

# Pulse of the Automotive Online Shopper Study

## 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 purchases and two in five shoppers use coupons.

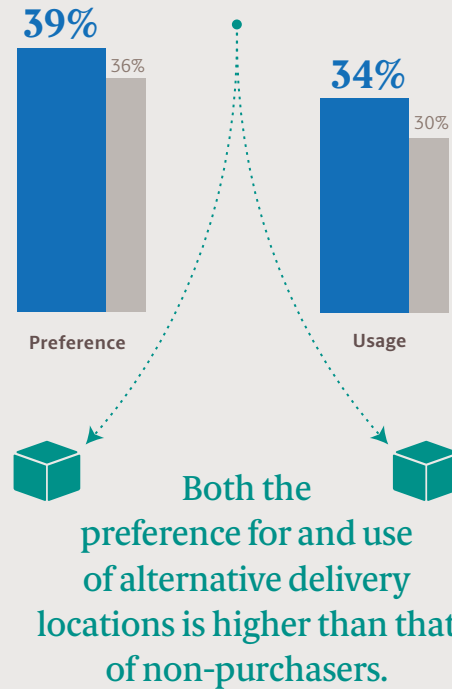


## Post-Purchase Experience

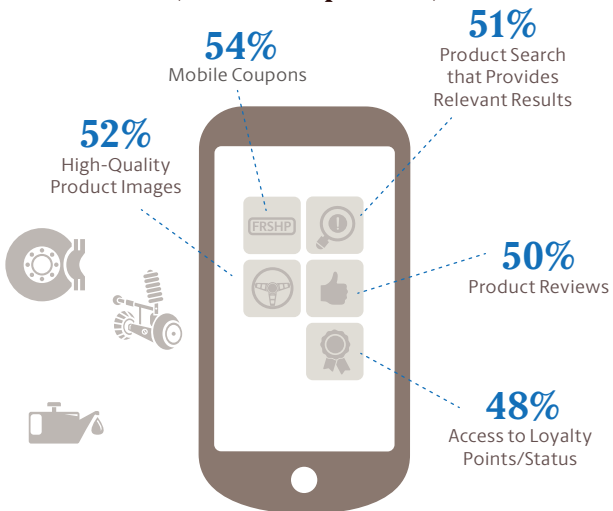
Preference for and usage of alternate delivery locations is more important for automotive parts/accessory purchasers than other online shoppers. On average, automotive parts/accessory purchasers prefer to have nearly four in ten of their orders delivered to an alternative delivery location. However,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



### Top 5 App Features (Based on Importance)



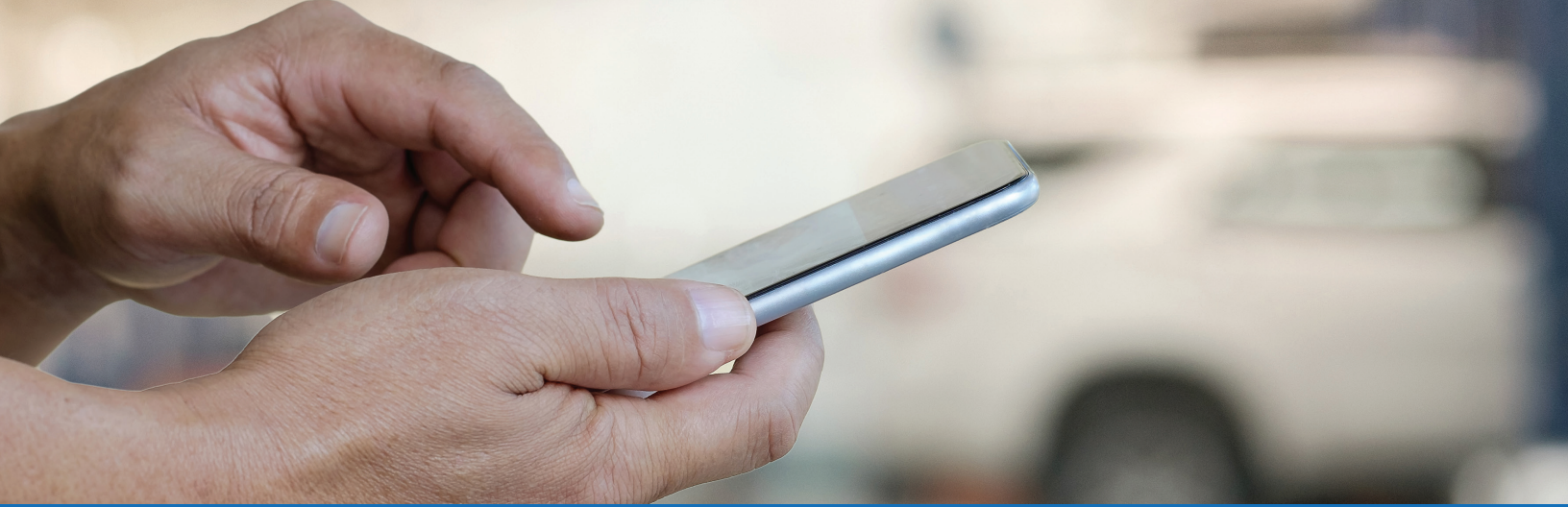
More than four in five smartphone users use retailer apps on their device

## 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

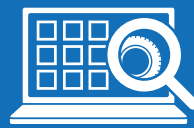
Automotive parts/accessory retailers should keep the following key findings in mind when marketing to consumers:



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](https://www.ups.com/automotive).

The data summarized is based on the results of the 2017 Pulse of the Online Shopper™ Study, available at: [www.ups.com/insideretail](https://www.ups.com/insideretail)

©2017 United Parcel Service of America, Inc, UPS, the UPS trademark and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved. 01972347 10/17