

B2C Exploratory Research

Additional Features

Key findings report

December 2022

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Research Context

Objectives

- Have an in-depth understanding of the Turkish used car buyers' perspectives to know more about the effect of each feature on their purchase decision and the reason behind the effect.
- Prioritize the features that affect the Turkish used car buyers' purchase decision in the ADP.
- Understand the mental model of Turkish used car buyers for the ADP.

Methodology

1. In-depth interviews with 15 participants, for 60 minutes, with co-creation tasks done through Miro, such as:

- [Kano model](#): Participants are classifying our features and information on the ADP based on how it affects their purchase decision. The Kano Model has 4 categories: Basic features (must-haves), Satisfier features, Delighters and Indifferent features. During the exercise, we also have a discussion around the 39 features.
- Closed Card Sorting on ADP prototype:
This method allow us to see how users categorize and group the information and features, according to the sections of the new ADP. Based on where they would look for, for each feature.

2. Max-Diff survey with 300 participants: a survey-based research technique used to quantify preferences, to come up with a features prioritization list that is reliable and can be generalizable to a wider population.

DIFFERENT METHODS FOR A COMPLETE UNDERSTANDING

Qualitative Interviews

15 users

One-on-one discussion for 60 minutes

Goal:

To understand the “**Why?**” behind the preferences and priorities affecting **purchase decisions** of used car buyers.

To obtain a **value-based prioritization** for used car buyers, through in-depth discussions with a smaller sample.

Quantitative Survey

300 users

Features prioritization with “Max-Diff”

Goal:

To understand “**What?**” are the priorities affecting **purchase decisions** of used car buyers.

To **quantify preferences** for used car buyers, sizing their preferences.

Personas



Safe Buyers



- Values reliability
- Above-average knowledge on cars
- Price-sensitive
- Consists mostly of Women
- When buying a used car, dealerships or their acquaintances are mostly preferred

Competence Seekers



- Values getting the best car
Above-average to high knowledge on cars
- Not price-sensitive
- When buying a used car, dealerships or Vavacars, Otokoç or Otoplus are their preference. Could be considered as a low hanging fruit for OLX

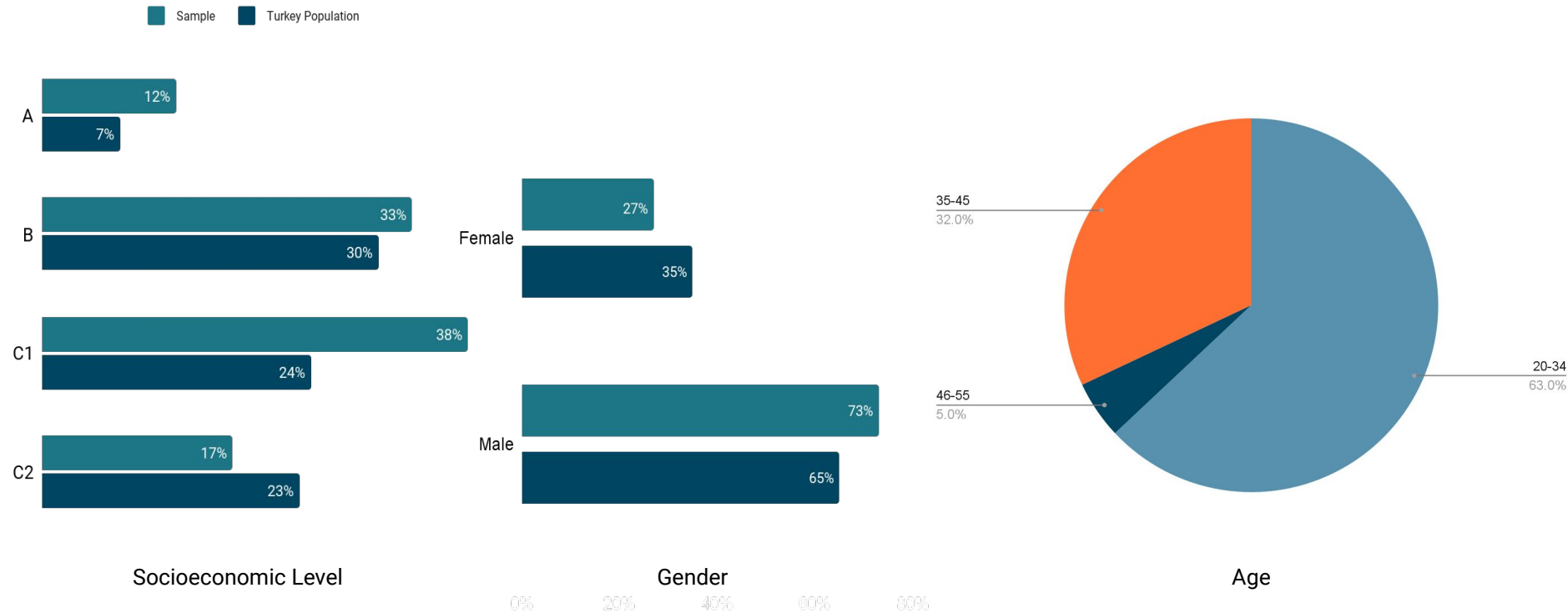
Auto-Addicts / Hobbyists



- Upgrades car regularly
- High knowledge on cars
- Price-sensitive
- Men are predominant
- Sahibinden.com is the preferred platform. However, this profile leverages the highest variety of platforms

*Please refer to the [Buyer Persona Report](#) for Turkish users for further details

Max-Diff Survey Profile



*SES and Gender data of car owners in TR.

RESULTS

Kano Model: Value-Based Prioritization

High

satisfaction

Delighters

This features is neither requested nor expected by the customer, but when delivered lead to a hedonic effect, a high degree of customer delight and appreciation.

Satisfier

These are also called Performance Factors. They are possible differentiators. They have high positive effect on the purchase decision whereas their insufficiency causes great negative effect.

Indifferent

It doesn't matter if this feature is or is not represented. If we show it in the ADPV, it is ok. If it's not there though, there is no significant change in the purchase decision.

Basic

These features must be present in in the car, so that the car is sufficient for the customer. Hence the customer implicitly expects these bare minimum functions and if they are absent, the customer is extremely dissatisfied.

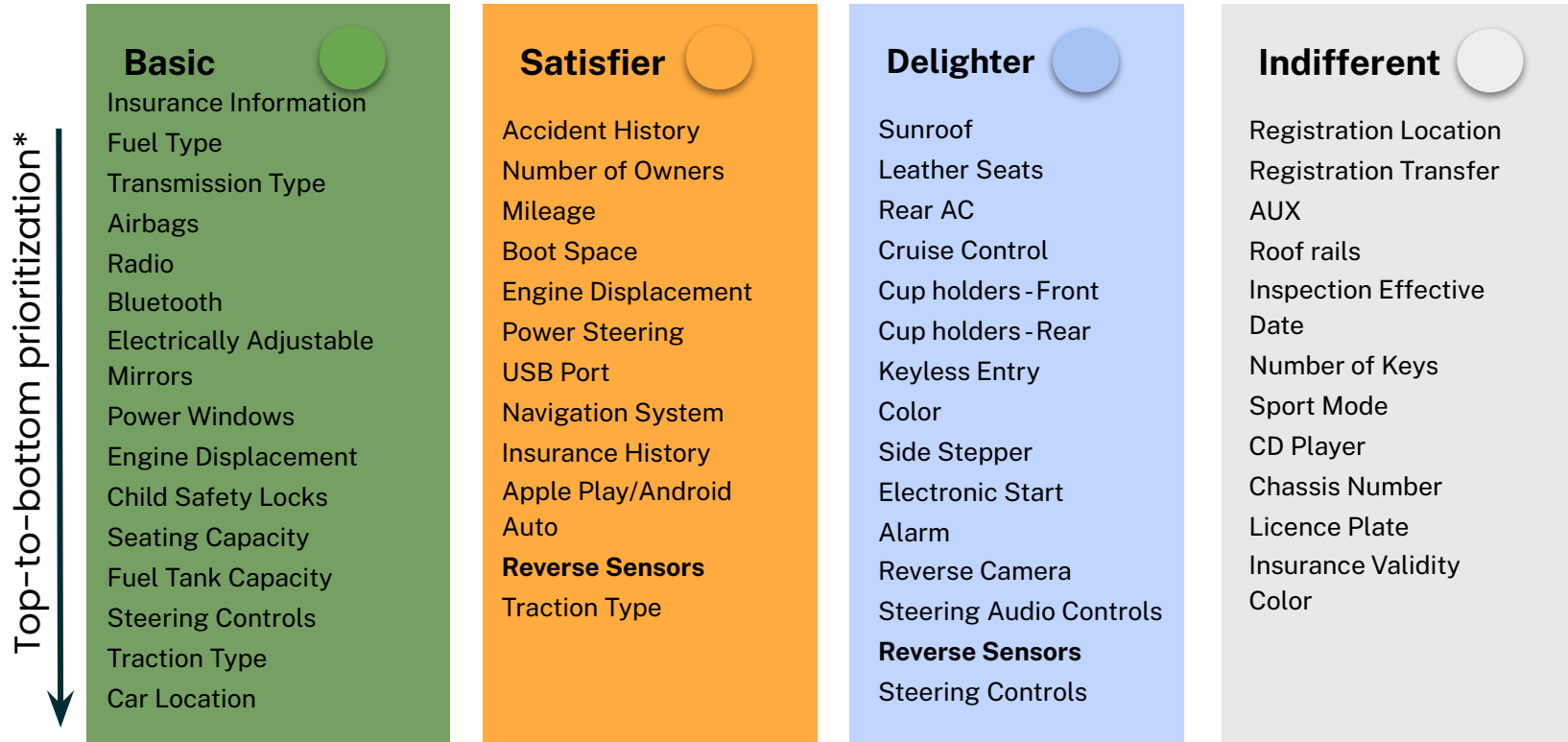
Low

Functionality

High

Results:

Value-Based Prioritization for car features



*The more people put an item in a category, the higher it is in that category list

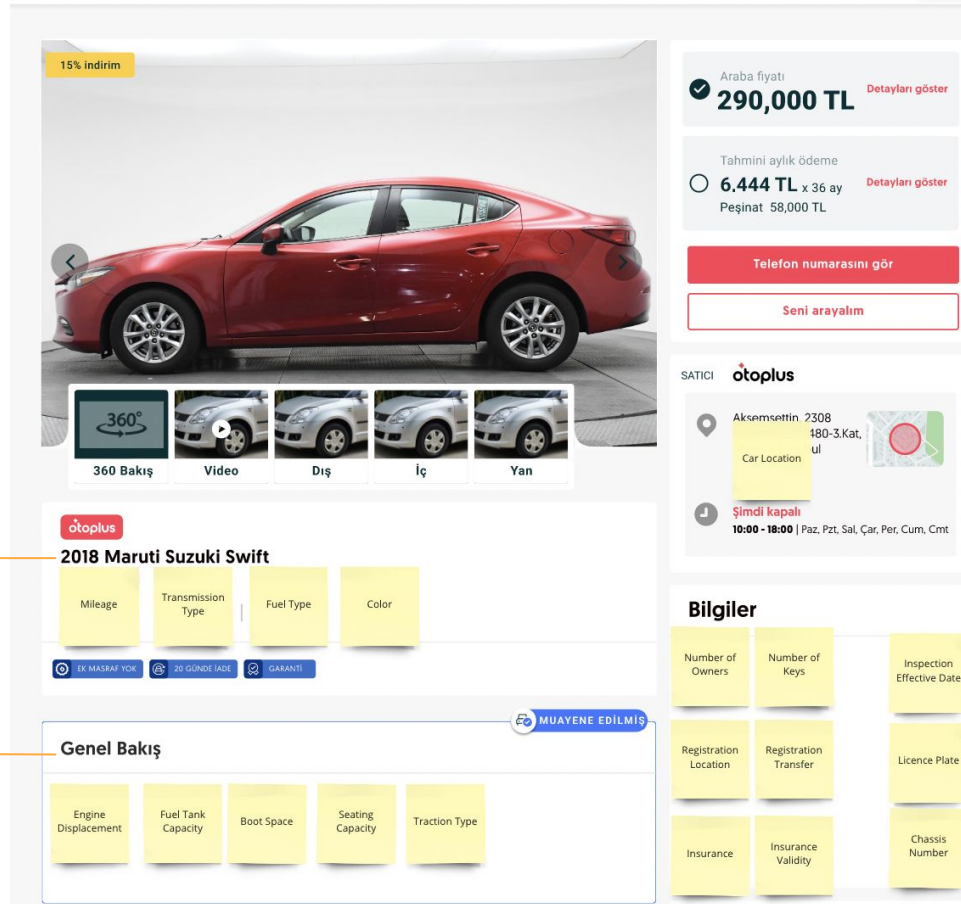
New ADPV Information Architecture

Top Section:

For the main properties of the car and the color.

General Look:

For technical, performance-related properties that affect the value of the car or the experience in daily use.



New ADPV Information Architecture

Information:
For documents, numbers,
bureaucracy.

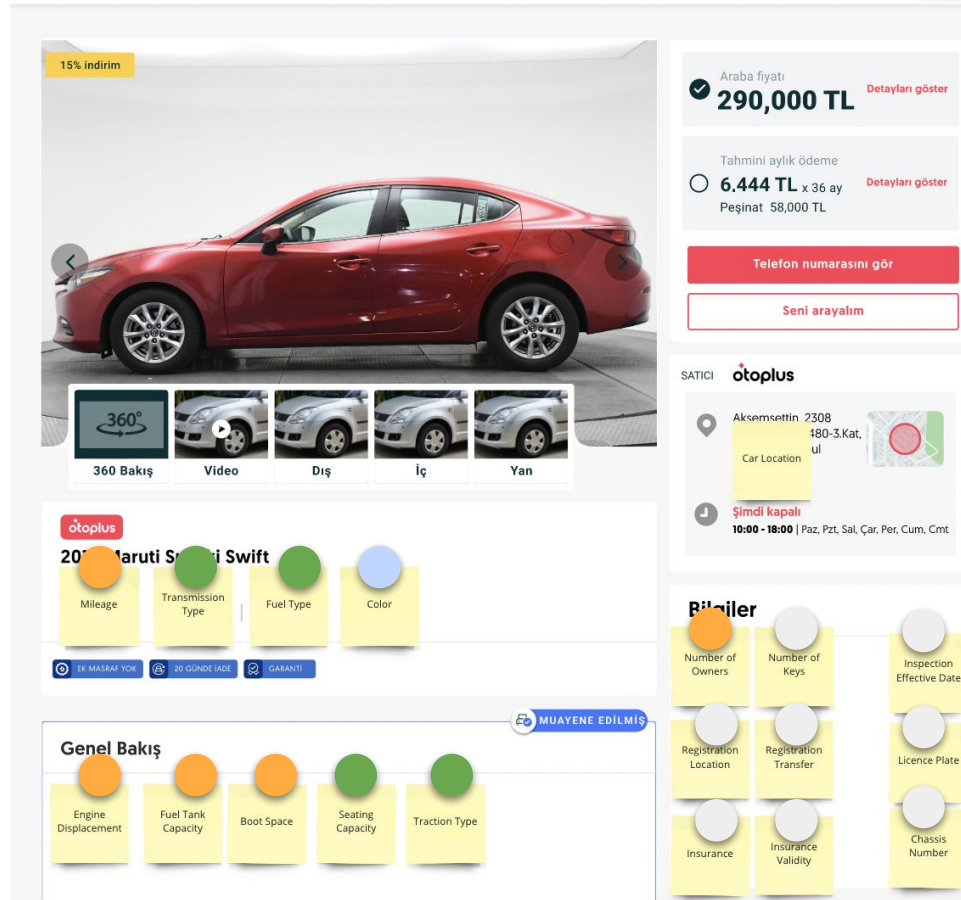
The screenshot displays a car listing for a 2018 Maruti Suzuki Swift. The main image shows a red car from a side profile. A yellow badge in the top left corner indicates a "15% indirim" (15% discount). To the right of the car image, there are two sections: "Araba fiyatı" (Car price) showing "290,000 TL" with a checkmark icon and a "Detayları göster" (Show details) link, and "Tahmini aylık ödeme" (Estimated monthly payment) showing "6,444 TL x 36 ay" with a radio button icon and a "Detayları göster" (Show details) link. Below these, there are two buttons: "Telefon numarasını gör" (See phone number) and "Seni arayalım" (Call me). The seller information section, labeled "SATICI" (Seller), shows the "otoplus" logo, a location pin, and the address "Akşemsettin 2308 180-3.Kat, ul". It also includes a "Şimdi kapalı" (Now closed) status and the hours "10:00 - 18:00 | Paz, Pzt, Sal, Çar, Per, Cum, Cmt". The "Bilgiler" (Information) section is a grid of yellow boxes containing: "Number of Owners", "Number of Keys", "Inspection Effective Date", "Registration Location", "Registration Transfer", "Licence Plate", "Insurance", "Insurance Validity", and "Chassis Number". The "Genel Bakış" (General View) section is a grid of yellow boxes containing: "Engine Displacement", "Fuel Tank Capacity", "Boot Space", "Seating Capacity", and "Traction Type". The "2018 Maruti Suzuki Swift" section includes a "Mileage" box, a "Transmission Type" box, a "Fuel Type" box, and a "Color" box. Below these are three icons: "EK MASRAFI YOK" (No extra fee), "20 GÜNDE İADE" (Return within 20 days), and "GARANTİ" (Warranty). The "360° Bakış" (360° View) section includes a "360° Bakış" button, a "Video" button, and five thumbnail images labeled "Dış" (Exterior), "İç" (Interior), and "Yan" (Side).

New ADPV Information Architecture

❑ The **most** important and **secondary** features:

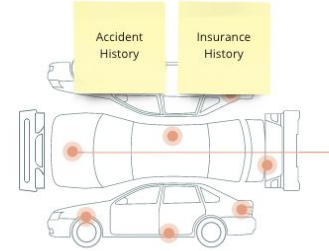
- Mileage with the rate of 61.1%
- Transmission type 53.8%
- Fuel type with the rate of 53.7%
- Engine displacement with the rate of 50.7%
- Number of owners with the rate of 29%
- Fuel tank capacity with the rate of 25.3%
- Boot Space with the rate of 23.8%
- Seat Capacity with the rate of 18.2%

● Satisfier ● Basic ● Delighter ● Indifferent



New ADPV Information Architecture

The New Additional Features Widget:
For all the remaining features.



- Sol kapıda 3cm çizik ve çıkmış boya
- Kapı altı montajında 7 cm çatlak. Düşük görünürlük.

Ek özellikler

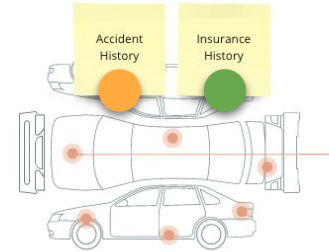
[hepsini gör](#)

Side Airbags	Front Airbags	Child Safety Locks	Steering Controls	Cruise Control	Rear Camera
Alarm	Sunroof	Power Steering	Steering Audio Controls	Power Windows	Electrically Adjustable Mirrors
Keyless Entry	Rear Sensor	Navigation System	Electronic Start	Apple Play/Android Auto	Sport Mode
Roof Rails	Bluetooth	Leather Seats	Rear AC	USB	AUX
CD Player	Side Stepper	Rear Cup Holders	Front Cup Holders	AM/FM Radio	

New ADPV Information Architecture

- Cruise Control with the rate of 22.2%
- Rear Camera with the rate of 21.8%
- Alarm with the rate of 18.4%
- Sunroof with the rate of 18.3%
- Electric Steering with the rate of 17.7%
- Steering Audio Controls with the rate of 17.2%
- Electric Windows with the rate of 16.9%
- Electrically Adjustable Mirrors with the rate of 15.9%
- Keyless entry with the rate of 14.6%
- Rear sensor with the rate of 13.8%
- Navigation System with the rate of 13.6%
- Electronic Start with the rate of 12.1%

● Satisfier ● Basic ● Delighter ● Indifferent



- Sol kapıda 3cm çizik ve çıkmış boya
- Kapa altı montajında 7 cm çatlak. Düşük görünürlik.

Ek özellikler

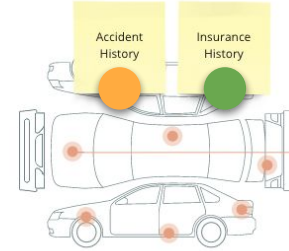
[hepsini gör](#)



New ADPV Information Architecture

- Apple Play / Android Auto Compatibility 10.8%
- Sports Mode with the rate of 9.1%
- Roof Rails (Slats) with the rate of 8%
- Bluetooth with the rate of 6.2%
- Leather Seats with the rate of 6.1%
- Rear AC with the rate of 4.49%
- USB with the rate of 3.6%,
- AUX with the rate of 2.9%
- CD player with the rate of 2.3%
- Side Step with the rate of 2.2%
- Cup Holders with the rate of 2.2%

● Satisfier ● Basic ● Delighter ● Indifferent



- Sol kapıda 3cm çizik ve çıkmış boya
- Kapı altı montajında 7 cm çatlak. Düşük görünürlük.

Ek özellikler

[hepsini gör](#)



Insights

- **Transmission Type, Mileage and Accident History** are the deal-breakers for most participants. All participants want major-accident-free cars and low mileage, and transmission type seems to be something that is subjective to each person, but participants are very rigid in their preferences.
- In terms of the **Accident History**, what people consider as major accident is a damage to the front and or rear parts of the car. Whereas participants mentioned that they did not care for any scratches on the sides. So scratches are not at all detractors. Multiple people said “This is Istanbul”, which shows us that they see Istanbul traffic as a very accident prone, hectic traffic.
- **Fuel Tank Capacity** seems to have gotten important for people as the inflation in Turkey skyrocketed, the buying power dropped, and the fuel prices are extremely high compared to people’s wages. So banks give incentives to people who fill their fuel tanks. When you have a smaller Fuel Tank Capacity, you pay less money to fill it and still get the incentives.



Insights

- The most important aspect for participants with children are **Seat Capacity and Boot Space**. They paid specific attention to it in the ADP and only they saw these as Satisfiers, while others placed these in Basics. In Turkey, often the families are big containing many children and the elderly. Therefore these aspects are very important.
- Bureaucratic issues such as **Registration Location, Registration Transfer, Inspection Effective date, Insurance Validity** are not determinants in people's purchase behaviors. They are either classified as Basic information or Indifferent.
- **Number of Owners** is also something participants mentioned to be important in their purchase decision. When a car has had more than 2 owners, it starts to be a detractor factor.
- **The Radio** is perceived as a Basic feature, and **CD Player** is categorized as Indifferent. Some participants also said that there is not a need to show them as features in the ADP page, as every car has them. Whereas **USB** and **Apple Play / Android Auto** are seen as Satisfiers. They did get participants excited.



Recommended Actions

Finding

The information of Licence Plate Number, Registration Location, Registration Transfer, Inspection Effective date, Insurance Validity did not have an impact on their purchase decision for a used car.



Recommendation

- To obtain an efficient page focused on showing the most important information as fast as possible, we may de-prioritize these information on our ADPV.

All participants are dismissive of the small scratches on the side of cars when talking about Accident History: As this seems to be a consensus amongst our potential buyers, we may also adjust our accident classification based on this point of view.



- To further reassure buyers on the Accident History of the car, we may differentiate between major accidents and scratches, perhaps also visually with color codes.

Radio is seen as a Basic feature, a CD Player is Indifferent: Some modes of listening to music become standard in our lives, whereas some become outdated.



- In order to keep the features more relevant for the buyers, we may keep CD Player feature out of our list, while reconsidering whether or not we should keep Radio.

Insights

- The **General Look** area (Genel Bakış) is seen as a place to look for the performance / technical aspects of the car. Aspects that increase or decrease the value of the car or the user experience in daily use such as: Engine Displacement, Traction Type, Fuel Tank Capacity, Boot Space, Seating Capacity.
- The **Accident History** (Hasar Geçmişi) is the most sought after information and the highest Satisfier (please refer to the Kano analysis).
- All participants placed the **Car Location** on the map area. The information on the map is enough for them, and they are inclined to look for the car's location there. Currently we do show the location (District and City) once again in the General Look area.
- Showing the **Licence Plate** completely is regarded as unnecessary and dangerous by some of the participants. Due to the fact that in Turkey you can find the name and contact numbers of the car's owners from the licence plate. Since these cars have had multiple past owners, this is seen as a potential danger for all of the past owners, even the ones who are not selling the car.



Insights

- The features / properties that are more impactful on the decision are placed on the top and left of the screen. Participants seemed to want to get the more cluttering, bureaucratic information out of the way by putting them on the right side of the page
- **All music related** aspects are placed on the additional features section.
- **Airbags** are also seen as very important aspects of the car (also seen in Kano Model), the fact that our cars are used priorly, may cause for a need to reassure the users that the airbags are fully-functioning.
- **Color** is not a big differentiator in participants' decision to buy a car, moreover they did not see the need to indicate it in the ADP because it is also shown in the picture.



Recommended Actions

Finding

Using the full licence plate number may cause distrust to the platform: Showing the **licence plate** completely is regarded as unnecessary and dangerous by some of the participants, along with not having an effect on the purchase decision.



Recommendation

- As we are obliged to show the Licence Plate number, we can perhaps explain the reason behind it on ADP or link to FAQs.

All participants cared greatly about the Accident History (Hasarsızlık): This is a major factor in people's used car purchase decision, the biggest Satisfier aspect.



- Since this is a very valuable information about the car, we can highlight this right below the General Look area, an area that is the most visible.

The General Look area is seen as a place to look for the performance / technical aspects of the car. Aspects that increase or decrease the value of the car or the user experience in daily use such as: **Engine Displacement, Traction Type, Fuel Tank Capacity, Boot Space, Seating Capacity.**



- The General Look Area should be used for Engine Displacement, Traction Type, Fuel Tank Capacity, Boot Space, Seating Capacity.

Recommended Actions

Finding

All participants have put the Car Location over the map area: In the current ADPV we show the Car Location in the General Look but this seems to not be the place participants would look for this information.

All participants placed the music-related features on the additional features section: In the mental schemes of participants all music-related features are regarded as additional features, they even said “put all music things there” without individually mentioning their names when placing them in the ADPV.

Color is not a big differentiator in participants’ decision to buy a car, moreover they did not see the need to indicate it in the ADP because it is also shown in the picture.

Airbags are very important aspects of the car (also seen in Kano Model), the fact that our cars are used priorly, may cause for a need to reassure the users that the airbags are fully-functioning.

Recommendation

- As we already show the Car Location on the map area, visually as well as an open address. We do not need to mention it again in the General Look.
- In order to avoid clutter and go for a more minimalistic look, we can group music features.
- Not showing the the color by text in the ADPV.
- Since this is a very important aspect of the car, we can prioritize this in the Additional Features section.

Insights

- As the Socio-economic status increases, the importance of **mileage** decreases, the effect of **transmission type, boot space and sunroof** on the purchase decision increases. We can use this information for personalization purposes on the ADPs of the cars with higher segment cars.
- **The older the user gets**, the higher is the tendency to buy a vehicle from a car dealership increases and their inclination towards **online platforms decrease**.
- The preferred transaction platform of **Auto Addicts** is Sahibinden.com with the highest rate of 73%.
As Auto Addicts are willing to spend time and effort to find the best cost/performance ratio, they are spending more time on sahibinden, yet 8% of Auto Addicts use **Facebook** to buy and sell cars, which may be a lucrative market place and community to tap into with paid traffic, with ads, or with guerilla marketing.



Next Steps



Research in other markets

In FY24 we will be conducting research in MX and ID to replicate the insights we gathered in TR.

Thank You



Research Context

- Quantitative study, survey-based research technique used to quantify preferences, to come up with a features prioritization that is reliable and can be generalizable to a wider population.
- 300 participants, from the Turkish market.

Max-Diff

Please select items with the most and least priority for you when you're buying a used car.

least important

☐

☒

☐

☐

☐

feature A

feature B

feature C

feature D

feature E

most important

☐

☐

☐

☒

☐

Max-Diff

Odds, Share of Preference

You can [compute the odds](#) of an event happening by exponentiating each coefficient in the regression equation - $\exp(\beta)$. To compute the share of preference, the odds of one attribute are divided by the summarized amount of all odds. This is represented using the equation below:


$$\frac{\text{A single attribute coefficient exponentiated}}{\text{Sum of all coefficients exponentiated}}$$

*Summarizing the odds of all coefficients is not valuable for statistical modeling. It's simply a way to attach a percentage to survey data - e.g. how much "weight" does this answer carry.

Probability

If you know the odds of an event occurring, you can also compute the [probability](#) with following equation:

$$\frac{\text{Odds}}{(1+\text{Odds})}$$



Probability is the most powerful and easy-to-use data point with a MaxDiff output. Decision-makers can easily interpret "Feature X" as an 80% chance of being selected as most important; no deep statistical knowledge is needed to understand that statement.

Most Important Features

- ❑ The **most** important features that **all participants** (300) consider when buying a car:
 - Mileage with the rate of 61.1%,
 - Transmission type with the rate of 53.8%,
 - Fuel type with the rate of 53.7%,
 - Engine displacement with the rate of 50.7%,
 - Airbags with the rate of 48.6%,
- ❑ The **secondary** most important features that **all participants** (300) consider when buying a car:
 - Child safety lock with the rate of 30.8%,
 - Number of owners with the rate of 29%
 - Steering controls with the rate of 25.5%,
 - Fuel tank size with the rate of 25.3%,
 - Boot Space with the rate of 23.8%.

Other Features

❑ **Other features** would be listed as such:

- Cruise control with the rate of 22.2%,
- Backup camera with the rate of 21.8%.
- Burglar alarm with the rate of 18.4%,
- Sunroof with the rate of 18.3%,
- Seat capacity with the rate of 18.2%,
- Electric steering with the rate of 17.7%,
- Steering wheel audio controls with the rate of 17.2%,
- Electric windows with the rate of 16.9%,
- Electrically Adjustable Mirrors with the rate of 15.9%,
- Keyless entry with the rate of 14.6%,
- Rear sensor with the rate of 13.8%,
- Navigation System with the rate of 13.6%,
- Electronic Start with the rate of 12.1%,
- Apple Play/Android Auto Compatibility with the rate of 10.8%,
- Sports Mode with the rate of 9.1%,
- Roof Rails (Slats) with the rate of 8%,
- Bluetooth with the rate of 6.2%,
- Leather Seats with the rate of 6.1%,
- Rear Ventilation with the rate of 4.49%,
- USB Output with the rate of 3.6%,
- Aux Input with the rate of 2.9%,
- CD player with the rate of 2.3%,
- Side step with the rate of 2.2%,
- Cup Holders with the rate of 2.2%.

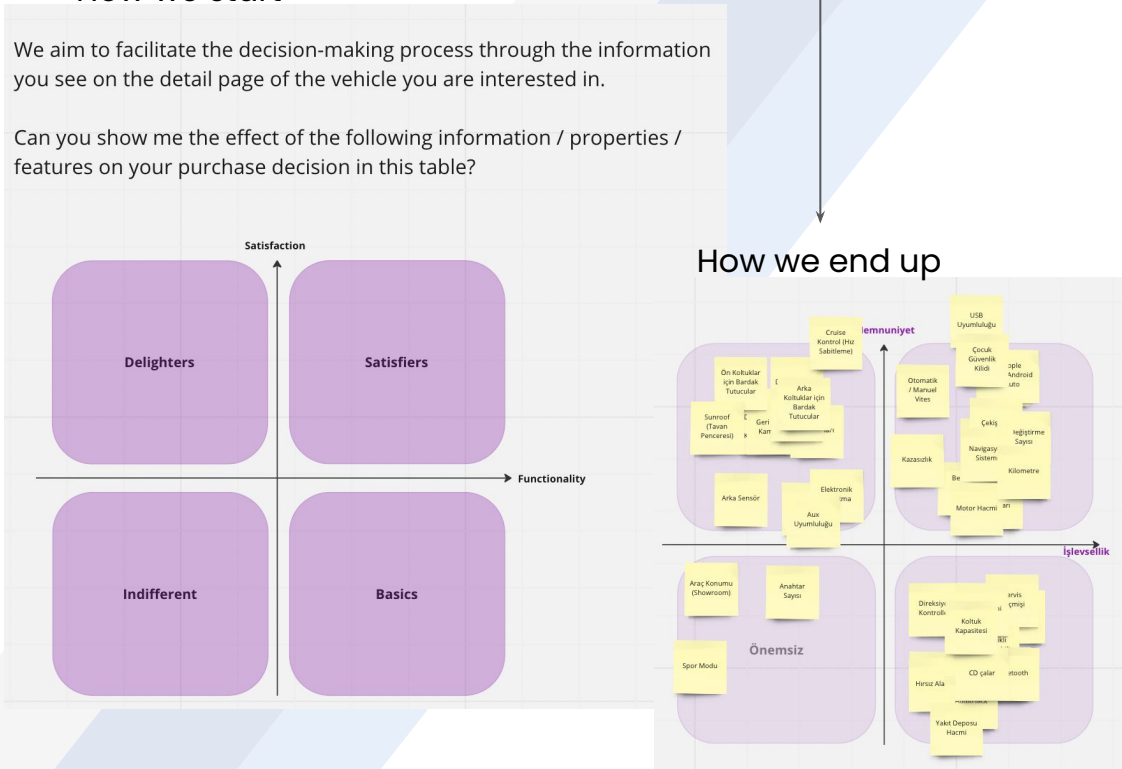
Kano Model

During the interview, we conducted a co-creation session with the users through Miro.

How we start

We aim to facilitate the decision-making process through the information you see on the detail page of the vehicle you are interested in.

Can you show me the effect of the following information / properties / features on your purchase decision in this table?

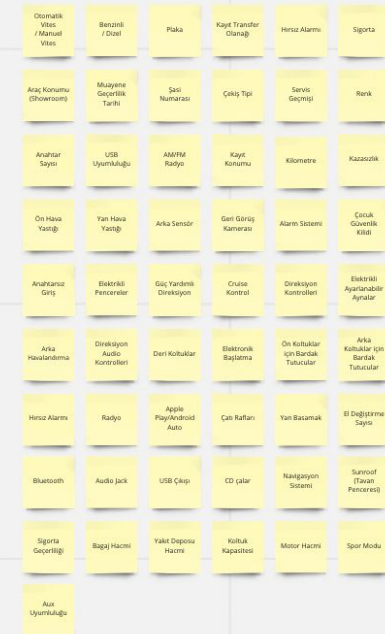
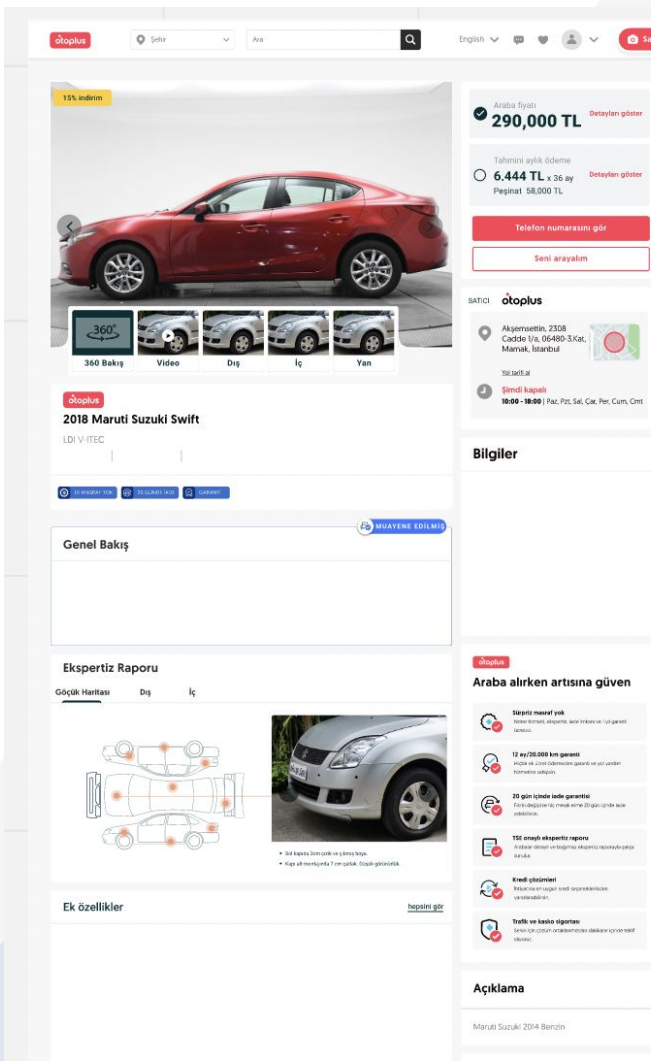


methods section

**skipped depending to
the audience**

Closed Card Sorting

During the remote interview session, we conducted a co-creation session with the participants through Miro.



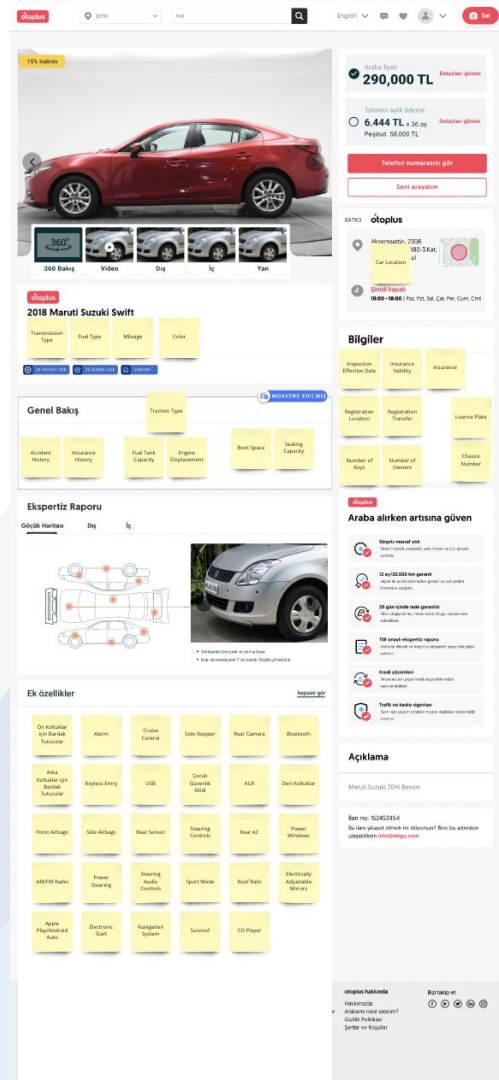
The post-its contain all the features, information, specifications of the car that is on the ADPV.

And on the left we have the emptied-out ADPV.

Closed Card Sorting

Different from the Kano Graph, in Closed Card Sorting, rather than a prioritization, we seek to understand the **mental scheme** of users.

We want to understand **where they would look for certain information, how they group the information** in ADPV, regardless of that feature's effect on their purchase decision.



This is the final state of the Closed Card Sorting task.

The information on the post-its are placed, by the participants, to where they would look for them.

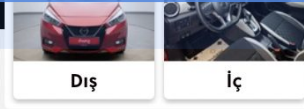
The Current ADPV

In the current ADPV we place

- Licence Plate number
- Chassis number
- Inspection Effective date,

in the General Look area. Which is a very valuable space for us. Yet **these aspects** of the car **do not affect** the purchase decision.

Car Location is repeated in the General Look area, even though the same information is also stated right below the map, falling into repetition.



Diş

İç

otoplus

2020 Nissan Micra

1.0 IG-T Tekna

BENZİN 7172 KM OTOMATİK

GARANTİ

20 GÜNDE İADE

KREDİ & SİGORTA

Genel Bakış

Konum
Sultangazi, İstanbul

Plaka
34DPP672

Şasi numarası
VNVK1400866156557

İmdayene geçernlik tarihi
11/09/2023

Çekiş tipi
--

Anahtar sayısı
2

Ekspertiz raporu

Diş İç

Ön

Arka

Sol

Sağ

Lastikler

Diğer

543.000 TL

SATICI

otoplus

Vega AVM İstanbul

Sultangazi

Telefon numarasını gör

Seni arayalım

Yunus Emre, Lütfi Aykaç
Blv. No.81, -1. Kat 34260
Sultangazi/İstanbul,
Sultangazi, İstanbul

Yol Tarifi Al

Şimdi kapalı

ÖÖ 9:30 - ÖS 6 | Paz, Pzt, Sal, Çar, Per, Cum, Cmt