

Eyeota delivers insights into automotive purchase intentions across Australia

Highlights six different personas and their purchase motivations

: Eyeota, the global leader in audience data, has today released its latest results on automotive purchase intentions in Australia. The results provide a deep dive into what motivates the buyer and segments those into six different personas.

The Typical Aussie

Millennials

Baby Boomers and Gen X

Men

Women

Luxury Buyers

“Agencies and clients are taking a stronger interest in how audiences and data intersect, giving insight into how this can be used to increase campaign efficiency and results. We see the automotive category amongst those leading this charge,” said Peter Hunter, General Manager ANZ, Eyeota.

The typical Aussie auto intender is 1.8x more likely to be price conscious, with 20-30% avid hunters of seasonal deals or gifts. The budget shoppers in this segment are 3.2x more likely than the average auto intender to look for the lowest price while shopping and are 3.5x more likely to manage their money carefully. They are charitable donors, video gamers and sports fanatics with interests in music, food, health & fitness, pets and books.

Demand for millennial audience data has grown significantly in Australia and the findings show that millennials vary widely in their interests and preferences. Their lifestyles include green living, blogging and social media, attending concerts and gaming, and they are more willing to spend money on experiences. They are primarily targeted by commercial and general automotive brands and auto dealerships, and are 2.4x more likely than the average car buyer to seek approval for their purchases. They are also 2.4x more likely to be environmentally conscious.

On the other hand, Baby Boomers and Gen X are into indulgent purchases and primarily targeted by luxury and commercial brands as they are likely to pay a premium for quality. They are 2.7x likely to be careful with their money and invest smartly, yet are highly likely to be impulse buyers, though tend to check product reviews to learn more about the product.

“Men are from Mars – Women are from Venus” as the saying goes, and the differentiation in

auto selections highlight this. Men are more confident when purchasing a car. They tend to be more image conscious, focusing on the vehicle's interior and exterior designs and high-end technology. They are 2x more likely to be into arts, sciences and culture, but 2x more likely to be discount shoppers than the average Australian auto enthusiast.

Women conduct most of their motoring research online. Key features they look for in a car are reliability, durability, affordability, and safety. They are 2.1x more likely than the average auto intender to be health conscious and 2.6x more likely to be interested in outdoor sports. Women are also big gift and seasonal discount shoppers.

Data adoption by luxury brands comprises 14% of ANZ's total data spend, with a preference to qualify potential leads first with consumers' ability to afford them. Commercial brands in ANZ seek to target selective profiles of high-income and affluent families. Globally, luxury and commercial auto brands invest 20% of their spend in targeting existing owners of their own and similar brands.

Automotive advertisers prefer niche segments such as Metrotechs, Auto Intent and specific car brand segments when targeting consumers, increasing the probability of reaching actual in-market customers. Auto Parts brands, in particular, tend to focus on a specific audience, with a 60% preference for 25 to 40 year old males.

Generally, automotive brands target Automotive Enthusiasts and users consuming automotive content, while commercial vehicle brands prefer Sociodemographic Profiles, Brand Affinity, and in-market purchase segments, in particular Young, Affluent; Auto Brands, Sporting Clubs; Auto and Travel Intent.

"Outside of targeting traditional auto intenders or car brand ownership, marketers want to know more about how best to prospect new customers armed with the knowledge of attributes such as profession, retail buying behaviour, travel, etc.," Hunter said.

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