

Millennial Customers Are Moving the Car Buying Process Online

Millennials

(people born between 1981 and 1997) are currently the largest living generation in America. That means they are making up more of the car-buying customer base than ever.

They spend over

17 hours

researching a vehicle before purchasing it.

71% of millennials

feel the need to be aware of all of their possible vehicle options before purchasing.

97% of millennials

read local business' online reviews and 89% of them trust online reviews – so you better make sure that your dealership has a robust and positive online review presence.

72% of car buyers

and 63% of service customers would drive 20-60 miles to a dealership with good reviews.

80% of millennials

have texted in the past 24 hours, and 83% of them even sleep with their mobile device – so mobile-enabled websites are a must.

82% of millennials

credit third-party sites as the top source of their purchase decision. How many third-party sites do your dealership show up on?

77% of car buyers

and 55% of Service Customers clicked on a Facebook ad because of an offer or promo, and 47% of millennials say social media influences their purchase decisions (compared to 19% across other age groups). 30% of millennials engage with a brand on social at least once a month.

For tips on creating a great online presence and for a tool to help you track your customers' complete customer journey, including when they defect to competitors' websites, visit: www.callsource.com

<https://www.aurorator.com/millennial-car-buying-habits-dealership-needs-know/>
<https://oemsolutions.agameautotrader.com/wp-content/uploads/2013/05/Millennials-Next-Gen-Car-Buyer.pdf>
<https://www.brightlocal.com/learn/local-consumer-review-survey/>
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