

2021



AUTOMOTIVE REVIEW INFLUENCE STUDY



Reading online reviews has become an integral part of the consumer buying process. When it comes to business growth, industries can no longer ignore the importance of online reviews. Automotive Repair shops are one of the most researched industries by potential customers.

We asked just over 1900 vehicle owners about their search process and rating perceptions as well as their own reviewing experience to better understand their habits regarding auto repair facilities.

In the wake of the COVID-19 pandemic, repair shops have reported a significant decrease in business compared to previous years. The results from this survey aim to give automotive repair facilities insight into their potential customers' behaviors and expectations to stay competitive.



90% of vehicle owners say online reviews play a role in choosing an automotive repair shop.



72% of vehicle owners would not consider a shop with less than 4 stars.



70% of vehicle owners believe it's important to see repair shops respond to negative online reviews.



72% of vehicle owners agree they trust online reviews more when they are from verified customers.



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A positive online reputation is essential to grow your business.

In the automotive aftermarket industry, online reviews have become one of the most influential mediums prospective customers utilize when searching for a new automotive repair facility. **Ninety percent of vehicle owners consult online reviews to find deeper insights into an automotive repair shop.**

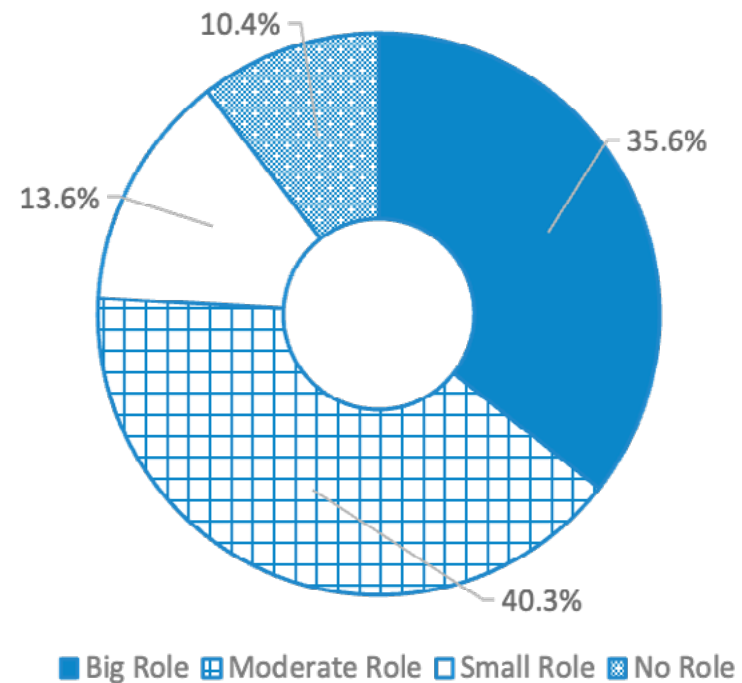




90% of vehicle owners shared that reviews play a role when choosing a new automotive repair shop.

- ✘ **36%** say online reviews play a **big role** in discovering an automotive repair shop
- ✘ **10%** say online reviews play **no role** in their search process

What role do online reviews play when choosing an automotive repair shop?

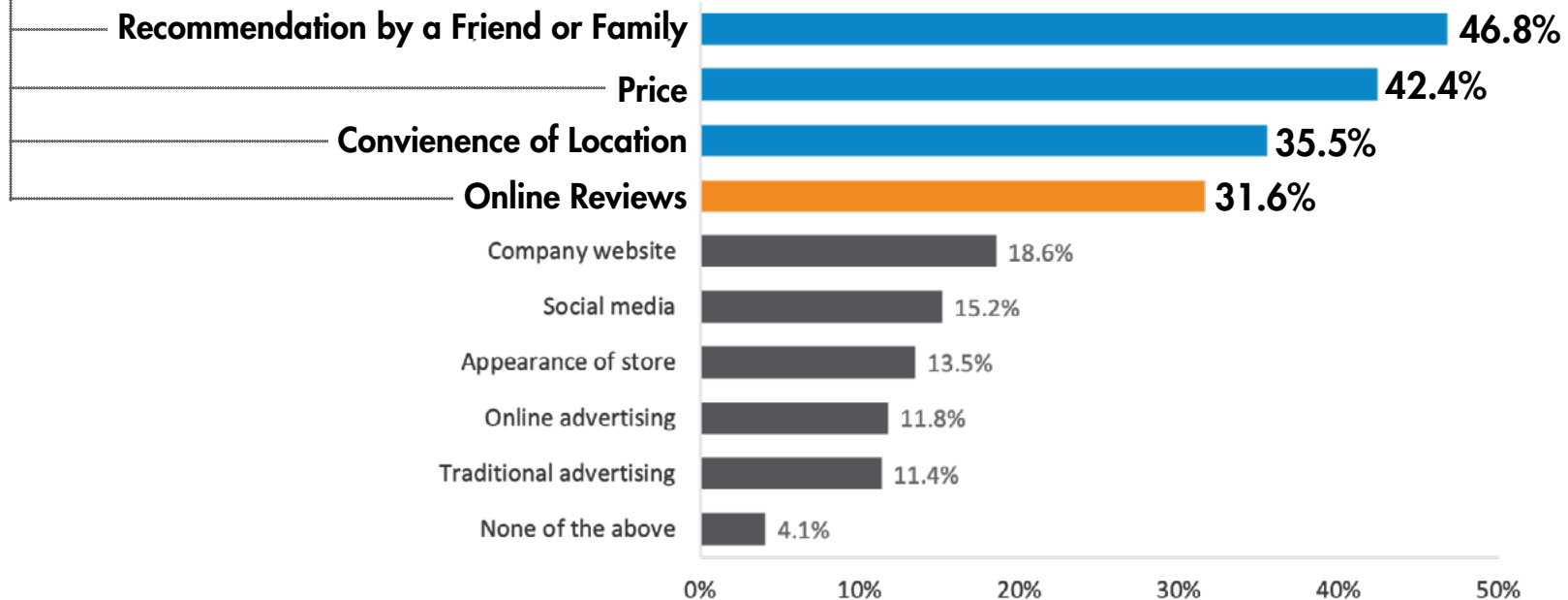




Online reviews are considered **2x more important than social media presence** and almost **3x more important than a business' traditional marketing.**

The factors vehicle owners report as most influential when choosing an auto repair facility for the first time:

What are your main sources of information when choosing an automotive repair shop for the first time? (select all that apply)

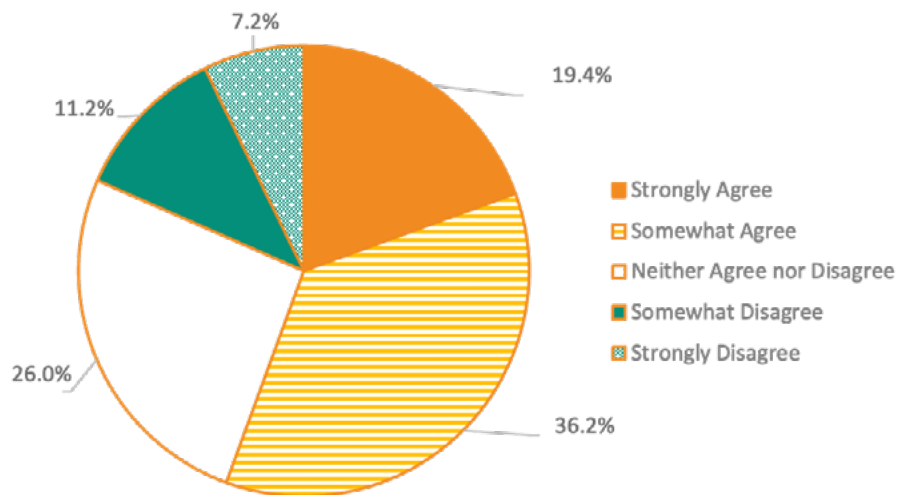




Around half of vehicle owners are willing to **travel farther** or **pay more** in order to patronize a business with higher reviews.

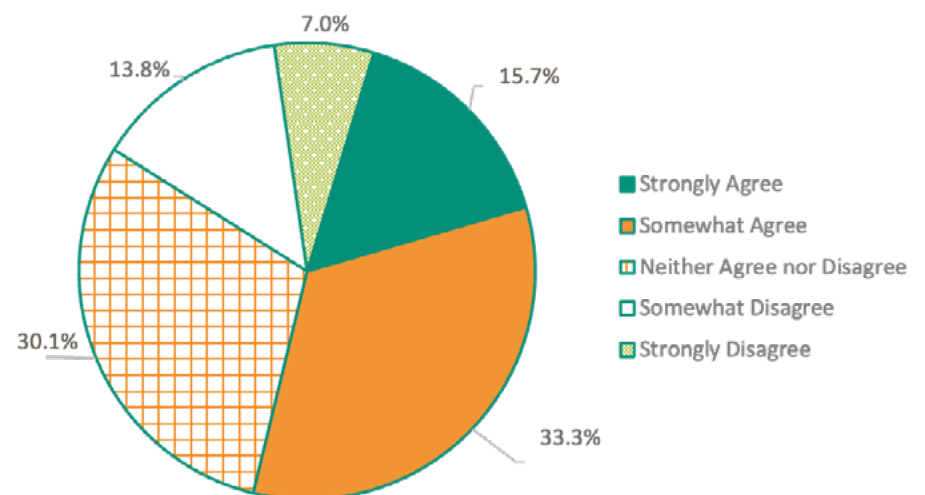
✘ **56%** of vehicle owners agree they'd travel farther to visit a business that has higher online reviews

I am willing to travel farther to an automotive repair shop with a higher star rating



✘ **49%** of vehicle owners agree they're willing to pay more at a shop with higher online reviews

I am willing to pay more at an automotive repair shop with a higher star rating





Most customers are not searching for perfection.

An overall perfect 5-star rating is no longer the gold standard. As online review skepticism has increased, customers now evaluate the volume of reviews, a variety of scoring, and as well as recent, relevant, and **verified reviews**. Businesses must constantly work on online reputation to stay competitive.



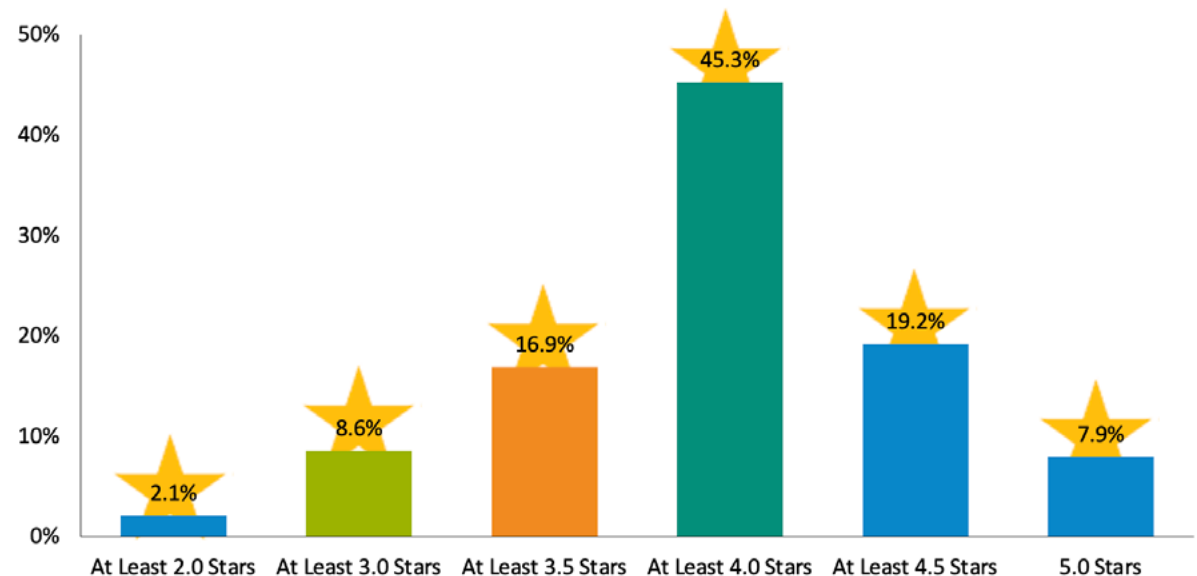


4 stars is the minimum star rating most vehicle owners will look for when considering an auto repair facility.



What is typically the minimum star rating an automotive repair shop needs for you to consider using their services?

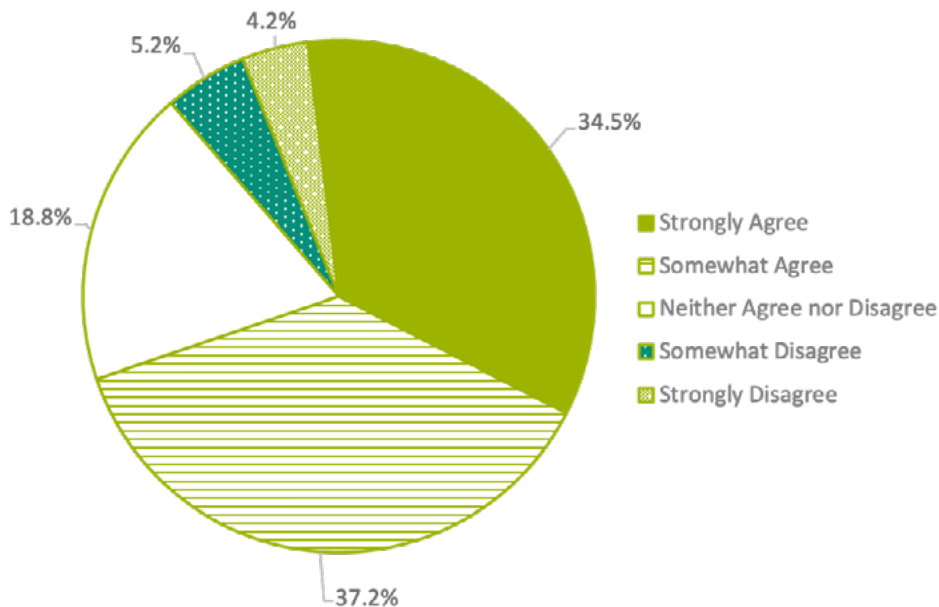
- ✘ Only **8%** of vehicle owners require a perfect 5-stars in order to consider using a repair shops services
- ✘ Only **28%** of potential vehicle owners would consider **less than** 4-star rating





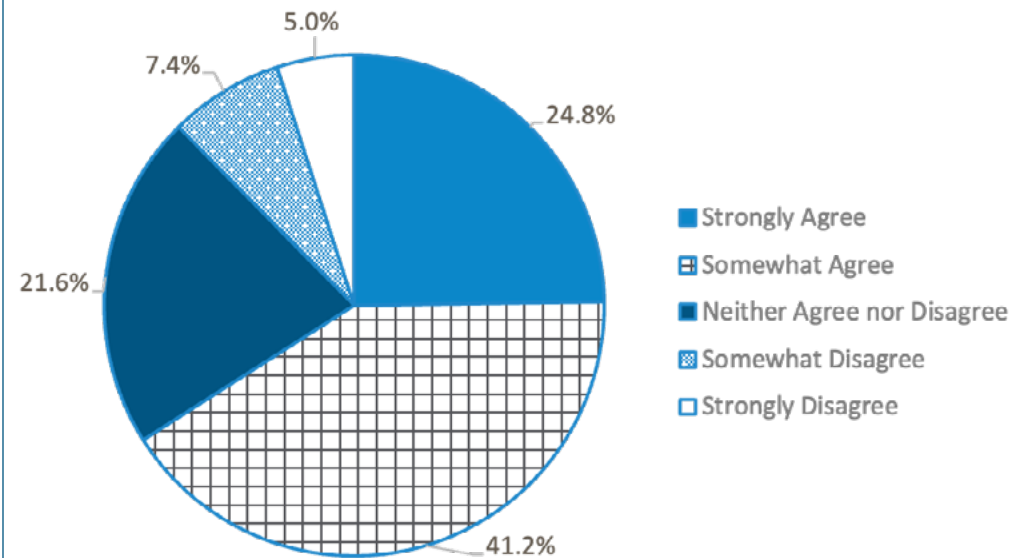
72% of vehicle owners agree that online reviews are more trustworthy when they are from **verified customers**.

I trust reviews more when they are verified.



66% of vehicle owners agree that recent online reviews weigh more heavily in their decision.

Reviews must be recent for me to care about them.





Customers want reviews to be two-way street.

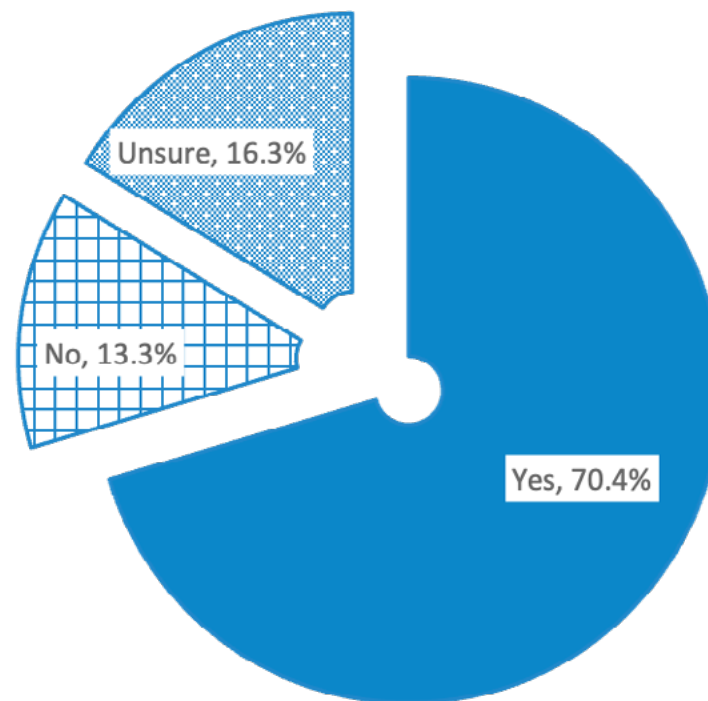
When choosing an automotive repair shop, potential customers want to see a business respond to online reviews and address problems. In return, customers are willing to leave online reviews, but they want to be specifically asked.





70% of vehicle owners agreed that seeing shops respond to negative online reviews is important to them.

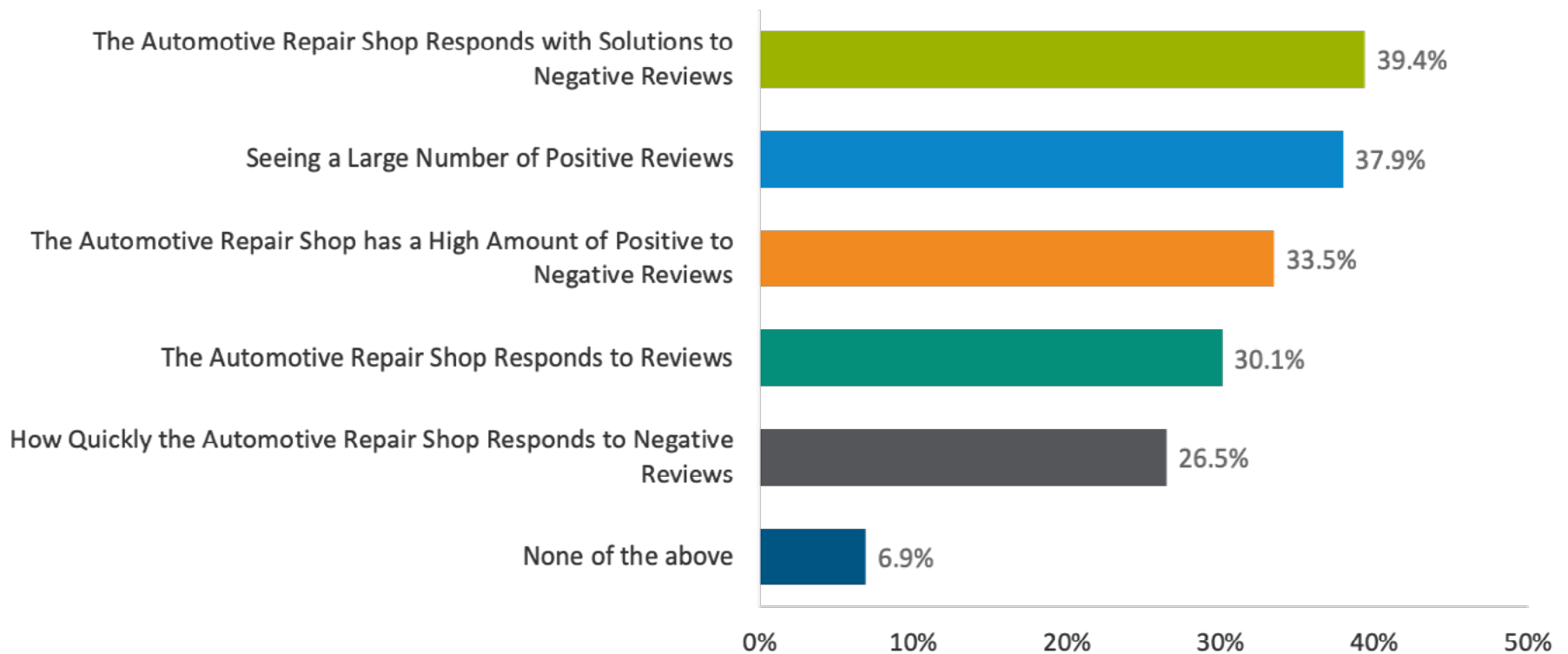
It's important to me to see the automotive repair shop respond to negative reviews.





Responding to negative online reviews **with solutions is the most impactful way an auto repair shop can redeem themselves.**

Which of the following would be most likely to change your impression of an automotive repair shop with negative reviews? (select all that apply)



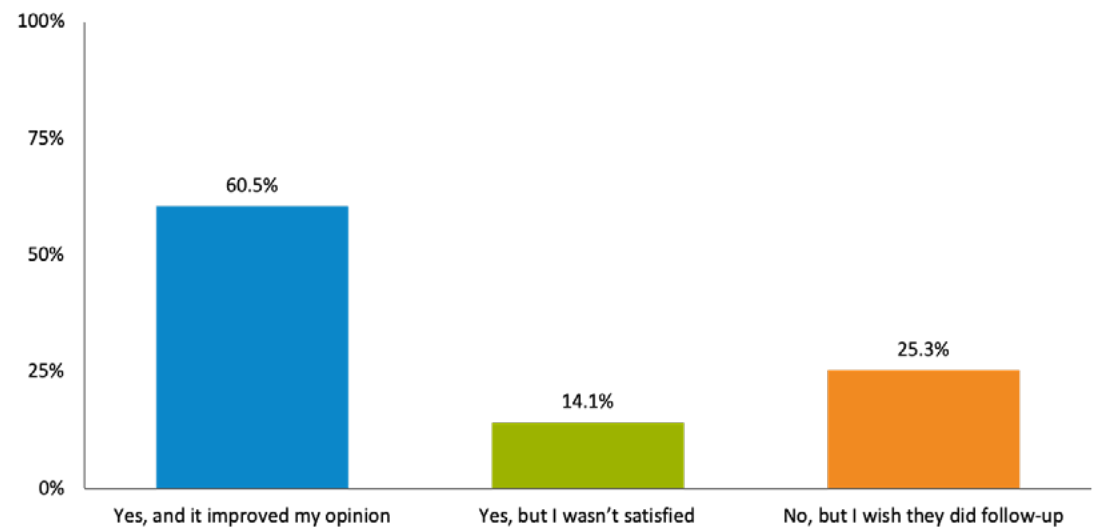


61% of vehicle owners had improved impressions of the auto repair shop after the shop responded to their negative online review with a solution.

✘ **25%** of vehicle owners report there was no follow-up to their concern **but they wanted one**

✘ **14%** said the response did not improve their opinion

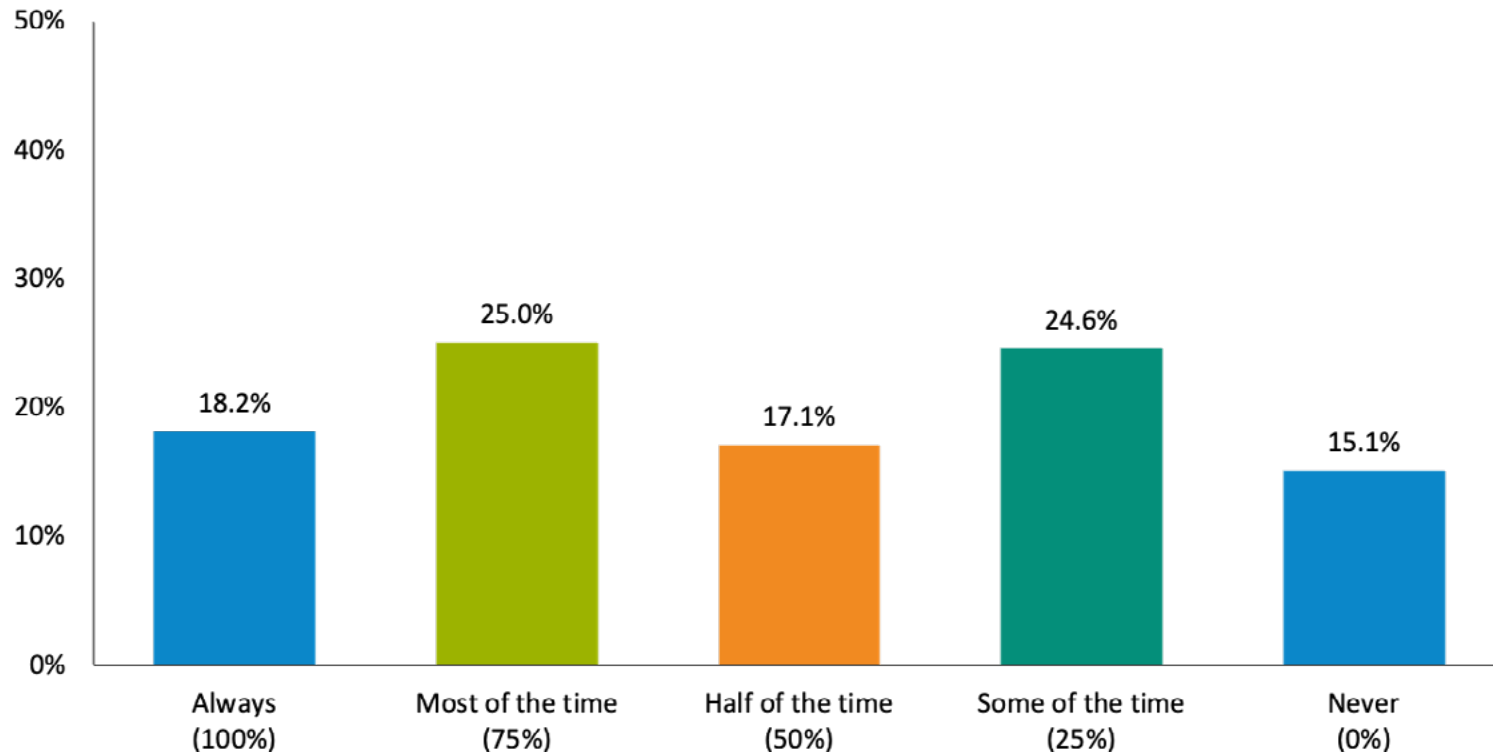
After your most recent negative review, did the automotive repair shop follow-up with a solution for your concern?





On average, 52% of vehicle owners post an online review **when asked** by their automotive repair shop.

How often do you post a review when asked by your automotive repair shop?



Calculations: $(100\% * 18.2\%) + (75\% * 25.0\%) + (50\% * 17.1\%) + (25\% * 24.6\%) + (0\% * 15.1\%) = 52\%$.



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The 2021 Automotive Reviews Influence Study explores trends in online reviews for automotive repair shops over the past twelve months. This study focuses on how vehicle owners utilize online reviews to find an auto repair facility

Based on the views of 2,306 US-based consumers, the 2021 Automotive Reviews Influence Study was conducted in April 2021 and utilized an independent consumer panel. Demographics of respondents are representative of the US population.

In order to provide a better understanding of how vehicle-owners utilize online reviews when choosing an automotive repair shop, consumers who reported they do not own or lease a car, truck, or SUV were not asked to complete the survey.