



Expectations of automotive customers when buying and using vehicles

The results of the EY survey among Turkish, Hungarian, and Czech drivers

April 2022



Basic information about the survey

The survey among Turkish drivers was conducted by the EY organization in cooperation with InsightLab to identify current trends in the purchase of new and used vehicles and to find out customers' opinion on significant innovations in the automotive industry. The same survey was also conducted among drivers in Hungary, and Czechia.

The results mainly demonstrate the different needs of individual groups interested in buying a car.

Presentation structure

- ▶ Details of the methodology of the survey
- ▶ Significant findings from the survey
- ▶ Survey results
- ▶ Contacts

In addition to the traditional questions about choosing a car and dealer, buying a car over the Internet and looking at electromobility, which we ask respondents every year to monitor the development of their preferences and needs, this year we focused in more detail on the topics of electromobility, digitization, online services, used car purchase and delivery times.

This is the sixth year of this unique survey.*

Basic information

Respondents' profile

A total of 1,612 respondents participated in the survey, of which 511 inhabitants of Turkey, 533 inhabitants of Hungary, and 568 inhabitants of Czechia divided into groups according to:

- ▶ Gender
- ▶ Age
- ▶ Education
- ▶ Residence
- ▶ Gross household income

Additional information about the survey

- ▶ The conditions for inclusion in the survey were the ownership of a driving license, regular use of a car and age between 20 and 60 years.
- ▶ The survey was conducted in November 2021.
- ▶ The survey contained 32 questions.

*Turkey has been added to the survey scope as of 2020.




Survey methodology

Details of the methodology of the survey

- ▶ In November 2021, InsightLab, commissioned by the EY organization, addressed 511 respondents from Turkey, 533 respondents from Hungary, and 568 from Czechia via an online questionnaire. A common characteristic of all respondents across countries is ownership of a driving license, regular use of a car and at the same time to belong to the age category of 20 - 60 years.
- ▶ The sample of respondents was adjusted according to the following quotas – min. 80% have ever bought a car, min. 80% have bought a car in the last 5 years, min. 35% plan to buy a new car in the next 5 years (the resulting quota was 49%).
- ▶ Respondents who have never bought a car and plan to buy one no sooner than in 5 years or do not plan it at all were excluded from the survey.
- ▶ The main questionnaire was composed of 14 questions for classification into socio-economic categories and 32 survey questions.
- ▶ Depending on the type of question, the basis of possible answers was chosen either by a specific list of services and functionalities (choice of one answer or choice of multiple answers) or by evaluating the given criterion on a scale from 1 to 5.
- ▶ Due to rounding or omission of some type of response to ensure a more relevant comparison, in some cases the total sum of the percentages displayed is not equal to 100%.
- ▶ For the purposes of this questionnaire, the term dealer refers to the enterprise as such (premises, equipment, personnel, exhibited vehicles, etc.).

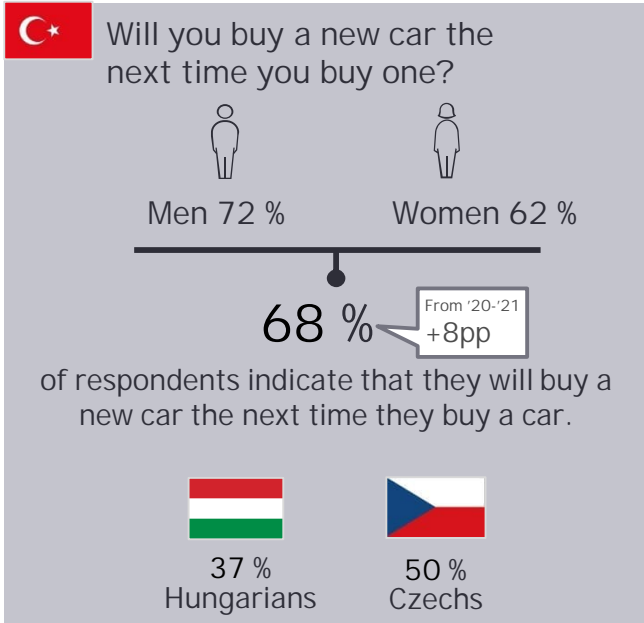
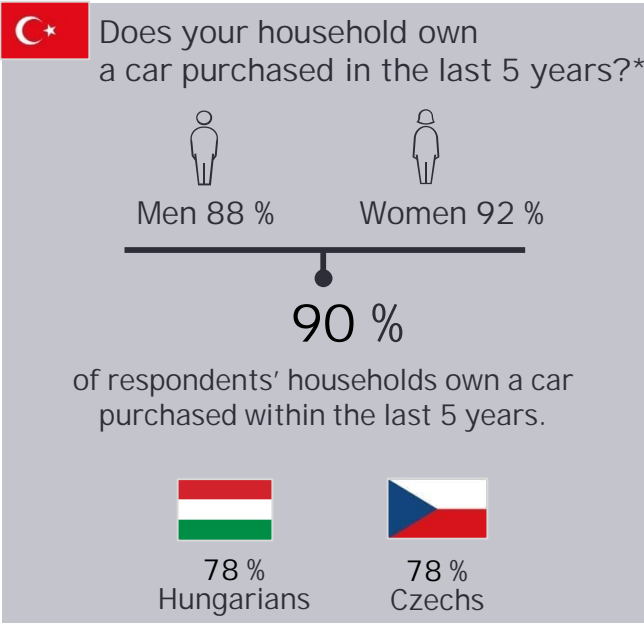
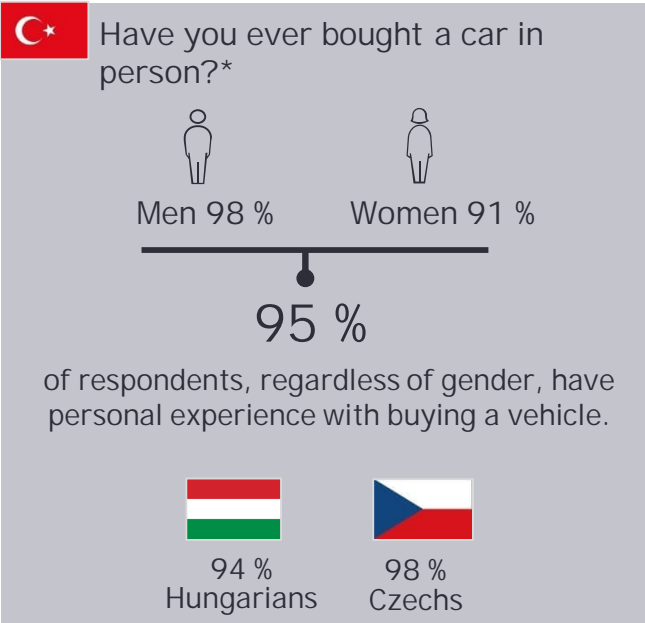
- ▶ In the case of the designation of the group as Turks, Hungarians, and Czechs, it is not a representation of the nation, but a representative description of drivers from the country according to the specified survey criteria. Where the results are not compared between national respondents, they relate only to respondents in Turkey.
- ▶ Data from the EY survey – Trends and Expectations of Turkish Automotive Customers in the Purchase of Vehicles 2016, 2017, 2018, 2019 and 2020 were used to assess the year-on-year development.*

Distribution
of respondents from
Turkey across the
monitored categories

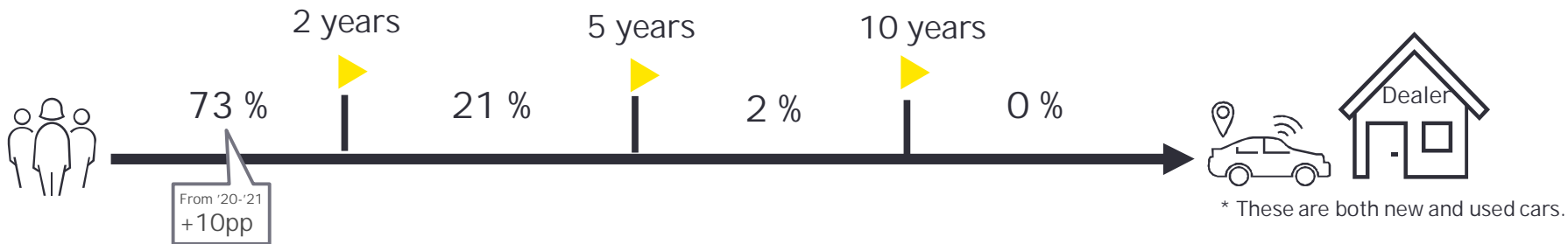
	Absolutely	%
Gender:		
Male	273	53 %
Female	238	47 %
Age:		
20-29	61	12 %
30-44	235	46 %
45-60	215	42 %
Education:		
Primary school, trained	7	1 %
Highly school with graduation	100	20 %
University	404	79 %

*Turkey has been added to the survey scope as of 2020.

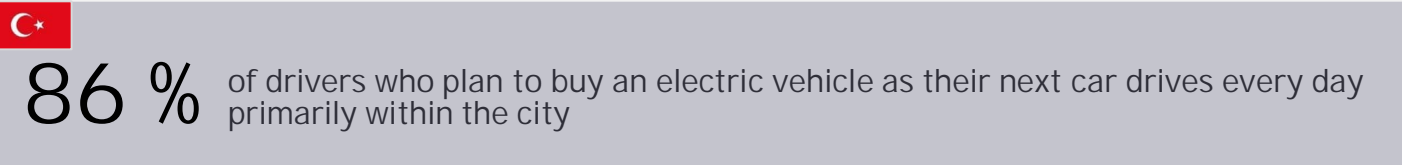
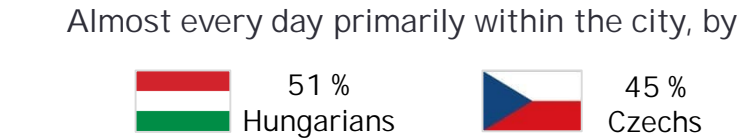
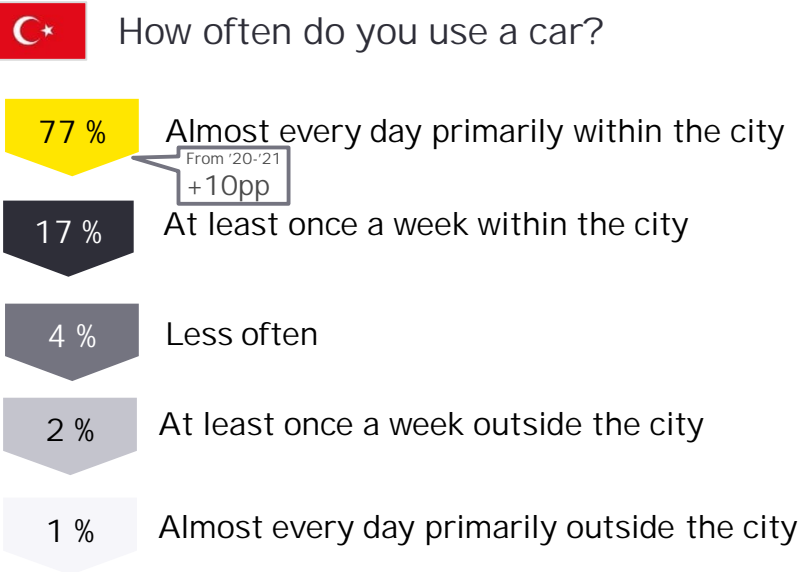
Characteristics of respondents



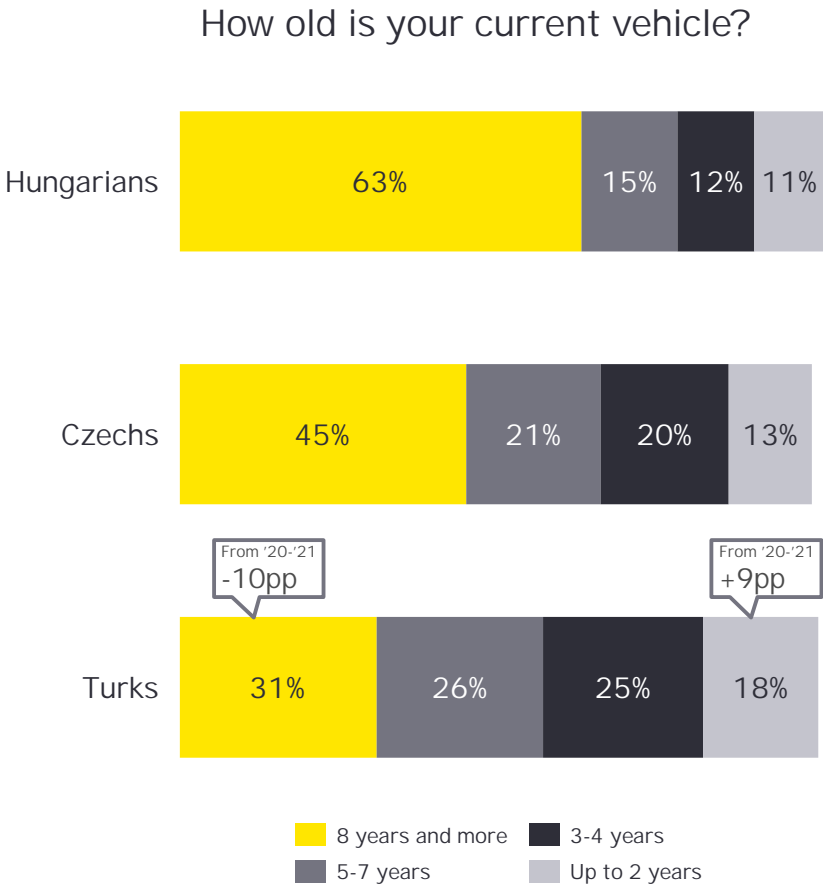
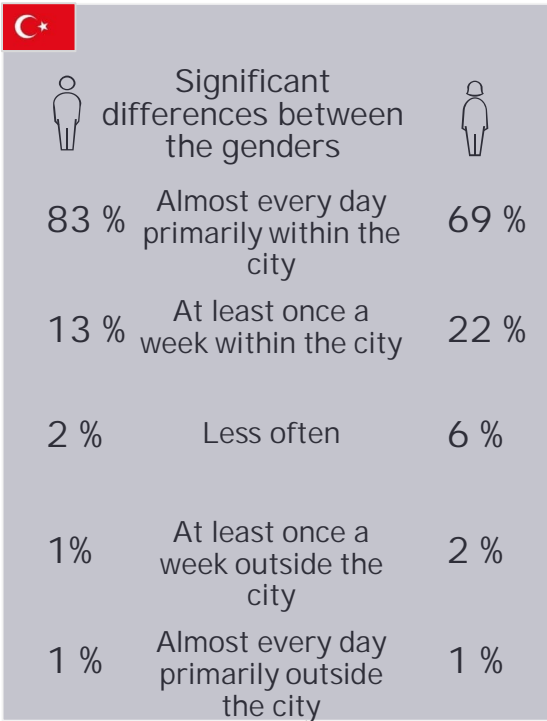
In what time horizon are you considering buying your next car?*



Respondents and their vehicles




As the respondents' car gets older, Turks do not that much prefer using their vehicles almost every day primarily within the city (0-2 years: 86%, 3-4 years: 82%, 5-7 years: 79%, 8+ years: 66%)

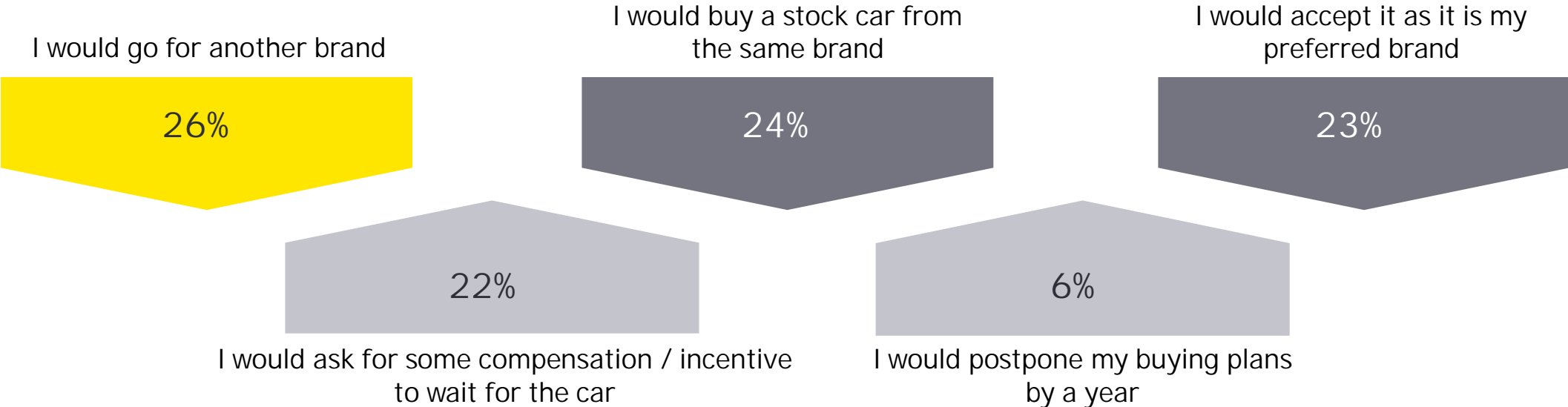






Selection of a car and a dealer


The automotive industry is going through a difficult time due to a shortage of chips and other problems in the supply chain that cause long delivery times between the purchase and delivery of the vehicle

 What would you do if your preferred car brand told you that you have to wait for 9-12 months for a new car?

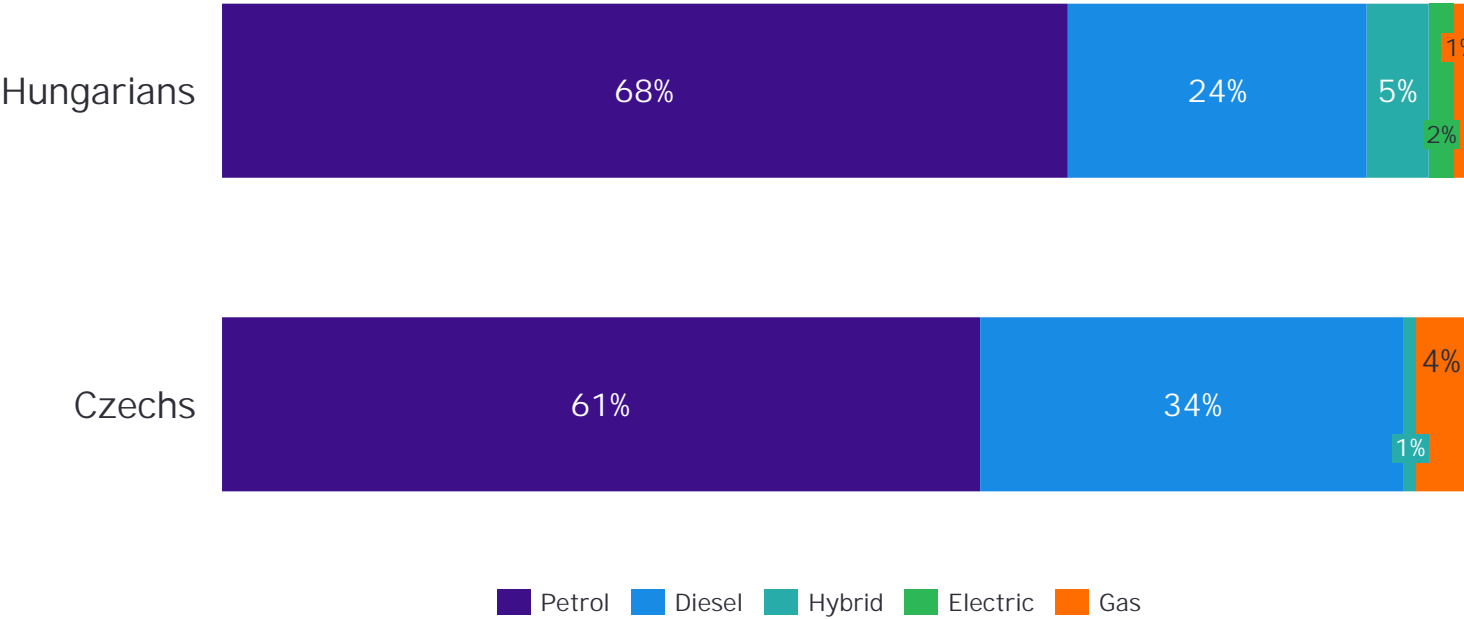
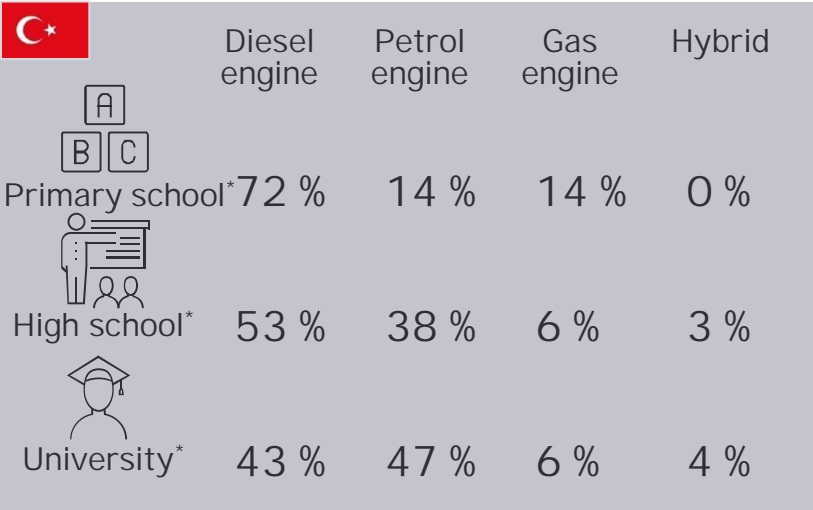
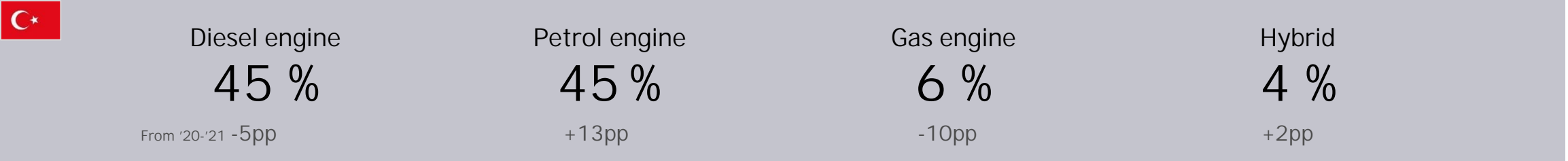


With such a waiting time, a different brand would be chosen by

 20 % Hungarians	 25 % Czechs
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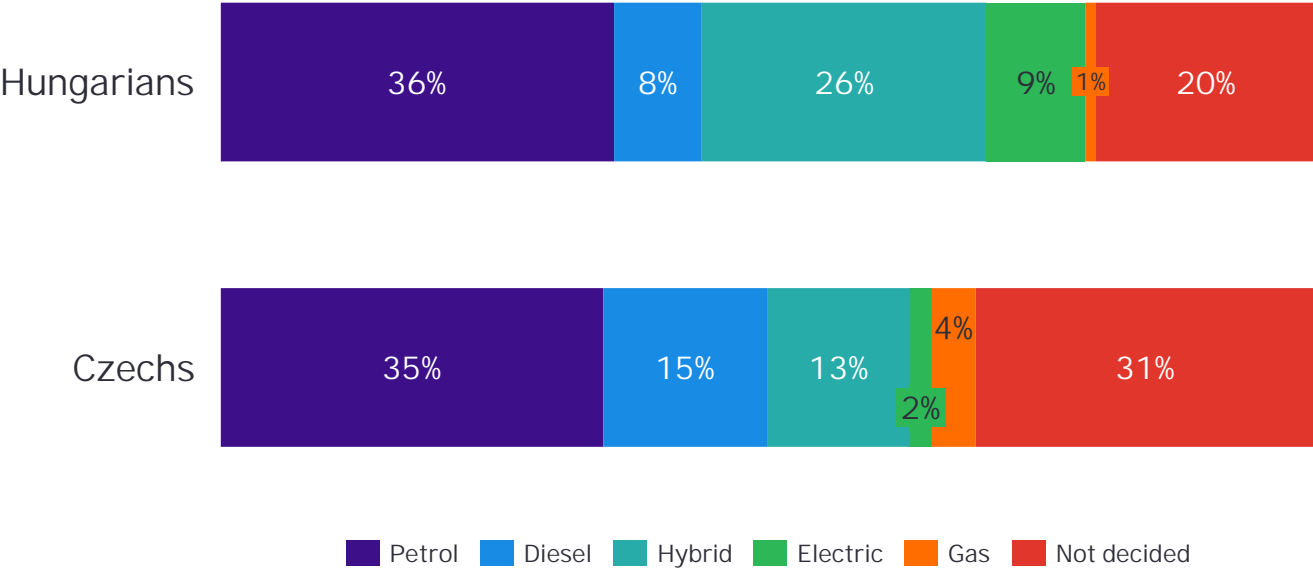
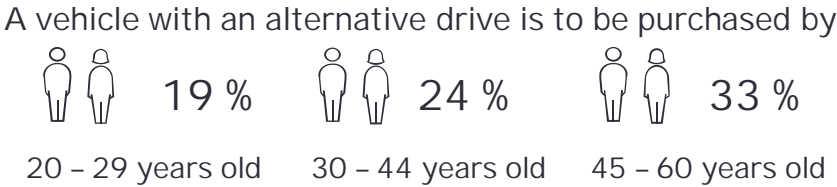
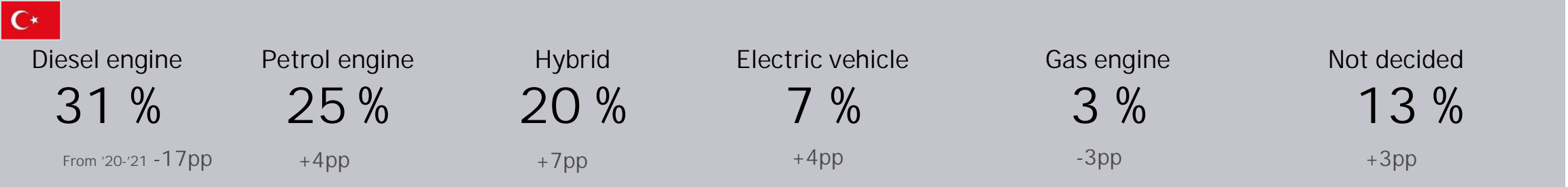
 Turks would choose a different car brand instead of waiting for their car of choice from the preferred brand in case of a long delivery time. The proportion of drivers who would wait for the delivery of the car and ask for some compensation is nearly the same as those who would buy a stock car from the same brand. Only 6% of all respondents would postpone the purchase of a new car for a year because of this.


What engine does your current car have?



Although the Turks still prefer the diesel engine the most compared to other countries (Czechs: 34%, Hungarians: 24%), it is seen that this has been replaced by petrol engine and hybrid vehicles as compared to the previous year.

What engine will the car that you plan to buy as your next one have?

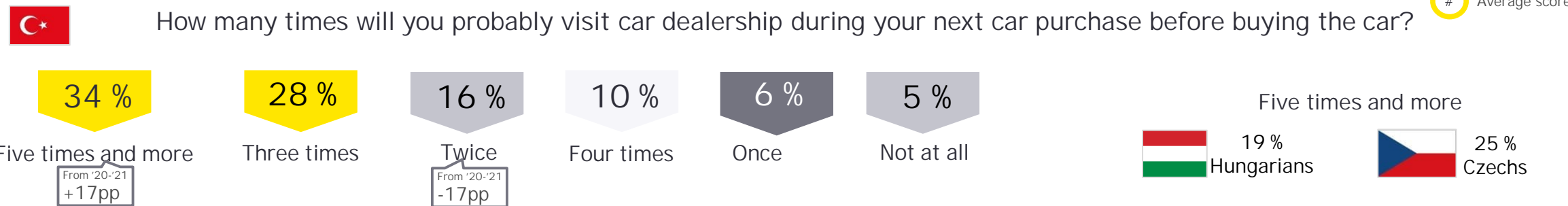
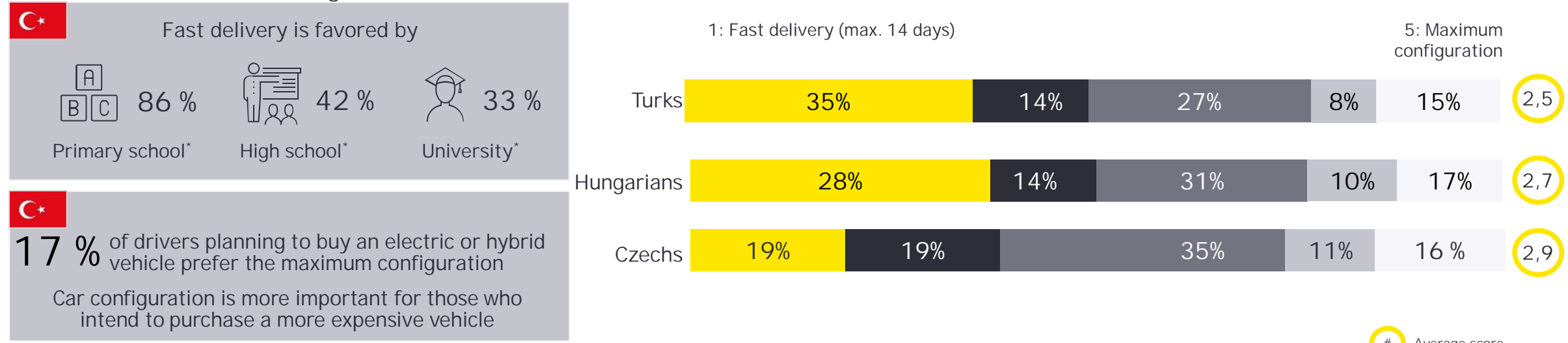




Interest in conventional engines has been declining for a long time. Compared to Hungarians, and Czechs, the percentage of undecided respondents is lowest among Turks with 13%.


Am I willing to wait for my new car?

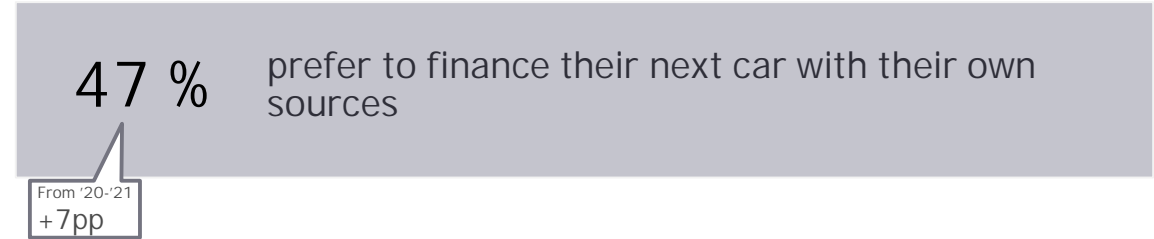
Is it more important for you to get the car immediately, but choose from a range of limited options or to configure the car to the maximum, but wait for it longer?




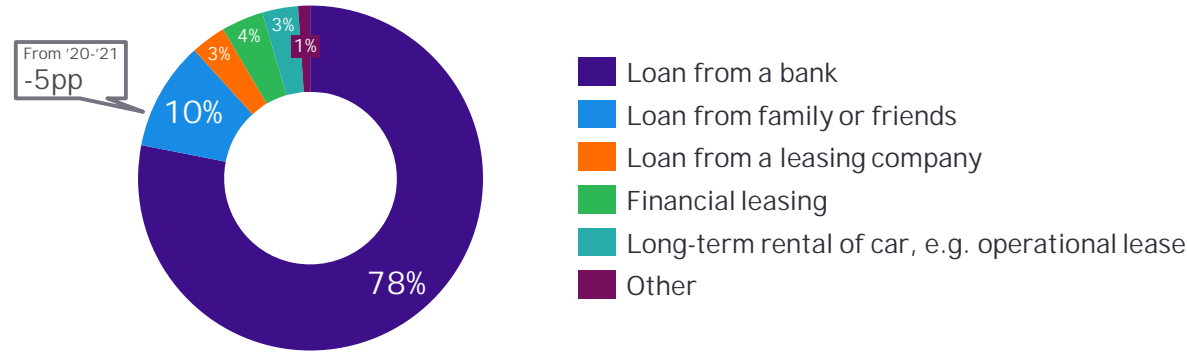
Compared to the previous year, the number of drivers willing to wait for a car has decreased by 17 percentage points. With the easing of the Covid-19 measures, an increasing trend is observed in total number of visiting the car dealership in 2021.

How am I going to finance my next car?

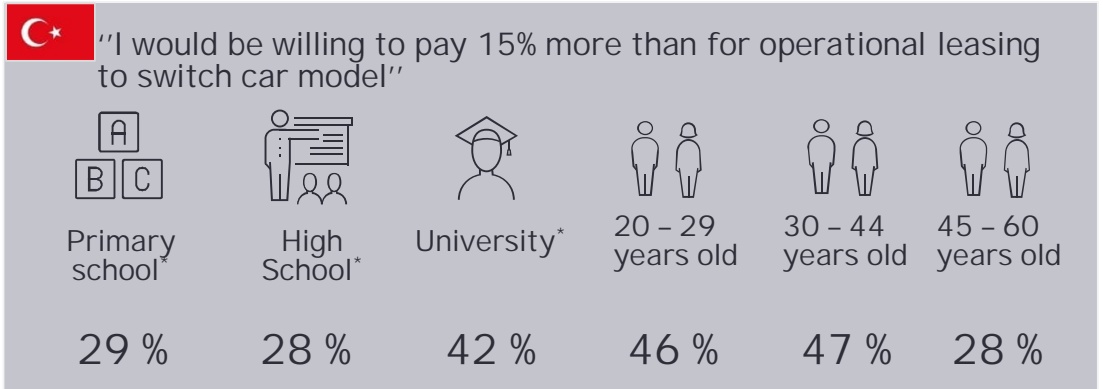
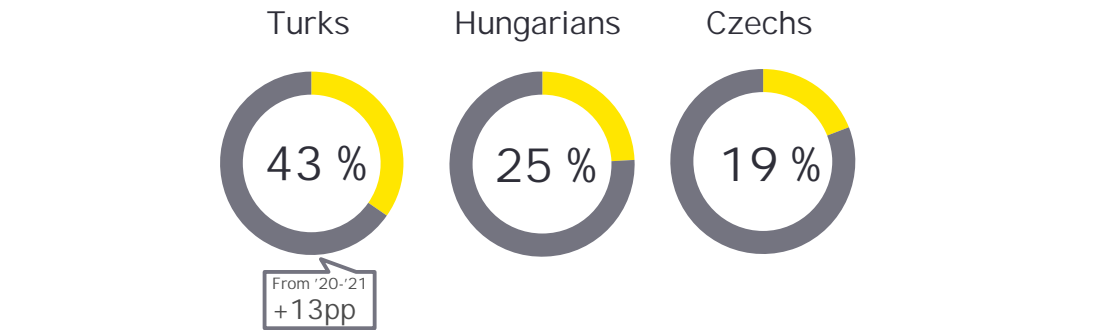
 From what sources are you likely to finance your next car purchase?




 If you were looking for funding for buying a vehicle from other source, what kind of financing would you choose?



Would you be willing to pay a subscription fee that would allow you to switch car models according to your current needs for a certain monthly fee?



 Only 3% of respondents are determined to finance the purchase of the car purely through a loan from a leasing company in Turkey. This is 16% for Czechs, and 10% for Hungarians.

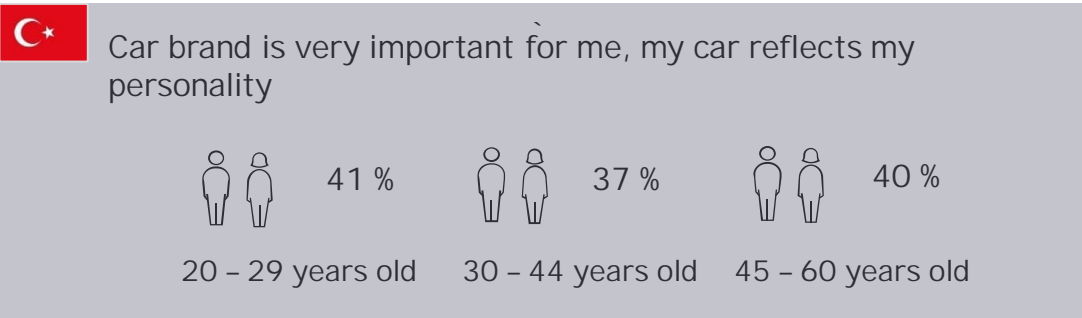


How important is car brand and what factors are involved in choosing one?

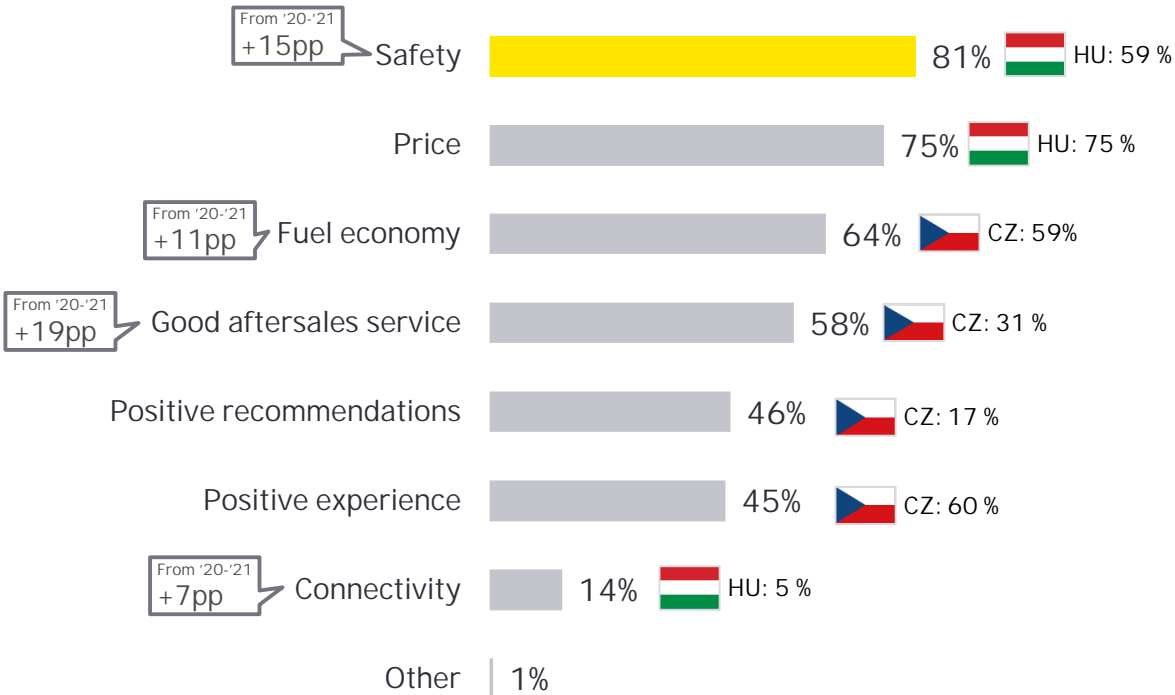
How important for you is the brand of the car you own/are planning to buy?



1 – not at all, I perceive the car as a means of transport
5 – a lot, I feel like a car reflects my personality



Which factors influence you most when choosing a car brand?*

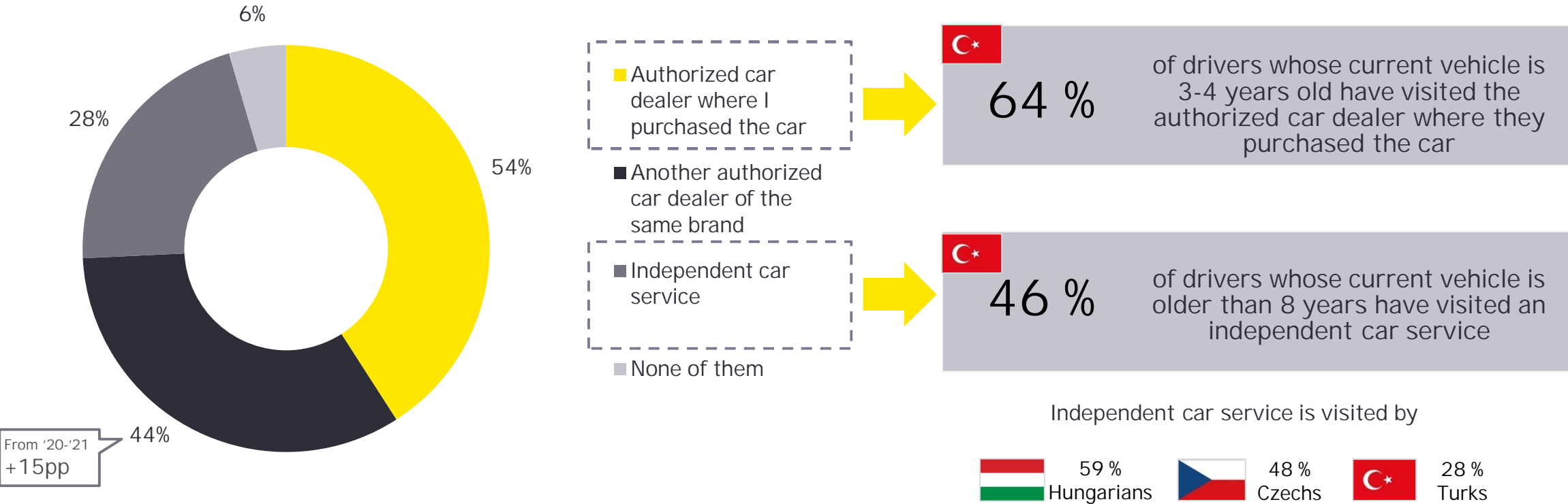


Turks hold the most positive attitude towards the importance of the brand compared to respondents from other countries. Two-thirds of Turks say that it is the quality of aftersales service that influences their choice of brand. On the other hand, good aftersales service is the third last important factor influencing the choice of a car for Czechs and, like for Hungarians, is not as important.

*) Respondents chose multiple options.

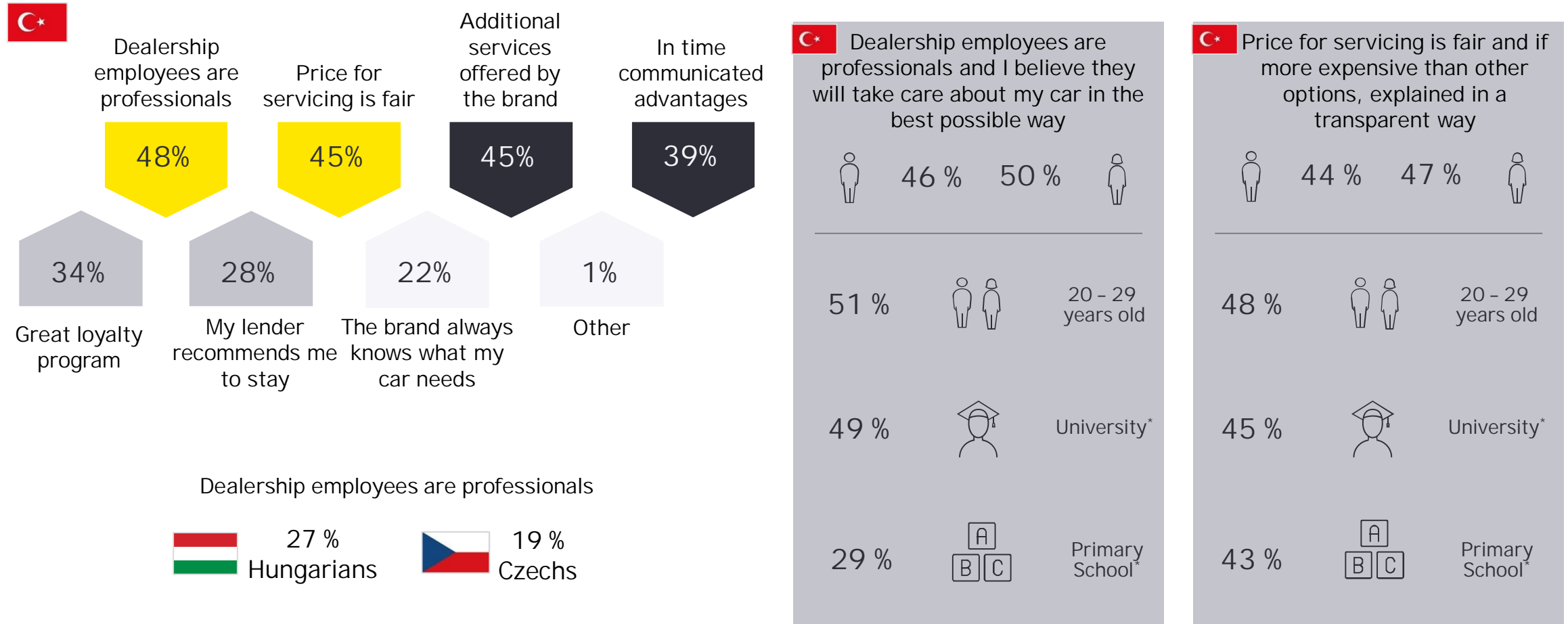
How is your vehicle serviced?

Which of these entities have you visited in the last 2 years for the purpose of service of your vehicle?*



The preference to visit the dealership where the car was bought decreases with the age of the car. 35% of drivers whose current vehicle is more than 8 years old have visited such a dealership in the last two years. Anyhow, visiting such dealership even if the vehicle is more than 8 years old is the highest when compared with other countries (Hungarians: 16%, Czechs: 19%)

What would motivate you to stay loyal to your car brand during the after sales period?*

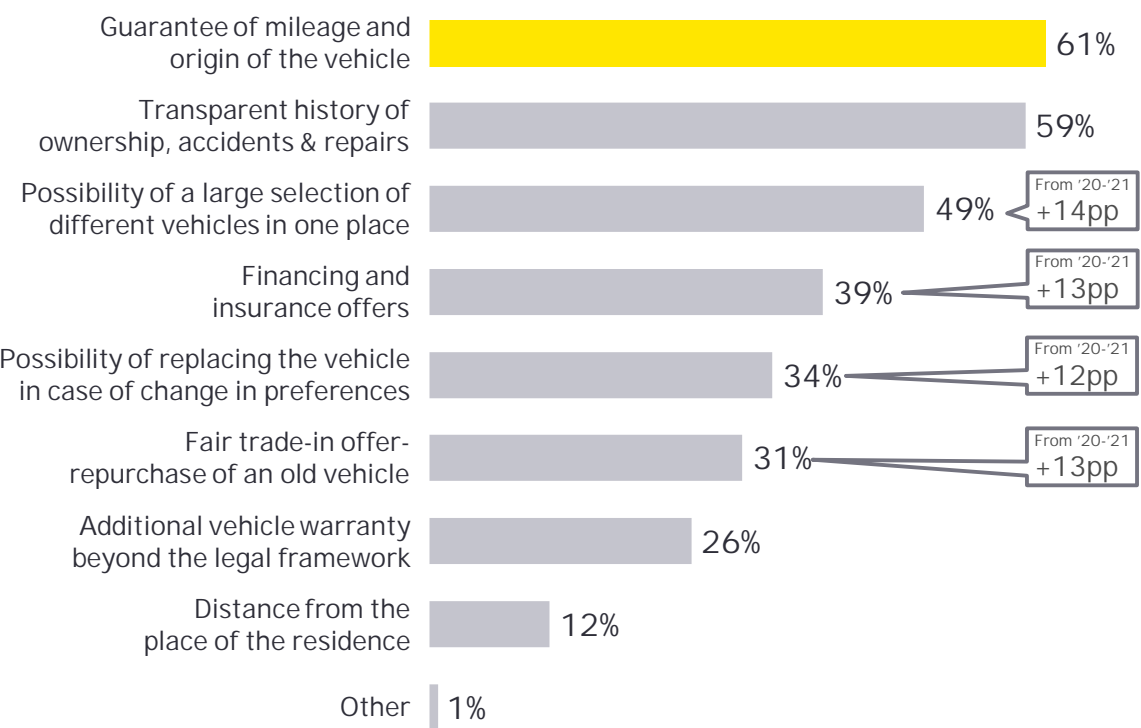


After having the vehicle serviced, respondents would be most motivated by the professionalism of dealership employees. However, respondents that graduate from primary school tend to majorly prefer additional services offered by the brand are better than competitors' offer (86%).

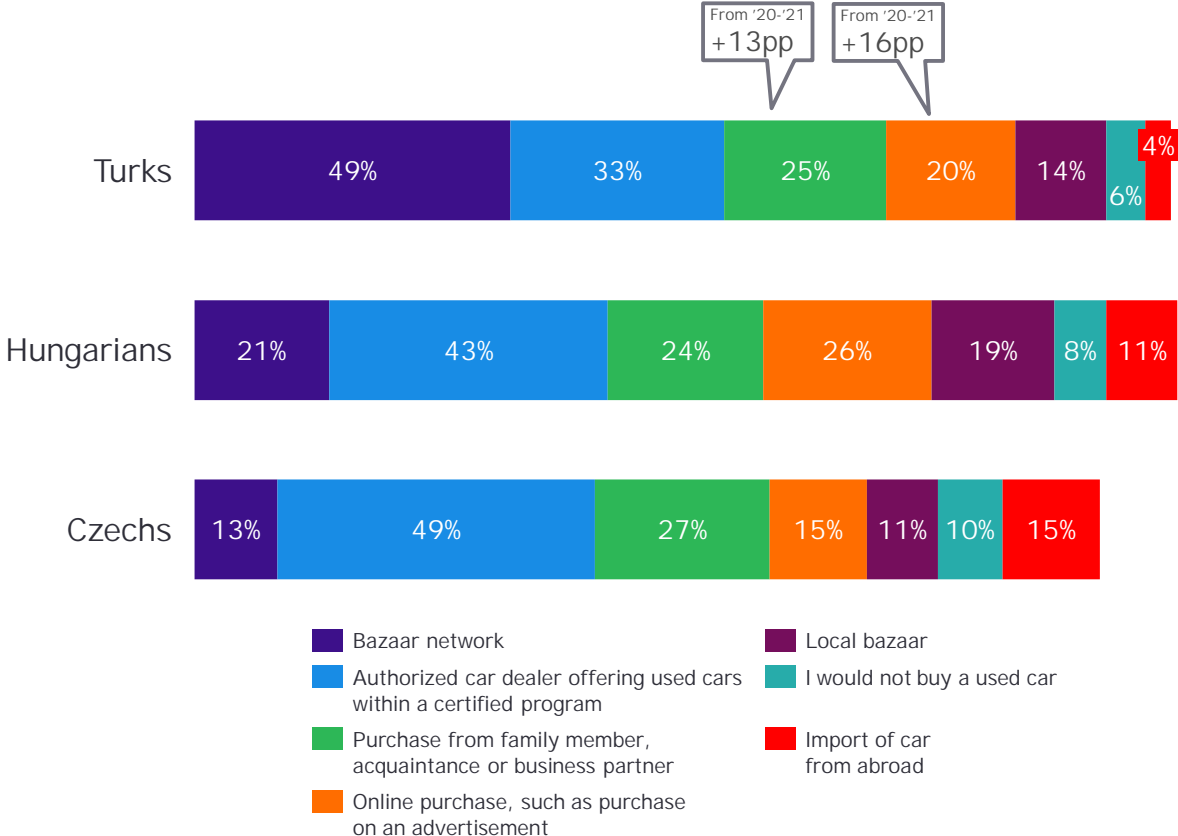
*) Respondents chose multiple options. **) Represents the level of education


How do I decide when buying a used car?

Which service is important for you when choosing a used car dealer?*

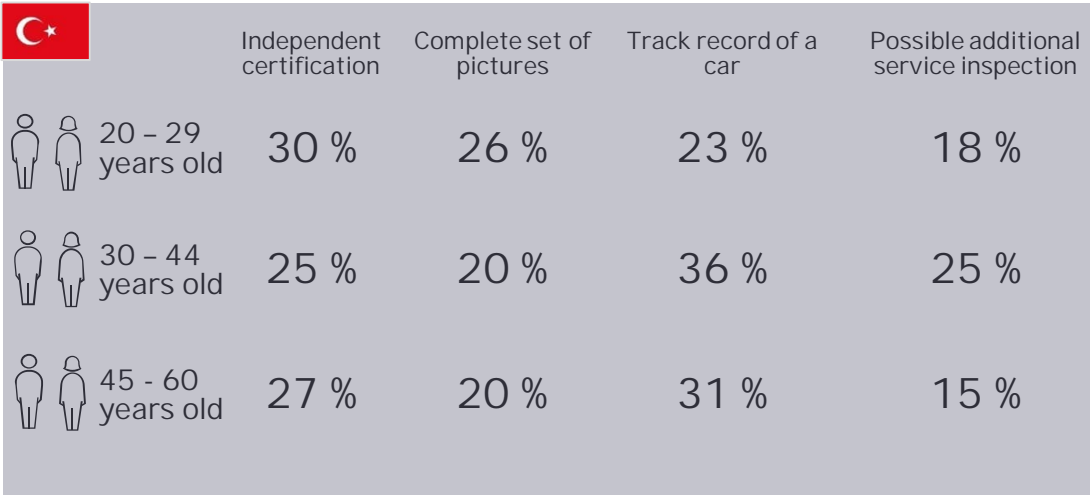
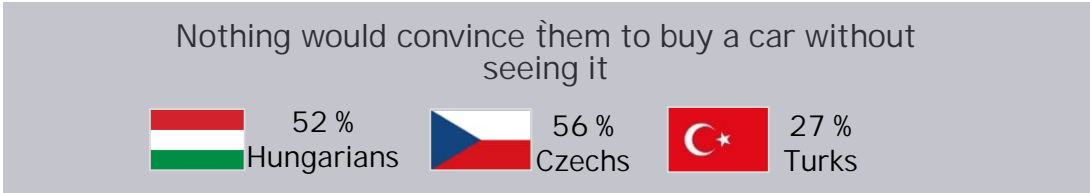
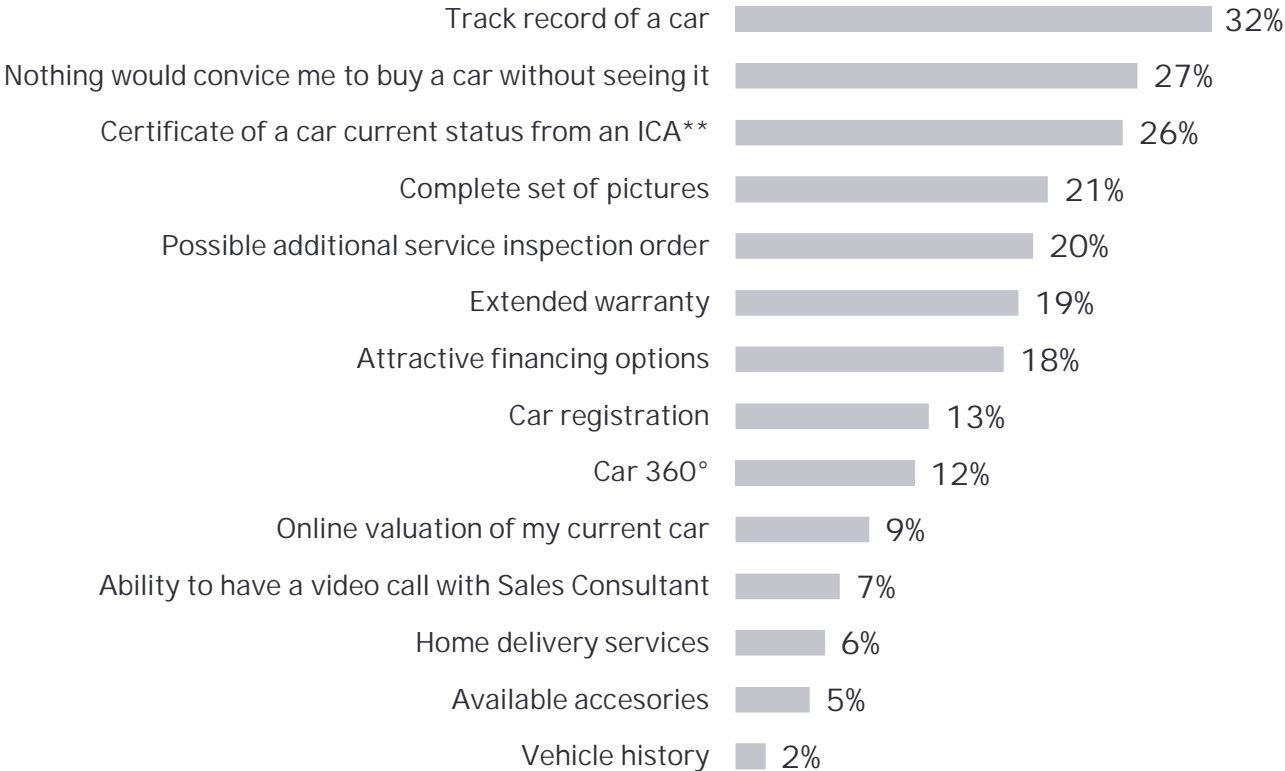


When buying a used car, which purchase option would you most likely choose?*



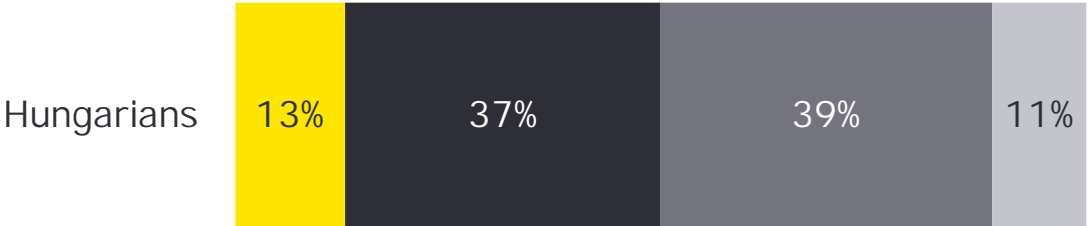
 The mileage and origin guarantee is a key factor for Turkish drivers when choosing a used car and partially corresponds with the preference to purchase a used car from an authorized dealer with a certified program (33%). Compared to the previous year, respondents' preferences have changed significantly in all countries, similar to Turkey.

What type of online services would convince you to buy a used car even without seeing it?*

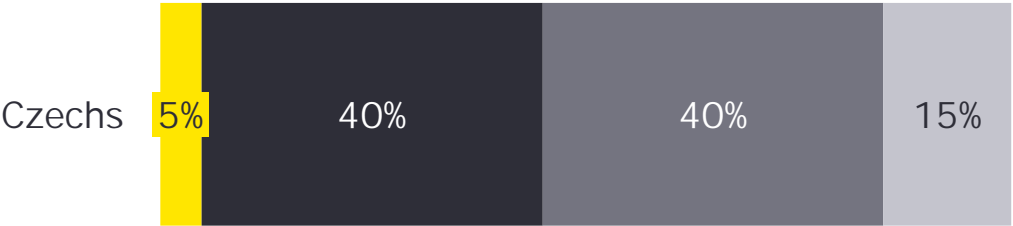
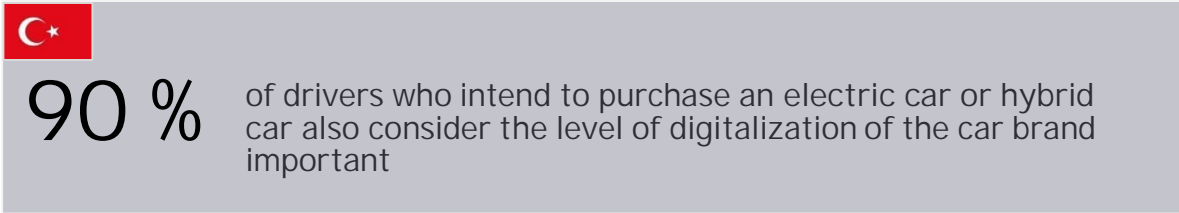


When buying a used car online, respondents would most appreciate an online vehicle track record and an independent certification. The largest % of drivers who do not want to buy a used car without seeing it are from the Czech Republic, whereas Turkey is the smallest.

How important for you is the level of digitalization of the car brand you are going to buy a car from?



Totally important Important Less important Not important at all



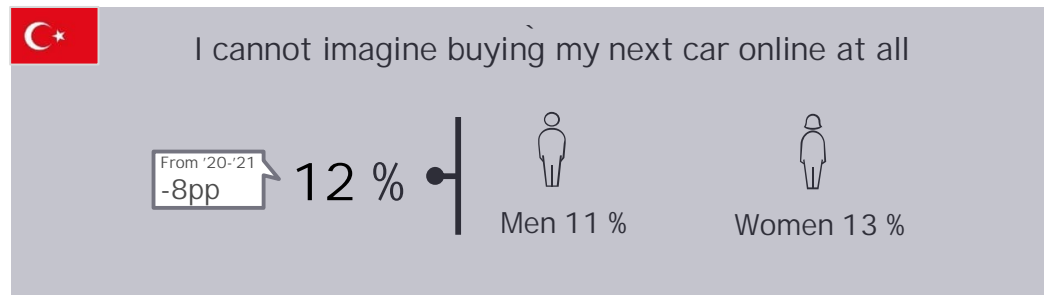
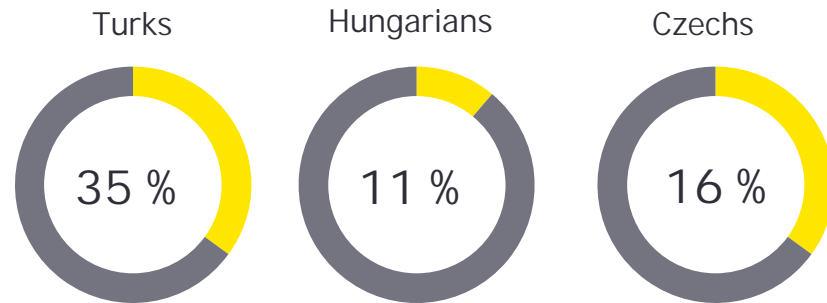
The majority of respondents from Turkey chose the level of digitalization of the car brand as one of the most important criteria.



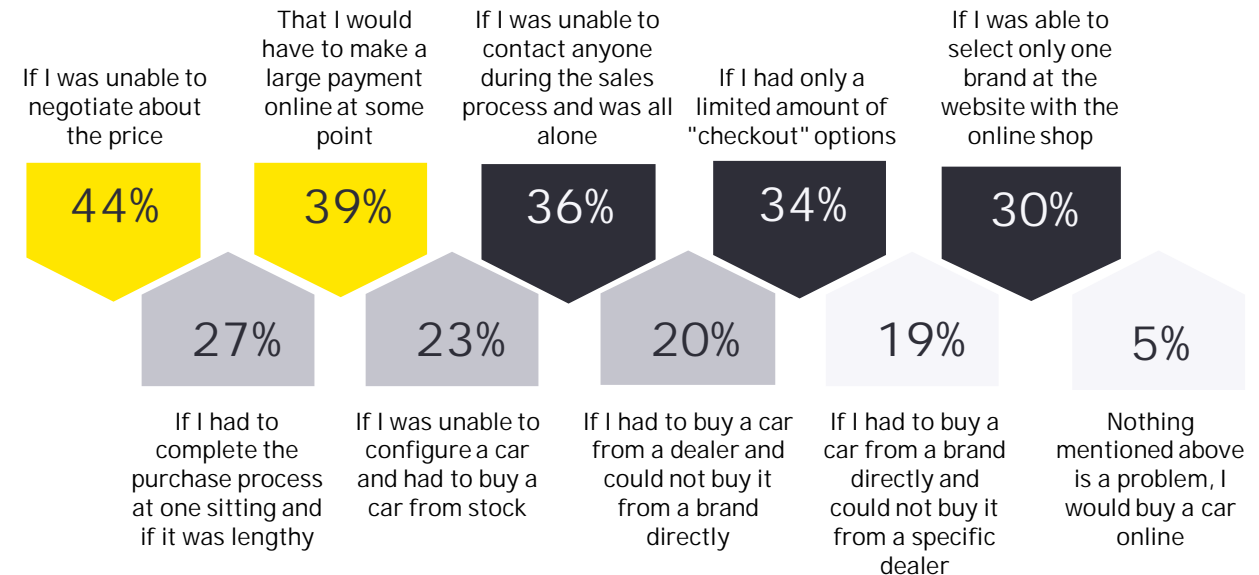
Trends and technology

Am I willing to purchase a car on the internet?

To what extent can you imagine buying your next car online?



What would stop you personally from buying a car online? *



Nothing mentioned above is a problem, a car online would be bought by



7 %
Hungarians



10 %
Czechs

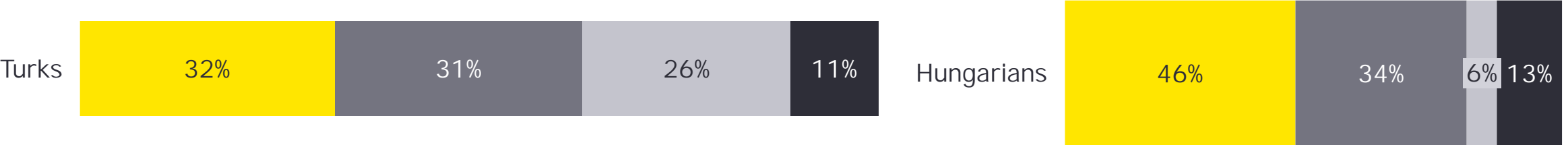






Interest in buying a car over the internet increases with education level. 44% of respondents would be deterred by not being able to negotiate about the price.

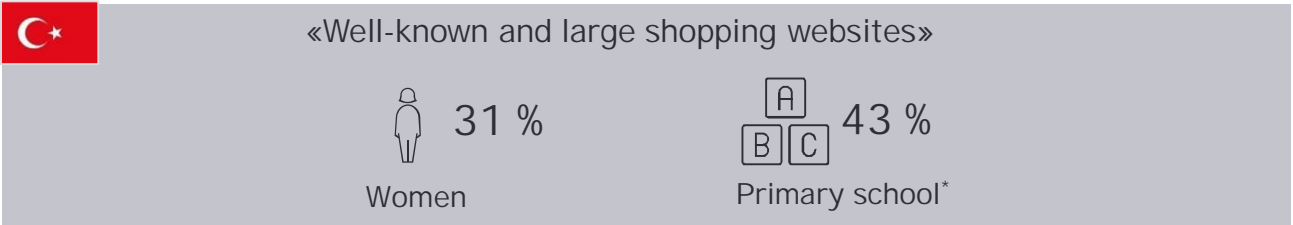
*) Respondents chose multiple options.


Where – on the internet – would I purchase a car?

 If you bought a new car online, which website would you most likely use?




 Authorized car dealer website or application  Well-known and large shopping websites (Amazon, eBay)
 Car brand website or application  I do not care what website or application it would be




 **40 %** of drivers who, during the last 2 years, visited an independent car service, would in case of buying a new car online choose the car brand website

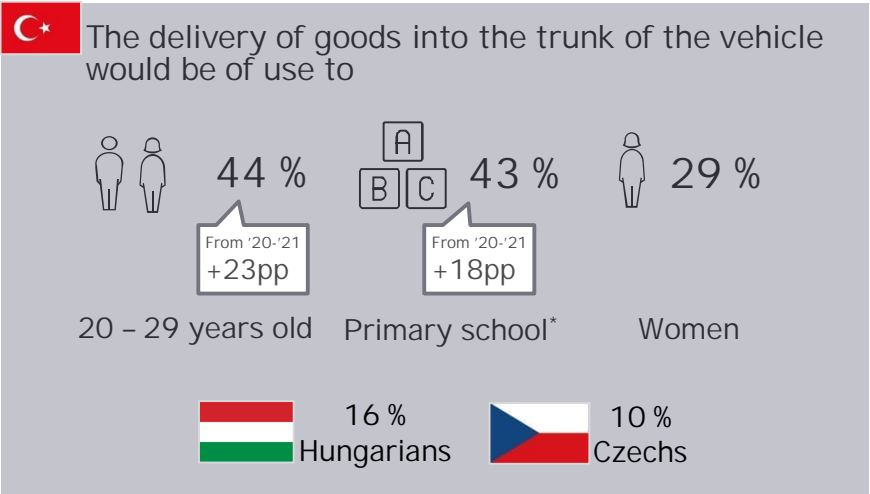
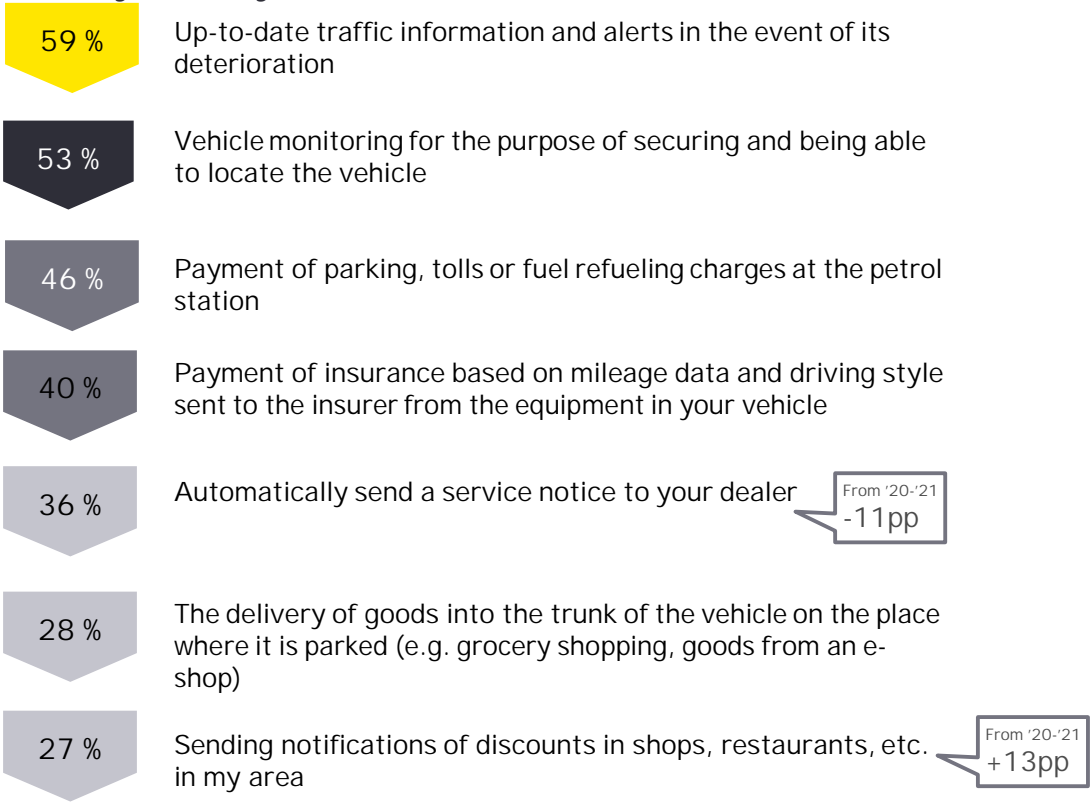


 c. 9 out of 10 respondents in Turkey do not consider any other alternative than the website of an authorized dealer or car brand or large shopping websites in case of buying a car online, which puts these channels in an advantageous position.

*) Represents the level of education

For what purpose would I utilize the car's internet connection?

 Which of the following features related to connecting your car to the Internet and communicating with the surroundings would you likely use?*




Up-to-date traffic information would be of use to

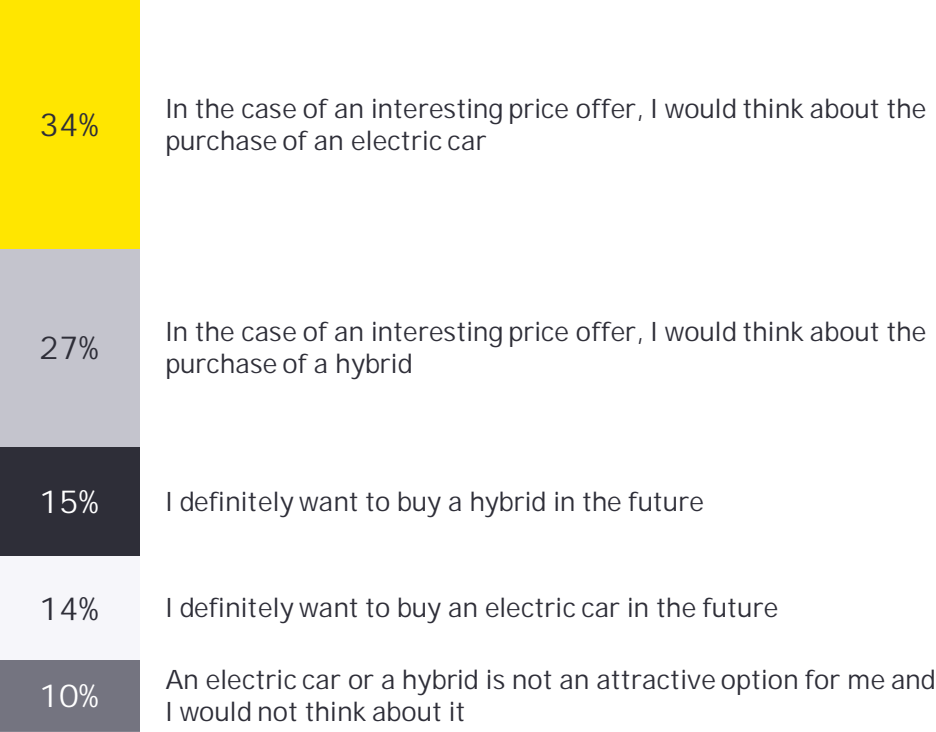


Drivers would make the most use of services related to traffic information. Trunk delivery would be particularly popular among younger respondents.

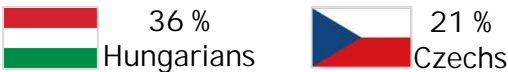
*) Respondents chose multiple options.

Is electric mobility relevant for me?

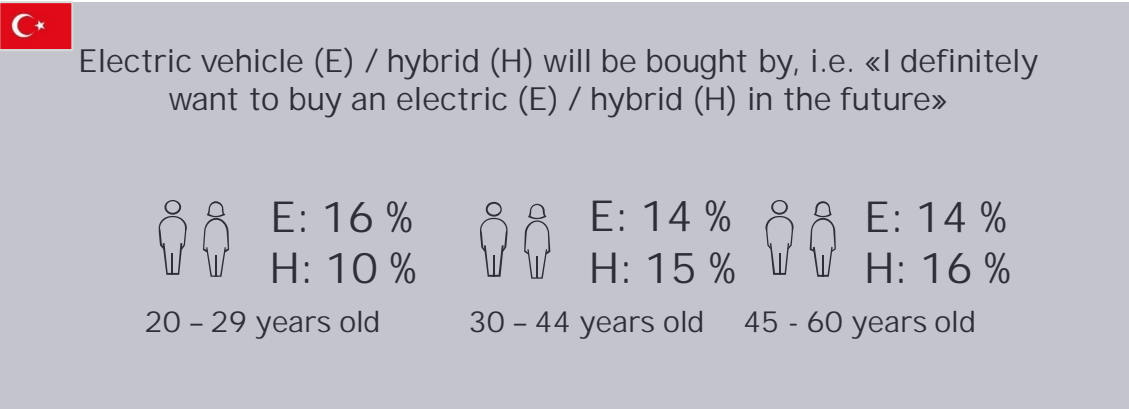
 To what extent would you consider buying an electric car or hybrid in the future?



An electric vehicle would be bought by
(for sure or in the case of an interesting price offer):



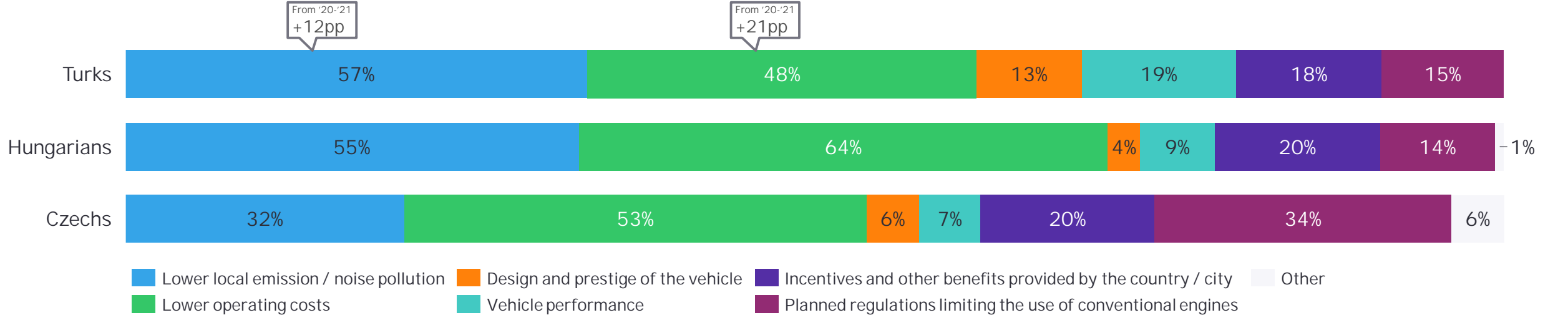
A hybrid vehicle would be bought by
(for sure or in the case of an interesting price offer):



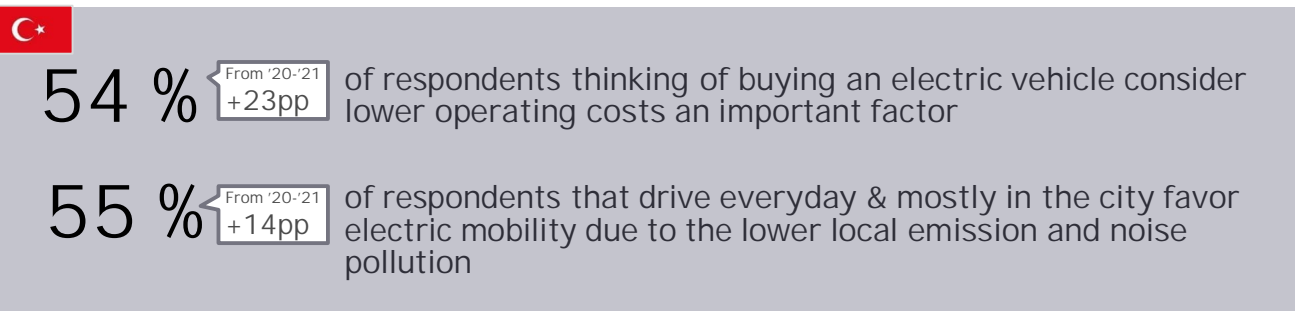
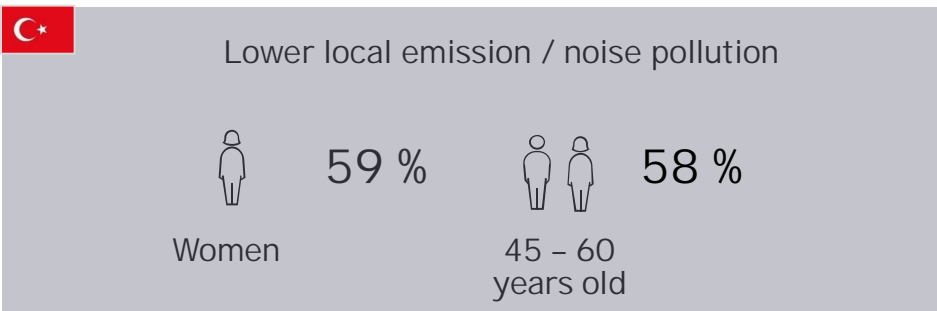
47% of Turks contemplate buying an electric vehicle, while 42% are thinking about a hybrid. Compared to other countries, the interest in electric mobility is the highest in Turkey.

Why is an electric vehicle attractive for me?

Why are you mainly interested in buying an electric car? *



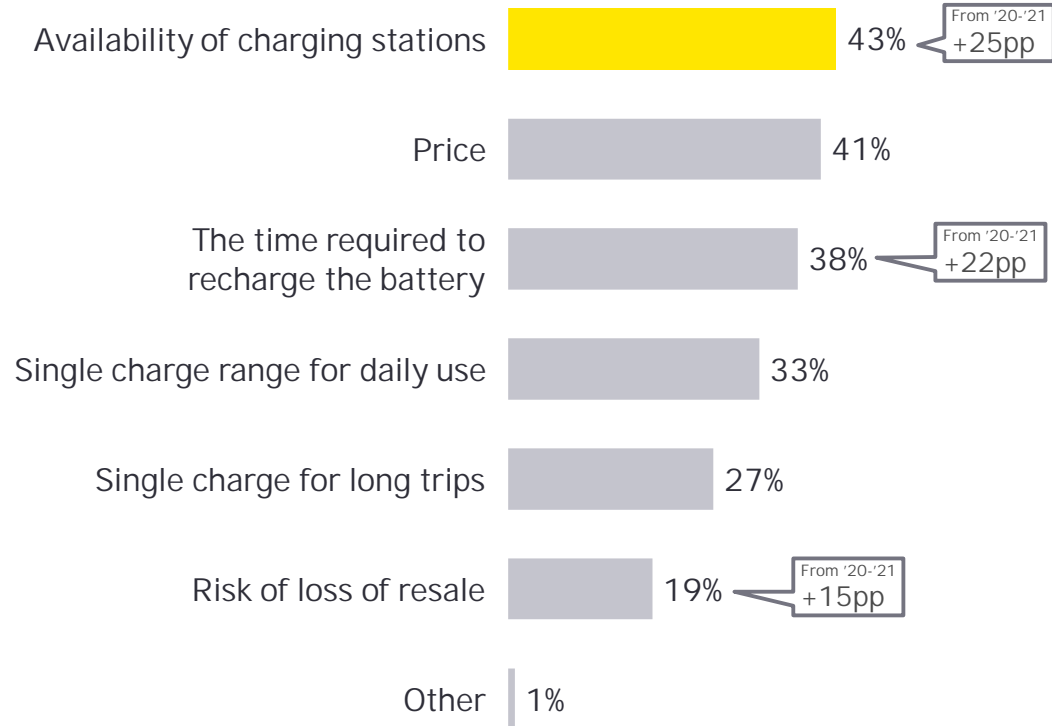
*) The question was posed only to those who had expressed an interest in buying an electric car. Respondents chose multiple options.



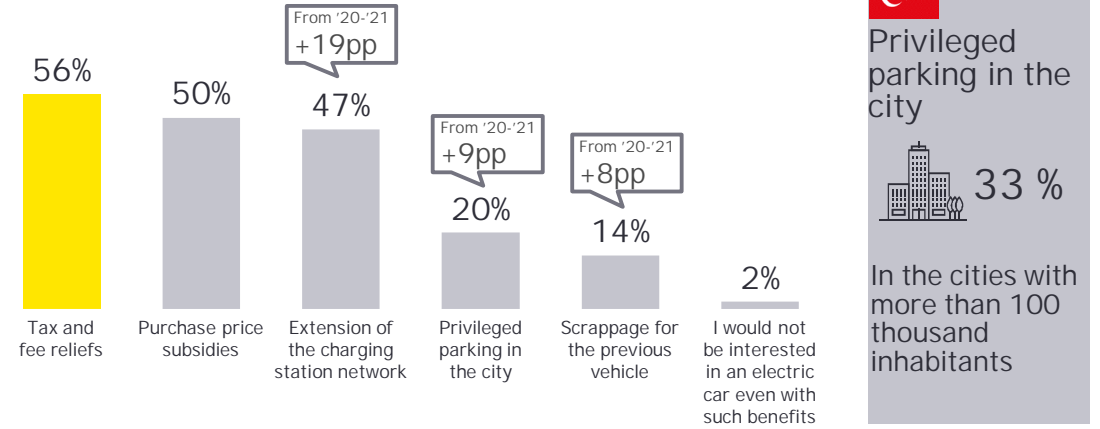
Unlike the other countries that are interested in an electric car due to its lower operating costs, majority of Turks are interested in an electric car because of lower local emission / noise pollution.

What deters me from electric mobility?

🇹🇷 What attributes of an electric car discourages you from buying it the most?*



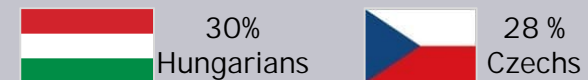
🇹🇷 Which government measures would increase your interest in buying an electric vehicle?*



*) max. 2 answers possible.

🇹🇷 2 % of drivers would not be interested in an electric vehicle even with abovementioned benefits

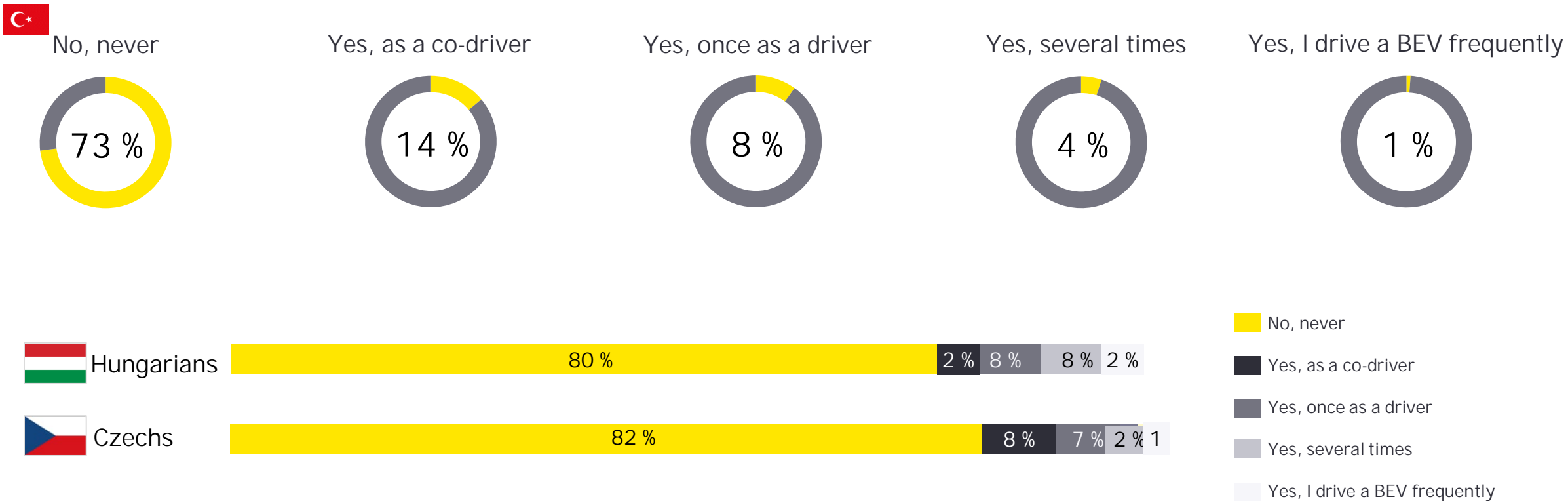
Extension of the charging station network would be appreciated by



Turks are mainly discouraged by the limited availability of charging stations and purchase price of an electric car the most. More than half would welcome government support in the form of tax and fee reliefs.

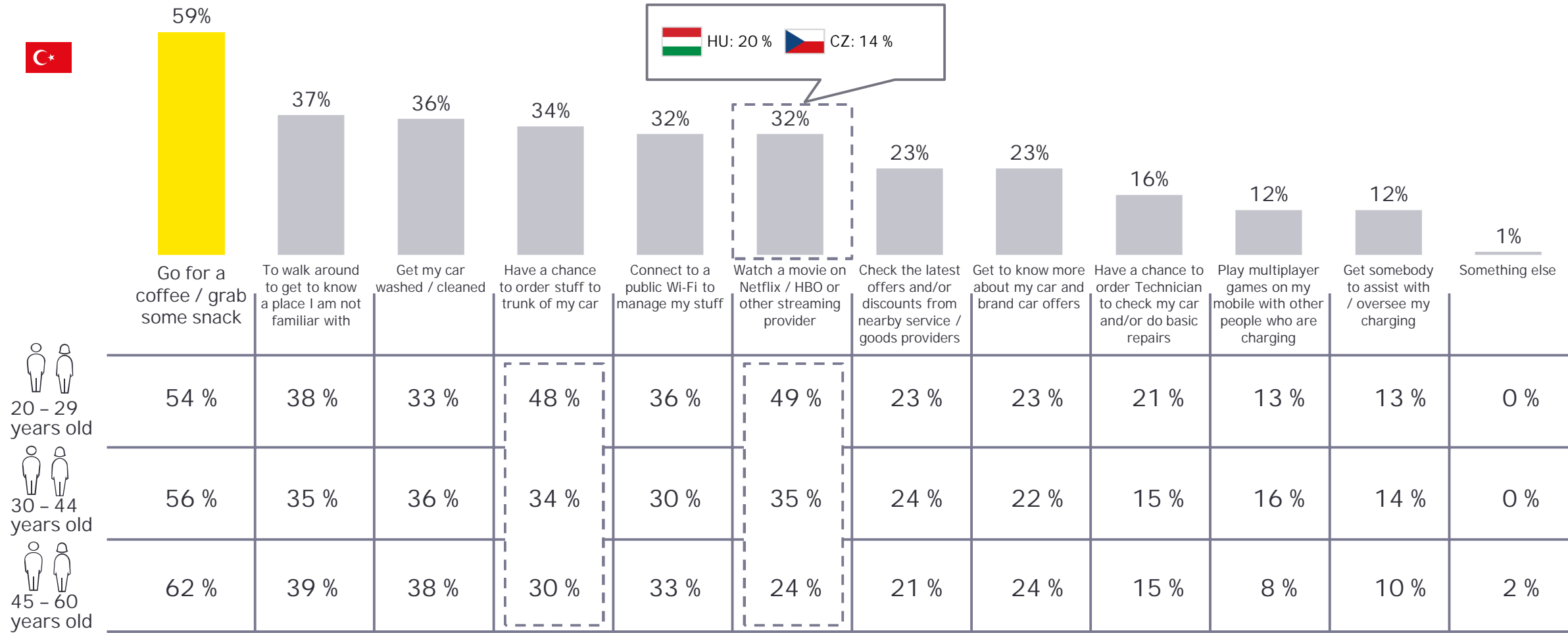
*) Respondents chose multiple options.

Have you ever experienced driving of a battery electric vehicle (BEV)?



More than 70% of Turkish people have never had a chance to drive or take a ride in a battery electric vehicle. The situation is similar among Hungarians, and Czechs.

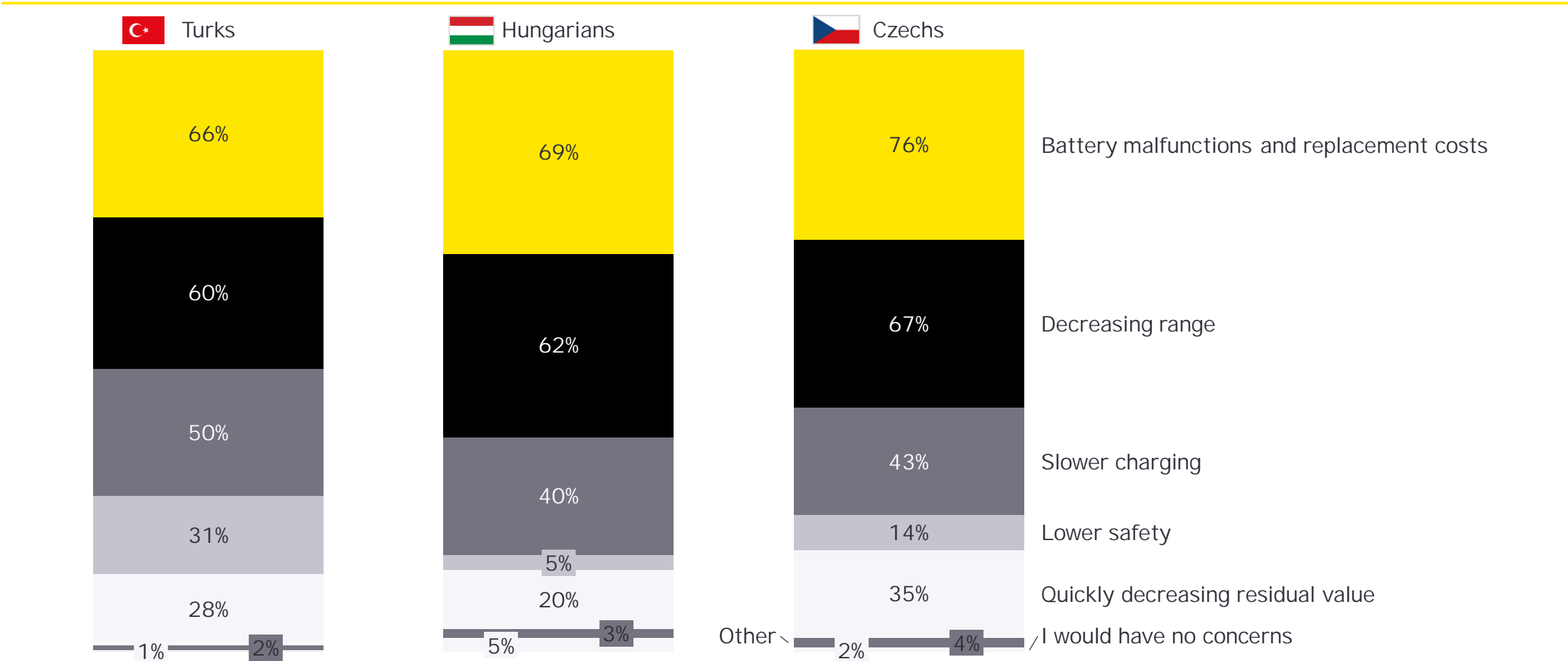
The average duration of BEV charging at a public charging station is 30 – 60 minutes. What would you appreciate to do during this time in order to enjoy it as much as possible?*



Most Turks would go for a coffee or grab some snack while waiting, as Hungarians, and Czechs would. The biggest difference between Turks is in the 20-29 age group, where respondents prefer multimedia elements the most.

*) Respondents chose multiple options. Important highlights

What would be your biggest concerns when buying a used electric vehicle?*

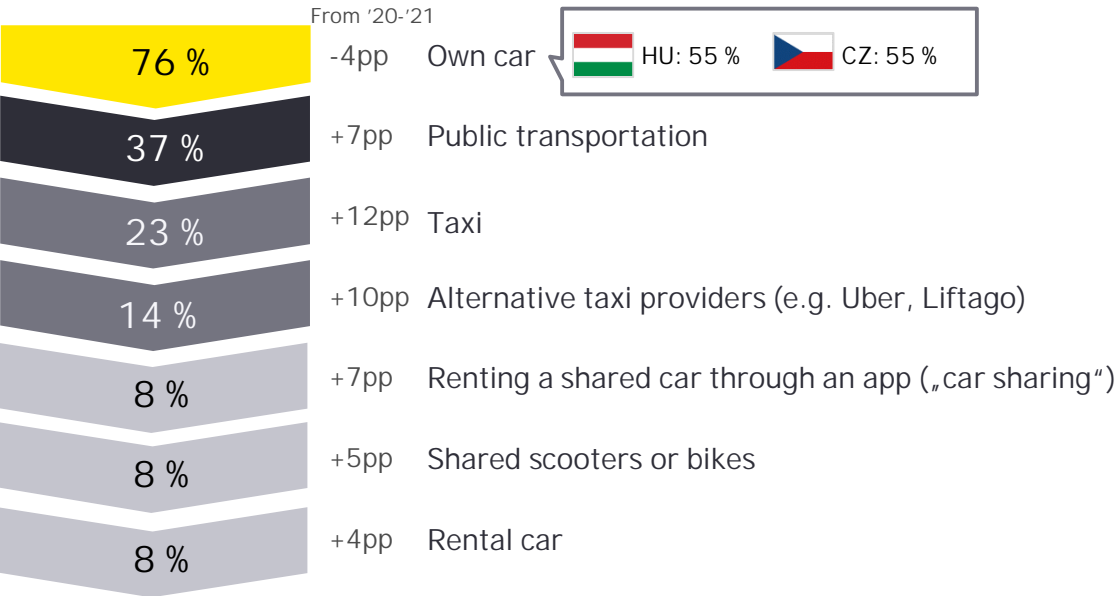


When buying a used electric car, Czechs, Hungarians, and Turks are most concerned about battery malfunctions, battery replacement costs and decreasing range. A very small percentage of respondents have no concerns about buying a used EV.

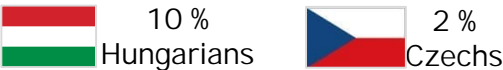
*) Respondents chose multiple options.

How do you get around within the city?

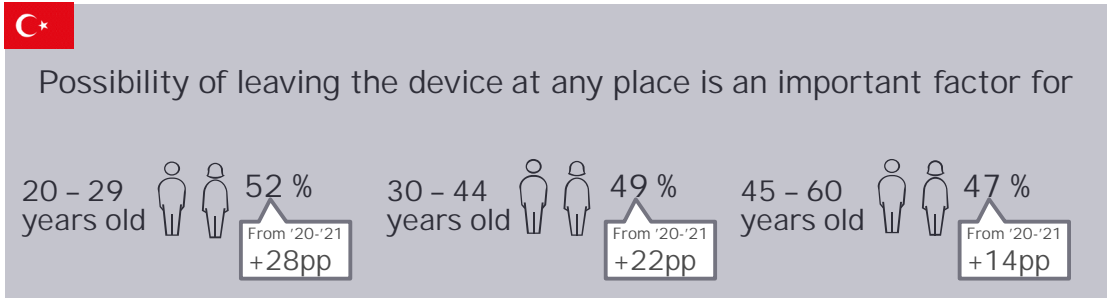
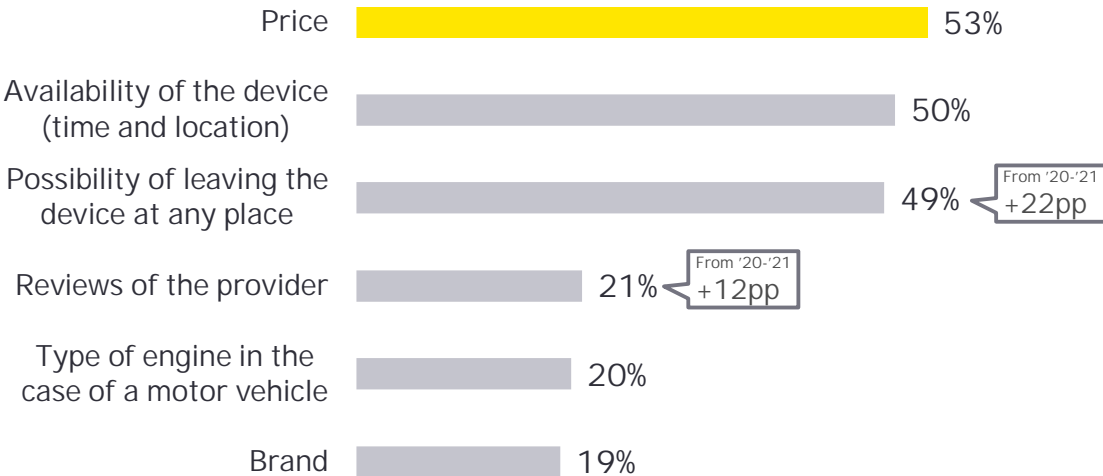
Which form of transport do you prefer to move within the capital city, or a regional city?*



Renting a shared car through an app („car sharing“) is preferred by



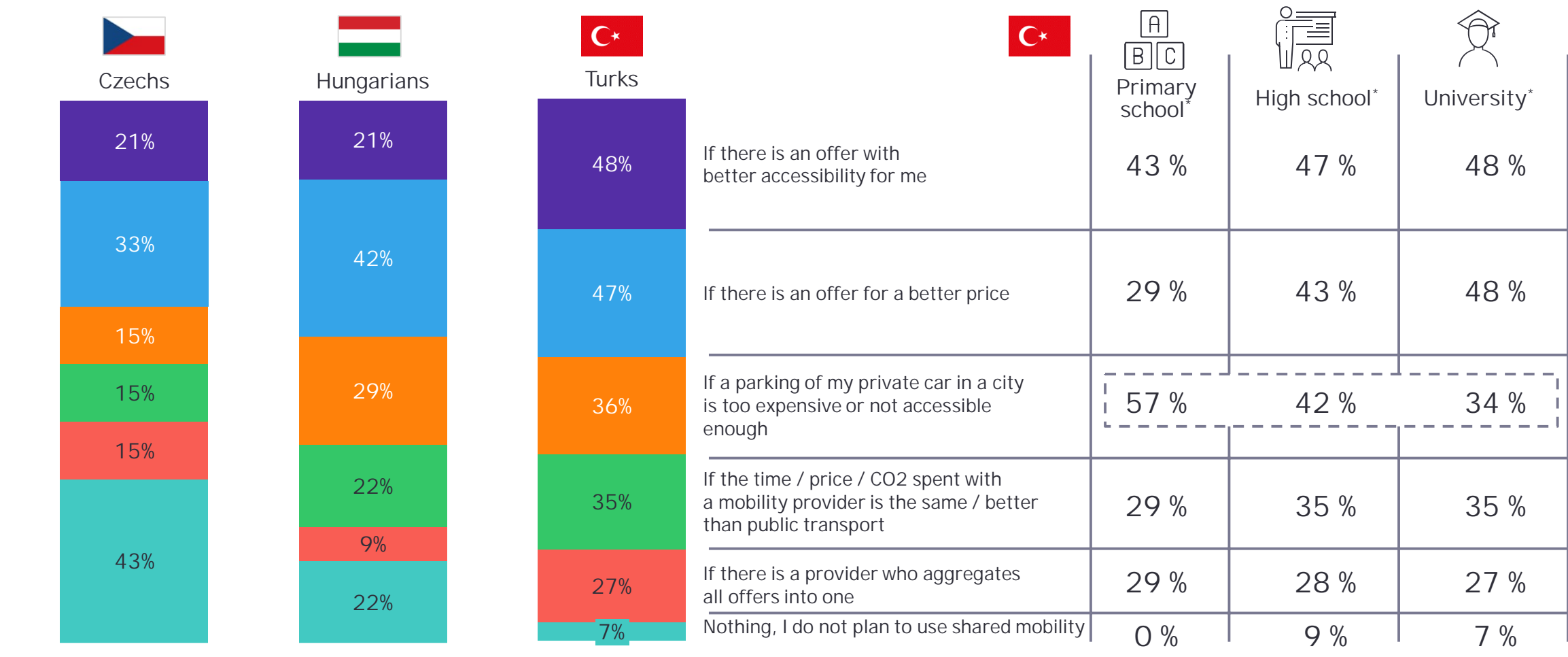
Which factors are the most important to you when renting a shared means of transport?*



Czechs and Hungarians prefer to get around within a larger city by public transport compared to respondents from other countries including Turkey who put their own car first. Own car is majorly preferred by Turks. Car sharing is most attractive in Hungary.

*) Respondents chose multiple options.

What would motivate you to use shared mobility more frequently (scooters, car sharing)?*





4

Key findings

Important survey findings of Turks

47 %

of respondents' interest in buying an electric vehicle will increase with the extension of the charging station network

From '20-'21
+19pp

30 % HU, 28 % CZ

39 %

of respondents consider financing and insurance offers important when buying a used car

From '20-'21
+13pp

17 % HU, 12 % CZ

47 %

of respondents will finance their next car with own sources

From '20-'21
+7pp

55 % HU, 56 % CZ

31 %

of respondents intend to buy a vehicle with diesel engine as their next car

From '20-'21
-16pp

8 % HU, 15 % CZ

33 %

of respondents would think about the purchase of an electric car in the case of an interesting price offer

22 % HU, 17 % CZ

37 %

of respondents prefer to move within public transportation to move within the city

62 % HU, 66 % CZ

27 %

of respondents would not be convinced to buy a used car online without seeing it, no matter what online services are available

52 % HU, 56 % CZ

23 %

of respondents are willing to wait 12 months in order to get the car of their choice from their preferred brand

21 % HU, 18 % CZ

Interesting facts



90 % of drivers who intend to purchase an electric car also consider the level of digitalization of the car brand important.

71 % of respondents willing to wait 9 - 12 months for their car of choice from their preferred brand visit authorized service center where they purchased the car, on the other hand, 38% of respondents that would go for another brand in case they had to wait for their car of choice for so long visit independent car service centers.

66% of respondents' biggest concern when buying a used electric vehicle is battery malfunctions and replacement costs. This is the biggest concern in all respondent countries.

48 % of respondents that intend to purchase an electric vehicle as their next car currently drive a car with a petrol engine.



Respondents that plan to buy an electric vehicle do not consider connectivity a priority, however, they show more interest in safety.

73 % of respondents who do not perceive hybrid or electric vehicle to be a suitable alternative to a conventional car have never sat in one. Nearly one in ten that plan to buy an electric car in the future already have had at least some experience with it.

The main attributes that discourage respondents from buying an electric car are lack of available charging stations (43%) and price (41%). Price is the highest concern in Czechia (67%) and Hungary (71%).

35 % of respondents mostly imagine buying their next car online. This is the highest rate when compared with other respondent countries (Czechia: 16%, Hungary: 11%).

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