

Trends in Online Parts Purchasing

OVERVIEW

In May 2004, the Automotive Aftermarket Industry Association (AAIA), in conjunction with its Auto International Association (AIA) segment, conducted a survey of U.S. repair shops in order to determine the current state of online automotive replacement parts purchasing. The survey was conducted in its entirety by the AAIA's market research department.

The survey asked repair shops about their current purchasing habits for automotive parts and the factors that influence their online parts purchasing. The survey also attempted to assess the potential for future expansion of online parts purchasing.