

The Future of Car Buying

Understanding Evolving
Consumer Needs

Over 80% of consumers believe that macro trends will reshape car buying in the next decade.

Cox Automotive surveyed over 2,500 vehicle decision-makers, aged 18–65, to understand how shifting needs, affordability and tech innovations will transform their car buying experience.

What are Macro trends?

Macro trends are significant, long-term changes that affect many areas of our lives. These trends shape how we live, work, and shop, including how we buy cars.

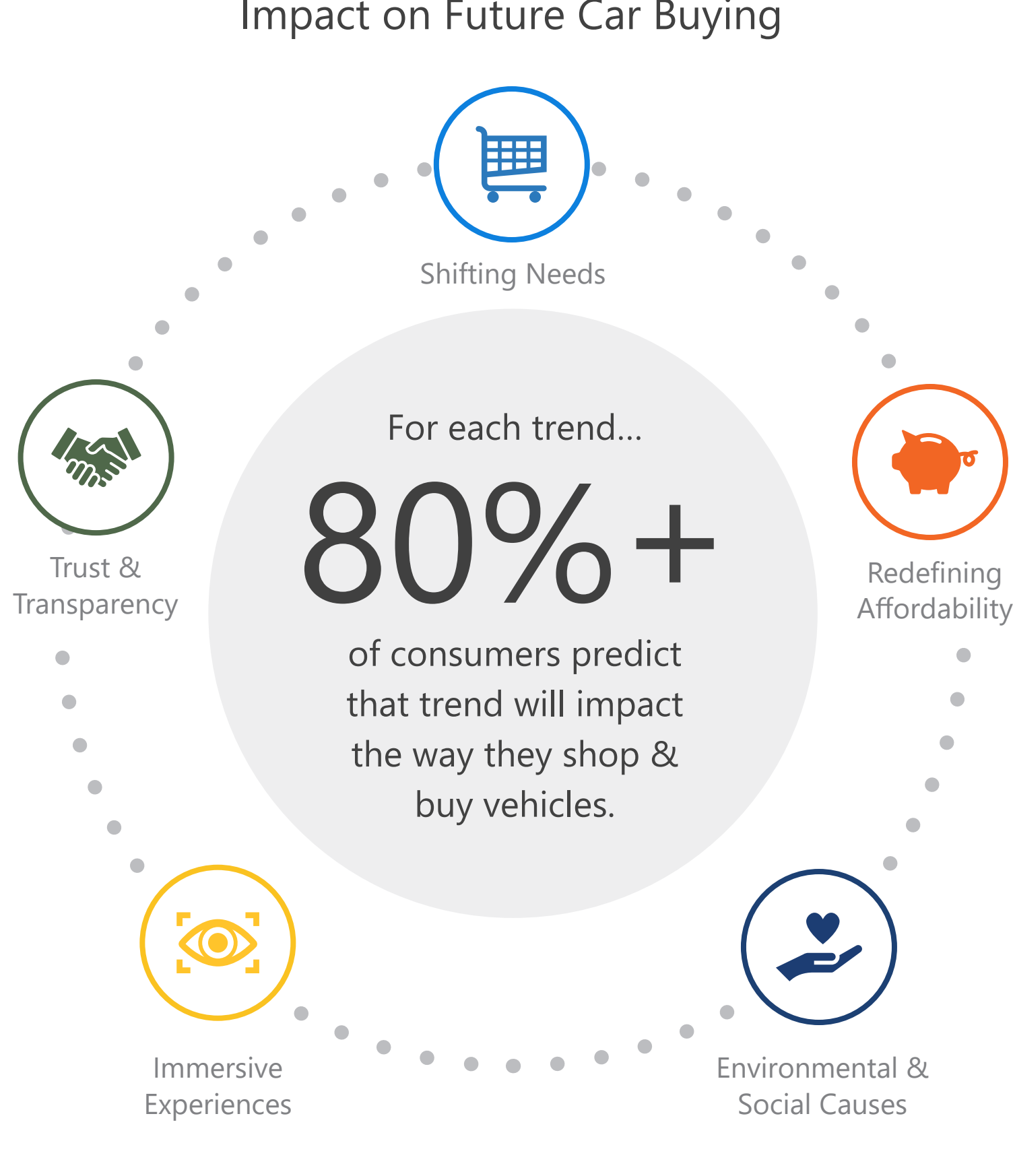
Key Macro trends Shaping the Future of Car Buying

We selected these trends because they are changing all aspects of our lives, and car buying is no exception.

- 1 Shifting Needs**
61% of consumers, especially younger buyers, are comfortable buying entirely online, prioritizing flexibility and convenience. 
- 2 Redefining Affordability**
62% are willing to indulge on their next vehicle if it improves their quality of life. 
- 3 Environmental & Social Causes**
65% pay attention to the environmental impact of their purchases. 
- 4 Immersive Experiences**
55% are comfortable using chatbots for routine questions within the vehicle shopping experience. 
- 5 Trust & Transparency**
77% will only share data with companies that are transparent with their privacy policies. 



Impact on Future Car Buying



Preparing for Tomorrow's Car Market

By focusing on the following key strategies, you can ensure your marketing efforts are aligned with the evolving needs and expectations of tomorrow's consumers:

- 1 Cater to Fragmented Priorities**
Create a seamless, omnichannel experience that guides shoppers through various purchasing paths, ensuring flexibility and convenience. 
- 2 Redefine Personalization**
Use Cox Automotive's advanced data analytics to create highly personalized marketing campaigns tailored to individual preferences. 
- 3 Leverage Customer Data Responsibly**
Provide clear privacy policies that explain how customer data is collected, used, and protected. Obtain explicit consent before collecting and using their data. 
- 4 Embrace AI and Automation**
Use AI to analyze data, predict trends, and personalize interactions, making your marketing efforts efficient and impactful. 
- 5 Build Personal Connections**
Highlight your brand's commitment to social and environmental causes in your campaigns. Share compelling stories and initiatives that align with your customers' values to foster deeper connections and loyalty. 

 Partner with Cox Automotive today to meet the needs of car buyers tomorrow. [Check out the full study here.](#)

