



In today's dynamic automotive landscape, where consumer expectations evolve with every click and swipe, the role of content has never been more pivotal. Whether it's the allure of concise and engaging videos, the prestigious accolades that fuel their drive to buy, or the multifaceted world of informative articles and reviews, content stands as the driving force behind informed decisions.

Discover the results from the latest Cox Automotive GfK Content Influence Study, which was conducted in May 2023 among 2,140 new vehicle consumers who are planning to purchase within the next 2 years.



## Automotive content takes the fast lane with new car shoppers

### Increased Uncertainty

76%

of potential new car buyers are uncertain about their vehicle choice in 2023, up from 71% in 2022.

### Content Usage

89%

rely heavily on content to research vehicles / make informed choices.

### More Choices

A surge in inventory levels, especially among domestic brands, has led to greater uncertainty.

### Open to Influence

Consumers are open to being influenced in their car-buying decisions.



## Content Moments You want to Own

### Content influence on vehicle choice

Among new shoppers/buyers (% high influence)

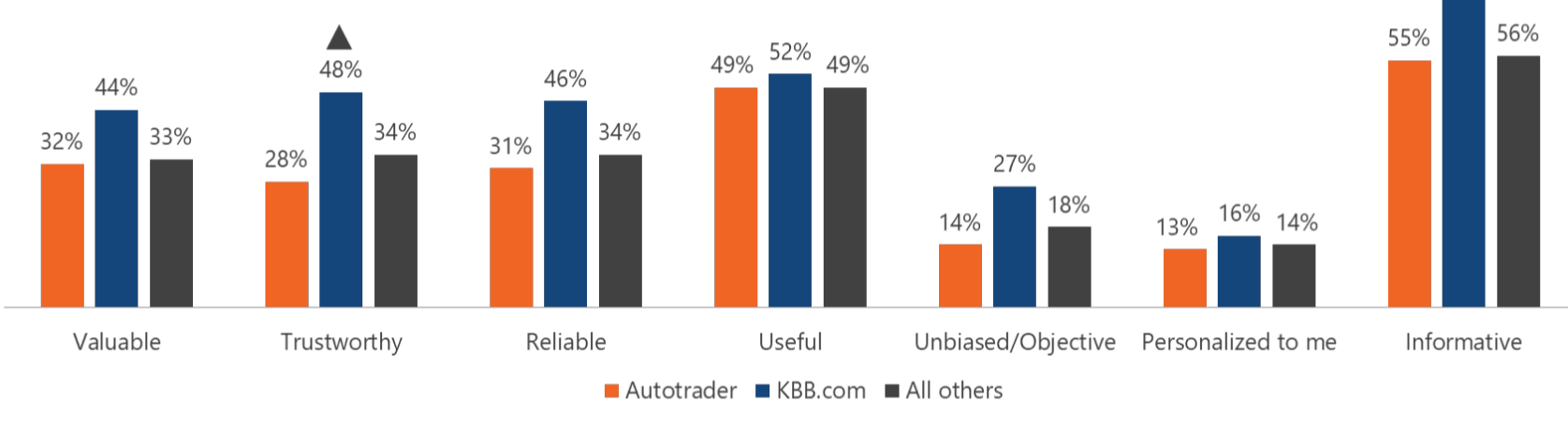
1. Consumer Ratings & Reviews
2. Online Video Reviews
3. Official Expert Car Ratings & Awards
4. Side-by-Side comparisons of models
5. Top lists of best vehicle models
6. Online test drive videos from an expert
7. Articles about vehicles, new tech / features

61%

cite content impacts vehicle choice

## KBB outperforms the competition

### Attributes of sources of information among new in-market shoppers/buyers



▲ Indicate higher significance in 2023 compared to 2022.

All others include: CarGurus, Car.com, Edmunds, TrueCar, CarFax, Carvana, CarMax, CarandDriver.com and Motortrend.com

## Lights, camera, engagement: Video shapes vehicle choices

### Shoppers love engaging, visual content

Preferred method for learning about vehicles

58%

Watching videos

vs

42%

Reading

### Shorter videos preferred to streamline shopping experience

Average ideal length:

4 minutes 44 seconds

(vs. 5 minutes 22 seconds in 2022) ▼

### Online automotive videos spark action

2 out of 3 consumers took action after seeing an online video.

1. Looked up more information about a vehicle
2. Considered a vehicle I previously wasn't considering
3. Visited a dealership

## Cue the confetti

### New Car Shoppers love a winning vehicle

8 in 10

consumers consider awards and accolades crucial for their vehicle choice.

### Awards outshine incentives when making a final vehicle decision

46%

prefer vehicle awards from a trusted source

29%

prefer vehicle special pricing

### Shoppers trust Kelley Blue Book and Autotrader for top-ranked ratings & reviews

(Top 5 ratings/reviews are influential to vehicle opinion by publisher)

1. KBB 72%
2. Consumer Reports 71%
3. JD Power 58%
4. Motor Trend 47%
5. Autotrader and Car & Driver (tied) 46%

71%

of consumers take proactive steps after learning about industry awards.

1. Looked up more information about the vehicle
2. Learned about a vehicle I did not know existed
3. Considered a vehicle I was previously not considering

The power of content in the automotive industry is undeniable. As the influence of content continues to climb, it's evident that brevity in videos, the prestige of awards, and the informative value of articles are pivotal in shaping consumer decisions. In this content-driven era, it's not just about owning the moment; it's about owning the content that makes the moment unforgettable.

Ready to elevate your automotive marketing with compelling content? Explore how our partnership can help you harness the full potential of content to drive success.

Learn more at [kbb-autotrader-oem.com](https://kbb-autotrader-oem.com)