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Their responses may be a little surprising to some. It wasn't all that long ago that automotive enthusiasts weren't concerned about quality. If a product was cool, they would take it no matter what. It was more important that the item looked good on the car or added more power or increased the creature comfort of the vehicle. That does not appear to be the case today. Looks are still important, but they have fallen to fourth position.

Today, the number one factor considered at the time of purchase is quality. More than 86% of automotive enthusiasts ranked quality as very important. Price came in a distant second at 62.5%.

As part of the survey, we asked enthusiasts how much they had spent on products to modify their cars and light trucks. It's interesting to note that people who purchased mobile electronics generally spent more than the group of enthusiasts as a whole.

Even though the information we are presenting in this article comes from the responses of enthusiasts who have installed mobile electronics products, there is still an indication that the current trend is increasingly centered on vehicle performance. Notice that more than 62% indicated that they strongly agree with the statement "I customize my vehicle to increase performance."

That looks like an opportunity for businesses that specialize in vehicle performance enhancing products along with their current product lines. It could also be an opportunity for tuner shops, speed shops and other performance oriented businesses to offer mobile electronics products.

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