

EXCERPT

(from 212 pages report)

EV Retail Study 2024

The EV purchase funnel from the shoppers' perspective

Objective

Initial situation:

- After the early adopters, the early majority segment is now switching to e-cars, which has higher expectations.
- The purchase process for e-cars differs from that of a combustion car, and retailers are faced with the task of adapting their processes.

Questions:

- What information needs do e-car buyers have? What expectations do they have of websites, car dealers, test drives, configurators and processes?
- What are the strengths and weaknesses of the various brands? Who can the industry learn from?
- What are the differences between dealer and online sales?
- Where and how do sales organizations and marketing need to adapt websites, processes and dealer trainings?
- What are the differences between EV and combustion buyers? What are the differences between different EV target groups?



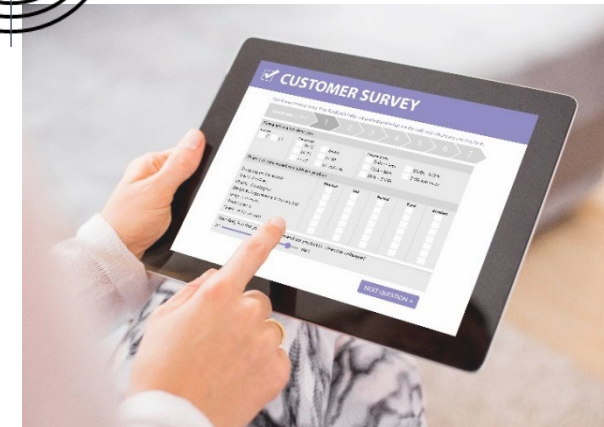
Survey

Survey:

- Target group: BEV shopper, orderers and owner
ICE shopper and owner as reference
- Survey: Online-Survey (CAWI)
- Market: DACH
- Recruiting: Social Media, Access Panel *
- Lenth of Interview: 15 - 20 min
- Field phase: May - June 2024

Sample size:

- Total sample: N = 4,445 BEV (+409 ICE)
thereof:
 - Shoppers: N = 2,586 BEV (+239 ICE)
 - Orderers: N = 232 BEV (+4 ICE)
 - Drivers: N = 1,627 BEV (+166 ICE)



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Study Structure

The scope of the survey depends on where the respondent is in the purchasing process:

- Shoppers are questioned in detail about the shopping process.
- Orderers are additionally questioned about the configuration and the conclusion of the contract.
- Drivers who took delivery of their car no more than 12 months ago are asked about the conclusion of the contract, hand-over and follow-up.

Purchase Funnel



Key KPI: Propensity to Buy a Brand

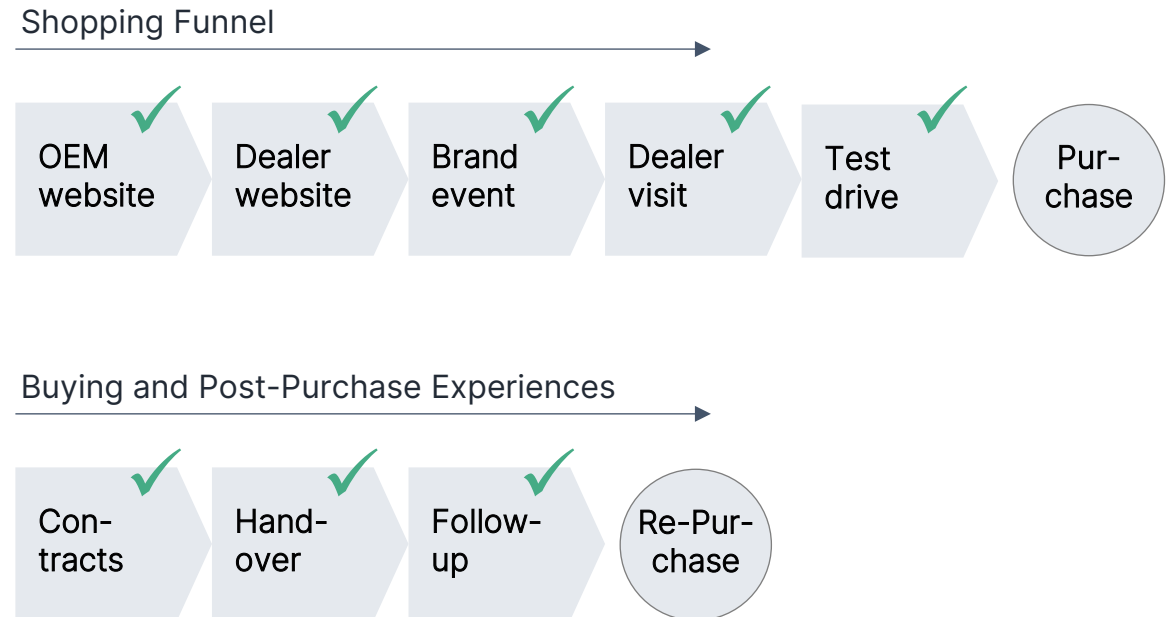
The challenge: Achieving brand propensity in the purchase funnel.

The decision to buy a car from a particular brand depends on the experiences a buyer makes **at a number of touchpoints** during the purchasing process.

Ideally, the willingness to buy from a brand is positively confirmed and reinforced at each touchpoint.

After the purchase, further experiences influence the willingness to buy again and recommend the brand.

The impact of the experience on the **propensity to buy achieved at each touchpoint** is the central KPI of this study.



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- 2. Target Group
- 3. General Interest
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Management Summary

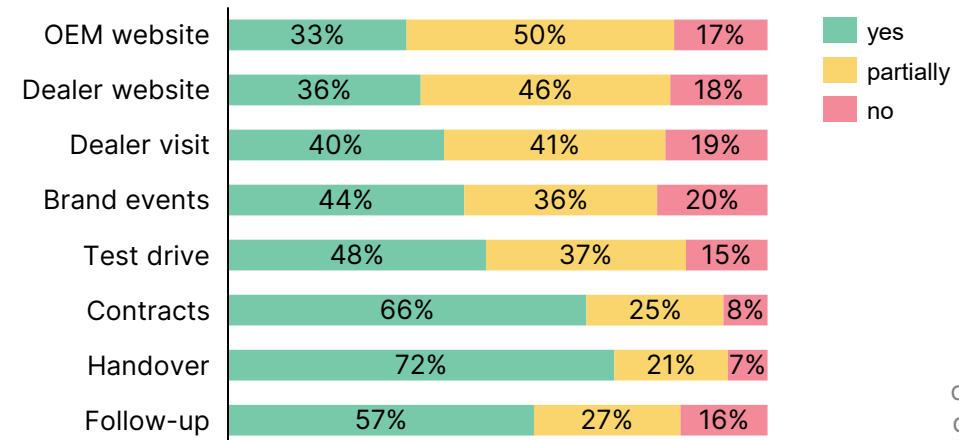
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Disappointing experiences in the sales funnel

The need for information among EV buyers is high. Manufacturer and dealer websites, advice at dealerships and test drives are correspondingly important.

The experiences of shoppers and buyers show the potential of manufacturers and retailers in the sales process.

Brand propensity achieved in the individual steps of the purchasing process:



"Have you ... been convinced and encouraged to buy a car of this brand / this dealer / to have made the right decision when choosing this brand / this dealer?"

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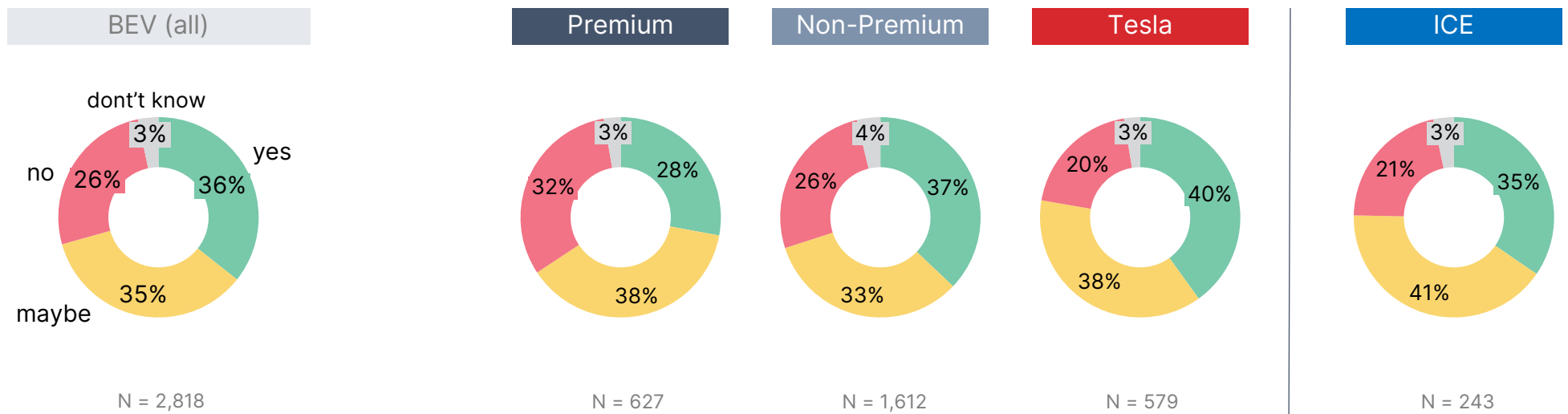
Interest in Chinese Cars and Used Cars

Chinese Cars: Interest

A good third is either open to a Chinese car or unsure. Approximately a quarter is strictly against buying a Chinese car.

Shoppers Orderers Drivers

“Would Chinese car makes also be an option for you?”



Interest in Chinese Cars and Used Cars

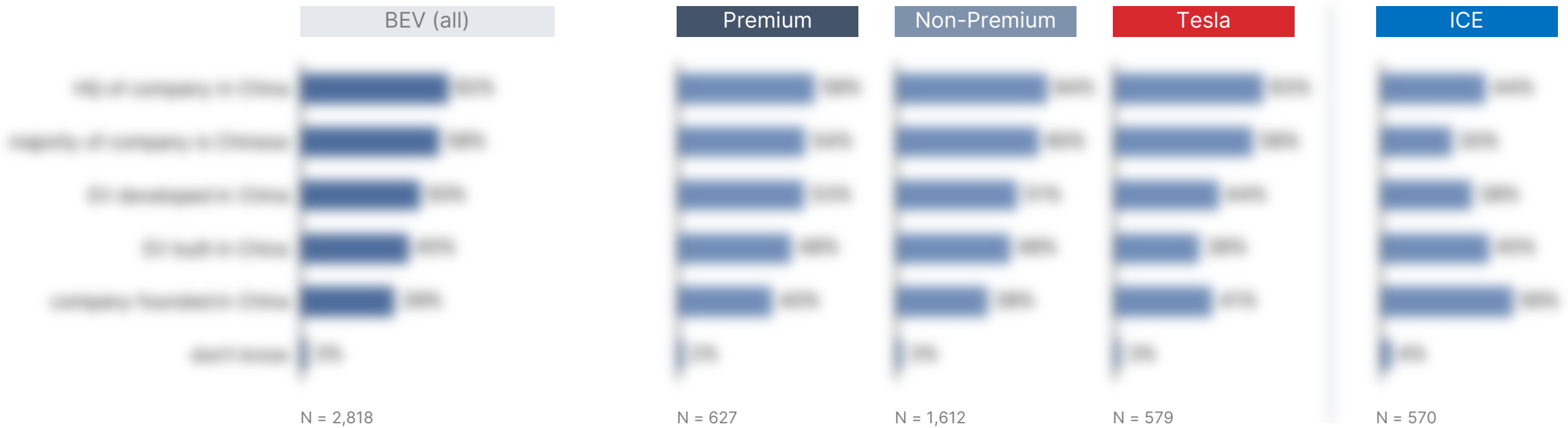
Chinese Cars: Definition

For the majority of respondents, a car is Chinese when either the headquarters is located in China or the majority of the company is owned by Chinese shareholders.

Shoppers Orderers Drivers

“When do you consider a car make to be a 'Chinese make'?”
(multiple answers possible)

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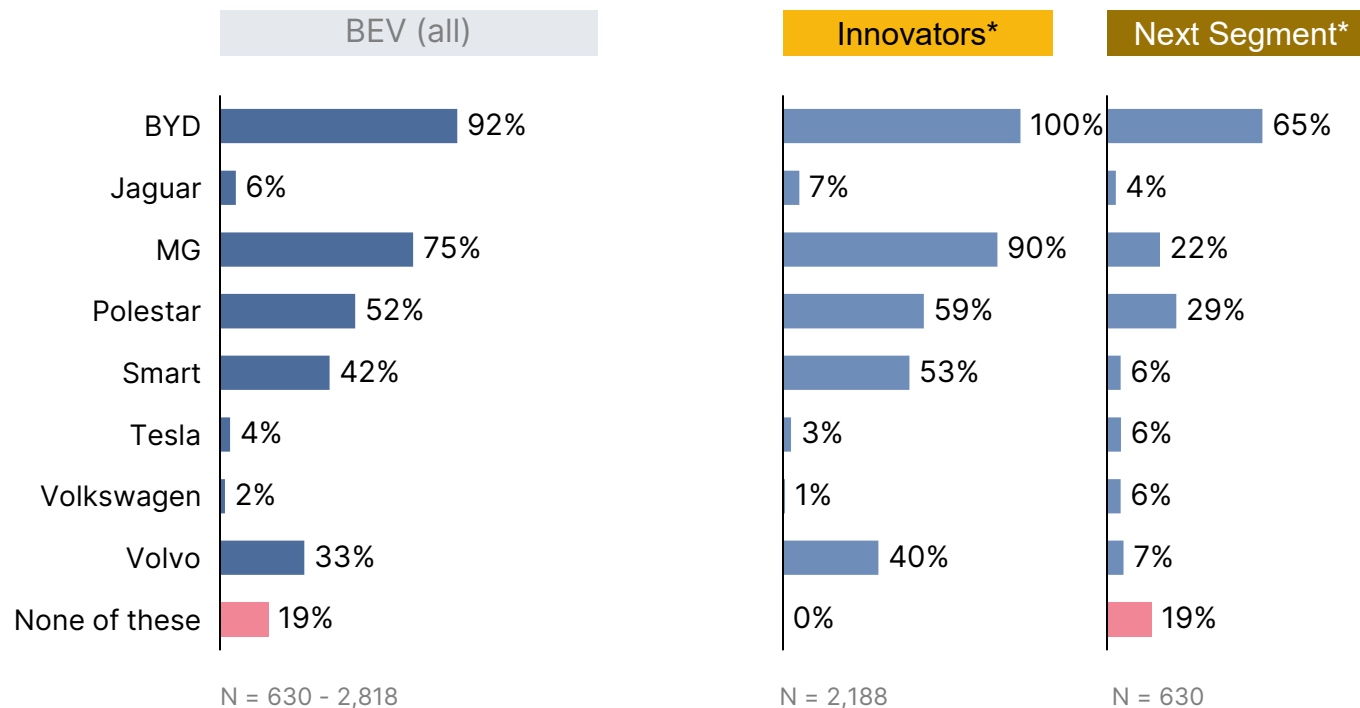
Interest in Chinese Cars and Used Cars

Chinese “Brands”

Shoppers Orderers Drivers

Buyers from the next segment are less familiar with EV brands and their origin than the innovator segment.

“Which of the following makes would you consider to be a 'Chinese make' in this context?
(Multiple answers possible)



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Online vs. Offline Purchase

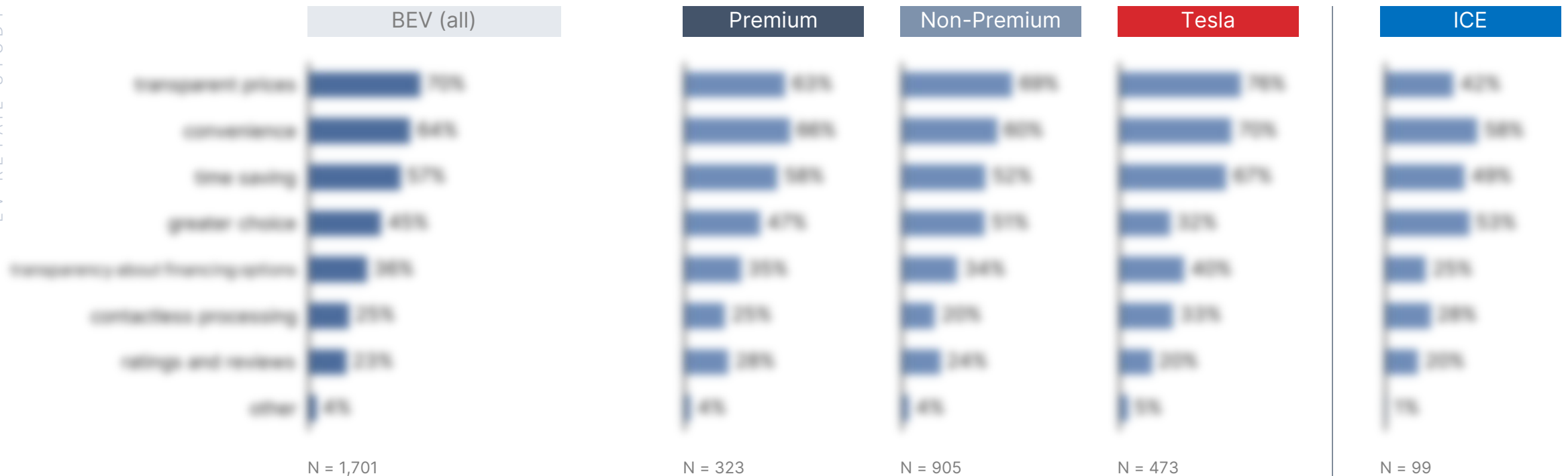
Reasons for Online Purchase

Shoppers Orderers Drivers

Tesla drivers and drivers of non-premium vehicles most appreciate transparent prices when buying online. ICE drivers and premium shoppers appreciate the convenience.

prefer online OR both ok = yes
 "What makes an online purchase attractive to you?"
 (multiple answers possible)

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Online vs. Offline Purchase

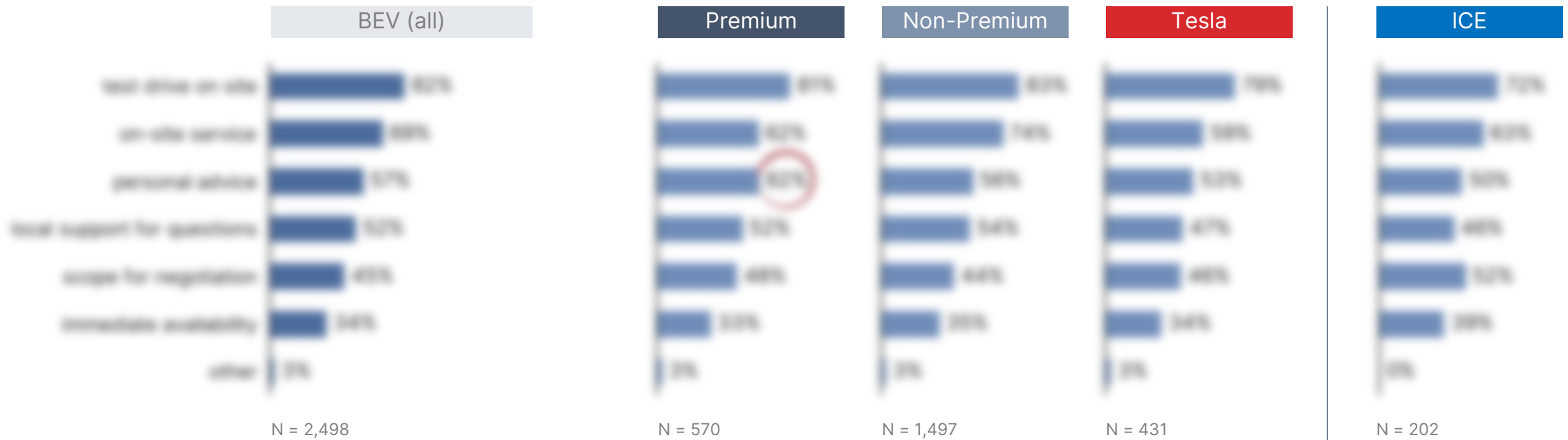
Reasons for Dealer Purchase

Shoppers Orderers Drivers

The possibility of a test drive and an on-site service makes a dealer attractive for most respondents. Premium drivers value personal advice.

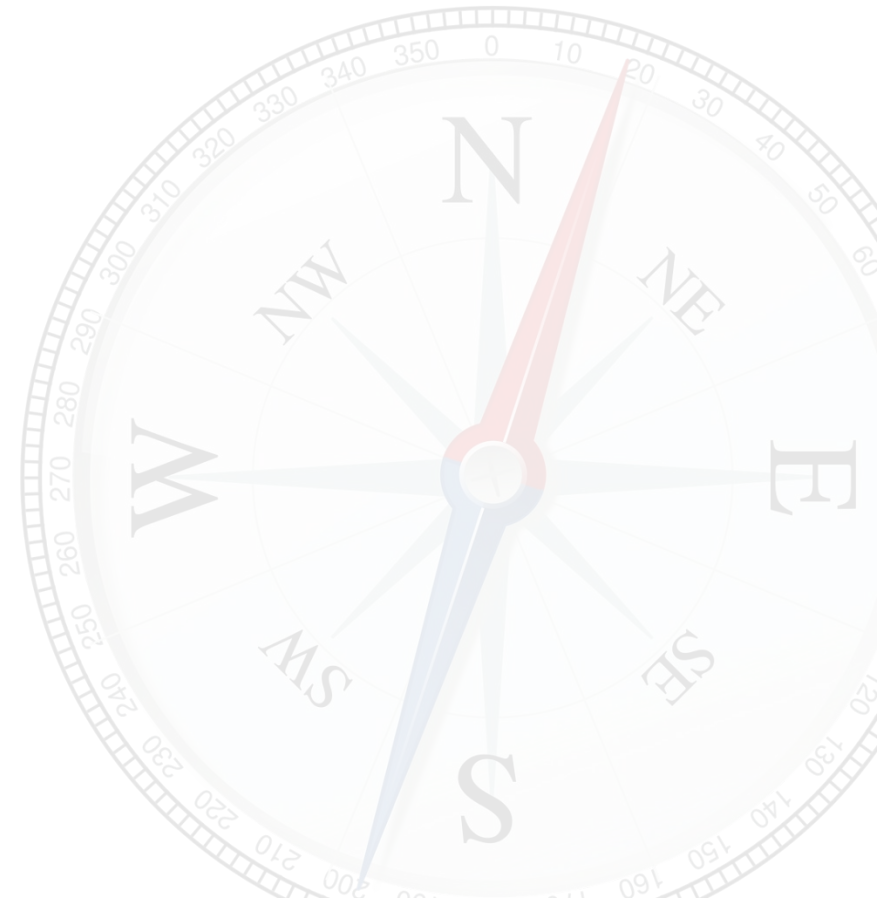
prefer dealer OR both ok = yes
 "What makes a purchase from a retailer attractive to you?"
 (multiple answers possible)

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Information Sought

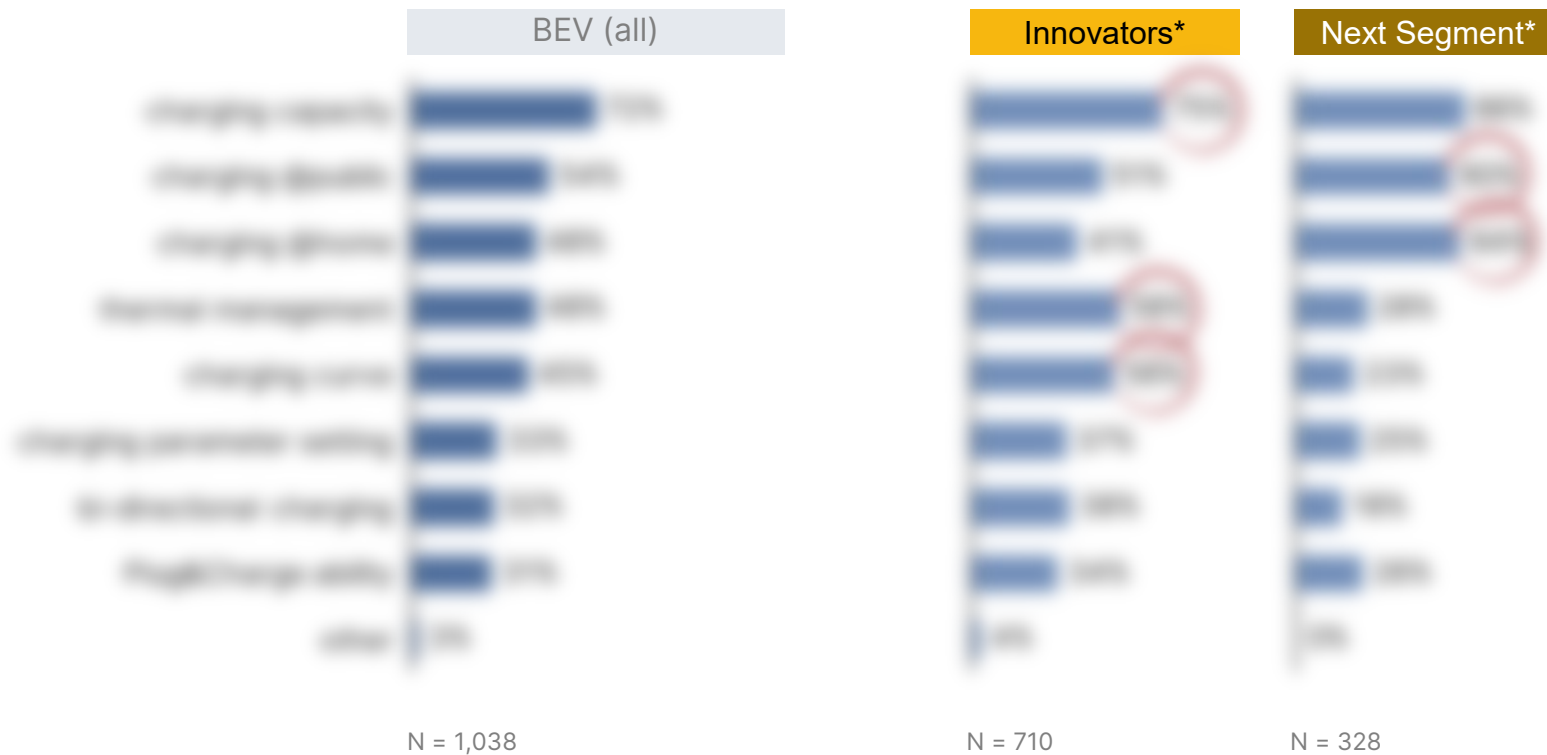
Information Needs on Charging

Shoppers Orderers Drivers

Info need on vehicle charge tech = yes
 "What charging topics did you have questions about?"
 (multiple answers possible)

While the innovators are interested in the technical aspects of charging, the next segment focuses more strongly on charging solutions at home and in public in general.

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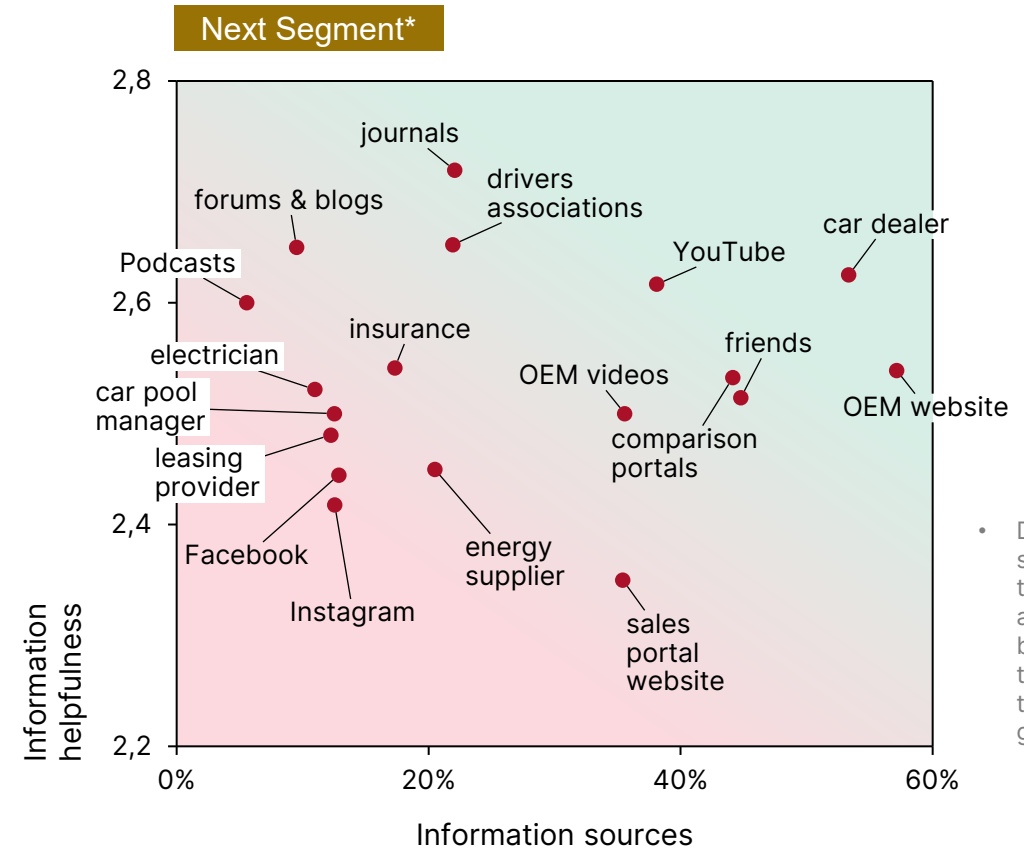
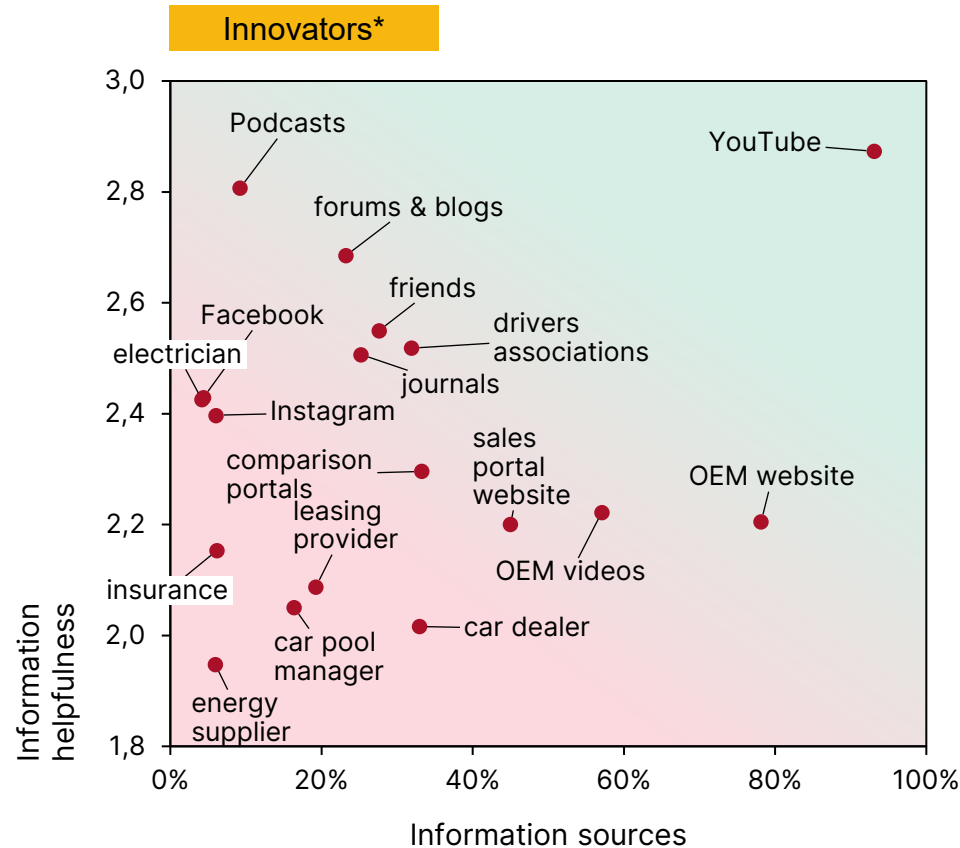
Information Sought

Information Sources vs. Assessment

Shoppers Orderers Drivers

While innovators appreciate YouTube, the next segment also finds great help from car dealers and magazines.

“Where did you find out about EVs?”
vs.
“How helpful is/was the information you received?”



• Different scales due to different answering behavior of the two target groups

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Shopping Phase: OEM Website Visit

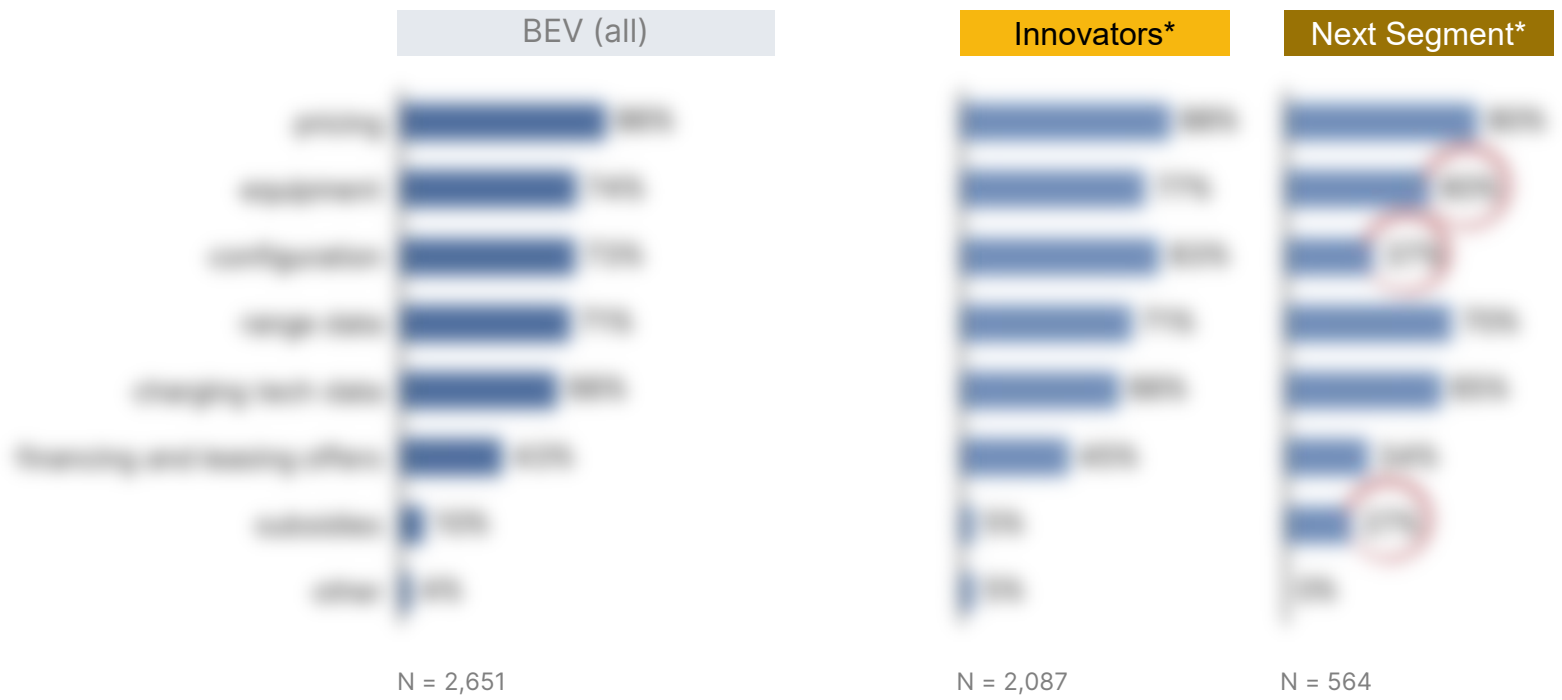
OEM Website: Information Sought

Shoppers Orderers Drivers

“What specific information were you looking for on the website?”
(multiple answers possible)

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The next segment is looking much less for details about the configuration and technical features. Interestingly, the interest in still looking for information about subsidies.



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Shopping Phase: OEM Website Visit

OEM Website: Tech Content Searched for

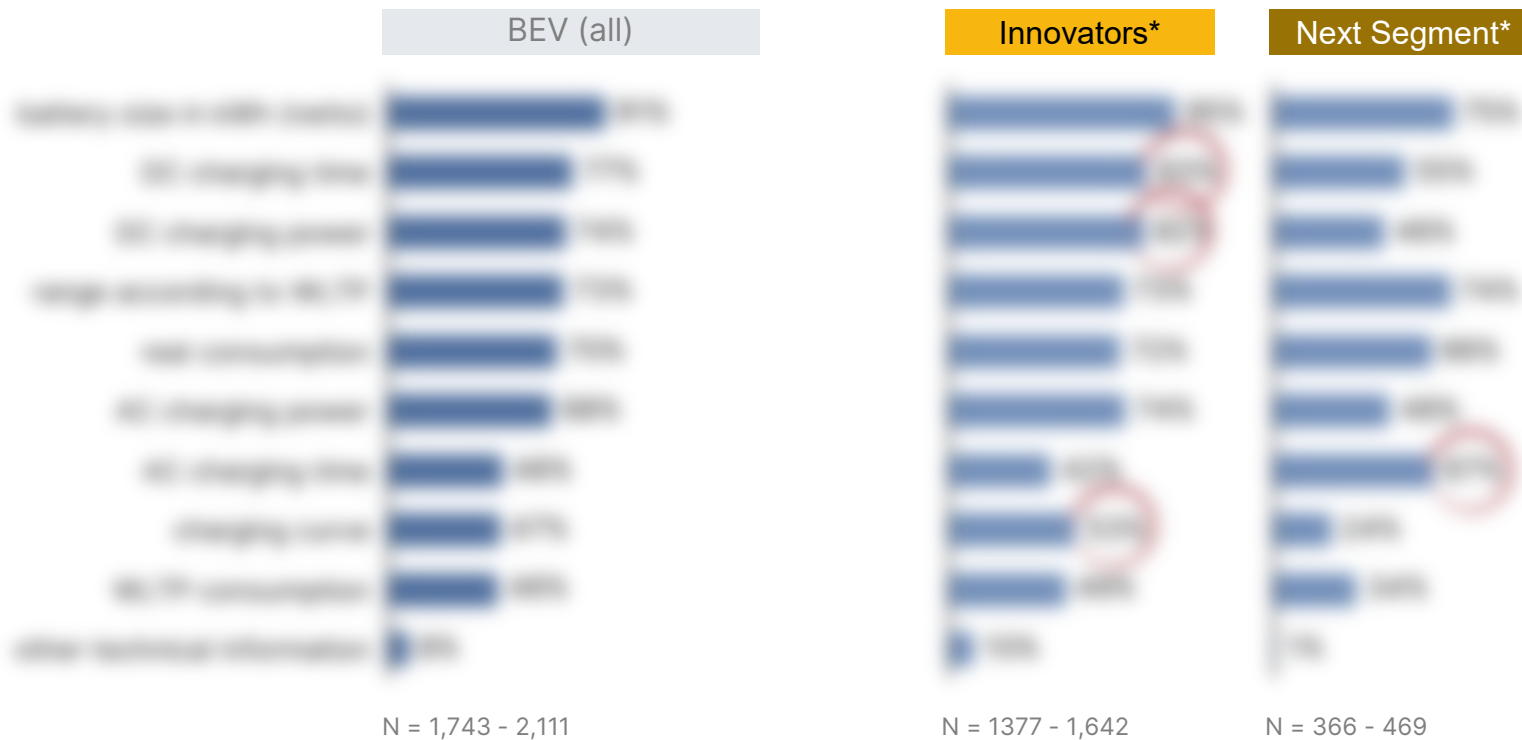
Shoppers Orderers Drivers

charging tech data OR range data = yes

“What information must a manufacturer's website for an EV display in any case?”
(multiple answers possible)

The innovators are much more focused on EV charging and the charging costs, while the next segment is more interested in EV charging time.

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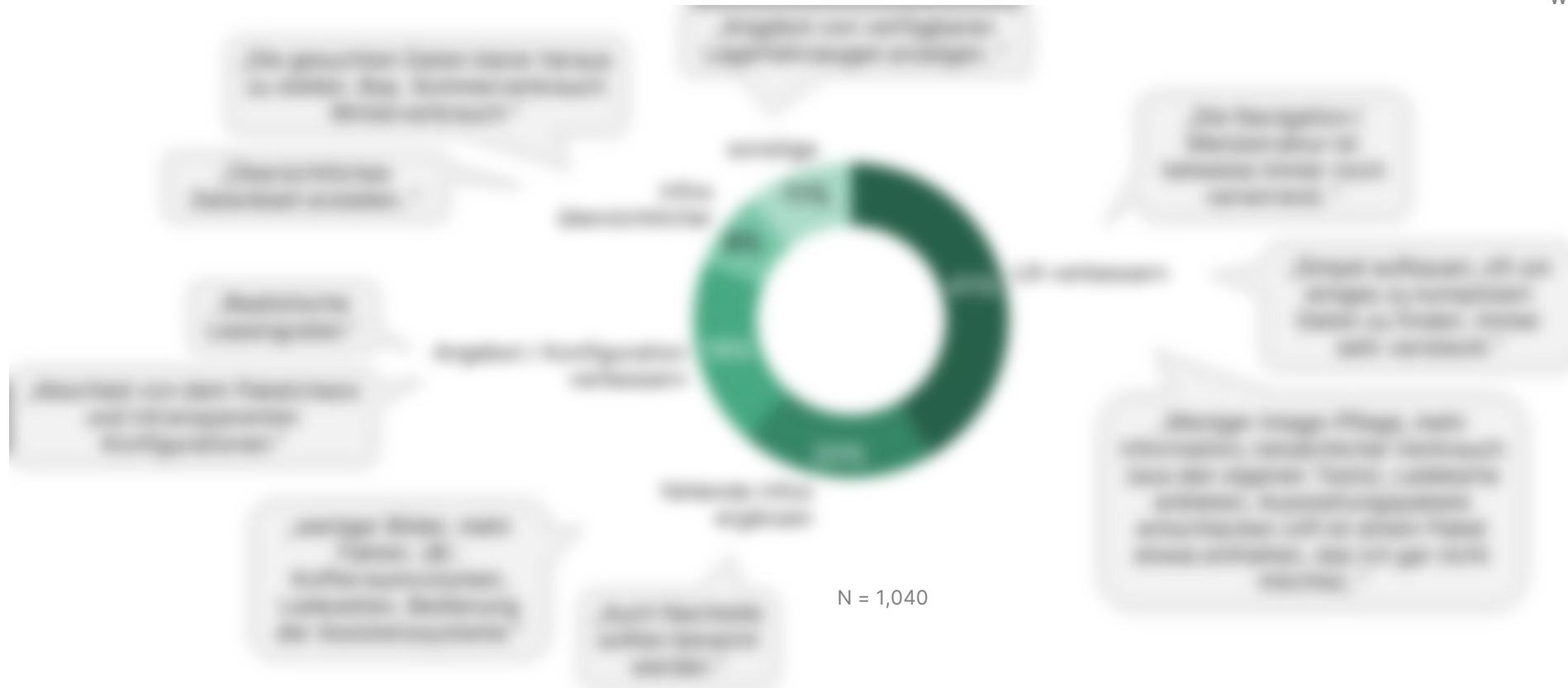
Shopping Phase: OEM Website Visit

Recommendation for OEM websites

Shoppers Orderers Drivers

Most of the recommendations on the OEM website relate to the content and the organised presentation of this content.

“Do you have any recommendations for car manufacturers regarding their websites in general?”



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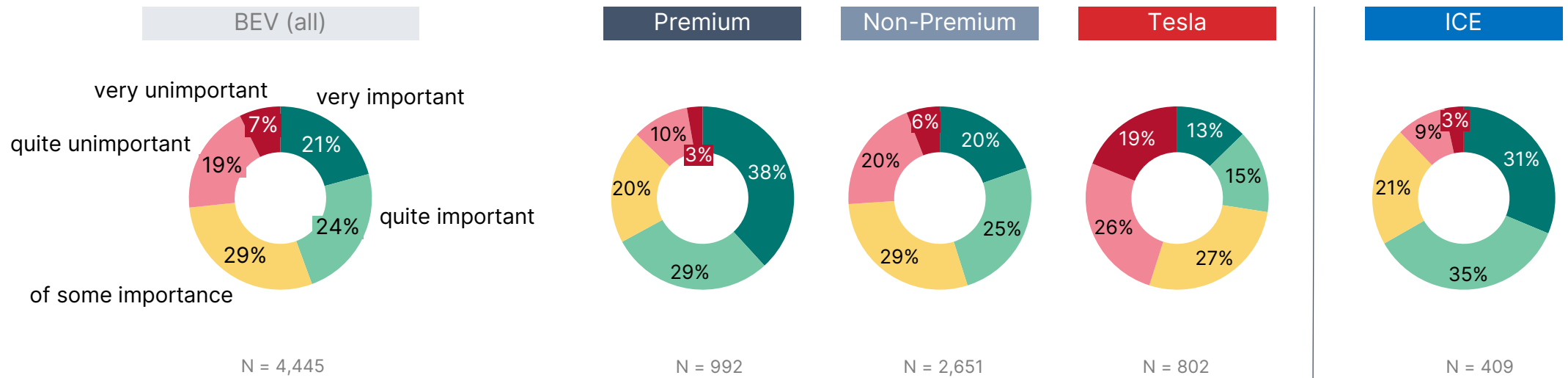
Buying Phase: Configuration

Configuration Type of Shopper

Shoppers Orderers Drivers

ICE drivers and drivers of premium cars find it more important to individualize their cars.

„Now briefly to the vehicle configuration:
How important is it to you to configure your car as comprehensively and individually as possible yourself?“

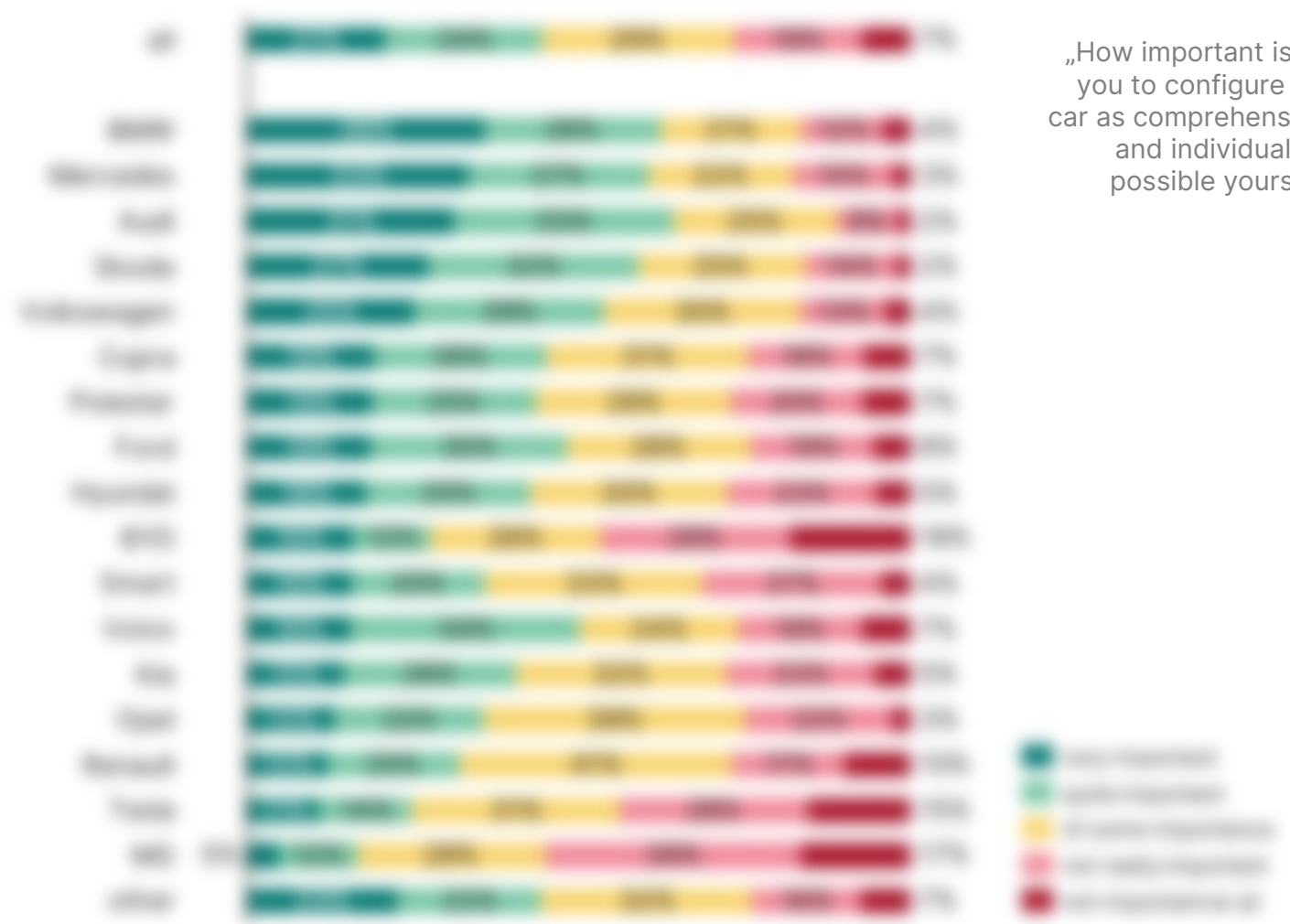


Buying Phase: Configuration

Configuration Type of Shopper

Shoppers Orderers Drivers

„How important is it to you to configure your car as comprehensively and individually as possible yourself?“



Buying Phase: Configuration

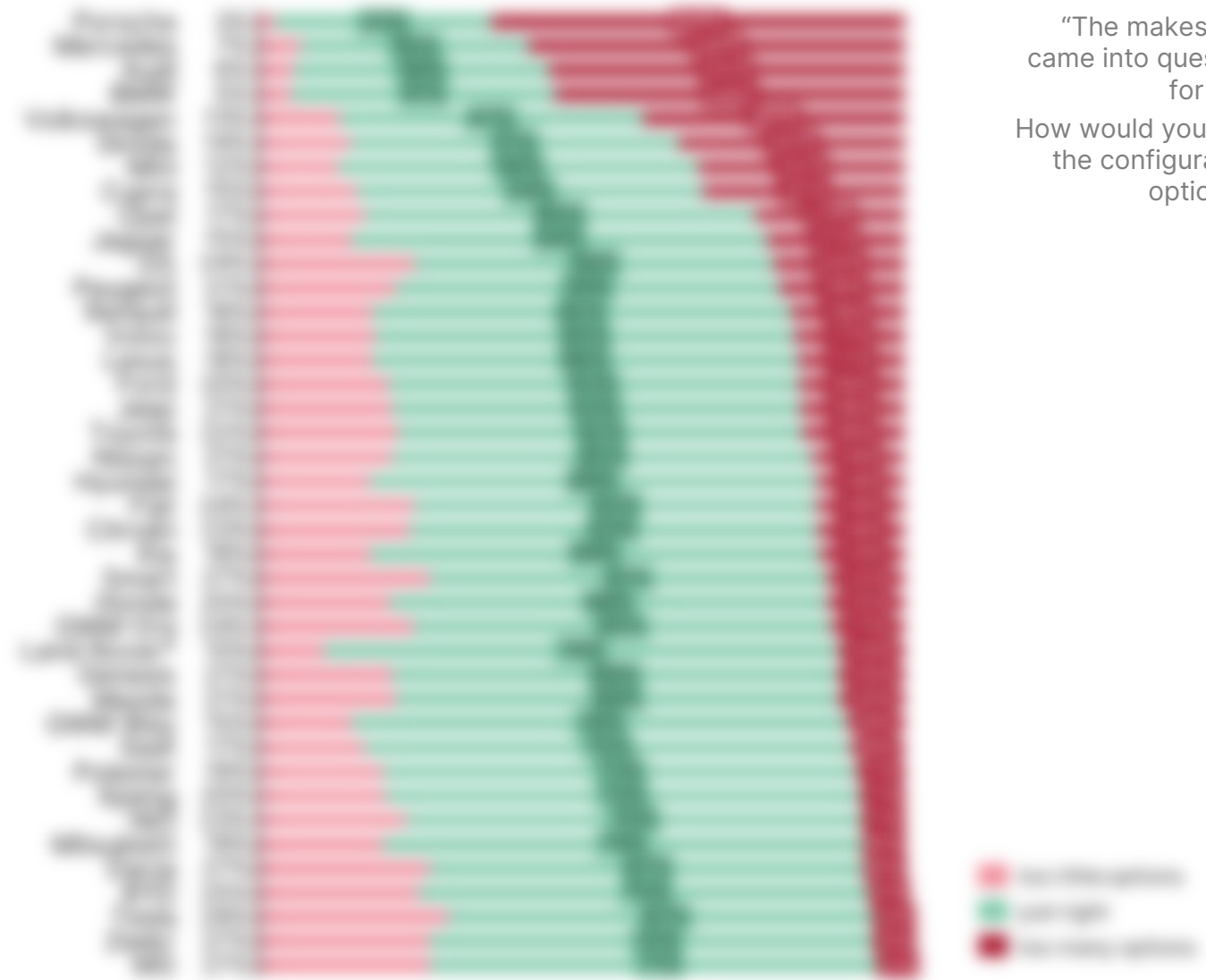
Rating of Configurator

Especially German premium manufacturers offer too many options from the point of view of many people who are interested in these EVs

(excl. "don't know" and sorted by "too many options")

Shoppers Orderers Drivers

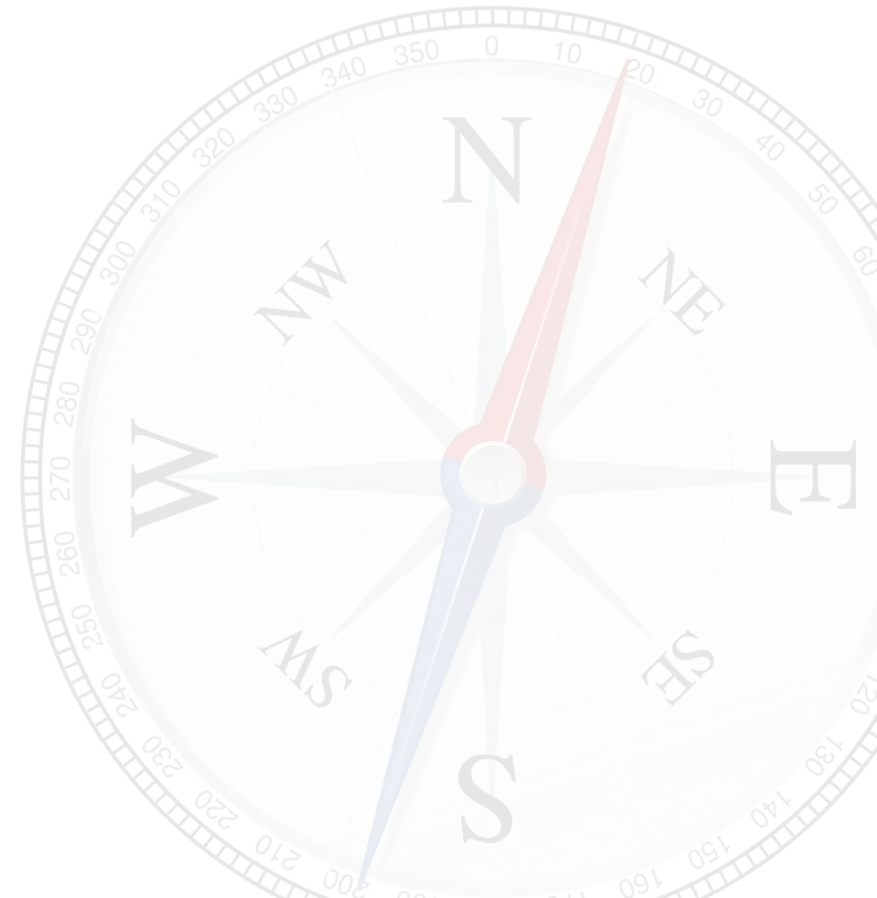
"The makes that came into question for you:
How would you rate the configuration options?"



N = 23 - 2,145

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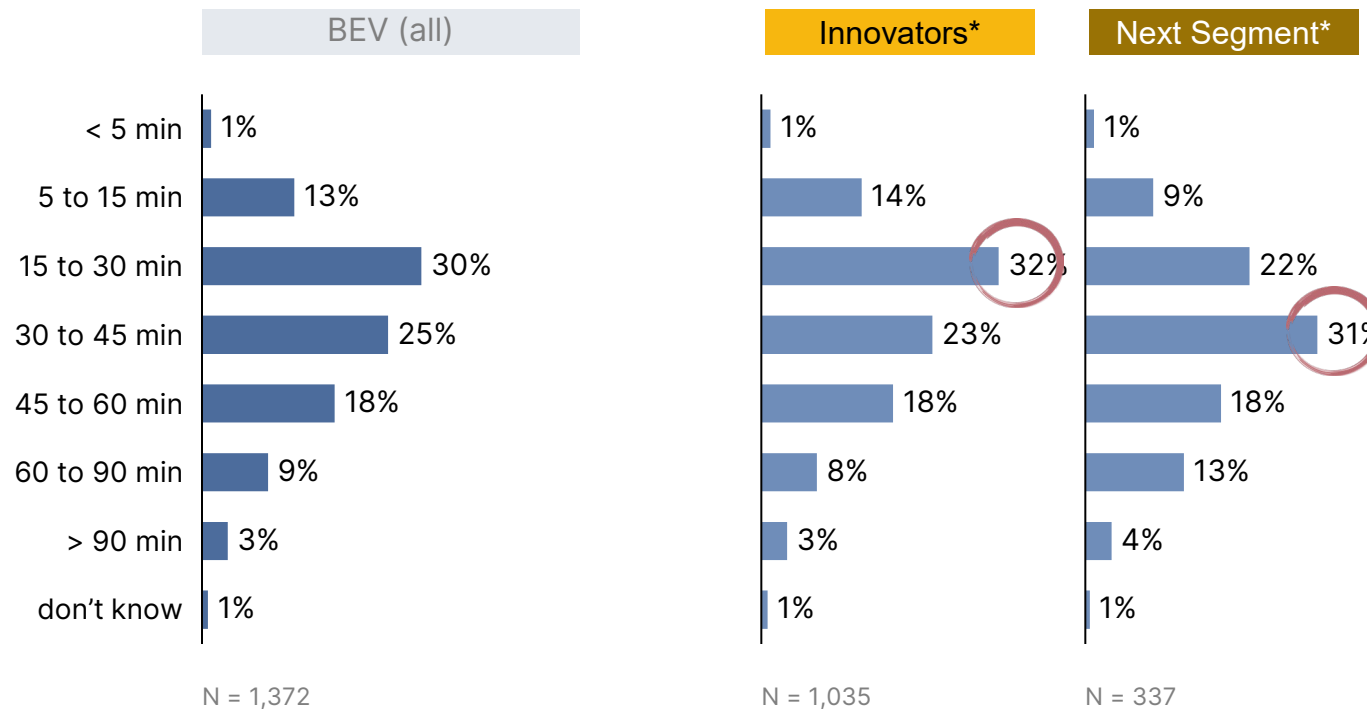
Post-Purchase Phase: Hand-over

Hand-over Duration

Shoppers Orderers Drivers

From the perspective of the next segment, the handover period should be longer than for innovators.

Explanation at hand-over ≠ nothing
 “How long did the vehicle hand-over process for your [make] take?”



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Post-Purchase Phase: Hand-over

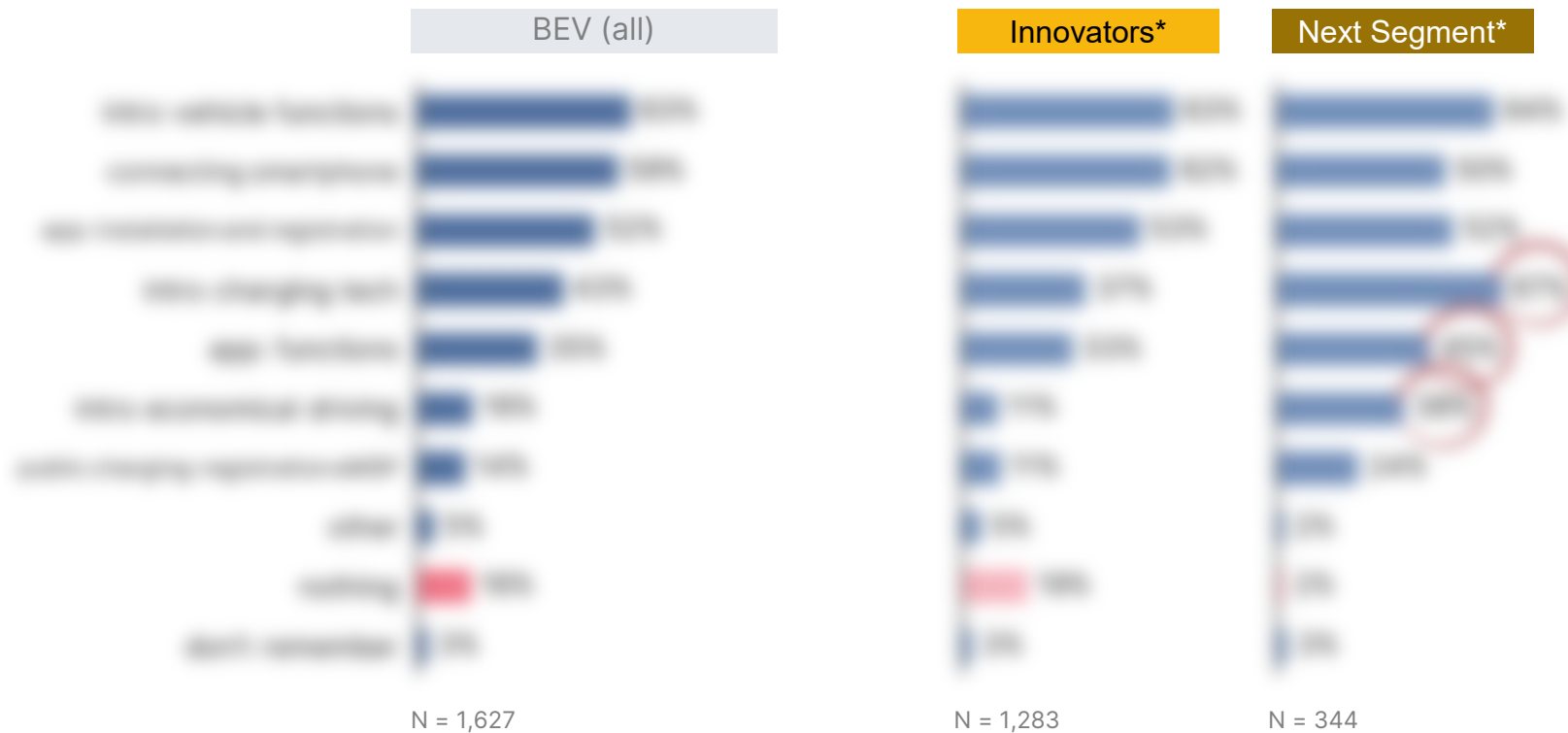
Hand-over: Explanations

Especially when it comes to charging, app functions and driving an EV, the next segment expects more attention during the handover.

Shoppers Orderers Drivers

“What was explained or done for you during the vehicle hand-over?”
(multiple answers possible)


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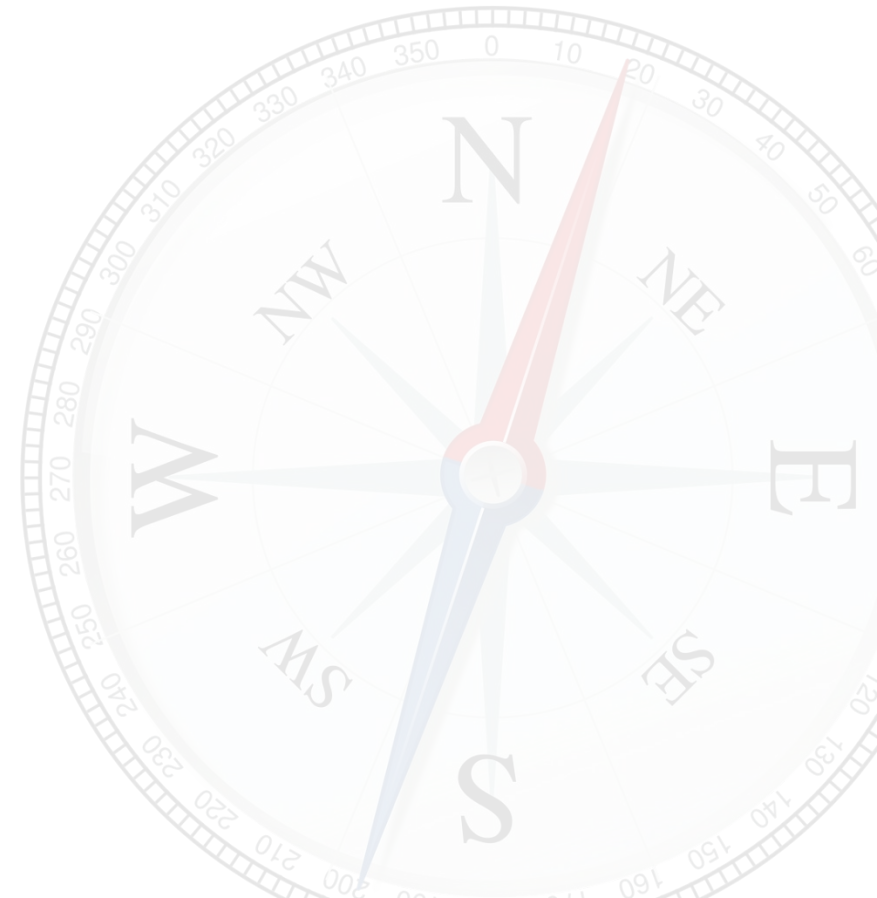


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Summary

Decision Factors (SHOPPERS)

Shoppers Orderers Drivers

“Which of the following factors are or were particularly important to you when choosing your vehicle?”
(multiple answers possible)

As expected, the most important reasons have quite different across the groups. For the next segment, the brand is more important, while technical features and connectivity are less important.



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Decision Factors (OWNERS)

Shoppers Orderers Drivers

“In summary, what were the reasons that ultimately led you to choose the [make]?”
(multiple answers possible)

The chart displays responses from respondents across the board. The responses that are reported most frequently are therefore particularly important. As expected, offline buyers value the dealer relationship, while online buyers value connectivity and their own delivery.

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BEV (all)



N = 1,859

Innovators*



N = 1,511

Next Segment*



N = 348

Offline Buyers



N = 1,010

Online Buyers



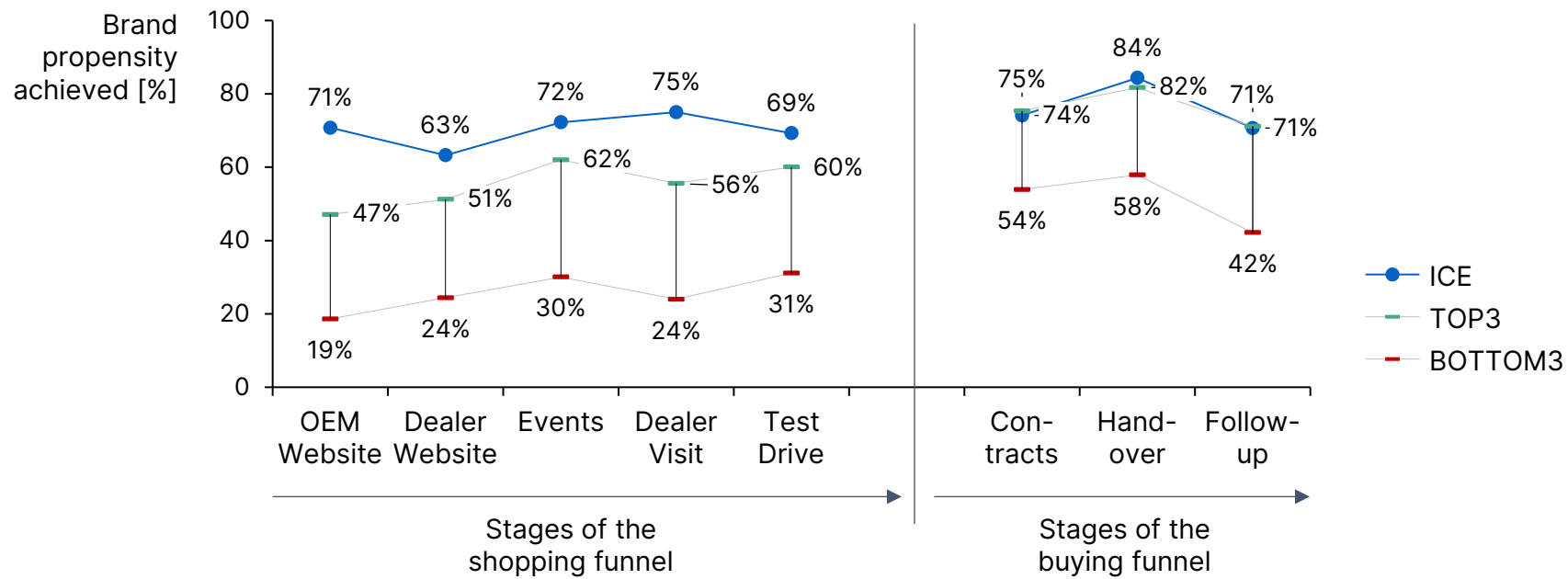
N = 515

Summary

Achieved Brand Buying Propensity

At all stages of the purchasing process, the level of brand propensity achieved is lower than for ICE buyers. Among buyers, only the top 3 brands were at the same level as ICE buyers.

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Shopper:
 „Have you been convinced and encouraged to buy a car of this brand / this dealer?“

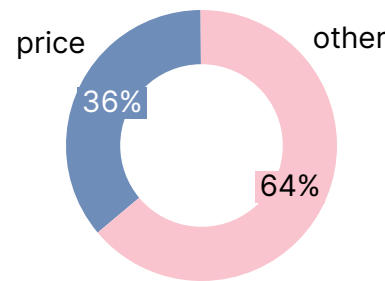
Buyer:
 „Have you been convinced to have made the right decision when choosing this brand / this dealer?“

Summary

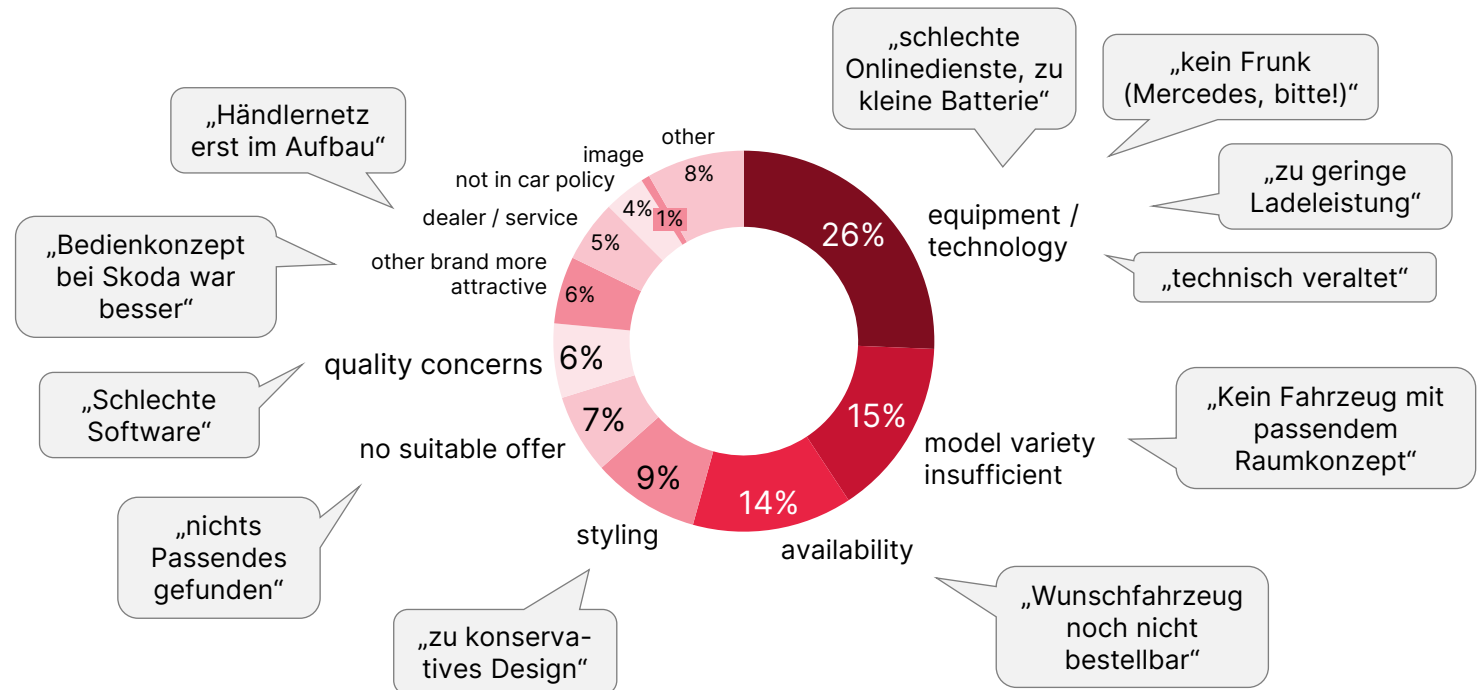
Reasons for Non-Purchase: All Brands

Price is the most common reason for rejecting a brand. Ranks 2 and 3 are followed by the still small variety of models and the technical specifications.

„And why didn't you buy the other brands you were originally interested in?“



N = 4,445



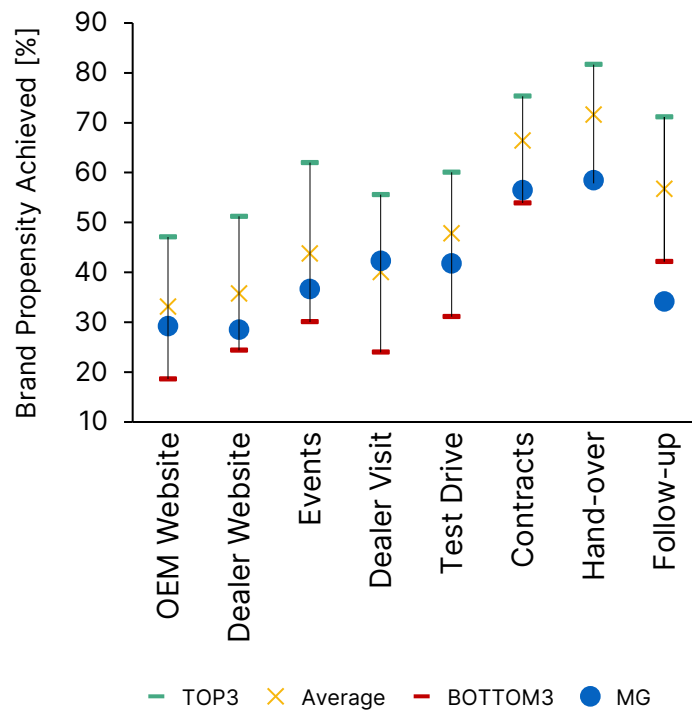
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Performance in the Purchase Funnel: MG



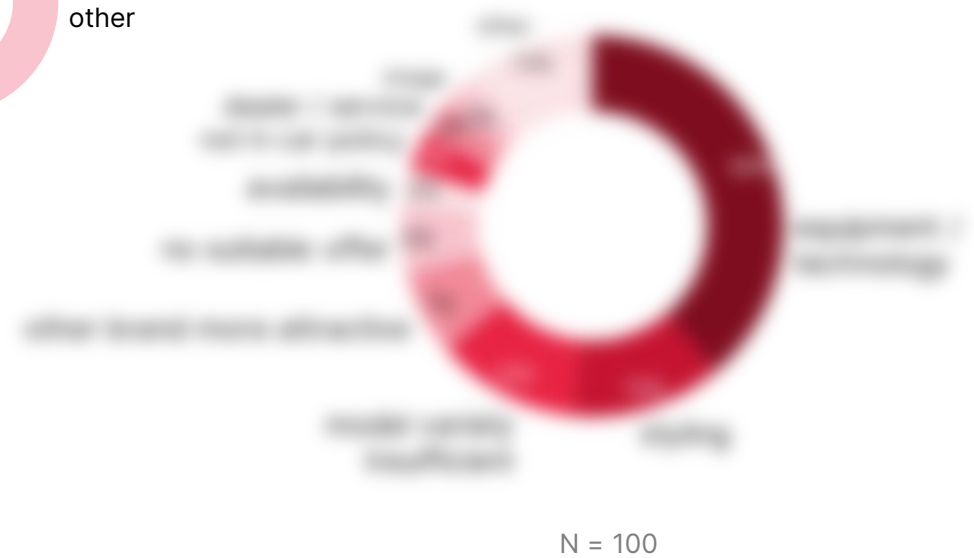
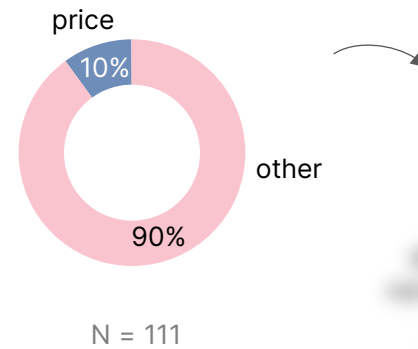
Brand Propensity Achieved = "yes":

"Have you been convinced and encouraged to buy a car of this brand / this dealer...?"



Reasons for Non-Purchase:

"And why didn't you buy the other brands you were originally interested in?"





SCALE YOUR USER
SCALE YOUR BUSINESS

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EV Satisfaction Study 2024 (DACH)

Focus studies on all touchpoints

USCALE delivers user research on all touchpoints of the e-mobile customer journey.

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