



The Possibility of Using Mystery Shopping to Provoke Purchasing Behavior

Israa Nazim Abdel-Zahra

Department of Business Administration, College of Administration and Economics, University of Al-Qadisiyah

Atheer Abdel Amir Hassouni

Department of Business Administration, College of Administration and Economics, University of Al-Qadisiyah

Received: November 8, 2021; reviews: 2; accepted: June 29, 2022.

Abstract

The current study aimed to shed light on the possibility of using mystery shopping to provoke the purchasing behavior of 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). The questionnaire was adopted to collect data related to the study variables, and then analyzed by adopting some statistical methods such as (arithmetic mean, standard deviation, simple regression, regression coefficient, and regression coefficient, and the regression coefficient, and the regression coefficient) (Alpha Cronbach, factorial analysis) has been employed. The statistical program (SPSS.V.25) and the program (Amos.V.25.) were also used to analyze the data, and a set of conclusions were reached, the most prominent of which was the existence of a correlation and an effect between the study variables (Mystery Shopping, Purchasing Behavior, inference), building to it, and a set of recommendations were presented, the most important of which were.

Keywords

mystery shopping, buying behavior

JEL Classifications: J11, F43

1. Introduction

Companies today began to search for marketing concepts and modern methods that led to intellectual and cognitive developments, including the variables adopted in our current study, represented by the independent variable Mystery Shopping, which is defined as the practice of using trained shoppers to evaluate the performance of the company and help it in the long term to build a realistic picture of customers' opinions and build a database of needs and their preferences. 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. As a result of the competition between telecommunications companies, the studied company (companies and stores selling mobile phones in the Middle Euphrates region) forced it to provide a distinguished service that outperforms other companies by following methods aimed at including the target market, satisfying its requirements and creating a purchasing beh The first axis is research methodology

2. Research Problem

A - The Intellectual Problem of the Study

The problem of the study is reflected in the ability of the studied sample to provoke purchasing behavior using mystery shopping.

Here, many intellectual questions can be put to the study of my agency.

- What are the intellectual foundations of the mystery shopping variable and its dimensions?
- What are the intellectual foundations of the customer participation variable and its dimensions?

B - the Field Problem

The companies in the study community face great challenges, including the inability of customers to distinguish the preferred brand, which indicates a lack of awareness among customers about that brand. For the foregoing, the current study attempts to bridge the knowledge and application gap to understand and explain the relationship by formulating a main question to the effect (Can the relationship between mystery shopping and purchasing behavior be explained) and the following sub-questions emerge from it:

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

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

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

d- What is the nature of the relationship between mystery shopping and purchasing behavior?

3. The Importance of Research

A- Theoretical Importance

The importance is as follows:

- The importance of the current research is highlighted by the recentness of the variables that it addressed, (disguised shopping, and purchasing behavior).
- Introducing the studied sample to the subject of mystery shopping, purchasing behavior, and customer participation.
- Developing conclusions and proposals that help direct the companies of the study community towards addressing issues of concern for customer participation and its dimensions.

B- Field Importance

- Contribute to the provision of new data and information in the field of mystery shopping and purchasing behavior, through the conclusions and recommendations that the study will reach.
- Determining the nature and type of the relationship between mystery shopping and purchasing behavior, which in future studies can measure the nature and type of this relationship on other samples.
- Develop appropriate and feasible solutions to the negatives of Mystery Shopping that the studied companies suffer from.

4. Research Objectives

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

- Determine the effect of mystery shopping on purchasing behavior.
- Detecting individual differences between the responses of the studied sample members about mystery shopping and purchasing behavior, according to demographic factors.avior for customers.

5. Tools for Collecting Data and Information

For the purpose of completing the requirements of completing the theoretical aspect of the research, the researcher relied on Arab and foreign references such as books, studies, letters, scientific thesis, publications, periodicals and research related to the research, as well as making use of the international information network (Internet). On the other hand, the researcher relied on the

field research to collect data on the sample by adopting the questionnaire as the main means of collecting data and information, and being the most consistent means with the current research.

5.1 The Scheme of the Hypothetical Study

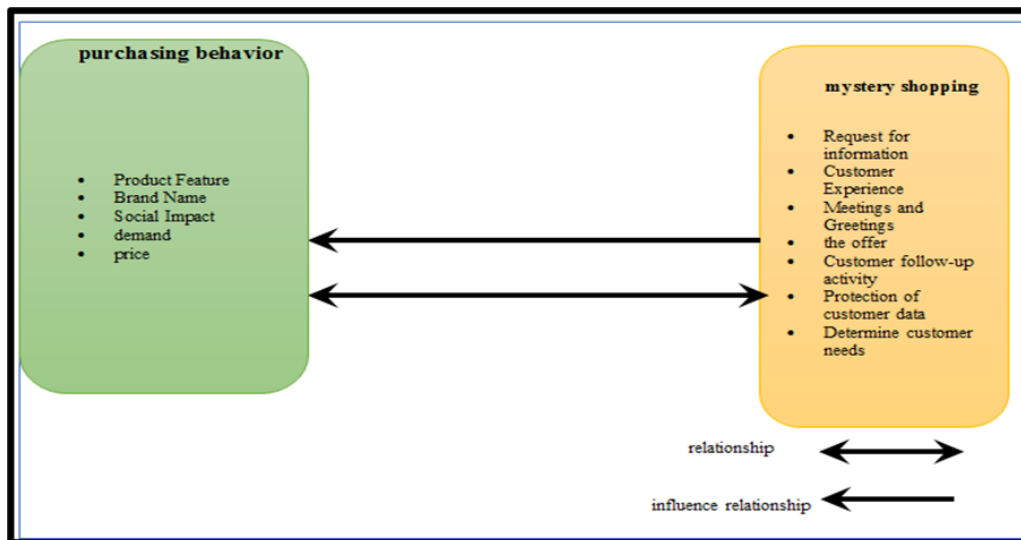


Figure 1. The hypothesis of the study
The source was prepared by the researcher

6. Research Hypotheses

To complete the requirements of the research and in order to answer its questions, the following hypotheses were developed:

A - There is a statistically significant correlation between mystery shopping and purchasing behavior.

B - There is a direct, statistically significant effect between mystery shopping and purchasing behavior.

7. The Research Community and Its Sample

The study community represented representatives and customers of companies, stores and mobile phone centers in the middle Euphrates region. The study sample consisted of all representatives in companies, shops and mobile phone centers in the middle Euphrates region, whose number is 115 delegates, as the number of questionnaire forms distributed to the study sample was (115).) a questionnaire, of which (100) questionnaires were approved only for their validity for analysis and the rest was left either for not returning them or for the presence of a deficiency in them, meaning that the retrieval rate reached 87%, while the second sample included (115) clients of companies, stores and mobile phone centers in the Middle Euphrates region a questionnaire Only (100) questionnaires were approved for their validity for analysis, and the rest were left either because they were no First: Mystery Shopping

The Second Axis is the Theoretical Side

1. Mystery Shopping Concept

The origins of mystery shopping go back to the 1940's, and this term is used officially in banks and retail stores in order to define the basic prospects of business (Björnsdóttir et al., 2020), hence the emergence of shopping. The masked shoppers during the thefts appeared in abundance among the workers until the companies resorted to hiring investigators to know the credibility of their employees and to know whether they affect the reputation of the organization with their actions or not. The second 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)

Anyone can become a persuasive marketer. The main feature that distinguishes the average customer from the persuasive marketer is that the persuasive marketer urgently needs to make improvements in the services provided to the customer and achieve reasonable profitability, and therefore most marketing agencies seek to train their employees in order to submit requests according to the visions of customers. In order to ensure the achievement of acceptable results (Stucker, 2004).

2- The Importance of Mystery Shopping

The importance of mystery shopping emerges in the role it plays in motivating the organization towards developing its capabilities in satisfying the needs and desires of customers, as well as improving the capabilities of service providers to know the customers they are dealing with. Therefore, the importance of mystery shopping emerges in the following:

- Improving services with the help of information
- Providing essential feedback to develop the capabilities of service providers
- Identifying shortcomings in the services provided to customers
- Motivating the organization to better improve its services

3- Mystery Shopping Objectives

Mystery shopping is used to achieve a set of goals that benefit the organization positively, and perhaps these goals can be summarized as follows:

- Determine the speed of response to meet the requirements of customers.
- Determine the appropriate time to provide the service to the customer.
- Understand the ethics of service providers
- Determining the knowledge and skills of service providers
- Determining the quality of the offered products

- Determining the total time taken to determine the market requirements to the requirements of the organization
- Determining the effectiveness of the sales team in the organization (Čubova, 2016). It returned or because there was a shortage in them, meaning that the recovery rate reached 87%.

4- Characteristics of Mystery Shopping

Mystery shopping is characterized by a set of characteristics that distinguish it from other types of marketing, and these characteristics can be highlighted in the following:

- CV: The persuasive marketer must have an appropriate CV about the product he is working on
 - Ability to act: that is, the need for the persuasive marketer to have a high ability to act with sufficient credibility in a way that does not raise any doubts on the part of the service provider, because this will affect the fulfillment of his requirements, needs and desires.
 - Ability to memorize: The persuasive marketer must have a high ability to memorize the aspects of the product he is looking for in order to ensure the recording of important information and notes that describe in the interest of the product in order to provide it as much as possible and obtain it.
 - The ability to improvise: that is, the persuasive marketer must have a high ability to improvise topics and information about the product and predict all the circumstances that may occur during the service meeting. (Solaro Menéndez, 2016)

5- Elements of Mystery Shopping

- Violation

Mystery shoppers do not reveal their true capabilities and intentions and thus violate the privacy of service providers, as well as trying to find out how the company behaves concretely when providing a particular service or product (Steennot, 2017).

- Training persuasive marketers

Training the appropriate workers is an important matter as they represent the basis for improving the performance of the organization in responding to the requirements of customers. Without training the workers, service providers cannot work as persuasive marketers. In order to develop the skills of its service providers to simulate the quality of services preferred by customers and to collect and maintain as much information as possible about those preferences.

- Mystery Shopping Contributions

Mystery shopping is mainly practiced in gaining customer satisfaction with the services and products they expect by getting to know their impressions and satisfying the appropriate service experience for them through building reports and information about the contributions they prefer in one company over others.

- Quality of Service

Service quality is an essential pillar in mystery shopping as it represents an effective and widely used tool for controlling the quality of services during retail sales, and therefore it is more relevant to salespeople service and sales behavior in particular (Blessing et al., 2019).

- Personal selling

Personal selling is a form of communication used by the mystery shopper. Personal selling represents an essential point of direct communication between one person and another, in which the seller attempts to help and persuade potential buyers to purchase the organization's product or service or act on the basis of a particular idea (Besly, 2014).

- Persuasive Communication

Persuasive communication refers to the evaluation of the service over the phone by the customer, and therefore the company usually faces heavy control over its products and tries to improve the quality of its response and feedback precisely by developing and maturing the capabilities of its service providers (Krajčovič, 2016).

6- Dimensions of Mystery Shopping

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

- **Request for Information**

The company should improve their capabilities in obtaining accurate information, as the nature of the information collected from customers is usually unreliable, inaccurate, inactive and does not fit the company's requirements (Kateřina, 2019).

- **Customer Experience**

Large companies often include the market research department in order to develop their knowledge about the products and services provided, know the needs and desires of customers, and address the cases of persuasive marketers, which makes it imperative for the company to improve its ability to invest the skills and abilities of service providers to address the failures observed by persuasive marketers (Kateřina, 2019) The nature of internal factors such as emotion and perception of persuasive marketers, and external factors related to building relationships affect the awareness and preferences of customers, which makes it imperative for companies to develop their capabilities towards building improving service providers capabilities and experiences in order to develop their awareness of the persuasive marketers' observations and address them as much as possible (Adhikari et al., 2016).

- **Meetings and Welcoming the Customer**

This dimension refers to the nature of the strong attachment of persuasive marketers to the emotional aspects of the service, and this is based on the

perceived experience of the service provider and the guidance provided throughout the service process, and these features encourage persuasive marketers to build social relationships with service providers in order to obtain adequate information about the products and services provided.

- **Display**

The presentation indicates the importance of recognizing the nature of the marketers' observations about the services provided and comparing the offers offered by the company with these observations (Maklan, 2012). The nature of the offers offered by the company depends mainly on the information provided by the persuasive marketers. Jun et al., 2019:82 showed that customers with persuasive experiences make decisions based largely on their past experiences and have more stable preferences than inexperienced customers.

- **Customer Follow-up Activity**

Following up persuasive marketers and collecting the necessary data about their preferences is related to the company's sales representatives, which means that the company's productivity depends on the extent of the sales representatives' interest in increasing customer follow-up and obtaining a prior survey of their needs and desires, which requires the company to train and motivate service providers to work collectively in order to Improving Company Productivity (Tumewu et al.).

- **Protection of Customer Data**

Data protection concerns have received a lot of attention in the past years, especially with regard to the nature of persuasive marketers, which includes the search for what is modern in ICT business and other services, as tangible assets (such as products, buildings and people) and intangible (such as reputation and trust) are factors that determine the use of services communication technology or the purchase of its products (Ruivo et al., 2014).

- **Determine Customer Needs**

The need represents a conscious sense of deprivation in the persuasive marketer, in other words, it represents something that the customer needs to experience and satisfy his desire and achieve satisfaction, and therefore the company must work to satisfy these different needs and desires as much as possible by providing products and services that customers prefer for fear of the marketer's reluctance to a company Others to deal with, (Camilleri, 2018).

Second, the Buying Behavior

1- The Concept of Purchasing Behavior

Purchasing behavior is a common phenomenon and has an important role in market research, as most academic research has focused on studying purchasing

behavior, and concluded that conscious and unconscious buying behavior has a significant impact on the emotional motives of the customer (Addo et al., 2020; Dong et al., 2017). And (D. Nguyen, 2019) that purchasing behavior represents a group of customers who go through the process of selecting, acquiring, using, forming, promoting ideas and exchanging experiences for products or services, and will affect private and public consumption.

The complex environment exerts an important influence on consumer reactions by influencing the buying behavior of the consumer, which requires marketers to understand the different purchasing behaviors of consumers in order to be able to build plans, strategies and methods that contribute to meeting the tastes and preferences of consumers. (Alessa et al., 2019; Amron, 2018) Purchasing behavior refers to the processes associated with an individual or group choosing, buying, using and disposing of a product or service for the purpose of satisfying their needs and desires. And between (Humadi, 2017). The purchasing behavior focuses on the quality and nature of decisions made by the final consumer to satisfy his needs and desires.

(You, 2018) 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) 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.

2- The Importance of Purchasing Behavior

The importance of consumer buying behavior is based on a number of important points, namely:

- Link to the organization's promotional and pricing mix (Zarwin et al., 2020).
- Expressing consumer attitudes and attitudes towards the services provided (Iram et al., 2017).
- Indicating consumers' preferences, needs, desires and behaviors (Zarwin et al., 2020).
- The consumer's purchasing behavior reflects the extent of consumer satisfaction with the products offered.
- Purchasing behavior expresses the consumer's mental image of the offered products.
- Consumer interest in the organization's products through differentiation between several products and for different organizations (Y, 2014).

3- Characteristics of Purchasing Behaviour

Purchasing behavior is one of the main pillars in determining the purchasing behavior decisions of the customer, through three main characteristics:

- Attitude: It is a person's assessment of the behavior that leads to a favorable or unfavorable outcome.
- Subjective Standards: Subjective standards refer to the belief in performing actions to gain social approval
 - Perceptual behavioral control: Perceived behavioral control explains how individuals perceive whether it is easy or difficult to perform (N. T. Nguyen et al., 2021).

4- Elements of Buying behavior

Customer purchasing behavior preferences are changing rapidly and are moving towards high-tech products with the environment. Products that were once considered luxury goods have become necessary due to changing lifestyle and rising levels of income. With the growth of disposable income, the demand for new products has increased exponentially. This is also facilitated by the easy availability of finance; thus consumers continue to place a high degree of importance on value for payment for products (Kathiravan et al., 2016), and thus the five important elements of purchasing behavior are (Hu et al., 2019):

- A surprising and spontaneous desire to act
- A state of psychological imbalance

The psychological struggle and the struggle to achieve the goals began

Low Cognitive Rating

Not taking into account the various consequences of purchasing.

5- The Dimensions of Purchasing Behavior

- **Product Advantage**

A product feature is a feature of a product that meets the level of satisfaction of consumer needs and wants through use and utilization of the product (Ayodele et al., 2016). The product advantage represents the new range of unique and distinctive features and its superiority over the rest of the competing products (Heimonen et al., 2019).

- Brand Name

The brand not only provides a unique identity and distinctive mark, but it also gives distinction to the company by distinguishing its products or services, the brand positively affects the behavioral outcomes (Ayodele et al., 2016). The American Society defines a trademark as a name, mark, symbol or design whose purpose is to identify the organization's goods and services in comparison to those of competing organizations (Oladepo, 2015).

- Social influences

Social influence is related to the approach of studying the behavior of a customer in another customer to bring about a change in his feelings, behavior and thoughts, whether intentionally or unintentionally. and customer behaviors (Saĝnak et al., 2015).

- Demand

Demand represents the desire and ability of the consumer to consume certain quantities of goods and services at certain prices at a certain time, as well as determining the desire and ability to pay for a particular product or service (Addo et al., 2020). And according to (Gorokhova et al., 2015), 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.

- Price

Price is one of the most important elements of the marketing mix affecting the customer's decision to purchase the banking service, and it is the most flexible compared to other elements. Price is defined as "the amount of money charged for a product or service, or the sum total of values that customers exchange for the benefits of having or using the product or service (Kotler et al., 2010),

The Third Axis, the Practical Side

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	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
pointer value	2763.3800.000	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- 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.

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

Schedule 4. Model Fit Indicators

used pointer	X ² (sig.)	IFI	CFI	GFI	RMSEA
pointer value	1033.9860.000	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

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- 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- 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:

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.

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
- ✓ Zero hypothesis: There is no effect of the mystery shopping variable on the purchasing behavior variable

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

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

Path			(Estimate)	Lower Bounds	Upper Bounds	Sig.
PUBE	<---	MYSH	.748	.628	.823	.026

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.

8. Conclusions and Recommendations

8.1 Conclusions

1. There is a direct correlation with a significant significance between the mystery shopping variable and its dimensions and the variable of purchasing behavior, and the highest correlation of the dimensions of the mystery shopping variable with the variable of purchasing behavior was for the dimension of identifying the customer’s needs, secondly after the customer follow-up activity, thirdly after the presentation and fourthly after the request for information and fifth After protecting customer data, sixth after meeting and welcoming the customer, and finally after customer experience.

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

3. 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.

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

5. The study sample companies, sales cente,rs and stores 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.

6. The interest of companies, sales centers and stores, the study sample, to achieve the customers' tastes at the appropriate time and place in order to increase the customer's expectations of the company.

8.2 Recommendations

Through the previous results, it is possible to present some recommendations that may be appropriate to enhance and consolidate the concept of mystery shopping in companies, sales centers and stores, the sample of the study, in order to achieve the maximum benefit from its application, among which we mention the following:

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 center 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 center 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.

References

- Addo, P. C., Jiaming, F., Kulbo, N. B., & Liangqiang, L. (2020). COVID-19: fear appeal favoring purchase behavior towards personal protective equipment. *The Service Industries Journal*, 40(7-8), 471-490. doi: <https://doi.org/10.1080/02642069.2020.1751823>
- Adhikari, A., & Bhattacharya, S. (2016). Appraisal of literature on customer experience in tourism sector: review and framework. *Current Issues in Tourism*, 19(4), 296-321. doi: <https://doi.org/10.1080/13683500.2015.1082538>
- Alessa, M. R. K., & Altimeemi, M. U. (2019). The role of radio advertising in promoting purchasing decisions of Iraqi citizens. *AL-Bahith AL-A'alami*, 11(43), 77-98. Retrieved from <https://www.iasj.net/iasj/article/164357>
- Amron, A. (2018). Buying Decision in the Consumers of Automatic Motorcycle in Yogyakarta, Indonesia. *J. Mark. Manag*, 6, 275-280. doi: <https://doi.org/10.15640/jmm.v6n1a8>
- Ayodele, A. A., & Ifeanyichukwu, C. (2016). Factors influencing smartphone purchase behavior among young adults in Nigeria. *International journal of*

- recent scientific research, 7(9), 13248-13254. Retrieved from <https://ssrn.com/abstract=3118698>
- Besly, R. V. (2014). Comparative Study Of Promotional Mix And Consumer Buying Behavior On Gender Differences Of Smartphone Users In Manado City. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2(3), 872-883. doi: <https://doi.org/10.35794/emba.2.3.2014.5725>
- Björnsdóttir, I., Granas, A. G., Bradley, A., & Norris, P. (2020). A systematic review of the use of simulated patient methodology in pharmacy practice research from 2006 to 2016. *International Journal of Pharmacy Practice*, 28(1), 13-25. doi: <https://doi.org/10.1111/ijpp.12570>
- Blessing, G., & Natter, M. (2019). Do mystery shoppers really predict customer satisfaction and sales performance? *Journal of Retailing*, 95(3), 47-62. doi: <https://doi.org/10.1016/j.jretai.2019.04.001>
- Camilleri, M. A. (2018). Understanding customer needs and wants. In *Travel marketing, tourism economics and the airline product* (pp. 29-50): Springer, 29-50. doi: https://doi.org/10.1007/978-3-319-49849-2_2.
- Čubova, L. (2016). Analysis of entry into different mystery shopping markets within a global company (Doctoral dissertation, Vysoká škola ekonomická v Praze.
- Dong, X., Suhara, Y., Bozkaya, B., Singh, V. K., Lepri, B., & Pentland, A. S. (2017). Social bridges in urban purchase behavior. *ACM Transactions on Intelligent Systems and Technology (TIST)*, 9(3), 1-29. doi: <https://doi.org/10.1145/3149409>
- Gorokhova, T., & Lukash, M. (2015). *Formation of Market Gaps'issues Based on the Steel Industry*. Paper presented at the "The International Multidisciplinary Congress" Knowledge is Power, Power is Knowledge!", 184-188. Retrieved from <https://elibrary.ru/item.asp?id=25090751>
- Heimonen, J., & Kohtamäki, M. (2019). Measuring new product and service portfolio advantage. *International Entrepreneurship and Management Journal*, 15(1), 163-174. doi: <https://doi.org/10.1007/s11365-018-0548-x>
- Hu, X., Chen, X., & Davison, R. M. (2019). Social support, source credibility, social influence, and impulsive purchase behavior in social commerce. *International Journal of Electronic Commerce*, 23(3), 297-327. doi: <https://doi.org/10.1080/10864415.2019.1619905>
- Humadi, Z. K. (2017). Some Special Personal Characteristics and their Effect on Purchasing Decision Making. *Al-Fatih journal*, 13(70), 273-293. Retrieved from <https://www.iasj.net/iasj/article/125916>
- Iram, M., & Chacharkar, D. (2017). Model of impulse buying behavior. *BVIMSR's Journal of Management Research*, 9(1), 45. Retrieved from https://d1wqtxts1xzle7.cloudfront.net/60923262/Model_of_Impulse_Buying_Behavi_120191016-82862
- Kateřina, K. (2019). *Využití metody Mystery Shopping ve vybrané společnosti*. České vysoké učení technické v Praze. Vypočetní a informační centrum., Retrieved from <http://hdl.handle.net/10467/82449>

- Kathiravan, C., & Suresh, V. (2016). An Investigation on Purchase Behavior of Buyer White Durable Goods with Exceptional Reference to Chennai. Retrieved from <https://www.researchgate.net/profile/Kathiravan-C/publication/330840523>
- Kotler, P., & Armstrong, G. (2010). *Principles of marketing*: Pearson education
- Krajčovič, T. (2016). Mystery shopping ve vybraných prodejnách specializovaného řetězce Hervis. Retrieved from <http://hdl.handle.net/20.500.11956/79367>
- Maklan, S. (2012). EXQ: a multiple-item scale for assessing service experience. *Journal of Service Management*.
- Nguyen, D. (2019). Influences of multi-channel distribution related to consumer buying behavior and profits growth rate. Retrieved from <https://urn.fi/URN:NBN:fi:amk-201905027207>
- Nguyen, N. T., Nguyen, L. H. A., & Tran, T. T. (2021). Purchase behavior of young consumers toward green packaged products in Vietnam. *The Journal of Asian Finance, Economics and Business*, 8(1), 985-996. doi: <https://doi.org/10.13106/jafeb.2021.vol8.no1.985>
- Oladepo, O. I., Abimbola, O. S. (2015). The influence of brand image and promotional mix on consumer buying decision-a study of beverage consumers in Lagos State, Nigeria. *British journal of marketing studies*, 3(4), 97-109.
- Randulová, E. (2019). Mystery shopping ve vybraných skateshopech. Retrieved from <http://hdl.handle.net/10563/45563>
- Ruivo, P., Oliveira, T., & Neto, M. (2014). Examine ERP post-implementation stages of use and value: Empirical evidence from Portuguese SMEs. *International journal of accounting information systems*, 15(2), 166-184. doi: <https://doi.org/10.1016/j.accinf.2014.01.002>
- Sağnak, M., KuruÖz, M., Polat, B., & Soyly, A. (2015). Transformational leadership and innovative climate: An examination of the mediating effect of psychological empowerment. *Eurasian Journal of educational research*, 15(60), 149-162. doi: <https://doi.org/10.14689/ejer.2015.60.9>
- Solaro Menéndez, S. (2016). *Utilización del Modelo AHP y técnica de mystery shopping para evaluar la calidad de servicio en las hamburgueserías de Valencia*. Universitat Politècnica de València, Retrieved from <https://riunet.upv.es/handle/10251/59543>
- Steennot, R. (2017). Mystery shopping in het financieel recht. In *Mystery shopping* (pp. 77-109): Intersentia, 77-109. Retrieved from <https://biblio.ugent.be/publication/8527601/file/8527605>.
- Stucker, C. (2004). *The Mystery Shopper's Manual: How to Get Paid to Shop in Your Favorite Stores, Eat in Your Favorite Restaurants and More*: Special Interests Publishing. Retrieved from <https://books.google.co.in/books?hl=en&lr=&id=KxNSZGRI3AgC&oi=fnd&pg=PA19&dq=Stucker>

- Sung, J. (2017). *Unhappy with their body?: how Generation Y men respond through clothing behaviors*. Colorado State University, Retrieved from <https://hdl.handle.net/10217/183997>
- Tumewu, B., & Riyanto, S. The Effect of Training and Team Cooperation on the Productivity of Panin Insurance Agents with Motivation as Intervening Variables. 7(3). doi: <https://doi.org/10.23958/ijsssei/vol07-i03/288>
- Y, A.-D. O. (2014). The effect of the spoken word on making purchasing decisions: A study of the opinions of a sample of customers who come to some restaurants in Mosul. *Mesopotamia*. 36(115), 217-236.
- You, S. Y. Y. Y. Y., Kim, S. B. (2018). A Study on Effects of Perceived Information Security Function on Purchase Behavior for Multifunction Printer. *International Journal of Pure and Applied Mathematics*, 118(19), 2217-2235.
- Zarwin, Z., & Hartono, S. (2020). Analysis of Brand Equity on Buying Decision of Sacheted Adem Sari on Pt. Enesis Indonesia in Palembang. *Dinasti International Journal of Digital Business Management*, 1(2), 180-190. doi: <https://doi.org/10.31933/dijdbm.v1i2.135>