

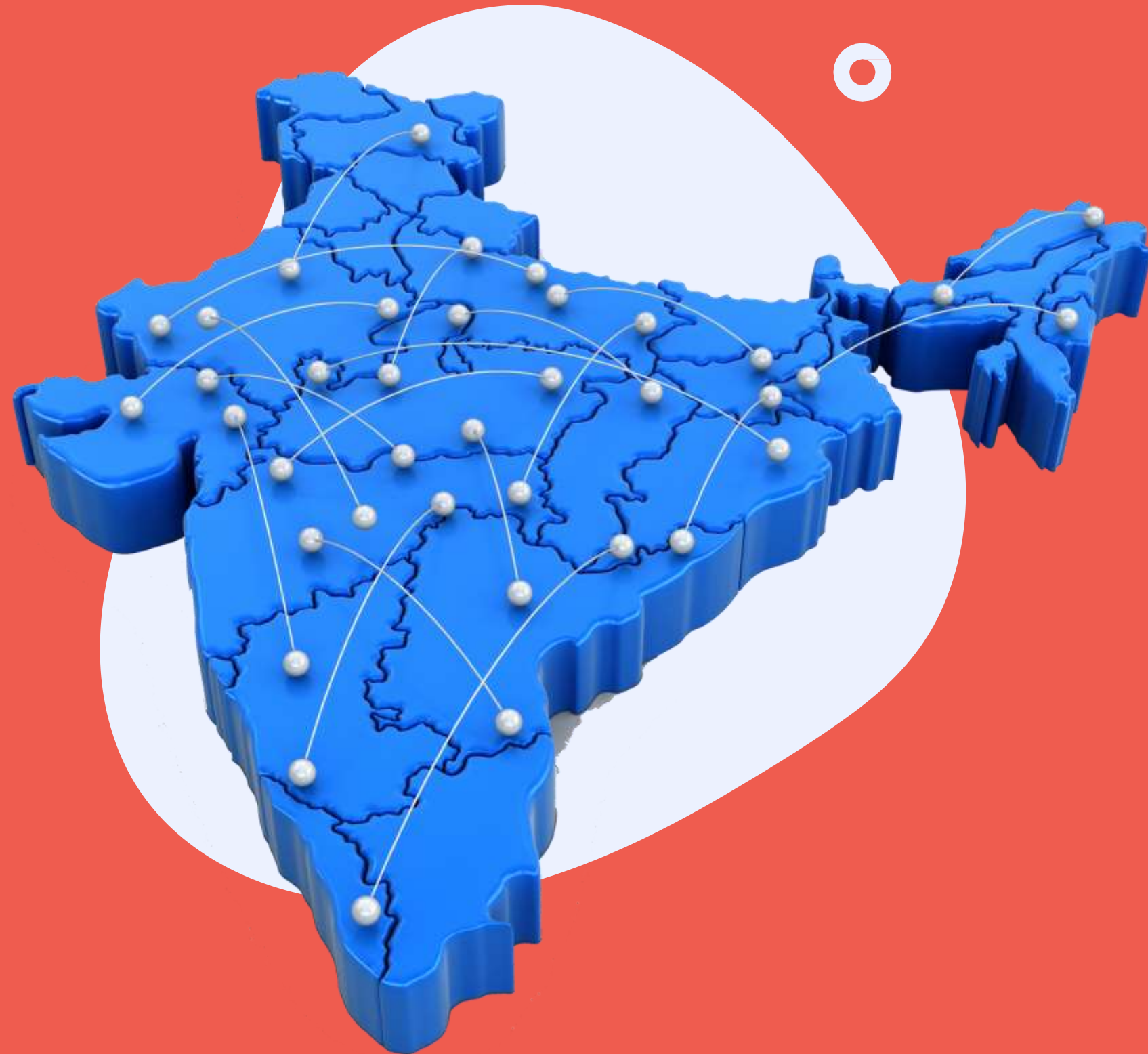
IMPACT OF COVID -19 ON CAR BUYING BEHAVIOUR IN INDIA

A comprehensive survey on sub INR 5 lakh segment car buyers across India

A Cardekho initiative

June, 2020





Why does this survey matter!

- Respondents are “in-market” with “high intent” to purchase
- Data collection has been done through a telephonic interaction
- In-market audience* (N) = 600



*In-market audience refers to lead droppers on our platform

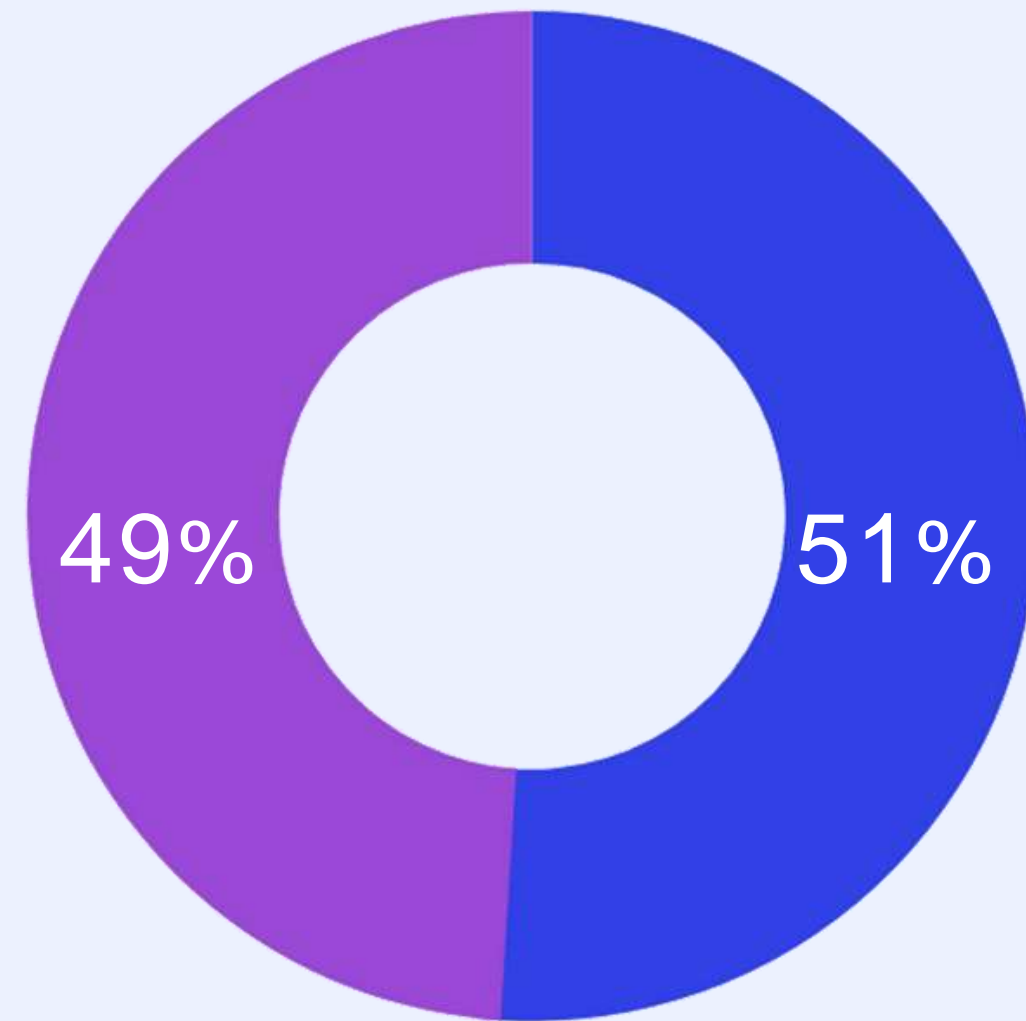
Segment covered in the survey





Cars up to INR 5 lakh



Respondents profile

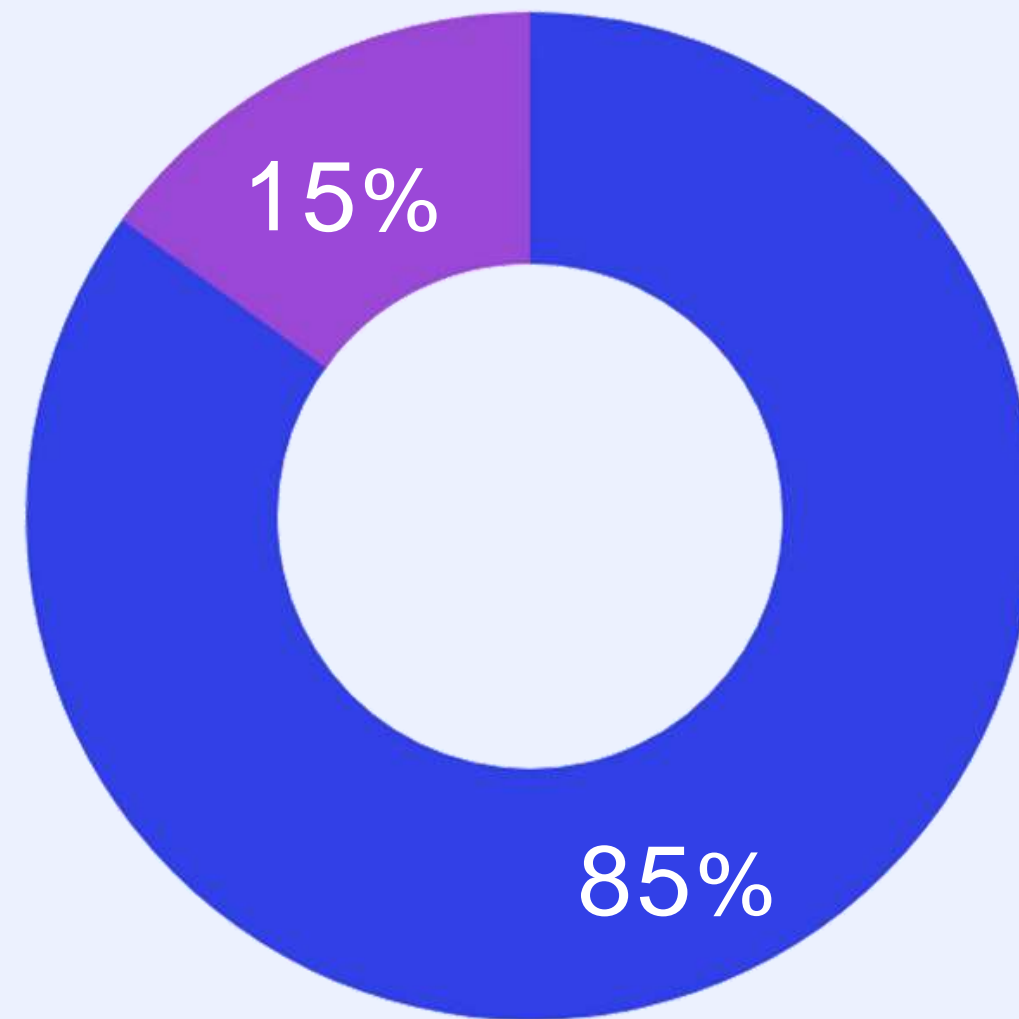


 First timebuyer  Existing carowner



Were you consuming auto content during lockdown?

85% respondents were actively consuming auto content during lockdown

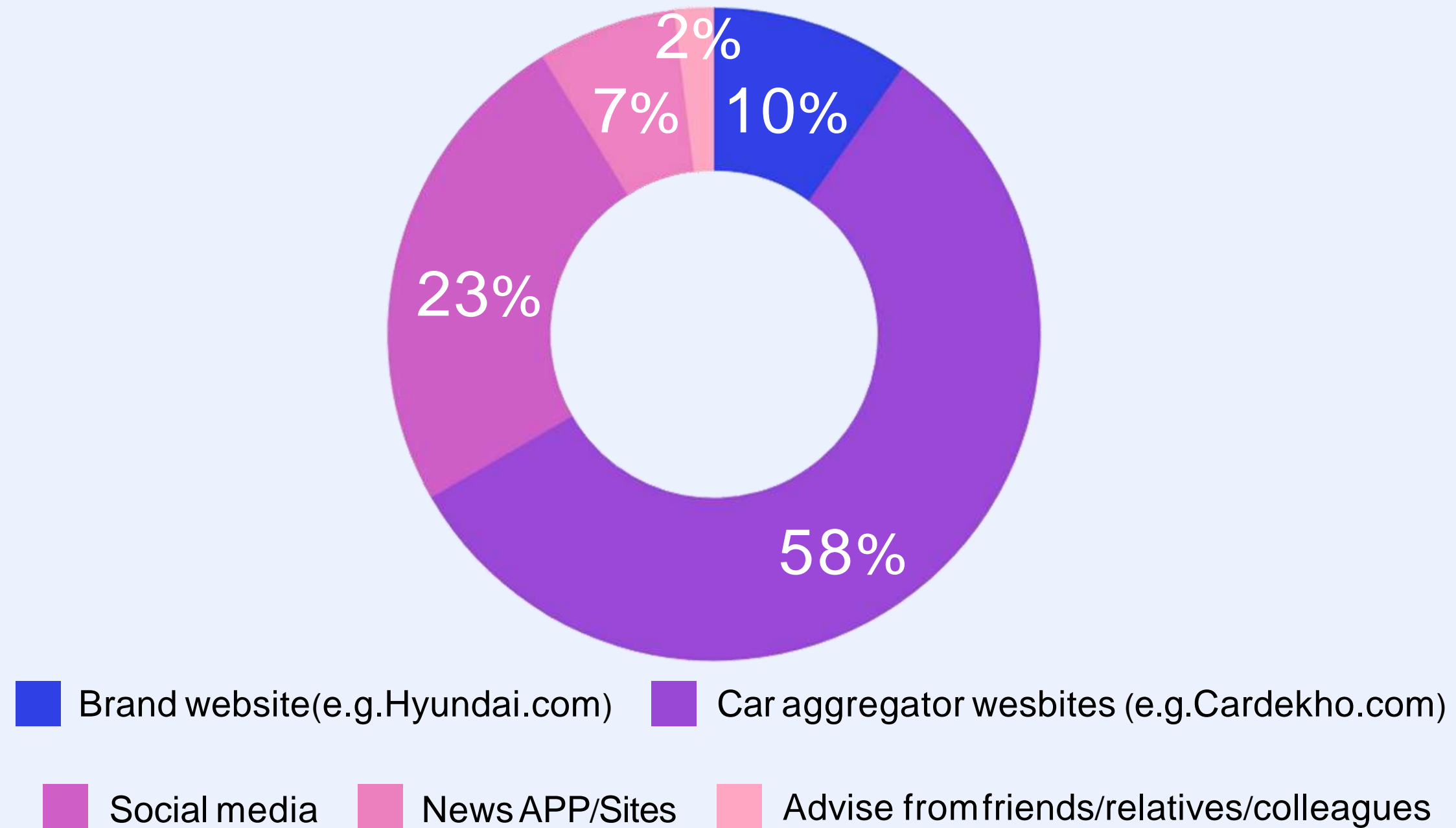


■ Yes ■ No



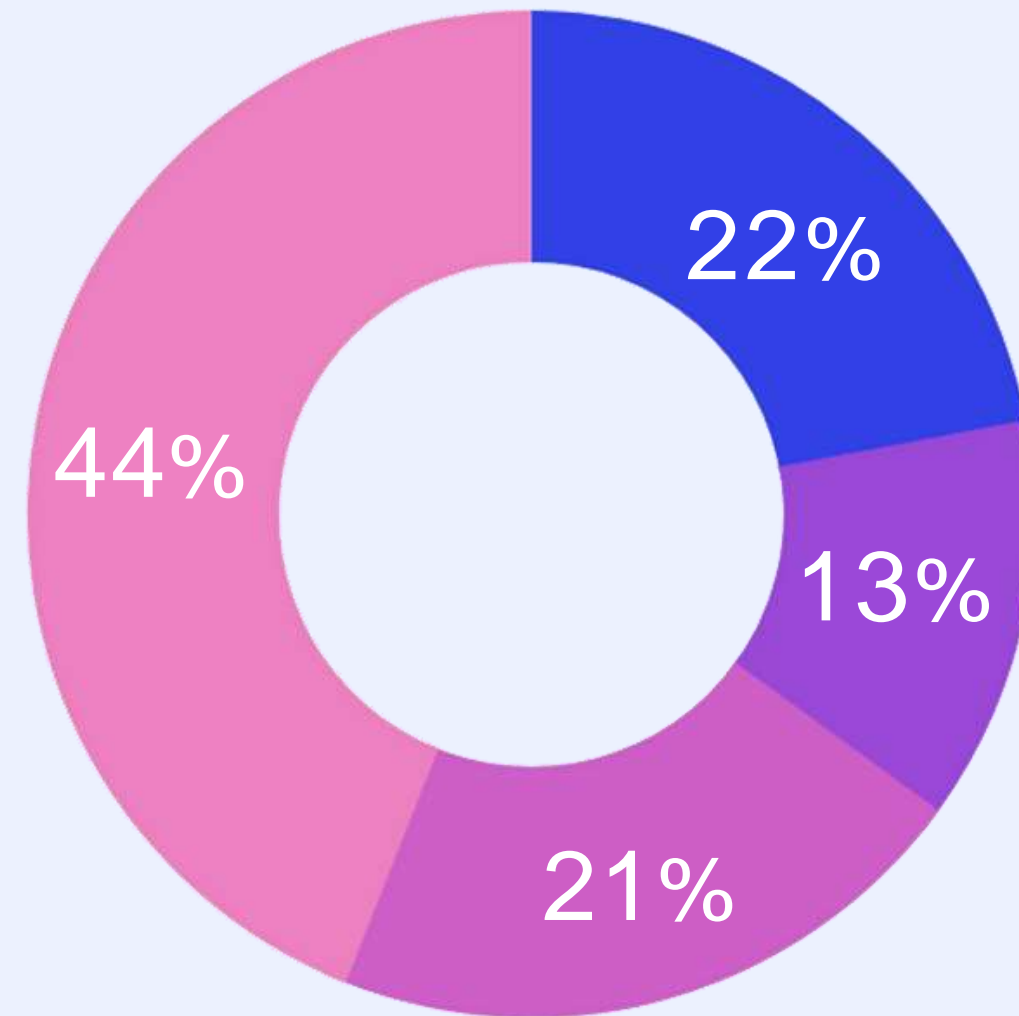
If Yes, what was your preferred destination to search for a car?


58% respondents preferred car aggregator sites for their research



Considering COVID-19, what new features will you prefer in online platforms?

56% respondents prefer technology driven features to simplify their digital journey

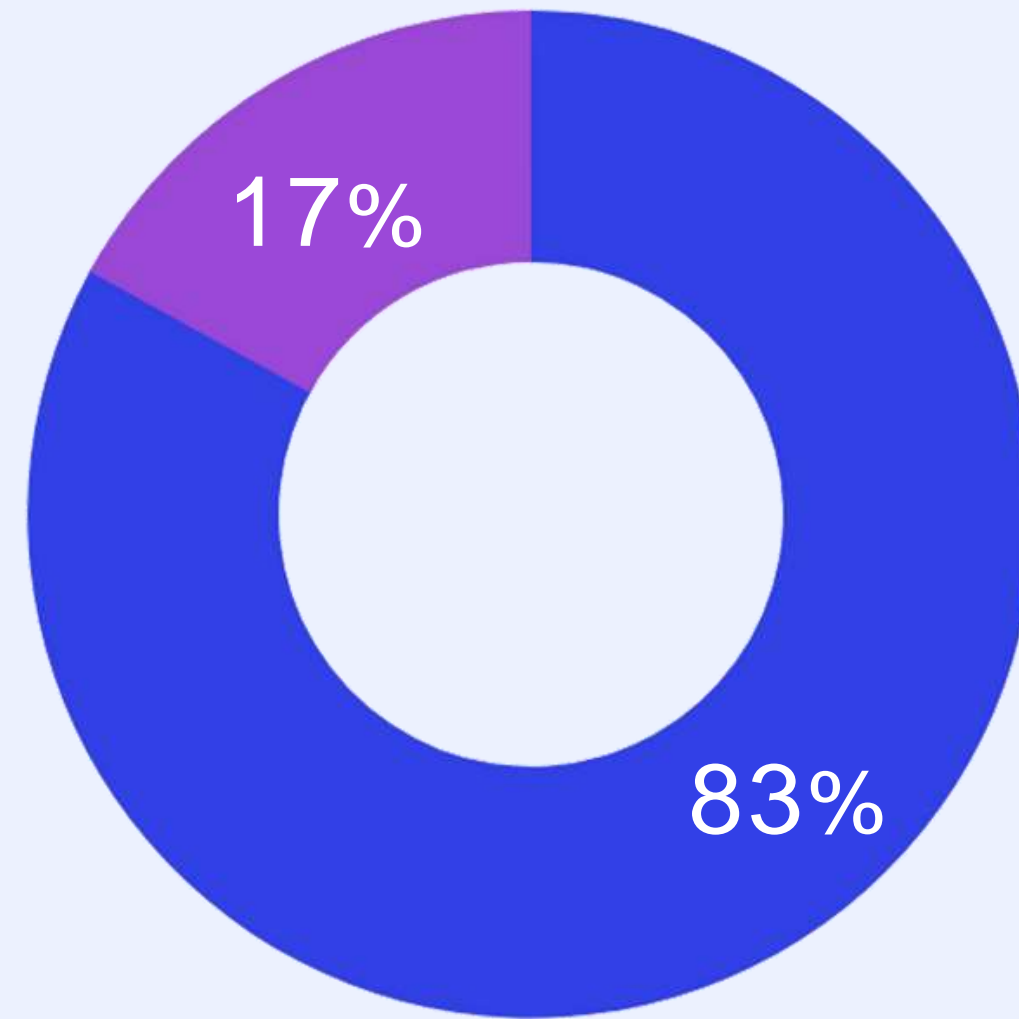


 Online showroom/virtualshop  Chatbot  Online booking  No change



Do you wish to receive content for your preferred car model?

83% respondents look forward to receive content related to the model of their choice

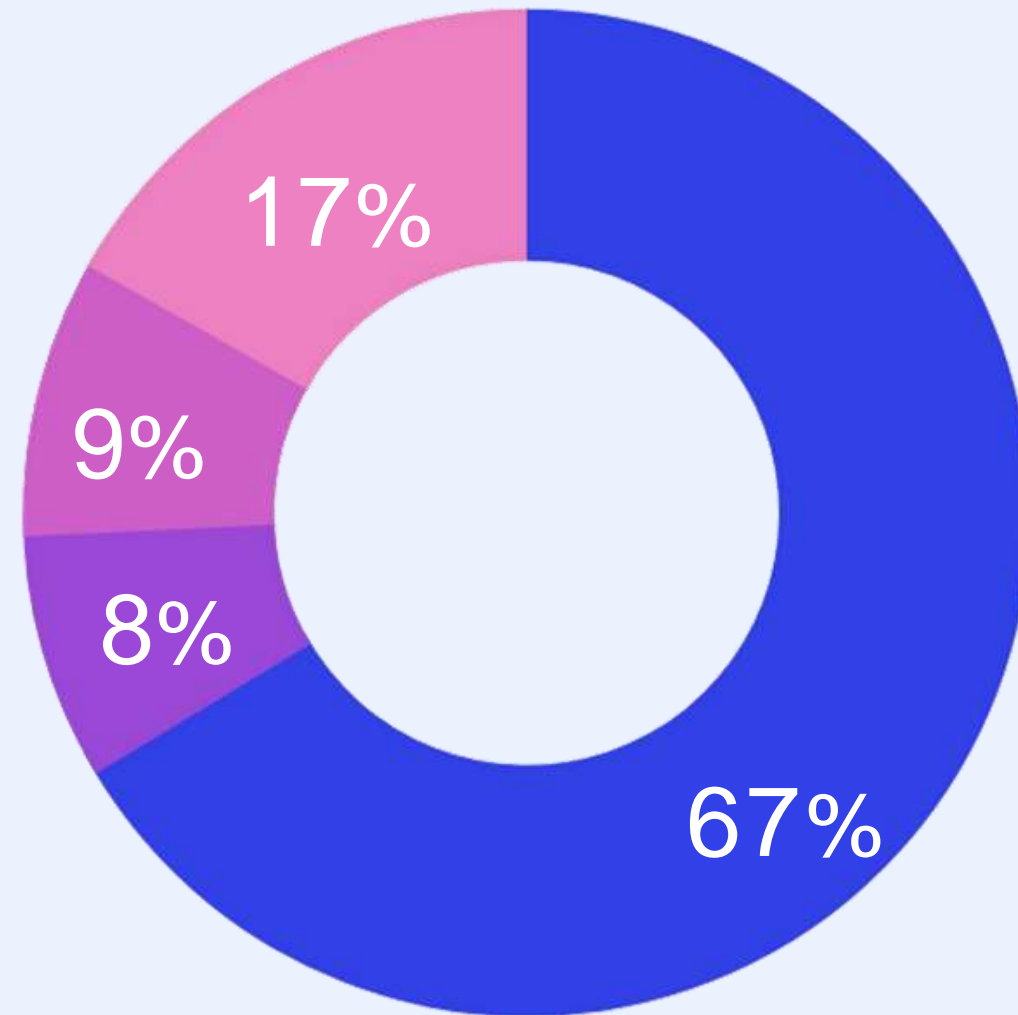





 Yes  No



What are the reasons of new car purchase?

Family need is the single largest reason for a new car purchase

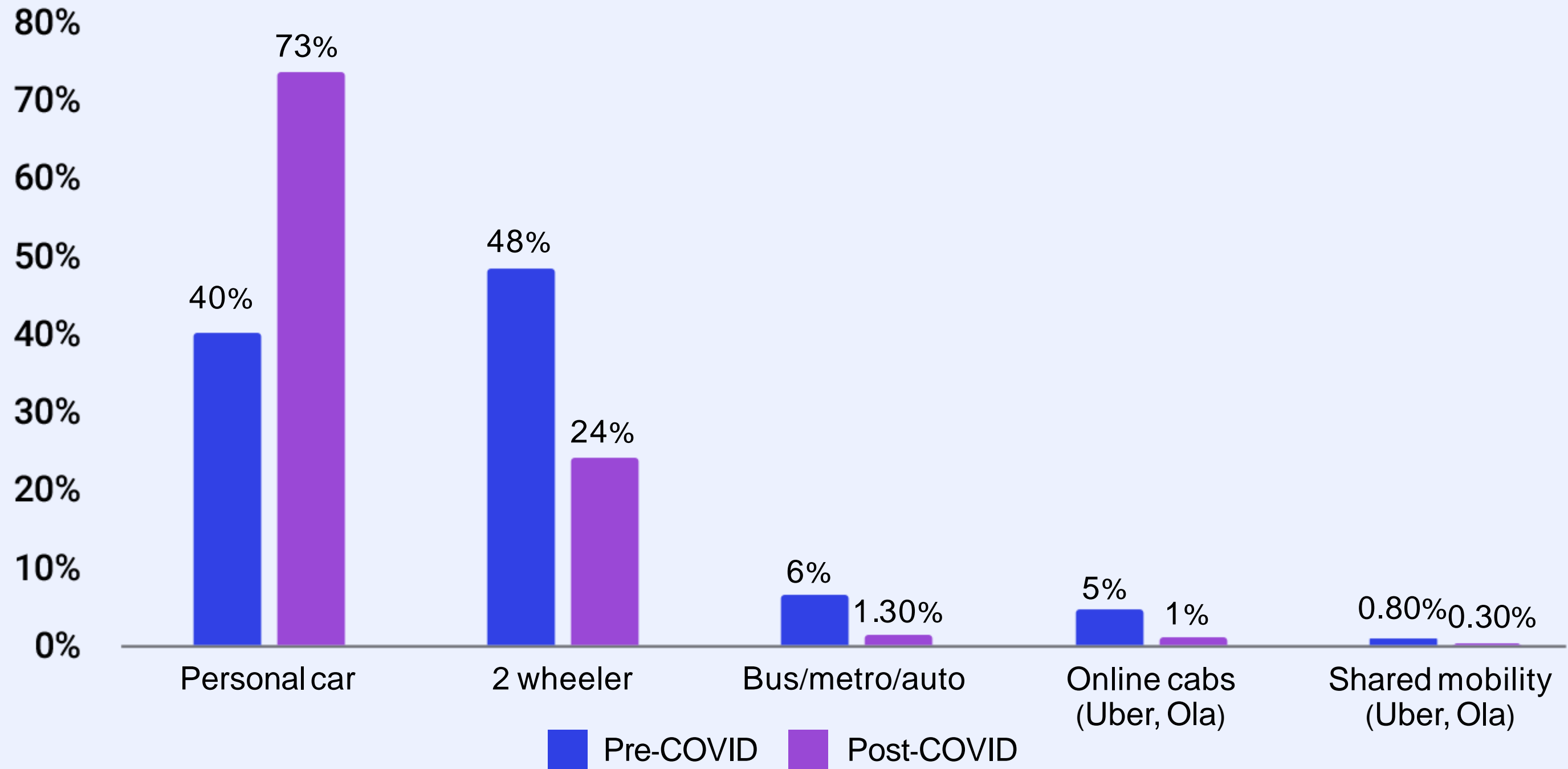


 Family need  Fewer travel restrictions with cars  Public transport is not safe anymore  Other



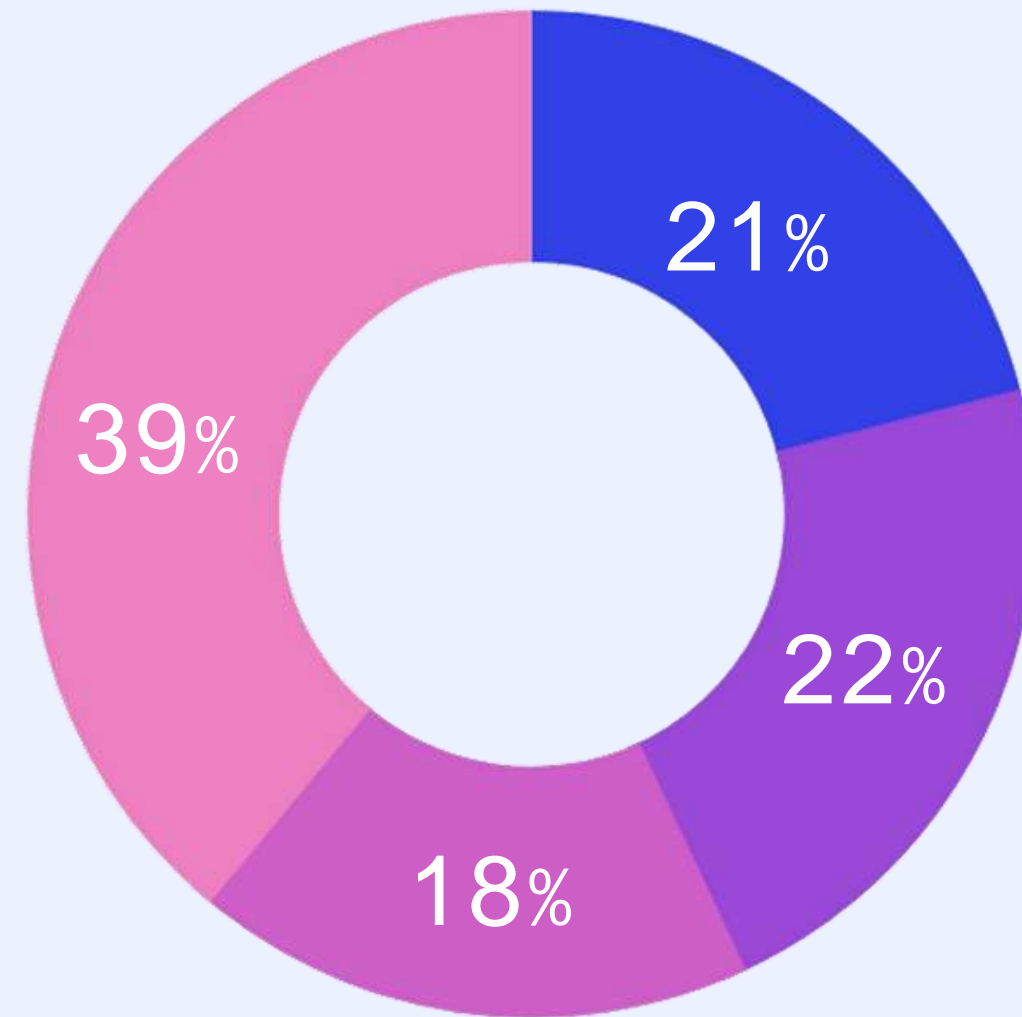
What's your preferred mode of transportation?

Spike witnessed in personal car usage, shift from 2W to 4W



Post COVID-19, what new features would you like to have in new car?

61% respondents are keen to have health and hygiene related features in their new car

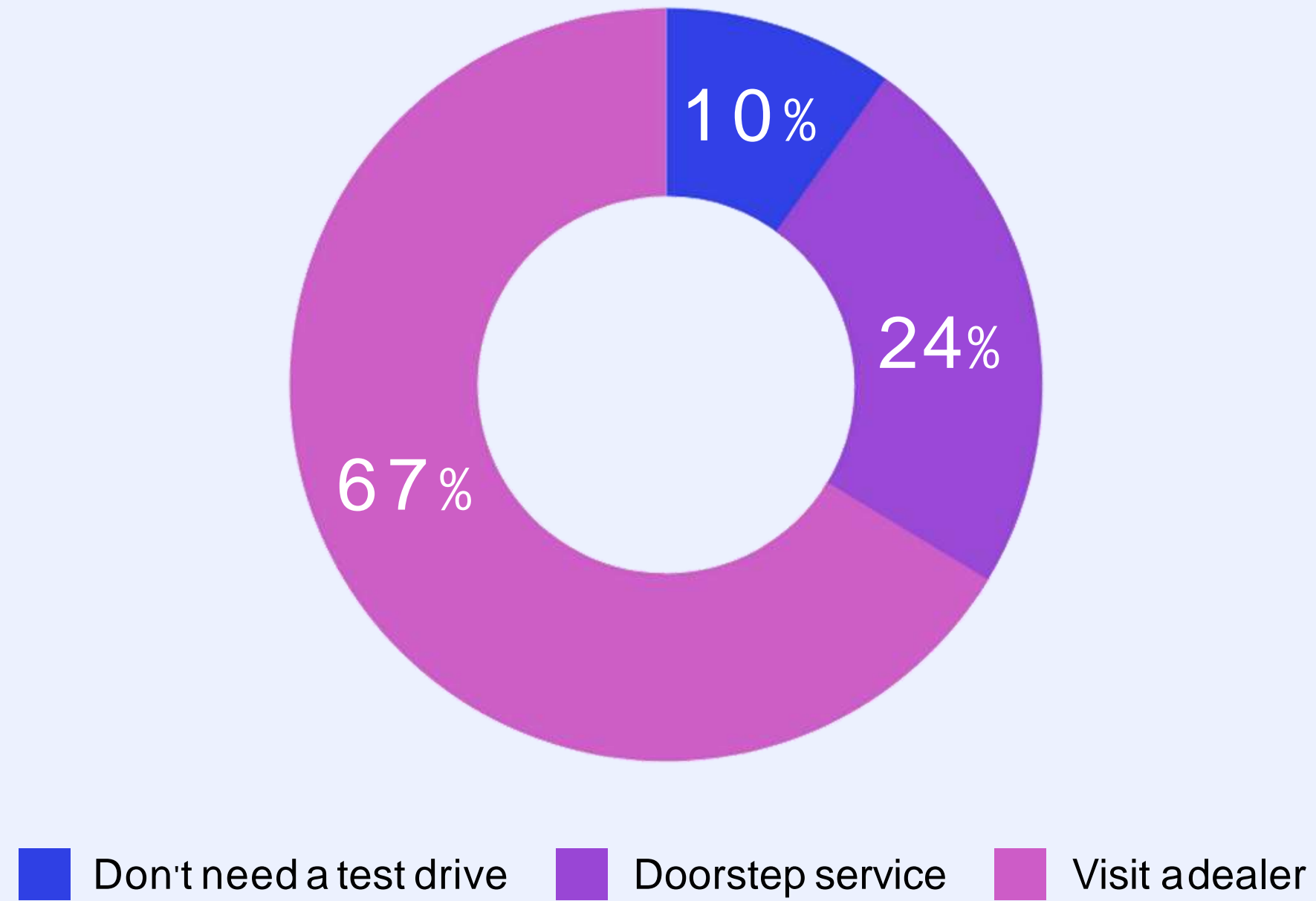


■ AC with germ filter ■ Interior made using anti-bacterial material ■ Health monitoring of car members ■ No change



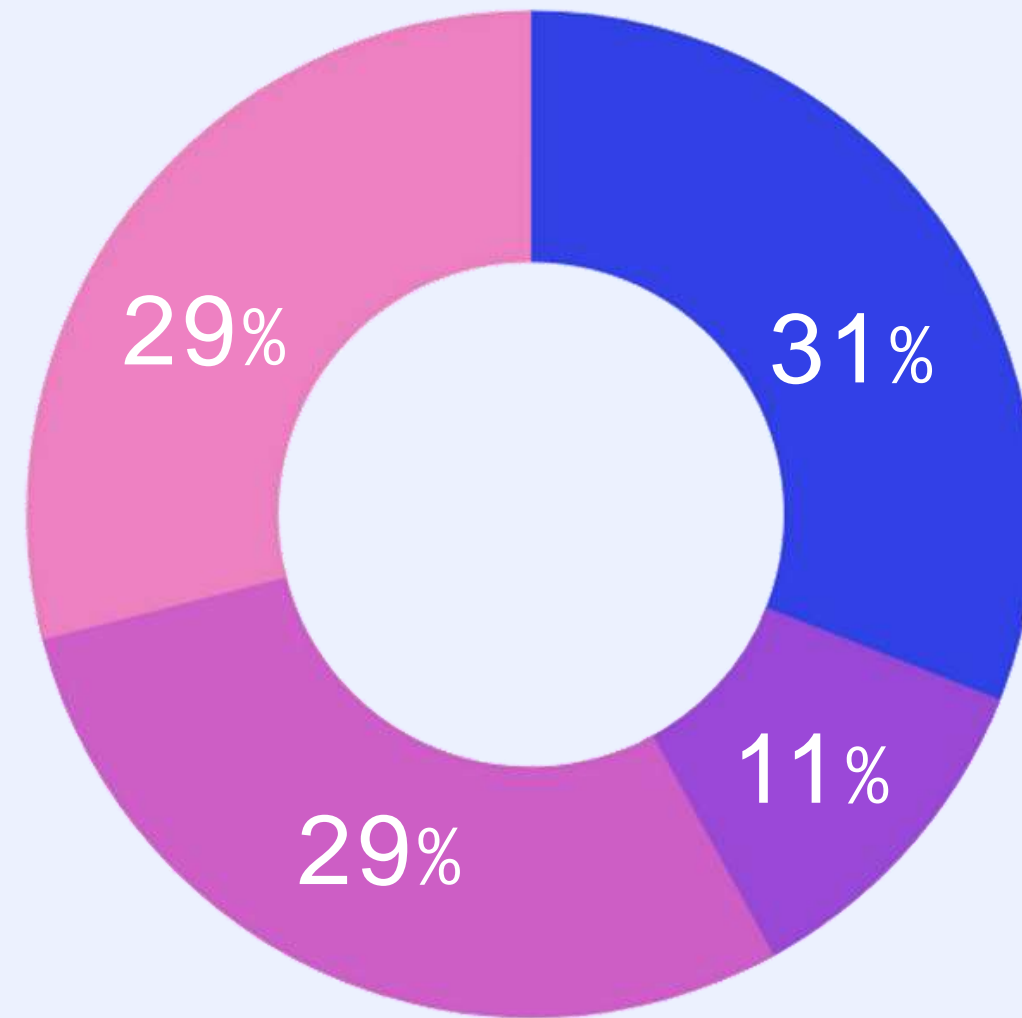
Post COVID-19, how would you want to test drive?

Doorstep test drive seen as emerging trend



How has COVID-19 impacted your car buying decision?

29% respondents are willing to purchase as soon as COVID ends



 Delayed my purchase  Not able to decide  Will purchase as soon as COVID ends  Others





Key findings of this survey!

- 1 Car aggregator sites like Cardekho continue to be the preferred destination for car research
- 2 Doorstep service is emerging as a preferred choice to test drive a car
- 3 Post COVID-19, consumers will be more hygiene conscious and related features in their new car will excite them
- 4 Consumers are willing to buy as soon as COVID-19 ends
- 5 Personal mobility will surge, shift from two-wheeler to four-wheeler expected
- 6 There is an acceptance among consumers for technology driven features like, chatbot, virtual showroom etc. on online platforms to simplify their buying process





Thank You

We truly appreciate your time and effort.