

SUCCEED IN BOTH HALVES OF THE SHOPPING DECISION



There are two cognitive ways shoppers make buying decisions, regardless of whether it is in person or online: deselection and selection. Car shoppers are no longer just browsing (deselecting) but making decisions (selecting) online.

DESELECTION:

Shoppers use filters, AI and/or algorithms to weed out irrelevant products and information.

SELECTION:

Once shoppers decide what is relevant, they move to the selection phase. It is often an emotional trigger that starts the process on selection, then they rationalize why they made that choice.

SIGNALS THAT SHOPPERS ARE SELECTING ONLINE:



76% of shoppers are open to the idea of **buying completely online**.³



In 2021, **Carvana** sold **425,237 units**, a **74% gain** over 2020.¹



When it comes to searching for a car, **71% of shoppers only compared cars online**.²



50% of car buyers visit **one dealership** before purchasing a vehicle.⁴

To influence shoppers, you'll need to optimize every VDP.

START WITH THE MEDIA CAROUSEL.

- > **67% OF SHOPPERS INTERACT WITH THE VDP PHOTOS.**
- > **THAT'S 4X MORE THAN ANY OTHER AREA.**

BOTTOM LINE: VDPs ARE WHERE ONLINE SHOPPERS MAKE THEIR BUYING DECISIONS ONLINE.

See how vAuto Merchandising helps you engage more shoppers online.

vauto.com/merchandising
(877) 834-6224

¹ <https://www.vendingtimes.com/news/carvana-boosts-q4-and-fy-2021-sales-improves-losses/>

² Cox Automotive Car Buyer Journey 2021

³ 2020 Digitization of End-to-End Retail Study (Consumer & Dealer)

⁴ Cox Automotive Car Buyer Journey Study: Pandemic Edition, 2021