Beat: Automobiles

40% Of Latina Women Feel They Know More About The Car-Buying Process

Than Their Significant Other

PARIS - IRVINE, 04.05.2016, 12:15 Time

USPA NEWS - As influential decision makers in household spending, Latinas are rapidly becoming a key driver of the U.S. economy, staking their claim in major family financial decisions like vehicle purchases. With their spending power continuing to grow, Latinas also are catching up with or...

As influential decision makers in household spending, Latinas are rapidly becoming a key driver of the U.S. economy, staking their claim in major family financial decisions like vehicle purchases. With their spending power continuing to grow, Latinas also are catching up with or exceeding Hispanic males and non-Hispanic females in big ticket purchases, including homes and vehicles. In fact, nearly half (40%) of Latinas ages 20-39 feel they know more about the car-buying process than their significant other, according to a new survey commissioned by Kelley Blue Book. In addition, when shopping for a vehicle, Latinas prioritize practical features like fuel efficiency and safety, but also don't want to sacrifice style and comfort.

Highlights from the Kelley Blue Book Latinas on Wheels Survey :

- Vans ? No, Thank You: Latinas may be looking for a vehicle that can move their family around, but that doesn't mean they are willing to forego style. Only 6 % say they want their next vehicle to be a van, while more than a third (34 %) prefer SUVs, and nearly a third (32 %) want a sedan. In addition, 14 % of Latinas ages 20-29 would like their next vehicle purchase to be a luxury car.

- Spanish Language Isn't a Must : Contrary to popular belief, a majority (63 %) of Latinas surveyed do not feel it's important for car salespeople to speak Spanish. Only 17 % feel a Spanish-speaking dealer is very important.

- Latinas are Savvy Car Buyers : More than half of Latinas (56 %) say their first step when purchasing a car would be to conduct research online, compared to just 15 % who would consult friends or family. They also cite vehicle history reports (27 %), consumer reviews (21 %) and expert reviews and ratings (21 %) as the most helpful online tools when researching a car to buy.

- Confidence May Be Lacking When Visiting the Dealership : While 40 % feel they know more about the car-buying process than their significant other, 95 % of respondents say they would ask someone to accompany them when visiting a car dealership.

- More Concerned About Budget Than Technology : Unlike many other Millennial consumers, Latinas in their 20s place significantly more importance on fuel efficiency (60 %) and safety (57 %) over technology features, suggesting that more practical features are more important to them than the latest tech innovations when buying a car.

- Comfort Matters: Latinas want to be comfortable while driving, and dual air conditioning control is a favorite feature for most respondents (51 %), followed by heated/cooled seats (37 %), keyless entry and start (36 %), and a sunroof (21 %).

- Car Safety Remains a Priority: Among the safety features Latinas look for, collision prevention and automatic brakes top the list at 44 %, followed by blind spot monitoring (35 %).

- Latinas are Ready to Buy: More than half of Latinas in their 20s and 30s (55 %of Latinas in their 20s and 53 % of those in their 30s) say they expect to purchase a car within the next year.

The 2016 Kelley Blue Book Latinas on Wheels Survey was conducted by Wakefield Research among 1,000 nationally representative U.S. Hispanic women ages 20-39 between March 22-30, 2016.

Source : Kelley Blue Book

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Article online:
https://www.uspa24.com/bericht-7888/40-of-latina-women-feel-they-know-more-about-the-car-buying-process.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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