

# Consumer Sentiment Report

## UNDERSTANDING CONSUMER PURCHASING INTENT IN COVID-19

Gumtree Cars purchase intenders research reveals the impact COVID-19 is having on consumer car buyer sentiment and behaviour, as restrictions ease.

### 5 EMERGING TRENDS IN A COVID-19 WORLD

Despite the COVID-19 disruption, **95% of Gumtree car buyers are still actively looking** to purchase their next vehicle. A significant percentage (87%), are **intending to purchase a vehicle within the next 3 months**.

*“Bought my dream car, one week ago. Thanks guys!”*  
Gumtree Cars Buyer

CAR BUYERS EXPRESS POSITIVE PURCHASE INTENT

SAFE TRADING IS THE NEW NORMAL

Today's buyers expect COVID-19 safe protocols as the new way to trade and believe they are here to stay. To drive car buyers into your dealership, Gumtree Cars intenders are asking for:

- Clear dealership opening and service times
- Appropriate appointment times, following social distancing rules
- Practical video inspection capabilities and detailed photos

*“An option for contactless dealings and car inspections. Videos along with pictures of the car required.”*  
Gumtree Cars Buyer

REASONS FOR BUYING A CAR HAVE NOT SHIFTED

Amongst our car intenders, **76% of buyers say there is no change in the 'reason for buying a car'**. With the #1 reason for purchase being, 'to replace or upgrade their current vehicle'. Other significant reasons for continuing their car purchase is, 'looking for a specific car, collector car or hobby/project'.

*“I want to upgrade as my kids are getting bigger.”*  
Gumtree Cars Buyer

*“I am looking for a classic car to restore.”*  
Gumtree Cars Buyer

INCREASED PREFERENCE IN BUYING FROM DEALERSHIPS

Gumtree Cars buyers have expressed a positive shift in buyer preference towards dealerships as a result of the COVID-19 crisis. To ensure dealerships are fuelling buyer confidence in transacting, car buyers are asking for:

- Safe test drive options or remote 3rd party inspection
- Comprehensive car cleaning and disinfectant solutions
- Additional finance options and free return periods

*“I want to ensure there is a warranty. And still prefer to test drive it personally to ensure no concerns.”*  
Gumtree Cars Buyer

BUYERS RAMPING UP AS COVID-19 RESTRICTIONS EASE

With isolation easing, buyers who were postponing their purchase due to COVID-19 are now re-evaluating their concerns. Key reasons to delay their purchase include; wanting to test drive their car, non-essential travel concerns and wanting to ask specific questions about the car in person.

*“At the moment, people don't know whether they're allowed to go and look at cars due to the COVID-19 restrictions.”*  
Gumtree Cars Buyer