

Executive Summary

The **UPS Pulse of the Online Shopper™ Study** evaluates consumer shopping habits from pre-purchase to post-delivery. The 2017 study is based on a comScore survey of more than 5,000 U.S. online shoppers. This analysis further examines online shoppers who specifically purchased automotive parts/accessories and their shopping preferences and behaviors.

Twelve percent of online shoppers purchased automotive parts/accessories in the past three months covered by the research. A higher proportion of males, rural shoppers and Non-millennials (those over 35 years of age) purchased automotive parts/accessories compared to their demographic counterparts. Among these automotive parts/accessory purchasers, on average, they installed two-thirds of the purchases themselves. The clear majority (91%) compare prices before making automotive parts/accessory purchasers and two in five shoppers use coupons.

Inventory Transparency and Use of In-Store Pick Up

Within the automotive parts category, inventory transparency is critical due to the sometimes-urgent need for parts/accessories. Over half (56%) of online automotive parts/accessory purchasers will go to a competitor's website or app for the same/similar product when a product is out of stock or backordered. Further, when searching for and selecting products online, online automotive part/accessory purchasers are more likely than non-purchasers to rate the following features as extremely important:

24% Ability to view items available for pickup today from a local store

23% Ability to buy online and pick up in store

22% Ability to reserve online and purchase in store

Combining inventory transparency with the ability to purchase online and pick up in store can be a winning combination for this category. Almost six in ten (58%) online automotive parts/accessory purchasers have used ship-to-store in the past year, and 31% plan to use it more often in the next year.

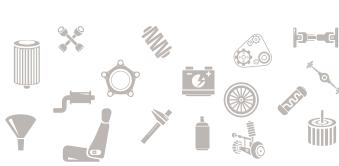


56% of online automotive parts/ accessory purchasers will go to a competitor's website or app for the same/similar product when a product is out of stock or backordered.

Marketplaces are Poised for Growth

97%
Purchased from a
Marketplace





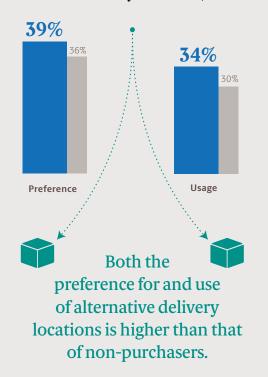
Online automotive parts/accessory purchasers start almost four in ten (38%) of their shopping searches on a marketplace. A higher percentage of online automotive parts/accessory purchasers than non-purchasers purchased from Wal-mart marketplace and eBay. Almost four in ten online automotive parts/accessory purchasers anticipate researching and purchasing more on marketplaces in the next year (38% & 39% respectively). Online automotive parts/accessory purchasers also cite free and discounted shipping, total order cost, delivery speed and broader selection within any given category as reasons for purchasing at a marketplace instead of a retailer.

Post-Purchase Experience

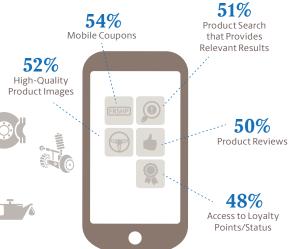
Preference for and usage of alternate delivery locations is more important for automotive parts/accessory purchasers than other online shoppers. On average, automotive parts/accessory purchasers prefer to have nearly four in ten of their orders delivered to an alternative delivery location. However, 34% take advantage of having their shipments routed to alternate locations.

- Auto Purchasers
- Non-Purchasers

Preference for and Usage of Alternative Delivery Locations (% of orders)







More than four in five smartphone users use retailer apps on their device

Smartphone Use Over-Indexes

Among smartphone users, a higher percentage of online automotive parts/accessory purchasers than non-purchasers research and purchase products on their mobile device. More than four in five (83%) smartphone users use retailer apps on their device and about half of these users rate mobile coupons, high-quality images, relevant product search, product reviews and access to loyalty points/status as important. Half cite a faster experience as a reason for using a retailer's app rather than the mobile website on a smartphone.

Similar to non-purchasers, online automotive parts/accessory purchasers are using their smartphones in-store to conduct a variety of activities. The top activities conducted are:

73% Look up product reviews

73% Compare prices at same retailer's online store

71% Read product details

70% Access coupon sites or apps for in-store redemption

70% Search for specific products and possible alternatives

69% Compare prices at same retailer's online store



Key Takeaways

Automotive parts/accessory retailers should keep the following key findings in mind when marketing to consumers:



1. Consider your marketplace strategy



2. Be smartphone compatible and consider a retailer app



3. Have tools on your website/app that allow for inventory transparency and guarantee delivery dates



4. Offer pickup in store / ship to store solutions online

To Learn More

Contact your UPS Account Representative or learn more about specific solutions by visiting **ups.com/automotive**.