

Car Purchase Preference Survey 2020 (Indonesia)

CARSOME

Executive Summary

- 40% of the respondents considered buying a **used car** after selling their current cars.
- The top 3 preferred car segments are MPVs, SUVs and hatchbacks.
- **Japanese cars** are popular among new car and used car buyers.
- The most important considerations for used car buyers are **car condition, competitive pricing, and after-sales service**.
- **Easily-accessible and detailed information on car condition and price transparency** matter the most to used car buyers.

Methodology

- The survey was conducted by Carsome in November-December 2020 among Carsome customers at all Carsome inspection centers in Jabodetabek, Indonesia.
- A total of 803 responses were collected through an online survey tool.

40% of the respondents intend to purchase used cars after selling their current cars.

26%

Will Purchase
New Car

40%

Will Purchase
Used Car

34%

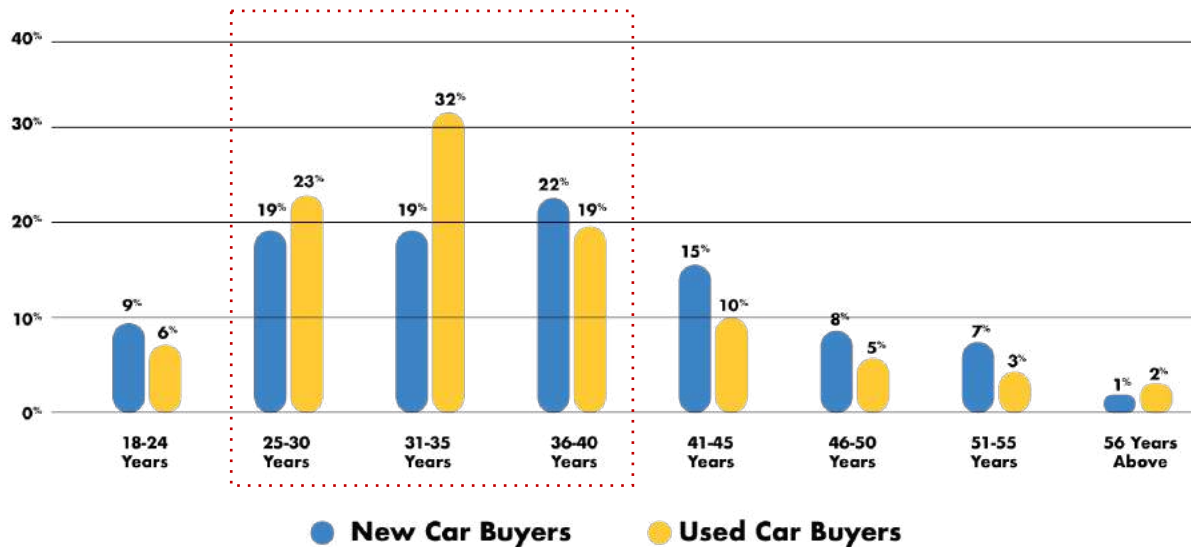
Not Keen on
Car Purchase

Reasons

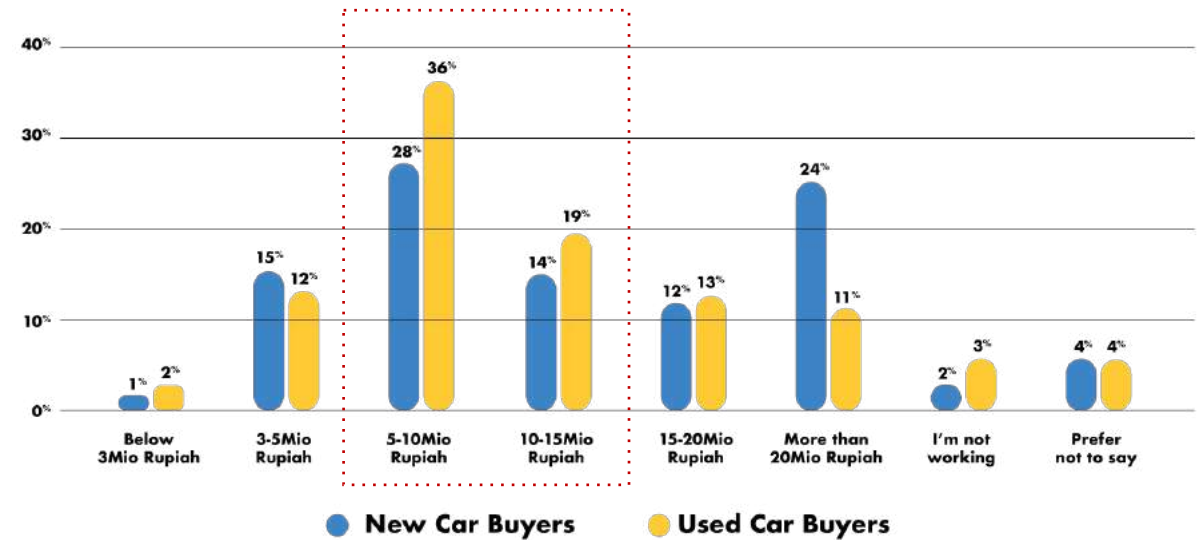
- Budget constraints due to financial uncertainty
- Do not need it for now
- Already owns a car

Respondents with monthly income between 5Mio and 15Mio Rupiah prefer to buy used cars over new cars.

Age of Car Buyers



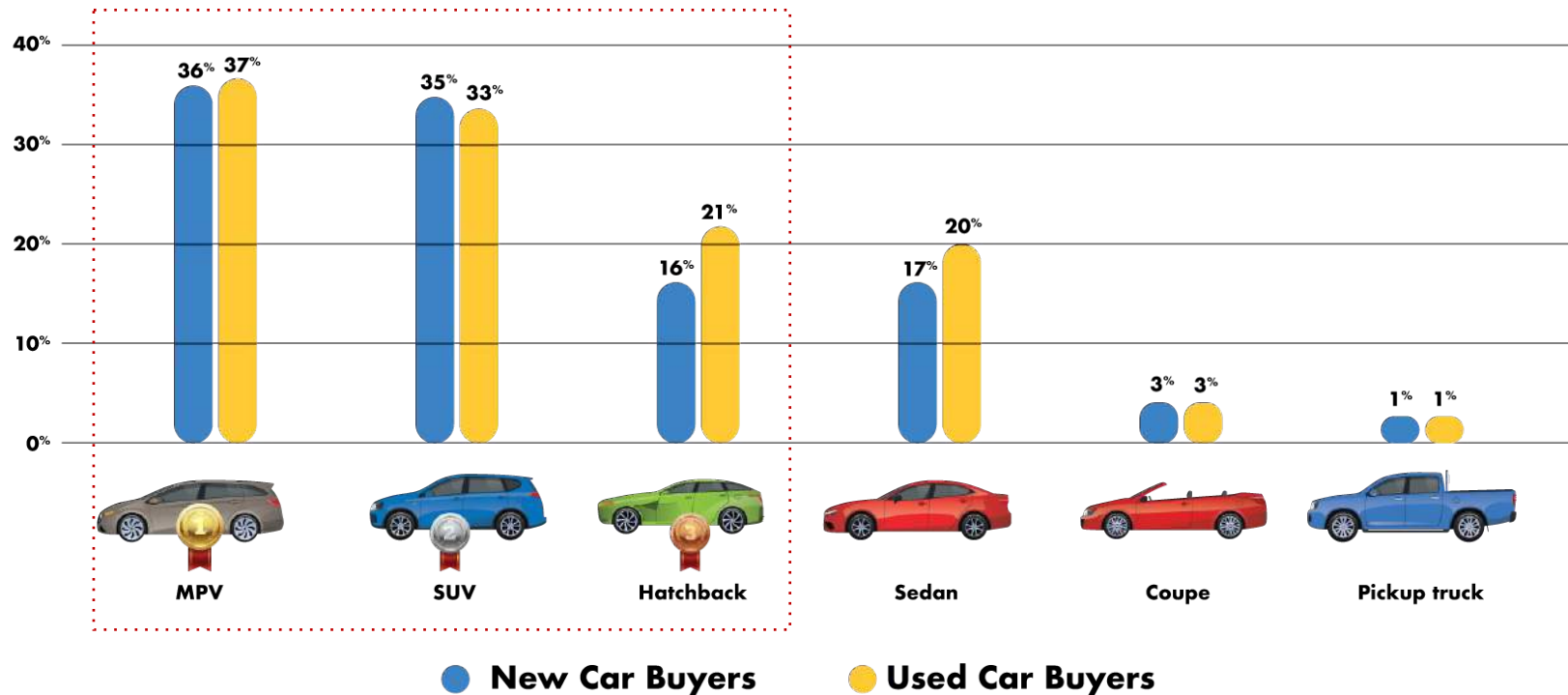
Monthly Income of Car Buyers



74% of respondents aged 25-40 years are more interested in buying used cars.

The top 3 car segments among new car and used car buyers are bigger vehicles like MPVs and SUVs, as well as hatchbacks.

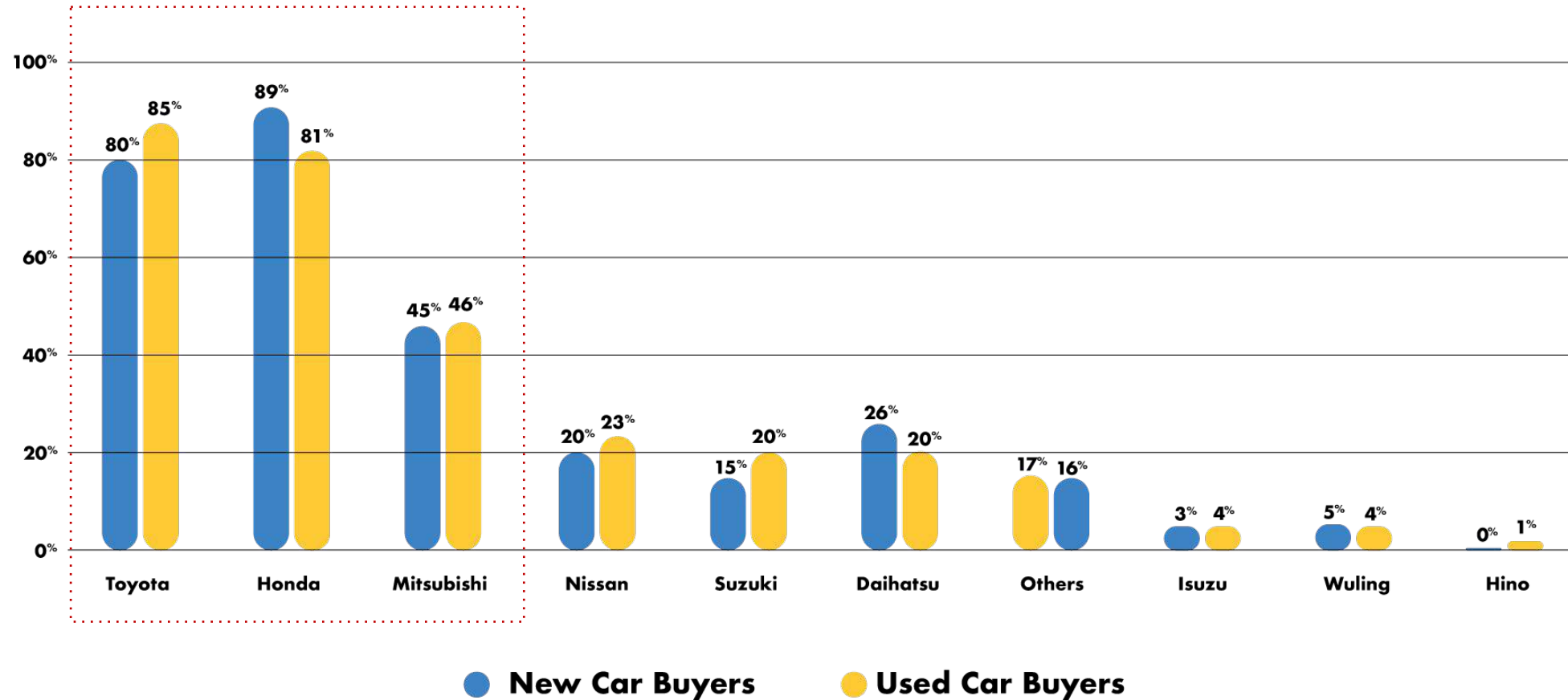
Preferred Types of Cars



Bigger vehicles (e.g. MPVs and SUVs) are favored because of its practicality and functionality to carry more people in a car.

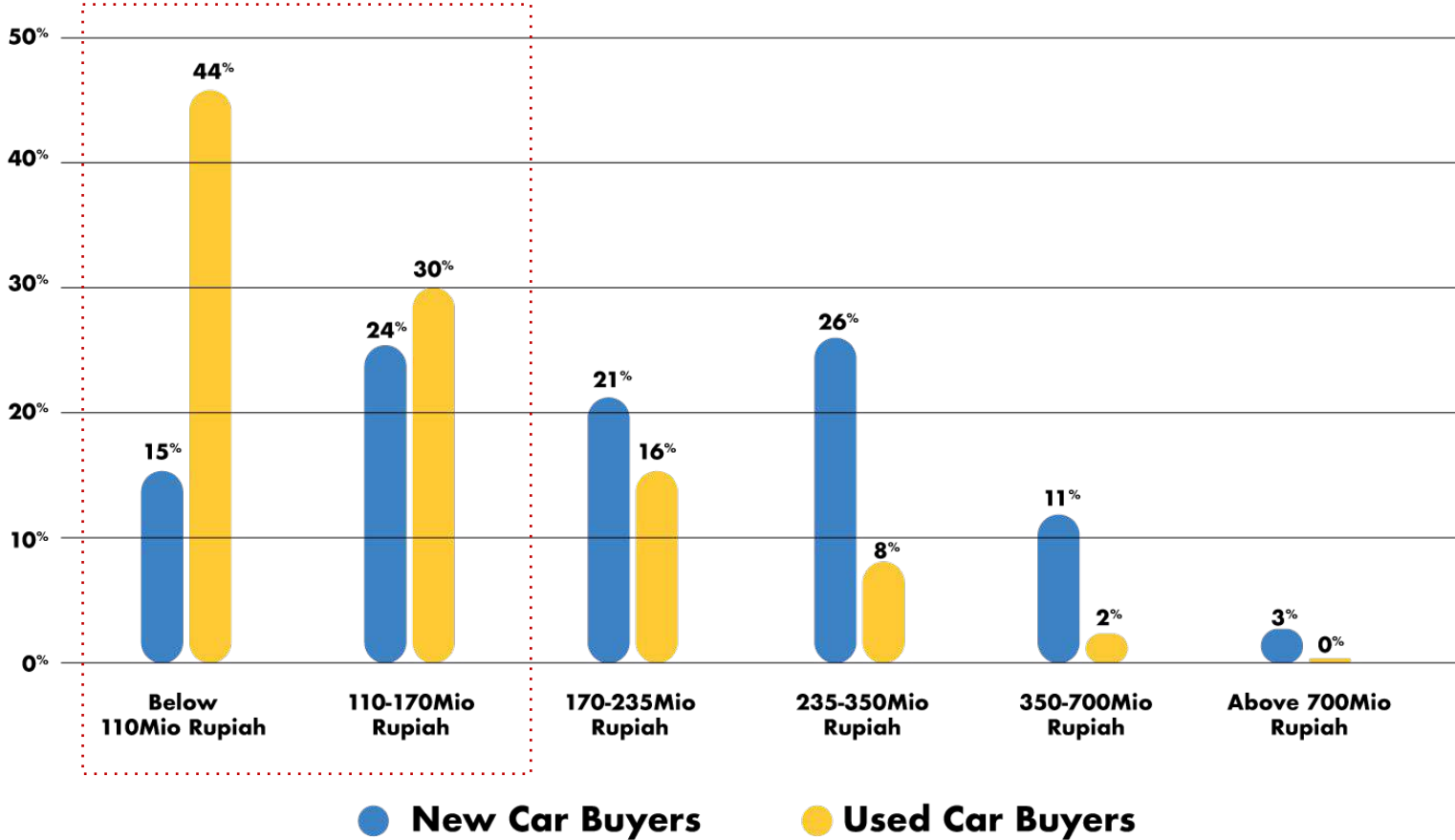
Most of the respondents prefer Japanese car brands such as Toyota, Honda and Mitsubishi.

Top Preferred Car Brands



74% of the respondents who prefer buying used cars have budgets below 170Mio Rupiah.

Budget for Next Car Purchase



The most important considerations when it comes to buying used cars are car condition, competitive pricing and after-sales service.

Car-buying Considerations for New & Used Car Buyers

New Car Buyers

Appearance and driving performance of the car **75%**

Car specifications **62%**

Competitive price **50%**

Car brand reputation **38%**

After-sales service **21%**

Used Car Buyers

Appearance and condition of the car **72%**

Competitive price **42%**

After-sales service **40%**

Simple, transparent and hassle-free purchasing process **35%**

Car brand reputation **24%**

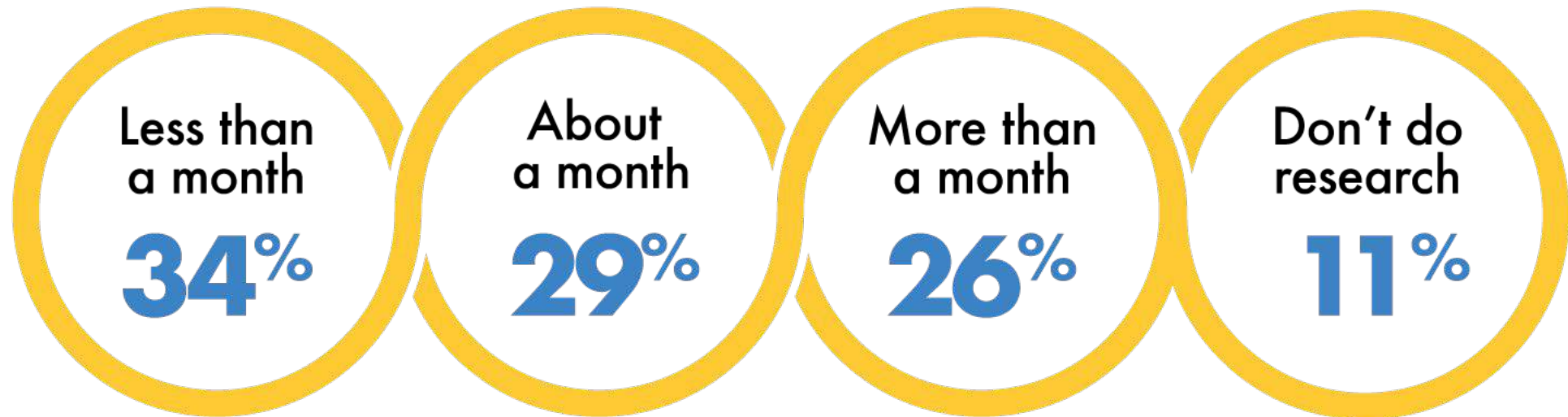
Respondents appreciate benefits such as easy access to car condition, price transparency and a variety of options for car brands or models when buying a used car.

Desired Benefits when Buying Used Cars



About 63% of used car buyers took one month or lesser to decide on their previous purchase.

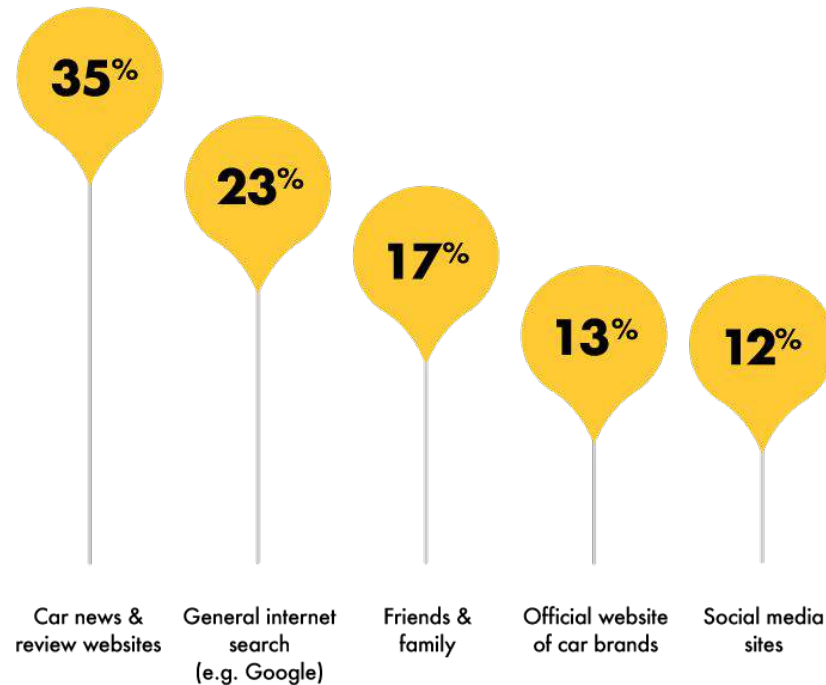
Time Taken to Decide before Buying A Car



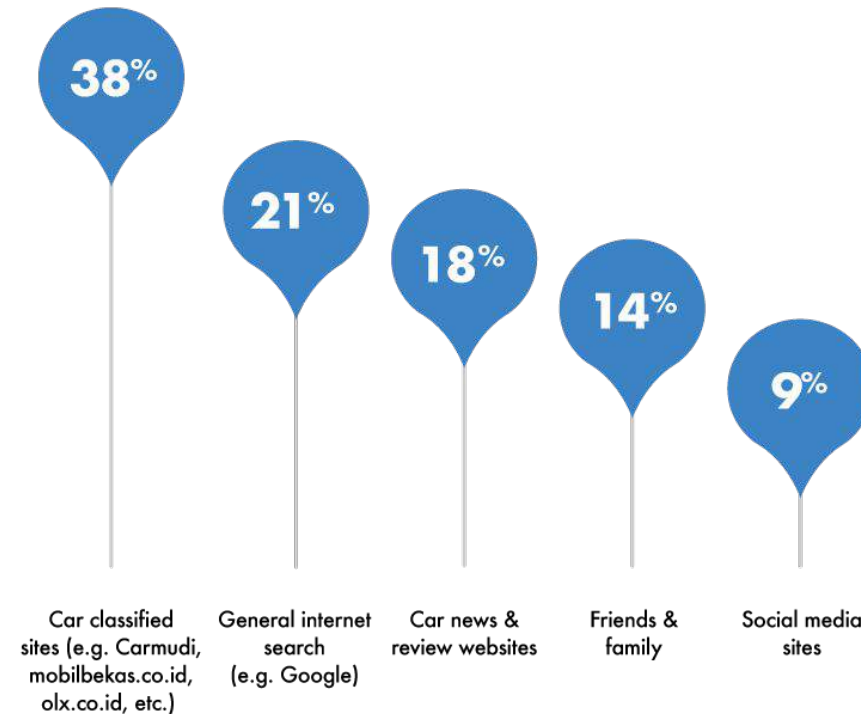
Most used car buyers rely on car classified sites, as well as the general internet for research before buying a car.

Research Avenues before Car Purchase

New Car Buyers



Used Car Buyers



The logo for CAR SOME features the word "CAR" in a bold, black, sans-serif font, followed by "SOME" in a lighter, black, sans-serif font. The text is centered horizontally within a large white circle that is partially cut off on the left side.

CAR SOME

The analysis presented in this report may be taken as directionally relevant but does not necessarily accurately reflect the realities to a brand, customer category, etc. The reader is advised not to take the conclusions or the inferences drawn as professional counsel or assume these to be premises on which they would make decisions.