

Under the Hood: How Canadians View Vehicle Maintenance and Repair

About the report:

It is important for any automotive service provider to understand the consumer's point of view when it comes to maintenance and repair and how these perspectives differ across market segments. One customer might value quality over price, while another could just be looking to pay as little as possible. Understanding these attitudes is instrumental in achieving the ultimate goal: trust and loyalty. Through a survey of **2000 vehicle owners**, this report explores behaviours, attitudes and preferences regarding areas related to maintenance and repair.

Key points:

- Many vehicle owners are not all that knowledgeable about maintenance and repair and that probably leaves them feeling a bit vulnerable.
- There is a small but important group who “believes” they are knowledgeable and that maintenance and repair is a priority for them.
- Both segments represent a challenge: one group may have their guard up when certain repairs and maintenance are suggested because they are not “experts” and the other group may have their guard up because they believe they are on top of things and do not want to pay for “unnecessary repairs”.
- Either way, automotive service providers need to be attuned to these attitudes if they are to communicate in a convincing and trusting manner.

About the Consumer Behaviour Series:

This is the first report in the Consumer Behaviour Series which explores the psychology of how consumers think, feel, reason, and select between different brands, products, and retailers – an important driver for service providers. Understanding car owners' behaviour helps them position their products and services strategically and shape their customer service practices successfully. Other reports (to be released) in the series explore the following topics: choosing a service provider, e-tailing, and ownership and sharing of in-vehicle data.

Availability

Full Report:	English and French
Executive Summary:	English and French
AIA members:	At no cost (sign in to website)
Non-members:	\$199

Questions?

Contact communications@aiacanada.com