INVESTIGATING THE EFFECT OF ATTRACTIVENESS, EXPERIENCE AND CUSTOMER TRUST ON PURCHASE INTENTION WITH THE MEDIATION OF BRAND EQUITY OF IRANIAN CARS IN IRAQ

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ABSTRACT

Over time, the expectations of customers have exceeded the ability of companies to create innovative experiences, and this delay and inability to respond to customers' needs means the failure of companies to quickly adapt to environmental changes. On the other hand, customers also compare their satisfaction with every purchase and relationship with companies with their level of satisfaction with interactions with top companies. In the meantime, the top companies in each field are more active than ever and are looking for ways to differentiate and overtake their competitors. Therefore, the purpose of this research is to investigate the effect of attractiveness, experience and customer trust on purchase intention with the mediation of brand equity of Iranian cars in Iraq. The research method is practical in terms of the purpose and descriptive and survey in terms of the method. The statistical population includes all the buyers of Iranian cars in Iraq, and it is not possible to obtain an exact volume of them, therefore, the statistical population of customers is of the type of unknown statistical population, and in order to determine the sample size, Cochran's formula was used, which suggested the number of 384 people. The data collection tool for measuring the variables was Klaus Questionnaire (2020). In the inferential statistics method, using spss software, in each of the hypotheses, the normality of the data was first ensured. Then, the relationship between the variables was analyzed with structural equation method and PLS Smart software, the findings showed that attractiveness, experience, and customer trust have a positive and significant effect on purchase intention through the mediaton of brand equity of Iranian cars in Iraq.

Keywords: brand attractiveness, customer experience, brand trust, purchase intention, brand equity

INTRODUCTION

Statement of the problem, and the importance of the issue

The marketing process forms %80 of the activity of brands in the business world: «Without proper marketing, the ability to sell the best products in the world will not exist». The important thing about current customers is their relative resistance to various marketing and advertising campaigns. The mistake of some brands and entrepreneurs in the field of marketing is to focus only on the introduction of new products with the use of new technologies. Although this will have many advantages for brands, but in many cases, brands do not have the ability to introduce completely new products. Therefore, in practice, one should look for solutions to improve the status of brands without the need to produce completely revolutionary products. Unfortunately, the activities of many brands have become similar today. In this way, in practice, there is not much difference between their different products. This will make the decision making process difficult for customers. In practice, this has faced many problems for brands. Therefore, one

should look for ways to attract the attention of the target audience again. Otherwise, all marketing activities will remain fruitless. The important point in this section is to pay attention to important criteria for customers. Must have the ability to make the brand attractive to different groups of customers. Otherwise, the possibility of proper activity in the business world will be lost (Abert et al. 2019).

Customer experience can be described as a process in which customers interact with the services or products provided by the company. In addition, this experience is based on pre-purchase, purchase and post-purchase stages. All these steps are subject to the consequences of the experience that the customer gets and how this experience is interpreted by the customer. Customers are conceptually different for companies and can be defined as consumers, users, participants, guests or even experiential actors. Despite this different view, there is a consensus in this concept that experience is understood individually and customers interpret products or services based on their previous experiences. It can be said that customer experience is one of the fundamental concepts in management and is becoming the most important research stream in customer-oriented studies. Experience in the field of consumer behavior is a personal event (with strong emotional significance) that is based on contact with stimuli (i.e. products or services used); But creating a customer experience is a complex challenge, because creating a customer experience consists of several access points or independent contact points in two lengths of the exchange process (Aggrawal et al.2018).

Brand investment in the form of advertising investment by encouraging companies to be honest in their product claims is a foundation for brand trust. Also, the compatibility of the mixed marketing strategies with the stated goals and the stability of the strategies over time and the transparency of the performance also increase the trust of the brand. Finally, brand trust reduces the risk perceived by the customer when buying goods and the cost of obtaining information by him to buy it, as well as the quality perceived by him. These three factors increase the customer's expected utility from buying goods and encourage him to buy the brand.Today, customers are no longer like people who lived in the industrial age and only the functional and technical features of companies and products were important to them, but today it is the feelings of customers towards a company and its products and services that influence the process of buying and making them loyal. It is very effective to create a brand based on one or more emotions to succeed in the market because some emotions can be a stimulus for a customer to buy. However, creating an emotional brand is not as easy as a marketing manager choosing an emotion, advertising about it, and ultimately increasing sales based on it (Al Koliby et al. 2020).

Purchase intention is the perception of customers regarding the performance of service providers in terms of service delivery and whether customers are willing to buy more from a particular organization or reduce their purchases. Purchase intention is the result of customer satisfaction process. Customer behaviors that affect the financial factors of the company, such as repeat purchases, are considered as part of economic behavioral intentions. Customer behaviors that affect the current customer behavior of the company, such as complaints, are called social behavioral intentions. Since behavioral intentions predict actual behavior, measuring behavioral intentions is important for market researchers (Arora et al., 2019).

Due to Iraq's involvement in internal war, the country's economy faced an 85% reduction and its oil income significantly decreased. However, the presence of Saipa and Iran Khodro cars on the streets of this country is still evident. According to the reporter of Ana economic group, Iraq's gross domestic product has decreased by % 2.9 and the car market in Iraq has also experienced a severe decline. The total number of cars sold in 2019 was close to 80,000, with % 15 of this figure belonging to Iranian companies. Additionally, the deputy head of export department at Saipa automotive group acknowledged that there is a good market for Iranian cars in Iraq, even in the current conditions.

The market is in recession, and Iranian cars still dominate a large part of the market. It should be noted that regulations in Iraq will definitely change, and in that case, with changes in policies between domestic products in Iraq and imported cars to this country, there will not be much difference. However, it is questionable how Iranian products continue to thrive in the Iraqi market despite prominent competitors. Perhaps providing easy purchasing conditions or use in urban transportation fleets (selling Pride to taxi organizations) are part of the possible answers to this question. In any case, as it is apparent, apparently there is not much difference in the price of Iranian products inside and outside. The country does not exist, but Iraqis, like many other people in neighboring countries, have access to very cheap second-hand cars and can choose from various popular car brands in the Middle Eastern market for personal use. Therefore, Iranian cars not only do not have popularity in the Iraqi market, but the export of a few thousand Pride and Tiba cars to this country only takes place thanks to organizational communications. So far, Iraqis have shown no interest in buying Iranian cars as a means of personal transportation, although it must be admitted that the very low maintenance costs of Pride compared to. Second-hand models of Toyota, Hyundai, Mercedes Benz, and BMW could be one of the major reasons for the widespread presence of these cars in the taxi fleet in Iraq. Therefore, considering the issue of challenges in sales and intention to buy from Iranian car manufacturers in Iraq, the researcher intends to address this fundamental question: whether attractiveness, experience, and trust have a positive and significant impact on the intention to purchase with the mediating value of Iranian car brands in Iraq?

LITERATURE REVIEW

Brand attractiveness

Individuals typically seek to fulfill their personal needs through membership in an organization. The attractiveness of employers to job seekers is beneficial because it allows job seekers to guide and manage the programs and goals they are seeking in the organization. These beliefs are in line with the beliefs of interactive psychologists who believe that individuals are attracted to an organization when they perceive and choose the work environment that can meet their needs. Expectations of good relationships also increase organizational attractiveness, as positive social interactions mean that an individual can establish relationships with less effort and more trust for the job. Slow. Also, the expectation of predictability in the workplace makes organizations more attractive, while reducing uncertainty in the timing of entry into the organization is attractive to job seekers. Individuals with these expectations have less stress about internal organizational employees, ultimately indicating simpler adjustment processes for new work environments (Ebrahimi et al., 2019).

Organizational attractiveness indicates an attitude structure that can currently be measured in the early stages and is related to decision making in the selection of an organization in later stages. Previous studies have defined organizational attractiveness based on organizational and individual levels. At the organizational level, organizational credibility or reputation can be considered as a component of organizational attractiveness and can remind us that this organization has gained its reputation through a great manager or employer. At the individual level, organizational attractiveness refers to applicants who intend to work for this organization and make great efforts to demonstrate their capabilities (Taghipourian et al., 2020).

Customer experience. In 1982, Holbrook and Hirschman stated that consumer behavior is not only apparent, but also involves the senses, imagination, emotions, and even the involvement of the consumer in the decision-making equation. Customers are not only attracted to products, but also to other products. Some researchers interested in experiential marketing have shown that they have tried to define the concept of customer experience, its dimensions, its impact on behavior, and its potential to help develop successful marketing strategies. In particular, customer experience has been defined as a multidimensional, comprehensive experience that includes cognitive, emotional, social, and physical responses of the customer to a company. This experience reflects the personal, emotional, and mental response of the customer, which is shaped by all points of contact and direct or indirect interaction with a product, company, or part of an organization (Mohammadian & Naeili, 2019).

Many authors, including Pine and Gilmore, Voss, Mayer and Eschwager, have raised the point that customer experience is a new tool for competition.

Also, creating a pleasant experience is very important due to its influence on customer satisfaction, loyalty, expectations and assurance, brand support, and creating emotional bonds with customers or breaking emotional connections.Customer experience has simultaneously become the main focus of research in the field of services and management trends.In fact, creating a targeted customer experience is considered as a fundamental factor for achieving competitive advantage and satisfied customers.Customer experience is defined as a general nature, including the customer's cognitive, emotional, emotional, social and physical responses to any direct or indirect contact with the service provider, brand or product, at multiple contact points during the customer's journey.Schmidt et al. stated that the exchange of any service, regardless of its nature and form, leads to customer experience (Bustament and Rabiot, 2017).

Customer Trust

in the field of marketing, trust in the brand, is a key factor in the success of relational marketing, the perceived quality of services, loyalty, communication between the company and the stakeholders and encouraging them to make long-term investments.Trust in the brand, which is one of the cognitive and effective components in the relationship between the customer and the brand, means the customer's belief in reliability, the brand's honesty, the brand's loyalty to its promises, meeting the customer's demands, the brand's steadfastness, and the brand's ability to perform the promised performance. Hong defines brand trust as the customer's sense of security in his interaction with the brand. This feeling of security is perceived from the brand's trust and responsibility in safeguarding the interests and well-being of the customer. The consumer's trust in the organization's honesty occurs when the

organization shows consistency and integrity between its values, behavior and adherence to its ethical principles, although the word trust is used in various fields such as It has been mentioned, the common point among all different perspectives is the expectation of the reliability of the subject in question (product/service/person,…) and reduce risk in interaction with it. Research shows that trust can be related to concepts such as benevolence, honesty, and competence, and can even be defined as these concepts.Experience shows that trust in a brand is associated with love and intimacy. Guatron states that there is a relationship between trust in a brand and emotional bonds with a brand, and trust in a brand is effective on love for a brand. Companies can prove to customers that their brand is the only brand (Khorram et al,1400).

Trust in the brand is defined as consumers' willingness to rely on the brand's ability to perform the declared function. Trust causes the reduction of uncertainty and information asymmetry, and consumers will feel good about the brand and trust the brand. In fact, it is the firm belief of the consumer that A strong and reliable brand cares about expectations, fulfilling promises and giving value to its customers, which causes customers to trust the brand and its reliability (Eros et al., 2020).

Trust is an essential factor in the consumer-brand relationship.Barrett believed that all intangible activities that create trust in a brand are symbols of trust.Trust is the only variable that completely affects intra-group and interpersonal behaviors. Brand trust consists of two dimensions: the ability to fulfill promises and fulfill customer needs, and goodwill in terms of consumer welfare and interests.The consumer's trust in the commercial brand has been proven as a factor in maintaining buyer-seller relationships. They defined three basic principles of trust, including honesty, benevolence and ability.Integrity refers to brands that follow ethical principles, while benevolence refers to brands that show goodwill towards consumers.Finally, ability refers to brands that have the necessary expertise to meet consumer needs.Therefore, the ethical approach of a company in business activities is an important non-financial factor that can increase the self-confidence of consumers. Brand trust is a serious factor in terms of understanding long-term relationships, because trust creates effective relationships.Consumers' trust in a commercial brand can lead to not looking for other options, which may ultimately affect their long-term relationships (Rahimi Aghdam et al., 2019).

Purchase Intention

in addition to repeat purchase behavior and customer loyalty, also calculates other factors such as the average amount of customer purchases, the rate of repeat visits, the probability of returning and the duration of communication with the customer, which are among the factors that determine the value (wealth) of shareholders.Based on the value of long-term profitability and considering concepts such as customer lifetime value, it measures the contribution and financial contribution of a customer's lifetime, which consists of his current value and future value.It provides more evidence regarding the effectiveness of marketing effortsThe effects of measures such as promotion strategies, pricing strategies, and loyalty programs on improving purchase intention have been proven in previous researches.In addition to relationship marketing, which according to Hogan and colleagues (2005) was the first field that focused on customer relationships as a strategic asset, purchase intention and its drivers in several other

research streams including direct marketing, service quality, and special value. One of the researches conducted in the field of clothing industry in the field of purchase intention is the research of Kim et al. in 2009, which investigated the relationship between brand awareness, brand perception and purchase intention among young Korean customers as specific market objectives. Kim and others (2009) found that the three factors of brand perception, which include perceived quality, authentic image, and its emotional and emotional value, are highly related to brand awareness and knowledge.In addition, emotional and emotional value has had a positive effect on purchase intention in clothing brands among young Korean customers (Lin et al., 2018).

In 2008, a four-stage research was conducted by Wen et al., which examined the knowledge and awareness of female students as customers of clothing brands.Van et al. (2008) showed in their results that there is a positive relationship between reminder functions and clothing brand recognition.In addition, they found that brands that have a high level of recognition and awareness are not necessarily related to companies that have a favorable brand.According to Rast and others (2000), it is important for companies not only to create information and awareness of the brand, but also to create an emotional connection with customers and encourage them to buy.By creating a positive attitude and mindset towards the brand, customers are more willing to buy from the brand and less interested in buying from the competitor's brand, the result can be stated that the value of the brand is related to the value of the relationship.Based on this fact, as long as the company establishes an emotional relationship with customers, the probability that customers will remain loyal to that company increases and the probability that they react to the marketing actions of rival companies decreases (Morsid et al., 2019).

In this research, in order to develop a positive attitude and mindset towards the Iranian car brand in Iraq, customers are more willing to buy from the brand and less interested in buying from the competitor brand.

Brand equity

Brand equity or brand equity is an intangible asset that is not recorded in the company's balance sheet.This asset is the value and price of the company's brand name, and it is apart from the value of the company's physical assets such as buildings, machines, production lines, etc., and sometimes it may be valued several times the price of the entire factory.Valuation of company shares is done by financial and accounting experts.This valuation is based on the balance sheet and profit and loss statements For this evaluation, they use the total assets of the company and determine the value of the company based on that.As mentioned, the value of the brand is not calculated in the assets of the company; And the calculated valuation will not be real (Roy et al., 2016).

When we add up the physical assets of the company, we get the "book value" which is different from the market value of the company and the difference is the intangible assets, one of the most important intangible assets is the brand equity.On the other hand, brand value affects the stock price of companies.Therefore, the void of special value in the valuation of the company by financial and accounting experts is noticeable.At times, brand equity constitutes up to 70% of the company's market price (Kay and Kim, 2019).

Many models have been proposed to measure brand equity.But there is no model that is agreed upon by all experts in this field.Acker and Keller each propose their own model to measure brand equity.Interbrand company also has a famous model in this fieldIt can be said that the following factors are common in all models and are effective for the special value of the brand: the level of awareness and recognition of the brand by consumers, the perceived quality of the product, the association of meanings that the brand has in the mind of the customer, the level of customer loyalty, the mental image of the brand (Rahim Nia

Also, the specific value of the brand in this research is the specific value of the brand, the intangible asset of the Iranian car brand in Iraq, which is not recorded in the company's balance sheet. This asset is the value and price of the company's brand name

Explaining the assumptions and conceptual model
of the effect of brand attractiveness and brand equity

A positive message issued by an attractive influencer about a brand or product is more convincing.Attractive people become more popular. This may be a special asset for influencers because, according to congruity theory, a positive attitude toward a communicator leads to a more positive evaluation of the message.Additionally, people who are in a relationship with an attractive person are rated more favorably by othersAs a result, followers may adhere to the message of attractive influencers in order to connect with them.Finally, attractive people are more likely to be perceived as conforming to a desirable normative profile.Therefore, attractive influencers may have a lot of power, which is one way to influence others.The findings are also mirrored by social compatibility theory, which suggests that comparing a person's physical attractiveness to an attractive description can be useful for self-evaluation and self-improvement.For attractiveness-related products, fan appeal is effective.Hence, an advantage for attractive influencers associated with luxury fashion brands may be to enhance the appeal of the product by creating an association with attractiveness.and Homer (1985) argue that the matching hypothesis is related to social adjustment theory.According to this argument, the adaptive importance of information determines its impact.Therefore, information may be adaptively important in guiding consumer brand evaluation and choice (Klaus, 2020).

Customer experience and brand equity on purchase intention

More persuasive on purchase intentions for brands that demonstrate expertise than for sources that do not.In fact, people tend to agree more with the opinions of experts than with the opinions of non-experts.Expertise, also referred to as power, is within the framework of the five power bases and describes a method of exerting influence over others.According to the equilibrium model, an endorser's expertise is useful in communicating with the product.The experience of a celebrity endorser has a positive effect on brand attitude for an energy bar.Spokespersons who are perceived as experts were found to generate greater brand satisfaction and brand attitude in the context of a fictitious brand.Customer experience increases the power of effective persuasion of a fashion brand (Klaus, 2020).

Brand Trust and Brand Equity

on Purchase Intention A fundamental principle in attribution theory is that any source perceived as biased will be discarded.This theory states that feelings such as liking or trust occur and spread in groups of people.If the consumer trusts the influencer and the influencer likes the brand, the consumer will like the brand.In addition, according to the equilibrium model, it maintains the reliability of the link between the sender and the message.Findings from marketing research confirm the need for validation.It was found that spokespersons who are known as trustworthy create more brand satisfaction and brand attitude in the context of a fictitious brand (Klaus, 2020).

With the investigations carried out in domestic and foreign studies and based on the conceptual model in Klaus's article (2020), the researcher intends to examine the effect of attractiveness, experience and trust on purchase intention with the mediation of brand value for Iranian cars in Iraq with a conceptual model.
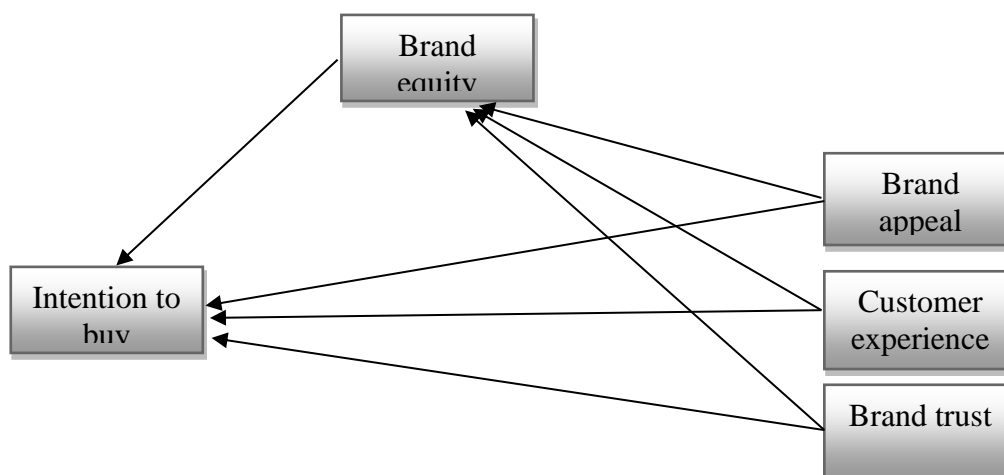

Figure one: conceptual model

The following hypotheses were based on the proposed research model.

1. Attractiveness has a positive and significant effect on the purchase intention through the mediation of the special value of the Iranian car brand in Iraq.

2. Customer experience has a positive and significant effect on the intention to purchase with the mediation of the special value of the Iranian car brand in Iraq.

3. Customer trust has a positive and significant effect on the intention to buy with the mediation of the special value of the Iranian car brand in Iraq.

4. Attractiveness has a positive and significant effect on the intention to buy Iranian cars in Iraq.

5. experiences have a positive and significant effect on the intention to buy Iranian cars in Iraq.

6 .Trust on the intention to buy Iranian cars in Iraq has a positive and significant effect.

7. attractiveness has a positive and significant effect on the special value of the Iranian car brand in Iraq.

8. experiences have a positive and significant effect on the special value of Iranian car brands in Iraq.

9 .Trust in the special value of the Iranian car brand in Iraq has a positive and significant effect.

10. special brand values have a positive and significant effect on the intention to buy Iranian cars in Iraq.

The Research Methodology

 of the current research is practical in terms of its purpose; The statistical population includes all the buyers of Iranian cars in the country of Iraq, from whom it is impossible to obtain an exact volume, for this reason, the statistical population of customers is an unknown statistical population.Due to the unknown size of the population, Cochran's formula is used to determine the sample size, which suggests the number of 384 people.It should be mentioned that the sampling method in the present study is non-probability available.The method of gathering information is used for second-hand sources from books and magazines, articles and websites, and to obtain first-hand sources from the questionnaire tool and to measure brand attractiveness from the Klaus questionnaire (2020) which has 5 items, experience From the Klaus questionnaire (2020) which includes 5 items, brand trust from the Klaus questionnaire (2020) which includes 3 items, purchase intention from the Klaus questionnaire (2020) which has 3 items and brand equity from the Klaus questionnaire (2020) and There are different scales to measure, and in this research, a 5-point Likert scale (in the form of: completely agree, agree, no opinion, disagree and completely disagree) is used.Because of its simplicity of understanding and application, the Likert scale is widely used in humanities and behavioral science research, and because in this research the customer's purchase intention was also measured, the Likert scale was used.After compiling the initial framework, factor analysis was done in order to obtain construct validity.Considering that the variables of this research have Cronbach's alpha coefficient above 0.7, it can be said that the tool has adequate reliability.Then, all the proposed hypotheses were tested and analyzed using structural equation modeling technique and smart pls software.

Research Findings

 to determine the validity of measures in the PLS method, their factor load is used. This measure shows the correlation of these measures in the relevant structure.

The minimum acceptable amount for the factor load of each measure is equal to 0.4, and the measures whose factor load is less than this amount should be excluded from the test process. Table 1 shows the factor loadings for the measures of the current research.

Table 1 Factor loads in the measurement model

Statistical T	Factor load	Questions	Variables
17/036	0/759	q1	Brand attraction
35/147	0/850	q2	
38/353	0/871	q3	
91/666	0/902	q4	Customer Experience
95/264	0/900	q5	
8/025	0/474	q6	
14/922	0/644	q7	
72/551	0/885	q8	Brand Trust
58/703	0/871	q9	
15/084	0/670	q10	
96/362	0/905	q11	Intention to buy
35/246	0/817	q12	
21/468	0/733	q13	
42/266	0/808	q14	Brand Unique Value
14/294	0/557	q15	
29/145	0/777	q16	
38/513	0/822	q17	
64/634	0/867	q18	
34/014	0.773	q19	

Structural Equation Modeling Methods To evaluate the reliability of the investigated structures in the research model, Cronbach's alpha and composite reliability indices are used. The values of these indices for each of the research structures are presented in Table 2.

Table 2 Combined Reliability Index of Research Structures

Compound Reliability Coefficient (CR)	Cronbach's alpha	Variables
0/898	0/863	Brand Unique Value
0/853	0/738	Brand Trust
0/831	0/734	Customer Experience
0/867	0/775	Brand attraction
0/861	0/756	Intention to buy

As can be seen in the above table, all the research structures meet these minimum conditions for Cronbach's alpha coefficient (at least 0.6) and composite reliability (at least 0.7) and are even at a much higher level.

According to the data analysis algorithm in PLS, after checking the fit of the measurement model, it is time to fit the structural model of the research The numerical value in the relationships indicates the t-value, which is actually the main criterion for confirming or rejecting hypotheses.Thus, the t-statistic should be greater than 1.96, according to the explanation of the model, the main hypotheses for the t-statistic are shown in Figure 2.
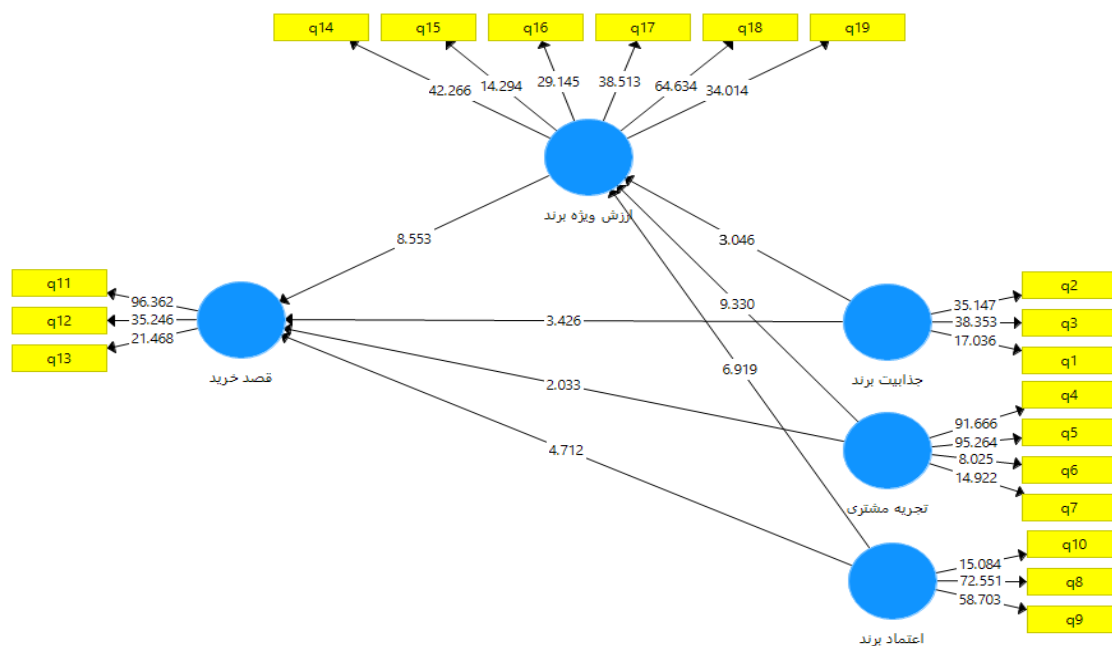

Diagram 2 Structural Model Output in Smart PLS Software

experience has a positive and significant effect on purchase intention with the mediation of Discussion and conclusion of the results of the assumptions of the

hypothesis (1): attractiveness has a positive and significant effect on the purchase intention with the mediation of the special value of the Iranian car brand in Iraq.

This hypothesis examines the role of the mediating variable of brand equity in the effect of attractiveness on purchase intention, and in other words, the indirect effect of attractiveness on purchase intention has been investigated.

Here, the value of z = 2.962 was obtained, which is more than 1.96. As a result, it can be said that attractiveness has a positive and significant effect on the purchase intention through the mediation of the special value of the Iranian car brand in Iraq.Therefore, the first hypothesis of the research is accepted

Hypothesis (2): Customer special value of Iranian car brands in Iraq.

This hypothesis examines the role of the mediating variable of brand equity in the effect of customer experience on purchase intention, and in other words, the indirect effect of customer experience on purchase intention has been investigated.Here, the value of z = 6.304 was obtained, which is more than 1.96. As a result, it can be said that the customer's experience has

a positive and significant effect on the purchase intention through the mediation of the special value of the Iranian car brand in Iraq.Therefore, the second research hypothesis is accepted.

Hypothesis (3): Customer trust has a positive and significant effect on the intention to buy with the mediation of the special value of the Iranian car brand in Iraq.

This hypothesis examines the role of the mediating variable of brand equity in the effect of customer trust on purchase intention, and in other words, the indirect effect of customer trust on purchase intention has been investigated.

Here, the value of $z = 5.380$ was obtained, which is more than 1.96. As a result, it can be said that the customer's trust has a positive and significant effect on the purchase intention through the mediation of the special value of the Iranian car brand in Iraq.Therefore, the third hypothesis of the research is accepted.

Hypothesis (4): Attractiveness has a positive and significant effect on the intention to buy Iranian cars in Iraq.

The path coefficient is equal to 0.131, which is a positive value, and the absolute value of the t-statistic is equal to 3.426, which is more than 1.96. As a result, with %95 confidence, we can say that attractiveness affects the intention to buy Iranian cars in the country. Therefore, the fourth hypothesis is accepted.

Hypothesis (5): Experience has a positive and significant effect on the intention to buy Iranian cars in Iraq

The path coefficient is equal to 0.116, which is a positive value, and the absolute value of the t-statistic is equal to 2.033, which is more than 1.96. As a result, with %95 confidence, it can be said that experience affects the intention to buy Iranian cars in the country. Therefore, the fifth hypothesis is accepted.

Hypothesis (6): Trust has a positive and significant effect on the intention to buy Iranian cars in Iraq

The path coefficient is equal to 0.207, which is a positive value, and the absolute value of the t-statistic is equal to 4.712, which is more than 1.96. As a result, with %95 confidence, we can say that there is confidence in the intention to buy Iranian cars in the country. Therefore, the sixth hypothesis is accepted

Hypothesis (7): Attractiveness has a positive and significant effect on the special value of the Iranian car brand in Iraq.

The path coefficient is equal to 0.039, which is a positive value, and the absolute value of the t statistic is equal to 3.046, which is more than 1.96. As a result, with %95 confidence, it can be said that the attractiveness of the special value of the Iranian car brand in .Therefore, the seventh hypothesis is accepted

The path coefficient is equal to 0.420, which is a positive value, and the absolute value of the t-statistic is equal to 9.330, which is more than 1.96. As a result, with %95 confidence, it can be said that experience affects the special value of Iranian car brands in Therefore, the eighth hypothesis is accepted

Hypothesis (9): Trust in the special value of the Iranian car brand in Iraq has a positive and significant effect.

The path coefficient is equal to 0.319, which is a positive value, and the absolute value of the t-statistic is equal to 6.919, which is more than 1.96. As a result, with %95 confidence, it can be said that there is trust in the special value of the Iranian car brand in .Therefore, the ninth hypothesis is accepted

Hypothesis (10): The special value of the brand has a positive and significant effect on the intention to buy Iranian cars in Iraq.

The path coefficient is equal to 0.457, which is a positive value, and the absolute value of the t-statistic is equal to 8.553, which is more than 1.96. As a result, with %95 confidence, it can be said that the special value of the brand affects the intention to buy Iranian cars. Therefore, the tenth hypothesis is accepted

Research Suggestions

in this section, according to the limitations, possible shortcomings and experiences from this study, and according to the guidelines that this study provides to guide future studies, research suggestions are presented that can be a guide for future researchers.

- Since the statistical sample in this research was the customers of Iranian cars in Iraq, therefore it is suggested to conduct research for other car brands in Iraq.
- It is suggested to repeat this research in different time intervals (even continuously and every year) in order to identify the attractiveness of the Iranian car brand in Iraq.
- It is suggested to investigate the effective factors (brand personality, service mix, marketing mix, etc.) for Iranian car brands in Iraq through different models.
- This research has been conducted to investigate the effect of attractiveness, experience and customer trust on the intention to buy with the mediation of the special value of the Iranian car brand in Iraq, the results in this branch may be different from other products that are exported from Iran to Iraq.
- Due to the existence of time and executive limitations, the present research has examined only the customers of Iranian cars in Iraq.Therefore, it is possible that due to social, cultural, economic, etc. differences, the results of the research in other countries may be different, therefore, it is suggested that the present research be conducted in other neighboring countries of Iran as well.

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