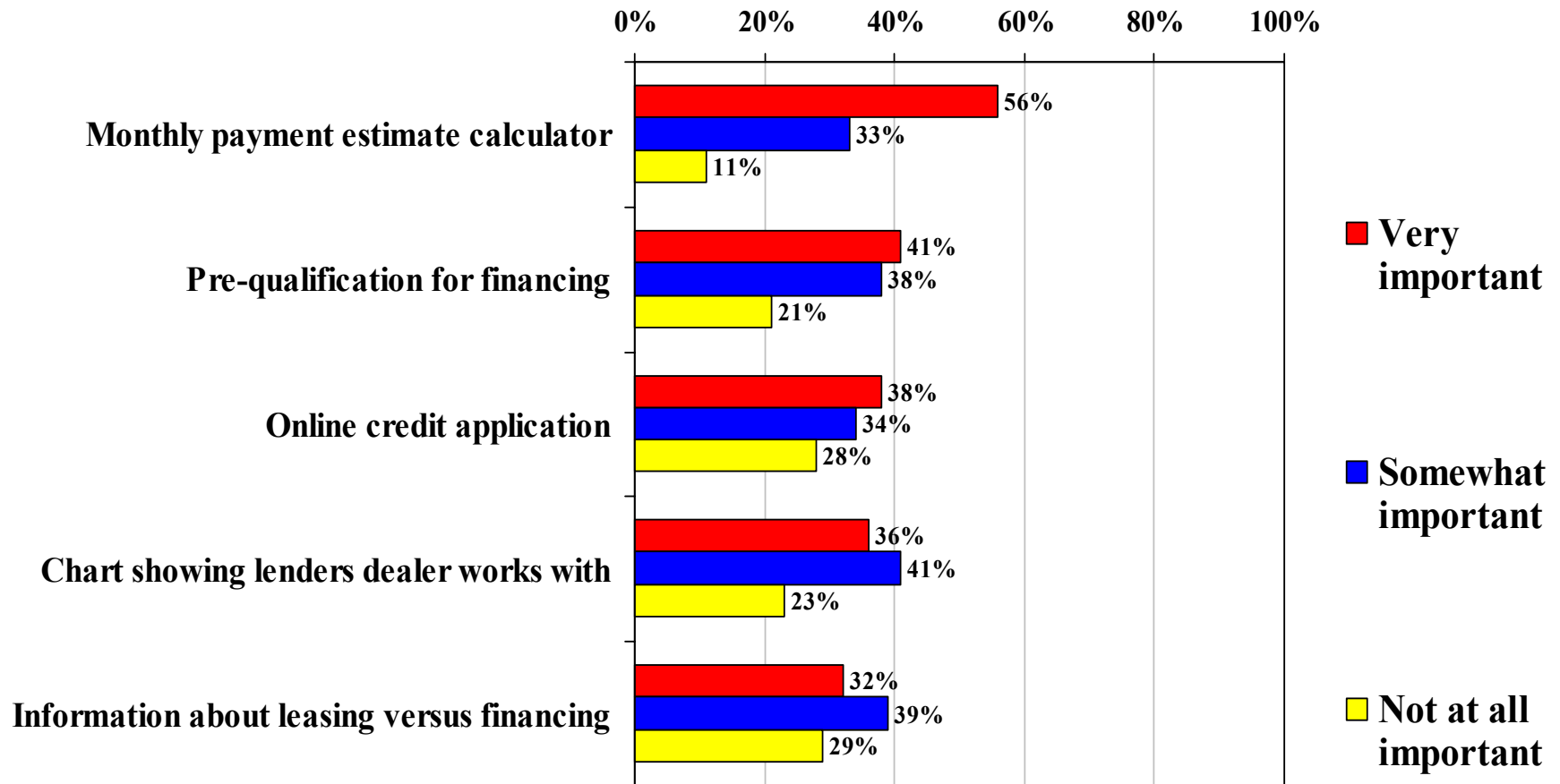
## Inventory Information – Used Vehicle Shoppers

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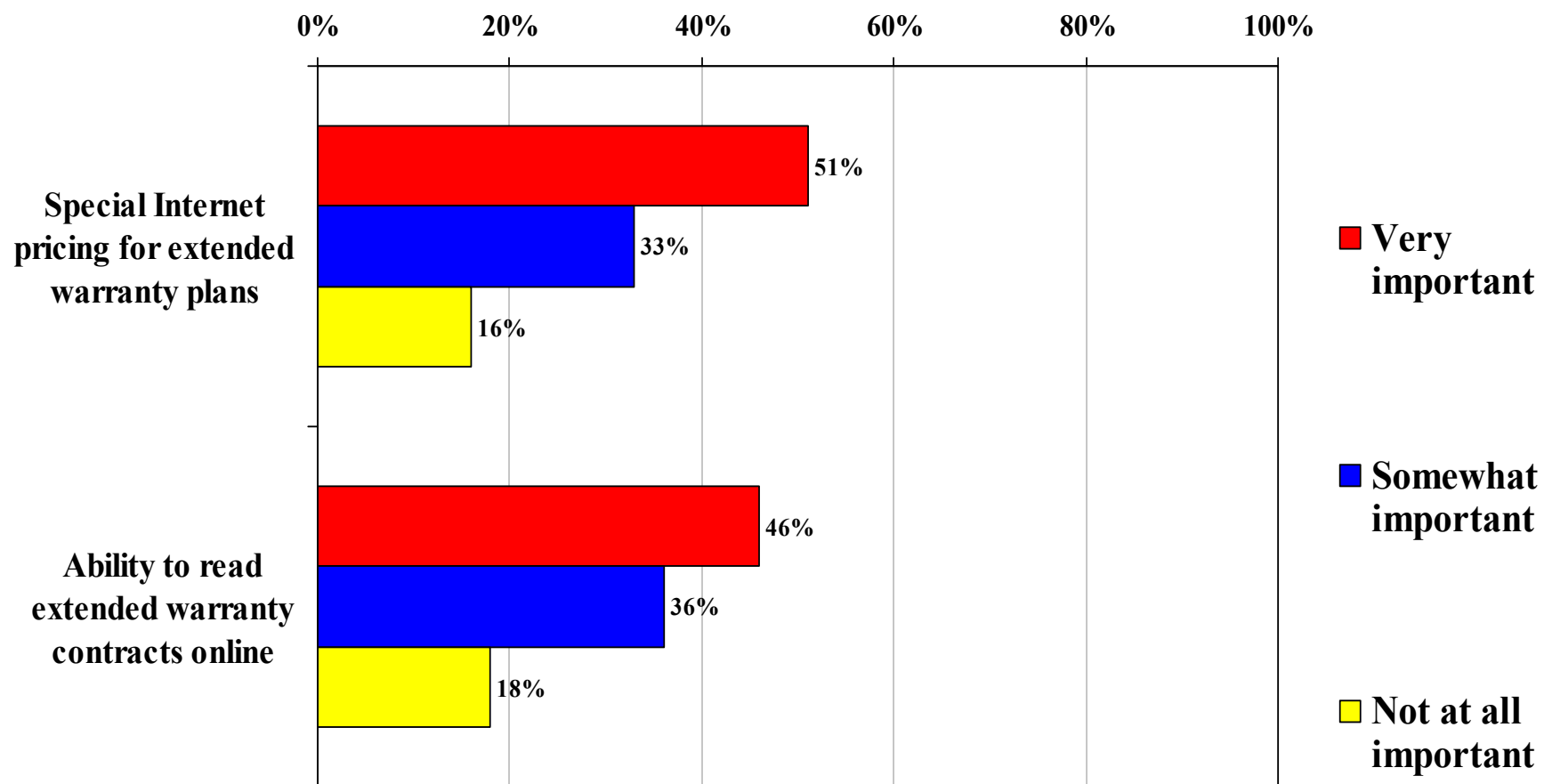
## Financing Information – New Vehicle Shoppers

# What Should a Dealer Web Site Contain?



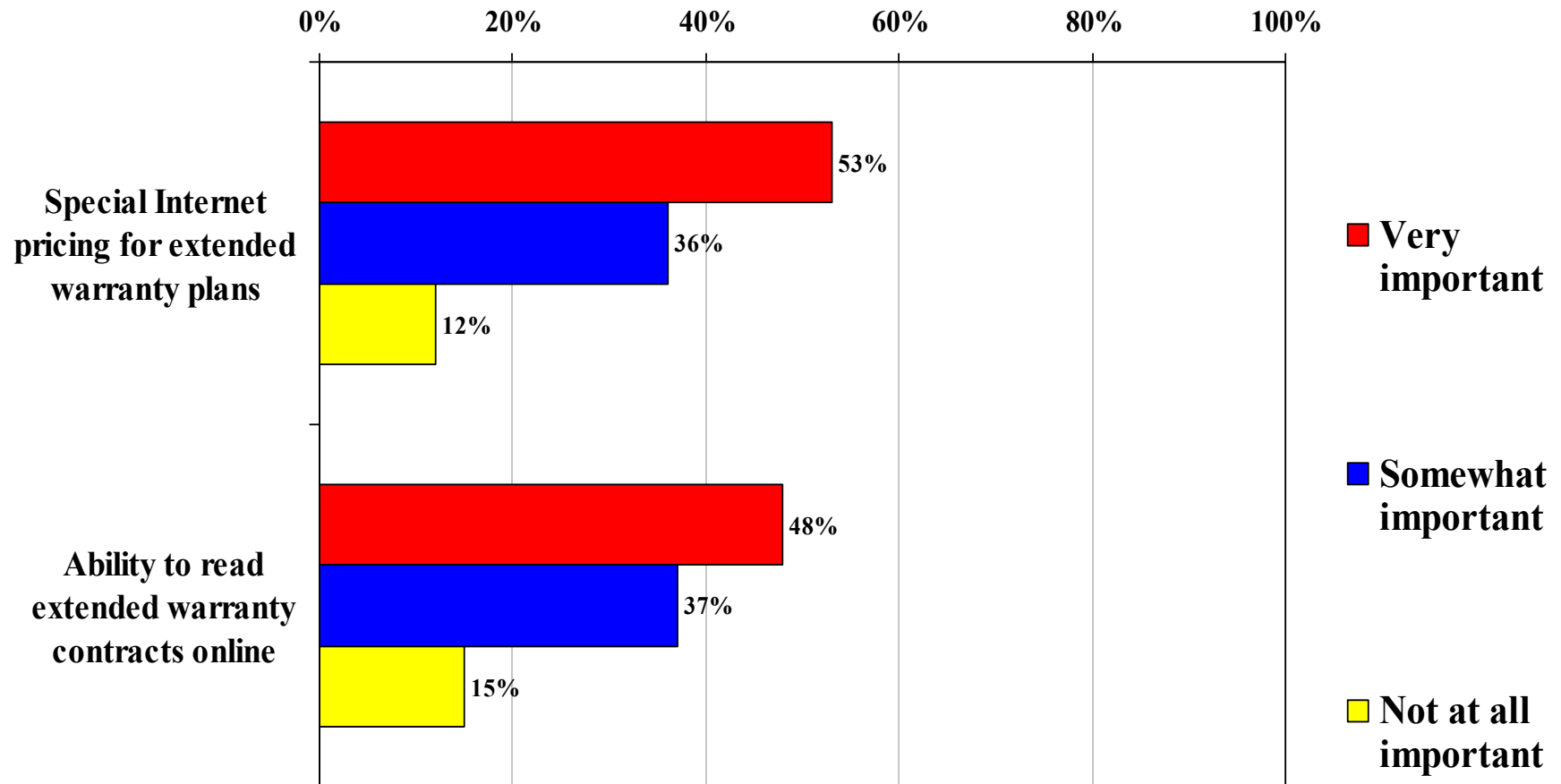
## Financing Information – Used Vehicle Shoppers

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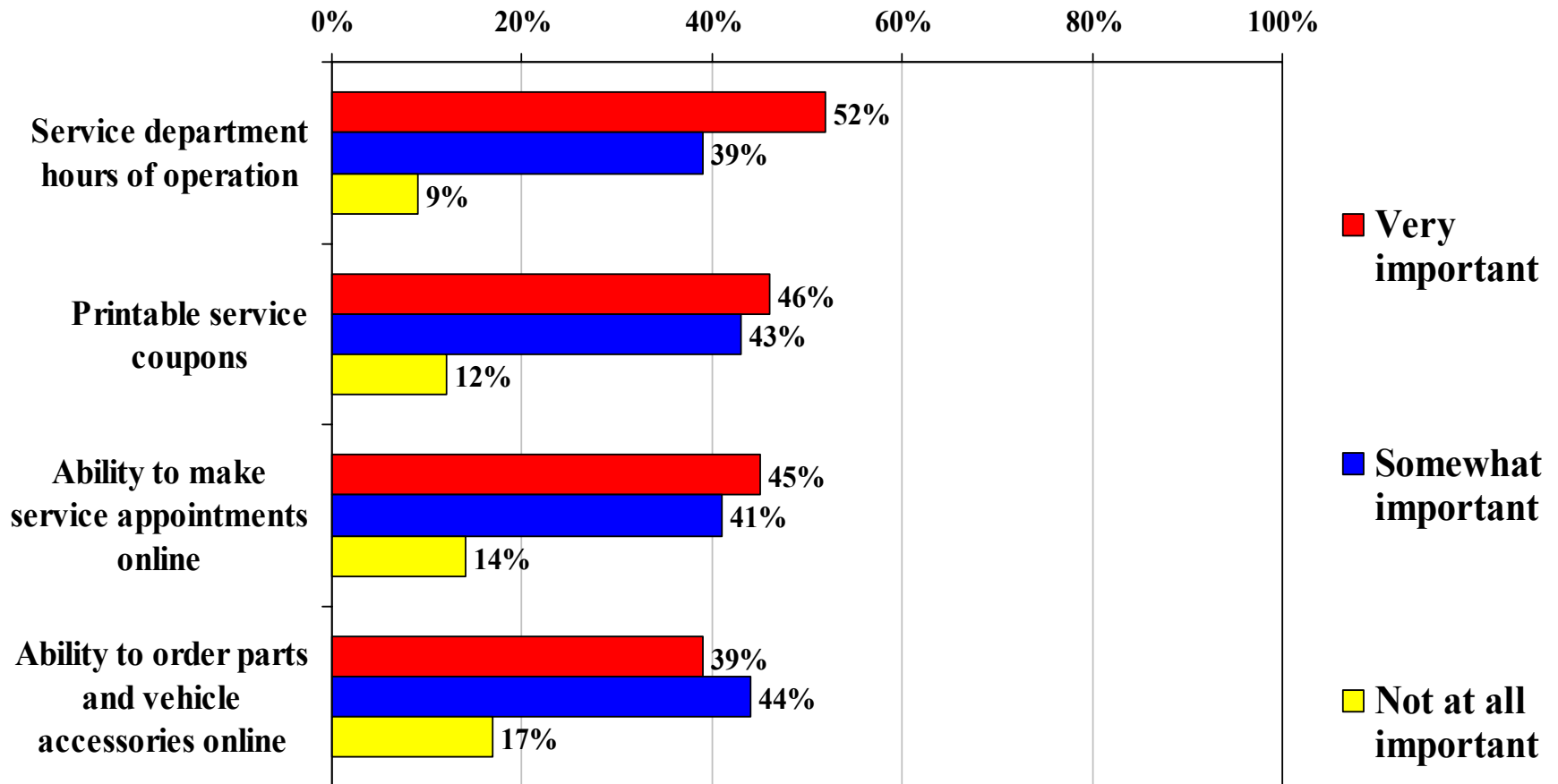
## Warranty Information – New Vehicle Shoppers

# What Should a Dealer Web Site Contain?



## Warranty Information – Used Vehicle Shoppers

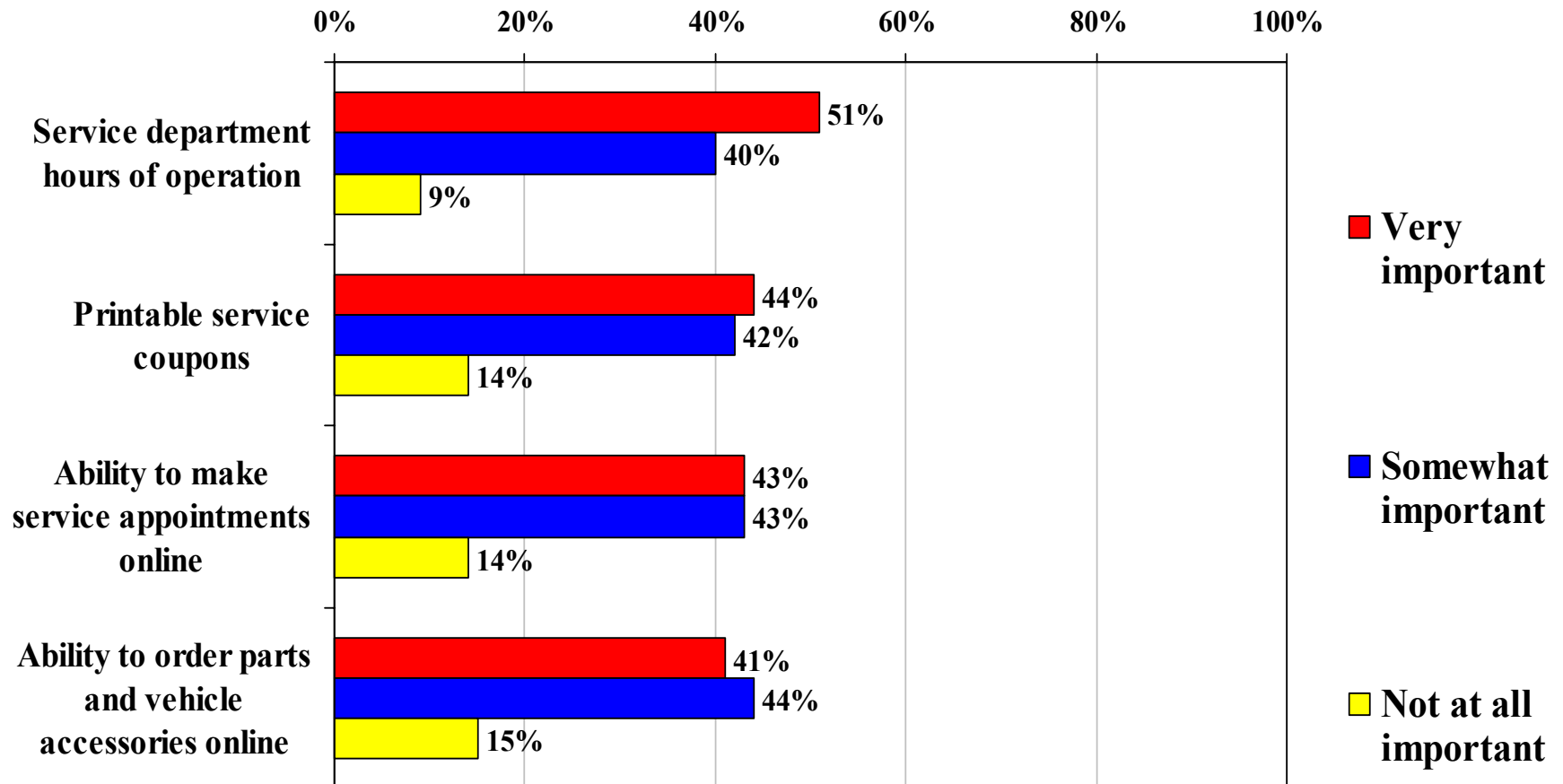
# What Should a Dealer Web Site Contain?



## Parts and Service Information – New Vehicle Shoppers

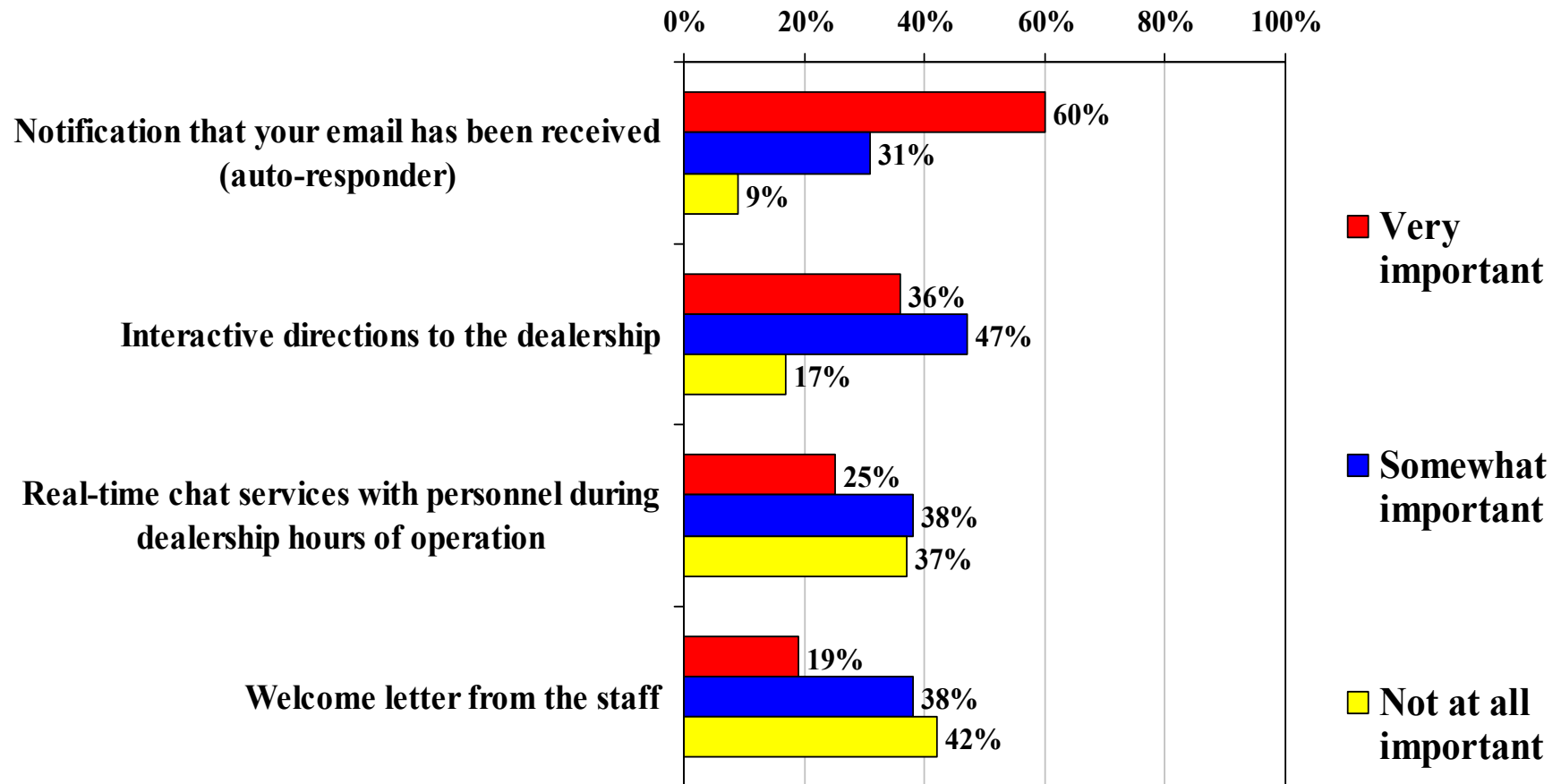


# What Should a Dealer Web Site Contain?



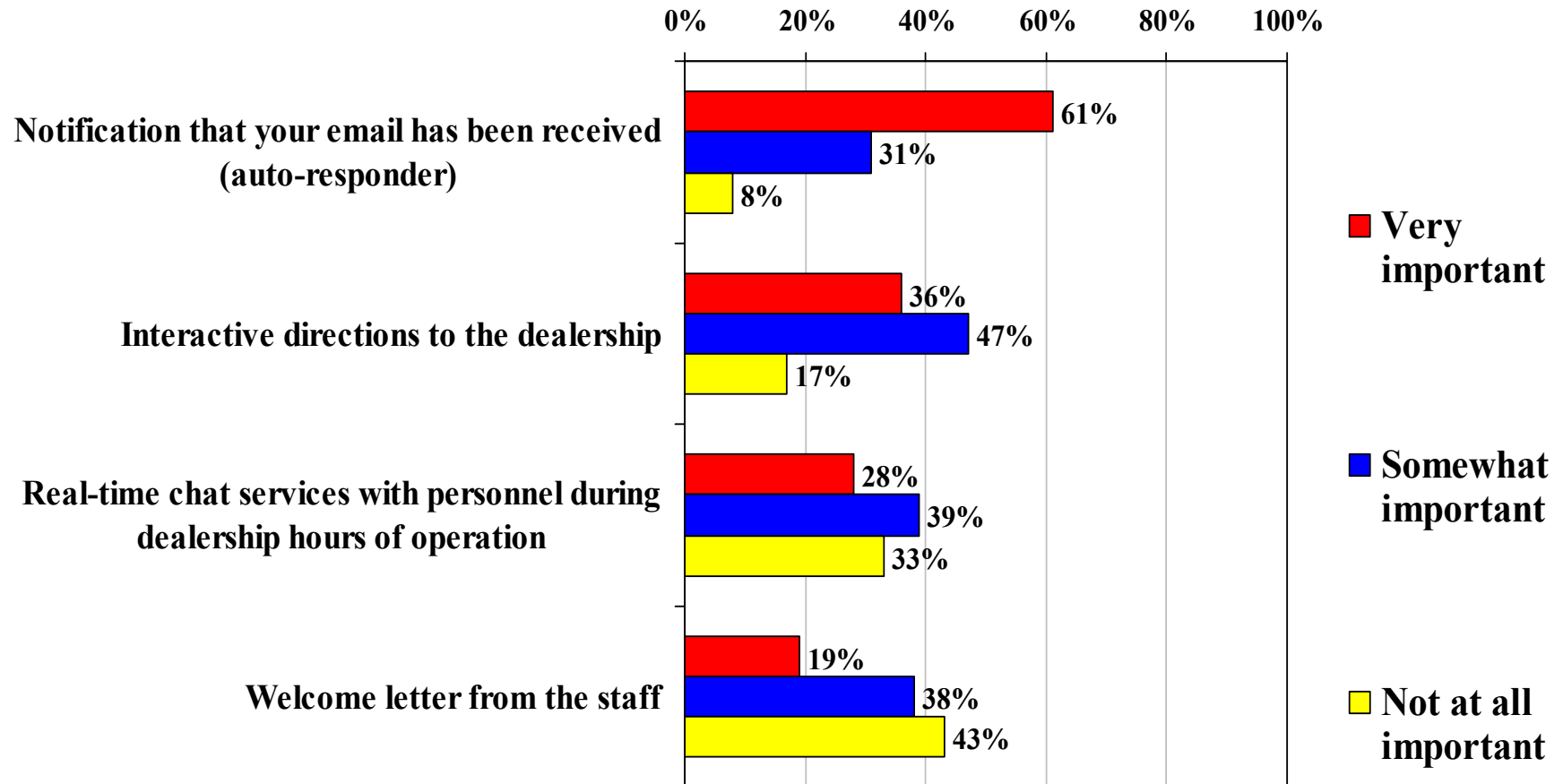
## Parts and Service Information – Used Vehicle Shoppers

# What Should a Dealer Web Site Contain?



## Dealer Services – New Vehicle Shoppers

# What Should a Dealer Web Site Contain?



## Dealer Services – Used Vehicle Shoppers

# Used Vehicle Walk-Around Inspection

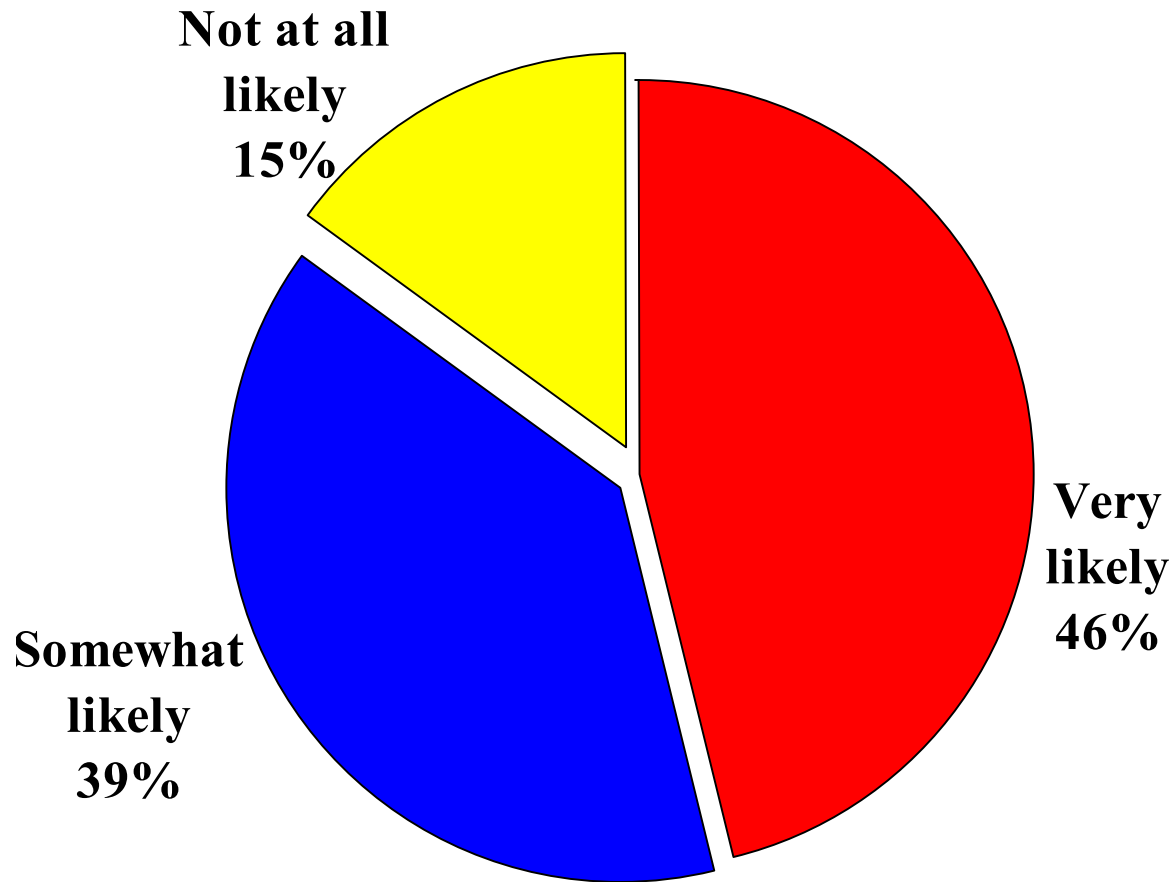
*How likely would shoppers be to obtain trade-in valuations through a 15-20 minute guided walk-around vehicle inspection while on the phone?*

**29%** - very likely to use this service

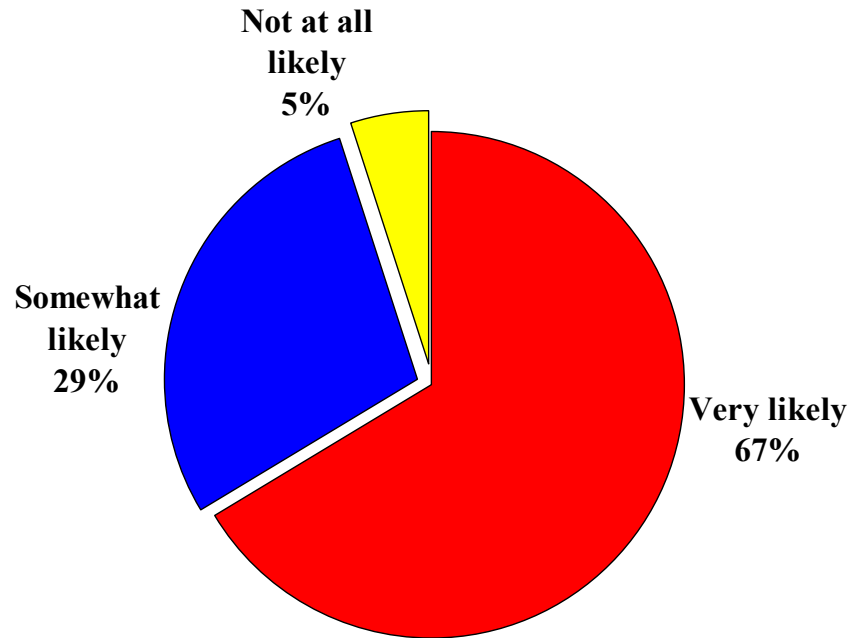
**41%** - somewhat likely to use this service

**29%** - not likely to use this service

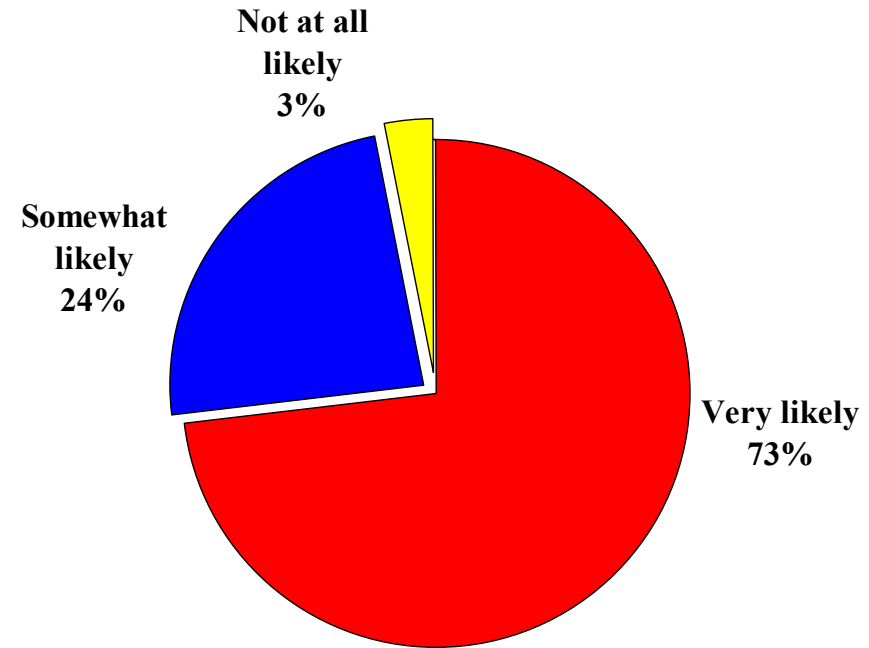
## **Likelihood of Shoppers Using Personal Web Sites for Vehicle History, Maintenance Information and Dealer Specials**



## **Likelihood of Shoppers Using A Vehicle Locator Service From a Consumer Portal**



**New Vehicle Shoppers**



**Used Vehicle Shoppers**

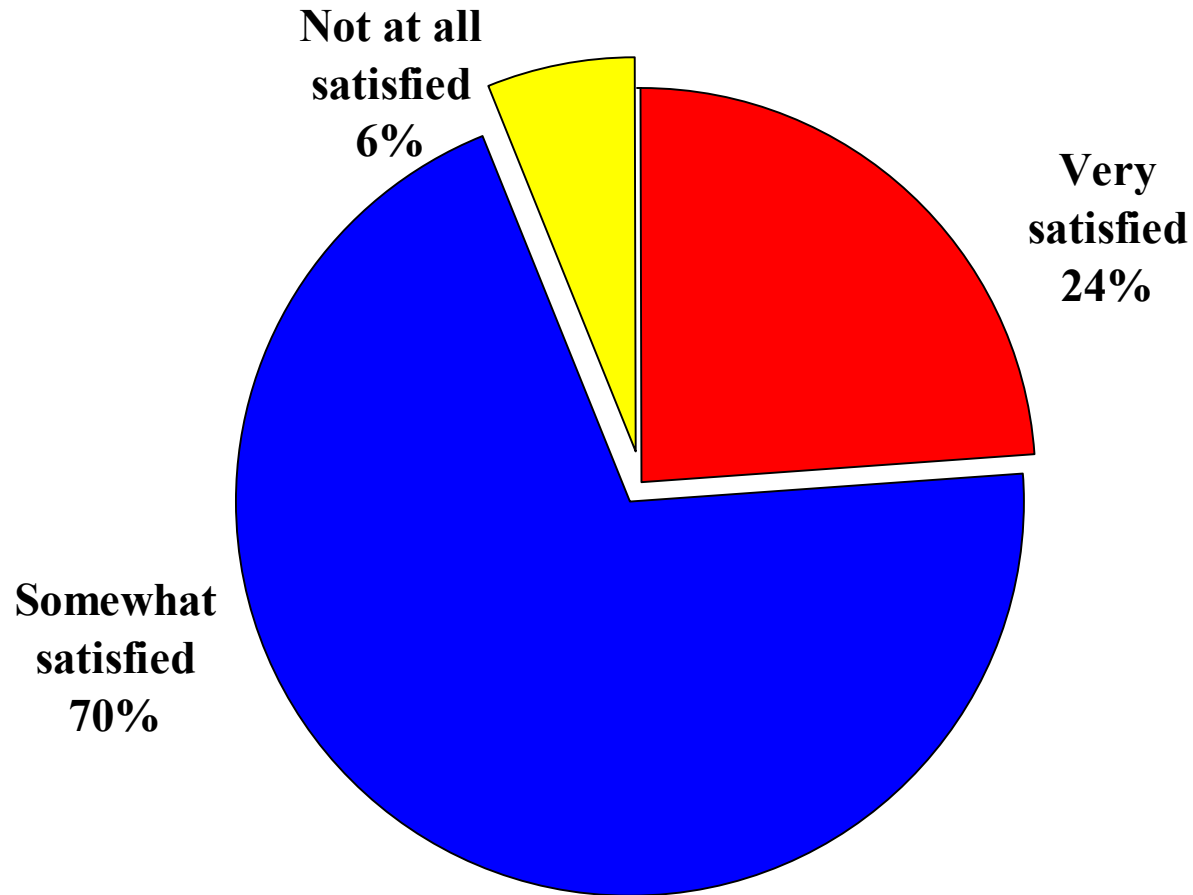
# How Consumers Evaluate their Experiences on Dealer Web Sites

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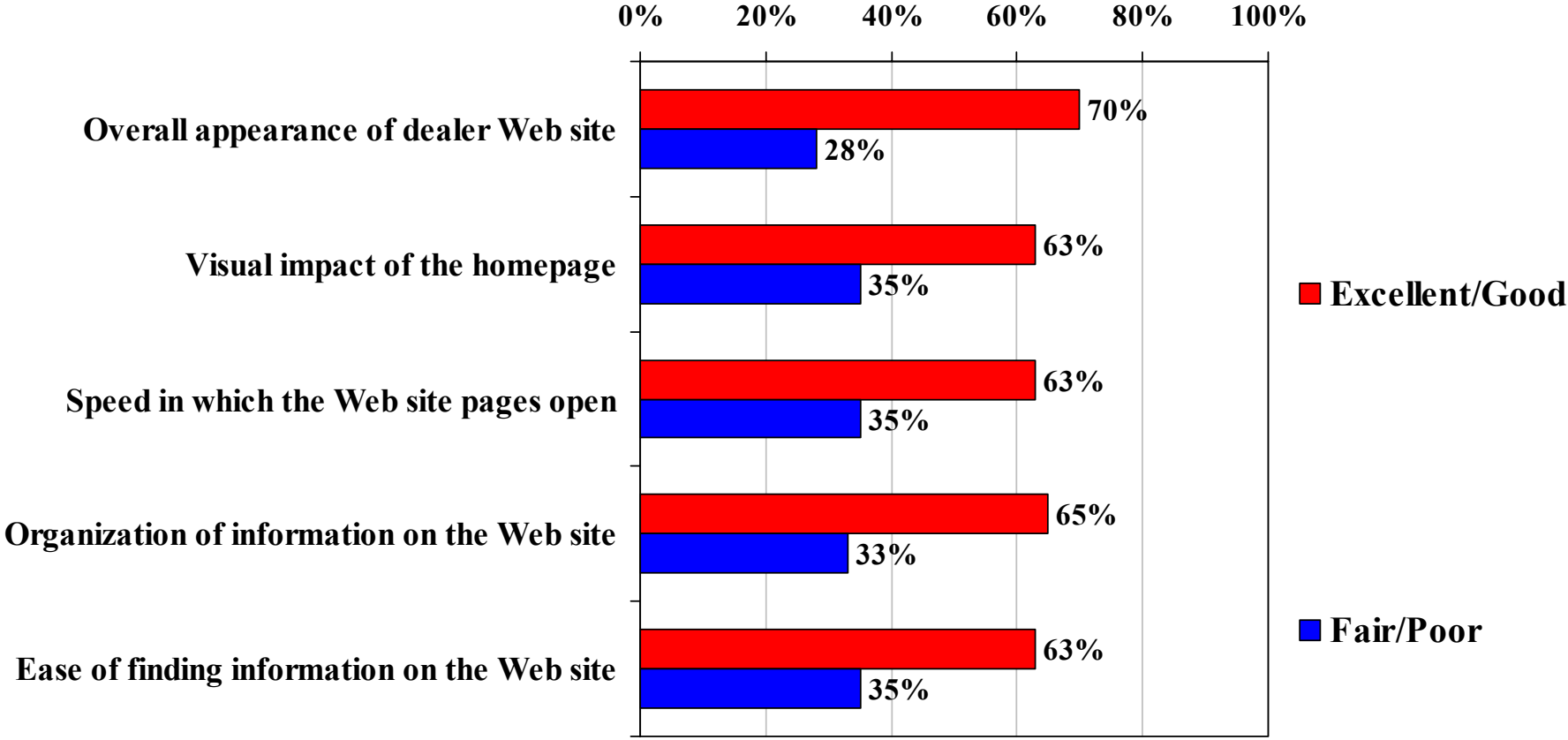


## Overall Satisfaction with Dealer Web Sites



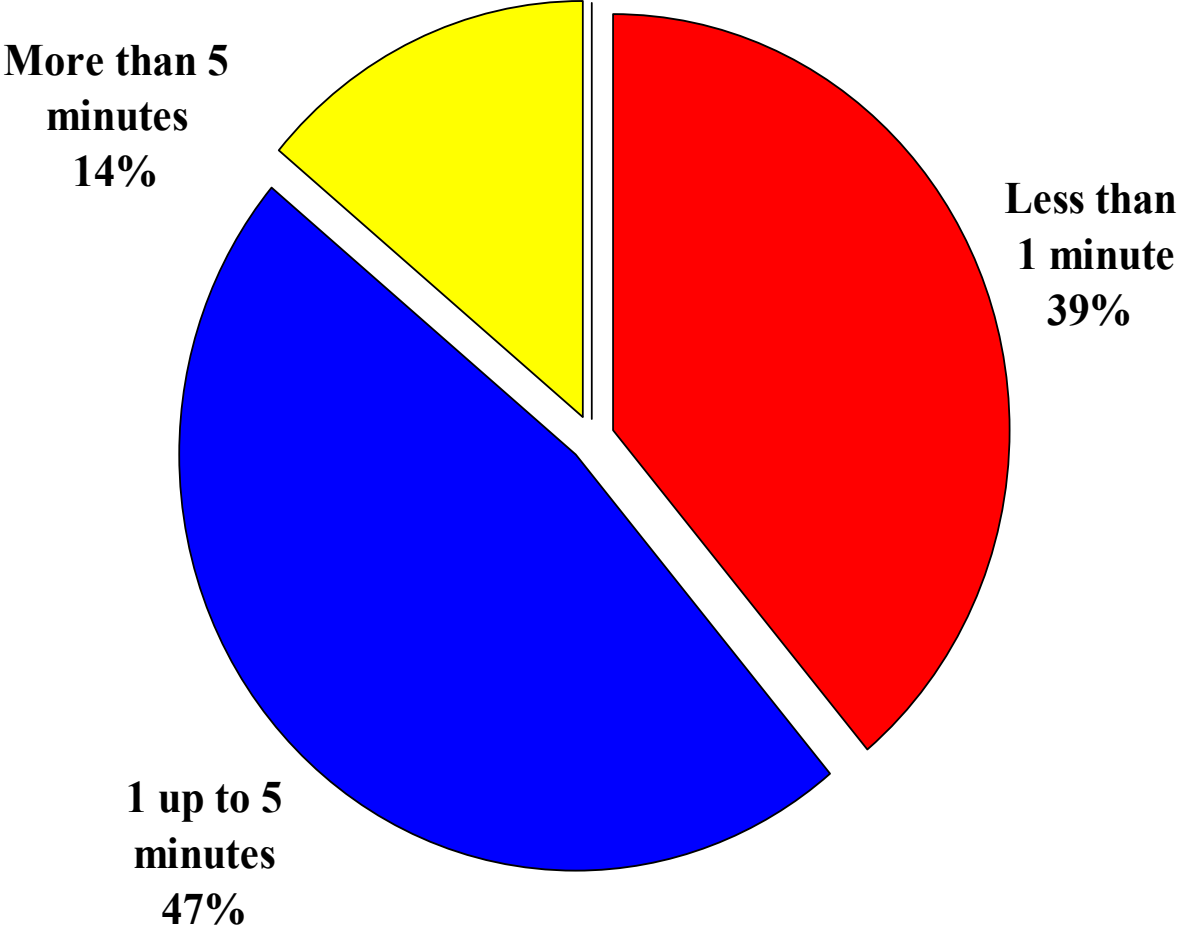
# How Consumers Evaluate Their Experiences on Dealer Web Sites

## Evaluation of the Last Dealership Web Site Visited



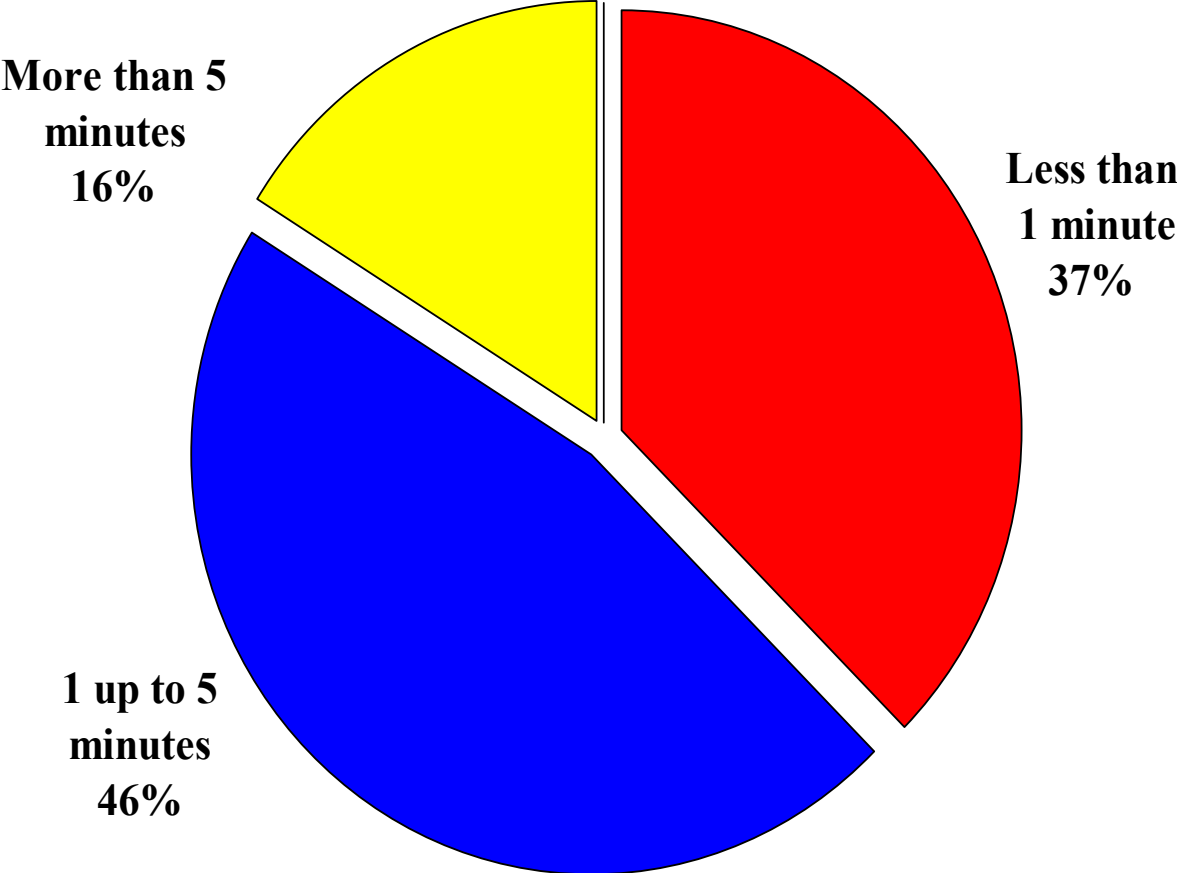
# How Consumers Evaluate Their Experiences on Dealer Web Sites

## Length of Time Shoppers are Willing to Navigate a Dealer Web Site to Find Price Information



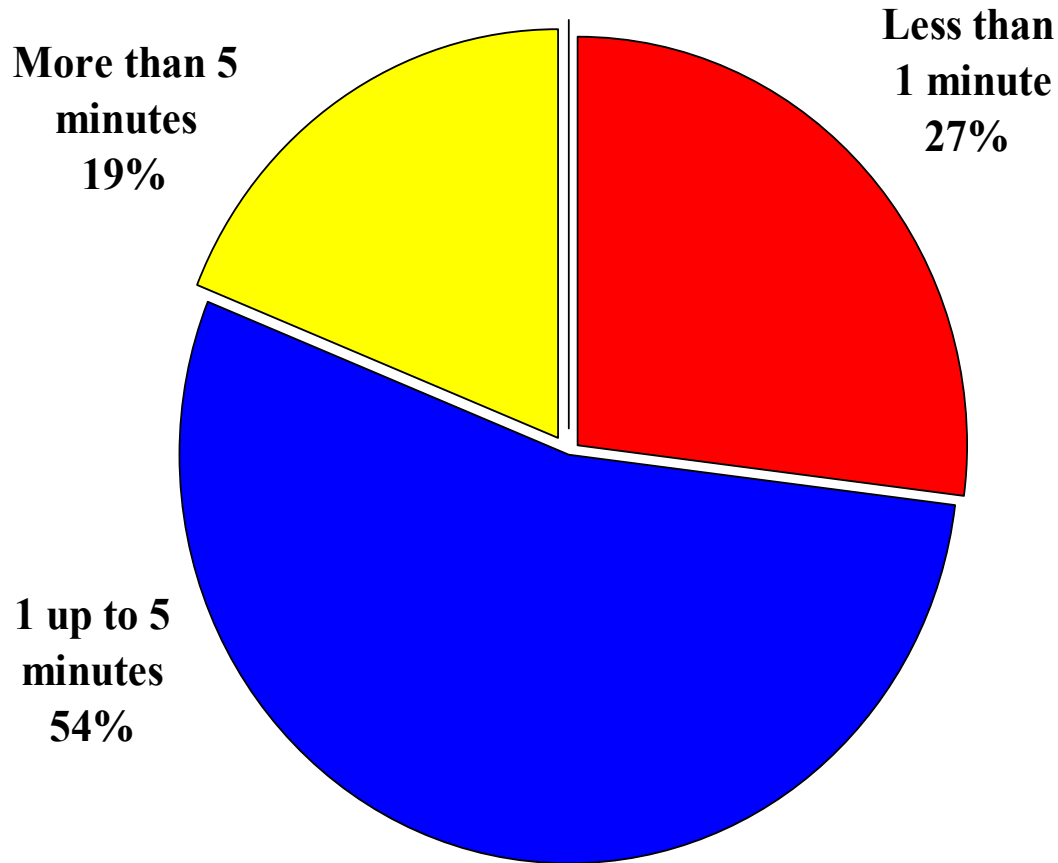
# How Consumers Evaluate Their Experiences on Dealer Web Sites

## Length of Time Shoppers are Willing to Navigate a Dealer Web Site to Find Vehicle Inventory Information



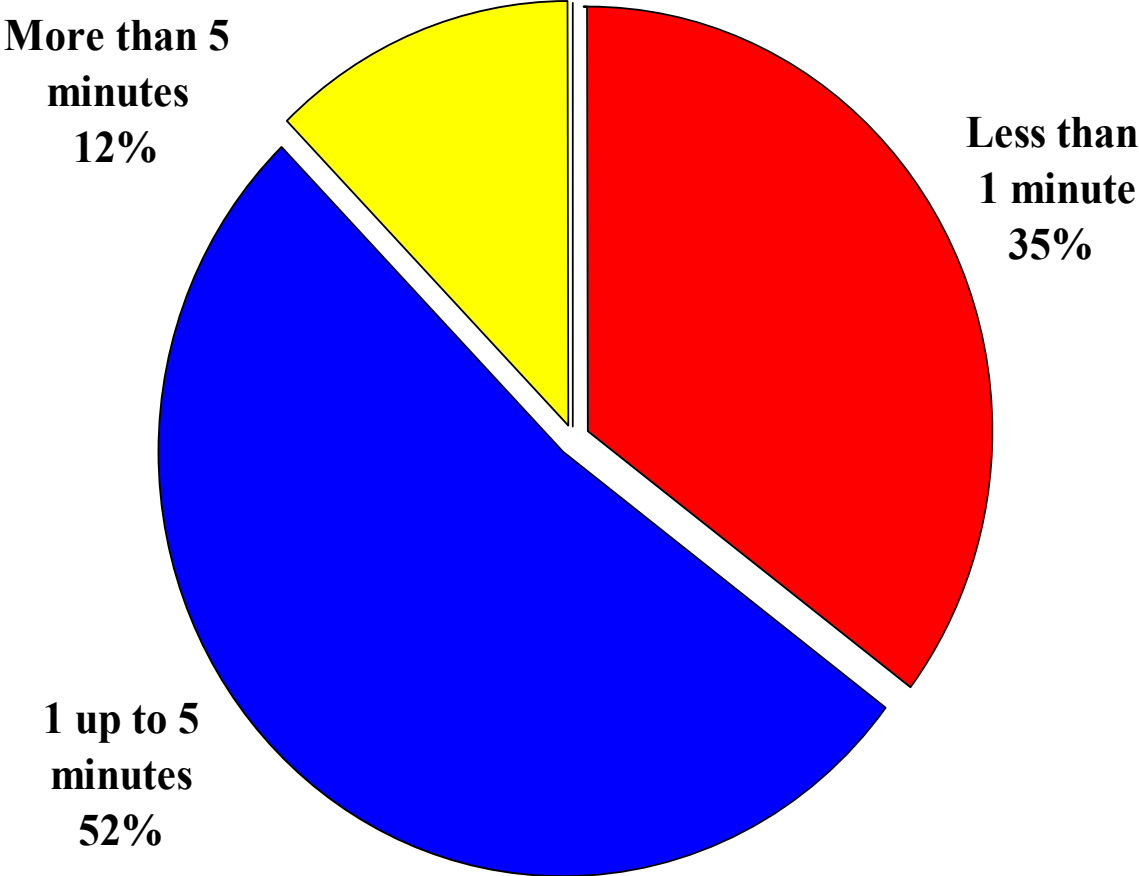
## How Consumers Evaluate Their Experiences on Dealer Web Sites

### Length of Time Shoppers are Willing to Navigate a Dealer Web Site to Find Side-by-Side Vehicle Comparisons



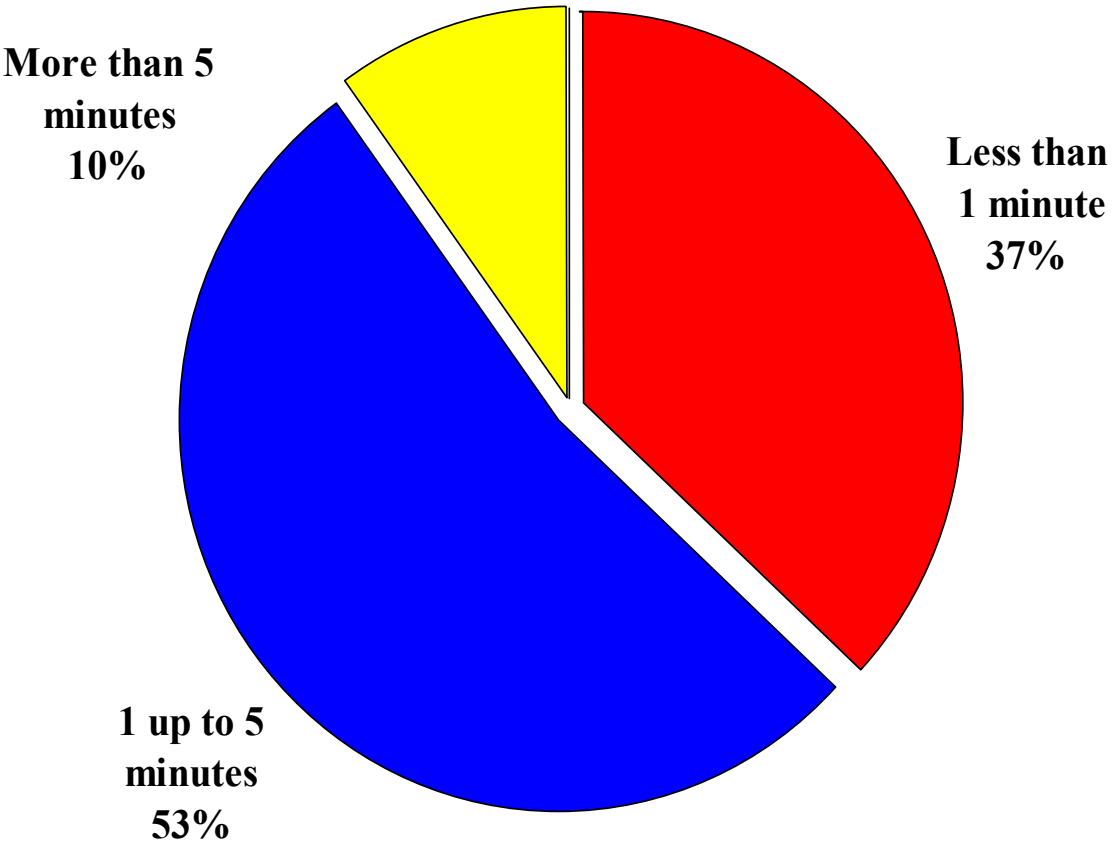
# How Consumers Evaluate Their Experiences on Dealer Web Sites

## Length of Time Shoppers are Willing to Navigate a Dealer Web Site to Find Warranty Information



# How Consumers Evaluate Their Experiences on Dealer Web Sites

## Length of Time Shoppers are Willing to Navigate a Dealer Web Site to Find Parts and Service Information



# Acknowledgements

Since 1999, Friedman-Swift Associates and The Cobalt Group have conducted surveys to learn what consumers want from automobile dealership web sites. This report is the third in the series of annual studies designed to help dealers learn how to better meet the needs of people shopping for a vehicle online.

This year, the National Automobile Dealers Association extended our research and allowed us to interview shoppers who visited the NADA consumer site, [www.driversseat.com](http://www.driversseat.com).

We offer our sincere thanks to The Cobalt Group and the National Automobile Dealers Association for helping us provide this research to dealerships across the country.

*What Shoppers Want  
From Dealer Web Sites*

Specific questions can be addressed to  
[info@friedmanswift.com](mailto:info@friedmanswift.com)

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