

Impact of deceptive advertising on consumer buying decision on social media with mediating word of mouth: an empirical study from University of Tabuk, Saudi Arabia

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Abstract: This paper aims to study impact of deceptive advertising on consumer buying decision on social media with mediating effect of word of mouth, and also aim To find out, what types of deceptive ads practice exists on social media, and what are the most effective practices of advertising deception on the decision-making of students through social media, and To find out the effect of word of mouth on consumer buying decision, and to Providing some guidelines for companies to follow to avoid deceptive advertising Practices. The study was conducted in University of Tabuk in Saudi Arabia, the research hypotheses were adopted based on the previous studies, and based on variables of the study, the researcher tried to identify the effects of each variable on consumer buying decision. The researcher used the descriptive analytical method; The Data was collected through Field research (questionnaire) among 120 respondents. The results show that there was a positive correlation between deceptive advertising and the buying behavior among university students and also there was positive correlation between advertising deception and word of mouth that affect buying behavior among university students.

The study recommended, that the governments should enact a law with all provisions to promote and protect the rights of a consumer and establish authority.

Keywords: deceptive advertising, consumer buying decision, social media, word of mouth, Unethical advertising, misleading information.

أثر الخداع الإعلاني على القرار الشرائي للمستهلك على وسائل التواصل الاجتماعي والكلمة المنطوقة كمتغير وسيط – دراسة تطبيقية على جامعة تبوك

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كلية إدارة الأعمال || جامعة تبوك || المملكة العربية السعودية

الملخص: هدفت الدراسة إلى دراسة أثر الخداع الإعلاني على القرار الشرائي للمستهلك على وسائل التواصل الاجتماعي والكلمة المنطوقة كمتغير وسيط، كما تهدف الدراسة أيضا إلى معرفة أنواع ممارسات الإعلانات الخادعة الموجودة على وسائل التواصل الاجتماعي، وما هي أكثر الممارسات فعالية للخداع الإعلاني على اتخاذ القرار الشرائي للطلاب ومن خلال وسائل التواصل الاجتماعي، ولمعرفة تأثير الكلمة المنطوقة على قرار شراء المستهلك، وتقديم بعض الإرشادات التي تتبعها الشركات لتجنب ممارسات الخداع الإعلاني، وقد أجريت الدراسة في جامعة تبوك في المملكة العربية السعودية، واعتمدت الفرضيات البحثية بناء على الدراسات السابقة واستنادا إلى متغيرات الدراسة، حاولت الباحثة تحديد أثر كل منها على متغير قرار شراء المستهلك استخدمت الباحثة المنهج الوصفي التحليلي، تم جمع البيانات من خلال البحث الميداني (الاستبانة) من خلال (120) من المستجيبين، وأوضحت النتائج وجود علاقة ايجابية بين الخداع الإعلاني وسلوك الشراء بين طلبة الجامعة وكذلك وجود علاقة إيجابية بين الخداع

الإعلاني والكلمة المنطوقة التي تؤثر على سلوك الشراء بين طلاب الجامعة، واستنادا للنتائج أوصت الدراسة أنه يجب على الحكومات أن تسن قانوناً مع جميع الأحكام لتعزيز وحماية حقوق المستهلك من الممارسات المختلفة للخداع الإعلاني. الكلمات المفتاحية: الخداع الإعلاني- اتخاذ القرار الشرائي- وسائل التواصل الاجتماعي- الكلمة المنطوقة- الإعلانات غير الأخلاقية- المعلومات المضللة

1- Introduction

The issue of advertising deception is one of the topics that have received - still - much attention in, either among the courts that hear cases related to it, or in theoretical and applied studies and research conducted abroad, Among the most important ethical problems in the field of advertising which called the criteria for advertising deception, , which we can summarize,

False promises: used in advertising and it is impossible to happen, (Nevralova, 2011, P15)

Incomplete description: The advertisements include misleading, false, inaccurate information,

Bait-and-switch offers: advertising lower price product which 'out of stock', so switching the customer To the expensive product,

Visual distortions: making product bigger, colorful and attractive in the advertisement and completely Different from the actual.

Partial disclosures: to expose just a part of quality of a product, and the (worse part of it) is not mentioned

Small- print qualifications: Making a pretty side of a product in a large print statement and the other Information that may make the customer never takes the purchasing decision in a small print

False endorsement: a false endorsement conveys the impression that a "person" endorses an Advertiser's goods or services when in fact that person does not.

(john crosetto, 2014, P2)

Celebrity Endorsement: Celebrity endorsement is a form of brand campaign which involves a popular individual who uses their fame to help in promoting a product or a service.

Misleading endorsements by these celebrities violate numerous rights of the consumers such as the right to information, choice, protection against unsafe goods and services as well as from unfair trade practice(P. Balasubramanian, Anjali V. Gopal and S. Reefana, , 2016, p2)

A deceptive advertisement (referred to as "ad" hereafter) often leads to false beliefs and Purchase behaviors that may not occur without the influence of the ad (Gardner 1975 p40-45; Gaeth and Heath 1987, p 43-54; Polonsky et al. 1998).

The consequences of advertising deception range widely and may include financial Cost, psychological distress, and social distrust (Darke and Ritchie 2007, p114-127; Tushnet and Goldman 2012, p 5). So, this kind of advertisement is unsafe for consumers as they are intentionally Mislead by the misrepresentation of quality, characteristics or the nature of the product or service offered by various

firms (Skool,).Due to the growing consumer interest in using the social media network to search for their needs of the products they wish to buy, this has led to an increase in the interest and interest of the Producing companies in advertising their products on this network, However, these companies misuse the social media network with many unethical practices practiced by these companies, which by using them for advertising deception through social media, This have impacted the relationship between the organization and consumers negatively on the short run as well as on the long run (Wilkins et al., 2016, p213-235).

The emergence of the social media network also contributed to changing the purchasing behavior Pattern of consumers, as it allowed the exchange of personal experiences electronically (**word of mouth**) in the long run, as well as in the short run (Riquelme et al., 2016, p16-26).

The loss of confidence is not only between the consumer and the marketer but extends to many other consumers as a result of the word of mouth, where the consumer talks about his negative experience to others directly or indirectly (Gaber, 2018, p12-18).

Deceptive advertising not only violates advertising ethics, but also has the potential to harm consumers (Attas, 1999, p49-59; Carson 2010, p93-104).

This incorrect statement of the product leads the customers to make poor decisions in result to which the customer end up wasting precious money on something which won't meet their needs or resolve their problems (Taruna, September 2016, 356-360). According to Lodhi (2015, p469-470) deceptive advertising is the utilize of misleading, false and wrong advertising of a product which may negatively affect consumer's loyalty, deception can be confirmed when a consumer individually consumes or experience the product or service. If consumers are not being informed about the complete information or being revealed images that oppose the real qualities of a product or service, they are unsure to compose the finest decisions for themselves (Ray, 2018).

This paper aims to losing the gap in the academic research that investigates the deceptive advertising practices and its effect on the buying behavior of students, with the mediating effect of word of mouth in the electronic media on evidence from Tabuk, Saudi Arabia and to providing some guidelines for companies to follow to avoid deceptive advertising practices. The main objective of the current study is to identify the impact of deceptive advertising on consumer buying decision on social media with mediating effect of word of mouth and to find out, what types of deceptive ads practice exists on social media, and what are the most effective practices of advertising deception on the decision-making of students through social media. The study also explore the effect of word of mouth on consumer buying decision.

This study is primary and new in research and can be helpful in clearing that how many determinants involve in deception in ads like: celebrity endorsement while he or she not personally using the product, showing extra features, false promises, incomplete description, Bait-and-switch offers, visual distortions, partial disclosures, small- print qualifications and study its effect on consumer buying decision

on social media with mediating effect of word of mouth: an empirical study on university students in Tabuk, Saudi Arabia.

1-1 Specific problem statement

According to (Gardner, 1975, p. 40) "Deception in advertising is far from a new concern. Claims made for remedies hundreds of years ago were often so deceitful that by today's standards they are humorous".

Research evidences that deceptive advertising practices does not evolve recently but have long been used by companies (Barbour II& Gardner, 1982; Carson et al, 1985, p93-104; Gaeth& Heath, 1987; Gardner, 1975, 1976, p40).

There are studies providing evidence that deception in ads is affecting the consumer behavior (Armstrong et al., 1979; Barone& Miniard, 1999; Hasan& Subhani M.I., 2011; Jeong& Yoo, 2011; Khan et al., 2015; Olson& Dover, 1978; Wright, 1995).

Xie& Boush, (2011, p. 293) in their review of research literature conclude that "Extant research has documented that consumers can be highly susceptible to deceptive advertising claims that lead them to acquire false information, form misperceptions, and become involved in consumptive behaviors to their detriment" Khan et al., (2015) in their study observed that consumer behavior is affected by incorrect interpretation, financial/emotional loss, and misleading claim; that affect brand attitude, trust and consumer loyalty. (Hasan& Subhani, 2011) also conducted a study and observed that deceptive elements are present in the ads affecting consumer's loyalty

SO, we can formulate the research problem as follows,

(To analyze the Impact of Deceptive Advertising on consumer buying decision on social media with mediating effect of word of mouth: an empirical study on university students in tabuk)

1-2 Research questions:

Based on background, research gap and problem statement, following research questions have been formulated:

What is deceptive advertising?

What types of deceptive ads practice exists on social media, and what are the most effective practices of advertising deception on the decision-making of students through social media

How deceptive Advertising impact on consumer buying decision on social media with mediating effect of word of mouth

Does word of mouth moderate the relationship between deceptive advertising and consumer buying decision

1-3 Research objectives:

- 1- The main objective of the current study is to identify the impact of Deceptive Advertising on consumer buying decision on social media with mediating effect of word of mouth: an empirical study on university students in tabuk
- 2- To find out, what types of deceptive ads practice exists on social media, and what are the most effective practices of advertising deception on the decision-making of students through social media
- 3- To find out the effect of word of mouth on consumer buying decision
- 4- - Providing some guidelines for companies to follow to avoid deceptive advertising Practices

1-4 research importance

- 1- The subject of deceptive advertising has received great attention from researchers and Practitioners, as well as the official interest of consumer protection organizations in most Countries of the world, while the subject has not received such interest in the Arab world, even academically, there are very few studies on the subject
- 2- This study is primary and new in research and can be helpful in clearing that how many determinants involve in deception in ads like: celebrity endorsement while he or she not personally using the product, showing extra features, False promises, Incomplete description, Bait-and-switch offers, Visual distortions, Partial disclosures, Small- print qualifications and study its effect on consumer buying decision on social media with mediating effect of word of mouth: an empirical study on university students in tabuk .
- 3- Closing the gap in the academic research that investigates the deceptive advertising practices and its effect on the buying behavior of students, with the mediating effect of word of mouth in the electronic media on evidence from tabuk.
- 4- Providing some guidelines for companies to follow to avoid deceptive advertising Practices

1-5 Limitation of the study:

- This research is limited by the nature of the participants where it was conducted on University students in tabuk who are regular users in social media
- Another limitation is the sampling technique where this study depended on a convenience

1-6 hypotheses

Based on the previous studies, the researcher proposes the following hypotheses:

H1: Deceptive advertisements do not have significant impact on the buying behavior of university students

H2: Deceptive advertisements and word of mouth do not have significant impact on the buying behavior of university students

H3: Word of mouth do not have significant impact on the buying behavior of university students

2- Research methodology

The descriptive – analytical approach was used in the research, The population consisted on Tabuk University students together with professionals. Convenience sampling was used to select the sample size of participants. Total 120 respondents were selected from the population.

The questionnaire included 11 statements about deceptive advertising, 6 statements about word of mouth and 21 statements about purchasing process. A 5-point Likert scale was used to enable the respondents to indicate their level of agreement or disagreement regarding each statement. The study was conducted over 4 months' time period.

2-1 Statistical analysis

The gathered data was interpreted through SPSS 20.0. The relationship between variables was tested through regression, correlation and other descriptive analysis. Whereas, the data collecting tools were also checked for reliability and validity using SPSS 20.0.

3- Previous studies

1- (Khan& Rajput., 2014), " impact of deceptive advertising and customer behavior and attitude" the study discusses the connection between identifying usefulness, entertainment, deceptive advertising and customer behavior. This study was examined in Pakistan. Wiley online library and EBSCO host and Emerald scholarly are chosen for the research, exploratory study has been done for this research. With the help of this research, reader will easily know recognized usefulness, enjoyment, attractiveness and appeal in ads which influence customer behavior positively or negatively with the effect of double-dealing over coming in the ad. Deceptive advertising is a critical matter; many advertisers do not accept that they have over promising with the product. This study proposes false claims and over promising should not be done in advertising companies.

Competitive services should be done in advertising to attain positive customer attitude and behavior towards the commercialized product or service.

2- Fouzia, Raza,& Izhar, 2011), "Attraction of students towards beauty" the study measures the relationship and impact of deceptive beauty advertising on buying behavior. The study was examined at university of Punjab. The sample size of students was 147 in which 47 is male and 95 is female. Descriptive statistics, correlation and liner regression techniques were used with the help of SPSS 16. The authors emphasize on the buying behavior of students and the beauty product ads. As a result of this research they realize that the relation between buying behavior of university students towards beauty products increases as deception in advertisements of beauty product increases and which shows that deceptive beauty products advertisements put a significant and positive behavior.

- 3- **(Mohammad Noorizzuddin bin Nooh, 2014)**, "The criteria and challenges of unethical Advertising "has explored the effect of unethical advertising criteria that impact to the next creation. The study converse that misleading and inappropriate advertising makes negative belief in the psyche of people particularly children or adults in Malaysia.
- 4- **(Iodhi, s., and fayyaz, n., 2015)**
"deceptive advertising practices and customer loyalty a case of mobile phones " have explored how deceptive ads affect customer loyalty, attitude, and behavior. The analysis of the study found that deceptive advertising practices happen in mobile phone Advertisements which affect customer loyalty. The study also found that when the people Experiencing the mobile phone in real and fond some variation in the advertisement, because of this experience, they start thinking that deception occurs in the ads, their faith started shaking towards mobile phones before purchasing. In result to which people start negative word of mouth with other customers whether they may loyal in the past
Similarly, **(Hussain, 2015)** found that misleading information, stereotyping and unethical advertising is negatively associated with customer purchasing behavior, while the word of mouth is negatively connected with customer satisfaction.
- 5- **(Hsieh, Hsu,& Fang, 2010)**, " The Relationship Between Deceptive Claims and Ad Effect. the moderating role of humorous ads', examine that advertisement with different type of humor influence by relationship between deceptive claims and the effect of the advertisement. The study conducted in Taiwan. The sample size is 194 participants of different universities in Taiwan. The authors use t-test and post-hoc t to survey whether certain type of entertaining ads can cause a better effect. The study concluded that the entertaining ads built a conceal effect that decrease the bad effect of false claims, but also causes deception in the advertisement to materialize economically.
- 6- **Najeeb Ullah, Mustansar Hussain, 2015**, " Impact of Unethical Advertising, Misleading Information or Deceptive Advertising on Customer Purchasing Intention with Mediating Effect of Word of Mouth: Case of Pakistan", The study aims to study the effect of Unethical advertising, misleading information or deception and stereotyping advertising impact on Customer purchase intention with mediating effect of word-of-mouth (WOM) in Pakistan. Based on variables, the authors tried to identify the effects of each variable to customer satisfaction. Data were collected through field research (questionnaire) among 600 Respondent who have their own different levels and fields like, Employee, students, and common people from twin city Islamabad& Rawalpindi. The results shows that unethical Advertising or misleading information and stereotyping advertising Negatively linked with customer buying behaviour or purchase intention, while word of mouth is also negatively associated with customer satisfaction
- 7- **Nashid Bintey Hayder, 2017**, " Deceptive Advertising and Purchase Behavior of University Students: A Study on Skin-Care Products in Bangladesh" This study aims at determining the deceptive

advertising provided by different skin care products in Bangladesh. It takes into account the purchasing behavior is difference between male and female students. A sample of 80 undergraduate students was taken from the Jahangirnagar University, Savar-1342, Dhaka, Bangladesh. The results show that deceptive advertising has most impact on consumer buying behavior through deception. There are some laws but not in practice to ensure consumer right and protect them from any deception in Bangladesh. Also there is no specific and strict program code and advertising code like our neighboring country India.

8- (P. Balasubramanian, Anjali V. Gopal and S. Reefana, 2016)

- "A Case Study on Misleading Celebrity Endorsements and its Impact on Consumer Behavior"

This study analyzes the effects of misleading celebrity endorsements on consumer's behavior in India., the study found that The goal of every endorser is to convince the consumer that the said product will obtain the same result as the endorser, which plays a huge role in consumer's behavior, the study concluded that Misleading endorsements by these celebrities violate numerous rights of the consumers such as the right to information, choice, protection against unsafe goods and services as well as from unfair trade practices

The study concluded that celebrities featuring in such commercials making false claims are accountable for their acts .

Commenting on previous studies

By looking at Arab and foreign studies the researcher found that:

There are studies providing evidence that deception in ads is affecting the consumer behavior (Armstrong et al., 1979; Barone& Miniard, 1999; Hasan& Subhani M.I., 2011; Jeong& Yoo, 2011; Khan et al., 2015; Olson& Dover, 1978; Wright, 199., Fayaz, 2015, Nashid Bintey Hayder, 2017, ") in their review of research literature conclude that "Extant research has documented that consumers can be highly susceptible to deceptive advertising claims that lead them to acquire false information, form misperceptions, and become involved in consumptive behaviors to their detriment". But these studies focus mainly on defining deceptive advertising and to some degree reflect on its Impact on consumer behavior

This differs from previous studies,

- The study focused on advertising practices like (celebrity endorsement while he or she not personally using the product, showing extra features, False promises, Incomplete description, Bait-and-switch offers, Visual distortions, Partial disclosures, Small- print qualifications) and study its effect on consumer buying decision on social media with mediating effect of word of mouth: an empirical study on university students in tabuk.

4- LITERATURE REVIEW

Consumers are faced with a very large numbers of advertisements every day in different media. This makes the job of the policy makers very difficult to judge the misleading nature of all such Messages.

The task can be made simpler if such questions are reserved only for critical case, the Majority of the work should concern itself not with the questions whether an advertisement does mislead, but whether it has the capacity to mislead (Darke, et, al, 2007, p 114-127).

4.1 Deceptive advertising

4.1.1 What is deception?

Deception is a general phenomenon that can occur in virtually any form of communication under Conflict of interest (Johnson et al., 2001, p 355-392.).

Deception comes in a wide array of forms other than the outright lie, and among the features that differentiate them are amount and sufficiency of information, degree of truthfulness, clarity, relevance, and intent. Whatever the type of deception, it causes a number of ethical questions and issues for companies, consumers, and policy makers.

Within business disciplines, deception has been extensively studied by organizational (e.g., Fleming and Zyglidopoulos, 2008, p837-850; Jehn and Scott, 2008, p327-347), accounting (e.g., Gibbins, 1992, p113-126, ; Zimbelman, 1997, p75-98), and information systems researchers (e.g., Biros et al., 2002, p119-140).

In the marketing field, deception has received special attention in the areas of advertising and personal selling/traditional retailing. Deception in the context of marketing practices is “unethical and unfair to the deceived” (Aditya, 2001, p. 737). Prior research on deceptive advertising has focused largely on identifying the specific types of claims that lead consumers to make erroneous judgments and its consequences on consumers’ beliefs, affect, and behavioral intentions (e.g., Burke et al., 1988; Darke and Ritchie, 2007, p114-127). For instance, recent findings from Darke and Ritchie, 2007, p114-127) showed that deceptive advertising engenders consumers’ distrust. Earlier research in retailing and personal selling has identified “the exaggeration of the features and benefits of a product” and “selling items through high-pressure selling techniques” as common examples of deceptive or manipulative tactics (Ingram et al., 2005, p237-252; Ramsey et al., 2007, p191-207; Roma’n and Ruiz, 2005, p439-445). Results from this stream of research parallels those obtained by advertising researchers in that deceptive selling actions have been found to decrease customer satisfaction and trust.

4-2Deceptive advertising

(Hyman, 1990, p259-270 .) Proposes a unique definition of deceptive advertising that can be adopted by researchers, lawyers, regulators or consumers. The author claims that an advertisement is deceiving if it comprises three conditions. Firstly, the advertisement contains a believable claim that is obvious or an unconscionable lie. Furthermore, the advertisement encourages a variance between what purchasers or purchase influencers believe to be claimed in the advertisement and what is fact.

Finally, the advertisement encourages the purchaser or purchase influencer to build upon Previously held erroneous beliefs, so that their viewing of the advertisement interacts with these Prior beliefs to produce one or more erroneous beliefs

According to a juridical standpoint, an advertisement is said deceptive if the company has acted Deliberately and intentionally (Corson, 1985, p93-104)

The United States were the first to implement rules and policies about deceptive advertising. The United States Supreme Court has ruled that false or misleading advertising is not protected under the First Amendment (Nevralova, s. . 2011.p 15-43).

In this way, Some agencies have been created and designed to discourage manufacturers and service providers to use deceptive advertising. In addition, these agencies also aim to protect customers Moreover, the American Marketing Association (AMA) defines deceptive advertising as "an advertising that Intends to mislead consumers by falsely making claims, by failure to make full disclosure, or by a combination of both" (AMA, 1999)

. In 1962, AMA published a Creative Code discouraging deceiving or misleading advertising (Carson, 1985, p93-104).

The European Commission (2005) defines deceptive advertising like a commercial practice that Contains false information and is therefore untruthful or in any way, including overall presentation, deceives or is likely to deceive the average consumer to take a transactional decision that he would not have taken otherwise (Official Journal of European Union, 2005).

The European Parliament stated that advertisements which mislead or which may mislead the people who receive them are forbidden. The misleading nature of these advertisements could affect the economic behaviour of consumers and traders, or may be detrimental to a competitor (European Parliament, 2006 Heyman, (2010), The Federal Trade Commission (FTC) described the following four factors which make an advertisement deceptive.

-The "reasonable consumer" standard: The FTC determines whether an ad is deceptive by examining it from the point of view of the "reasonable consumer, " which is a person of average sophistication and intelligence that looks at the ad. Rather than focusing on certain words, the FTC looks at all elements of the ad in context to determine what it conveys to consumers.

For example, a TV commercial consists of video and audio. Regulators will typically turn off the sound and watch the c commercial, and then close their eyes and listen to the audio to determine if the conclusions drawn about the product could be different. If so, they will likely deem the ad to be deceptive.

Express vs. implied claims: Another factor in determining whether an ad is deceptive involves the Express and implied claims the ad makes. An Express claim is literally made in the ad while an Implied claim is one made indirectly or by inference.

There are studies providing evidence that Deception in ads is affecting the consumer behavior, (Armstrong et al., 1979 p237-246; Barone& Miniard, 1999, p 58-74; Hasan& Subhani M.I., 2011; Jeong& Yoo, 2011; Khan et al., 2015; Olson& Dover, 1978; Wright, 1995),. Xie& Boush, 2011, p. 293) in their review of research literature conclude that “Extant research has documented that consumers Can be highly susceptible to deceptive advertising claims that lead them to to acquire false Information, form misperceptions, and become involved in consumptive behaviors to their Detriment

4-4 consumer buying decision

Consumer is a person who buys and uses products. Therefore, consumers keep the production cycle Moving as well as play an important role in the economic system of any nation, as a result, any Nation will face crisis if consumers don't have the effective demand for goods produced.

Consumers demand different commodities based on their taste and preference for them. Consciousness of good influences consumers purchase of that good. Other factors that influence one's taste and preference for a good are psychological and environmental. Taste and preference for a good change overtime. Thus, advertisements play a role in influencing taste and preference of Consumers ' choice. (Sharma, 2009).

The term consumer behavior is defined as the behavior that consumer display in searching for Purchasing, using, evaluating and disposing of product and services that they expect will satisfy Their needs. Consumer behavior focuses on how individuals make decisions to spend available Resources (time, money, effort) on consumption related items (Solomon, 1994).

The consumers" buying behavior has been always a popular marketing topic, extensively studied and debated over the last decades while no contemporary marketing textbook is complete without a Chapter dedicated to this subject. The predominant approach, explaining the fundamentals of Consumer behavior, describes the consumer buying process as learning, information-processing And Decision-making activity divided in several consequent steps:

- 1- Problem identification,
- 2- Information search,
- 3- Alternatives evaluation
- 4- Purchasing decision,
- 5- Post-purchase behavior (Nashid Hayder, 2017, p4)

According to Boyd et al. (2002) a distinction is frequently made between high and low Involvement purchasing, implying that in practice the actual buying activity can be less or more Consistent with this model, depending on the buyer's perceived purchasing risks. High or low Degree of involvement is also a question of buyer experience; products purchased for the first time,

In general, require more involvement than frequently purchased products.

Many research studies have conducted to evaluate the attitude and behavior of students about Deceptive advertising because students are the long run customers and have an ample contribution In the disposable income of society. Therefore, businessman and marketers apply the technique of advertising to attract the students towards their products (Khatak& Khan, 2009, p244-248) but Sandage and Leckenby (1980); Rettie, et al., (2001); and Zhang (2000) claimed that use of tampering tactics in ads for gaining the attention of the consumers can be thwarting to the audience. In this context, Baumhart (1961) specified the unethical practices undertaken by businesses like unreasonable price setting, unfair credit policies and particularly deception in advertising. Brenner and Molander, (1977) argued that these above mentioned unethical practices are still dramatically practiced by the businesses in their daily conduct of business activities.

(Chithra& Kothai, 2014) Explores at analyzing the attitude of consumers of various age groups about watching television advertisement and so an attempt has been made to know about it, whether they believe in ads or not. The study is examined in Pollachitalluk, India with sample size of 200 people was chosen. Further research has been made to view the consumer's negative or positive behavior towards advertisement. This study analyzed that consumers attitude towards ads is positive and they help them what they need, updates the product availability, but on the other hand, some consumers having negative thought regarding ads, they thought ads are exaggerating the product features design, which in real life does not match due to which customers started disbelieving on the particular product

4-5 Word of mouth

WOM is one of the most powerful forces in the marketplace and is defined as informal conversations about the service or product between people who are independent of the company providing the product or the service, and in a medium independent of the company (Silverman, 1997).

WOM marketing has been found to be particularly relevant to services (Silverman, 1997; Sweeney et al., 2008).

Defined as any communication about a service firm's offerings, word-of-mouth (WOM), communication is considered a key relational outcome (Freidenand Goldsmith, 1998; Hennig Thureau et al., 2002; Harrison-Walker, 2001).

Consumers like to share their experiences with services through word of mouth. According to Keller (2007), the average American engages in 120 word of mouth conversations per week. These conversations are important sources of information for consumers and have a strong impact on product attitudes and sales (Brown and Reingen 1987; Chevalier and Mayzlin 2006; Herr, Kardes, and Kim 1991). In telecom sector, people use to share their experiences with others which some time becomes a strong perception in other's mind that may be converted in belief towards services. Customers do expect that

they will get exceptional services from service provider therefore the resulted outcome compel them to express their opinion in front of others.

In a world that offers an excess of product information from a wealth of sources (Plummer, 2007), modern consumers have become less attentive to traditional advertising (McDonnell, 2005; Nielsen, 2012). Accordingly, many organizations have reduced expenditures on traditional advertising and re-visited WOM as a powerful marketing tool (Brand Science Institute, 2005; Kilby, 2007).

Marketers, naturally, realise the importance of WOM, especially with regard to its implications for trust and associated outcomes (e.g. DeCarlo et al., 2007).

Researchers have investigated the factors that motivate WOM because of its known credibility (e.g. Brown et al., 2005 p 123-138; Harrison-Walker, 2001).

Word of mouth (WOM) is one of the most effective forces in the market place. It's considered an informal conversation about product or service between people who are independent of organization providing the product or the service. Consumers like to share their experiences with services through word of mouth. The average American engages in 120 word of mouth conversations per week. These conversations are important sources of information for consumers and have a strong impact on product attitudes and sales. Customers do expect that they will get exceptional services from service provider so the resulted outcome forces them to express their opinion in front of others (Hussain and Ullah, 2015, p49-69). Word of mouth behavior originates from an actual experience with the product/service or the word of mouth of others who have had an actual experience. So, we control behavior more by what we do than by what we say (shaw and shoemaker 2008, p 179-193).

4-6 social media

Social Media Definitions

Social Media has been defined as websites which allow profile creation and visibility of Relationships between users (Boyd& Ellison, 2008); web-based applications which provide Functionality for sharing, relationships, group, conversation and profiles (Kietzmann et al., 2011, p 241-251).

Social media has been referred to as "social media sites" (Diga& Kelleher, 2009), or a set of Information technologies which facilitate interactions and networking (Kapoor et al., 2017, p 1-28; Oestreicher-Singer& Zalmanson, 2013, p591-616).

However, there appears to be a broad agreement that Web2.0 technologies played a significant role in the development and adoption of social media Social media, such as Facebook, Twitter, and LinkedIn, provide people with a pervasive network

connectivity (Asur& Huberman, 2010). Social media offer advertisers increased brand recognition, loyalty, and higher conversion rates than traditional print, TV, and radio. The same rules for advertising in traditional media apply to social media, but the dynamics of social media raises new

questions as to how those rules apply.(valos et al, 2016)Social media is the new buzz area in marketing that includes business, organizations and brands which helps to create news, make friends, make connections and make followers. Business use social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Social media provides the benefit as a communication platform that facilitates two way communication between a company and their stock holders (Neelamalar& Chitra, 2009)

Business can be promoted through various social networking sites. Many of the organization promotes their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help this organization to develop the existing brand and give the business a voice.

With the help of social media organization can make their strategy to promote their organization. The Federal Trade Commission ("FTC") has deemed that consumers, for the most part, believe that social media are a forum in which real people express real opinions about real products and services. As advertisers explore new ways to exploit the credibility offered by social media, they run new risks of false advertising claims The FTC Act, the Lanham Act, and state consumer and unfair competition laws form the regulatory framework for advertising. Whether a claim is brought by the FTC, a competitor, or an individual consumer, the underlying premise is that everyone suffers when consumers are deprived of the ability to make meaningful choices.

That is, when a competitor creates fake Facebook accounts to post bad reviews of your restaurant or you fail to mention that the celebrity who tweeted about her fantastic stay at your hotel had been given a free month in the penthouse suite, both are unlawful because the conduct deprives consumers of information they need to make meaningful decisions; and if consumers cannot make meaningful decisions, businesses cannot compete fairly. Whether you accept that premise or not, it's worth bearing in mind when devising your marketing strategy, if for no other reason than to avoid an investigation by the FTC, a claim brought by a competitor, or a class action lawsuit.(cambell et al., 2003)

5- Results and discussion

- The descriptive analysis of the respondents was on the basis of management practices. Table (1) illustrates the descriptive statistical analysis which was used in order to know the impact of deceptive advertising on consumer buying decision.
- The mean of all the items was higher than 2.5 which shows non-neutral stance from respondents on all items. The higher mean values represent that the respondent's strong values for all the items

Table (1) Descriptive statistics for evaluating deceptive advertising

Variable	Mean	SD	N
X1(False promises)	3	0.86	120
X2(Incomplete description)	3.004	0.889	120
X3(Endorsements and false testimony)	2.64	1.051	120
X4(Visual distortions)	2.95	0.894	120
X5 (Bait and switch)	3.07	1.069	120
X6 (False comparisons)	2.666	1.0478	120
X7 (Word of mouth)	3.09	1.064	120

- From table (1) we can show the highest mean of the table is word of mouth (3.09), which indicates that it is one of the most effective forces on consumer buying decision

Correlation Analysis

The Pearson correlation is used to determine the relationship between all the variables, SPSS is a beneficial tool to run the correlation between variables for finding insights about the relation and Strength.

For our study we used correlation analysis to test relationship and strength between Different variable.

From The correlation analysis we show:

- Shows that there is a significant positive correlation between (Y) and (X1) with 85.8%, hence it is proved by majority that false promises adv. impact on consumer buying decision
- There is a significant positive correlation between (Y) and (X2) with 84.3%, hence it is proved by majority that incomplete description in adv impact on consumer buying decision
- There is a significant positive correlation between(Y) and (X3) with 84.3%, hence it is proved by majority that the use the endorsements and false testimony in adv. Impact on consumer buying decision
- There is a significant positive correlation between(Y) and (X4) with 80.2% Hence it is proved by majority that (Visual distortions) in adv. impact on consumer buying decision
- There is a significant positive correlation between(Y) and (X5) with 96.8% Hence it is proved by majority that the use (bait and switch) in adv. Impact on consumer buying decision and it consider more effect than another practices
- There is a significant positive correlation between (Y) and (X6) with 80.2% hence it is proved by majority that (false comparisons) in adv. Impact on consumer buying decision

- There is a significant positive correlation between (Y) and (X7) with 95.3% hence it is proved by majority that word of mouth impact on consumer buying decision and (WOM) is one of the most effective forces on consumer buying decision
- The most independent variable correlated with (Y) is (X5) (Bait and switch) then (X7) (word of mouth)
- So we conclude that, there is a statistically significant relationship between consumer buying decision and deceptive advertising, it is clear to us that there is a positive correlation between advertising deception and purchasing decision

Test the research hypotheses

Regression Analysis

Regression could be used as a bivariate to predict two variables or as a multiple regression for checking multiple variables at the same time .In this article, the simple linear regression technique was used to test the research hypotheses

Table (2) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.982 ^a	.965	.963	.2033655	1.794

Predictors: (Constant), X7, X6, X4, X2, X3, X5

b. Dependent Variable: Y

The table (2) gives us the R-value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.965 which that the independent variable of the model can predict 96.5% of variance in dependent variable

Table (3) ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	126.726	7	18.104	437.736	.000 ^a
Residual	4.632	112	.041		
Total	131.358	119			

a. Predictors: (Constant), X7, X6, X4, X2, X3, X5, X1

b. Dependent Variable: Y

The above table gives the test results for the analysis of one way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in

this case is 437.736 and the p-value is given by 0.000 which is less than 0.05 so we conclude that the deceptive advertising has an influence on consumer behavior.

Table (5) Unstandardized Coefficients & Standardized Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-.049	.070		-.698	.487
	X1	.241	.211	.200	1.141	.256
	X2	.289	.192	.245	1.509	.134
	X3	.133	.068	.133	1.942	.055
	X4	-.324	.074	-.276	-4.364	.000
	X5	.674	.113	.686	5.946	.000
	X6	-.032	.063	-.032	-.507	.613
	X7	.060	.106	.061	.566	.573

a. Dependent Variable: Y

From regression tables we can conclude:

- The R squared, was (96.5%) also called coefficient of determination, is a statistical calculation that measures the degree of interrelation and dependence between two variables. In other words, it is a formula that determines how much a variable's behavior can explain the behavior of another variable.
- The regression model, variables can be independent, which are used as the predictor or causal input and dependent, which are used as response variables. In experimental studies, independent variable X is the variable that can be controlled and variable Y is the variable that reflects the changes in the independent variable X.
- **and the regression model in our research will be:**
 - $Y = -0.49 + 0.241X_1 + 0.289X_2 + 0.133X_3 - 0.324X_4 + 0.674X_5 - 0.032X_6 + 0.060X_7 + E$
 - Where:
 - Y consumer buying decision
 - X_1 the false promises
 - X_2 (incomplete description)
 - X_3 (endorsements and false testimony) .
 - X_4 (visual distortions) .
 - X_5 (bait and switch)
 - X_6 (false comparisons)
 - X_7 (word of mouth)
 - E is the error term

- The findings showed that there was a positive correlation between deceptive advertising and the buying behavior of university students
- Moreover, the finding showed that there is a positive correlation between advertising deception and word of mouth and buying behavior of university students.
- The finding showed that there was a significant positive correlation between word of mouth and the buying behavior of university students.

Results of hypothesis tests

In this article, the simple linear regression technique was used to test the research hypotheses

- H 1: Deceptive advertisements do not have significant Impact on the buying behavior of university students
- The findings showed that there is a positive correlation between deceptive advertising and the buying behavior of university students - which means accepting the null (H0) Hypothesis and rejecting the alternative.(H1)
- H 2: Deceptive advertisements and word of mouth do not have significant Impact on the buying behavior of university students
- The finding showed that there is a positive correlation between advertising deception and word of mouth and buying behavior of university students - which means accepting the null (H0) hypothesis and rejecting the alternative.(H2)
- H 3: word of mouth do not have significant impact on the buying behavior of university students
- The finding showed that there is a significant positive correlation between Word of mouth and the buying behavior of university students which means accepting the null (H0) hypothesis and rejecting the alternative.(H3)

6- RESULTS

- Based on the literature on ethics and advertising, it is evident that the current research on advertising ethics are focused on issues such as deceptive advertising practices such as (false promises, incomplete description, endorsements and false testimony, visual distortions, bait and switch, false comparisons)
- Pilot study finds evidence that a positive and significant correlation exists between deceptive advertising factors and the buying behavior of university students through Facebook, as well as, it can concluded that word of mouth has a positive and significant impact on the buying behavior of university students through Facebook

- there is a significant positive correlation between (Y) and (X₁) with 85.8%, hence it is proved by majority that false promises adv. impact on consumer buying decision
- There is a significant positive correlation between (Y) and (X₂) with 84.3%, hence it is proved by majority that incomplete description in adv. impact on consumer buying decision
- There is a significant positive correlation between (Y) and (X₃) with 84.3%, hence it is proved by majority that the use the endorsements and false testimony in adv. Impact on consumer buying decision, and this confirmed by (Lawrence et al, 2018)
- There is a significant positive correlation between (Y) and (X₄) with 80.2% Hence it is proved by majority that (Visual distortions) in adv. impact on consumer buying decision
- There is a significant positive correlation between (Y) and (X₅) with 96.8% Hence it is proved by majority that the use (bait and switch) in adv. Impact on consumer buying decision and it consider more effect than another practices
- There is a significant positive correlation between (Y) and (X₆) with 80.2% hence it is proved by majority that (false comparisons) in adv. Impact on consumer buying decision
- There is a significant positive correlation between (Y) and (X₇) with 95.3% hence it is proved by majority that word of mouth impact on consumer buying decision and (WOM) is one of the most effective forces on consumer buying decision and this confirmed by a study (Najeeb Ullah, et al, 2015)
- The most independent variable correlated with (Y) is (X₅) (Bait and switch) then (X₇) (word of mouth)
- there is a statistically significant relationship between consumer buying decision and deceptive advertising, it is clear to us that there is a positive correlation between advertising deception and purchasing decision and this confirmed by a study, and this confirmed by (Armstrong et al., 1979 p237-246; Barone& Miniard, 1999; Hasan& Subhani M.I., 2011; Jeong& Yoo, 2011; Khan et al., 2015; Olson& Dover, 1978; Wright, 1995, Nevralova, 2011

7- RECOMMENDATIONS

- Deceptive Advertising has hurt the legitimate business by reducing patronage and the Overall confidence in products. Consumer confidence can make or break a market, and as the rate of Deceptive advertising raises the repeat consumer declines, this confirmed by a study.(Langley, 2010)
- Deceptive ads can laid advertisers in loss, they need to show what they give in Real, if customers will be dissatisfied they have to bear a great loss, by which the company becomes risky, Advertisers thought they can get a good market share if they do overpromising but they are not thinking it can be a great loss as well, because customers are the king, if they are not happy they will also do a word of mouth with others, so the sellers can never enjoy a good market share.

- The governments should enact a law with all provisions to promote and protect the rights of a consumer and establish an authority like The Advertising Standards Council of India.
- Governments should aware the general public, whether he be educated or not, remain in darkness with regard to the consumer laws. In order to create awareness among the public at large it is necessary to hold regular conferences, seminars, workshops, meeting etc. and to publish advertisements in the print and electronic media

8- Future research

- 1- There is a need for further research to explore the underlying factors that could further explain the relationship between perceived deception and customer loyalty A comparative study with qualitative focus on different products could be revealing to further understand the nature of relationship
- 2- Conduct a comparative study of marketing in Facebook and other communication sites and the impact on the purchase decision

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