



Automotive Purchase Funnel: Integrate Data Sources to Improve the Consumer Research Experience

Research and Markets have announced the addition of the "Automotive Purchase Funnel: Integrate Data Sources to Improve the Consumer Research Experience" report to their offering.

([PRWEB](#)) December 20, 2003 --Myths regarding the online automotive experience such as consumers using the Internet to avoid interacting with dealers and the eventuality of the Internet replacing dealers completely are causing unnecessary tensions among involved parties.

Key Questions

At what point in the decision-making process do online automotive consumers involve dealers?

What path through the Internet do automotive consumers take?

Why do automotive consumers visit multiple Web sites?

For a complete index of this report click on <http://www.researchandmarkets.com/reports/41678>

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Online Web 2.0 Version

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