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A RESEARCH ON SECOND-HAND CAR BUYING MOTIVATIONS AND TENDENCIES OF CONSUMERS IN IRAQ

MASTER THESIS

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Advisor

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ETHICAL AGREEMENT

I wrote this thesis under the supervision of Assoc. Prof. Tuğba KILIÇER according to the thesis writing guide of Tokat Gaziosmanpaşa University Graduate Education Institute. I declare that the Master's thesis titled "A Research on Second-hand Car Buying Motivations and Tendencies of Consumers in Iraq" is an original study in accordance with scientific ethical values and rules and that I will accept all kinds of legal sanctions if the opposite is determined.

October 2023

Zuraifan AbdulKareem Khudhur

COMMITTEE ACCEPTANCE AND APPROVAL

Defense exam of the thesis study titled "A Research on Second-hand Car Buying Motivations and Tendencies of Consumers in Iraq" written by Zuraifan Abdül Kareem was held on October 10, 2023. The thesis was accepted as a Master's Thesis in Tokat Gaziosmanpaşa University Graduate Education Institute, Department of Business Administration, by the Committee given below.

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DEDICATION

This study is dedicated to my wonderful parents and lovely brothers and sisters.

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ABSTRACT

A RESEARCH ON SECOND-HAND CAR BUYING MOTIVATIONS AND TENDENCIES OF CONSUMERS IN IRAQ

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The study examines second-hand car buying motivations and tendencies of consumers in Iraq. In the study, it is utilized a quantitative research design. The description research approach is used to determine the tendencies and motivations. The population of the study consists of male buyers who buy second-hand cars in Erbil, Iraq. A convenience sampling approach was utilized to determine the respondents. 277 respondents were reached through face-to-face survey technique at the venues of the 20 best and most famous car dealers in Erbil, Iraq. In the analysis of the data, explanatory factor analysis, Cronbach coefficient, descriptive statistics, independent sample t test and one-way analysis of variance (Anova) test were used. According to the results, more than half of the participants bought a second-hand car two or more times.

According to the findings, the participants considered price as the first priority when buying second-hand cars rank higher than the other factors. Brand, car accident-free, fuel efficiency, age of the car, look and style and mileage of the car are among the other factors that participants give importance to when buying a second-hand car. Power, safety and color are the least important factors when buying a second-hand car.The most preferred automobile brands by the participants when purchasing second-hand cars are Japanese automobile brands. An important proportion of the participants prefer to buy second-hand cars from sellers in the car gallery. The results of the research show that the participants act with four motivations when buying a second-hand car. These motivations are economic motivations, critical motivations, motivations linked to the nature of the offering, and channel-related motivations to buy second-hand cars.

Keywords: Second-hand buying, Car buying, Channel-related motivations, Critical motivations, Economic motivations, Offering-related motivations

ÖZET

IRAKLI TÜKETİCİLERİN İKİNCİ EL ARABA ALMA MOTİVASYONLARI VE EĞİLİMLERİ ÜZERİNE BİR ARAŞTIRMA

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Bu çalışma, Irak'taki tüketicilerin ikinci el araba satın alma motivasyonlarını ve eğilimlerini incelemektedir. Çalışmada nicel araştırma deseni benimsenmiştir. Tüketicilerin eğilimleri ve motivasyonlarını belirlemek için tanımlayıcı araştırma yaklaşımından yararlanılmıştır. Araştırmanın evrenini Irak Erbil'de ikinci el araba satın alan erkek alıcılar oluşturmaktadır. Örneklemi belirlemek için kolayda örnekleme yöntemi kullanılmıştır. Irak'ın Erbil kentindeki en iyi ve en ünlü 20 otomobil bayisinde yüz yüze anket tekniği ile 277 katılımcıya ulaşılmıştır. Verilerin analizinde açıklayıcı faktör analizi, Cronbach katsayısı, betimsel istatistikler, bağımsız örneklem t testi ve tek yönlü varyans analizi (ANOVA) testi kullanılmıştır.

Sonuçlara göre, katılımcıların yarısından fazlası iki veya daha fazla kez ikinci el araba satın almıştır. Katılımcılar ikinci el otomobil alırken fiyatı birinci öncelik olarak değerlendirmekte ve diğer faktörlere göre daha üst sıralarda önem vermektedir. Marka, aracın kaza yapmaması, yakıt verimliliği, aracın yaşı, aracın görünümü/stili ile kilometresi katılımcıların ikinci el otomobil alırken en çok önem verdikleri faktörlerdir. Aracın gücü, güvenlik ile ilgili özellikleri ve renk ise katılımcıların ikinci el araç alırken en az önem verdikleri faktörlerdir. Katılımcıların ikinci el otomobil satın alırken en çok tercih ettikleri otomobil markaları Japon otomobil markalarıdır. Katılımcıların önemli bir bölümü ikinci el arabaları araba galerisindeki satıcılardan almayı tercih etmektedir. Araştırma sonuçları, katılımcıların ikinci el araba satın alırken dört motivasyonla hareket ettiğini göstermektedir. Bu motivasyonlar; ekonomik motivasyonlar, kritik motivasyonlar, teklifin doğasına bağlı motivasyonlar ve kanalla ilgili motivasyonlardır.

Anahtar Kelimeler: İkinci el satın alma, Araba satın alma, Kanalla ilgili motivasyonlar, Kritik motivasyonlar, Ekonomik motivasyonlar, Teklifle ilgili motivasyonlar

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INTRODUCTION

Second-hand markets are markets where products that were previously sold in other markets are sold (Monga and Chaundhary, 2011). Second-hand markets serve an important role in any economy and their existence is essential for promoting both economic growth and social development. The introduction of new trading formats, the consumer behavior of new generations and development of digital technologies and the concerns about environmental protection have led to a progressive rise of the second-hand goods market, especially in the last 40 years during which the purchase of these types of products became a worldwide phenomenon worth billions of dollars. For example, the global sales of second-hand apparel, shoes and clothing accessories are expected to increase from 24 billion USD in 2018 to 51 billion USD in 2023 (Hristova, 2019). According to the another data, In 2022 the market for second-hand apparel grew 24% from the year before, to $119 billion dollars. Worldwide, the market for second-hand fashion is expected to grow 127% by 2026 to $218 billion worldwide (Diaz, 2023). Similar developments are observed in the car market, another market where second-hand product sales are common. The global second-hand car market size was valued at USD 1.57 trillion in 2021 and is expected to expand at a compound annual growth rate of 6.1% from 2022 to 2030. The second-hand car shipment was recorded at 120.3 million units in 2021. The market has witnessed significant growth in the last few years as the price competitiveness among the new players has been one glowing spot in the second-hand car industry (www.grandviewresearch.com).

The motivations for purchasing second-hand products may differ from the motivations for purchasing new products (Kabiru, Tshibangu and Warue, 2021; Maji and Bandyopadhyay, 2018; Talim, Ali, and Top, 2021). Guiot and Roux (2010) established that second-hand markets create an effective way for people to save money. In the literature, there are studies examining the motivation of consumers to buy second-hand products in different product categories. However, it is noteworthy that these studies are mostly conducted in developed western countries. In most of the studies, it is seen that the researchers focus on the purchase of second-hand clothing and technological gadgets. No research has been found

examining the motivation of consumers in Iraq to buy second-hand cars. It is important to understand of Iraqi consumers' buying motivations on second-hand cars. Economic indicators in Iraq revived the second- hand car market. This is a common feature, especially among second-hand buyers in Erbil, Iraq where second cars imports average US$1.86 billion annually after broadcasting Equipment ($3.33B) and Refined Petroleum ($2.6B) (https://oec.world/en/profile/country/irq). Additionally, second-hand car purchases are ranked higher in Erbil compared to other governorates such as Dohuk and Suleimaniah ranked second and third, respectively. So the results of the research will provide clues for the marketing strategies to be developed by car retailers in Iraq. It will also contribute to the policies of public administrators regarding second-hand car incentive policies. The study is important for improving the understanding of Iraqi consumers' buying behaviour towards second-hand cars and assessing how companies and governments can position themselves to take advantage of the underlying opportunities.

The study aims to examine second-hand car buying motivations and tendencies of consumers in Iraq. The sub-objectives of the research are as follows:

- To determine the second-hand car purchasing tendencies of Iraqi consumers in terms of after-sales services, brand, finance, performance and specifications, product design, promotion, quality and safety.

- To determine the second-hand car buying motivations (economic, nature of offering, channel characteristic) observed in Iraqi consumers.

- To determine whether the motivations for purchasing second-hand cars observed in Iraqi consumers differ according to demographic characteristics.

The study is organized into two chapters. The first chapter of the study proceeds to review details about shopping behaviour in second-hand products. This chapter includes issues as the development of second-hand trade, types of second-hand retailers, consumer decision process for second-hand products and consumers' buying motivations and tendencies in second-hand products. The subsequent chapter, chapter two is dedicated to outlining the research aim, signifance of the study, research methodology and findings of the

research. In this chapter, research sample, the development of the questionnaire, the data collection technique and the analysis of the data are explained within the scope of research methodology. The section of diccussion and recommendations concludes the study and draws conclusions, recommendations and suggestions for future studies.

CHAPTER I

REVIEW OF LITERATURE ON SECOND-HAND BUYING

1.1. SECOND-HAND PRODUCT CONCEPT AND THE DEVELOPMENT OF SECOND-HAND TRADE

Before moving on to the history of second-hand trade, it is also important to define the concept of second-hand. In the Oxford dictionary, the concept of second-hand is defined as "not new; owned by somebody else before". In this direction, Webster's Dictionary defines a second-hand product as a product that has been acquired after being used by another (https://www.merriam-webster.com/dictionary/secondhand). In another definition, second-hand product is defined as goods which have not been purchased brand new from conventional retail outlets but rather have already been owned and/or used by another (Waight, 2015). Second-hand buying is the acquisition of used objects through often offline and online specific retail formats or exchange places (Borusiak et al., 2020). By purchasing second-hand products, consumers can generate less waste, consume fewer resources, and purchase less new products (Habib and Sarwar, 2021). It is noteworthy that the concept of vintage product is sometimes used instead of the concept of second-hand product. But there are differences between these two concepts. Vintage products are defined as previously owned, but not necessarily used items. Furthermore, vintage products can also be defined as products that are produced between the 1920s and the early 1980s (Strähle and Klatt, 2017).

Whilst second-hand is the term commonly used in the UK and adopted by key authors including Gregson and Crewe (1997; 2003), in the US and other parts of the world 'thrift' is often appropriated and mirrored in the originating literature. Bardhi and Arnold (2005) defined thrift as short-term sacrifices in current consumption for reaching long-term substantial goals in the future. Thrift shopping can be broadly defined as consumers shopping in a number of alternative retail formats such as estate sales, garage sales, yard sales,flea markets, swap meets, and thrift stores (Christiansen & Snepenger, 2005).

The concept of second-hand trade, which dates back to ancient times, is seen as the Cinderella of consumption and commerce (Stobart & Van Damme, 2010). Current second-

hand trade and development have evolved over the past years and their related activities have pretty much been influenced by their historical developments. Studies tend to document much of these second-hand trade and development activities in the context of European countries in the context of cities such as Madrid, London, Edinburgh, Venice and Florence, whose trades were observed throughout the pre-industrial revolution, industrial revolution, and post-industrial revolution periods (Han, 2013). These stages are examined in the subsequent stages as follows;

- **Pre-Industrial Revolution Period (1400 ~ 1700):** Trade of second-hand goods has had longstanding traditions and development. It is considered that people in European countries started purchasing and selling their used garments in the XIVth century, which was done due to poverty. The aspiration towards owning various goods, all different in nature at any point of time as well as the limitations in budget were the catalysts for the explosive development of second-hand trade (Hristova, 2019). According to Hansen (2000), second-hand trades emerged as a result of "sartorial dress rules and guild regulations" and during that time, trade was more confined to second-hand clothes. Further details provided by Hansen reveal that such developments encouraged widespread consumption of second-hand clothing in numerous European cities (Hansen, 2000). The major characterising factor that pushed the development of second-hand product trade is presumed to be poverty. For instance, Han (2013) outlines that products like newly finished clothes were luxury commodities that were specially made available for rich individuals during the Renaissance era. This entails that customers who could not afford the high cost of purchasing newly finished clothes, which at that time were considered to be luxurious commodities, had to resort to newly established second-hand product markets (Frick, 2005). According to Frick (2005), second-hand products were thus traded across the entire social class spectrum of low-and middle-income earners. Further details availed by Frick show that the guild for the second-hand clothing trade, *"rigattiere"* was founded in 1280 in Florence, Italy during the Renaissance era (Frick, 2005). Another feature that separated today's second-hand retailers from the *"rigattiere"* is

that the latter was not involved in selling "old" or "worn-out" clothes but with revalued products made from used materials (Chattoe, 2006). Additionally, Hansen (2013) notes that the revalued products must be usable and capable of maintaining value for at least numerous years if they are to be commercialised.

Meanwhile, second-hand trade during the Renaissance era between the 16th and 17th centuries in Italy was much confined to second-hand clothes and terms like the "strazzaruoli" were used to depict guild class dealing with second-hand clothing (Frick, 2005). Second-hand trades during this period were strictly monitored and regulated for health reasons and to curb illegal and unsophisticated activities. For instance, earlier examinations by Allerston (1999) revealed that second-hand markets for products like clothes were strictly monitored to prevent the spread of disease. Moreover, the distribution network of second-hand products followed stipulated distribution channels to final distributors serving in the form of public markets or registered shops (De Marchi & Van Miegroet, 2006). Limitations in production methods are considered to have facilitated the growth in second-hand products markets during this era (De Marchi & Van Miegroet, 2006). This depicts vital aspects of industrialisation and how it influenced the development of markets for products as well as the prices of such products. Such ideas will be examined in relation to other historical developments.

- **Industrial Revolution Period (1700 ~ 1850):** This period marked the introduction of industrial machines to assist in producing goods and services (Lemire, 2005). Based on Lambert's (2004) examination, this period marked a huge turning point in product markets. Similarly, De Marchi and Van Miegroet (2006) cite that traces of mass production that was not evident during the Renaissance era were highly observable during this period. As a result, this caused existing markets to be flooded with second-hand products. Additionally, studies asserted that local reputations, word of mouth and self-advertisement was used for exchanging second-hand products under small-scale, informal, unsophisticated, and irregular transactions (Lambert, 2004; Lemire, 2005). But the main feature characterising second-hand trade among

the populace is affordability and this placed a huge distinction between the rich and the poor as the rich individuals could afford to buy new products, which the poor considered luxurious.

It is during this era that differences and substantial changes in market demand were observed. For instance, Damme and Vermoesen (2009) noted that several second-hand products such as clothes were in great demand by both the poor and wealthy. As a result, it is envisaged that the industrial revolution era was characterised by an act of the general population preferring second-hand clothing (Damme & Vermoesen, 2009). Nonetheless, trades during this period are widely known for being undocumented and regulated and possible reasons behind such acts point to a lack of illegal operations and high levels of honesty for profit and an aura of integrity (Lambert, 2004). Han (2013) also points out that unstructured and irregular business transactions were also a common feature among dealers operating small-scale businesses. Meanwhile, legally-constituted shop owners, pawnbrokers, tailors, wigmakers and stay makers are also known to have contributed towards the development of unsophisticated and irregular forms of second-hand trades (Han, 2013). In another instance, Lambert (2004) outlines that trade networks circulated throughout Britain and emanated from London to other metropolitan areas.

Damme and Vermoesen (2009) mention that second-hand goods traded during this era were luxury items, furniture, bedding, clothes and mostly kitchen utensils. On the other hand, Barahona and Sánzhez (2012) assert that divergent demands from a two-tiered social class and social polarization were also observed during this period because of complex societies formed due to a rise in workers flocking to cities such as Madrid in Spain. This is presumed by Barahona and Sánzhez (2012) as to have caused pervasive second-hand clothing trades during the 18th century. Nonetheless, it is vital to note that the Industrial Revolution inflicted a surge in poverty during this period and the effects were mainly observable through a widespread increase in second-hand markets from the 17th to 18th centuries as widely documented in

academic studies (Barahona & Sánzhez, 2012; Damme & Vermoesen, 2009; Han, 2013).

- **Post-Industrial Revolution Period (1850 ~ present):** According to Han (2013), notable changes in second-hand trades were observed after the Industrial Revolution and this caused significant changes in the flow of trade, especially in London towards the end of the 19th century. With innovative developments stirring improvements in production methods, Chattoe (2006) outlines that a wide range of affordable products was produced and this caused a significant decline in second-hand trades, especially towards the end of the 19th century. Furthermore, this was also attributed to demographic changes characterised by a rise of a social class of unmarried and working women able who could afford to acquire new products (Chattoe, 2006). As a result, Allwood et al. (2006) contend that most second-hand products could not find space in local markets and were subsequently exported to several countries in Africa. Subsequent changes in trade and development were further attributed to changes in people's lifestyles, tastes and preferences as economies during this period went through a series of economic, social and technological developments. With the 1980s, the demand for second-hand products began to increase in America and Europe. This increasing trend continued in the 2000s (Weinstein, 2014).

In sum, the second hand market was an important consumption source in Europe and North America until mass production and growing prosperity in the nineteenth century. In the passed years the second hand market in the Western countries was only an insignificant form of trade which took place at flea markets, second-hand markets and antique markets (Strähle & Klatt, 2017).

However, it is noteworthy that different transformations began to be experienced in the second-hand markets in the 2000s. The emergence of new marketing distribution forms with the developments in communication technologies has played a very important role in the development of second-hand markets. In addition, new trends are observed in the behavior of consumers. For example, sustainable consumption has begun to affect consumer behavior. Consumers who want to cause less harm to

the environment and use their resources carefully, buy and recycle used products instead of buying new products (Strähle & Klatt, 2017).

With the development of digital technologies, different platforms have emerged where consumers can promote and sell their second-hand products to other consumers. P2P platforms, for example, offer consumers the opportunity to sell second-hand objects. These platforms also offer a second life to second-hand objects. They also encourage a zero-waste consumption approach (Parguel et al., 2017).

1.2. TYPES OF SECOND-HAND RETAILERS

Although there is no definite consensus on the classification of second-hand retailers, it seems that there are various classifications. Various retailers such as classified ads, car-boot sales, garage sales, swap meets, antique fairs, flea markets, online auction sites, thrift/charity shops, consignment shops, and vintage shops are key aspects playing major roles in the development of second-hand products. Mhango and Niehm (2005) asserts that these are classifiable as, independent, fringe and informal markets. In an attempt to identify challenges faced by second-hand retailers, Han (2013) disclosed that second-hand retailers are mainly confronted with a lack of information problem that hinders their effective ability to formulate proper customer service and business strategies. As a result, it is instrumental to examine numerous distinct second-hand retailers' challenges, marketing strategies, and business management styles. Such efforts are important as they lead to a better understanding of market trends, consumers' needs and the retailers' business performance. Besides, Hristova (2019) contends that second-hand consumers' motivations and needs are met through such distinct forms of second-hand retailers. Moreover, an understanding of such retailers' marketing strategies and services is of vital significance to this current study. Thus, the aim of this study section is to explore the distinct forms of second-hand retailers and examine their differences and similarities.

- **Vintage shops:** According to insights provided by Weil (1999), vintage shops are major venues where second-hand clothing is traded in traditional brick-and-mortar stores. Another description by Williams and Paddock (2003) shows that retailers in

this context cannot provide customized sizes or product depth but choose brands with a wide product range, colours, and numerous styles. Additional details about vintage, consignment and thrift shops also show that they are differentiated according to consignment, sources to obtain merchandise for vintage, consumers, and methods of sales (Weil, 1999).

- **Boutiques:** According to Weil (1999), boutiques sell second-hand clothing, and clothing reflecting a given fashion era (Weil, 1999). Palmer and Clark (2005) define "vintage" as "a huge spectrum of clothes that are not newly designed". Reiley (2008) emphasised that boutiques do not exclusively focus on used goods but rather on goods with historical significance. Consequently, merchandise sold by retro shops or boutiques and vintage shops are organized according to types, styles and time periods, and range from fur coats to inexpensive shirts. Furthermore, Reiley (2008) highlights that the unique feature of boutiques is that the shops' displays and atmosphere are designed to attract select types of customers. Other studies like Weil (1999) cite that boutiques are desired to offer unique experiences for customers. The other feature relates to the location of the boutiques. As such, boutiques are privately owned and situated in areas where rental costs are low like student-centred districts, café and antiques (Reiley, 2008).

- **Consignment shops:** According to Evans, Grimmer and Grimmer (2022), the word "consign" refers to the handing over of goods to be cared for while being sold for commission. Thus, in that regard, consignment shops serve an instrumental mediating purpose between customers and sellers. As a result, various benefits can be obtained by both customers and sellers from using consignment shops. For instance, Seo and Kim (2019) noted that sellers can avert storage costs, display space and advertising costs by merely using consignment shops. On the other hand, the consignment store itself earns a percentage of the sales' profits. However, for goods to qualify for sale under consignment shops, they must be in current and good condition. Just as boutiques, and vintage shops, Guiot and Roux (2010) outlined that there is no limit to the diversity of products sold by consignment shops and product quality differs from one store to the other and is influenced by the stores' location.

- **Thrift shops:** Thrift shops provide opportunities for low-income patrons to buy products at lower prices and accord huge value by keeping old clothes out of landfills. Additionally, thrift shops have been known to be having distinct features that separate them from other second-hand retailers like consignment stores (Ferraro et al., 2016). For instance, Guiot and Roux (2010) disclosed that thrift shops serve numerous customers with distinct shopping motivations and accept goods from charitable organizations or individuals. Guiot and Roux (2010) identified three broad categories of thrift shops; namely for-profit thrift, charity-affiliated for-profit, and nonprofit thrift shops. Meanwhile, Bardhi and Arnould (2005) highlighted that for-profit thrift shops sell for-profit goods acquired from wholesalers or individuals and that charity-affiliated for-profit thrift shops sell goods provided by non-profitable organizations to support their activities. With regards to nonprofit thrift shops, Bardhi and Arnould (2005) state that these forms of thrift shops are operated by cultural benefactors, charities, local religious groups, and major national charities. As a result, each of the store's product types and quality, and environment are influenced by this distinct operation.

1.3. CONSUMER DECISION PROCESS FOR SECOND-HAND BUYING

Consumers make many purchasing decisions every day and this decision is the focal point of the marketer's effort. Marketers want to understand how the stimuli are changed into responses inside the consumer's brain, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. These characteristics include a variety of cultural, social, personal, and psychological factors. Second, the buyer's decision process itself affects his or her behavior (Kotler et al., 2018). One of the basic assumptions in consumer behavior research is that most purchases are made by a decision process. Decision, is defined as the action taken by the consumer who is faced with more options (products) definable (Argan, 2012). This decision process—from problem recognition, information search, and alternative evaluation to the purchase decision and postpurchase behavior—begins long before the actual purchase decision and continues long after (Kotler et al., 2018).

The stages of the decision process are sequential. Sometimes, however, the sequential process may disappear:

• If the consumer's needs are reduced or unsatisfactory or can't find options, the consumer stop purchasin and withdrawn at any stage.

• Stages often take different durations, one after the other. Some may even be skipped.

• The consumer makes several different purchases at the same time. This manner may be involved in the decision and result of someone can affect others (Barış, 2020).

Problem recognation, information search and alternative evaluation "pre-purchase decision stage" while the purchasing step is included in the "real purchase phase" and finally evaluation of the results, on the other hand, refers to the "post-purchase evaluation phase" (Argan, 2019).

1.3.1. Problem Recognition

Problem recognition happens whenever the consumer understands a significant difference between his or her current state of affairs and some desired or ideal state. The consumer perceives there is a problem to be solved, which may be large or small, simple or complex (Solomon et al., 2006). The consumer recognizes a problem or need. The need can be triggered by internal stimuli when one of the person's normal needs—for example, hunger or thirst—rises to a level high enough to become a drive. A need can also be triggered by external stimuli. For example, a discussion with a friend might get consumer thinking about buying a second-hand n car (Kotler et al., 2018).

Among consumers, there seem to be two different need or problem recognition styles. Some consumers are actual state types, who perceive that they have a problem when a product fails to perform satisfactorily (such having a car that keeps breaking down). In contrast, other consumers are desired state types, for whom the desire for something new may trigger the decision process (Schiffman et al., 2012). For example, a young consumer who finds a job after graduating from university wants to buy a car for a more comfortable life. Change in financial situation, the emergence of new needs and conditions, the emergence

of new products and marketing communication messages are other factors that affect the emergence of the problem (Argan, 2012).

1.3.2. Information Search

Information search is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision (Solomon et al., 2006). The consumer identifies alternative products, services, brands, companies, also collects information about them (Barış, 2018a). An interested consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, he or she is likely to buy it then. Or the recollection of past experiences (drawn from storage in long-term memory) might provide the consumer with adequate information to make the present choice. If not, the consumer may store the need in memory or undertake an information search related to the need. When the consumer has had no prior experience, he or she may have to engage in an extensive search of the outside environment for useful information on which to base a choice (Kotler et al., 2018; Schiffman et al., 2012). For example, a consumer looking to buy a second-hand car chats with friends who have a second-hand car, browses online second-hand car platforms, visits seconda-hand car dealers, and inspects cars.

Consumers can obtain information from any of several sources. These include personal sources (family, friends, neighbors, acquaintances), commercial sources (advertising, salespeople, dealer and manufacturer web and mobile sites, packaging, displays), public sources (mass media, consumer rating organizations, social media, online searches and peer reviews), and experiential sources (examining and using the product). The relative influence of these information sources varies with the product and the consumer (Kotler et al., 2018).

Today, the weight of online resources in the search for information is quite high. In the information search process, online sources increase the chances of consumers accessing earlier. They provide access to valuable information that is not available or difficult to access. Consumers has the chance to access all the detailed information about that product without

examining it or not going to any store. For example, it is also possible to learn cars' features, different colours, interior design, technical equipmen from the website of the second-hand buyer (Argan, 2019).

1.3.3. Alternative Evaluation

Alternative evaluation is the stage of the consumer decision process in which the consumer uses informatio to evaluate alternative brands in the choice set (Kotler et al., 2018). In this step the consumer weights the pros and cons of the alternatives identified (Barış, 2018). Various features of the product and factors his car choices to three brands. And he is primarily interested in four attributes—price, style, operating economy, and performance. By this time, he has probably formed beliefs about how each brand rates on each attribute. Clearly, if one car rated best on all the attributes, the marketer could predict that you would choose it (Odabaşı, 2018, Kotler et al., 2018). Convenience and shopping products are evaluated differently. Product to be purchased for professional purpose and the product evaluation to be taken for the hobby is also different. In addition, hedonistic (pleasure, aesthetic, color, form) and functional (price, performance, quality, service) plays a role in the evaluation of the consumer. The consumer, wants the best quality and the most benefit at an affordable cost and strives to minimize risks (Odabaşı, 2018).

Price is one of the most important criteria among the price evaluation criteria. While evaluating the alternative to be purchased, the price of the product for the consumer naturally becomes important. Price is directly related to perceived quality. The monetary value considered for the product is expected to be at least equal to the benefit it will provide and evaluation is made accordingly this manner (Argan, 2012). Price is one of the most important evaluation criteria in the purchase of second-hand products. The reason for this is that the most important reason that leads consumers to second-hand products is economic factors.

Another factor that is effective in doing so is the brand. Brand image plays a decisive role in evaluation (Argan, 2012). Car brands with high image and perceived quality are an important evaluation criterion for consumers in second-hand sales.

Today, technological developments facilitate the evaluation of alternatives. Thanks to mechanisms that facilitate searching and organizing information on the Internet it becomes possible to evaluate all possible alternative. Now the consumer is not limited to the memory and information processing capacity of his brain (Argan, 2019). For example, a consumer researching a car on a second-hand car website can see and compare the features of different car brands on a single screen.

1.3.4.Purchase Decision

Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision.The first factor is the attitudes of others. If someone important to consumer thinks that consumer should buy the lowest-priced car, then the chances of consumer buying a more expensive car are reduced. The second factor is unexpected situational factors. The consumer may form purchase intention based on factors such as expected income, expected price, and expected product benefits. However, unexpected events may change the purchase intention. For example, the economy might take a turn for the worse, a close competitor might drop its price, or a friend might report being disappointed in your preferred car. Thus, preferences and even purchase intentions do not always result in an actual purchase choice (Kotler et al., 2018).

Consumers make three types of purchase: trial purchases, repeat purchases and long-term commitment purchases. When a consumer purchases a product (or brand) for the fi rst time and buys a smaller quantity than usual, this purchase would be considered a trial. Thus, a trial is the exploratory phase of purchase behaviour in which consumers attempt to evaluate a product through direct use. Repeat purchase behaviour is closely related to the concept of brand loyalty, which most fi rms try to encourage because it contributes to greater stability in the market. Trial or repeat purchase are not always feasible. For example, with most goods (refrigerators, washing machines or electric cookers, cars), a consumer usually moves directly from evaluation to a long-term commitment (through purchase) without the opportunity for an actual trial (Schiffman et al., 2012).

Purchasing can also happen on a planned and an impulse basis. If the consumer identifies a general need, product class, product category, product, and brand, this purchase is a planned purchase. Product and brand identification is typically planned purchase. If a need is not identified or there is no intention to buy, the decision is made in the environment where the shopping takes place, this purchase is impulse purchase (Argan, 2012). For example, the behavior of a consumer who wants to buy a second-hand car from Japanese car brands at an average price and who buys a Toyota car is planned. However, while surfing the internet in the evening, the consumer who saw a second-hand dress advertisement and bought it made an impulse purchase.

1.3.5. Postpurchase Behavior

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will either be satisfied or dissatisfied and will engage in postpurchase behavior of interest to the marketer (Kotler et al., 2018). As consumers use a product, they evaluate its performance in the light of their own expectations.

There are three possible outcomes of these evaluations: 1. Actual performance matches expectations, leading to a neutral feeling; 2. Performance exceeds expectations, causing what is known as positive disconfi rmation of expectations (which leads to satisfaction); and 3. Performance is below expectations, causing negative disconfi rmation of expectations and dissatisfaction (Schiffman et al., 2012).

In all three cases, the consumer shares these post-purchase evaluations with others. If the consumer is satisfied with his purchase, he or she will want to spread and share this thought with other people close to him/her. On the other hand, if he or she is not satisfied with his purchase, he/she will announce it by complaining or by spreading negative word of mouth communication. With the development of the internet and social media, consumers share their experiences to a wider audience through blogs, social networks or similar pages both positively and negatively. On the other hand, thanks to complaint pages or brands pag complaints can be made faster and more visible (Argan, 2019). There are many positive or negative consumer comments about second-hand product sellers on internet platforms.

1.4. CONSUMERS' BUYING MOTIVATIONS IN SECOND-HAND PRODUCTS

Roux and Guiot (2008) defined second-hand shopping as an act of buying goods that are previously owned by others. For this reason, the motivations to buy these products may differ according to new products. Some motivations for buying new products may apply to second-hand products. However, studies show that the motivations to buy second-hand products differ according to new products. Studies in the literature suggest that there are four motivations for purchasing second-hand products. Drawing from Guiot and Roux (2010), consumers' shopping behaviour towards second-hand products revolves around decisions made based on four motivations. These motivations are; economic motivations, critical motivations, experiential motivations linked to the nature of the offering and experiential motivations linked to channel characteristics.

1.4.1. Economic Motivations

Economics motivations include the sub-dimensions of willingness to pay less, searching a fair price, bargaining like a hunter, and being satisfied with the gratificative role of price. Based on a research by Guiot and Roux (2010), it can be inferred that customers will always seek to buy second-hand products at fair or cheap prices and this connotes economic motivations. Prior studies such as DeLong, Heinemann and Reiley (2005) attribute such actions to poverty. Hence, in the context where several individuals are unemployed, economic motivations will cause customers to seek to buy second-hand products at fair or cheap prices. Han (2013) outlines that income is a major determinant influencing consumers' shopping behaviour towards second-hand products. Thus, poor consumers consider the brand-new products as luxury items. So demographic characteristics among the populace will have a huge tool on the trade and development of second-hand markets and shopping behaviour. It is asserted that second-hand products sold in charity shops were historically used to bridge a consumption gap between rich and poor individuals (Chattoe, 2006; Frick, 2005). In another instance, Brummer (2020) mentioned the value consciousness and frugality aspect of causing customers to confine product purchases to the attainment of their long-term goals. Frugal customers are resourceful users who reuse products. Frugal consumers are

extremely disciplined when spending money, and their impulsive buying behavior is low. Holbrook (1984) also listed consequences posed by second-hand markets".

1.4.2. Critical Motivations

Critical motivations include anti-conspicuous consumption tendencies, ethical and ecological sensitivities in consumption, and motivations related to avoid the consumption system (Guiot and Roux, 2010). According to Guiot and Roux (2010), dissatisfaction with traditional channels is effective in the increase in this motivation. Ecological and ethical dimensions are directed towards the seeking of emotional gains and a huge sense of accomplishment from consuming second-hand products. Furthermore, the act by second-hand buyers of ethical sensitivity and material simplification will have a profound effect on second-hand consumption. In addition, Yan et al. (2015) outlined that differences between critical motivations are most likely to be observed because of customers distancing themselves from the consumption system because of their perception of environmental sustainability. Additionally, it is upheld that customers' environmental consciousness plays a vital orientation role in second-hand shopping (Zaman et al., 2019). Xu et al. (2014) noted that customers can always be positive and express a sense of pride about their purchases, especially in relation to their values.

1.4.3. Experiential Motivations Linked to Channel Characteristics

Channel related motivations include social contact with people, the motivation of visiting second-hand markets, and treasure hunting (Guiot and Roux, 2010). Prior examinations reveal that the second-hand market's ever-changing and random offering influences the "price hunting" game (Brummer, 2020). Michaelidou and Dibb (2006) mentioned that customers can also derive shopping experiences from second-hand markets places. It is thus vital to note that second-hand markets contain communities capable of encouraging offline and online discussions and providing social contact. With aspects such as simulation being brought into perspective (Guiot & Roux 2010), it is undoubtedly that significant differences will be observed between the influence of offline and online second-hand markets on customers' buyer motivations. Bardhi and Arnould (2005) contend that

affluent individuals have also been known to buy products from second-hand shops citing that it is unique, social and fun. Yan, Bae and Xu (2015) document that concern for vintage and environmental products also has a huge motivating effect on buyers to opt for second-hand product purchases. Webber (2020) conducted a study aimed at measuring the effect of customer satisfaction on customer re-purchase intention in the second-hand motor industry. It was underscored that consumer satisfaction plays a vital role in influencing customers' re-purchase intention.

1.4.4. Experiential Motivations Linked to the Nature of the Offering

Experiential motivations linked to the nature of the offering include four motives. These are the originality of the products; the nostalgic pleasure of finding objects from the past; self-expression through the restoration, repair, or transformation of objects; and congruence between the object (Guiot and Roux, 2010). Consumers hunt products searching for original and unique products in second-hand markets. This aligns with Bardhi and Arnould's (2005) denoting that there are no two similar products sold in second-hand markets. Lane et al. (2009) established that consumers' need for pleasure and uniqueness is a prominent factor influencing second-hand shopping. Nonetheless, consumers can be influenced to buy second-hand cars because of the nostalgic effects serving as symbols of forgotten know-how, culture, epoch or style, or as symbols of the past as suggested by Guiot and Roux (2010). Thus, congruence and self-expression with second-hand cars will invoke higher involvement in second-hand cars. Besides, Michaelidou and Dibb (2006) contend that customers resonate with such products and seek to voice themselves through them. As a result, significant differences in offering-related motivations are mostly likely to be observed in any context.

1.5. EMPIRICAL RESEARCH ON SECOND-HAND PRODUCTS

As a result of the literature review, it is seen that there are empirical studies on second-hand products in different product categories. The results of some studies can be summarized as follows.

According to Weinstein (2014), consumers who buy second-hand products can be classified into five groups: the collector, the enthusiast, the need-driven consumer (who I will call the economical pragmatist), the bargain hunter, and the critical consumer. Collector is a specialist consumer group that strives to obtain a high value product. The value of the product is related to its age, scarcity or historical significance. The Collector is very eager to reach this product. The Enthusiast is a consumer group who have a retro aesthetic and desire to reach vintage products. it is important for these consumers to reach a fantastic and unique product rather than a bargain. The economical pragmatist is a group of consumers who buy second-hand products out of necessity because they have limited financial income. The bargain hunter is a group of consumers who enjoy bargaining for products even though they do not have limited financial income. The critical consumer is a group of consumers who find second-hand buying more valuable and attractive than first-hand because of their personal values and beliefs.

Borusiak et al., (2020) argue that the factors that affect the intention to buy second-hand products are the following factors. The attitude towards the positive impact of second-hand buying on sustainable consumption, and the perceived behavioral control over second-hand buying and the personal norm regarding second-hand buying.The results of the research show that the intention to buy second-hand products positively affects the intention to visit a store that sells second-hand products.

According to Habib and Sarwar (2021), after-sales services and brand credibility are effective factors in purchasing a second-hand car. Researchers point out that post-purchase services positively affect brand creditibility and brand loyalty for Pakistani consumers. Brand credibility and loyalty positively affect purchase intention.

Macodo et al. (2020) emphasize that consumers in Brazil are very interested in buying second-hand clothes, their involvement is high, and they encourage other consumers in this regard. Nostalgic motivations, financial reasons, desire to reach quality products from the past, less desire to buy and social relations established in second-hand markets lead consumers to buy second-hand products.

Prieto and Caemmerer (2013) states that high income, high education level and having a job lead consumers to buy new cars instead of second-hand cars in their study examining the variables of car buying in Europe.

Parguel et al. (2017) indicate the role of second-hand P2P platforms in providing justification to materialistic and environmentally conscious consumers to self-license and therefore giveway to indulgent consumption by purchasing second-hand products.

Chang et al. (2020) argue that in C2C sales platforms on Facebook, consumers' intuitive evaluation of second-hand product reviews influences their purchase intention. In other words, consumers who find the post favorable intend to buy the second-hand product.

According to Alam (2014), price, risk, brand and location are the factors that influence second-hand product intention. Half of consumers test before buying second-hand products, they buy from retail stores. Consumers prefer second-hand products in very different product groups.

Talim, Ali and Top (2021) in their contemporary efforts to elaborate on the antecedents of purchase intentions in the Kurdistan Region of Iraq's second-hand car industry, revealed fuel prices have no antecedents on consumers' second-hand car purchase intentions. Furthermore, they discovered that serviceability, safety, and product quality positively influence customers' purchase intentions.

Setiawati et al., (2018) draw attention to the fact that the product, promotion, payment method and brand are important factors in the purchase of second-hand cars by consumers in Indonesia.

According to Wang (2023), the factors affecting consumers' second-hand car purchase intention are, respectively, perceived value, perceived benefits, perceived risk and reference group effect.

In Akçi's (2016) research, it has been seen that economic reasons come to the fore in the preference of second-hand cars, and friends and acquaintances are both more reliable and the first seller to be consulted. In addition, it has been seen that the damage status, fuel consumption, price and performance of the vehicle are the most important issues in the choice to be made among the alternatives, while the body type, loan facility and the color of the vehicle are the least important issues. It has been revealed that the participants in the research face the most trust problem in the purchase of second-hand cars.

According to Koay et al., (2022) attitudes towards second-hand clothing, injunctive norms, descriptive norms, moral norms, and perceived behavioural control have a significant positive effect on consumers' intention to buy second-hand clothing.

According to Steffen (2017), the reason for German consumers to buy second-hand products is usually for non-financial reasons. Social and nostalgic reasons are the main reasons for second-hand product. German consumers want to live a certain lifestyle when buying second-hand products.

In Eker İşçioğlu and Yurdakul's (2018) research, it has been revealed that second-hand consumption motivations are economic, entertainment and nostalgia-oriented in parallel with the literature. It was observed that the participants were motivated to act in harmony with fashion and were also aware of sustainability problems, but this situation did not directly affect their second-hand clothing preferences.

Kurtuluş et al. (2021) reveal that antisystemic, economic motivation, nostalgic pleasure, and consumer cynicism, which are among the second-hand purchasing motivations of consumers, have a significant effect on purchase intention.

CHAPTER II

RESEARCH METHODOLOGY AND FINDINGS

This chapter was designed to explain the procedures and methods that were used in carrying out this research. Consequently, this chapter deals with the purpose and contribution of the study and research methodology. The research methodology section includes research design, the study field, population and sample, questionnaire development and data analysis procedures. This chapter also provides details of the adopted ethical guidelines and procedures used in conducting this research.

2.1. PURPOSE AND OBJECTIVES OF RESEARCH

The study aims to determine second-hand car buying motivations and tendencies of consumers in Erbil, Iraq.

In line with this main purpose, answers to the following questions were sought in the research.

1. What are the factors that Iraqi consumers care about the features of the car when purchasing a second-hand car?

2. What are the motivations of Iraqi consumers for purchasing second-hand car?

The objectives of the research are as follows:

- To determine the second-hand car purchasing tendencies of Iraqi consumers in terms of product attributes, brand, price, colour, buying channels, information channels, and actions before the final decision.

- To determine the second-hand car buying motivations (economic, critical, nature of offering, channel characteristic) observed in Iraqi consumers.

- To determine whether the motivations for purchasing second-hand cars observed in Iraqi consumers differ according to demographic characteristics.

2.2. CONTRIBUTION OF RESEARCH TO THEORY AND PRACTITIONERS

The study is important for improving the understanding of Iraqi consumers' buying behaviour towards second-hand cars and assessing how companies and governments can position themselves to take advantage of the underlying opportunities. As a result, the study provides key ideas essential for industrial and marketing management purposes. The study is important for improving the understanding of Iraqi consumers' buying behaviour towards second-hand cars and assessing how companies and governments can position themselves to take advantage of the underlying opportunities. As a result, the study provides key ideas essential for industrial and economic management purposes.

Additionally, the study is the first of its kind to analyse the determinants of second-hand cars as per consumer buying behaviour as other studies are structured in other developed countries like Australia (Lane, Horne & Bicknell, 2009) and deal with different aspects such as clothes (Seo & Kim, 2019). Hence, the findings are tailored for specific applications and contexts of car retailers in Erbil, Iraq.

2.3. METHODOLOGY

This section includes an examination of the research design, the study area, population and sampling methods, questionnaire, and data analysis procedures.

2.3.1. Research Design

In the study, it is adopted a quantitative research design to the examination of second-hand car purchasing tendencies and motivations of Iraqi consumers. The description research approach is used to determine the tendencies and motivations. Descriptive research is widely used in marketing research to reveal the characteristics of relevant groups such as consumers. In the study, cross-sectional design, which is one of the descriptive research types, was adopted. Cross-sectional design involves the collection of information from any given sample of population elements only one (Malhotra, 2007).

2.3.2. Study Field

The Iraqi city of Erbil was chosen for the study field. In Erbil city, second-hand car imports are ranked third after broadcasting equipment and refined petroleum import expenditure with a total annual expenditure of US$1.86 billion (OECD, 2022). Additionally, second-hand car purchases are ranked higher in Erbil compared to other governorates such as Dohuk and Suleimaniah ranked second and third, respectively.

Meanwhile, Iraq is a Middle East country that has a registered population of 41.179 billion individuals as of December 2021 and this represents an increase of 0.07% from the 2018 figure of 38.433 billion people as shown in Table 3.1. Such an increase in population entails an increase in the demand for goods and services and this will most likely have a positive impact on the demand for second-hand cars in Iraq. Though Iraq's GDP declined in 2020 to -1.32% from the 2019 recorded figure of 5.51%, efforts to promote peace and stability have been crucial to its economic development. As a result, such efforts are one of the reasons why GDP increased in 2021 to 2.78% up from the 2020 figure of -1.32%.

Table 2.1. Economic Indicators of the Iraqi Economy

Indicator	2018	2019	2020	2021
Population	38.433 billion	39.309 billion	40.222 billion	41.179 billion
GDP Growth	2.63%	5.51%	-1.32%	2.78%
GDP per capita	US$10,808.21	US$11,349.40	US$9954.35	US$10,408.94
Unemployment[1]	12.97%	12.86%	14.09%	14.19%
Inflation	0.37%	-0.20%	0.57%	6.04%

Source: https://data.worldbank.org/country/iraq

Following a related increase in GDP per capita, which measures the income available per citizen for consumption (Boulhol, De Serres & Molnar, 2008), the ability of Iraq consumers to buy cars can thus be said to have increased in 2021 as evidenced by an increase in GDP per capita from US$9,954 in 2020 to US$10,408.94 in 2022. However, a rise in unemployment levels in Iraq stands as one of the major obstacles that can hinder Iraqi nationals from purchasing vehicles. As such, Iraq's unemployment rate went up from 12.97%

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[1]   Macrotrends   (2022).   Iraq   Unemployment   Rate   1991-2022.   Retrieved   from https://www.macrotrends.net/countries/IRQ/iraq/unemployment-rate on 2 December 9, 2022.

in 2018 to 14.19% in 2022. However, this can trigger people to buy second-hand vehicles as new cars will be beyond their reach. Besides, history has shown that customers will prefer to buy second-hand products because of limitations imposed by low-income levels (Lambert, 2004; Lemire, 2005). The inflation rate increased from 0.37% in 2018 to 6.04% in 2021 as presented in Table 3.1. The adverse effects of inflation in Iraq are most likely to be reflected by a decline in both new and second-hand cars.

The social and economic details provided in Table 3.1 reflect the possible economic and business situation in Iraq and how it influences buyers' motivations and tendencies to purchase second-hand vehicles.

2.3.3. Population and Sample

The population of the study consists of male buyers who buy second-hand cars in Erbil, Iraq. In Iraq, male consumers buy cars both for themselves and for the women in their families. Female consumers do not prefer to go to the car dealer to buy a car for themselves. Therefore, the research was conducted on male consumers.

Due to the difficulty of determining the sampling frame, time and cost constraints, the sample was selected from the population. A convenience sampling approach was utilized to determine the respondents. 300 respondents were reached through a face-to-face survey technique at the venues of the 20 best and most famous car dealers in Erbil, Iraq. These car dealers sell second-hand cars. Respondents are intercepted while they are visiting the car dealers. Mall intercept interviews are examples of convenience sampling. Respondents are selected because they happen to be in the right place at the right time (Malhotra, 2007).

2.3.4. Questionnaire

The questionnaire consists of three parts. In the first part, the participants were asked ten closed-ended questions about second-hand car buying tendencies. In the second part; it was utilized a 5-point Likert-type scale to determine the second-hand car buying motivations and purchase intentions of the participants. (1=strongly disagree, 2=disagree, 3= neither agree nor disagree, 4=agree and 5= strongly agree). 47 items about second-hand car buying motivations (economic, critical, nature of the offering, channel related) and four items

measuring the participants' second-hand car purchase intentions were developed. The items in the second section were adapted from previous research, with some amendments made to fit the context of the present research (Roux & Guiot, 2008; Guiot & Roux, 2010; Geissler, Zinkhan & Watson, 2006). The third part included six closed and open-ended questions that determine the demographic characteristics of the participants.

The statements and questions in the questionnaire were prepared in English. It was later translated into the local language by a linguist. And then a pilot test was conducted to check the face validity of the instrument. Five consumers who bought second-hand cars reviewed the questionnaire. The pilot test helps to ensure that all measures were correctly worded, logical and easily understood (Lancaster, Dodd & Williamson, 2004).

300 participants were reached through the data collection. Missing and incorrect responses were not included in the analysis. The final sample consists of 277 participants.

2.3.5. Data Analysis

The responses were first entered into Microsoft Excel to facilitate their better organisation. The responses were then transferred to Statistical Package for Social Sciences (SPSS version 24). In the analysis of the data, it was used exploratory factor analysis, independent sample T-test and one-way analysis of variance (ANOVA) and descriptive statistics.

Factor analysis was used to test the construct validity. According to Kline (2014), exploratory factor analysis is a data reduction method that identifies variables that are related. This implies that constructs that were not related were dropped from the analysis. Principal component analysis was utilized while conducting factor analysis. McNeish, An, and Hancock (2018) emphasize that with regard to factor loading, researchers generally expect to see a magnitude between 0.40 and 0.90 in their studies. In this context, items with a factor load of more than 0.40 were not excluded from the analysis.

Reliability tests were performed using Cronbach's alpha test. The Cronbach's alpha test is an internal consistency test that is applied in determining the reliability of the model

variables under the guideline that variables with alpha values of more than 0.70 are reliable (Tavakol & Dennick, 2011).

2.3.6. Ethical Guidelines and Procedures

Acceptable ethical guidelines and procedures were followed to make sure that the research does not cause any form of social, psychological and/or emotional harm to the study participants. In addition, the research made sure that all the questions asked do not conflict with the participant's interests and do not interfere with their private life.

The information consent form was issued to the participants informing them of the purpose of the research and why their participation is of huge importance concerning the outcome of the research. Furthermore, the participants were informed that their participation is voluntary and were free to opt out of the study any time they feel uncomfortable. No benefits were provided to the study participants and this was made explicitly made clear in the informed consent letter.

2.4. FINDINGS

This section contains the findings obtained as a result of the data analyses.

2.4.1 Demographic Profile of Participants

Table 2.2. shows the demographic characteristics of the participants. It can be seen that the highest number of participants are aged between 34-41 years and accounted for 46.57% of the participants. This is followed by a group of participants aged between 26-33 years (24.19%), 18-25 years (15.88%), 42-49 years (8.66%) and 50 years or older (4.69%). 65.70% of the participants are married and 34.30% are unmarried.

It is important to note that most of the participants are highly educated. To support this notion, Table 3 shows that 3.25% of second-hand car buyers had PhD degrees. In addition to this, 22.74 % of study participants had a high school diploma, 27.08 % had a master's degree, and 38.27 % had a bachelor's degree. Only 8.66% of the participants indicated that they had neither of these stated academic qualifications.

Teachers are ranked first among the professions of the participants (30.68%). The students are ranked second (24.19%). This was followed by unemployed (8.66%), business owners (7.58%), lecturers (7.94%), policemen (6.50%), shopkeepers (6.14%), managers (5.05%) and Nurses (3.25%) second-hand car buyers. Their income ranges were $500 and less (13.36%), $501-$1000 (35.02%), $1001-$1500 (13.72%), $1501-$2000 (15.16%) and $2200 and above (22.74%) as shown in Table 3.2.

Table 2.2. Demographic Characteristics of Participants

Variable	Description	Frequency	Percentage
Age	18-25 years	44	15.88%
	26-33 years	67	24.19%
	34-41 years	129	46.57%
	42-49 years	24	8.66%
	50 years or older	13	4.69%
	Total	277	100%
Marital status	Married	182	65.70%
	Unmarried	95	34.30%
	Total	277	100%
Academic qualification	High school diploma	63	22.74%
	Bachelor's degree	106	38.27%
	Master's degree	75	27.08%
	PhD degree	9	3.25%
	None of the above	24	8.66%
	Total	277	100
Job position	Hospital worker	9	3.25%
	Manager	14	5.05%
	Shopkeeper	17	6.14%
	Policeman	18	6.50%
	Business owner	21	7.58%
	Lecturer	22	7.94%
	Unemployed	24	8.66%
	Students	67	24.19%
	Teacher	85	30.68%
	Total	277	100%
Income ($)	$500 and less	37	13.36%
	$501-$1000	97	35.02%
	$1001-$1500	38	13.72%
	$1501-$2000	42	15.16%
	$2200 and above	63	22.74%

Total	**277**	**100%**

2.4.2. Second-Hand Car Buying Tendencies of Participants

In line with the first objective of the study, the tendency of the participants to buy second-hand cars is examined. All participants currently own a second-hand car. Figure 2.1. shows how many times participants bought second-hand cars. 40% of the participants have bought a second-hand car once so far. 40% of the participants bought second-hand cars twice. The rate of participants who bought a second-hand car three times is 19%, while the rate of participants who bought a second-hand car four times is 2%.
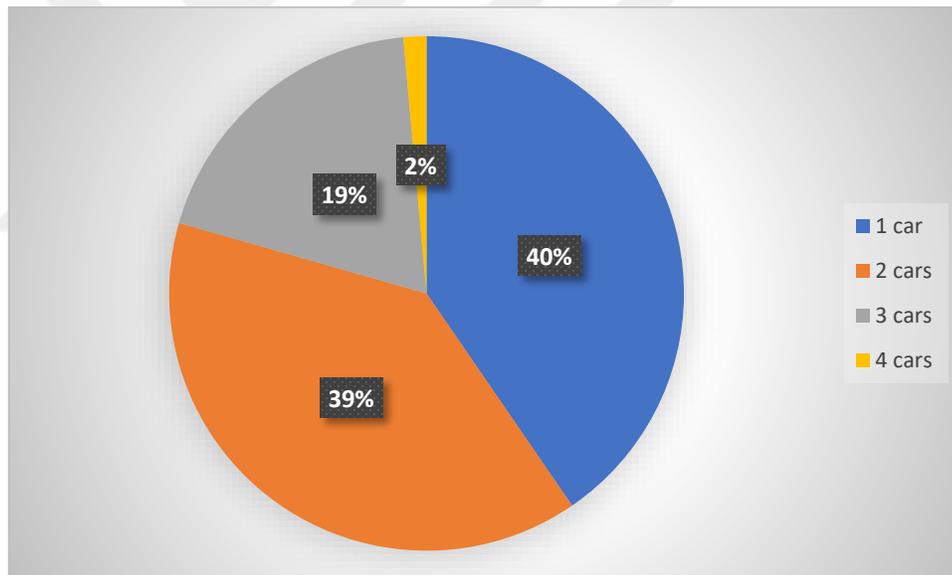
Figure 2.1. The Number of Second-Hand Cars Bought by Participants

Figure 2.2. shows the participants' first priority when buying a second-hand car. According to the findings the participants take into consideration different factors when buying second-hand cars. The participants who considered price as the first priority when buying second-hand cars rank higher (18%) than the other factors. This is followed by participants who prioritized brand (16%), car accident-free (16%), fuel efficiency (13%), age of the car (13%), look and style (10%) and mileage of the car (9%). Safety (3%), power (1%)

and colour (1%) are not among the factors that participants give importance to when buying a second-hand car.
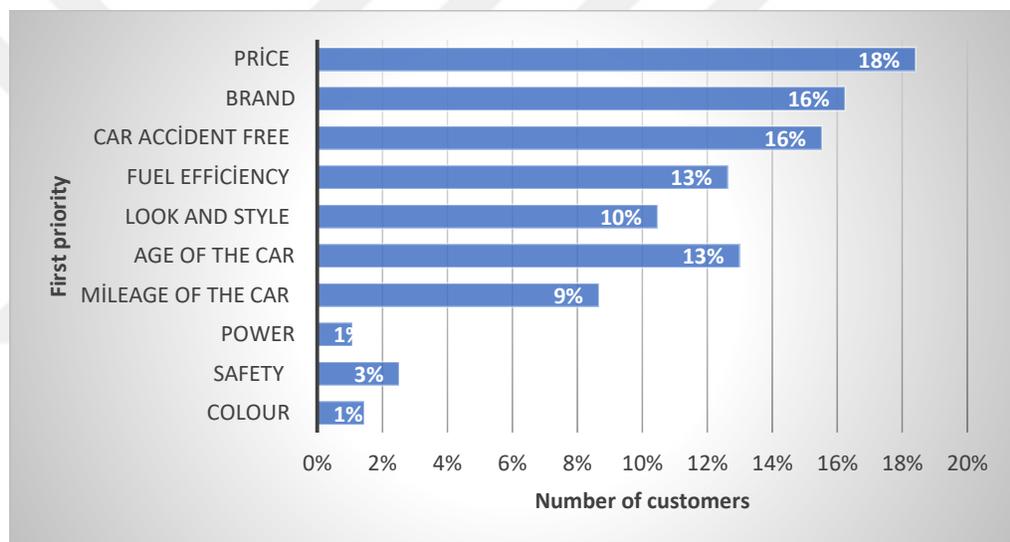
Figure 2.2. Participants' First Priority When Buying a Second-Hand Car

Figure 2.3. shows the preferred brands of participants. In terms of preferences, Toyota (22%), Nissan (16%), Land Cruiser (12%), Lexus (10%), Dodge (8%) and Chrysler (8%) are ranked higher than the other brands. This is because of factors such as low service costs and high durability. Jeep (6%), Ford (6%), Range Rover (5%), Mercedes Benz (4%) and BMW (3%) are ranked in the bottom three for similar reasons related to high service costs and low durability.
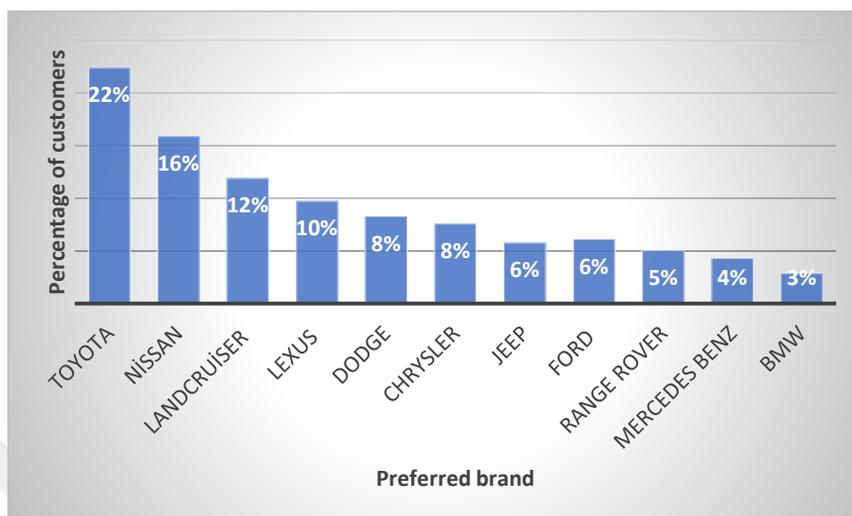
Figure 2.3: Preferred Car Brands of Participants

Table 2.3. shows the participants' price and colour preferences for second-hand cars. When the prices paid by the participants for a second-hand car they most recently purchased are examined, the participants who paid $15000 are listed as top of mind (38.27%). Participants who pay an average of $37000 are ranked in second place (29.24%). Participants who paid $26000 and $79000 prices for the second-hand car they bought most recently are equal level (16.25%). According to the findings, it can be said that participants who paid $15000 for brands such as Toyota and Nissan. A median price of $35000 was paid for cars such as BMX X3s and 5 series as well as Ford. $25000 is the price paid for brands like Chrysler and Dodge. High premium prices ranging from around $80000 were paid for reputable brands such as Mercedes Benz, Lexus and Land Cruiser.

The colour preferences of the participants are examined and those who prefer the metallic colour are in the first place (30.69%). Participants who prefer grey cars are in the second place (20.58%), those who prefer black cars are in the third place(16.61%), those who prefer red cars are in the fourth place (16.25%), and those who prefer white cars are in the fourth place(10.11%). Brown and yellow are the least preferred car colours.

Table 2.3. Participants' Price and Colour Preferences

Aspect	Description	Frequency	Percentage

The price paid for the last second-hand car	$15000	106	38.27%
	$25000	45	16.25%
	$35000	81	29.24%
	$80000	45	16.25%
	Total	**277**	**100%**
Favourite colour	Brown	3	1.08%
	Yellow	13	4.96%
	White	28	10.11%
	Red	45	16.25%
	Black	46	16.61%
	Gray	57	20.58%
	Metallic	85	30.69%
	Total	**277**	**100%**

Table 2.4. shows the participants' channel preferences for getting information and buying. When the channels from which the participants collect information about second-hand cars are examined, it is seen that a significant part of them (60.65%) collect information from the sellers in the galleries. 16% of participants prefer to collect information from their close friends and relatives. The rate of participants collecting information from car owners on the internet and online sellers is equal (10.47%). A small percentage of the participants (%3.25) prefer to collect information about second-hand cars from car sellers in second-hand car markets.

When the channels where second-hand cars are bought are examined, an important proportion of the participants (60.65%) prefer to buy second-hand cars from sellers in the car gallery. One-fifth of the participants prefer to buy second-hand cars from the Internet. 15% of the participants prefer to buy second-hand cars from close friends and relatives. A small percentage of the participants (3.25%) prefer to buy second-hand cars from car sellers in second-hand car markets.

Table 2.4. Participants' Channel Preferences for Getting Information and Buying

Aspect	Description	Frequency	Percentage
Channels used in getting information when	Sellers in second-hand car markets	9	3.25%
	Postings of car owners on the Internet	29	10.47 %

buying a second-hand car	From my close friends, relatives	29	10.47 %
	Sellers in car gallery	42	15.16%
	Sellers in second-hand car markets	168	60.65%
	Total	**277**	**100%**
Where participants usually buy second-hand cars	Sellers in second-hand car markets	9	3.25%
	From my close friends, relatives	42	15.16%
	Sellers in internet	58	20.94%
	Sellers in car gallery	168	60.65%
	Total	**277**	**100%**

Table 2.5. shows actions before the final buying of participants. An important proportion of the participants (60.65%) prefer to take second-hand cars to car experts or mechanics for checking. 31% of the participants have experience with cars and check the cars themselves before buying. A small percentage of the participants (3.25%) prefer to show the cars to their friends or relatives who are experienced with cars.

Table 2.5. Participants' Actions before the Final Decision

Aspect	Description	Frequency	Percentage
Actions taken to make sure of the decision before participants buy a second-hand car	I will show the car to my friends/relatives who are experienced about cars.	24	8.66%
	I have experience of cars, I check the car myself	85	30.69%
	I will take it to the car experts/mechanic for checking	168	60.65%
	Total	**277**	**100%**

2.4.3. Factor Analysis of Consumers' Buying Motivations

In line with the second objective of the study, exploratory factor analysis was conducted to test the construct validity of the items about second-hand car buying motivations. KMO value is 71.8%, Bartlett test result is significant. In light of these findings, it can be said that the sample size is sufficient and the data set is suitable for factor analysis. As a result of the analysis, three items item were excluded from the scale due to factor formation or overlap, and one item due to reliability. There are four factors in the final

solution obtained. These four factors explain 78.06% of the total variance, which is acceptable. The first factor was named "*economic motivations*". The second factor is named "*critical motivations*". The third factor is named "*offering-related motivations*" while the fourth factor was named "*channel-related motivations*" as shown in Table 2.6. The Cronbach's alpha values are higher than the required benchmark of 0.70 (Taber, 2018), which indicates that the variables are highly reliable. That is, economic motivations ($\alpha = 0.700$), critical motivations ($\alpha = 0.784$), offering-related motivations ($\alpha = 0.709$) and channel-related motivations ($\alpha = 0.761$).

Table 2.6. Buying Motivations Exploratory Factor Analysis Results

	1	2	3	4
Factor 1: Economic motivations				
I feel I spend less by buying a second-hand car	0.650			
I buy a second-hand car because I don't want to spend a lot of money	0.460			
With second-hand car buying, I am happy to buy things less expensively and to spend less	0.452			
I like buying a second-hand car because I feel I'm paying less	0.703			
By buying second-hand, I feel I'm paying the right price for a car	0.484			
I don't want to pay more for a new car just because it's new	0.498			
It's often not worth paying more to get a new car	0.647			
Buying second-hand allows you to get cars that are often sold new at exorbitant prices	0.663			
By buying a second-hand car, I can have more for the same budget	0.587			

Second-hand shopping enables me to get fully equipped on a modest budget	0.622	
I can buy more things since I pay less for a second-hand car	0.784	
It's easier to make the choice between two cars if I can find them second-hand	0.610	
By buying a second-hand car, I can more easily change and renew what I own	0.572	
I like buying a second-hand car because I obtain the lowest price whatever the car	0.754	
If I feel I'm getting a bargain, I buy it even if I don't have too clear an idea of what I am going to do with it	0.740	
If I come across a bargain, I take it	0.457	
When a car price seems really attractive, I buy on the principle of not missing out on a bargain	0.643	
I bought a second-hand car before because of its unbeatable price	0.605	
Factor 2: Critical motivations		
I buy second-hand cars because I find all I need.		0.687
When I buy a second-hand car, it is to put it to use, not to show off		0.650
I buy a car for its value to me, not for what it is supposed to represent in terms of the latest fashion		0.643
Factor 3: Offering-related motivations		
I like buying second-hand cars because I find them authentic		0.599
I love buying second-hand cars because they recall memories		0.515
I buy second-hand cars because unlike new cars, they're old and have a history		0.683

I look for second-hand car because I'll be able to tinker around with as I please	0.710	
Buying second-hand cars allow me to appropriate them by adding my little touch	0.422	
I like buying second-hand cars for the pleasure of fixing up and remaking them work	0.637	
What interests me about buying second-hand car is finding cars that most other people do not have	0.624	
I get pleasure from buying an original or unique second-hand car	0.669	
I hope to find second-hand cars that not everyone will have	0.537	
I buy second-hand when I find irresistible cars matching my personality	0.631	
Factor 4: Channel-related motivations		
I like wandering second-hand cars sellers where I can meet and talk to people		0.720
I like chatting with the sellers, even if I do not buy a car		0.778
Second-hand car outlets allow me to discuss things, take my time comparing cars, have a mix, choose and get advice		0.629
Going to second-hand outlets is a real recreational activity for me		0.629
I like walking around these second-hand car markets just for the pleasure of looking		0.503
For me, going to second-hand car markets is an outing activity		0.784

It's entertaining to look at the all cars on display.				0.697
It is a bit of an adventure for me to discover the second-hand cars				
I like strolling around these second-hand sellers because I always hope to find unique cars				0.598
In second-hand car markets I feel a bit like I'm treasure hunting				0.667
I go to second-hand car sellers to discover and find hidden, unique cars				0.681
Second-hand car buying enables me track down cars for my family members.				0.592
Eigenvalue	1.236	1.023	1.092	1.027
Explained variance (%)	24.715	15.683	19.102	18.555
Cronbach α	0.700	0.784	0.709	0.761
KMO Value 0,718				
Bartlett Test X^2: 211.76 **df:** 52 **p** < 0.01				

2.4.4. Factor Analysis of Consumers' Purchase Intentions

The study proceeded further to test the construct validity of the items about second-hand car purchase intentions (see Table 2.7.) KMO value is 0.647 and the Bartlett test result is significant. In light of these findings, it can be said that the sample size is sufficient and the data set is suitable for factor analysis. As a result, the selected factor was named second-hand car purchase intentions and it explained 58.71% of the variance. The Cronbach's alpha value of 77% exceeds the required benchmark of 70% (Taber, 2018) and this indicates that the selected variables are highly reliable.

Table 2.7. Purchase Intentions Exploratory Factor Analysis Results

Factor Second-hand car purchase intentions	
I prefer buying a second-hand car to buying a new car	0.824

I intend to buy a second-hand car for myself in the near future	0.600
I intend to buy a second-hand car for my family members in the near future	0.627
I will continue to buy second-hand cars in my future car purchases	0.660
Eigenvalue	1.548
Explained variance (%)	58.706
Cronbach α	0.770

KMO Value 0.638
Bartlett Test X^2**:** 47.564 **df:** 6 **p** < 0.01

2.4.5. Participants' Buying Motivations and Purchase Intentions

The selected constructs for each respective variable were coded and combined into a single variable to aid in further examinations that include, descriptive analysis, correlation coefficient test and hypotheses tests. This was done so as to establish additional details from the collected data and logical explanations of second-hand car buying motivations and tendencies of the consumers in Erbil. Mean and standard deviation were compiled as part of the descriptive analysis and the presented results are shown in Table 2.8.

The mean values for all variables range between 4.213 and 4.304, indicating that the participants generally showed a high level of motivation and behaviour towards second-hand cars. The standard deviation values range between 0.205 and 0.408, indicating a relatively low dispersion of data around the mean. This suggests that the responses were fairly consistent and reliable.

Table 2.8. Descriptive Analysis

Construct	Mean	S
Economic motivations	4.281	0.231
Critical motivations	4.213	0.408
Motivations linked to the nature of the offering	4.251	0.205
Channel-related motivations	4.238	0.216
Second-hand car purchase intentions	4.304	0.374

Economic motivations had the lowest standard deviation, indicating that respondents were relatively consistent in their motivation towards second-hand cars for economic reasons. Second-hand car behaviours had the highest standard deviation, suggesting that there was more variability in respondents' reported behaviours towards second-hand cars. Overall, these findings suggest that respondents were generally motivated towards second-hand cars for economic, critical, and channel-related reasons, as well as reasons related to the nature of the offering.

Participants think that they have made a wise purchase because they do not spend a lot of money buying a second-hand car. They do not find it wise to pay more for a new car and enjoy the bargaining power they experience when buying a second-hand car. Participants

think that they have found the value and quality they expect from a car in a second-hand car. The nostalgic feeling of buying a second-hand car is important for the participants. They also like to socialize with people in second-hand car markets and see this ride as a recreational activity.

2.4.6. Differences Between the Demographic Characteristics of the Participants and Their Buying Motivations and Purchase Intention of Second-Hand Car

In line with the third objective of the study, an independent sample t-test and ANOVA test were conducted to test whether there is a significant difference between the motivation to buy a second-hand car and demographic characteristics. That is, to test the difference between economic, channel, offering, and critical factors and marital status, an independent sample t-test was applied while an ANOVA test was applied to test the difference between economic, channel, offering, and critical factors and age, academic level, job position and income level.

Table 2.9: Independent Sample t-test Results

	Marital Status	N	Mean	T	SD	p
Economic motivations	Married	161	4.284	0.255	0.248	0.799
	Non married	116	4.277		0.206	
Critical motivations	Married	161	4.197	-0.783	0.431	0.434
	Non married	116	4.236		0.376	
Nature of offering	Married	161	4.267	1.741	0.178	0.083
	Non married	116	4.229		0.177	
Channel related motivations	Married	161	4.242	0.313	0.218	0.755
	Non married	116	4.234		0.214	

Drawing from the presented Table 2.9. results, it can be upheld that there isn't a significant difference between the motivation to buy a second-hand car and the participants' marital status. As a result, the influence of the participants' marital status on their economic motivations (t=0.255; p=0.799), critical motivations (t=-0.783; p=0.434), nature of offering

(t=1.741; p=0.083) and channel related motivations (t=0.313; p=0.755) were insignificant at 5%. Hence, such findings direct attention to the influence of other demographic factors on the Iraqi participants' motivation to buy a second-hand car. As a result, the ANOVA test was applied in this regard.

It can be deduced from Table 2.10 that the participants' age also has no significant influence on their motivation to buy a second-hand car. In support of such findings, the presented results show that age has an insignificant influence on the participants' economic motivations (F=0.538; p=0.708), critical motivations (F=1.535; p=0.192), nature of offering (F=1.711; p=0.148) and channel related motivations (F=0.547; p=0.702) at 0.05.

Table 2.10. ANOVA test Results Regarding the Difference of Age Variable with Second-Hand Car Buying Motivations

		N	Mean	Std. Deviation	F.	Sig.
Economic motivation	18-25 years	44	4.303	0.1873		
	26-33 years	67	4.249	0.2842		
	34-41 years	129	4.290	0.236	0.538	0.708
	42-49 years	24	4.266	0.133		
	50 years or older	13	4.307	0.133		
	Total	**277**	**4.281**	**0.231**		
Critical motivation	18-25 years	44	4.264	0.370		
	26-33 years	67	4.124	0.467		
	34-41 years	129	4.214	0.399	1.535	0.192
	42-49 years	24	4.333	0.381		
	50 years or older	13	4.256	0.278		
	Total	**277**	**4.212**	**0.408**		
Offering-related motivations	18-25 years	44	4.234	0.161		
	26-33 years	67	4.224	0.176		
	34-41 years	129	4.277	0.188	1.711	0.148
	42-49 years	24	4.237	0.160		
	50 years or older	13	4.180	0.160		
	Total	**277**	**4.249**	**0.178**		
Channel-related motivations	18-25 years	44	4.282	00.173		
	26-33 years	67	4.228	0.235		
	34-41 years	129	4.232	0.224	0.547	0.702
	42-49 years	24	4.223	0.234		
	50 years or older	13	4.244	0.115		
	Total	**277**	**4.239**	**0.216**		

In order to further test the difference of other demographic factors on the participants' motivation to buy a second-hand car, an ANOVA test was applied. Specifically, at this stage, the goal was to ascertain whether the participants' motivation to buy a second-hand car varied significantly according to their academic level. In that regard, Table 2.11. results confirm that the participants' motivation to buy a second-hand car does not vary significantly according to their academic level. As such, academic level insignificantly varied the participants' economic motivations ($F=1.015$; $p=0.400$), critical motivations ($F=1.688$; $p=0.153$), nature of offering ($F=0.838$; $p=0.502$) and channel-related motivations ($F=0.400$; $p=0.808$) at 1%.

Table 2.11. ANOVA test Results Regarding the Difference of Academici Level Variable with Second-Hand Car Buying Motivations

		N	Mean	S	F	p
Economic motivation	Diploma	63	4.275	.2146		
	Bachelor's degree	106	4.284	0.204		
	Master's degree	75	4.251	0.289	1.015	0.400
	PhD	9	4.353	0.193		
	None of the above	24	4.345	0.185		
	Total	**277**	**4.281**	**0.231**		
Critical motivation	Diploma	63	4.132	0.361		
	Bachelor's degree	106	4.229	0.425		
	Master's degree	75	4.195	0.450	1.688	0.153
	PhD	9	4.370	0.262		
	None of the above	24	4.346	0.319		
	Total	**277**	**4.212**	**0.408**		
Offering-related motivations	Diploma	63	4.258	0.169		
	Bachelor's degree	106	4.231	0.190		
	Master's degree	75	4.254	0.171	0.838	0.502
	PhD	9	4.332	0.194		
	None of the above	24	4.260	0.164		
	Total	**277**	**4.249**	**0.178**		
Channel-related motivations	Diploma	63	4.249	0.215		
	Bachelor's degree	106	4.219	0.205		
	Master's degree	75	4.246	0.248	0.400	0.808

		N	Mean	S		
	PhD	9	4.259	0.145		
	None of the above	24	4.268	0.188		
	Total	**277**	**4.239**	**0.216**		

In another attempt, the difference between job positions regarding the participants'
motivation to buy a second-hand car was tested.

Table 2.12. ANOVA Test Results Regarding the Difference of Job Position Variable with
Second-Hand Car Buying Motivations

		N	Mean	S	F	p
Economic motivation	Hospital worker	9	4.314	0.160		
	Managers	14	4.239	0.446		
	Shopkeeper	17	4.339	0.204		
	Policeman	18	4.197	0.376		
	Business owner	21	4.288	0.273	0.607	0.772
	Lecturer	22	4.280	0.188		
	Unemployed	24	4.255	0.165		
	Student	67	4.300	0.199		
	Teacher	85	4.281	0.192		
	Total	**277**	**4.281**	**0.231**		
Critical motivation	Hospital worker	9	4.258	0.363		
	Managers	14	4.214	0.623		
	Shopkeeper	17	4.216	0.389		
	Policeman	18	4.203	0.527		
	Business owner	21	4.205	0.465	0.310	0.962
	Lecturer	22	4.091	0.387		
	Unemployed	24	4.265	0.380		
	Student	67	4.223	0.391		
	Teacher	85	4.219	0.369		
	Total	**277**	**4.212**	**0.408**		
Offering-related motivations	Hospital worker	9	4.312	0.184		
	Managers	14	4.278	0.154		
	Shopkeeper	17	4.213	0.182		
	Policeman	18	4.276	0.190		
	Business owner	21	4.275	0.146	0.769	0.630
	Lecturer	22	4.226	0.187		
	Unemployed	24	4.271	0.185		
	Student	67	4.263	0.181		
	Teacher	85	4.222	0.181		
	Total	**277**	**4.249**	**0.178**		
Channel-related motivations	Hospital worker	9	4.186	0.240		
	Managers	14	4.131	0.352		
	Shopkeeper	17	4.304	0.223		
	Policeman	18	4.181	0.269		
	Business owner	21	4.259	0.170	1.274	0.257
	Lecturer	22	4.273	0.202		
	Unemployed	24	4.239	0.169		
	Student	67	4.275	0.206		

	N	Mean	S	F	p
Teacher	85	4.219	0.202		
Total	**277**	**4.239**	**0.216**		

Thus, based on Table 3.12 results, it was accepted that no variations in the participants' economic motivations (F=0.607; p=0.772), critical motivations (F=0.310; p=0.962), nature of offering (F=0.769; p=0.630) and channel related motivations (F=1.274; p=0.257) were linked to the participants' job positions at 0.05.

Table 3.13: ANOVA Test Results Regarding the Difference of Job Position Variable with Second-Hand Car Buying Motivations

		N	Mean	S	F	p
Economic motivation	$500 and less	36	4.247	0.239		
	$501-$1000	98	4.258	0.158		
	$1001-$1500	38	4.204	0.163	2.320	0.057
	$1501-$2000	42	4.245	0.177		
	$2200 and above	63	4.267	0.177		
	Total	**277**	**4.250**	**0.178**		
Critical motivation	$500 and less	36	4.247	0.239		
	$501-$1000	98	4.258	0.158		
	$1001-$1500	38	4.204	0.163	0.520	0.721
	$1501-$2000	42	4.245	0.177		
	$2200 and above	63	4.267	0.177		
	Total	**277**	**4.250**	**0.178**		
Offering-related motivations	$500 and less	36	4.252	0.241		
	$501-$1000	98	4.247	0.239		
	$1001-$1500	38	4.259	0.158	0.822	0.512
	$1501-$2000	42	4.204	0.163		
	$2200 and above	63	4.245	0.177		
	Total	**277**	**4.267**	**0.177**		
Channel-related motivations	$500 and less	36	4.247	0.239		
	$501-$1000	98	4.258	0.158		
	$1001-$1500	38	4.204	0.163	1.684	0.154
	$1501-$2000	42	4.245	0.177		
	$2200 and above	63	4.267	0.177		
	Total	**277**	**4.250**	**0.178**		

Lastly, income level's influence on the participants' motivation to buy a second-hand car was tested using an ANOVA test. In that regard, Table 2.13 shows that the participants' income levels insignificantly affected their economic motivations (F=2.320; p=0.507), critical motivations (F=0.520; p=0.721), nature of offering (F=0.822; p=0.512) and channel related motivations (F=1.648; p=0.154) at 0.05. Following the discoveries made in this section, the next section of the study proceeds to discuss these findings.

DISCUSSION AND RECOMMENDATIONS

The study was dedicated towards the need to examining second-hand car buying motivations and tendencies of consumers in Iraq. The study problem is derived from observations made showing that consumers' second-hand product purchasing behaviour has increased recently. Parallel to this, it is observed that researchers' interest in purchasing second-hand products has increased but little had been done to explore these observations and not much known is known as to how they interact to influence Iraq's second-hand car buyers buying behaviour.

Firstly, the study focused on determining the second-hand car purchasing tendencies of Iraqi consumers. It is understood that the majority of the participants are experienced consumers who have bought a second-hand car a few times before. Price, brand, car accident-free, fuel efficiency, look and style, age of the car, mileage of the car are the most important factors in buying a second-hand car. However, results denoted that price as the first priority when buying second-hand cars ranks higher than the other factors. Safety , power and colour are among the factors that participants give least importance to when buying a second-hand car. It can be said that lighter-colored automobile colors are preferred due to the heat in Iraq. However, in this study, it is seen that they are preferred in light colors such as white, gray and metallic, as well as in dark colors such as red and black. It is understood that Iraqi consumers, who give more importance to features such as price, brand, and accident-free, give less importance to color. The most preferred automobile brands by the participants when purchasing second-hand cars are Japanese automobile brands. Japanese car brands are car brands adopted in Iraqi culture.The most preferred Japanese car brands are listed as Toyota, Nissan, Landcruiser and Lexus. Japanese car brands are followed by American origin car brands such as Dodge, Chrysler, Jeep, Ford. German brands, which are famous around the world for their quality and prestige, are purchased at low range. This situation is thought to be due to the fact that the price factor is important in buying a second-hand car in Erbil. Japanese car brands are car brands that can be purchased at more economical prices that satisfy users in terms of price-performance. Participants who paid 15000 dollars for a second-hand car are in the first place among the participants, and the rate of these participants is quite

high compared to the other participants. Akçi (2016) emphasize the price, damage status, fuel consumption, and performance of the vehicle are the most important issues in the choice to be made among the alternatives, while the body type, loan facility and the color of the vehicle are the least important issues in Turkey. According to Monga and Chaudhary (2011) second-hand car customer not only include price factor but they take care of other factors also like fuel efficiency, look, condition, model also. Talim et al. (2021) discovered that serviceability, safety, and product quality positively influence customers' purchase intentions in Iraq. Setiawati et al., (2018) draw attention to the fact that the product, promotion, payment method and brand are important factors in the purchase of second-hand cars by consumers in Indonesia. Tung's (2015) establishments in which resale value, reliability and safety features were viewed as critical and significantly influencing consumers' buying decisions. The results obtained from this study are in line with the research results in the literature.

Car galleries and dealers in car markets are still the most preferred distribution channel members in Iraq. Iraqi consumers prefer to get information about second-hand cars from these sellers. They also prefer to buy second-hand cars from galleries. It can be said that the sellers on the Internet have also started to be adopted both as a source of information and in terms of sales. Acquaintances, relatives and friends are among the preferred channels both as an information source and a seller. For consumers, the other consumers that know are more reliable sources. The trust of acquaintances is important in reducing the performance risk associated with the product when purchasing a car, which is an expensive product. According to Akçi (2016) friends and acquaintances are both more reliable and the first seller to be consulted. The results obtained in the research are in line with the results of Akçi (2016).

Most of the Iraqi consumers take the car to the mechanic, car expert before buying it and get an opinion on the durability of the car. Besides, they themselves examine the car as experienced consumers. This is thought to be due to Iraqi consumers' buying second-hand cars mostly from galleries and on the internet.

The second objective of the study was to determine the second-hand car buying motivations (economic, nature of offering, channel characteristic) observed in Iraqi

consumers. As a result of the validity study, it is understood that consumers' second-hand car buying motivations are gathered under four factors: economic, critical, offering-related and channel-related. It is noteworthy that the participants exhibited a high level of motivation in terms of these four factors.

Iraqi consumers attach great importance to economic motivations when purchasing second-hand cars. It can be said that consumers are highly willing to pay less price, find the fair price, bargain like a hunter, and be satisfied with the gratificative role of the price while buying a second-hand car.

Iraqi consumers also attach great importance to critical motivations when purchasing second-hand cars. Consumers believe that second-hand cars meet their expectations from a car. They do not find it necessary to buy the latest fashion car. They think that they are taking a pretentious conspicuous consumption by buying a second-hand car.

They also think that by purchasing second-hand cars, they gain the advantages of the offering. In other words, they believe that they have purchased a product with a history and a high nostalgic value. They are very happy to modify the second-hand car they buy and make small additions. They think that second hand cars reflect their own personality. They also believe that by buying a second-hand car they have a unique product.

Channel-related motivations are also very important for Iraqi consumers when purchasing a second-hand car. In other words, Iraqi consumers are more than happy to socialize with dealers or other consumers at galleries, car markets. Talking about cars with sellers and other consumers makes them very happy. They think that visiting second-hand car markets and car galleries is a good leisure activity for a man.

Consumers are considering buying a second-hand car in the near future instead of buying a new car for themselves and their family members. Therefore, it can be said that consumers have a high level of purchase intention.

These results on motivations are in line with research results in different contexts. In a different second-hand buying motivation context, Guiot and Roux (2010) listed social contact, treasure hunting, nostalgic pleasure, originality, distance from the system,

gratification role of price and the search for a fair price as key factors considered second-hand buyers' purchasing decision-making activities. Padmavathy, Swapana and Paul (2019) listed price orientation, usefulness, trust and assurance as key second-hand shopping motivation factors considered in online purchasing decision-making. Xu et al. (2014) noted that customers can always be positive and express a sense of pride about their purchases, especially in relation to their values. Bardhi and Arnould (2005) contend that affluent individuals have also been known to buy products from second-hand shops citing that it is unique, social and fun. Lane et al. (2009) established that consumers' need for pleasure and uniqueness is a prominent factor influencing second-hand shopping. The results in this study are similar to the these results in the literature.

Thirdly, the current study's goal was to determine whether the motivations for purchasing second-hand cars observed in Iraqi consumers differ according to demographic characteristics. However, contrary to the studies in the literature (Khosrojerdi and Sarmad (2016; Ali, 2018) it is understood that there is no difference in purchasing motivations in terms of demographic characteristics. One of the major reasons behind such actions is that consumers are sharing financial considerations and cost savings irrespective of their demographic characteristics. As a result, consumers can be seeking value in their purchasing decisions and prioritizing saving money. The other reason could be that Iraqi second-hand car buyers have similar financial constraints as the Middle Eastern country has been struggling to contain the ongoing effects of the financial crisis (Faiq, 2021).

Recommendations

Following the established results showing that economic motivations, motivations linked to the nature of the offering, critical motivations, and channel-related motivations have a significant impact on second-hand car buyers' behaviour. The study's practical implications indicate that marketers and sellers must focus on the economic benefits, outline the critical factors, and offer trustworthy and convenient sales channels. This will enable them to win over and satisfy Iraqi consumers. At the same time, the current study's findings have important contributions to the literature on consumer behaviour in Iraq. The study adds to the limited research on second-hand car buyers' behaviour in Iraq. The findings of the study

are relevant to practitions interested in understanding the factors that influence consumer behaviour in Iraq.The following recommendations were established;

- The study findings infer that car sellers should provide cars that are affordable, durable, economical, safe and attractive to customers to influence customers' motivations and purchase intentions for second-hand cars. As a result, economic motivations aspects such as flexibility in purchasing options, lower financing costs, lower insurance costs, reduced depreciation, value for money, affordability and cost savings are vital in consumers' second-hand car purchasing decisions. This also includes the importance of factors related to the sales channel like the reputation of the seller, trustworthiness, and convenience in consumers' decision-making process.

- Car galleries and retail dealers should establish cordial, trusting relationships with customers, focusing not only on sales but also on social relationships with the customer. Second-hand car sales environments should be designed to offer different social experiences for customers.

- In second-hand car promotions, the car's past and nostalgic value should be emphasized. In addition, by asking questions to customers, their personal characteristics should be learned and promotions should be made to match the relevant brand and personality traits.

- By emphasizing the advantageous aspects of buying a second-hand car in product promotions, consumers' anti-conspicious consumption motivations can be revived.

- The practical implications of these findings suggest that sellers of second-hand cars should consider these differences in behaviour and motivations when marketing their offerings. For example, sellers of imported cars may want to highlight the car's brand and exterior design, while sellers of older cars may want to highlight the car's price and reliability. Additionally, sellers may want to consider offering different types of financing options to accommodate the different economic considerations of buyers.

- The car galleries and the other car sellers should develop strategies targeting factors such as price, brand, car accident-free, fuel efficiency, look and style, age of the car, mileage of the car. By doing this, dealers and manufacturers can create a tailored approach that aligns with the these factors of the consumers they are targeting. Since, the study found that the most important factors influencing the purchase of a second-hand car were price, brand, model, and age of the vehicle, and these factors were consistent across different channels, second-hand car dealers should focus their business and marketing strategies on these factors.

Suggestions for Future Studies

The study is without limitations and one of the major limitations is that its findings are restricted to second-hand car buyers in Erbil, Iraq. Hence, generalizing the findings to other cities and countries may be impossible. Hence, future studies can explore differences in second-hand car buying behaviour between consumers across two or more cities in Iraq or other countries. It would be beneficial to examine how external circumstances like technology developments, market trends and government regulations affect consumers' buying tendencies and motives for second-hand cars.

It would be beneficial to conduct longitudinal research to monitor customers' motives and trends over a period of time. This could provide information about any modifications or adjustments in customer preferences and behaviour relating to second-hand car purchases. Longitudinal studies may also find variables influencing customer motives and inclinations.

In future research, qualitative research can be designed to reach detailed results on second-hand car buying motivations. In addition, consumer motivations can be better understood by designing qualitative research on car dealers and individual dealers, as well as on the consumer.

This research examined face-to-face motivations for buying second-hand cars. In future research, studies examining consumer motivations on online platforms can be

designed. Future research can also design studies on the effect of word-of-mouth communication on second-hand car purchases.

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APPENDIX

QUESTIONNAIRE

A RESEARCH A RESEARCH ON SECOND-HAND CAR BUYING MOTIVATIONS AND TENDENCIES OF THE CONSUMERS IN ERBİL

Dear participant, I am currently enrolled in a business postgraduate program at Tokat Gaziosmanpaşa University, and I am in the process of writing my master's thesis. The purpose of the research is to determine the consumers' second-hand car buying tendencies and motivations in Erbil. Your participation in this research is completely voluntary. Your responses will remain confidential and anonymous. There are no known risks to participation beyond those encountered in everyday life. Data from this research will be kept secret and reported only as a collective combined total. No one other than the researchers will know your individual answers to this questionnaire.

Thank you for your participation.
Zurafian Abdül Kareem

SECTION 1. CONSUMERS' SECOND-HAND CAR BUYING TENDENCIES

1. Did you buy a second-hand car before?

   ( ) Yes   ( ) No *(If your answer is "no", please don't answer the remaining questions, the questionnaire is over.)*

2. How many second-hand cars have you owned so far?

   ( ) 1   ( ) 2   ( ) 3   ( ) 4   ( ) 5 and above

3. What is your **first** priority when you want to buy a second-hand car? *(Please tick only one option)*

   ( ) Price   ( ) Car accident-free   ( ) Age of the car   ( ) Power
   ( ) Brand   ( ) Fuel efficiency   ( ) Color   (   ) Look and style
   ( ) Mileage of the car   ( ) Safety
   ( ) Other ………………..… *(Please specify your priority)*

4. Which brand do you prefer **most** when buying a second-hand car?

   ( ) Mercedes Benz   ( ) Range Rover   ( ) Nissan   ( ) Chrysler
   ( ) Toyota   ( ) Lexus   ( ) Jeep   ( ) Dodge
   ( ) Ford   ( ) Land Cruiser
   ( ) Other ………………....(Please specify the brand)

5. How much did you pay for the last second-hand car you bought?

…………………………………………….. *(Please specify in dollars)*

6. What is your favourite colour when buying a second-hand car?

   ( ) White   ( ) Black   ( ) Gray   ( ) Red   ( ) Brown

   ( ) Metallic   (   ) Other………………………. *(Please specify your favourite colour)*

7. Which channels do you use to get information when buying a second-hand car? *(Please tick only one option)*

   ( ) Postings of car owners on the Internet   ( ) Sellers in second-hand car markets

   ( ) Sellers in car gallery   ( ) From my close friends, relatives

   ( ) From online sellers   (   ) Other …………………. *(Please specify your channel)*

8. Where do you usually buy second-hand cars? *(Please tick only one option)*

   ( ) Sellers in second-hand car markets

   ( ) Sellers in car gallery   ( ) From my close friends, relatives

   ( ) Sellers in internet   (   ) Other …………………. (Please specify your channel)

9. What do you do to make sure of your decision before you buy a second-hand car?

   ( ) I will take it to the car experts/mechanic for checking

   ( ) I will show the car to my friends/relatives who are experienced with the car

   ( ) I have experience with cars, I check the car myself

10. Is the car you are currently driving a second-hand car?   ( ) Yes   ( ) No

SECTION 2. SECOND-HAND CAR BUYING MOTIVATIONS

Please tick your response according to the following scale:

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

		1	2	3	4	5
11	I feel I spend less by buying a second-hand car					
12	I buy a second-hand car because I don't want to spend a lot of money					
13	With second-hand car buying, I am happy to buy things less expensively and to spend less					
14	I like buying a second-hand car because I feel I'm paying less					
15	By buying second-hand, I feel I'm paying the right price for a car					
16	I don't want to pay more for a new car just because it's new					
17	It's often not worth paying more to get a new car					
18	Buying second-hand allows you to get cars that are often sold new at exorbitant prices					
19	By buying a second-hand car, I can have more for the same budget					
20	Second-hand shopping enables me to get fully equipped on a modest budget					
21	I can buy more things since I pay less for a second-hand car					
22	It's easier to make the choice between two cars if I can find them second-hand					
23	By buying a second-hand car, I can more easily change and renew what I own					
24	I like buying a second-hand car because I obtain the lowest price whatever the car					
25	If I feel I'm getting a bargain, I buy it even if I don't have too clear an idea of what I am going to do with it					
26	If I come across a bargain, I take it					
27	When a car price seems really attractive, I buy on the principle of not missing out on a bargain					
28	I bought a second-hand car before because of its unbeatable price					

		1	2	3	4	5
29	I do not buy a new car on principle and will do so only if I cannot find a second-hand car.					
30	I buy second-hand cars because I find all I need.					
31	When I buy a second-hand car, it is to put it to use, not to show off.					
32	I buy a car for its value to me, not for what it is supposed to represent in terms of the latest fashion.					
33	I do not care about what people think of me because I buy second-hand cars.					
34	I am more attracted to old cars than new cars.					
35	I like buying second-hand cars because I find them authentic.					
36	I love buying second-hand cars because they recall memories.					
37	I buy second-hand cars because unlike new cars, they're old and have a history.					
38	I look for second-hand car becaues I'll be able to tinker around with as I please..					
39	Buying second-hand cars allow me to appropriate them by adding my little touch					
40	I like buying second-hand cars for the pleasure of fixing up and remaking them work.					
41	What interests me about buying second-hand car is finding cars that most other people do not have.					
42	I get pleasure from buying an original or unique second-hand car.					
43	I hope to find second-hand cars that not everyone will have.					
44	For me, second-hand car buying is the pleasure of coming across something that I will like					
45	I buy second-hand when I find irresistible cars matching my personality.					
46	I look for second-hand cars that resemble me.					
47	I like wandering second-hand cars sellers where I can meet and talk to people.					
48	I like chatting with the sellers, even if I do not buy a car.					
49	Second-hand car outlets allow me to discuss things, take my time comparing cars, have a mix, choose and get advic.e					
50	Going to second-hand outlets is a real recreational activity for me*					
51	I like walking around these second-hand car markets just for the pleasure of looking*					
52	For me, going to second-hand car markets is an outing activity.					

53	It's entertaining to look at the all cars on display					
		1	2	3	4	5
54	It is a bit of an adventure for me to discover the second-hand cars					
55	I like strolling around these second-hand sellers because I always hope to find unique cars					
56	In second-hand car markets I feel a bit like I'm treasure hunting					
57	I go to second-hand car sellers to discover and find hidden, unique cars					
58	Second-hand car buying enables me track down cars for my family members.					
59	I prefer buying a second-hand car to buying a new car					
60	I intend to buy a second-hand car for myself in the near future					
61	I intend to buy a second-hand car for my family members in the near future					
62	I will continue to buy second-hand cars in my future car purchases					

SECTION 3. DEMOGRAPHIC QUESTIONS

63. What is your age?
( ) 18-24   ( ) 25-34   ( ) 35-44   ( ) 45-54   ( ) 55 or older
64. What is your marital status?   ( ) Married   ( ) Unmarried
65. What is your academic qualification?
( ) Diploma   ( ) Bachelor's degree   ( ) Master's degree   ( ) Ph.D. degree
( ) None of the above
66. What is your job? ....*(Please write in blank)*
67. How much dollars is your income?...*(Please write in dollars)*

CURRICULUM VITAE