



# provoke

insights

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Automobiles: Brand Loyalty  
Spring 2022



## Background & Objectives

In today's increasingly digital world, it has become easier for brands to increase consumers' awareness. However, this is useless without loyal customers.

Understanding brand loyalty and the consumer mindset is vital in helping brands manage and grow in today's ever-changing markets.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers and their loyalty to brands. The study covers multiple industries, including automobiles.



## Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field from March 1<sup>st</sup> – 10<sup>th</sup>, 2022.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).<sup>1</sup>

Results based on this sample have a maximum margin of sampling error of  $\pm 2.5\%$  at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

# Overview



## **Who is Purchasing Automobiles?**

The American automobile purchaser is more likely to be employed full time, have kids, and be concerned about their jobs due to COVID. They are willing to pay more for sustainably sourced products. These consumers are also making other changes in their lives, such as moving homes or starting new jobs.



## **Where are Consumers Purchasing Automobiles?**

The majority of automobile purchasers are buying cars in person. However, online shopping for purchasing automobiles is becoming more popular. They are generally satisfied with the cleanliness of stores and customer service. However, car buyers find product availability is seen as a negative experience.



## **Brand Loyalty in the Automobiles Category**

The automobile industry has the highest loyalty score out of the 15 industries. More than half of automobile purchasers are loyal to a brand.



A close-up photograph of a person's hand holding a set of car keys. The hand is wearing a dark suit jacket and a white shirt cuff. The keys are black with silver accents and a silver keychain. In the background, a red car is visible, slightly out of focus. Another person's arm, wearing a white shirt and a silver bracelet, is visible on the left side of the frame.

15% of Americans have recently bought or leased a car, or plan to in the near future



# The Automobile Shopper

is Significantly More Likely to Be



**71%** employed full time vs. 63%



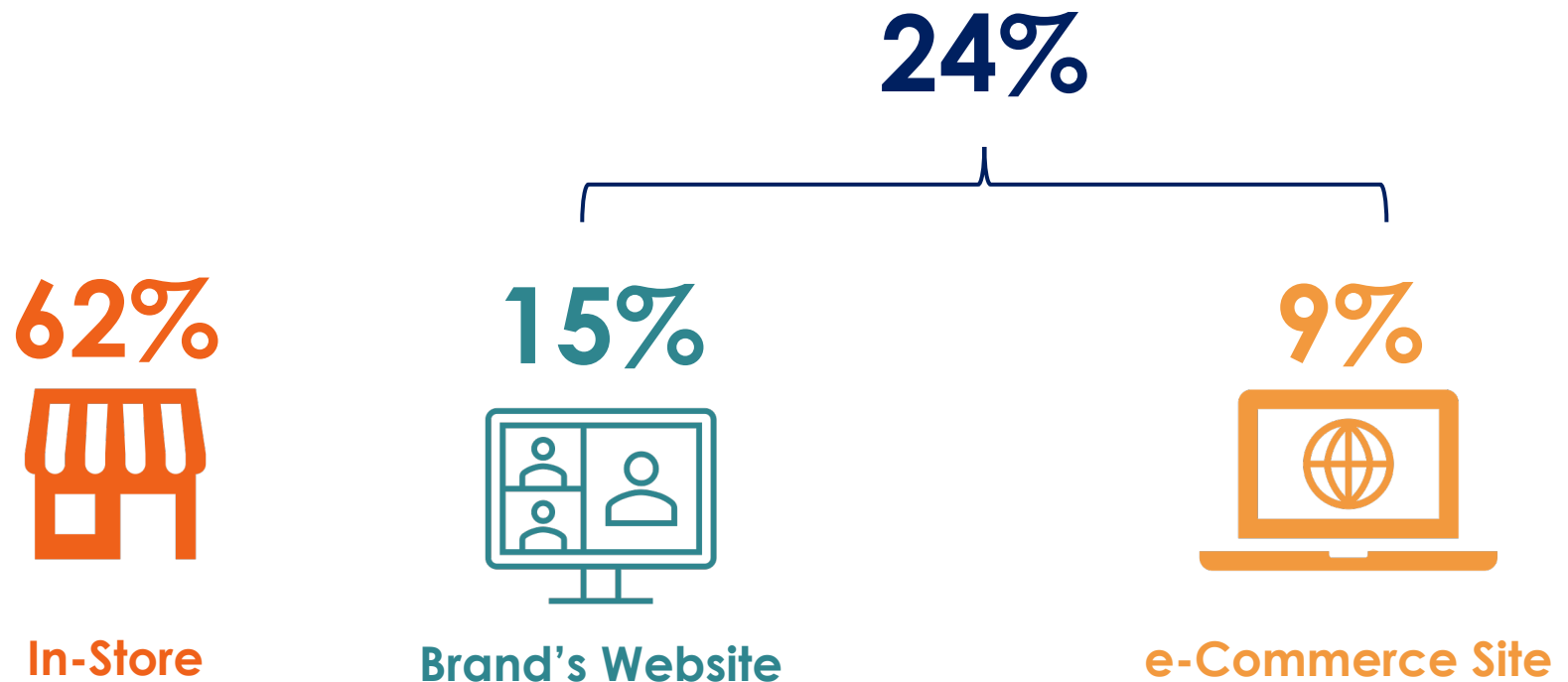
**49%** have kids vs. 34%



**38%** concerned about job due to COVID vs. 28%

# Consumers are Purchasing Automobiles In-Stores

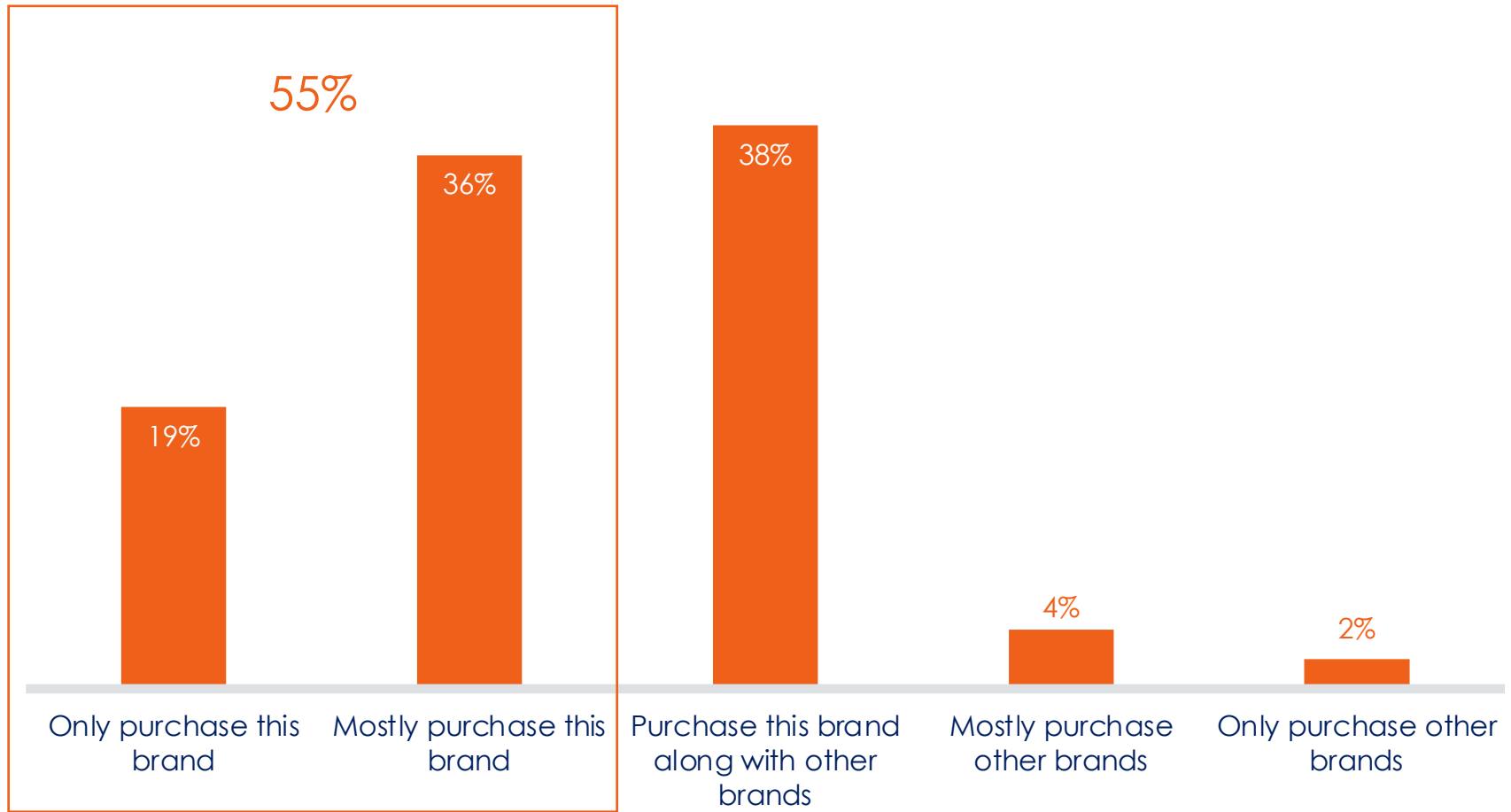
However, online shopping for purchasing automobiles is becoming more popular.



*\*15% other method*

# Brand Loyalty in the Automobile Industry

More than half of automobile purchasers are loyal to a specific car brand.





Compared to other industries, consumers are the most loyal to their automobile brands.

*The loyalty score is calculated by the mean overall industry score minus the individual category score.*

	Industry	Loyalty Score
1	Automobiles	14.31
2	Major appliances	12.61
3	Airline	11.11
4	Cruise line	9.01
5	Power tools	7.71
6	Skincare	6.11
7	Electronics	6.01
8	Fine jewelry/watches	2.41
9	Beauty supplies	2.51
10	Hotel	-7.19
11	Fitness gear	-8.39
12	Furniture	-9.39
13	Outdoor gear	-11.89
14	Apparel	-15.99
15	Toys	-19.99

# Car Purchasers are Planning More Changes

Automobile buying is not the only new event in these consumers' lives. They are also making home improvements, moving homes, and starting new jobs.

**17%** vs. 12%



**Will Make a Major  
Home Improvement**

**11%** vs. 7%



**Will Move Homes**

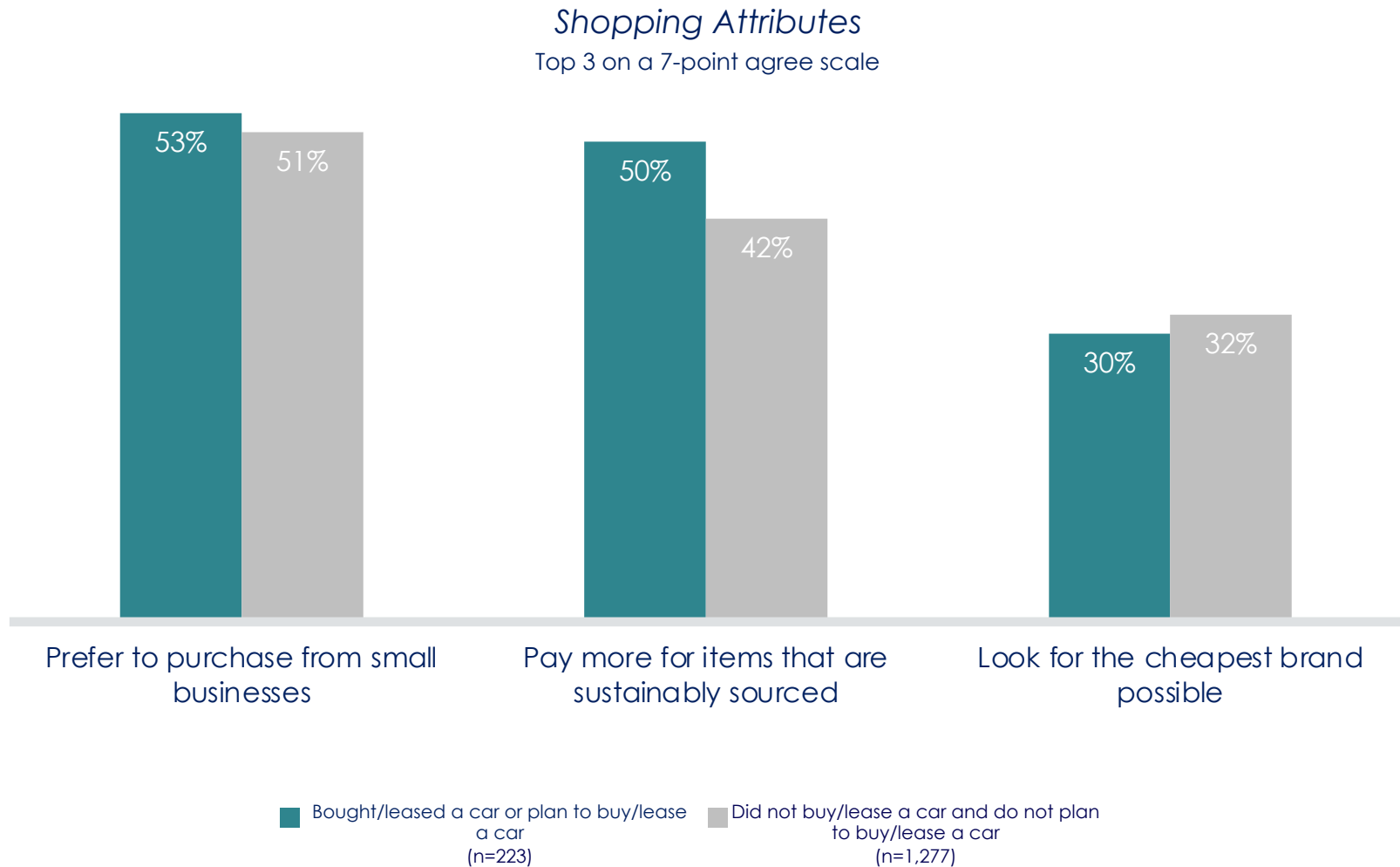
**15%** vs. 10%



**Will Start a New Job**

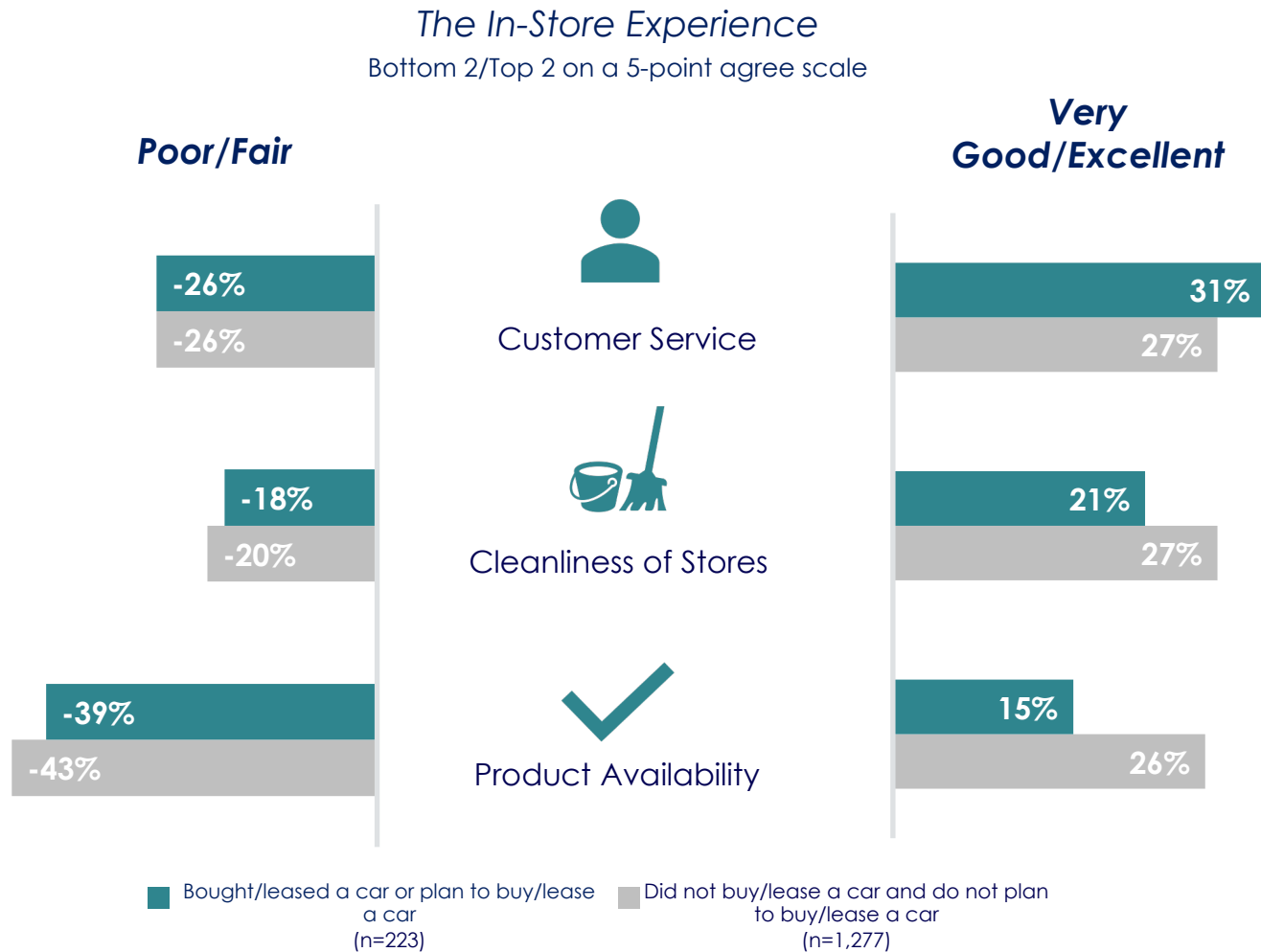
# Purchaser Shopping Habits

Automobile shoppers are more likely to pay for sustainably sourced items.



# How is the In-Store Shopping Experience?

Automobile shoppers are dissatisfied with product availability. However, they see in-store experience improving.



# Respondent Overview

## Gender



**53%**  
Female



**47%**  
Male

## Generation

**44 years old**  
Average Age



**Z**

**7%** Gen Z

**X**

**34%** Gen X

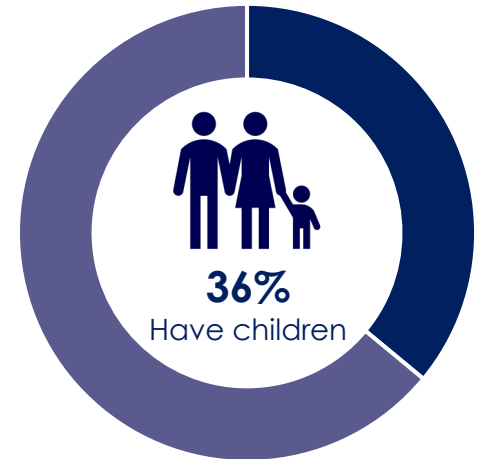
**M**

**38%** Millennials

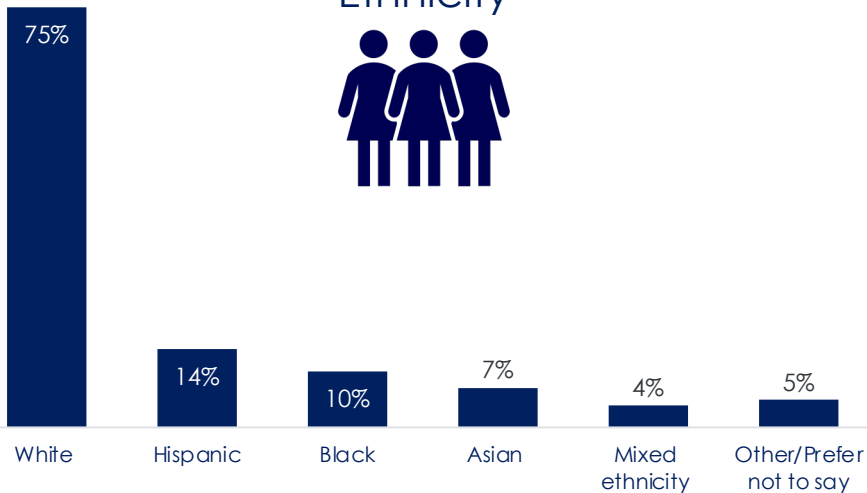
**B**

**21%** Baby Boomers

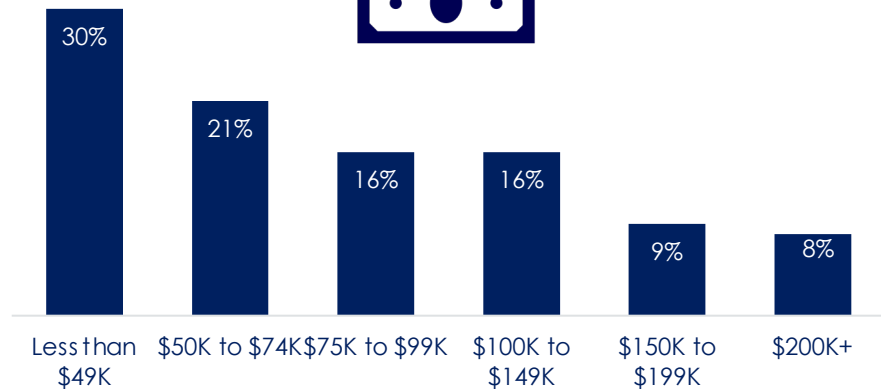
## Parental Status



## Ethnicity



## Household Income





# About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to [breeda@provokeinsights.com](mailto:breeda@provokeinsights.com).