



Consumer Behavior and the Pathway to Purchase

This guide was created to identify key takeaways and provide timestamps for each topic in the Digital Retailing Consumer Behavior training video which can be found at: [KiaDigitalProgram.com/DigitalRetailing/DigitalRetailingResources](https://kiaDigitalProgram.com/DigitalRetailing/DigitalRetailingResources)

There has been a shift in the market since COVID-19, which has accelerated online car shopping. A Google study showed that online car shopping has increased from 3% to 10% over the past year and is expected to increase to 25% by 2025.

Pathway to Purchase

- Think about your website like you haven't thought about it previously - the pathway to purchase starts before a consumer even hits your site.
- Most people who come to your website will have an idea of payments based on the exposure to previous advertising. They expect to see the same information on your website as they saw in the advertisement.

Action Items

- Ensure all of your messaging conveys the same message. Digital advertising, social media content, landing pages, search pages, shop by payment, and digital retailing tools should all have consistent pricing, incentives, and rebate information.
- Provide a way to value the equity of a trade in.
- Be transparent and provide lending options. Ensure rates displayed matches advertised rates.
- Showcase your F&I products to allow customers to research.
- Set up a lead follow up process to ensure they are not handled the same way as a normal website lead.

Be ok with the fact that not all customers will make it through the entire process. All of these are opportunities to get in front of the customer and sell them a car the way they want to purchase.