

What is Driving the Automotive Parts Online Shopper?

UPS Automotive Study revealed these startling market stats:

- *Online Parts Shoppers are More Patient, Expect Options*
- *92% Comparison Shop Online*
- *76% Prefer to Return Online Parts Purchases In-store*
- *40% Of Automotive Parts Shoppers Are Women*
- *Will Wait 4 Additional Days to Receive Free Shipping*

Note change in the way consumer shop for aftermarket parts:

The automotive aftermarket is in the midst of an unparalleled shift in how retailers interact with their customers. Once a safe-haven for brand loyal relationships, immediate access to seemingly limitless research and shopping options has significantly changed the behavior of automotive aftermarket parts consumers.

What is in the study that is significant for dealers & parts distribution?

UPS's *What's Driving the Automotive Parts Online Shopper™* study by comScore offers insights into the shopping experience that consumers are looking for as they increasingly turn to e-commerce for their auto parts and accessories.

How the study was done:

This study was done in 2014 by comScore who asked 500 online automotive parts and accessory shoppers which factors led them to shop more on their computers, abandon shopping carts, and ship products to a store instead of their home

What Brian Littlefield, UPS automotive sector director of marketing, said about the results of the study:

"We identified five primary characteristics, or drivers, of online automotive parts shoppers. Understanding these expectations and behaviors can help automotive aftermarket parts sellers deliver a more positive and profitable customer experience,"
"As an industry, we need to raise the bar and provide automotive aftermarket customers with an exceptional buying experience.

Many retailers are meeting these desires and benefiting from it, but there is additional progress the rest of the industry can make. That begins with truly understanding how customers are shopping."

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More of what the UPS Automotive Study revealed.

The five drivers the study reveals are:

Distinct, Decisive, Dedicated, Diligent and Diverse.

Some of the characteristics of these five drivers include:

- There are two ***Distinct*** groups, Replacement and Upgrade buyers. Replacement buyers are highly focused and typically know what they're looking for. Upgrade buyers are more likely to be power shoppers, who make nine online purchases in a typical three month period.
- ***Decisive*** shoppers rarely return items, but when they do 76% prefer to return their online parts purchases to a store.
- A ***Dedicated*** commitment by waiting up to eight days to receive their online purchases.
- Automotive parts customers are ***Diligent***, with 92% comparison shopping online and 75% leaving a website to pursue other purchasing options.
- A ***Diverse*** customer base includes 40% who are women.

To download a copy of the report, media executive summary and infographic, please visit: [What's Driving the Automotive Parts Online Shopper.](#)

To learn more about UPS's automotive solutions, visit [UPS Autogistics®](#).

Here is a recent press release giving the report more “legs”:

<http://www.pressroom.ups.com/Press+Releases/Archive/2014/Q4/UPS+Automotive+Study%3A+Online+Parts+Shoppers+More+Patient%2C+Expect+Options>

