

Auto advertising: News media drive sales at all stages of the path to purchase

What factors influence Australians when they're shopping for a car?

New research conducted by NewsMediaWorks takes a deep dive into what drives purchase intent across key categories.

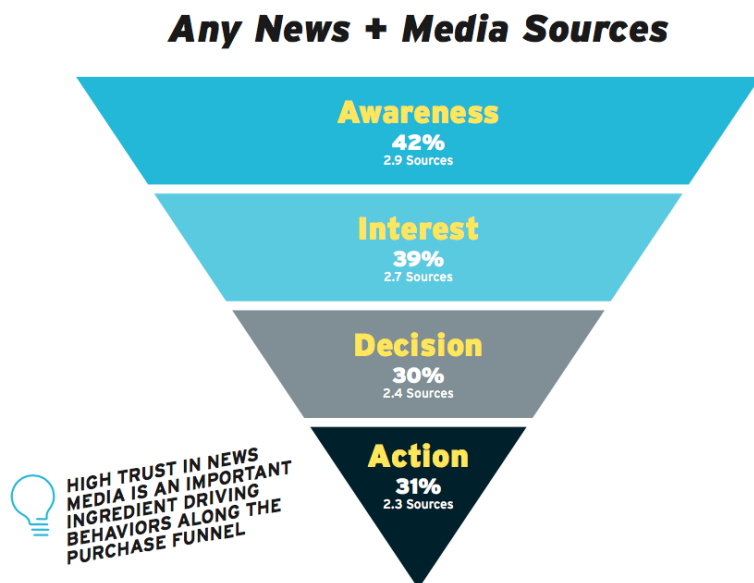
The study showed that news media are nudging car consumers into action at all stages of the sales process.

Those considering a purchase were asked about their influences at each stage in the purchase funnel:



NEWS MEDIA ARE NUDGING CAR CONSUMERS INTO ACTION

Of those intending to purchase we asked which media influence them at each stage of the **Purchase Funnel**. At each phase in the **Purchase Funnel** we know people are **Influenced by multiple sources** with News Media being used through the journey and **driving action**.



This shows how multiple sources are used by car purchasers through their purchase journey, and that news media are key sources at all stages (Awareness, Interest, Decision and Action)

In fact, 44 per cent says ads in newspapers influence their purchase and 48% are influenced by ads in digital news sites. This is related to the high degree of trust

that consumers have in news media, which provide a premium advertising environment for advertisers.

The truth builds trust

The research found that 66 per cent of respondents agreed that “the more I trust an ad the more likely I am to buy the product/service”, 49 per cent agree that “I engage with ads that I see in media I trust” and 71 per cent of motor vehicle purchasers/intenders agree “the information [in an ad] needs to be truthful and believable.”

Brands that want to have trusted ads should consider the trusted environment of news media advertising.

[Download the full research paper here](#)

[Read more about our research on trust here.](#)