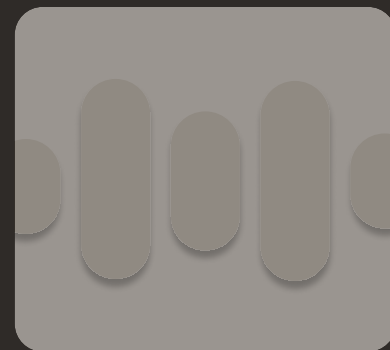
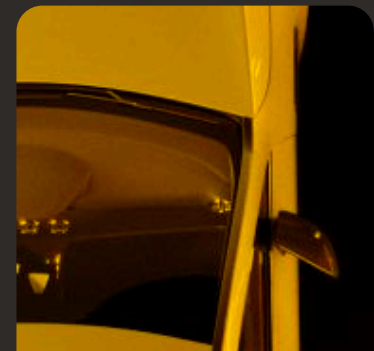
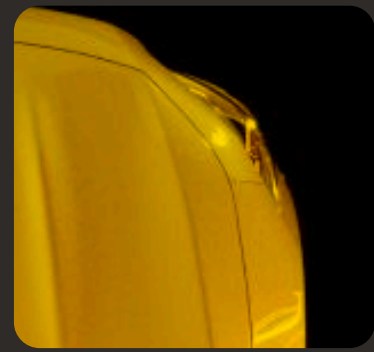
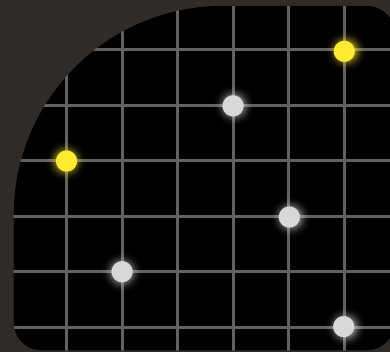


CONSUMER INSIGHTS REPORT | 2025

# SHIFT INTO ACTION

VOLUME 5: POST PURCHASE

trademe  
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# INTRODUCTION

**Welcome to the fifth volume of the Trade Me Motors Consumer Insights Report series.**

This comprehensive series features 5 distinct volumes, each shedding light on different aspects of the modern car buyer's journey.

In this volume, we review buyer experiences, challenges, final decisions and areas for improvement.

With insights drawn from 1,449 survey respondents, this report offers a data-driven look into what truly matters to today's car shoppers.

## **VOL. 1** **BUYER MINDSET**

Understanding who buyers are, what drives their decisions, and what they value most.

## **VOL. 2** **RESEARCH AND ENQUIRY**

Exploring how buyers search, communicate, and interact with dealers, and whether their needs are being met.

## **VOL. 3** **INSPECTION AND EVALUATION**

Analysing buyer behaviours during test drives, the ease of the process, and their willingness to buy without one.

## **VOL. 4** **PURCHASE AND FULFILMENT**

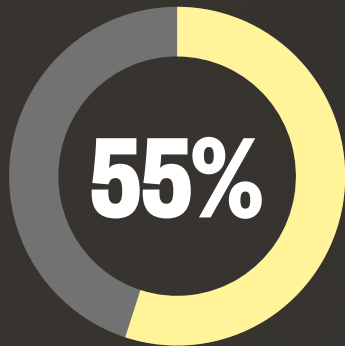
Examining budget compromises, reasons for overspending, and funding sources.

## **VOL. 5** **POST-PURCHASE**

Reviewing buyer experiences, challenges, and areas for improvement for car dealers.

# TOP 3 KEY INSIGHTS

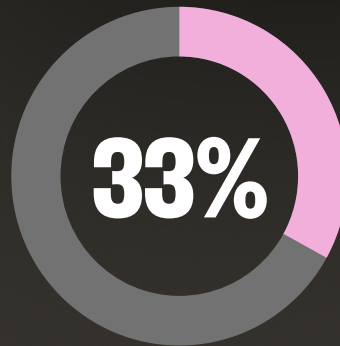
## NO FOLLOW-UP



**55% of buyers** didn't hear from their dealer after the vehicle was delivered

Find out how buyers feel and how that affects your future opportunities for repeat business.

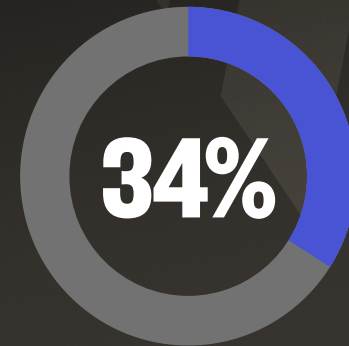
## EARLY ISSUES



**33% of buyers** experienced problems with their vehicle in the first 30 days of ownership

We break down the issues to better educate your buyers on the risks they face and the reassurance you can offer them.

## DECISION TIME



**34% of buyers** decided on which car to buy on the same day as test driving

Uncover the common motivators that made these buyers make a faster decision so you can apply it to future sales.

# WHO ARE YOUR BUYERS?

In addition to providing overall buyer insights, this report focuses on uncovering what drives each buyer to make the decision to purchase, or not to purchase, from a dealer.

We've identified four distinct buyer mindsets, categorised by their likelihood of purchasing from a dealer versus buying from a private seller:

## ENTHUSIASTS

Most likely to purchase from a dealer.

## CONSIDERERS

Lean toward purchasing from a dealer but could be influenced to choose otherwise.

## PERSUADABLES

Genuinely undecided, equally open to buying privately or through a dealer.

## RELUCTANTS

Firmly prefer private purchases and would only consider a dealer under very specific circumstances.

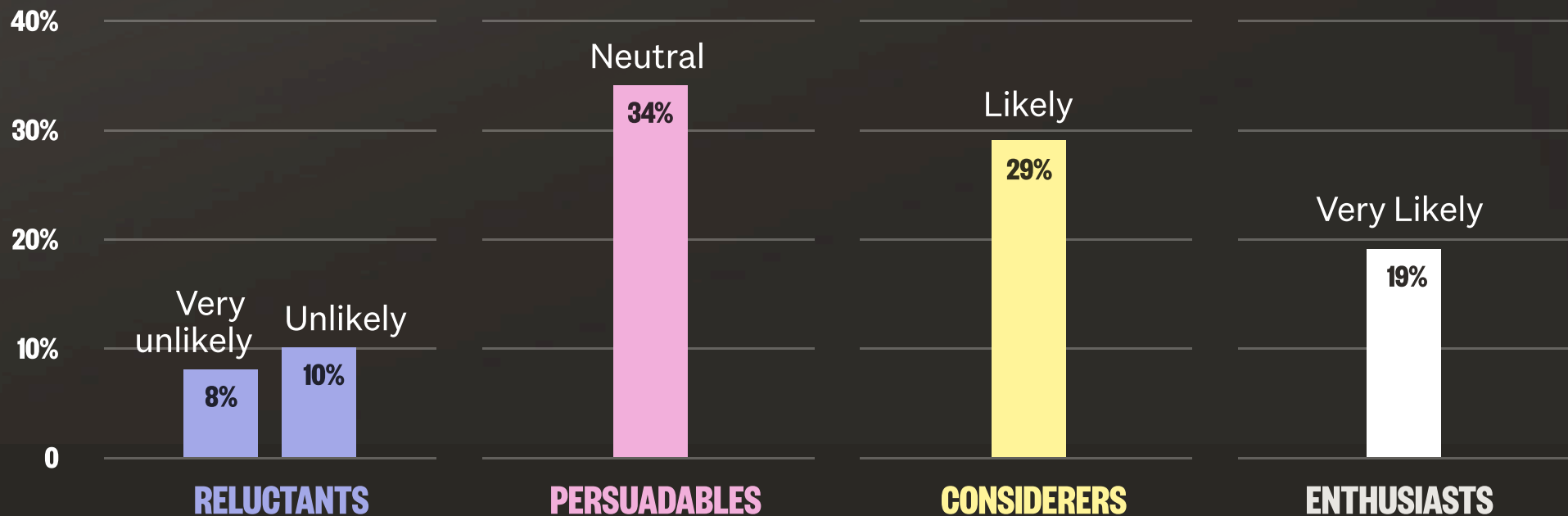
These buyer groups will be referenced throughout the report, offering valuable insights into what each group values most and what factors influence their decisions.



# WHO CHOOSES DEALERS?

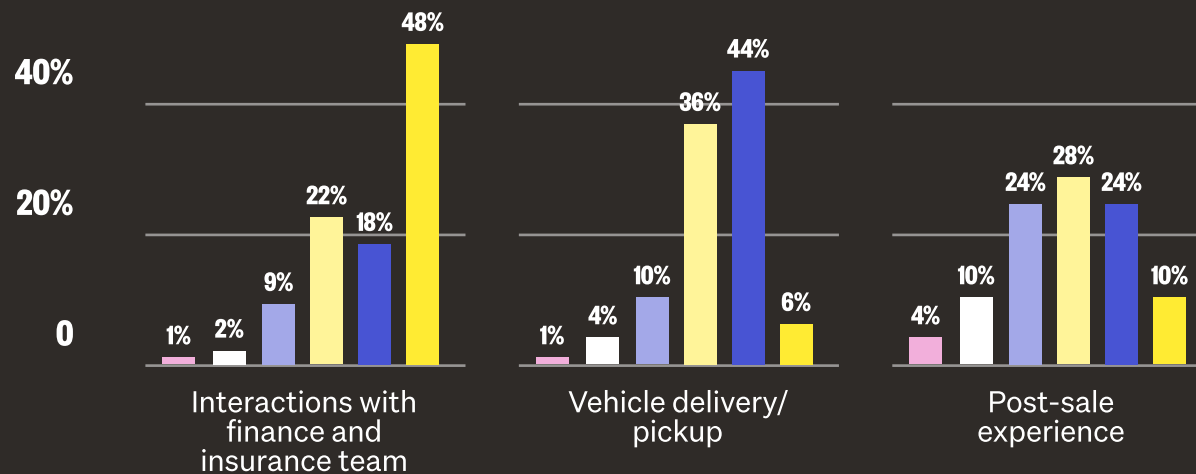
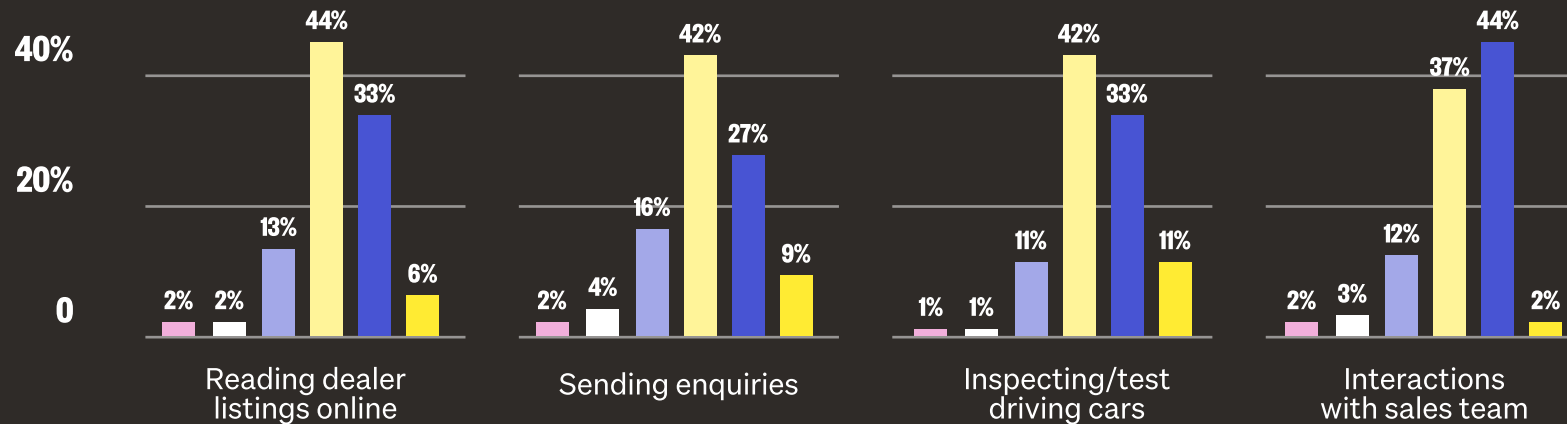
The graph highlights which groups are more inclined to buy from a dealer and which tend to favour private sellers.

For your next car purchase, how likely are you to purchase from a car dealer?



# THE JOURNEY

For your last car purchase, how satisfied or dissatisfied are you with each of these stages of your experience?



● VERY DISSATISFIED
 ● DISSATISFIED
 ● NEUTRAL
 ● SATISFIED
 ● VERY SATISFIED
 ● NOT APPLICABLE

# THE JOURNEY

## THE INSIGHTS

### POST-SALE EXPERIENCE NEEDS IMPROVEMENT

The highest dissatisfaction (4% very dissatisfied, 10% dissatisfied) comes from the post-sale experience. This indicates a gap in aftersales support, follow-ups, or service quality.

### FINANCE AND INSURANCE INTERACTIONS COULD BE MORE ENGAGING

This stage has a notable percentage of not applicable, 48% of respondents did not have an interaction with a business manager or someone offering the products that are so important to a dealership and the customer. This segment has the lowest satisfaction rate of all.

### INSPECTION AND TEST HAVE THE HIGHEST SATISFACTION

A significant number of buyers were neither satisfied nor dissatisfied, which suggests this stage could be more engaging or informative.

### STRONG SALES TEAM INTERACTIONS, BUT CAN IMPROVE

The sales team received high satisfaction scores (44% very satisfied), but there is still some room for improvement.

### ONLINE LISTINGS AND DEALER ENQUIRIES NEED OPTIMISATION

While most people were satisfied, 13% were neutral on online listings, and 16% were neutral on dealer inquiries.

# THE JOURNEY

## THE ACTIONS

### ENHANCE POST-SALE SERVICE

Improve post-sale customer service with proactive follow-ups, satisfaction surveys, and dedicated aftersales support teams.

### IMPROVE FINANCE & INSURANCE CLARITY

Ensure hand over process is followed from sales to finance, Business Managers need the opportunity to convert buyers and give a consistent experience.

### MAKE TEST DRIVES MORE INFORMATIVE

Enhance the test drive experience by offering more in-depth guidance, multiple test drive options, and flexible scheduling.

### OPTIMISE ONLINE LISTINGS & COMMUNICATION

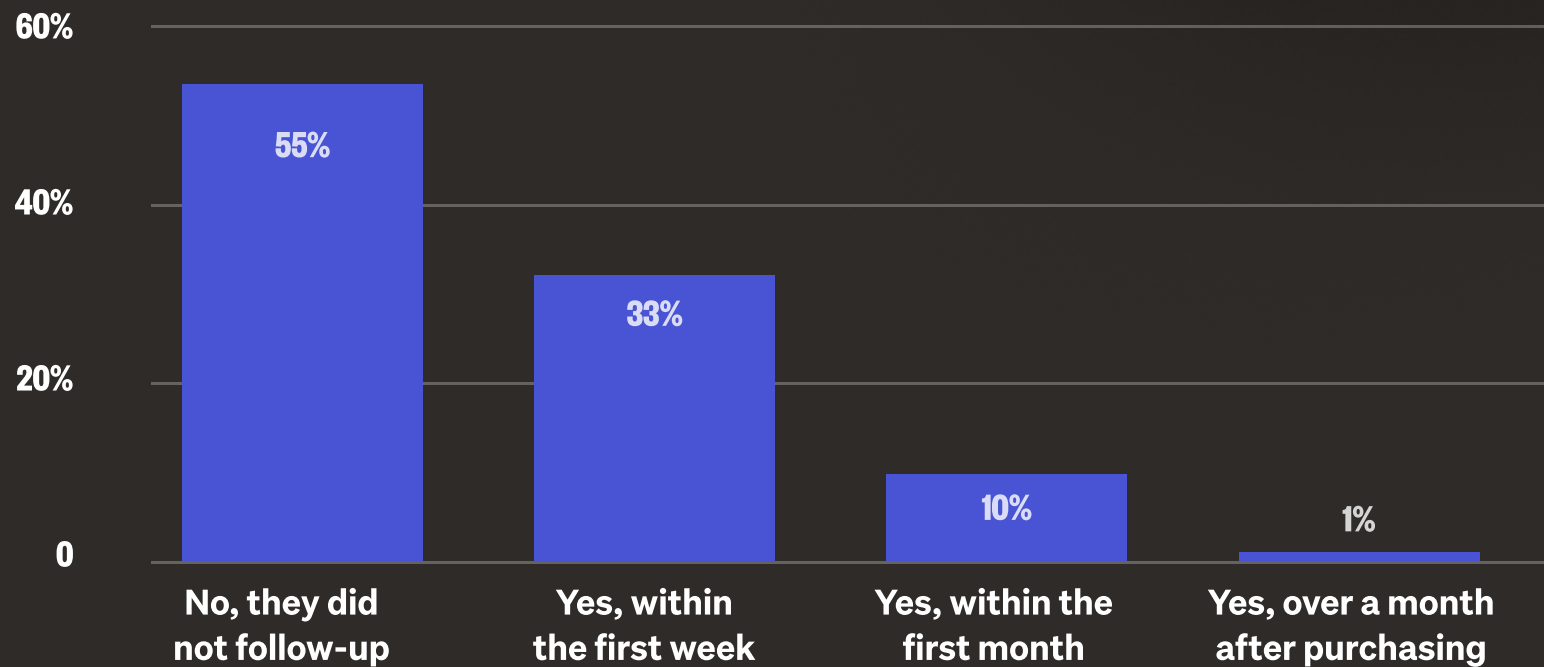
Ensure accurate vehicle details, better images, and quicker responses to inquiries.

### BOOST SALES TEAM TRAINING

Focus on building trust, providing consultative selling, and ensuring clear communication.

# POST SALE FOLLOW UP

Did the dealer follow-up with you after the purchase to ensure that everything was satisfactory?



# POST SALE FOLLOW UP

## THE INSIGHTS

### OVER HALF OF CUSTOMERS DO NOT RECEIVE A FOLLOW-UP

**55% of customers** reported that they did not receive any follow-up from the dealer after their purchase.

This is a significant gap in customer care, potentially leading to lower customer satisfaction and missed opportunities for repeat business or referrals.

### TIMELY FOLLOW-UPS ARE NOT CONSISTENT

While **33% of customers** were followed up within the first week, **only 10%** received a follow-up within the first month, and **a mere 1%** were contacted after a month.

This suggests that some dealers have a structured process, but it is not consistently applied across all customers.

### LACK OF FOLLOW-UP MAY CORRELATE WITH POST- SALE DISSATISFACTION

Given the previous data showing dissatisfaction with the post-sale experience, this lack of follow-up could be a contributing factor.

Many issues could be resolved or mitigated if dealers proactively checked in with customers.

### MISSED OPPORTUNITIES FOR CUSTOMER LOYALTY AND REFERRALS

Dealers who fail to follow up are likely missing opportunities to build long-term relationships with buyers, encourage positive reviews, and generate repeat business through referrals.

# POST SALE FOLLOW UP

## THE ACTIONS

### IMPLEMENT A STANDARDISED FOLLOW-UP PROCESS

Dealers should establish a structured follow-up system, ensuring that every customer receives a call, email, or message within the first week of purchase.

### AUTOMATE FOLLOW-UPS FOR CONSISTENCY

Use CRM tools to automate follow-up emails and reminders, ensuring no customer is missed. This can include a thank-you message, a satisfaction survey, and an invitation to contact the dealer with any concerns.

### PERSONALISE FOLLOW-UPS FOR A BETTER EXPERIENCE

Instead of generic emails, dealers should personalise follow-ups by addressing the customer by name, referencing their specific purchase, and offering additional support such as maintenance tips or service reminders.

### TRAIN SALES TEAMS ON THE IMPORTANCE OF FOLLOW-UPS

Staff should be trained to conduct follow-ups effectively, asking about the customer's experience, resolving any potential issues, and encouraging future engagement.

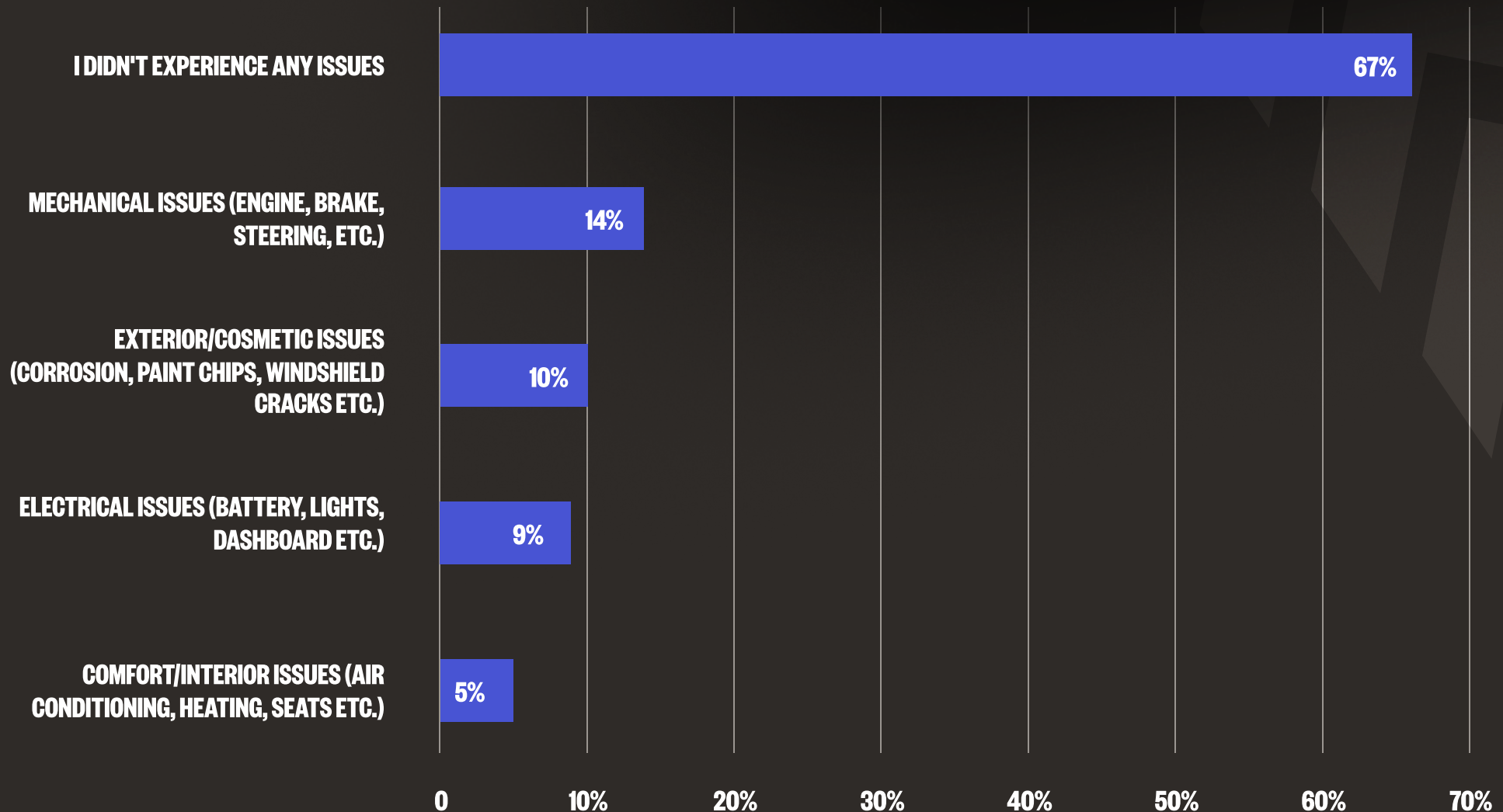
### INCENTIVISE REVIEWS AND REFERRALS

Dealers can use follow-ups as an opportunity to encourage satisfied customers to leave positive online reviews or refer friends, offering small incentives such as discounts on future services.



# AFTER SALE ISSUES

What issues (if any) did you experience with the car within the first 30 days of purchasing?



# AFTER SALE ISSUES

## THE INSIGHTS

### MOST CUSTOMERS DID NOT EXPERIENCE ISSUES

A positive takeaway is that **67% of buyers** reported no issues within the first 30 days of purchasing their vehicle, indicating that the majority of sales result in a smooth, trouble-free experience.

### MECHANICAL ISSUES ARE THE MOST COMMON COMPLAINT

**14% of buyers** reported mechanical problems, such as engine, brake, or steering issues. These are critical concerns that could impact customer trust and dealership reputation.

### EXTERIOR/COSMETIC AND ELECTRICAL ISSUES ALSO REPORTED

**10% reported** exterior issues affecting perceived quality.

**9% noted electrical issues** causing frustration in newer vehicles.

### COMFORT & INTERIOR PROBLEMS ARE LESS FREQUENT BUT STILL NOTABLE

**5% experienced** interior issues, such as problems with air conditioning, heating, or seats. While a smaller percentage, these issues affect overall comfort and satisfaction.

### POTENTIAL RISK TO BRAND REPUTATION AND CUSTOMER SATISFACTION

Even though a majority had no issues, the combined **33% of customers** facing problems could lead to negative reviews, reduced referrals, and a lack of confidence in the dealership's quality control.

# AFTER SALE ISSUES

## THE ACTIONS

### ENHANCE VEHICLE QUALITY CHECKS BEFORE SALE

Implement more **thorough pre-sale** inspections, particularly for used vehicles, to reduce the number of post-purchase mechanical and electrical complaints.

### OFFER A 30-DAY SATISFACTION OR WARRANTY PROGRAM

Dealers could introduce a **30-day guarantee or complimentary check-up** to reassure buyers and address issues early before they escalate.

### EDUCATE CUSTOMERS ON POST-SALE SUPPORT

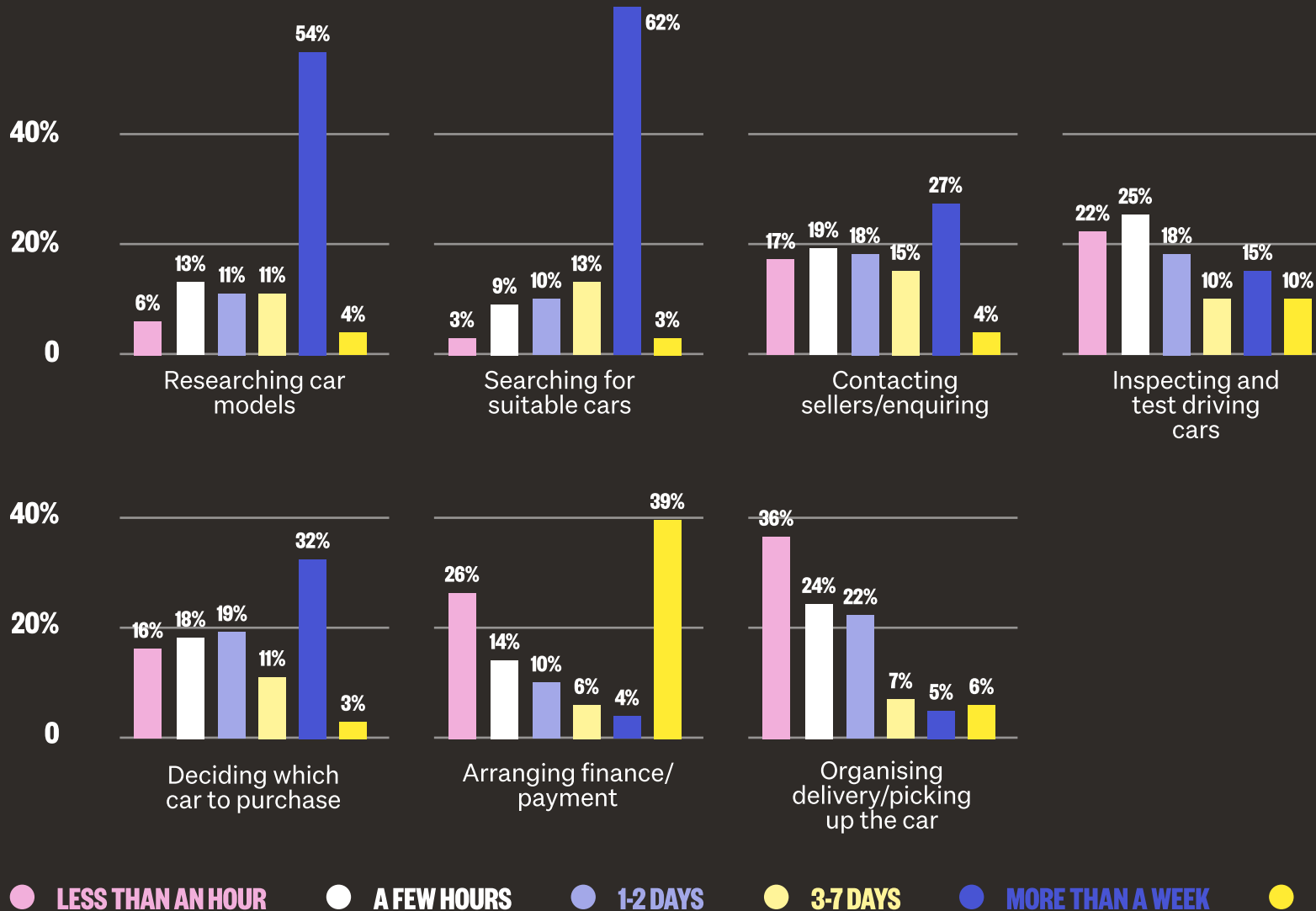
Ensure customers **know where to report issues** and how they can receive assistance. Many buyers might not be aware of their warranty coverage or service options.

### FOLLOW-UP WITH CUSTOMERS WHO REPORT ISSUES

Create a system where any customer reporting an issue gets **immediate follow-up and resolution**, preventing negative experiences from spreading through word-of-mouth or online reviews.

# MAPPING THE JOURNEY

Approximately how long did you spend on each of the following phases of your car buying journey?



# MAPPING THE JOURNEY

## THE INSIGHTS

### CAR BUYERS SPEND THE MOST TIME RESEARCHING MODELS AND SEARCHING FOR CARS

**54% of respondents** spent more than a week researching models, and **62% spent** more than a week searching for suitable cars. This suggests that consumers are conducting more research than ever before.

### CONTACTING SELLERS AND ENQUIRING IS A RELATIVELY QUICK PROCESS

**Only 27% of buyers** spent more than a week on contacting sellers. This indicates that once buyers have gathered enough information, they move relatively quickly through this stage.

### TEST DRIVING TAKES MORE TIME FOR MANY BUYERS

**43% of respondents** spent at least 1 or more days on inspecting and test-driving cars. This suggests that buyers are careful about evaluating their choices and that dealers should ensure a smooth and accommodating test-drive experience.

### DECISION-MAKING ON PURCHASE VARIES WIDELY

While **32% of buyers** spent more than a week deciding which car to purchase, others moved quickly, with 16% deciding in less than an hour. This indicates that some buyers are impulse-driven, while others take a more methodical approach.

### ARRANGING FINANCE IS A PAIN POINT FOR MANY BUYERS

**26% of buyers** completed financing in less than an hour, while others took 1-7 days (16%) or more than a week (4%). This variation suggests that financing complexity and approval processes can slow down the buying journey.

### ORGANISING DELIVERY OR PICKUP IS A BOTTLENECK FOR MANY BUYERS

**36% of buyers** completed this process in less than an hour, **but 22% took 1-2 days, and 7% took 3-7 days**, indicating that logistics and dealership coordination can delay finalising the purchase.

# MAPPING THE JOURNEY

## THE ACTIONS

### ENHANCE ONLINE RESEARCH AND COMPARISON TOOLS

Since most buyers spend over a week researching, dealers should **optimise online tools, vehicle comparison features, and provide transparent pricing and reviews** to help speed up decision-making.

### IMPROVE SEARCH AND FILTERING OPTIONS FOR LISTINGS

With **62% of buyers taking over a week to find a car**, dealers can **enhance their website's filtering features, AI-driven recommendations, and offer personalised assistance** to shorten this phase.

### MAKE SELLER COMMUNICATION FASTER AND MORE EFFICIENT

Since most buyers do not spend much time contacting sellers, **dealers should focus on quick response times, AI chatbots, and dedicated support teams** to ensure a smooth interaction.

### STREAMLINE THE TEST-DRIVE PROCESS

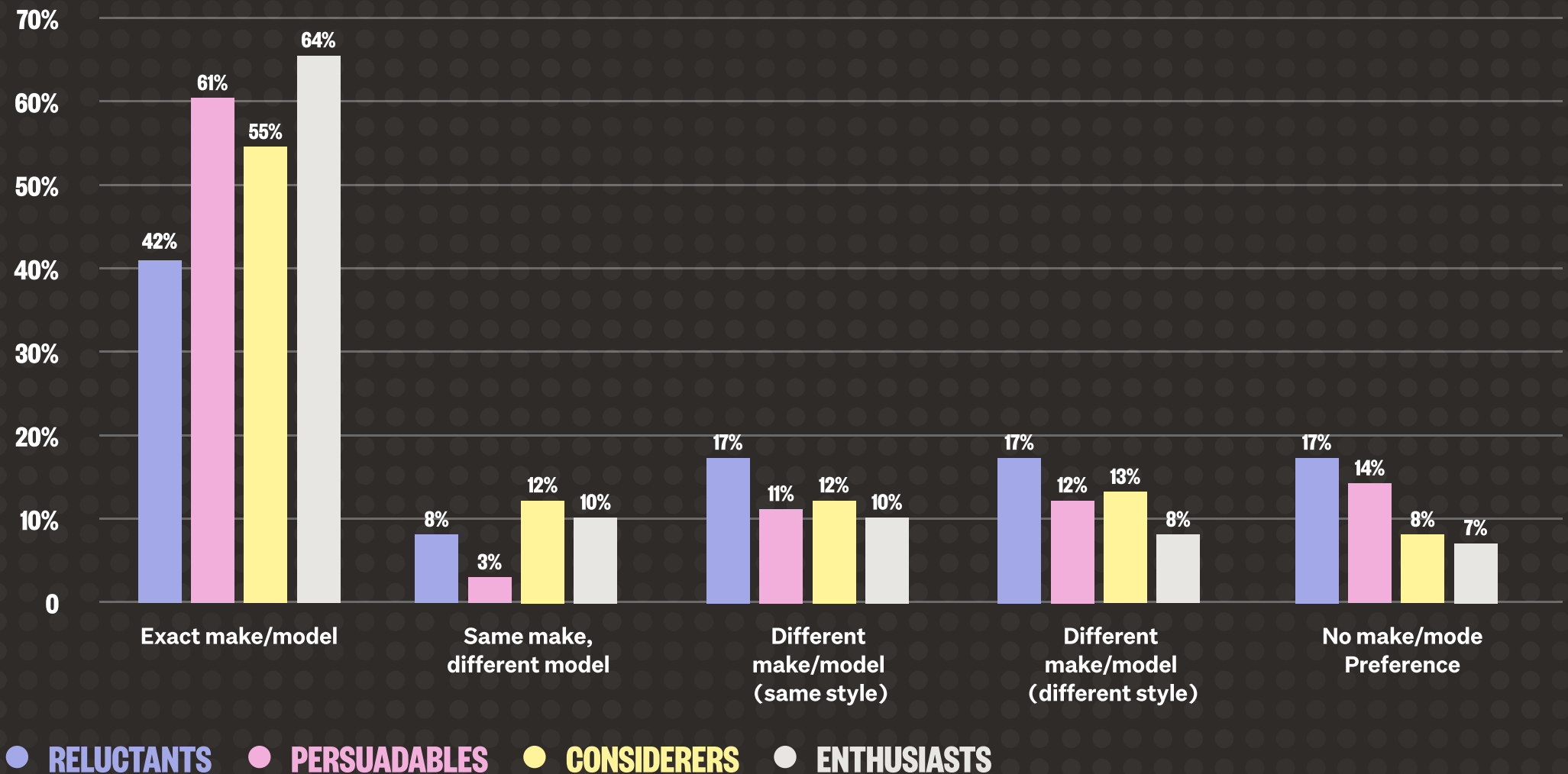
As many buyers spend multiple days test-driving, **dealers should offer flexible test-drive scheduling, home test drives, and virtual test-drive experiences** to make the process more convenient.

### SIMPLIFY THE FINANCING PROCESS

With financing taking a long time for many buyers, **dealers should improve pre-approval processes, offer clearer finance options upfront, and work with lenders** to provide faster approvals

# THE FINAL DECISION

What they bought.





# THE FINAL DECISION

## THE INSIGHTS

### MAJORITY OF BUYERS STICK WITH THE EXACT MAKE AND MODEL

64% of **Enthusiasts** and 55% of **Considerers** bought the exact same make and model again, showing strong brand loyalty, especially among engaged buyers.

### PERSUADABLES AND CONSIDERERS ARE MORE OPEN TO CHANGE

**Reluctants (17%)** and **Considerers (12%)** were more likely to buy a different make and model of the same style, indicating that they can be swayed by competitive offerings with similar features.

### RELUCTANTS ARE LESS LIKELY TO DEVIATE FROM THEIR INITIAL CHOICE

Only 3% of **Persuadables** opted for the same make but a different model, compared to higher percentages among the other groups. This implies that once they are set on a choice, they are unlikely to explore alternatives.

### A SMALL BUT NOTABLE PERCENTAGE OF BUYERS SWITCH TO A DIFFERENT STYLE

Around 17% of **Reluctants**, 12-13% of **Persuadables** and **Considerers** purchased a different make and model in a different style. These buyers are more flexible and open to change, particularly if presented with compelling alternatives.

### ENTHUSIASTS HAVE THE LEAST NUMBER OF 'NO PLAN' BUYERS

Only 7% of **Enthusiasts** had no concrete purchase plan, compared to **17% of Reluctants**. This suggests that **Enthusiasts** are the most committed to making a purchase, whereas **Reluctants** may require more effort to convert into buyers.

# THE FINAL DECISION

## THE ACTIONS

### STRENGTHEN RETENTION STRATEGIES FOR LOYAL BUYERS

Since a large percentage of buyers stick with the same make/model, dealers **should focus on loyalty incentives, trade-in offers, and exclusive promotions** to maintain these repeat customers.

### LEVERAGE PERSUADABLES' OPENNESS TO CHANGE

Persuadables **are most likely to switch brands or models**—dealers should highlight **comparisons, upgrade incentives, and unique features** of alternative options to capture their interest.

### IMPROVE MARKETING TO RELUCTANTS WITH CLEAR BENEFITS

Since Reluctants tend to stick to familiar options, **dealers should emphasise trust-building, warranties, and hassle-free purchasing processes** to reduce uncertainty.

### TAILOR MESSAGING TO BUYERS CONSIDERING A DIFFERENT STYLE

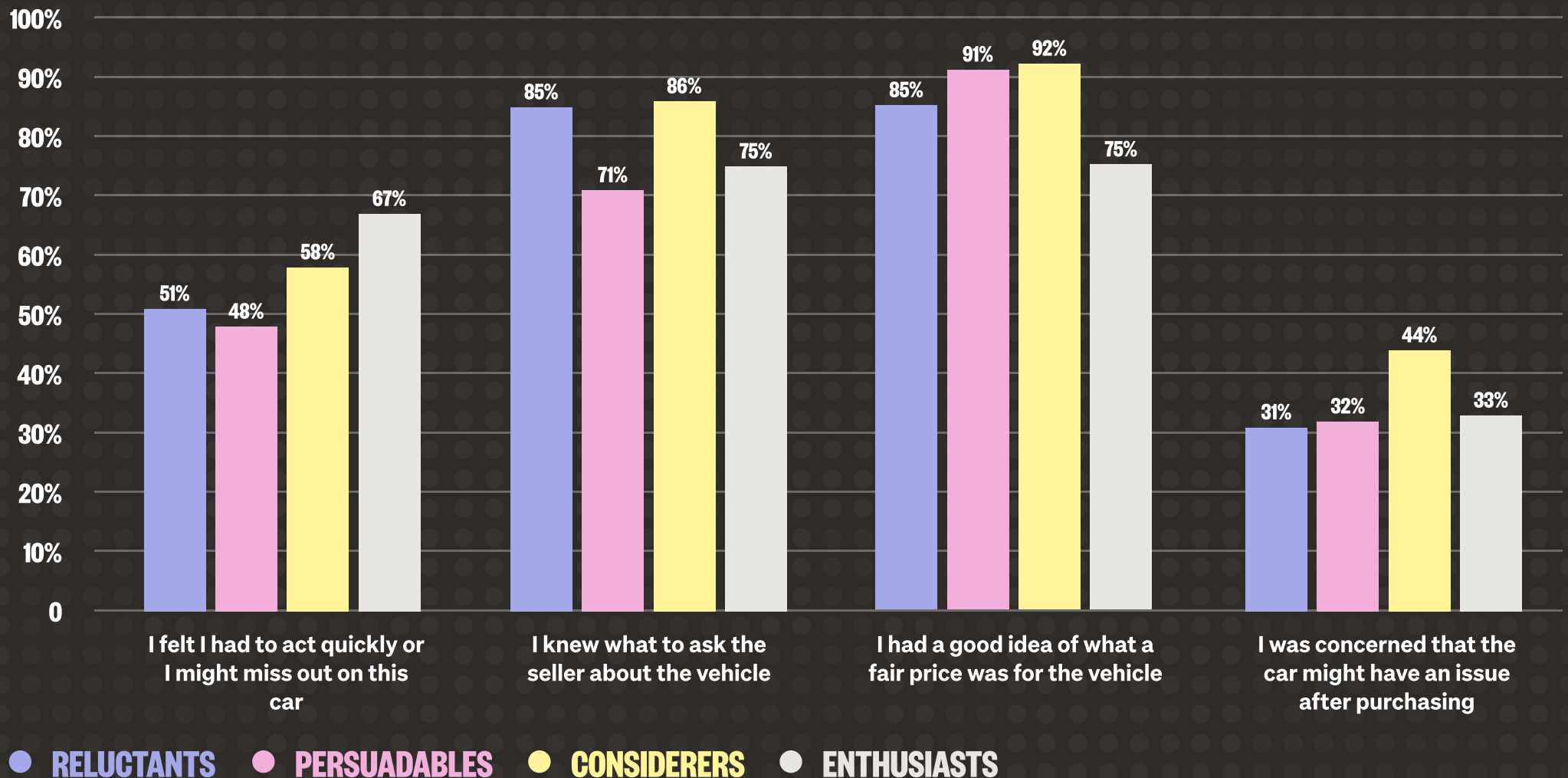
For those considering a different type of vehicle, dealers should **highlight lifestyle benefits, safety features, and technological advancements** that might make switching more appealing.

### CONVERT “NO PLAN” BUYERS WITH TARGETED PROMOTIONS

Since some buyers enter the process without a clear plan, dealers should use **personalised recommendations, limited-time deals, and easy financing options** to guide them toward a decision.

# PERCEPTION & CONFIDENCE

Indicate your level of agreement with the following statements.



# PERCEPTION & CONFIDENCE

## THE INSIGHTS

### FEAR OF MISSING OUT (FOMO) VARIES AMONG GROUPS

67% of Enthusiasts and 58% of Considerers felt they had to act quickly, compared to 51% of Reluctants and 48% of Persuadables.

This suggests that Enthusiasts are more **urgency-driven**, while Persuadables and Reluctants may take a more cautious approach to decision-making.

### HIGH CONFIDENCE IN ASKING SELLERS QUESTIONS

86% of Considerers and 85% of Persuadables knew what to ask sellers, while Enthusiasts (75%) and Reluctants (71%) were slightly lower.

Persuadables, despite their name, appear to be **proactive and well-prepared buyers**, meaning they may only need a slight push to convert.

### FAIR PRICE AWARENESS IS STRONG ACROSS MOST SEGMENTS

92% of Considerers and 91% of Persuadables felt they had a good idea of **fair pricing**, while 85% of **Reluctants** and 75% of **Enthusiasts** felt the same.

The slightly lower percentages for **Reluctants** and especially **Enthusiasts** could suggest that they may need more price education and reassurance.

### CONCERNS ABOUT POST-PURCHASE ISSUES ARE RELATIVELY LOW

Only 33-44% of buyers were concerned about car issues after purchasing, with Considerers being the most concerned (44%).

While this is not a major issue overall, it indicates that **after-sales service and warranties could be a strong selling point for peace of mind.**

# PERCEPTION & CONFIDENCE

## THE ACTIONS

### CREATE A SENSE OF URGENCY FOR BUYERS WHO NEED IT

Since Enthusiasts and Considerers act quickly, **dealers should use limited-time offers, exclusivity deals, and inventory alerts** to drive faster decisions.

### PROVIDE MORE GUIDANCE FOR LESS CONFIDENT BUYERS

Reluctants and some Enthusiasts may need **clearer FAQs, consultation services, and sales assistance** to help them feel confident in their purchase.

### HIGHLIGHT TRANSPARENT PRICING AND VALUE

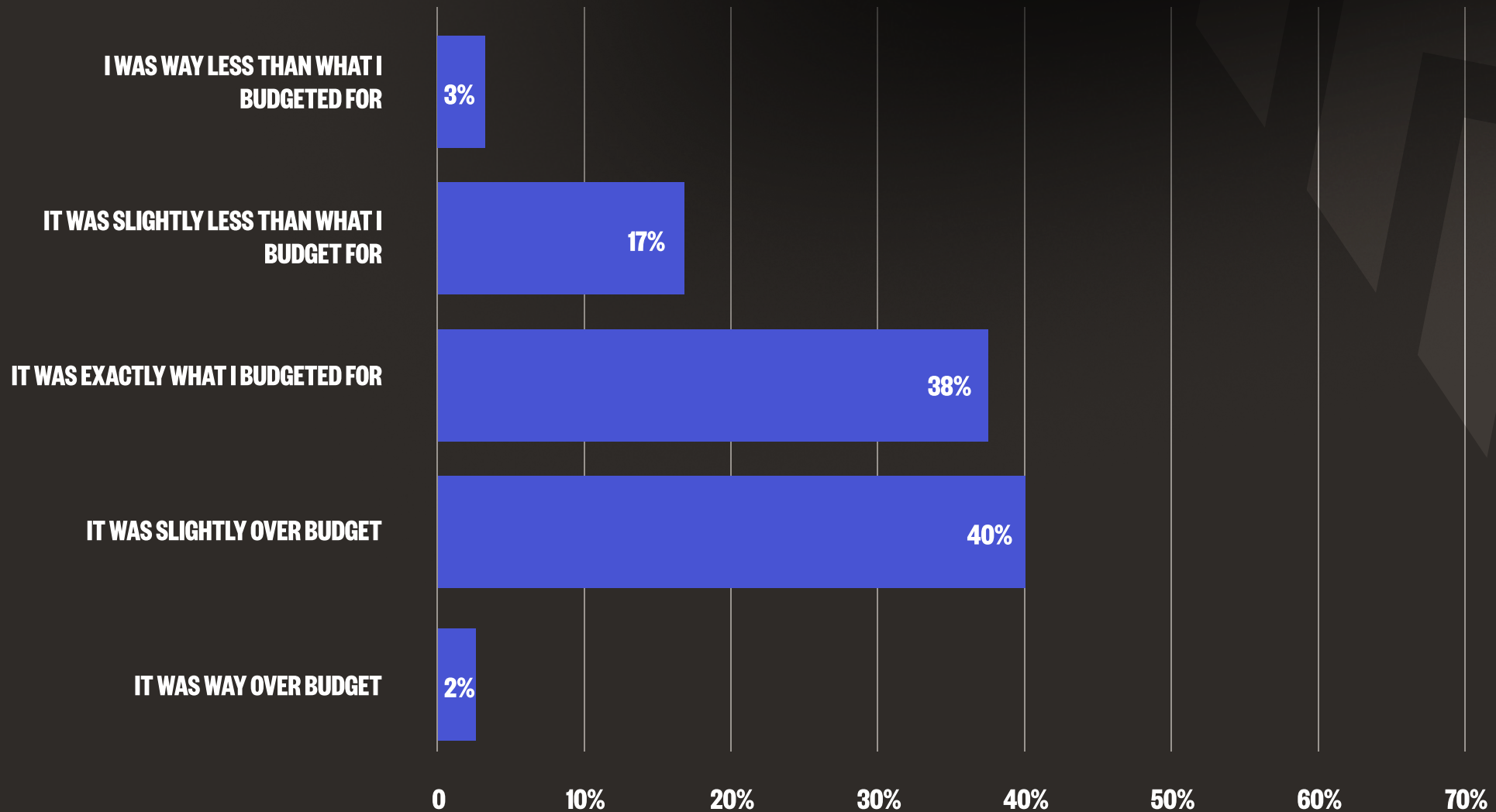
Since fair pricing awareness is strong, **dealers should focus on price guarantees, detailed breakdowns of costs, and competitive comparisons** to reinforce trust.

### REASSURE BUYERS ABOUT POST-PURCHASE SUPPORT

Offering **extended warranties, free check-ups, and clear return policies** can help reduce lingering concerns, especially for Enthusiasts who are more worried about potential issues.

# BUDGET VS REALITY

How did the final cost of your last car purchase compare to your planned budget?





# BUDGET VS REALITY

## THE INSIGHTS

### MOST BUYERS SPENT WHAT THEY PLANNED OR SLIGHTLY MORE

The two largest groups indicate that they either spent **exactly what they budgeted for or slightly over budget**, both hovering around **40% each**.

This suggests that most buyers have a clear budget in mind but may be willing to stretch it **slightly for the right deal or necessary add-ons**.

### USE SMART UPSELLING WITHOUT PUSHING BUYERS TOO FAR OVER BUDGET

Only a **small fraction of buyers went significantly over budget**, which suggests that either **pricing transparency is strong or financing options help keep costs controlled**.

### SOME BUYERS SPENT LESS THAN EXPECTED

A **noticeable portion of buyers (around 17%) spent slightly less than their budget**, indicating that they may have found a good deal, chosen a lower trim, or benefited from promotions.

However, **very few buyers spent significantly less than budgeted**, which suggests that major discounts or underspending are rare.

### UPSELLING AND ADD-ONS MAY BE INFLUENCING OVER-BUDGET SPENDING

The fact that many buyers went slightly over budget could indicate the impact of **upselling, optional features, financing add-ons, or unexpected fees** during the final purchase phase.



# BUDGET VS REALITY

## THE ACTIONS

### OPTIMISE PRICING TRANSPARENCY TO BUILD TRUST

High buyer satisfaction is further enhanced by clear, upfront communication, **dealers should clearly communicate pricing, financing options, and potential additional costs from the outset** to avoid frustration at the final stages.

### USE SMART UPSELLING WITHOUT PUSHING BUYERS TOO FAR OVER BUDGET

Buyers are willing to stretch their budget slightly, so **dealers should focus on value-driven add-ons** like extended warranties, service packages, or premium trims that justify the extra cost.

### OFFER FINANCING & PAYMENT FLEXIBILITY

Since a portion of buyers go over budget, **providing flexible financing, payment plans, and trade-in options can help buyers manage their spending** while still securing a good deal.

### LEVERAGE DISCOUNTS AND INCENTIVES FOR BUDGET-CONSCIOUS SHOPPERS

For those spending less than expected, **dealers can introduce loyalty rewards, cash-back offers, or bundle deals** to maximise customer spending without feeling like they're overpaying.

# THAT'S A WRAP

We hope the insights have been helpful in better understanding the diverse needs of today's buyers. By tailoring your approach, you'll be well-positioned to drive conversion of buyers to buy from you.

If you have missed any volumes of the report you can download them [HERE](#).

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