

The Auto Parts Purchaser Today's Media Consumption and Purchasing Habits

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In the past decade, media consumption and habits have radically changed. The consumer can get any information they want, whenever and where ever they want it. Today's media is fragmented and the technology is complex, yet it can be leveraged to actually reach the consumer more efficiently and more effectively than ever.

Nielsen estimates 161 million users are online in the U.S. today. 98% of Auto Parts purchasers are online more than once a week. 90% have broadband access and 91% have 4+ years of online experience.

More Americans are turning to their computers to watch their favorite TV shows; 123 million watch video online. As of September 2008, the 173 millionth iPod was sold making audio and video podcasts even more valuable as a media outlet or resource. 285 million Americans watch TV in their own home, which is more today than ever. 11 million Americans watch video on a mobile phone. The bottom line is that the U.S. consumer can get information in an instant using a wide variety of methods that are constantly evolving.

With all this change in media consumption, it is generally assumed that the point of purchase for the auto parts consumer has changed as well. But that's not necessarily true.

Consumer's Point of Purchase (past six months):

- 35 Million Purchased Auto Parts (All)

- 27 Million Purchased In Person (77%)
- 18 Million Shopped Online (51%)
- 8 Million Purchased Online (23%)
- 8 Million Purchased Phone/Mail (23%)

The major change has been in the consumers' shopping and research methods, but not necessarily in their purchasing habits. Our data shows that over half of auto parts purchasers in the past 6 months shopped (researched) online for their auto parts. However, 77% of consumers still purchased their auto parts in person. Rather than viewing the internet as a threat, it should be embraced and leveraged.



We need to place ourselves in the consumer's shoes. The "where to buy" options from a channel perspective (retail stores, online, mail order, etc.) are very important, but initially secondary to product quality, price, brand and the opinions of their family and friends. In other words, the consumer considers the features, advantages and benefits of the product first and the "where to buy" plays a

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IN THIS ISSUE

In Memorium - Bill Perry	4
A Stimulus Package	7
Where Are They Now? Dick Wells	9
President-Elect and Treasurer Election Results	10
Miscellaneous Ramblings	11
2009 New Products/ Catalogs	14-15
Unilateral Policy	17
M.A.P. Program	17
PWAU Spring Session	18
New Members	19
Manufacturers' Reps	20-24
Board of Directors	25
Warehouse Distributors	26

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continued on page 5