

## Buying cars online

Even with the recent crash in the dot.com world, the automobile aftermarket is finding its e-commerce niche. As consumers are spending more money on line, the leading traditional retailers are as dedicated as ever to the on-line channel.

For the consumers who like to tinker with cars themselves, online information sites are just what they need if a problem arises they aren't sure about. But since most consumers don't know too much about their cars, the information sites provide enough of a background for a consumer to be able to head to the repair shop with confidence and enough knowledge to let the mechanic know what's going on. Most consumers feel as though they get cheated when it comes to [car parts](#) and repairs, so the background information makes them feel more at ease and provides them with a rough estimate of what price range to expect.

While some companies are just beginning to get up and running, others are already there. These companies only offer information; the consumer must go to the store or dealer to purchase the vehicle. Car companies, however, are integrating build-your-own car features into Web sites. According to a survey performed by CarPriceCheck.com, auto market intelligence specialists, 44% of consumers will buy their next car on line.

The survey stated that of those purchasing on line, most would purchase from the manufacturer, which is good news for them. So, as the Internet plays an increasing role in consumer awareness for automotive information, aftermarket sites are beginning to offer products, and even manufacturers are offering built-to-order cars on line

## About the Author

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Source: <http://www.car-articles.co.uk>