

# Purchases of Light-Duty Trucks in Canada: Analysis of Motivations

SERIES

THE RISE OF LIGHT-DUTY TRUCKS IN CANADA: REVERSING THE TREND

## Methodology

**1 Data collection**  
on a sample of 1377 vehicle owners

**2 Interviews**  
20 in-depth interviews

**3 Focus groups**  
Made up of 5 groups of 2 to 3 participants

**Objective** Characterizing the motivations of SUV owners

**Objective** Scrutinizing the aspects that emerged as most important in the survey

**Objective** Assessing reactions to different types of advertising

## Key findings

Canadians agree that their vehicle is indispensable



Sample average

Main vehicle

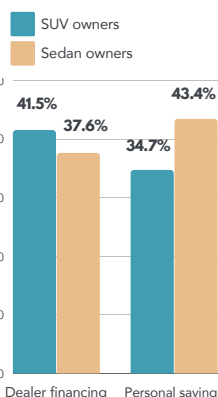
**51%** light-duty truck

including

**38%** SUV

**7%** pick-up

**6%** minivan



Most popular types of vehicles



## Why do we buy SUVs?

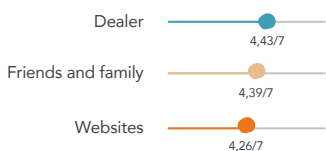
### 1 Personal contextual aspects

- People who use their vehicles to carry materials
- People living in rural areas

**pick-up truck**

### 2 Aspects related to external factors

Most used source of information when purchasing



Media influence on SUV purchase intention

Strong correlations with...  
TV and radio ads **(0,256)**  
and social media **(0,250)**  
as sources of information

### 3 Product-related aspects

- Comfort
- 4-wheel drive
- External features
- Elevated driving position
- Appearance

Impact of attribute importance on SUV purchase intention

- Carbon emissions
- Brand

### 4 Psychological factors

People who score high on affective motives (i.e. the pleasure of driving) are

**more**

**likely to buy an SUV**

People who have a stronger environmental identity are

**less**

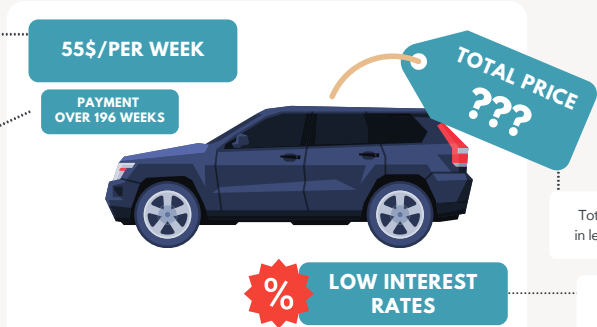
**likely to buy an SUV**

## How do we perceive car advertising?

Total price segmented into smaller installments to make the vehicle appear more affordable

The problematic nature of spreading payments over long periods

Lack of transparency when using



Total price displayed in less than 50% of ads

Confusion around interest rate

### Main concerns that were raised

- Lack of transparency through the use of small characters
- Models in advertisements = not "real" vehicles but rather base models without options
- Lack of trust in dealerships, government and manufacturers, regardless of information displayed
- Fuel consumption information appears irrelevant in the Canadian context
  - Difficult climate
  - Cheap gasoline

## Reversing the trend : Équiterre's recommendations

### Communication strategies

#### Changing social norms

by encouraging people to switch to more environmentally friendly vehicles.



#### Using the legacy angle

through awareness-raising on the damage done to the environment, as well as the predispositions passed on to our children.



#### Promoting discussions around needs

and alternatives such as borrowing or leasing a vehicle and car-sharing.



#### Showing ads vs reality

by contrasting the images conveyed in car ads with the reality on the road (traffic, accidents, parking).



### Regulations on car advertising

#### Making the display of the total vehicle costs mandatory in ads



#### Limiting marketing tactics

that make vehicles seem more affordable than they really are to a vulnerable audience.



#### Displaying the environmental impact of vehicles in a simple way



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