

The possibility of using mystery shopping to provoke purchasing behavior by mediating customer engagement

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Abstract

The current study aimed to shed light on the possibility of using mystery shopping to provoke purchasing behavior by mediating customer engagement for a sample of customers and persuasive representatives of mobile phone companies and stores in the Middle Euphrates region, consisting of (115) customers and (115) persuasive representatives. The mystery shopping variable includes seven main dimensions (request for information, customer experience, meetings and customer welcome, presentation, customer follow-up activity, customer data protection, and identification of customer needs), while the purchasing behavior variable includes five main dimensions (product feature, brand name, brand, social impact, demand, and price), while the customer engagement variable included five dimensions (excitement, interest, absorption, interaction, and identity). For the purpose of achieving the goal of the study, a questionnaire was adopted to collect data related to the study variables, and then analyzed them by adopting some statistical methods such as (arithmetic mean, standard deviation, linear correlation coefficient, simple coefficient and regression coefficient). The statistical program (SPSS.V.25) and the program (Amos.V.25.) were used to analyze the data, and a set of conclusions were reached, the most prominent of which was the existence of a correlation and effect between the study variables (mystery shopping, customer purchasing behavior, purchasing behavior, and participation in the study). which were reached, and a set of recommendations were presented, the most important of which were ()

Keywords: Mystery shopping, purchasing behavior, customer engagement.

المستخلص

هدفت الدراسة الحالية إلى تسليط الضوء على إمكانية استخدام التسوق المقنع في إثارة السلوك الشرائي بتوسيط مشاركة الزبون لعينة من الزبائن والمندوبين المقنعين لشركات ومتاجر بيع الهاتف النقال في منطقة الفرات الأوسط وقوامها (115) زبون و(115) مندوب مقنع. يضم متغير التسوق المقنع سبعة أبعاد رئيسية هي (طلب الحصول على المعلومات، وتجربة الزبون، والاجتماعات والترحيب بالزبون، والعرض، ونشاط متابعة الزبون، وحماية بيانات الزبون، وتحديد حاجات الزبون)، أما متغير السلوك الشرائي فيضم خمسة أبعاد رئيسية (ميزة المنتج، واسم العلامة التجارية، والتأثير الاجتماعي، والطلب، والسعر)، في حين ضم متغير مشاركة الزبون خمسة أبعاد هي (الحماس، والاهتمام، والامتصاص، والتفاعل، والهوية). ولغرض تحقيق هدف الدراسة تم اعتماد الاستبانة في جمع البيانات المتعلقة بمتغيرات الدراسة، ومن ثم تحليلها باعتماد بعض الأساليب الاحصائية مثل (الوسط الحسابي، والانحراف المعياري، ومعامل الارتباط الخطي، ومعامل الانحدار البسيط والمتعدد) واختبار المقياس تم توظيف (الفا كرونباخ، التحليل العاملي). كما تم استخدام البرنامج الاحصائي (SPSS.V.25) وبرنامج (Amos.V.25) لتحليل البيانات وتم التوصل الى مجموعة من الاستنتاجات كان ابرزها وجود علاقة ارتباط وتأثير بين متغيرات الدراسة (التسوق المقنع، السلوك الشرائي، ومشاركة الزبون)، بناء على الاستنتاجات التي تم التوصل اليها، وقد تم تقديم مجموعة من التوصيات، كان من أهمها()

الكلمات المفتاحية: التسوق المقنع، السلوك الشرائي، مشاركة الزبون

Introduction:

Marketing has traditionally focused on the processes of partnership between the company and customers, but the nature of the role that the representatives play in the company in determining the level of quality and the extent of customer satisfaction with the marketing offer has indicated another form of participation, which can be done between the company and its representatives, with Note that the traditional methods of marketing practices are of limited effectiveness, due to the rapid changes in the marketing environment, which prompted many companies to search for marketing concepts and modern methods that led to intellectual and cognitive developments, among

them the variables adopted in our current study represented by the independent variable disguised shopping, which is defined as The practice of using trained shoppers to evaluate the performance of the company and help it in the long run to build a realistic picture of the opinions of customers and build a database of the needs and desires that they prefer. And the dependent variable is the purchasing behavior, which is defined as the behavior shown by the consumer or the decision he takes about whether to buy or not. While the mediating variable was represented by the participation of the customer, which was defined as a way to help the company communicate, interact and cooperate with the customer to help it obtain a competitive advantage, build customers' visions and achieve their needs. As a result of the competition between companies, the studied companies (companies, centers and stores selling mobile phones in the Middle Euphrates region) have forced them to provide distinguished products and services that outperform other companies by following methods aimed at including the target market and satisfying its requirements and creating a purchasing behavior for the customer depending on the participation of the customer

For the purpose of briefing on what was mentioned above, the study was divided into four chapters, the first chapter of which included two chapters, the first of which was the methodology of the study, while the second topic included a presentation of some previous Arab and foreign cognitive efforts. As for the second chapter, it included a presentation of the theoretical side of the study through four sections, the first section devoted to disguised shopping, while the second section of the theoretical side included a presentation of the customer's participation, and the third section included purchasing behavior, while the fourth section presented the relationship between the study variables. The third chapter is The practical side of the study, while the fourth chapter presents the conclusions and recommendations of the study and future proposals

Theme: Study Methodology

First: the problem of the study

The marketing function is one of the most important functions through which any organization can achieve superiority and obtain the largest possible segment of customers and this leads to increased profits and then growth and survival, and this is what makes these organizations seek to attract a larger number of customers through the use of different methods in Its field of activity, and in order for these organizations to maintain their marketing position, they resort to some marketing methods, noting that the traditional methods of marketing practices are of limited effectiveness, due to the rapid changes in the marketing environment, which prompted many companies to search for marketing concepts and modern methods that led to developments Intellectual and cognitive, including the variables adopted in our current study (disguised shopping, purchasing behavior) and the result of competition between mobile phone companies has forced the studied companies (companies, centers and stores selling mobile phones in the Middle Euphrates region) to provide a distinguished service that outperforms other companies In order for these organizations to maintain their marketing position, they resort to some marketing methods, especially with regard to mystery shopping in order to provoke the purchasing behavior of the customer, which Motivate these organizations to develop their capabilities through the participation of customers and arouse their emotions. In light of the foregoing, the current study attempts to bridge the knowledge and application gap to understand and explain the relationship between the study variables by formulating a main question (Can the relationship between mystery shopping and purchasing behavior be explained through mediating customer engagement) and the following sub-questions emerge from it:

A - Is there an effect of mystery shopping on purchasing behavior?

b- Is there an effect of customer engagement in purchasing behavior?

C- What is the level of awareness of the representatives in the study sample companies for mystery shopping?

d- What is the level of variance in the purchasing behavior of customers towards the company?

C- How do customers perceive the value of their participation in light of your marketing activities and practices?

C- What is the nature of the relationship between mystery shopping, purchasing behavior, and customer engagement?

Jupiter and dimensions?

Secondly, the importance of the study

The importance of the study emerges by addressing recent changes in marketing thought, and its important role in mobile phone companies, centers and stores in the middle Euphrates region, in addition to its content of its dimensions due to the lack of previous studies. The importance is as follows:

A - The importance of the current study is highlighted by the recentness of the variables it dealt with (disguised shopping, purchasing behavior, customer engagement and deportation).

b- Introducing the studied sample to the subject of mystery shopping, purchasing behavior, and customer engagement.

C- There are no previous studies related to the reality of mystery shopping and its relationship to purchasing behavior, and the customer’s participation in light of the studied sample, especially in the field of selling mobile phones, and therefore this study is the first of its kind to the knowledge of the researcher that dealt with this topic in light of the problems and obstacles it suffers from studied sample.

d- Develop conclusions and suggestions that help direct the companies of the study community towards addressing issues of concern for customer engagement and its dimensions.

Third, the objectives of the study

The main objective of the study is to investigate the relationship and influence between (mystery shopping, purchasing behavior and customer engagement). Within the framework of the study problem and its importance, the study objectives can be summarized as follows:

- 1- Determine the effect of mystery shopping on purchasing behaviour.
- 2- Determining the effect of customer engagement in purchasing behavior.
- 3- Knowing the actual procedures taken by the studied companies with regard to the participation of the customer.
- 4- Detection of individual differences between the responses of the studied sample members about mystery shopping, purchasing behavior, and customer engagement according to demographic factors.

Fourth: the hypothetical study plan

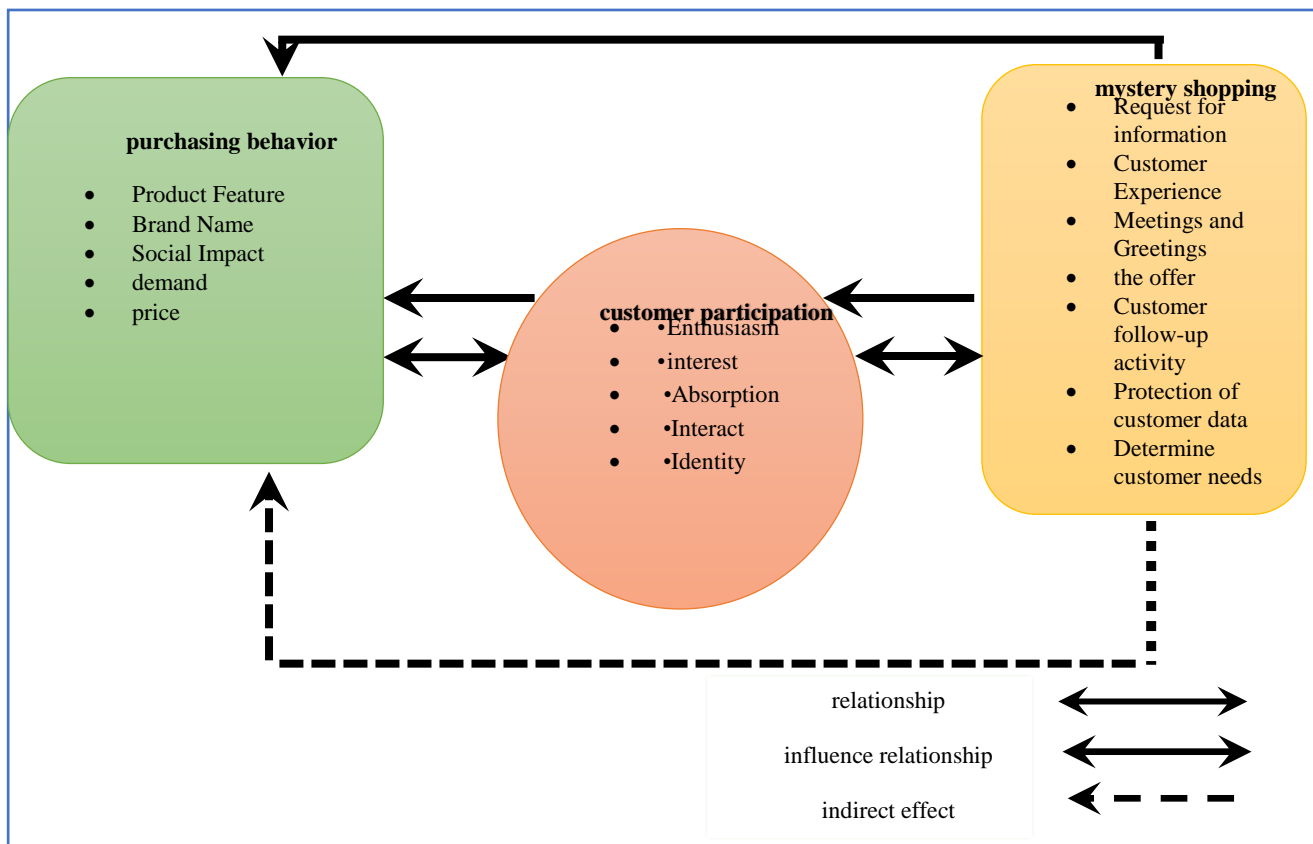


Figure (1)

The hypothesis of the study

The source was prepared by the researcher

Fifthly: Study assignments

To achieve the objectives of the study, the following hypotheses were formulated:

Correlation Hypothesis

1- The first main hypothesis: There is a statistically significant correlation between mystery shopping and purchasing behavior, and the following sub-hypotheses are derived from this hypothesis:

A- There is a statistically significant correlation between the request for information and the dimensions of purchasing behavior.

B - There is a statistically significant correlation between the customer experience and the dimensions of purchasing behavior.

C - There is a statistically significant correlation between the meetings, welcoming the customer and the dimensions of purchasing behavior.

d- There is a statistically significant correlation between supply and the dimensions of purchasing behavior.

C - There is a statistically significant correlation between customer follow-up activity and the dimensions of purchasing behavior.

H- There is a statistically significant correlation between the protection of customer data and the dimensions of purchasing behavior.

G- There is a statistically significant correlation between the identification of customer needs and the dimensions of purchasing behavior.

2- The second main hypothesis: There is a statistically significant correlation between customer engagement and purchasing behavior, and the following sub-hypotheses are derived from this hypothesis:

A - There is a statistically significant correlation between enthusiasm and purchasing behavior

B - There is a statistically significant relationship between interest and buying behavior

C - There is a statistically significant correlation between absorption and purchasing behavior

d- There is a statistically significant correlation between interaction and purchasing behavior

C- There is a statistically significant relationship between identity and purchasing behavior

3- The second main hypothesis: There is a statistically significant correlation between mystery shopping and customer engagement, and the following sub-hypotheses are derived from this hypothesis:

A- There is a statistically significant correlation between the request for information and customer engagement.

B - There is a statistically significant correlation between customer experience and customer engagement.

C- There is a statistically significant correlation between meetings, customer welcome and customer engagement.

d- There is a statistically significant correlation between supply and customer engagement.

C- There is a statistically significant correlation between customer follow-up activity and customer engagement.

H- There is a statistically significant correlation between customer data protection and customer engagement.

G- There is a statistically significant correlation between the identification of customer needs and customer engagement.

Impact Hypotheses

4- The fourth main hypothesis: There is a statistically significant effect of masked shopping on purchasing behaviour. Several sub-hypotheses are branched from this hypothesis:

A - There is a statistically significant effect of the request for information and the purchasing behavior.

- B - There is a statistically significant effect of the request for information and the purchasing behavior.
- C - There is a statistically significant effect of customer experience and purchasing behavior
- d- There is a statistically significant effect of meetings, customer welcome and purchasing behavior
- C - There is a statistically significant effect of supply and purchasing behavior
- H- There is a statistically significant effect of customer follow-up activity and purchasing behavior
- G- There is a statistically significant effect of protecting customer data and purchasing behavior
- D- There is a statistically significant effect to determine customer needs and purchasing behavior
- 5- The fifth main hypothesis: There is a statistically significant effect of Mystery Shopping on customer engagement. Several sub-hypotheses are derived from this hypothesis:
- A- There is a statistically significant effect of the request for information on the customer's participation.
- B - There is a statistically significant effect of customer experience on customer engagement
- C- There is a statistically significant effect of the meetings and welcoming the customer on the customer's participation
- D- There is a statistically significant effect of the offer and its dimensions on the customer's participation
- C - There is a statistically significant effect of customer follow-up activity on customer engagement
- H- There is a statistically significant effect of protecting customer data on customer engagement
- G - There is a statistically significant effect of determining the customer's needs in the customer's participation
- 6- The sixth main hypothesis: There is a statistically significant effect of the customer's participation in the purchasing behavior. Several sub-hypotheses are branched from this hypothesis:
- A - There is a statistically significant effect of enthusiasm and purchasing behavior
- B - There is a statistically significant effect of interest and purchasing behavior
- C - There is a statistically significant effect of absorption and purchasing behavior
- C- There is a statistically significant effect of the interaction and purchasing behavior
- C - There is a statistically significant effect of identity and purchasing behavior
- The seventh main hypothesis: There is an indirect, statistically significant effect of masked shopping on purchasing behavior through the mediating role of customer engagement.

Sixthly: - Population and sample of the study

The study population was represented by representatives and customers of companies, stores and mobile phone centers in the middle Euphrates region. The study sample consisted of all representatives in companies, stores and mobile phone centers in the middle Euphrates region, who numbered (115) delegates, as the number of questionnaire forms distributed to the study sample was (115) forms. Of them, (100) questionnaires were approved only for their validity for analysis, leaving the rest either for not returning them or for the presence of a deficiency in them, meaning that the recovery rate reached 87%, while the second sample included (115) customers of companies, stores and mobile phone centers in the Middle Euphrates region, a questionnaire was adopted Of them (100) forms only for their validity for analysis, leaving the rest either because they were not returned or because there is a shortage in them, meaning that the recovery rate reached 87%.

Axis: the theoretical side

First: Mystery Shopping

1- Mystery shopping concept

Mystery shopping appeared when thefts appeared in abundance among workers until companies resorted to hiring investigators to know the credibility of their employees and to see whether they affect the reputation of the organization with their actions or not. At the beginning of the second half of the twentieth century, and after the emergence of the Internet, companies stopped resorting to shoppers in the private sector and began searching for

service agencies, especially in mystery shopping, as it works to assess the integrity of workers in companies (Randulová, 2019:24; Donahoo, 2013:2).

(Hankovský, 2016:38 : Douglas, 2016:2-3) defines mystery shopping as a group of potential customers who monitor the quality of the processes and procedures used in providing service by the organization, and thus the customer's focus is on the service experience during its development and looking at the activities and procedures that it is used in order to gather different points of view in order to present a perspective that differs from the positions used during the service meeting. In the same context, (Rahikainen, 2015:13) believes that mystery shopping can be used to train employees and improve the position of the organization and provide accurate information about the products and services that customers prefer without others, and therefore, mystery shopping is a tool to help the company in the long run to build a realistic picture of the opinions of customers. And building a database with the needs and desires they prefer, on the other hand, mystery shopping can be used to assess the quality of competitors' service and compare competitors with each other. and the services they provide.

2- The importance of mystery shopping

A- Show a distribution channel in which customer service can be improved.

b- Promoting the best service in such a way that Mystery Shoppers can work harder in order to perform their jobs at a higher level.

c- Presenting products that are in the interest of the company in a way that works to continue achieving success in its business.

d- Determining the appropriate time for the application of the appropriate rules and regulations and in order to know the preferences of the society in which the company operates

C - Handling customer complaints in a way that improves customers' sense of safety and security regarding the services provided by the company (Donahoo, 2013:9).

3- Mystery Shopping Objectives

A - An effective tool for acquiring knowledge about customer requirements for service provision.

B - Measuring the organization's performance and maintaining its competitive position by dealing with product sellers and service providers to customers.

C - collecting facts instead of perceptions

d- Deviate from the aspects of the required service and simplify the more complex procedures in terms of service quality and financial compliance with the offered service prices (Douglas, 2016: 2-3).

4- Benefits of the Mystery Shopping App

The application of mystery shopping has a number of benefits that can be summarized in the following points (Льїна, 2016:39; Jankal & Jankalová, 2011:47)

A- Monitor and measure the process of developing and implementing the organization's operational standards

B - Raising awareness of sellers about what is important in the customer service process

C - Develop a high-quality service system that clearly and simply describes the process of interaction with the customer

Determining the objectives of employee training

C- Data for competitor analysis and additional information for customer satisfaction surveys

H - Accurate pricing and marketing compliance by educating employees about what is important in customer service

g) Promotes positive actions for employees and management through incentive-based reward systems

D - Identifies training needs and sales opportunities by providing feedback from senior management

Y - Ensures the quality of product and service delivery, which imposes employee integrity on customers.

5- Dimensions of Mystery Shopping

Mystery shopping can be measured in seven important dimensions (Kateřina, 2019:57-59), which are as follows:

(a) Request for information.

Obtaining information enhances the company's ability to improve sales and profits, which in turn leads to an increase in the sales of the economic unit, by satisfying and satisfying the needs and desires of persuasive marketers, which results in improving and increasing profitability because this information helps the unit reduce production costs. Singh et al. , 2020:1002-1003)).

b- customer experience

The customer experience is the main determinant of product quality evaluation, the main goal of companies is to build an organized strategy in order to predict the movement of persuasive marketers (Maklan, 2012:2)).

C- Meetings and welcoming the customer

The meetings conducted by the company's management center are aimed at assessing the personal and emotional state of the persuasive marketers and determining the requirements they prefer or not (Havír, 2017:86)).

d- offer

The presentation indicates the importance of recognizing the nature of the persuasive marketers' observations about the services provided and comparing the offers offered by the company with these observations (Maklan, 2012:781).

d- customer follow-up activity

Some of the services provided by the company require careful follow-up by the service provider in order to identify the opinions of persuasive marketers, this follow-up is linked to one service or after services according to the preferences of customers (Alter, 2016:5).

H- Protection of customer data

The protection of customer data in telecommunications companies and artificial intelligence mechanisms is very important and important (Kang et al., 2019:2), since the knowledge of customers' data by persuasive marketers can affect the company (Monica, 2015:39).

G- Determining customer needs

In order to effectively obtain rich information about the requirements of persuasive marketers, the company usually has to describe the needs of customers or phrases that describe in detail the benefits that customers want to obtain from the products, and complete formulas communicate more accurate messages to the company by inducing it to develop its products (Büschken&Allenby, 2016:954).

Secondly, customer engagement

1- The concept of customer engagement

The concept of customer engagement has emerged as an important anchor in market research over the past decade (Tonder & Petzer, 2018:2; Rather et al., 2021:1), with participating customers showing greater satisfaction, loyalty, communication, emotional ties, and trust toward brands (Brodie et al. al., 2013:105) and (Omar et al., 2017:2; Harrigan et al., 2017:598) that customer engagement represents interactive experiences that depend on cognitive, emotional, and behavioral dimensions. Customer engagement can be defined as a way to help the company struggle to obtain a competitive advantage, build customers' visions and achieve their needs (Ameen & Baharom, 2019: 329).

2- Elements of customer engagement

The customer's participation is represented by several important elements (Dissanayake et al., 2019:75), which can be summarized as follows:

A - confidence

Building trust between the company and the customer is closely related to the development of interest in marketing relationships with customers and fulfilling customer requirements over time, which in turn is reflected in customer engagement (Doma, 2013:73).

b- dedication

Dedication refers to enthusiasm, inspiration, pride, and a sense of purposeful and challenging work (Budiono & Yasin, 2020: 3769).

C- customer loyalty

Customer loyalty is a set of multiple aspects that are represented by buy-back intention, product preferences, and attitudes towards the brand (Quach et al., 2016:105).

The relationship with the customer

Customer engagement contributes to the development and maintenance of long-term relationships of the organization with customers by creating a certain type of loyalty and sincerity for them and not being attracted to other competitors, in addition to this, loyal customers are willing to pay more money in order to obtain the goods or service provided (Kandampully et al., 2015:379).

C - customer commitment

Customer commitment is an important pillar in motivating customers to commit to participating and supporting the company in order to identify their needs and desires and work to meet them as much as possible (Dissanayake et al., 2019:75)

H- Brand affiliation

Brand association is a set of symbols associated with the brand through which unique product offerings can be created, as well as repetitive and consistent activities that are sponsorship activities, social responsibility, or issues that are strongly relevant to the brand, individuals and owners, as well as symbols and meanings. With the strong meaning associated with the Wijaya brand. 2013:63)).

3- Dimensions of customer engagement

A - enthusiasm

Enthusiasm in service performance is a means of achieving company goals in the future (Dobrin et al., 2012:311)

b- attention

Attention improves the service provider's motivation to address the customer's anxiety when choosing a brand or a specific product from the competing products of the organization (Fazal-e-Hasan et al., 2017:200)),

C- Absorption

Absorption indicates that the service provider's motivation becomes so high in presenting his preferences that he becomes so fully involved over time that ending the relationship with him becomes difficult (So et al., 2021:7).

C- Interaction

Interaction motivates the company to move towards achieving the organization's marketing goals, an important matter that includes obtaining market information and using it effectively and efficiently. (Ibrahim et al., 2018:1222)

c- identity

Identity refers to the identification of service providers themselves through their perceived representation of the organization or units they represent in the company. When service providers feel confident in the company, they will work to meet its requirements and motivate peers to participate in the company (Liu et al., 2020:5).

Third, purchasing behavior

1- The concept of purchasing behavior

The purchasing behavior of the consumer represents the process of comparison between a set of available alternatives to choose the best alternative that represents the main means to achieve the organization's goals towards the services provided (Dulaimi, 2014: 229; Macawalang & Pangemanan, 2019: 2; Prasetyo & Purwantini, 2017: 11). According to ul Zia, 2016:40, the purchasing behavior represents the behavior towards the purchase of goods and services. (Iram & Chacharkar, 2017:45) defines buying behavior as a sudden and strong motive in the consumer to buy immediately.

(Amron, 2018:1; Simarmata et al., 2018:335; Vincent et al., 2017:59) agree that purchasing behavior is a decision made by individuals due to stimuli from both external and internal matters present in individuals.

(You& Kim, 2018:2221) defines purchasing behavior as the attitude of customers to frequently and continually using a product or service when they are satisfied with the product or service. (Sung, 2017:25) believes that

purchasing behavior represents the activities of individuals purchasing products that reflect the individual's aesthetic preferences and tastes, display his individual personality, and do not necessarily follow the latest trends. (Abd Rahman et al., 2018:295) indicates that purchasing behavior is the decision-making process and consumer procedures in purchasing products, and therefore the consumer's purchasing behavior is clearly defined as how the consumer displays his behavior and how he behaves to buy products or services that include the search process and purchase, use, evaluation and disposal in order to meet their needs.

2- The importance of buying behavior

A - Discovering favorable marketing opportunities: In light of the strong competition in the markets, the organization can take advantage of the marketing opportunities available to it.

B- Market segmentation and division and the selection of profitable sectors in order to target them: With the expansion of markets, the increase in incomes and the diversity of consumer tastes and preferences, it has become difficult for organizations to achieve their desires and satisfaction all with one product, so they must study and analyze the market.

C - Rapid response to changes in consumers' needs and characteristics: the organization must study the consumer's purchasing and consumer behavior in an organized manner in order to be able to understand their desires and characteristics.

d- Taking into account the traditions and values prevailing in society when preparing marketing strategies, which helps the organization in identifying the various societal values, customs and traditions (Hafeez, 2020: 14).

3- Types of consumer buying behavior

The types of consumer buying behavior are represented in several important types that are reflected in (Salih, 2015:188-189):

A- Purchasing behavior looking for diversification and change: It refers to the technological developments that occur on the company's products through making modifications or introducing new products.

B- Purchasing behavior towards modern technology: It refers to the new information that the organization enters into its internal operations, as well as seeking to collect all new information in order to obtain the best response from the customer.

T- Repeated purchase: It refers to the consumer's excessive purchase of the product in periodic stages and more than once, which indicates the excessive consumption of the consumer in obtaining the greatest benefit from the products provided by the organization

C- Interfering buying behavior: This type of purchasing is represented in the individual's interference in the quality of products and the purchasing conditions that he practices, as they are reflected in the interest in the organization's products and the importance and benefits they add to the consumer.

4- Dimensions of purchasing behavior

A- Product advantage

Product advantage is defined as the superiority of a product over other products in the market by indicators such as quality, features, level of performance, and ability to meet customer needs (Calantone et al., 2006:410).

b- brand name

A brand is defined as a network of interconnected information and political positions (Banerjee & Goel, 2020:97),

The social influences

Social influence represents the extent to which a service provider can influence the organization's decisions about encouraging customers to purchase products (Saleem et al., 2017:130).

d- request

Demand refers to the gap between the product and the production capacity of the company, and this is the result of marketing fluctuations and the erratic economy. (Gorokhova & Lukash, 2015:184)

c- price

That price can determine where the consumer will shop for a product, and price will always be the main factor that consumers will consider before making any purchasing decision, and price is described as a decisive factor in shaping the buying habits of customers in the future (Fan, 2015:89)

The third axis: the practical aspect

First, coding and characterization

Analyzing the data easily and credibly, and extracting accurate results requires expressing them with a set of symbols that facilitate the statistical analysis of the data included in the analysis, **and the table () shows the description and symbolization of the variables and dimensions of the study.**

Schedule (1)
Coding and characterization of the study variables

T	Variables	Dimensions	Symbol	Paragraphs
1	mystery shopping MYSH	Request for information	Rfi	4
		customer experience	Ce	4
		Meetings and welcoming the customer	Mw	7
		the offer	Pre	5
		Customer follow-up activity	Fua	4
		Customer data protection	Fci	3
		Determine customer needs	Icn	5
2	customer engagement CUEN	Enthusiasm	En	5
		interest	At	5
		absorption	Ab	6
		interaction	In	4
		identity	Id	4
3	purchasing behavior PUBE	Product Feature	Pf	5
		Brand name	Bn	4
		social impact	Si	4
		the demand	De	5
		price	Pr	4

The source was prepared by the researcher

Second, confirmatory factor analysis

1- Mystery Shopping Hub Results

The study used confirmatory factor analysis with the help of the statistical program AMOS vr.24 to design and build a structural modeling scheme for the paragraphs of the mystery shopping axis. To accept or reject the model, the researcher uses the criteria that we mentioned above.

Schedule(2)
Model fit indicators

used pointer	X ² (sig.)	IFI	CFI	GFI	RMSEA
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pointer value	2763.380 0.000	0.89	0.89	0.85	0.00
Study decision	The appropriate form	The appropriate form	The appropriate form	The appropriate form	

Source: Prepared by the researcher based on the results of the program Amos vr.24

The results above indicate the appropriateness of the model proposed by the study and therefore it can be used in drawing conclusions. Therefore, the structural chart proposed by the study was built to represent the paragraphs of the MYSH axis, where the results indicate that the paragraphs have estimated weights values (coefficients) that differ among themselves in the strength of interpretation of the axis.

2- Results Axis Customer engagement

The study used confirmatory factor analysis using the statistical program AMOS vr.24 to design and build a structural modeling scheme for CUEN axis paragraphs. To accept or reject the model, the researcher uses the criteria that we mentioned above.

Schedule(3)

Model fit indicators

used pointer	X² (sig.)	IFI	CFI	GFI	RMSEA
pointer value	1217.993 0.000	0.84	0.84	0.82	0.00
Study decision	The appropriate form	The appropriate form	The appropriate form	The appropriate form	

Source: Prepared by the researcher based on the results of the program Amos vr.24

The above results indicate the appropriateness of the model proposed by the study and therefore it can be used in drawing conclusions. Therefore, the structural chart proposed by the study was built to represent the paragraphs of the customer engagement axis, where the results indicate that the paragraphs have estimated weights values (coefficients) that differ among themselves in the strength of interpretation of the axis.

3- The results of the purchasing behavior axis

The study used confirmatory factor analysis with the help of the statistical program AMOS vr.24 to design and build a structural modeling scheme for the paragraphs of the purchasing behavior axis. To accept or reject the model, the researcher uses the criteria that we mentioned above.

Schedule(4)

Model fit indicators

used pointer	X² (sig.)	IFI	CFI	GFI	RMSEA
pointer value	1033.986 0.000	0.91	0.91	0.86	0.00
Study decision	The appropriate form	The appropriate form	The appropriate form	The appropriate form	

Source: Prepared by the researcher based on the results of the program Amos vr.24

The results above indicate the appropriateness of the model proposed by the study and therefore it can be used in drawing conclusions. Therefore, the structural scheme proposed by the study was built to represent the paragraphs of the purchasing behavior axis, as the results indicate that the paragraphs have estimated weights values (coefficients) that differ among themselves in the strength of interpretation of the axis

Third: descriptive statistics

1- Mystery shopping variant

The mystery shopping variable consists of seven dimensions, as follows:

Schedule(5)

Frequencies, percentage, and percentage for answering the paragraphs of the Mystery Shopping variable

Paragraph	Arithmetic mean	standard deviation	Variation coefficient	Relative importance
RFI	4.27	0.566	13	%85
CE	4.04	0.916	23	%81
MW	4.26	0.667	16	%85
Pre	3.77	0.818	22	%75
FUA	3.92	1.014	26	%78
FCI	4.21	1.010	24	%84
ICN	4.00	0.889	22	%80
MYSH	4.06	0.84	20.8	%81

Source: Prepared by the researcher based on the results of the program Amos vr.24

Table (5) shows the results of the descriptive statistics for the mystery shopping variable, which consists of seven dimensions (request for information, customer experience, meetings and customer welcome, presentation, customer follow-up activity, customer data protection, identification of customer needs), where the total mean reached For this variable (4.06), the standard deviation (0.84), the coefficient of variation ((20.8), and the language of relative importance (81%).

2- Customer engagement variable

The customer engagement variable consists of five dimensions, as follows:

Schedule(6)

General statistics of customer engagement variable paragraphs

Paragraph	Arithmetic mean	standard deviation	Variation coefficient	Relative importance
EN	4.06	0.544	13	%81
AT	3.90	0.857	22	%78
AB	3.85	0.835	22	%77
IN	3.60	1.150	32	%72
ID	3.50	1.068	31	%70
CUEN	3.78	0.890	24	%75.6

Source: Prepared by the researcher based on the results of the program Amos vr.24

Table (6) shows the results of the descriptive statistics for the customer engagement variable, which consists of five dimensions (excitement, interest, absorption, interaction, identity), where the total arithmetic mean of this variable was (3.78), standard deviation (0.890), and the coefficient of variation ((24). And in terms of relative importance (75.6%).

3- Variable purchasing behavior

The purchasing behavior variable consists of five dimensions:

Schedule(7)

General statistics of customer engagement variable paragraphs

Paragraph	Arithmetic mean	standard deviation	Variation coefficient	Relative importance
PF	4.05	0.616	15	%81
BN	3.74	1.025	27	%75
SI	3.92	0.717	18	%78
DE	3.90	0.836	21	%78
PR	3.95	0.874	22	%79
PUBE	3.91	0.813	20.6	%78.2

Source: Prepared by the researcher based on the results of the program Amos vr.24

Table (7) shows the results of the descriptive statistics for the customer engagement variable, which consists of five dimensions (product advantage, brand name, social impact, demand, price), where the total arithmetic mean of this variable was (3.91) and the standard deviation (0.813), and the coefficient of variation (20.6) and in terms of relative importance (78.2%).

Fourth, the correlation test

1- Examine the associations between mystery shopping, its dimensions, and customer engagement

The statistical program SPSS vr has been used. 24 To find the correlation tables and their significance, and their results are summarized in the following table:

Schedule(8)

Correlation transactions and their significance between mystery shopping and customer engagement

Correlations									
		RF	CE	M	Pre	FU	FC	IC	MY
		I		W		A	I	N	SH
EN	Pearson	.63	.51	.57	.61	.59	.53	.66	.719
	Correlation	3**	5**	7**	4**	4**	4**	3**	**
	Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.000
	N	10	10	10	10	10	10	10	100
		0	0	0	0	0	0	0	

AT	Pearson Correlation	.658**	.578**	.583**	.560**	.565**	.490**	.608**	.700**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
AB	Pearson Correlation	.573**	.532**	.526**	.587**	.626**	.595**	.701**	.730**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
IN	Pearson Correlation	.581**	.534**	.539**	.556**	.580**	.598**	.534**	.687**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
ID	Pearson Correlation	.581**	.607**	.544**	.594**	.693**	.652**	.617**	.759**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
CU EN	Pearson Correlation	.660**	.612**	.606**	.637**	.676**	.640**	.677**	.790**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100

Sig. (2-tailed)	.00	.00	.00	.00	.00	.00	.00	.00	.000
N	10	10	10	10	10	10	10	10	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Prepared by the researcher based on the results of the program Amos vr.24

The study developed a key null hypothesis to test the significance of the association between mystery shopping and customer engagement, and this hypothesis is:

There is no statistically significant correlation between mystery shopping and customer engagement.

Through the results in the above table, it is clear that the correlation between the two axes reached a value of (0.790) and that the value of the corresponding significance is sig. It was equal to zero and therefore it is less than the significance level predetermined by the study, which is (5%), and thus the null hypothesis was rejected and the alternative hypothesis was accepted, and we conclude that there is a direct correlation with a moral significance between the mystery shopping variable and the customer engagement variable.

2- To test the associations between mystery shopping by its dimensions and purchasing behavior

The statistical program SPSS vr has been used. 24 To find the correlation tables and their significance, and their results are summarized in the following table:

**Schedule (9)
Correlation coefficients and their significance between disguised shopping and purchasing behavior**

Correlations									
		RFI	CE	MW	Pre	FUA	FCI	ICN	MYSH
PF	Pearson Correlation	.495**	.473**	.523**	.533**	.615**	.523**	.719**	.686**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
BN	Pearson Correlation	.649**	.456**	.473**	.651**	.644**	.612**	.559**	.708**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
SI	Pearson Correlation	.535**	.473**	.552**	.559**	.569**	.458**	.653**	.663**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100

DE	Pearson Correlation	.559**	.401**	.430**	.511**	.585**	.530**	.650**	.645**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
PR	Pearson Correlation	.435**	.400**	.534**	.508**	.649**	.537**	.620**	.653**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
PUBE	Pearson Correlation	.600**	.486**	.553**	.618**	.682**	.597**	.701**	.746**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).									

Source: Prepared by the researcher based on the results of the program Amos vr.24

The study has developed a key null hypothesis to test the significance of the association between mystery shopping with its dimensions and purchasing behavior, and this hypothesis is:

There is no statistically significant correlation between mystery shopping with its dimensions and purchasing behavior

Through the results in the above table, it is clear that the correlation between the two axes has a value of (0.746) and that the corresponding significant value is sig. It was equal to zero and therefore it is less than the significance level pre-determined by the study, which is (5%), and thus the null hypothesis was rejected and the alternative hypothesis was accepted, and we conclude that there is a direct correlation with a significant moral significance between the masked shopping and purchasing behavior.

1- Testing the correlations between the customer engagement variable in its dimensions and the variable purchasing behavior

The statistical program SPSS vr has been used. 24 To find the correlation tables and their significance, and their results are summarized in the following table:

Schedule(10)
Correlation transactions and their significance between customer engagement and purchasing behavior

Correlations							
		EN	AT	AB	IN	ID	CUEN
PF	Pearson Correlation	.868**	.656**	.841**	.730**	.752**	.834**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
BN	Pearson Correlation	.732**	.686**	.866**	.839**	.774**	.864**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100

SI	Pearson Correlation	.792**	.640**	.788**	.753**	.827**	.836**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
DE	Pearson Correlation	.802**	.779**	.825**	.880**	.855**	.918**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
PR	Pearson Correlation	.724**	.628**	.808**	.746**	.758**	.809**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
PUBE	Pearson Correlation	.860**	.754**	.918**	.882**	.880**	.947**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: Prepared by the researcher based on the results of the program Amos vr.24

The study developed a key null hypothesis to test the significance of the correlation between the customer engagement variable with its dimensions and the variable purchasing behavior. This hypothesis is:

There is no statistically significant correlation between the customer engagement variable with its dimensions and the variable purchasing behavior

Through the results in the above table, it is clear that the correlation between the two axes reached a value of 0.947, and that the value of the corresponding significance was sig. It was equal to zero and therefore it is less than the significance level pre-determined by the study, which is 5%, and thus the null hypothesis was rejected and the alternative hypothesis was accepted, and we conclude that there is a direct correlation with a moral significance between the variable of customer engagement with its dimensions and the variable of purchasing behavior

Second: Testing the direct and indirect impact hypotheses:

The main hypothesis: To test the effect of the mystery shopping variable on the purchasing behavior variable through the mediating variable, customer engagement.

Zero hypothesis: There is no effect of the mystery shopping variable on the purchasing behavior variable through the mediating variable, customer engagement.

**Schedule (11)
SEM Structural Modeling Equation Standards**

			(Estimate)	S.E.	C.R.	P
CUEN	<---	MYSH	.790	.073	12.842	***
PUBE	<---	CUEN	.947	.029	29.295	***

Source: Prepared by the researcher based on the results of the program Amos vr.24

The above table shows that there is a direct effect of 0.79, which is a significant effect under the significance level of 5% for the mystery shopping variable in the customer engagement variable, and the critical percentage is 12.842)), which is a significant value. Also, the above results indicate that there is a direct effect with a value of

0.95), which is a significant effect below the 5% significance level for the variable of customer engagement in the variable of purchasing behavior, and its critical percentage is 29.295, which is a significant value.

With regard to the indirect effect, the test is often done using the bootstrapping method

Schedule (12)
Indirect effect and lower and upper bounds using the Bootstrapping method

Path			(Estimate)	Lower Bounds	Upper Bounds	Sig.
PUB E	< ---	MYS H	.748	.628	.823	.02 6

Source: Prepared by the researcher based on the results of the program Amos vr.24

Through the results in the above table, it is clear that there is an indirect, statistically significant effect of the mystery shopping variable on the variable of purchasing behavior through the mediating variable, customer engagement. where was the sig value. Less than the significance level of 5%, which indicates that the mediating variable (customer engagement) increased the value of the mystery shopping effect on the purchasing behavior variable by 0.75.

Conclusions

1. The results showed that there is a statistically significant correlation between mystery shopping and customer engagement, which indicates the companies' interest in improving their capabilities in customer engagement, and providing high quality products that contribute to improving customer response and loyalty, and thus inciting their purchasing behavior.

2. There is a direct correlation with a significant significance between the mystery shopping variable and its dimensions and the variable of purchasing behavior, and that the highest correlation of the dimensions of the mystery shopping variable with the variable of purchasing behavior was for the dimension of determining the customer's needs comes second after the customer follow-up activity and third after the presentation and fourth after the request for information and fifth After protecting customer data, sixth after meeting and welcoming the customer, and finally after customer experience.

3. The interest of companies, sales centers and stores, the study sample, in achieving the needs and desires of customers through a comparison between the options presented in order to build a clear perception towards the goals and tastes preferred by the customer.

4. The keenness of companies, sales centers and stores, the study sample, to maintain dealing with customers in order to build a high market share compared to the rest of the competitors in the market.

5. The interest of companies, sales centers and stores, the study sample, to create a good reputation for their brand by employing representatives with good skills in dealing with customers.

6. Companies, sales centers and shops, the study sample, are keen to use easy and comfortable procedures with customers that depend on their involvement in order to gain their satisfaction and loyalty, which improves customer value and builds positive visions towards the services they prefer.

Recommendations

1. Deepening the understanding and consolidating the concept of mystery shopping in the management of companies, sales centers and stores, the sample of the study.

2. Companies, sales centers and stores, the study sample, should support marketing efforts and increase interest in using the mystery shopping technique when promoting their services, as it has proven effective in influencing the target customers, as it is an effective and effective tool.

3. The companies, sales centers and shops the sample of the study should strive to provide products that meet the needs and desires of customers and create value for them, which enhances customer satisfaction and loyalty.

4. The companies, sales centers and shops the sample of the study should pay attention to providing high quality products compared to competitors, as well as engaging customers in order to provoke their purchasing behavior.

5. The sample companies, sales centers and stores should improve the performance of sales representatives in dealing with customers.

6. The companies, sales centers and shops of the study sample should improve their ability to deal with work problems and customer complaints in the shortest possible time.

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