



# Car wash products

**B**rand names carry clout in the car wash product segment since about half of consumers listed it as the top reason for purchasing a particular item. When it comes to using a product based on a recommendation, 86 percent reported getting input from friends and family, so word of mouth exposure speaks volumes in this category. Slightly more than 10 percent received recommenda-

## BUYING HABITS

tions from the salesperson where the product was purchased and 7 percent relied on a professional mechanic for input. This is a product line where a small portion of people are purchasing via catalog or Internet. Other items sold in conjunction with car wash products are oil, tire shine, trim treatment products and windshield washer fluid. Almost all respondents said these products were not suggested to them by the salesperson. ■

ADVANSTAR COMMUNICATIONS  
For Client Review Only. All Rights Reserved. Advanstar Communications Inc. 2004

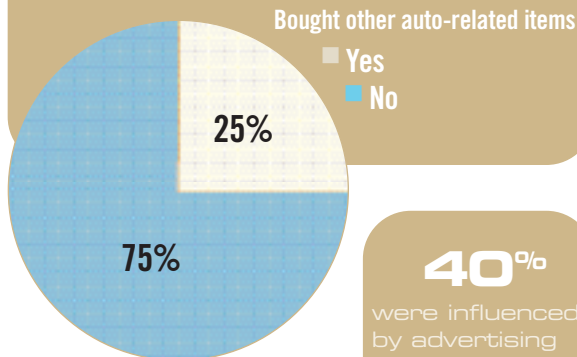
### The top five reasons for purchasing the particular car wash product:

Brand name	49%
<b>Consumer motivation regarding brand:</b>	
Quality	55%
Reputable company name	44%
Used brand in past	42%
Recommended	5%
Performance claim	40%
Lowest price	29%
In-store display	21%
Recommendation	18%

### Primary purchase intent:

Needed to be cleaned	47%
To protect the vehicle's appearance	43%
Regular maintenance	33%
Recommendation	2%

### Purchase strategy:



### Advertising channels most often mentioned:

Television	39%
Newspaper	22%
In-store display	22%
Direct mail	19%
Magazine	9%
Internet	6%

# 88%

personally used the car wash product

# 29%

 price shopped for car wash products

### Price shopping habits:

Visit store	84%
Review print ads	18%
Check prices online	13%
Get recommendations	6%

### Purchase location:

Discount store chain	64%
Auto chain	24%
Department store	4%
Hardware store	3%
Independent auto store	2%
Internet	1%

### Repeat patronage at same location:

Every week	35%
Every 2 weeks	20%
Once per month	12%
Every 2 to 3 months	17%
Every 6 months	9%
Once a year or less	7%

### Vehicle maintenance habits:

Receives on a regular basis	79%
Occasional maintenance	17%
Only when repair is necessary	4%

Vehicle age:	< 2 years	23%	2-5 years	40%
	6-10 years	23%	> 10 years	14%

### Consumers aware of the store's return policy:

Yes 62% No 38%

### Ratings for the service consumers received:

Outstanding 15% Great 34% Good 49% Poor 2%

### Likely to shop at the purchase location again based on service alone:

Highly likely 66% Somewhat likely 31% Not likely 3%

### Likely to purchase this type of car wash product again based on performance:

Highly likely 71% Somewhat likely 27% Not likely 2%

Total of some charts exceeds 100 percent as a result of respondents providing multiple answers.