

SECRETS ABOUT CAR PURCHASERS WHO WERE BORN IN 1990S

By Ipsos

“The people born in 1990s are now buying cars!”

Out of a sudden, the non-mainstream post-1990 generation are now growing up. In the past, they were remembered as the people who spoke a Martian language. The new generation wants control over their own world. They just can't sit in the back of the car. They want to have their hands on the steering wheel. They want their own life of mobility.



With the rise of the new car purchasing group, auto consumption features more and more "young elements". The key automakers are now catering to the tastes of the post-90 persons and have launched their own strategies aimed at attracting young people. From Miller's Cruz "Breaking Boundaries" commercial to Kim Soo Hyun's appearance at IX24 auto show and Toyota's GETGOING global branding campaign, the automakers have spared no effort in understanding the fashion trends of the post-90s.

How do they **get access** to auto information?
What do they **choose** cars?

what will be the favourite **model** of the post-90s?

What **views** do they have on **auto consumption**?

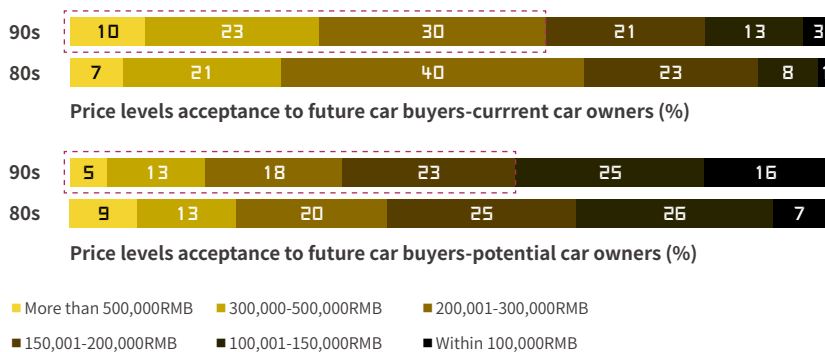


Recently, Ipsos has conducted a survey among current car owners and potential buyers within 3 years in eight cities.



THE POST-90s ARE SPENDTHRIFT IN PURCHASING CARS

Most of the post-90s have gotten work recently and are yet to strive for their financial freedom. On car purchases, there are a large percentage of them who ask their family for money.



67% of the post-90s have participated predominantly and made the final purchase decision



46% of them still need to ask their family members for "support" (full payment/loan) during car purchases.

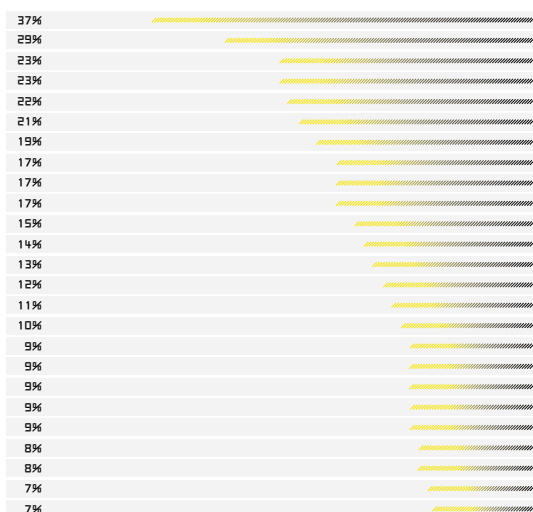
However, this did not affect the enthusiasm of the post-90s in purchasing cars. 36% of the potential post-90 car purchases say they are considering buying a car worth more than 200,000RMB in the future. 63% of the current post-90 car owners say they will purchase a car worth more than 200,000RMB in the future. More than 30% of the current car owners say they will consider buying a car worth more than 300,000RMB.

ON CAR CONSUMPTION, IT SEEMS THAT THE POST-90S DO NOT BECOME HESITANT BECAUSE OF THE FACTOR OF "PRICE".

TOP NOTCH AND CLASSY CAR MODELS ARE MOST POPULAR AMONG THE POST-90s.

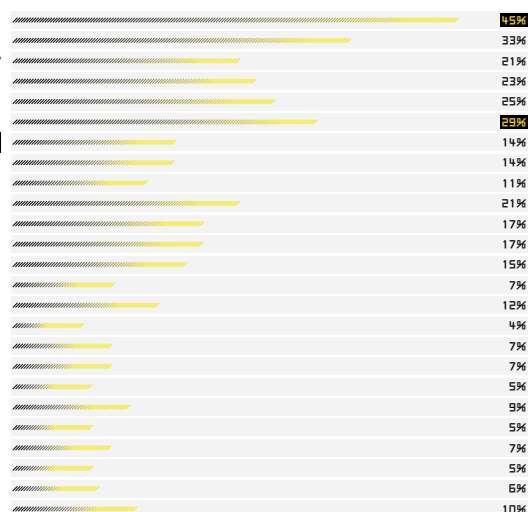
It is always said that youth is just around you. If possible, imprint youth on your car body. Compared with the post-80s who care more about performance/price ratio, reliability and comfortable driving experience, the post-90s purchase cars to “impress others”. They like classy car models with fashionable design and beautiful appearance.

IDEAL CAR DESCRIPTION (AT MOST 5 ITEMS)-90s



Safe and reliable
High performance/price ratio
Outstanding operability and flexibility
Practicability
High-quality
Comfortable driving
Fashionable design and modern style
Full of driving joy
Good taste
Large space
Advanced technology/technology-savvy
Environmental
Customized
Looks solid and tough
Fine-manufactured
Young
Athletic
Elegant
Grand
Mature
Creative
Meaningful
Unique
Classic
Proactive

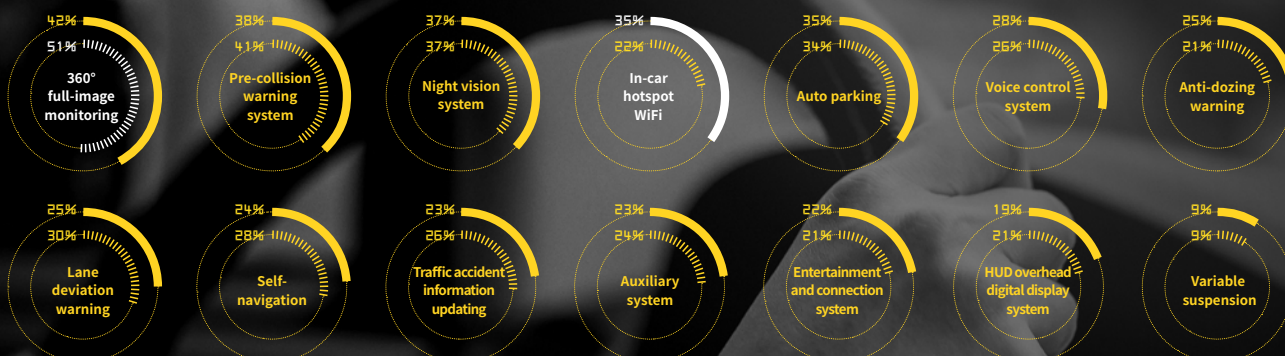
IDEAL CAR DESCRIPTION (AT MOST 5 ITEMS)-80s



Base: post-90/post-80 respondents

Besides the “classy appearance” requirement, the post-90s also pay much attention to the “internal” aspects of the cars. Generally, the SUVs are still the most liked car model among the post-90s. Compared with the post-80s, the post-90s like hatchbacks more. They like fashionable, cutting-edge yet mature, steadfast and generally sporty style cars.

DESIRED TECHNOLOGICAL ELEMENTS



Base: post-90/post-80 respondents ■ 90s ■ 80s

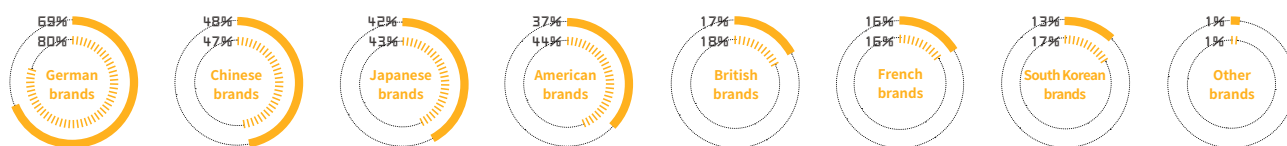
Besides, the post-90s want to send out a personal message to the people around them through their own cars. The technology-savvy post-90s have a stronger demand on in-car hotspot WiFi than the post-80s. What's worth noting is that, nearly 90% of the post-90s say they will consider purchasing new energy cars on environmental and economic grounds.

THE POST-90S HAVE SPECIAL LOVE FOR EUROPEAN CARS ESPECIALLY GERMAN CARS

According to the survey on "brands of consideration for future car purchases", the German cars are most liked by the post-90s. 69% of the post-90s will first choose European cars, followed by Chinese cars (47%), Japanese cars (43%) and American CARS (44%).

Brands of consideration for future car purchases

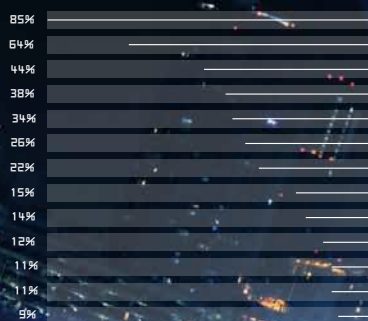
Base: post-90/post-80 respondents ■ 90s ■ 80s



ONLINE CAR PURCHASE WILL BECOME THE CHOICE OF THE POST-90s.

On the survey on "means to access/gather automobile information for the post-90s", internet is still the primary means for the post-90s to access/gather information (85%), followed by mobile app/mobile phone websites (64%). The dealers' contribution to the post-90s in serving as means for accessing/gathering information is 22%, much lower than that to the post-80s (33%). The other means also include auto shows, family/friend recommendations and magazines.

Means to access/gather information used by the post-90s



Means to access/gather information used by the post-80s

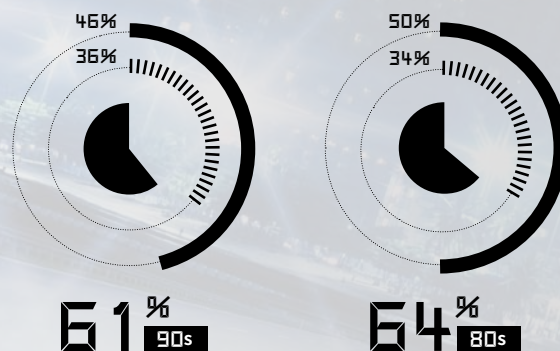


Base: post-90/post-80 respondents

The impact of the internet on the post-90s is significant. As the "aboriginals of the internet", more than 60% of the post-90 respondents say they consider internet sources when purchasing cars, especially the specialized auto e-commerce websites. This is undoubtedly good news for companies focused on auto marketing business. Compared with the post-80s, the post-90s have a stronger reliance on the internet, as well as stronger desire and trust for online shopping. Online car shopping perhaps will become another trend in the future.

The online shopping channels for car purchases in the future are primarily specialized auto e-commerce websites and auto dealer website.

Base: post-90/post-80 respondents ■ specialized auto e-commerce websites ■ auto dealer website



Compared with the post-80s, the newcomer post-90s are associated with many unusual labels. However, according to our research findings, the post-90s also make plans before taking actions, just like the post-80s. They want to keep a balance between work and family. They also like experiencing new things. Although they are fond of music, they will make a stop of their car if needed. This is the image of the post-90s. They have their own personality and illustrate their attitudes through their cars.