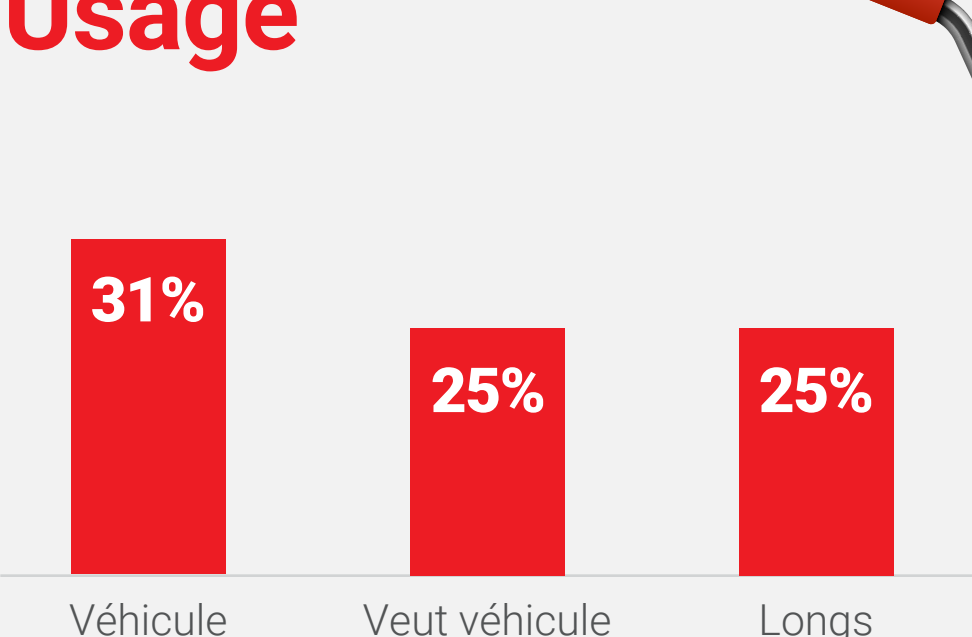


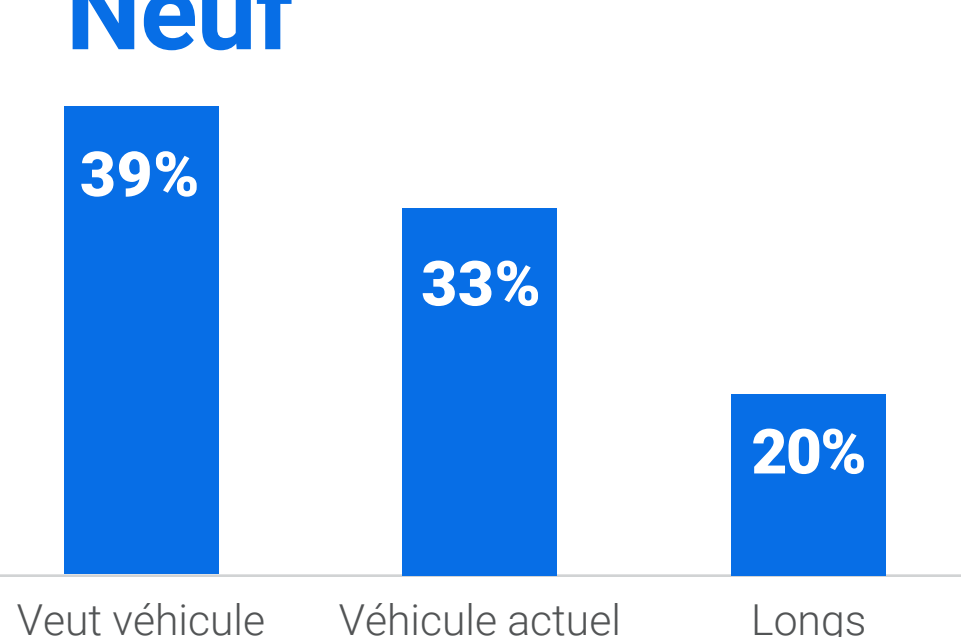
Parcours d'achat automobile

Déclencheurs du magasinage automobile

Usagé

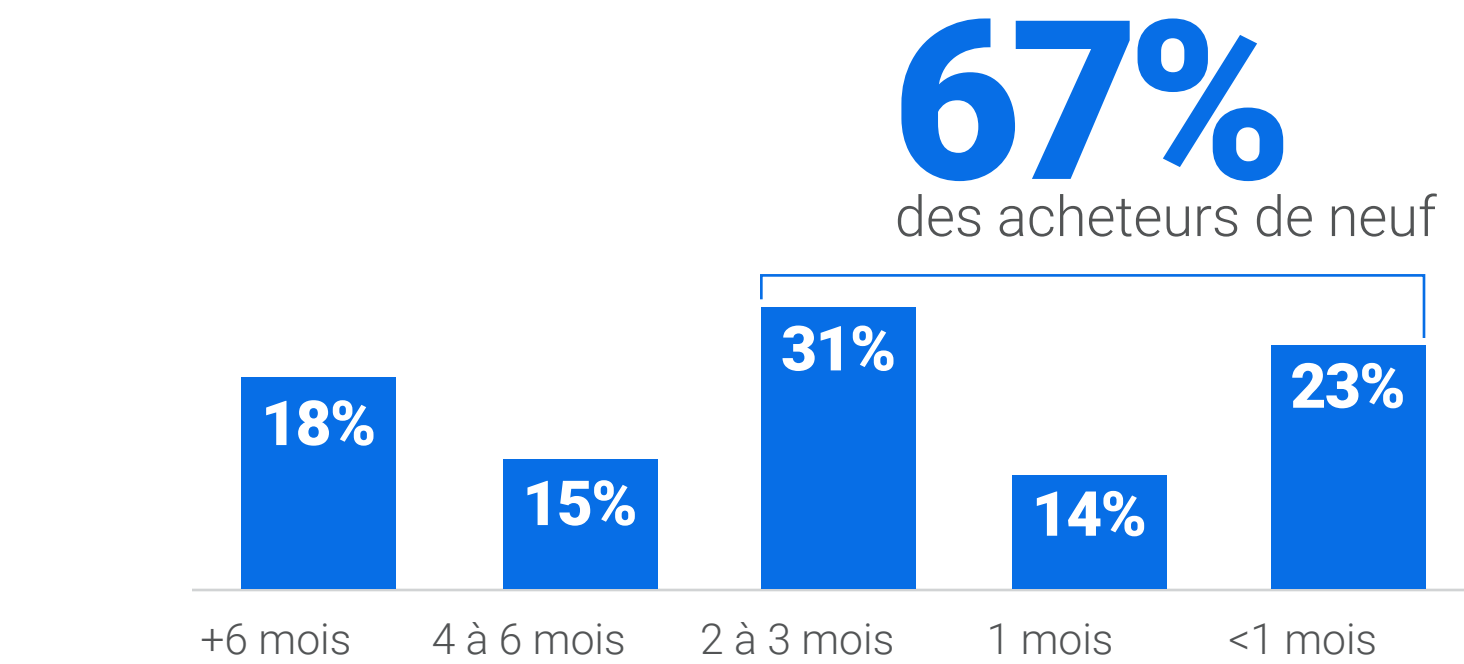
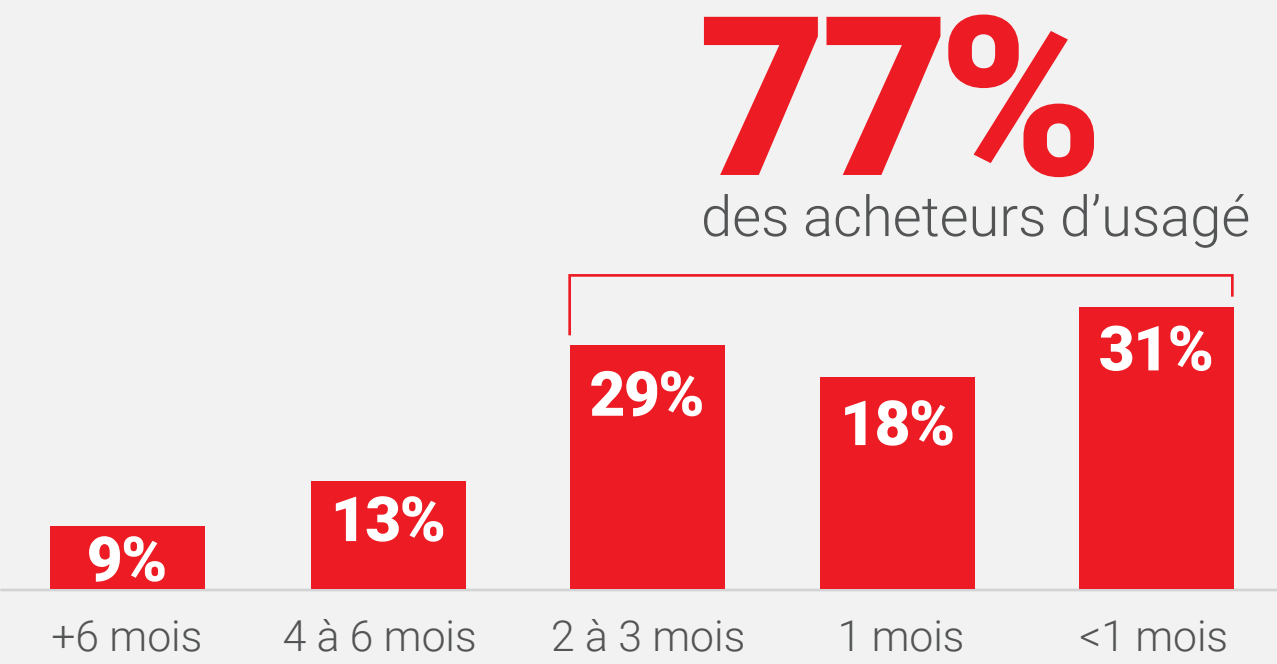


Neuf

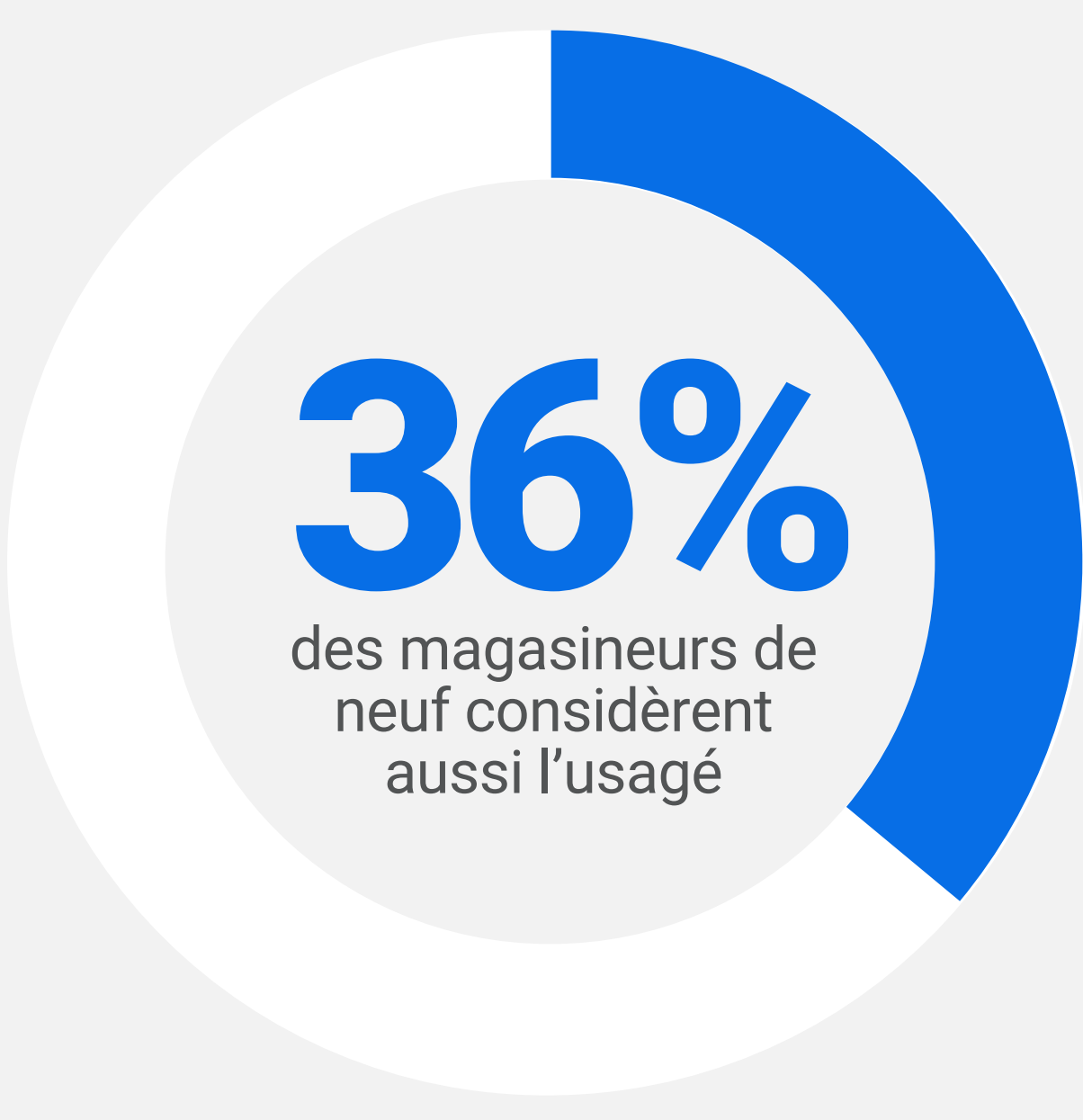
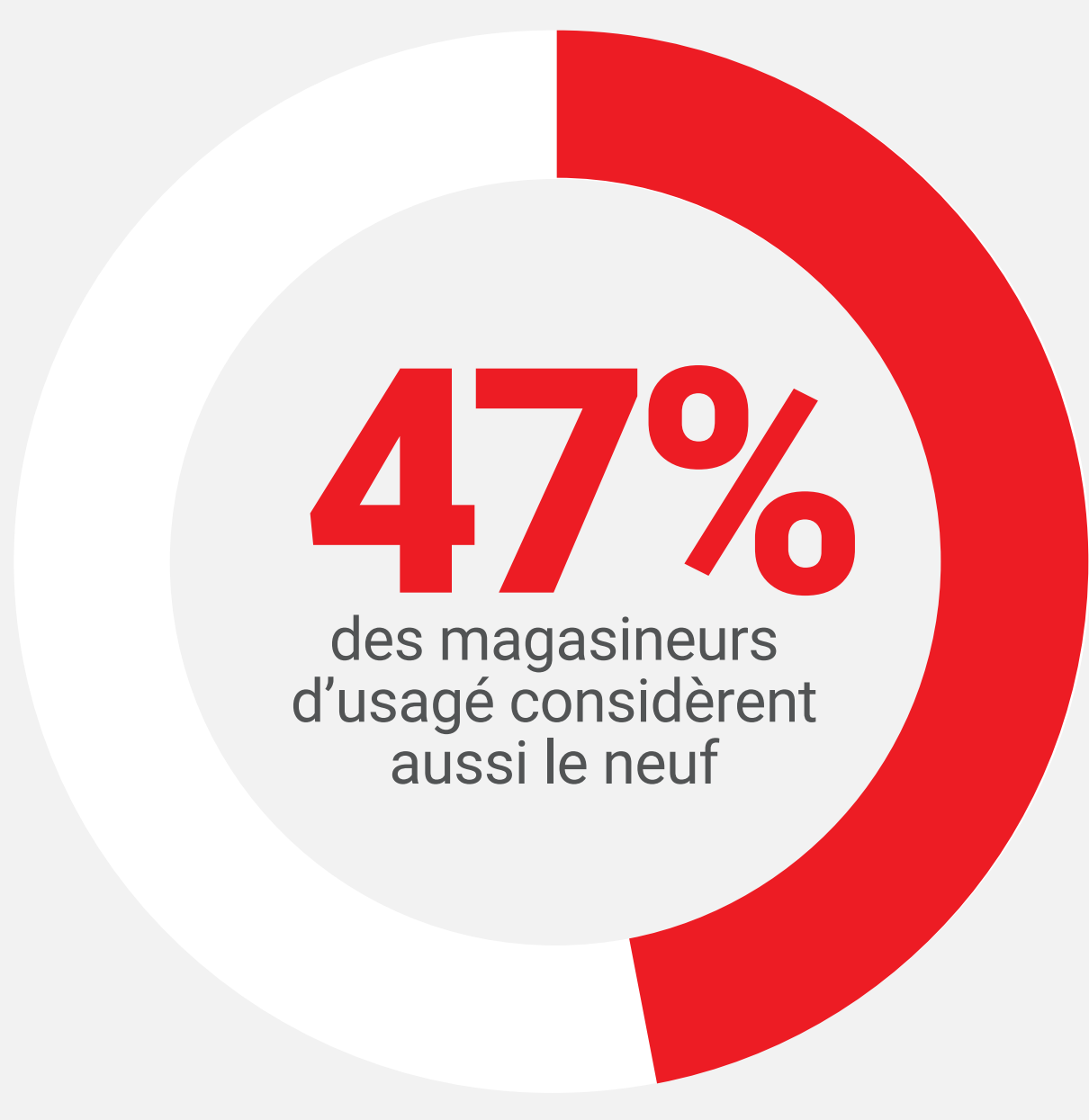


Délai entre le début du magasinage et l'achat

La majorité des magasiniers de neuf et d'usagé achètent en moins de 3 mois

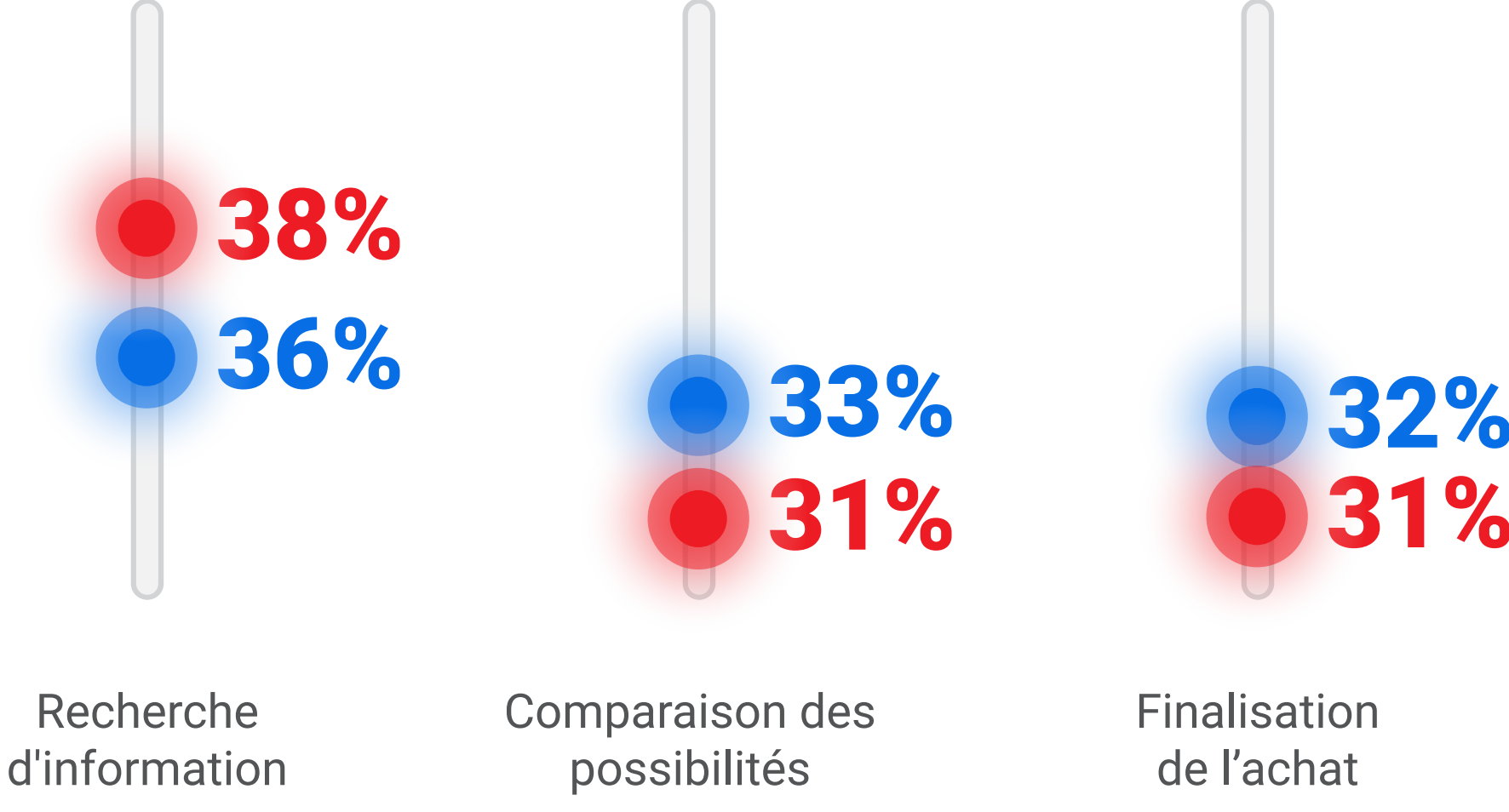


Indécis entre le neuf ou l'usagé



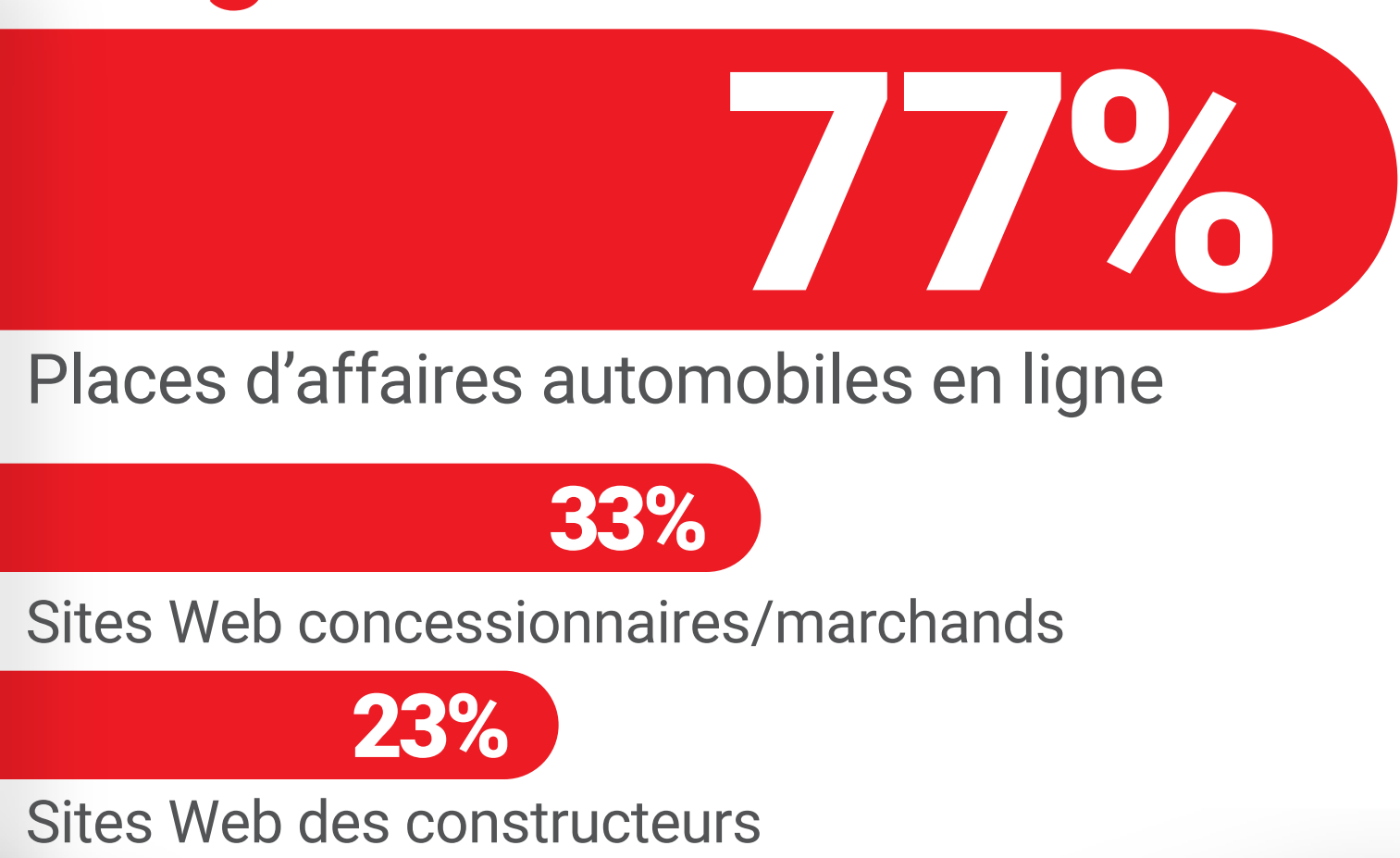
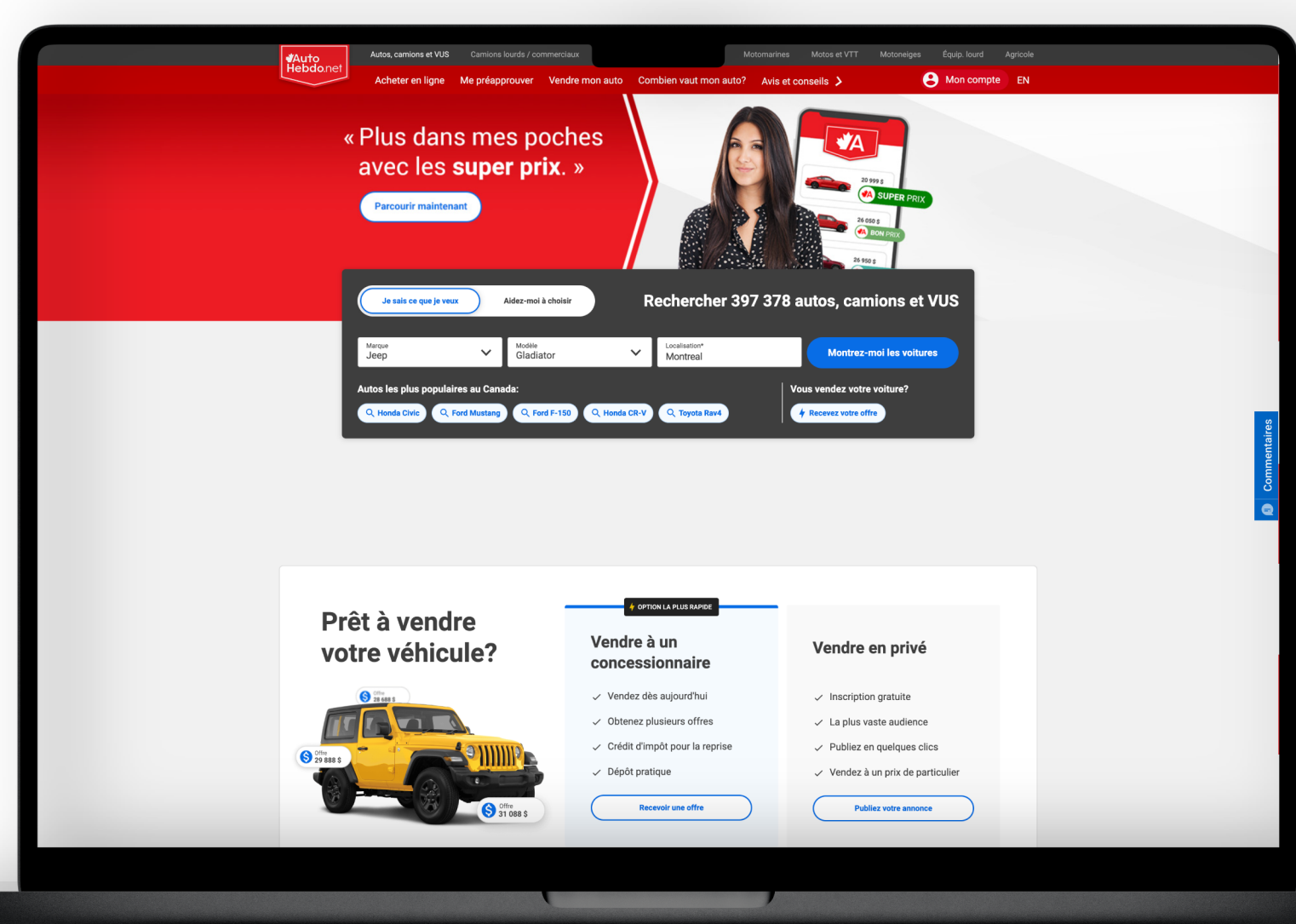
Durée de certaines étapes du parcours d'achat

● Usagé ● Neuf

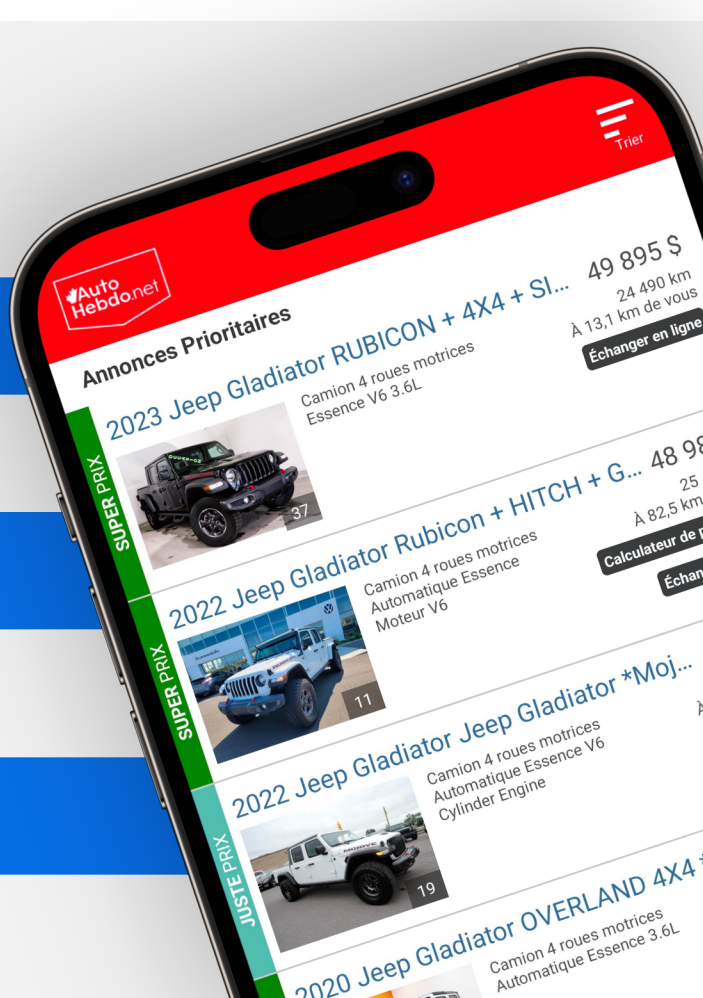
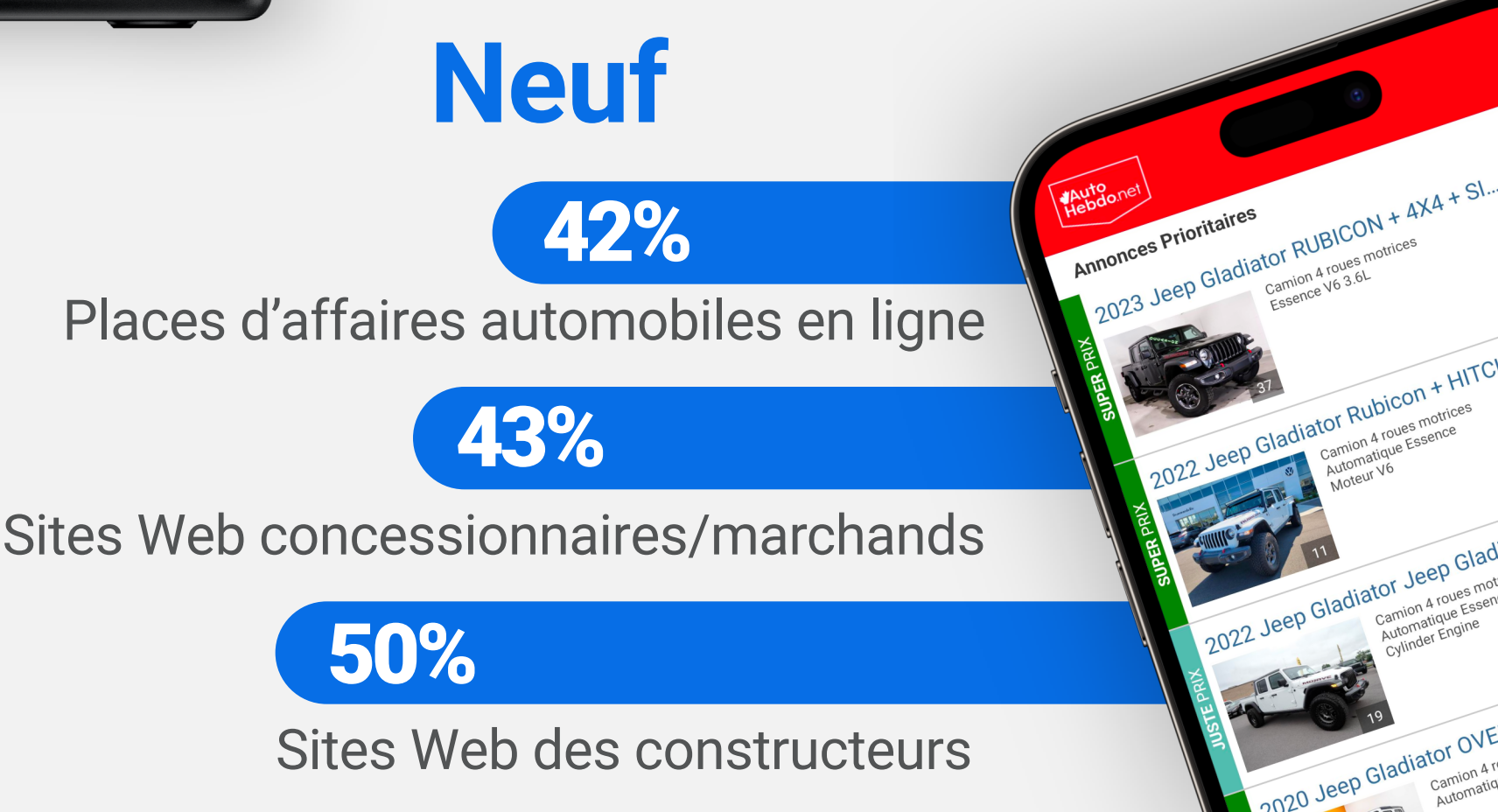


Sources d'information consultées

Usagé



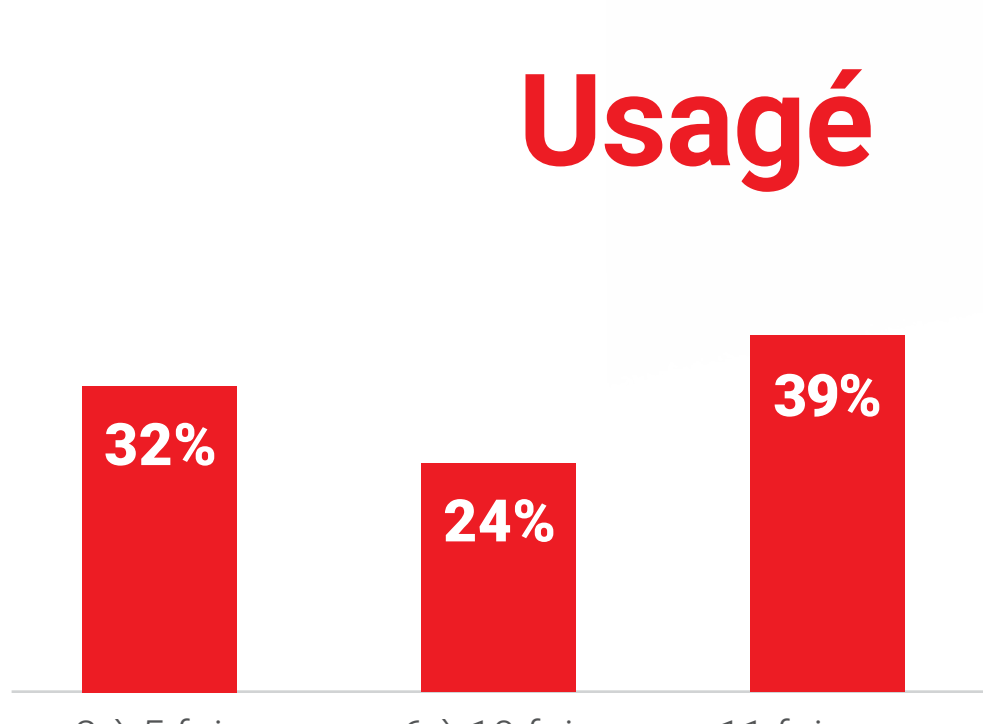
Neuf



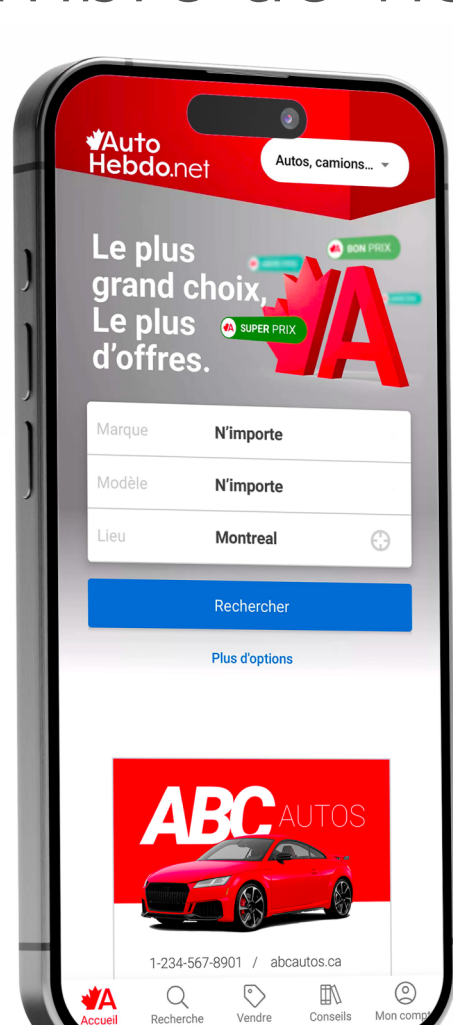
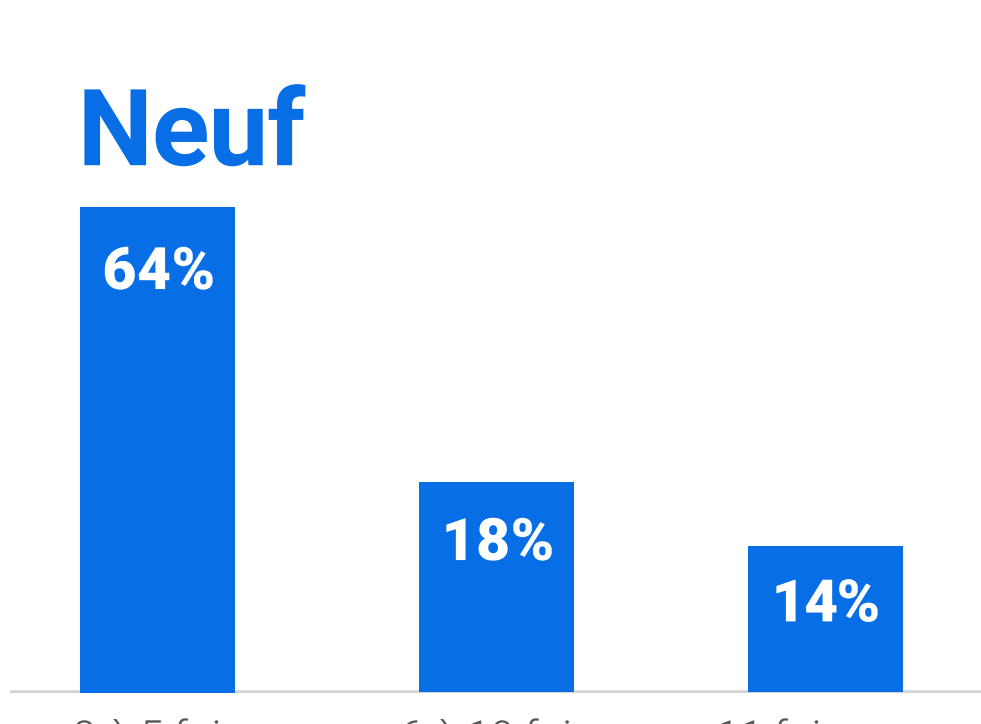
Nombre de visites de places d'affaires en ligne

Nombre de visites

Usagé

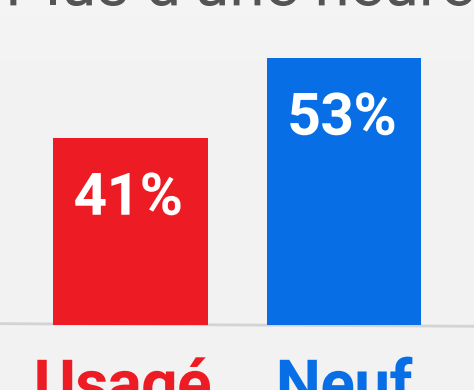


Neuf

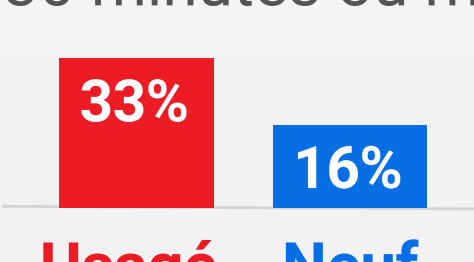


Durée des sessions

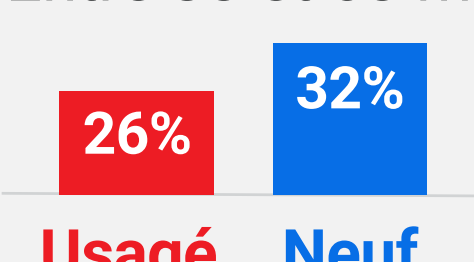
Plus d'une heure



30 minutes ou moins



Entre 30 et 60 minutes



Qualité du service à la clientèle vs prix le plus bas

«Préfère prix juste et raisonnable avec un excellent service»

