

Project 1

Part 1) Choose a website where you like to shop online.

I choose, <https://www.chevrolet.com>

I will also list other websites as to be seen below.

List the name of the company and its URL.

General Motors is the name of the company, and that website is <https://www.gm.com>

2. Search for a product on that site that you would be interested in buying

a. List the product that you searched for.

I searched for the Chevrolet Colorado Pickup Truck (Medium Size Pickup).

b. What kind of detailed information is provided about the product, price, color, size.

You can get all the various option packages. The items which are standard and/or available with those option packages. The items which are not included with the option packages. You get all the available colors of exterior and interior. The different choices of seat types, leather or cloth. You have a complete option configurator of the options available and when certain options are chosen it lets you know that other options will be either removed or added because you are changing option packages. It has all of the dealer's added options, and additional things which can be added onto the vehicle later. The expected price is shown as options are added and removed, so you can see the effect on the price of the vehicle by adding and removing options and additional items. It shows the differences in color and size immediately by choosing these items from the menus.

- c. Is an image displayed? Can you see different views of the image? Can you see an enlarged view of the image?

Yes, there are always several exterior views from different angles of the vehicle available. These quickly change by choosing the arrows to the left and the right of the vehicle shown onscreen. There is a tab to switch to the interior views available, typically 2 or more views of the interior are available. Yes, there are zoom controls to enhance the size of the image shown.

- d. Are customer ratings or reviews available? Did you read the reviews?

There are no customer reviews and other information such as this on the Chevrolet website, no. However, there are websites like <https://www.coloradofans.com/forums/> and <https://chevroletforum.com/forum/> where this type of information is available. Previously, I was a frequent reader of the Saturn Forum website when I owned a Saturn motorcar. There is a complete wealth of information on these “forum” type websites about customer issues, repair information, on and on.

- e. Does the website offer suggestions on additional items that you may want to purchase?

Yes, dealer additional items and options information is available. The lists of additional choices of interior items, exterior items, and additional items like winches, cranes, lights, on and on. There are some aftermarket items also shown.

- f. Can you easily add the item to your shopping cart? Is the "Add to Cart" or "Buy" button easily visible?

This is where there is an issue. There is no direct buy button, no. In Michigan there is a reason for this. There is a law against purchasing new vehicles in Michigan from a direct manufacturer source. You can only purchase new vehicles in Michigan from a registered/licensed dealer of motor vehicles.

<https://www.legislature.mi.gov/Laws/MCL?objectName=mcl-445-1574>

MOTOR VEHICLE FRANCHISE ACT

445.1574 Prohibited conduct by manufacturer.

(i) Sell any new motor vehicle directly to a retail customer other than through franchised dealers, unless the retail customer is a nonprofit organization or a federal, state, or local government or agency. This subdivision does not prohibit a manufacturer from providing information to a consumer for the purpose of marketing or facilitating the sale of new motor vehicles or from establishing a program to sell or offer to sell new motor vehicles through franchised new motor vehicle dealers that sell and service new motor vehicles produced by the manufacturer.

One thing which you must keep in mind is purchasing a vehicle out of state or out of the country, the vehicle must still be registered and licensed in Michigan to use the roads. Vehicles purchased not from a Michigan dealership will most certainly bring a strong review but the Michigan government. Therefore, it is best to abide by this law cited above.

It is easy to configure a vehicle and see how the choices would change the price and items. Also, there is something which is relatively new to chevrolet.com. When you configure a vehicle, it offers dealerships close to your current location which have vehicles on the dealer lot which match the options you have chosen. It shows you any discrepancies with the vehicle on the lot from what you have chosen and provides contact information and distance to the dealership.

Therefore, there is no shopping cart per se. There is no buy now button. The above mentioned items are provided on the website as a means that abide by the Michigan law cited above.

- g. Is this a product that you would buy online, or would you research it online but purchase it from a local brick and mortar store?

I personally would never consider purchasing a new vehicle without using these tools and determining if the vehicle contains the options I am seeking at the price point, I am willing to pay. So, no, there is no online purchasing in Michigan. But I would absolutely perform extensive research online before making an actual purchase.

Part 2) Write a description of the experience and a short critique of the purchasing process. Please indicate whether or not you will use the site and/or the Internet (for shopping) again, why or why not?

The purchase process of buying a new car takes quite some time and effort to consider the price, any financing which may be necessary and the features you would like to have versus the features that are available within your price range.

The real process begins when you feel that your current vehicle is reaching a point where the repair costs are outpricing the cost of a new vehicle. This is also the time where you find yourself at a car dealership getting repairs to your vehicle which perhaps only the mechanics at the dealership are trained to perform. You find yourself looking at the cars in the showroom and walking around the dealership lot while you wait for your own vehicle repairs to be completed. You may also use the auto show to compare vehicles but usually the crowds are such that you feel the auto show is just about the worst place to consider a purchasing decision.

When you finally decide to pull the trigger on a new car, the next move is to <https://www.chevrolet.com> because you feel there are options and things which you never saw with the vehicles on the lot or at the auto show. The fact that the manufactures website has the configurator, where you can spend your time and consider all the options and the price points. You try just about every configuration available at one time or another and take extensive notes probably also.

Once you narrow in on what you want, the <https://www.chevrolet.com> website provides choices of dealerships nearby which have vehicles on the lot containing the colors and options you may be seeking. Perhaps also, there is not a single vehicle within hundreds of

miles of what you want to purchase, so you go to the dealership where you get your major repairs and speak to a sales representative. You explain what you want, and you have a good idea what that is because you have spent all the hours online doing your research.

Often, you find the dealer representative indicates that they understand your requirements, and that yes, indeed, to get that exact configuration will require a special order from the factory. You make the decision to settle and go with a vehicle on the lot which does not quite meet your requirements or agree to a build my vehicle route and hope that your current vehicle which required those major repairs can hold out until the new vehicle is built and delivered to the dealership.

Once it arrives or you settle for the vehicle on the lot, then the transaction takes place with the sales team at the dealership and financing.

This has been my experience with purchasing new cars and trucks for several decades now, and I expect it to continue this way for many more decades to come. I intend to use this method again in the future for making vehicle purchase decisions.

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