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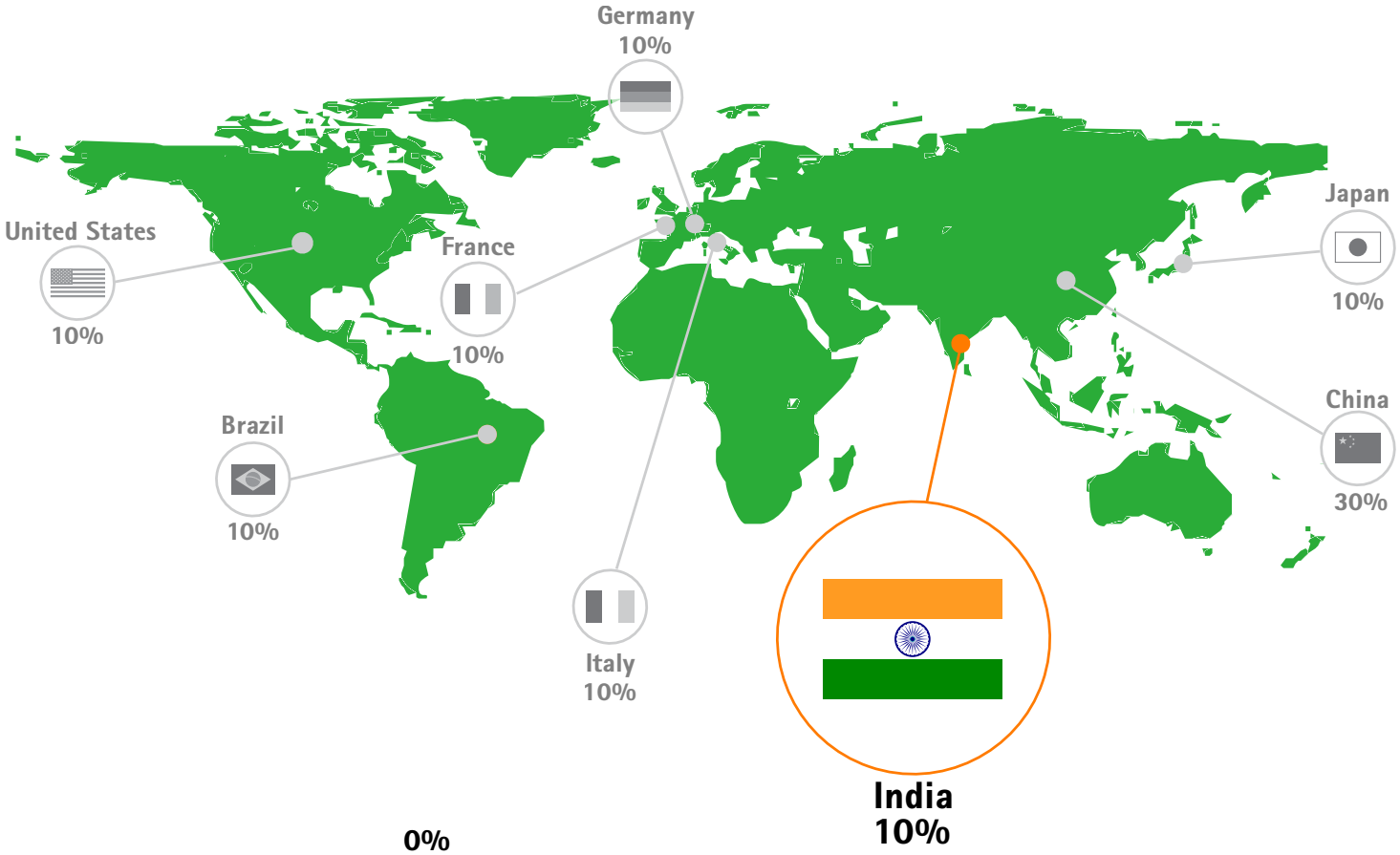
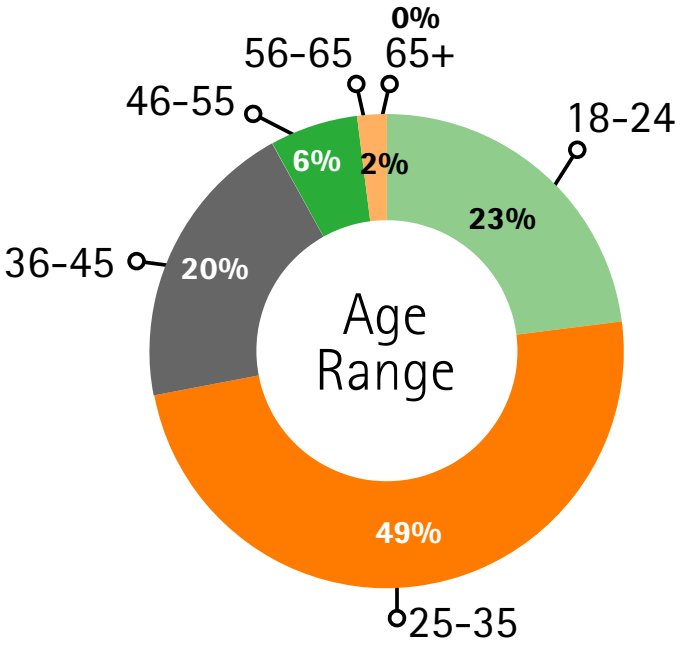
Automotive Survey: What Digital Drivers Want

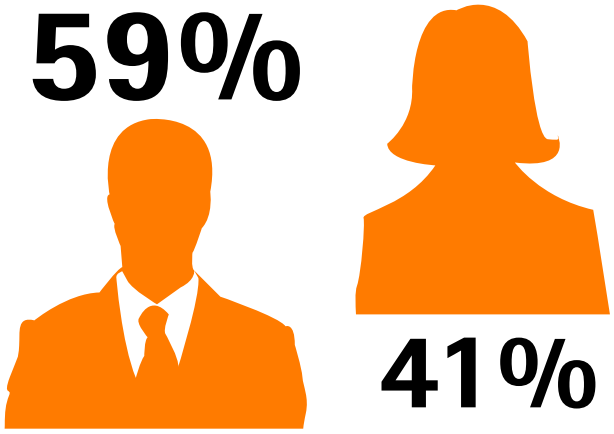
India Results

High performance. Delivered.

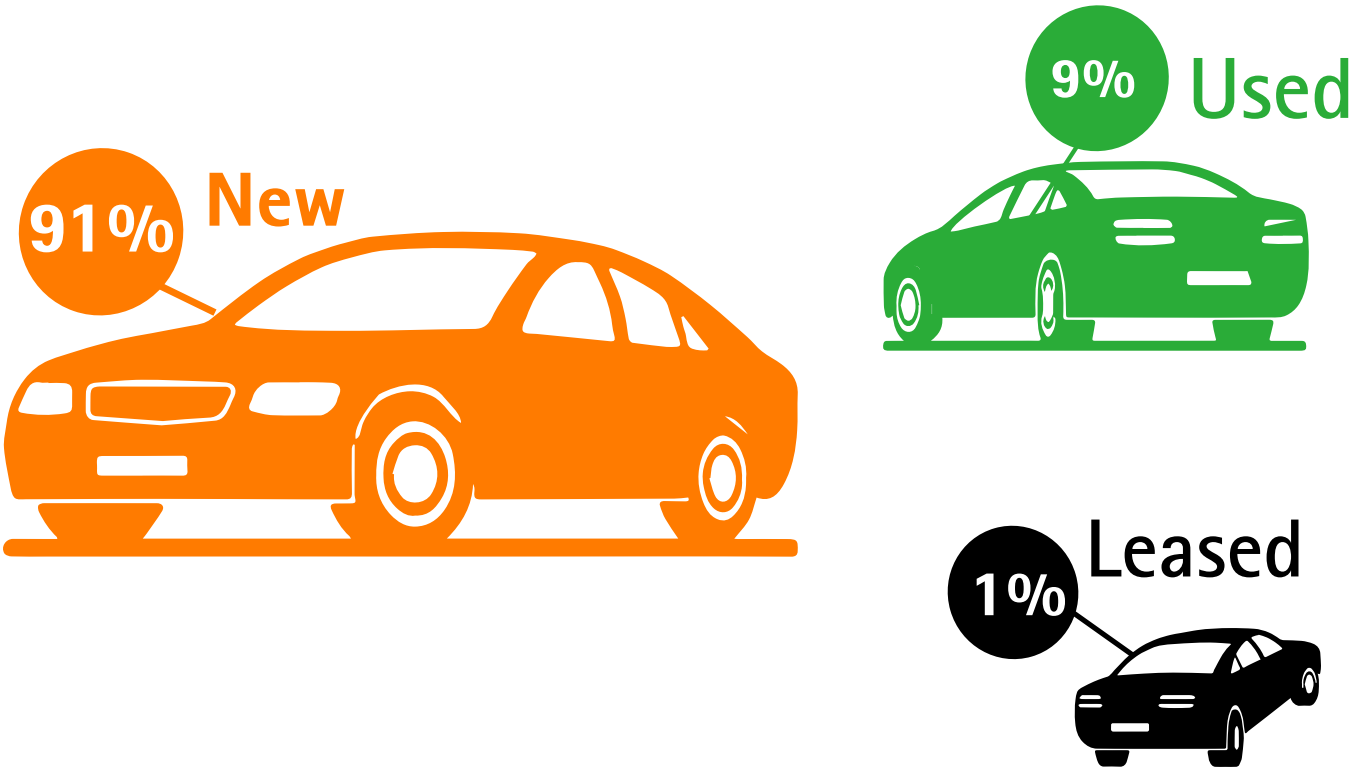
Accenture conducted a global survey of 10,000 consumers, in December 2014, across eight countries, including India, to determine their digital experiences and expectations before, during and after buying a car.







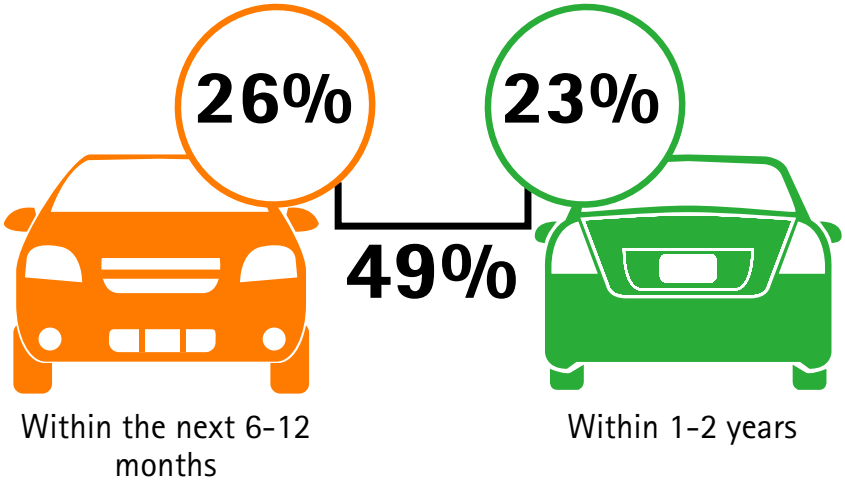
Have you leased, or purchased a new or old car?

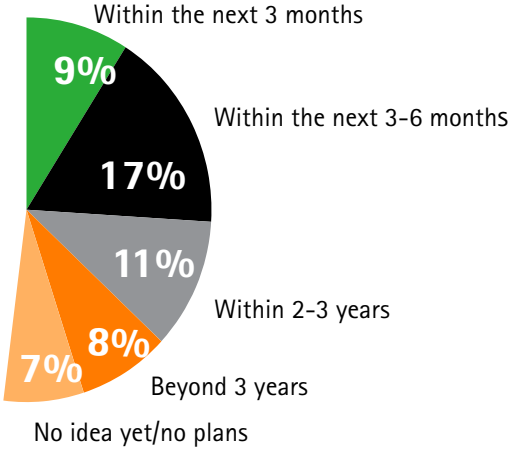


On average how many kilometers/miles do you travel in your car per year?

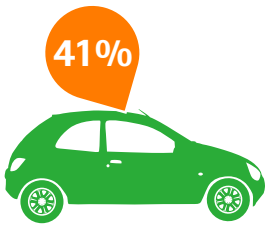
- 1% Over 70,000 miles / (112,000 km)
- 1% 50,001-70,000 miles / (80,001-112,000 km)
- 3% 40,001-50,000 miles / (64,001-80,000 km)
- 6% 30,001-40,000 miles / (48,001-64,000 km)
- 6% 20,001-30,000 miles / (32,001-48,000 km)
- 8% 15,001-20,000 miles / (24,001-32,000 km)
- 8% 12,001-15,000 miles / (19,201-24,000 km)
- 7% 10,001-12,000 miles / (16,001-19,200 km)
- 9% 9,001-10,000 miles / (14,001-16,000 km)
- 11% 7,001-9,000 miles / (11,201-14,400 km)
- 14% 5,001-7,000 miles / (8,001-11,200 km)
- 17% 3,001-5,000 miles / (4,801-8,000 km)
- 11% Up to 3,000 miles / 4,800 km

When do you expect to replace the car that you drive most often?

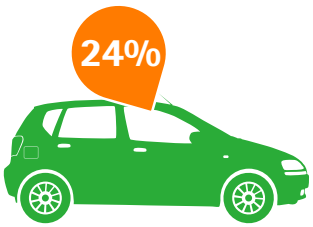




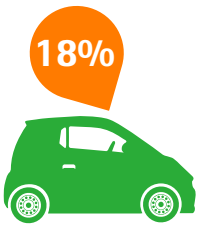
Which model/size of car do you drive most often?



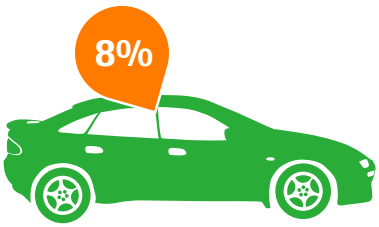
Compact Car



Middle/ Intermediate Car

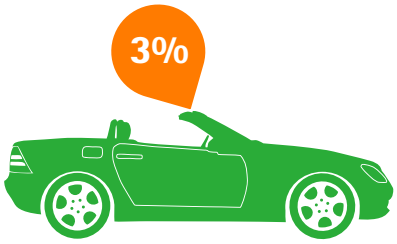


Mini/Small Car

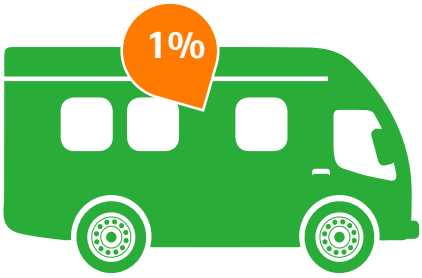


Large Intermediate/ Upper Class Car

Sport Utility Vehicle (SUV)

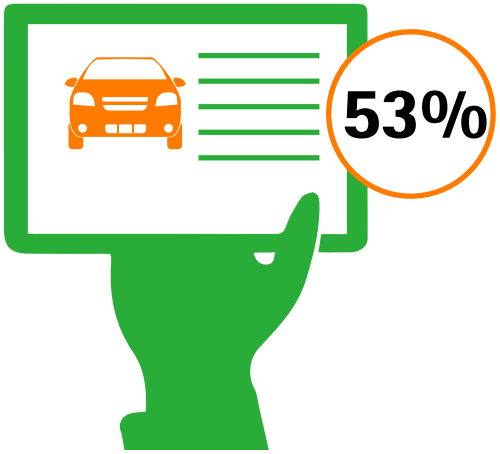


Luxury Car

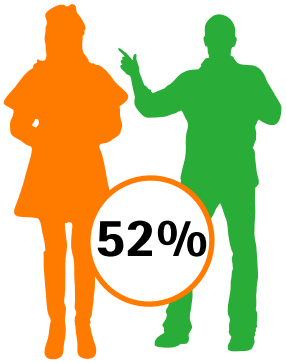


Van

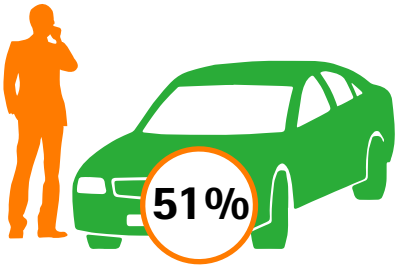
What factors are extremely influential on your decision when buying a car?



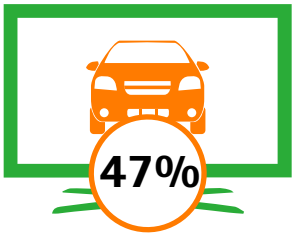
Automotive sites/reading online publications of car magazines



Seeking advice/recommendations from family/friends or colleagues

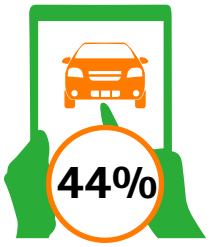


Car (wanting or needing to buy a new vehicle)

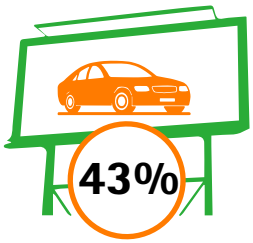


TV reviews

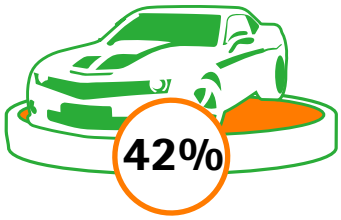
Offline information



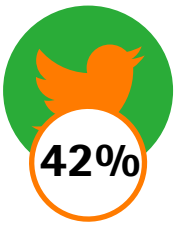
Manufacturers' websites



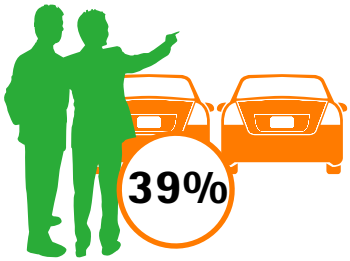
Manufacturer advertisements



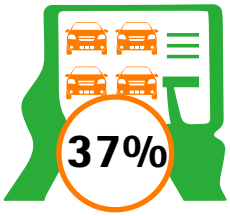
Motor shows



Social media such as Facebook and Twitter/customer feedback

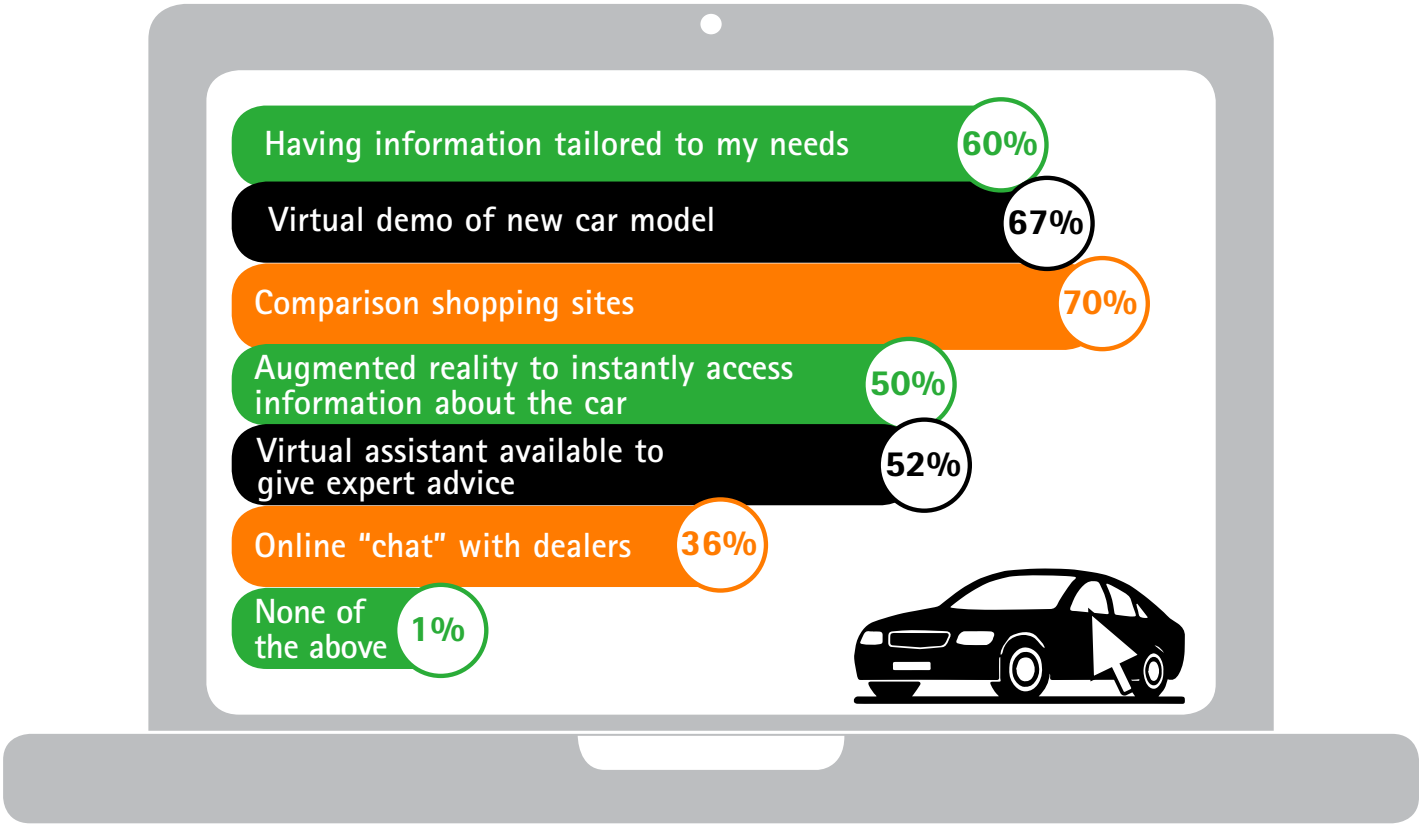


Salesman/visiting the dealership in person

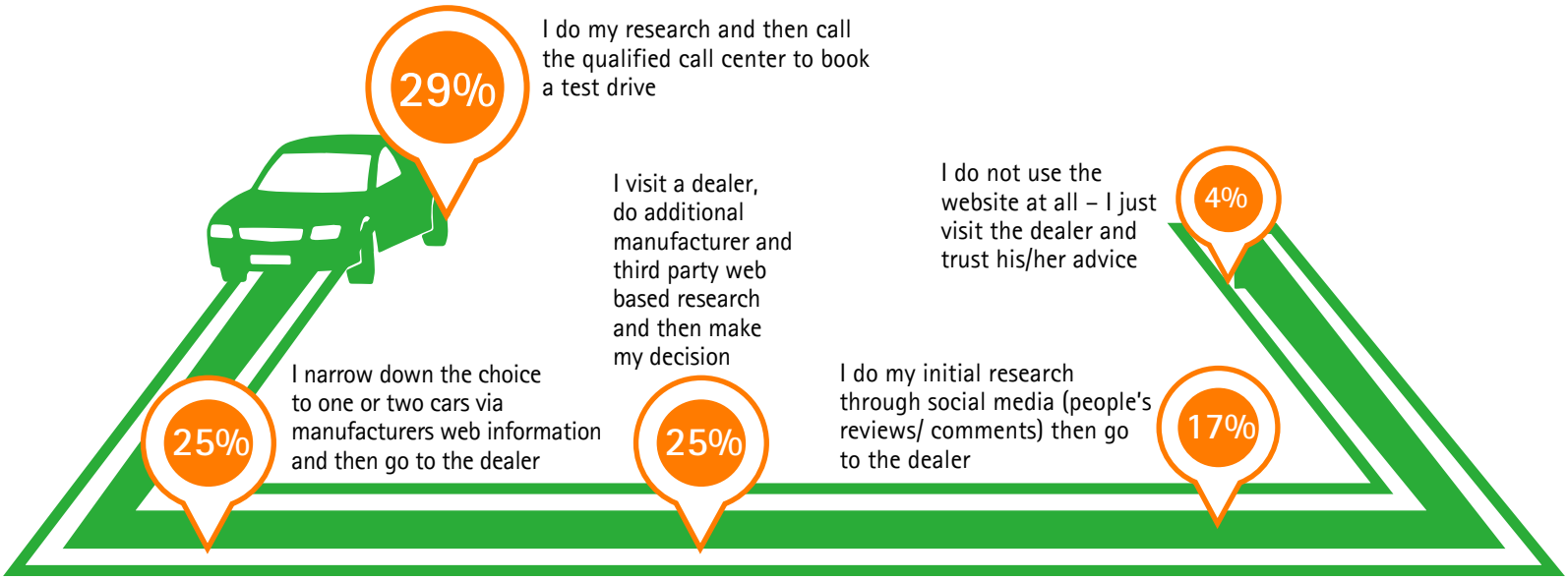


Dealer websites

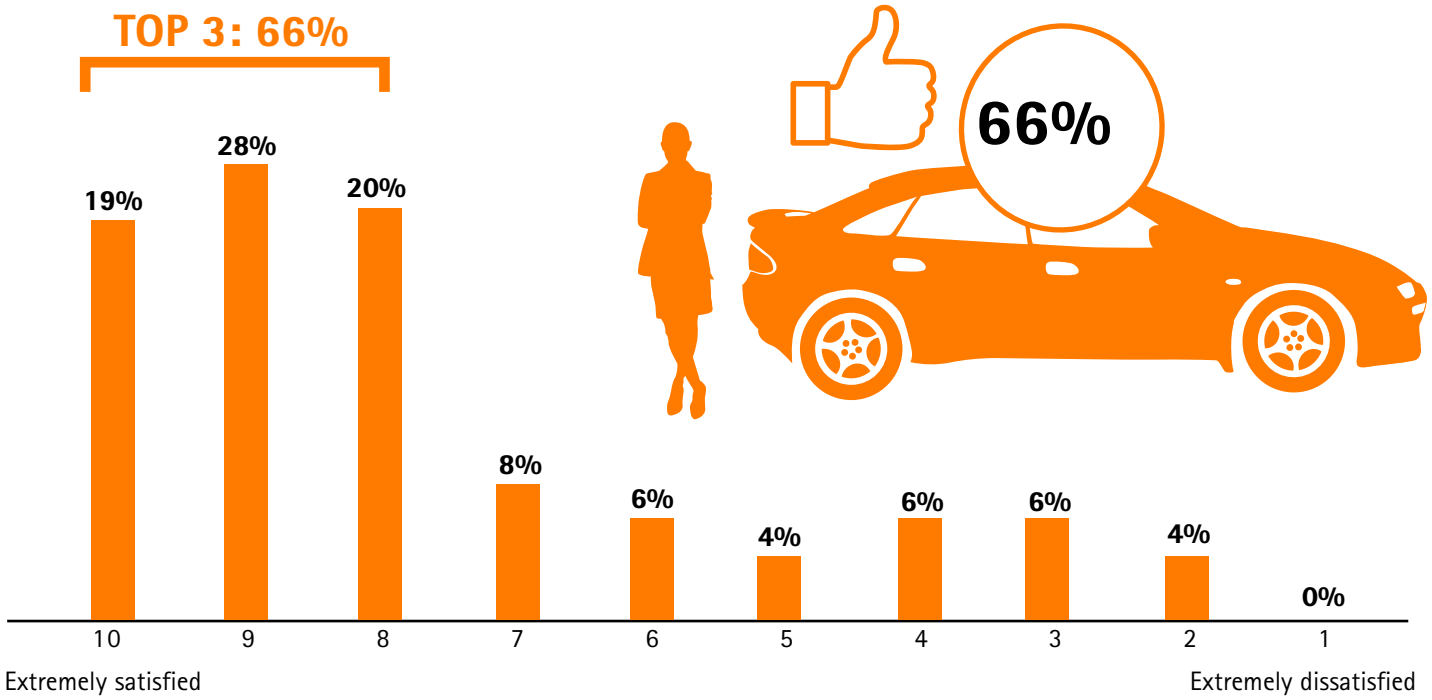
Which of the following would help make the process of researching for a new car via online channels easier?



When searching for a new car to purchase which of the following most closely describes the process you use?



Using a scale of 10 (extremely satisfied) to 1 (extremely dissatisfied), how would you rate your overall purchasing experience with the car that you most recently purchased?



Which kind of customized services would influence your choice of buying/leasing a new car?

69%

Free oil changes/ maintenance options

63%

Access to manufacturer's partner membership services without paying the annual fee

56%

A test drive tailored to the car chosen on the manufacturer's website

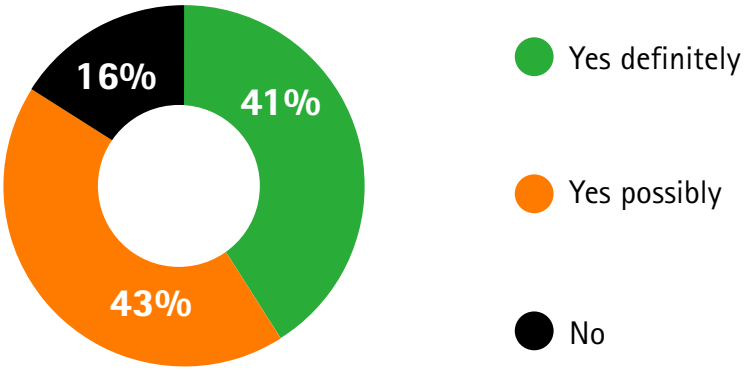
45%

Car membership club with special benefits. The level of membership will depend upon the value of the car bought

33%

Free music/ entertainment downloads with car purchase

Given the opportunity, would you go through the entire purchase of a car directly online, including financing, price negotiation, the back office paperwork, and delivery to your house?



Which special offers or valued customer services would you like to receive after you have completed the purchase of your new car?

72%

Discounts on car insurance

64%

Mobile phone reminders for annual service checks

64%

Personal pick up service from my house to dealership for servicing

56%

Manufacturer and third partner specials offers throughout the year

54%

Remote check of my car and a software update

52%

Discounts on fuel

35%

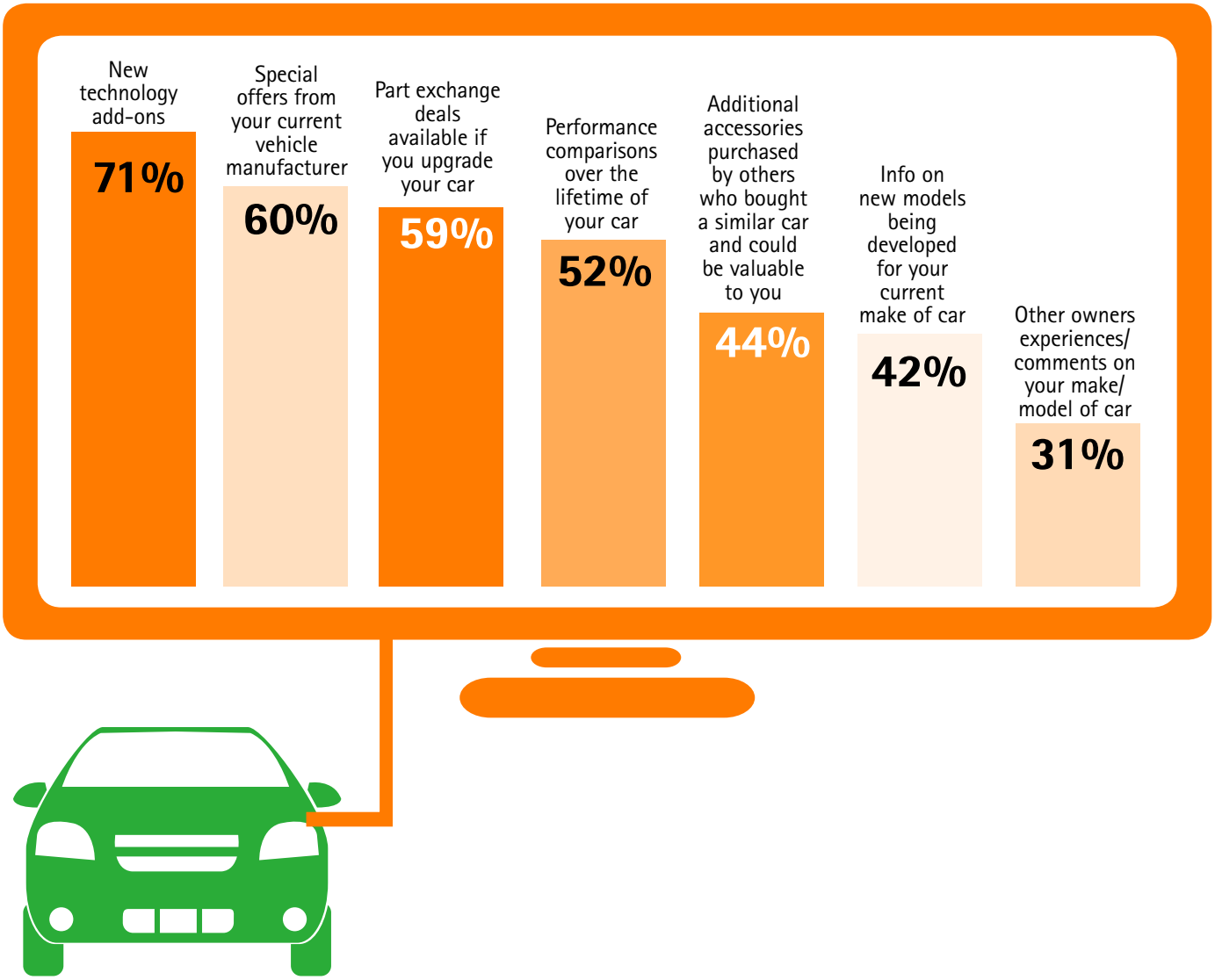
Discount travel offers

29%

Guide of local points of interest while driving

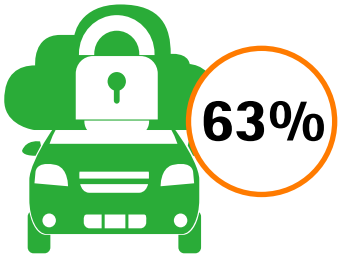
Which of the following additional information would you like to hear about directly from your dealer or manufacturer?

76%
Special maintenance service offers

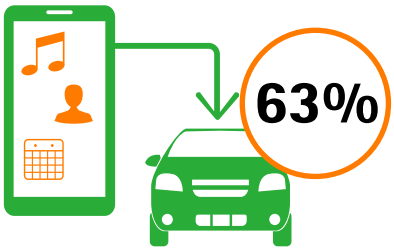


How appealing or unappealing are the following digital customer experiences at your local dealership/showroom?

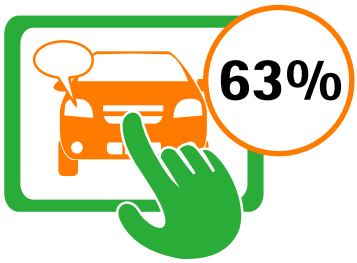
Wi-Fi hotspot in car



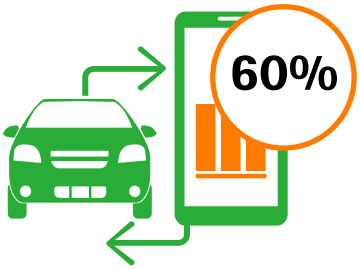
Info on digital security options



Transfer from mobile to car features–all music, contacts, calendars, etc



Interactive touch display at dealership to get car information

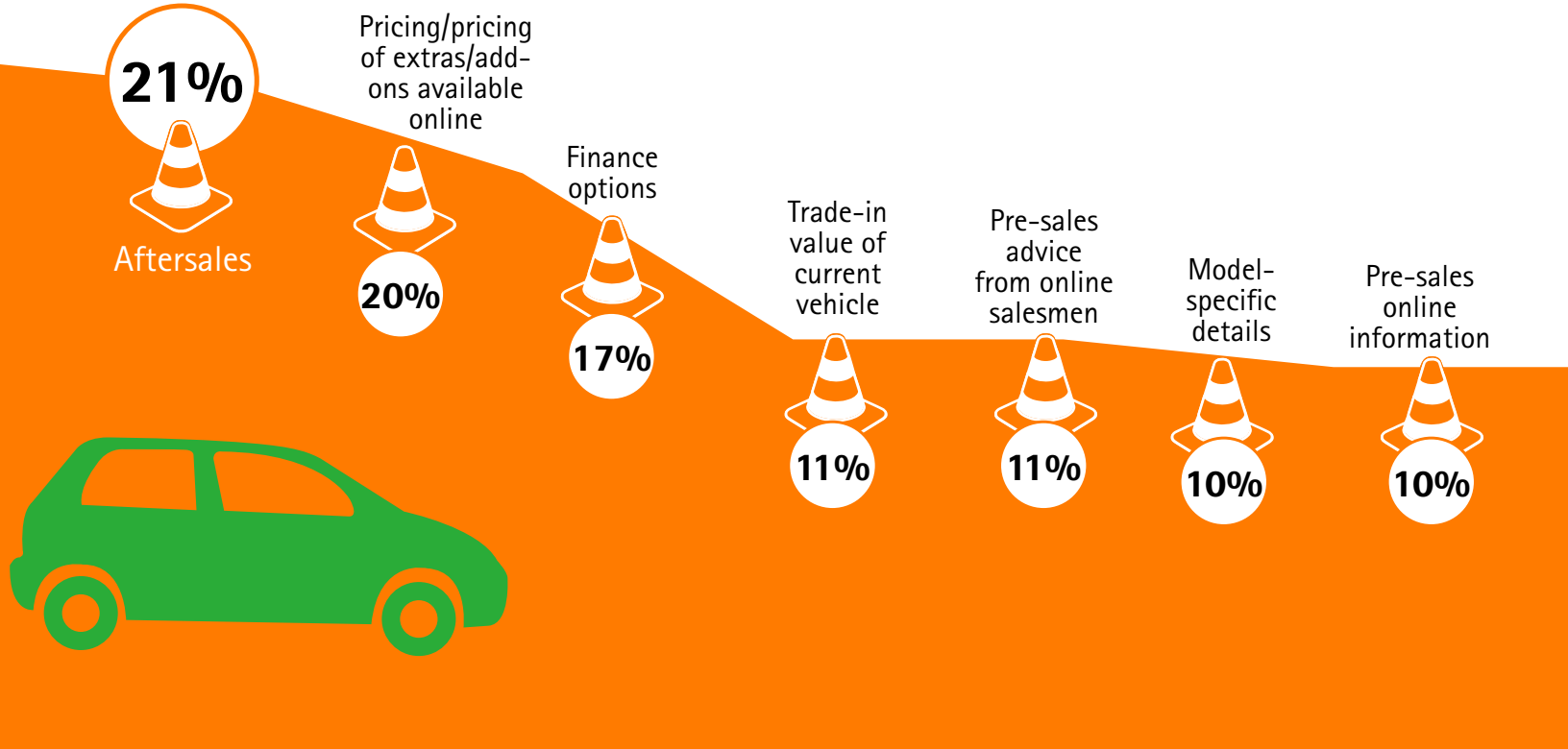


Ability to transfer data to and from your mobile device

Virtual test drive

Summary of appealing digital experiences

From car buyer to car owner and user, which stage in your journey provides the weakest digital experience?



How would you see your digital/online experience of buying a car change in next three to five years?

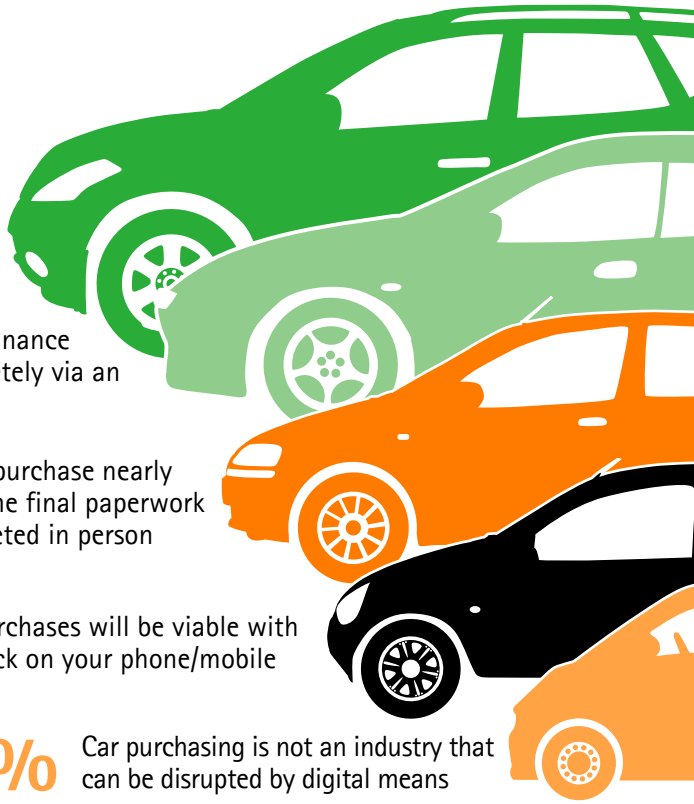
35% The digital experience will help the process but the requirement for personal interaction will remain for advice, personal service, and being able to view the car

24% Customers will be able to buy, finance and have a car delivered completely via an online interaction

22% Customers will be able to purchase nearly the entire car online but the final paperwork will still need to be completed in person

13% Car purchases will be viable with the click on your phone/mobile

6% Car purchasing is not an industry that can be disrupted by digital means



If you purchased a car directly online, which of the following parts of the overall traditional buying process would you miss?

66% The test drive

55% Reviewing the models in person

50% The feeling of excitement in the showroom

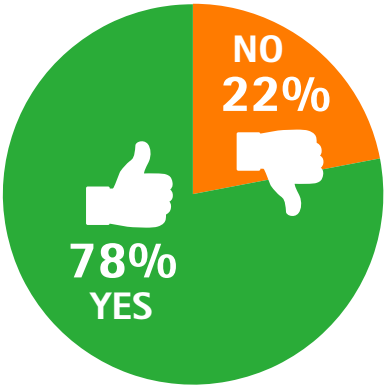
44% Negotiating with the salesperson on price

39% Understanding the full options list

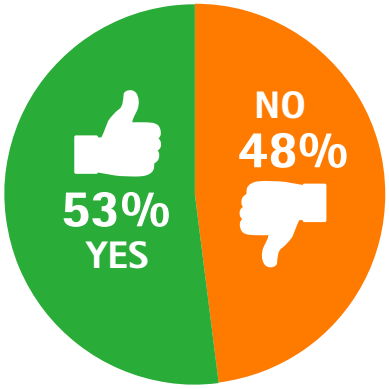
33% Contact/ Additional insight from the dealer

31% Negotiating with the sales person on trade in

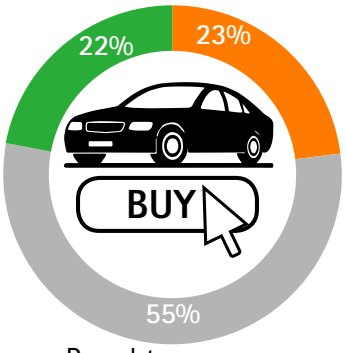
Would you be interested in online auctions to buy a new car?



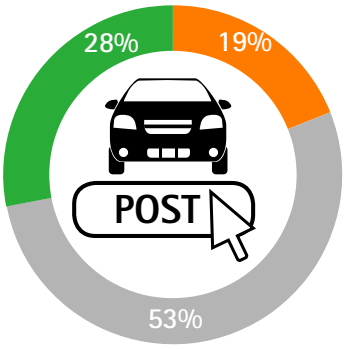
Would you be interested in online auctions to buy a used car?



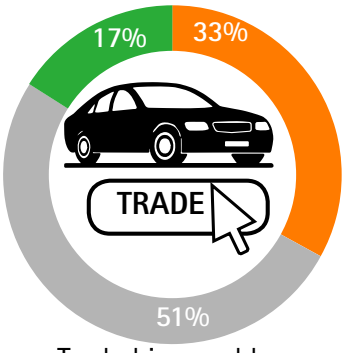
Which of the following have you already done online and which would you consider?



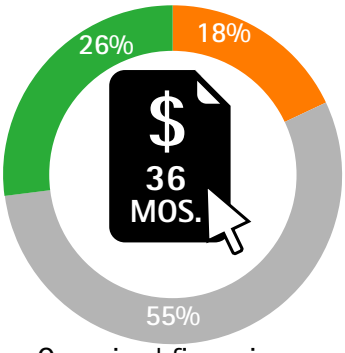
Bought a new car



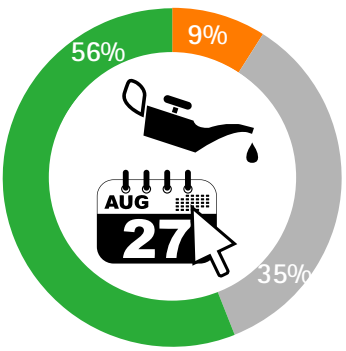
Sold an old car



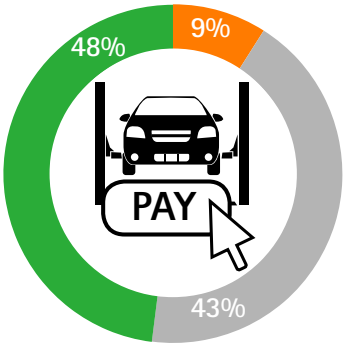
Traded in an old car



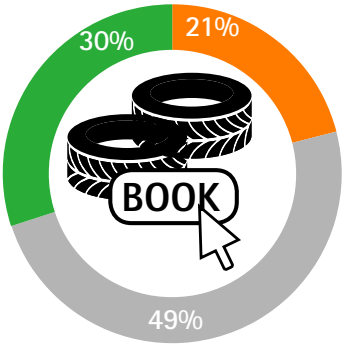
Organized financing for a car



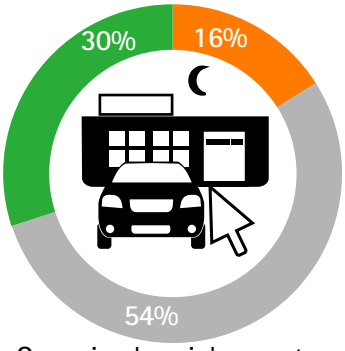
Booked a service for your car



Paid for your car service



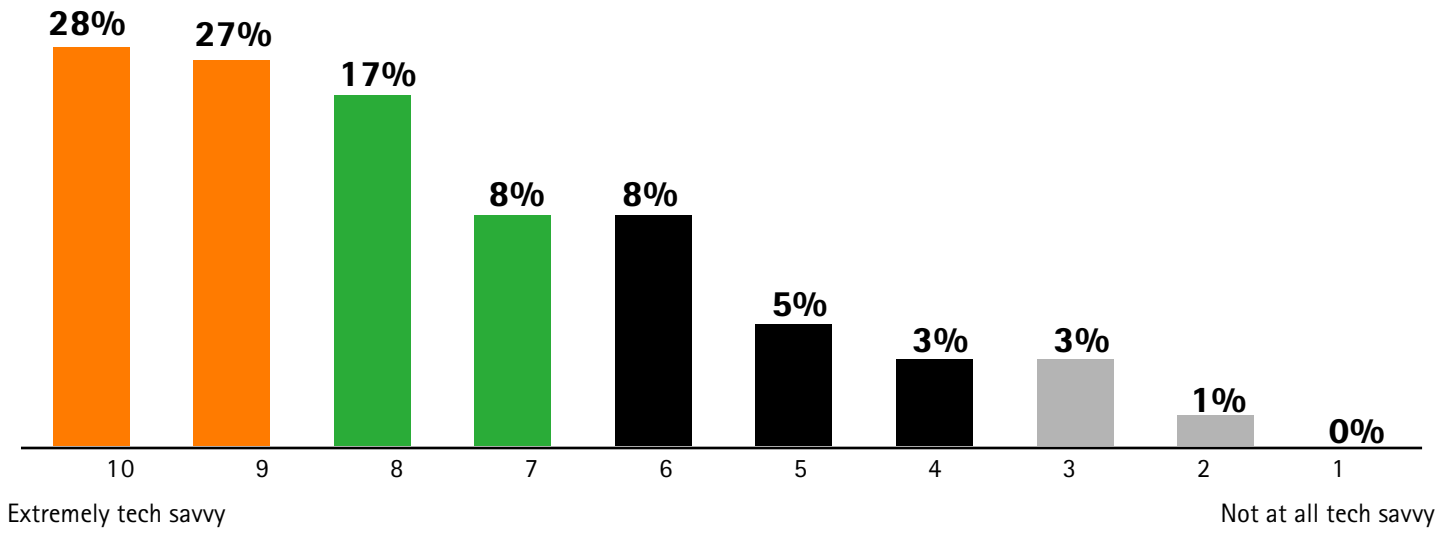
Bought tires and organized fitting



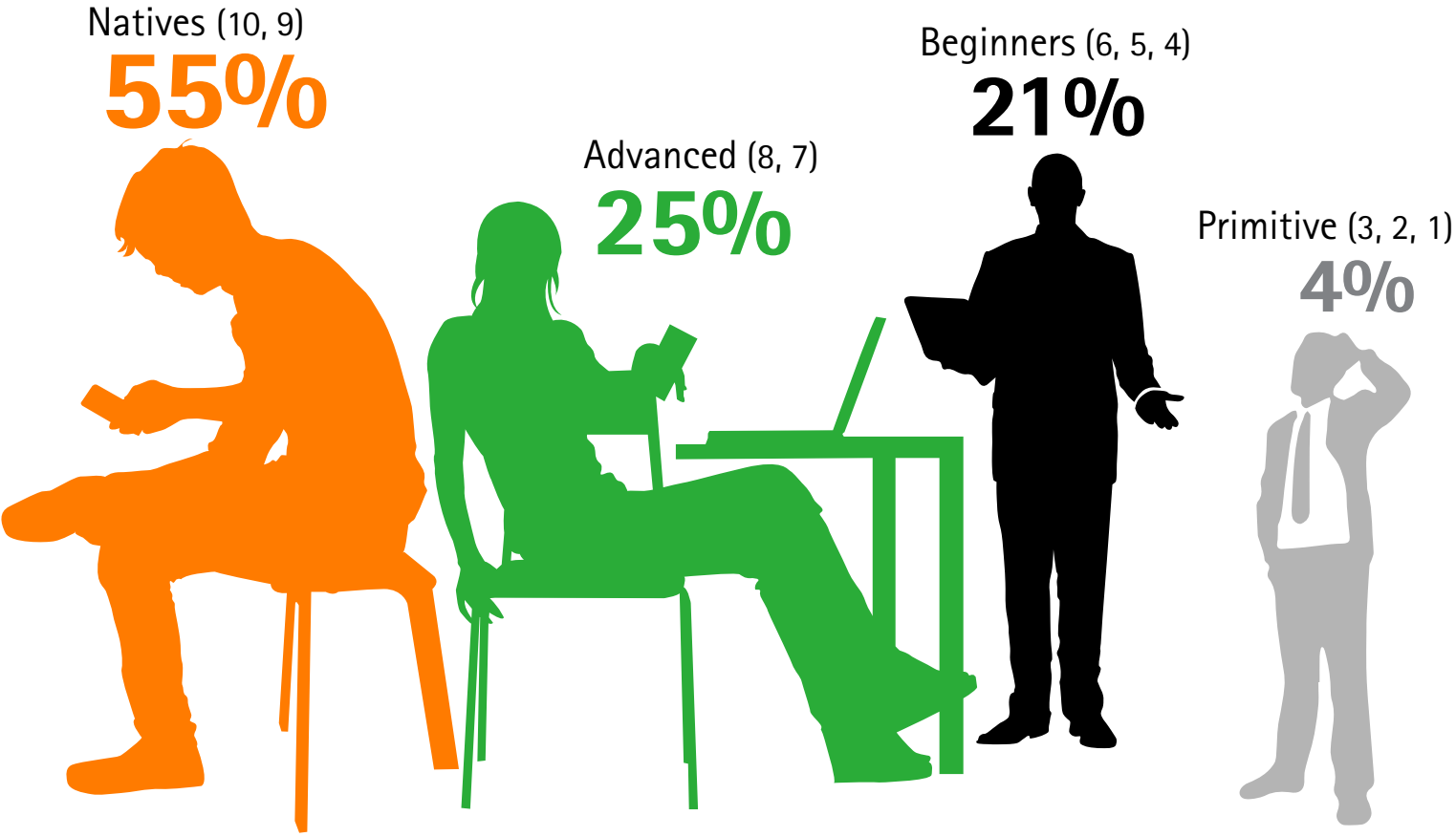
Organized a pickup out of hours after a service

Done · Would consider · Neither have done nor would consider

Using a scale of 10 (extremely tech-savvy) to 1 (not at all tech-savvy), how would you define yourself in respect of technology usage?



Summary



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