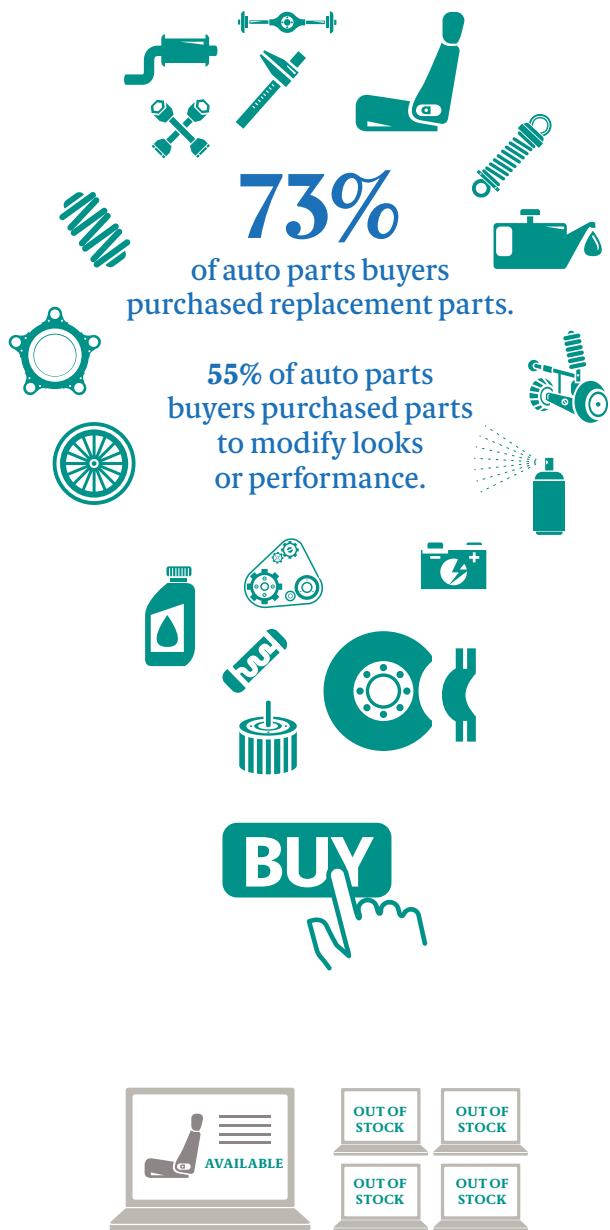




# See Inside the Minds of Auto Parts Shoppers

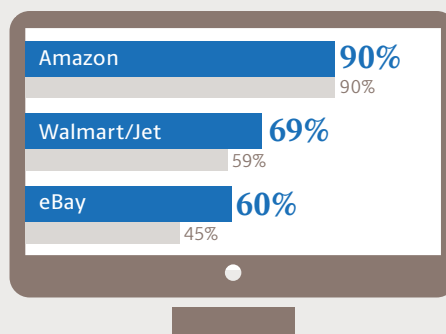
You understand your customers' passion for vehicle power, performance and pizzazz. Do you know what makes them click "Buy Now?" Take a cruise through the latest UPS Pulse of the Automotive Shopper study to see what's fueling their buying habits.



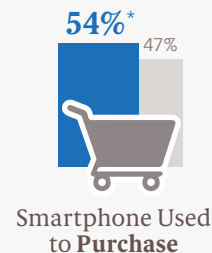
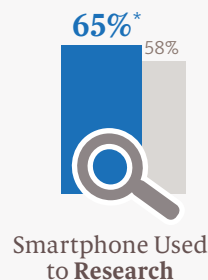
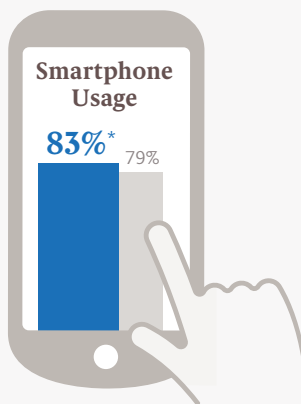
Over half of auto parts purchasers will go to a competitor's web site or app when the product they are interested in is not available.

**Prices are the leading reason online parts purchasers turn to Marketplaces.** Auto parts purchasers are also more likely to purchase parts from Wal-Mart and eBay than purchasers of other goods.

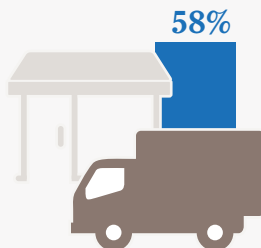
**97%**  
Purchased from a Marketplace



Marketplaces – particularly Amazon – were also the leading resource for four out of ten initial shopping searches. And marketplace usage is likely to increase more over the next year with auto parts purchasers as compared to buyers of other products.



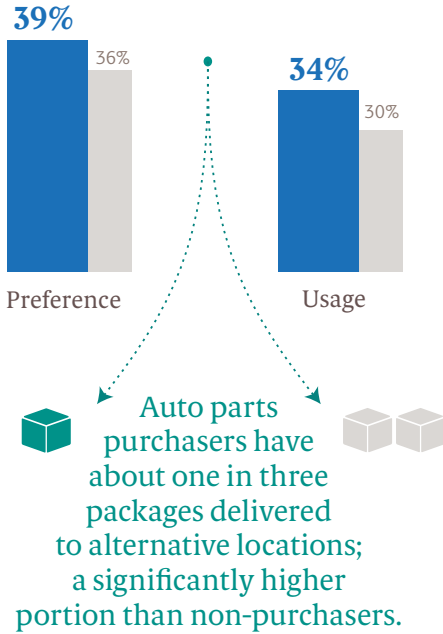
Among smartphone users, a significantly higher percentage of auto parts purchasers than buyers of other goods **research and purchase on their device.**



Nearly six in ten auto parts purchasers opt for Ship to Store and roughly a third plan to opt for it more in the coming year.

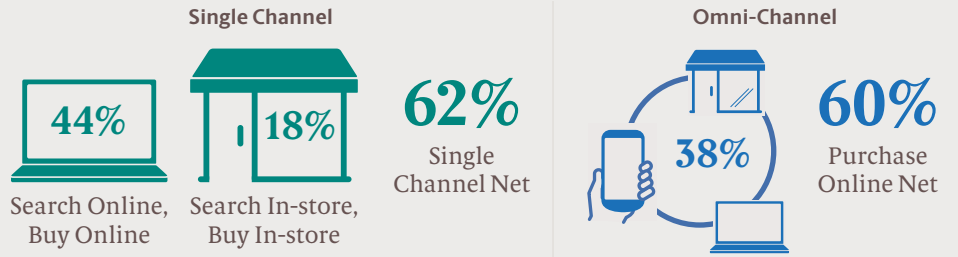
\* Indicates a significant difference over the other group at 95% CL

### Preference for and Usage of Alternative Delivery Locations (% of orders)



Online parts buyers increased their overall percentage of purchases made online from 2016 to over 60% - significantly higher than non-purchasers. Parts buyers are also more likely to increase their shopping frequency over a wide range of devices.

### Frequency of Purchases by Method (% of purchases)

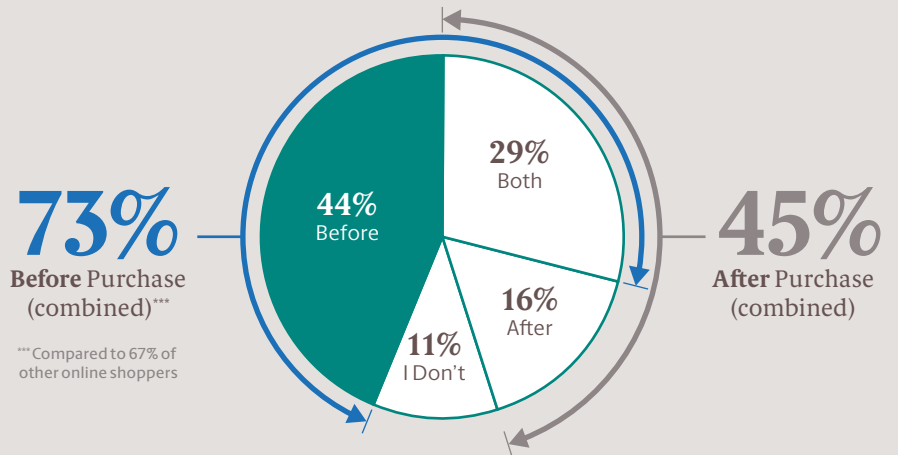


### Projected change of shopping frequency relative to last year



A higher percentage of auto parts purchasers than non-purchasers review a retailer's return policy before making a purchase.

### When Shoppers Look for Return Policy



Auto parts purchasers have about one in three packages delivered to alternative locations; a significantly higher portion than non-purchasers. However, when the purchase is from a multi-channel retailer, six in ten auto parts purchasers prefer to return an online purchase to a physical store.

### Method Used to Return



### Top Reasons to Ship Back to Retailers

