

KIJJI AUTOS COVID-19

CONSUMER SENTIMENT SURVEY

A quick snapshot into consumer attitudes and key concerns about car buying during COVID-19.



Majority of car shoppers are open to buying now or within the next 2-3 months

77%

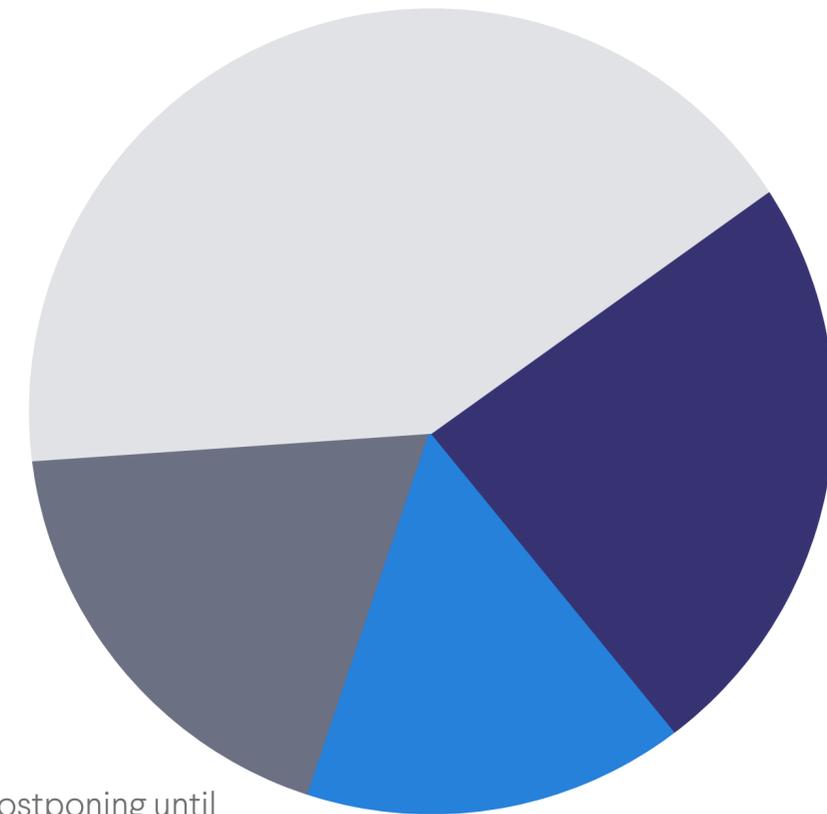
of car shoppers still intend to purchase between now and 2-3 months after lockdown.

Kijiji Autos Tip:

Make sure all of your inventory is made available online with proper descriptions and details. This will allow car shoppers to fully experience your digital showroom from the comfort of their home.

Want to learn more about merchandising on Kijiji Autos? [Download the Merchandising Best Practices document here.](#)

48% Not postponing their intent to purchase



23% Not certain anymore

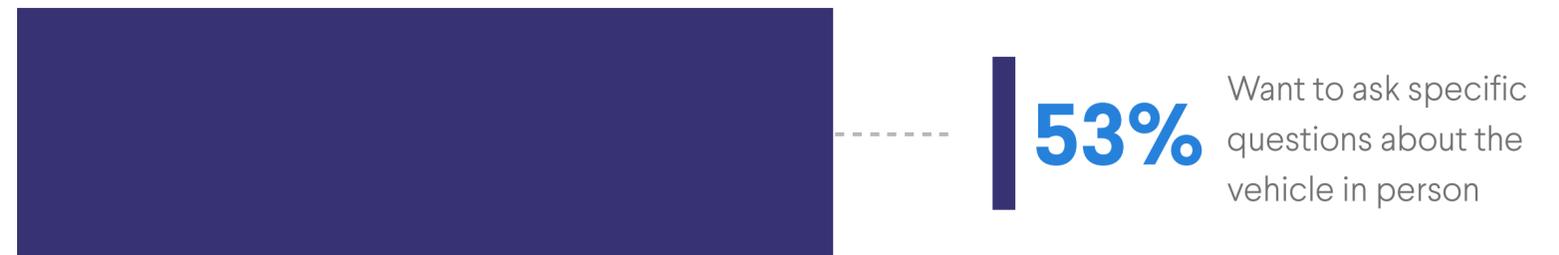
15% Postponing until lockdown ends

14% Postponing 2-3 months after lockdown ends

Demand for test drives is the leading factor for postponing vehicle purchase

60%

of those surveyed are delaying their purchase until they can test drive the vehicle.



Kijiji Autos Tip:

Use the dealer services badges on Kijiji Autos to let car shoppers know of the services that your dealership is offering during this time, such as test drives.

Don't have dealer services badges on your dealer page? Reach out to your Kijiji Autos account manager who will gladly help you showcase your services to car shoppers.

The top reason why Canadians are looking to purchase a vehicle is for day-to-day tasks

98

Need a new car to perform essential tasks like getting to work, care taking, groceries etc.

94

Don't want to miss out on a deal

88

Need to replace their vehicle

Kijiji Autos Tip:

Canadians car shoppers are searching for vehicles out of necessity. While more car shoppers will be in the research phase for an extended period of time, it's important to follow up on all leads as you don't want to miss out on a potential sale.

Indexed by importance.

Of people who want to purchase as soon as possible., and their reasons for why.

Dealers can increase buyer confidence through offering safe and solo test drives

Top services that increase buyer confidence when purchasing during COVID-19:

1 SAFE / SOLO TEST DRIVES
Car shoppers want the freedom to test drive their vehicle independently.

2 DISINFECTION / CLEANING PROTOCOL
Proper cleaning protocol is key to building buyer confidence during this time. Car shoppers are searching for dealerships that have an extensive cleaning and disinfecting protocol for their vehicles to minimize the risk of contamination.

3 REMOTE VEHICLE INSPECTION
When trading in their vehicle, car shoppers are looking for dealers to help them with the trade-in appraisal process through innovative ways that don't require the vehicle being physically brought into the dealership.

4 ATTRACTIVE FINANCING OPTIONS
Due to the impact that COVID-19 has had on the economy, many car shoppers are searching for more flexible financing options that are easier on their wallets up front. Terms such as '0% interest on the first 12 months' are what is attracting more buyers towards dealerships.

Kijiji Autos Tip:

Highlight the main services that your dealership offers to your customers and take the time to explain how the process works. For example, are there any differentiators in your vehicle cleaning process, or how you go about sanitizing test drive and service vehicles? It's always great to let them know!

Dealers must provide more information for car shoppers during COVID-19

What car shoppers want to know when purchasing a vehicle under current circumstances:

1

VEHICLE REGISTRATION

Car shoppers want to know that if they purchase a vehicle from a dealership, is it still possible for them to have their vehicle registered.

2

DEALERSHIP OPERATIONS AND SERVICES

With COVID-19 ongoing and there being government restrictions in place, is your dealership still open to the public? If so, what are your new hours of operations, or processes that you've implemented? And to which extent do you still offer services at your business?

3

SAFETY PROTOCOL

Does your dealership provide additional physically distanced, cleaning or disinfection services for your customers, and are those services complimentary for them?

4

PURCHASING AND FINANCING

If a car shopper wants to purchase a vehicle from your dealership, are you still able to offer financing options, and if so, are there any incentives in place to encourage a buyer to purchase?

Kijiji Autos Tip:

Is your dealership open? Are you offering deferred payments or virtual appraisals? What about home delivery?

Make sure your dealership is part of the 160,000+ other vehicles on Kijiji Autos using service badges to educate customers on the steps you're taking to ensure a safe buying experience for car shoppers.

If you don't have service badges or if you would like to update them, please reach out to your Kijiji Autos Account Manager.

Key takeaways.

1. 77% of online car shoppers still intend to purchase their vehicle between now and 2-3 months after lockdown.

Make sure all of your entire inventory is online and your digital showroom is up to date.

3. One of the most important reasons for being in need of a new vehicle right now is to perform day-to-day tasks, like groceries, care taking, commuting, etc.

Make sure you follow up on all leads coming through your dealership at all times.

2. 60% of those surveyed are delaying their purchase until they are able to have a safe and solo test drive with the vehicle that they're interested in buying.

Use the dealer services badges on Kijiji Autos to let car shoppers know of the services that your dealership is offering during this time.

4. Dealerships that offer safe and solo test drives, along with proper a disinfection/ cleaning protocol are what will most likely help to build buyer confidence during COVID-19.

Make sure your Kijiji Autos service badges are up to date with the services that your dealership offers.

Want more?

Looking for more insights and information about Canadian automotive industry trends and car shopping behaviour? [Follow Kijiji Autos on LinkedIn](#) to learn more.

An overview of survey participants

**Kijiji .ca Users,
Nationally**

Who was surveyed

4/30/20 - 5/10/20

Date of survey
completion

500

Survey
respondents

