

## Marketing deception in mobile services - Study of a sample of mobile phone market operators in Ain El-Defla (Algeria)

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**Summary:** Based on the importance of studying the phenomenon of marketing deception in the mobile services sector in Algeria, which is growing significantly. Moreover, with the intensification of competition, in order to maximize profits and enhance presence some companies adopt unethical methods to influence consumer behavior. The aim of this paper is to determine the extent of the phenomenon in this sector, a questionnaire of 34 questions was designed to analyze the trend of the respondents' opinions, as well as the analysis of the correlation between the marketing deception and the marketing mix with its various elements. The study concludes that marketing deception in this sector is practiced through the elements of the marketing mix at different degrees, which can be reduced by increasing consumer awareness by activating the role of consumer protection associations and the control of the authorities.

**Key words:** Marketing Deception, Customer Behavior, Self-Deception, Deception discovery, mobile services.

**Jel Classification Codes :** L96 ; C12 ; M31.

### I- Introduction :

All companies seek to maximize their profits to achieve market leadership. However, these objectives are difficult, this is due to the high competitive conditions currently prevailing in the markets, especially the mobile phone market in Algeria, in which three companies share the market, one of them is a local audience and it enjoys preferential treatment and the rest are foreign companies, all of the operators are struggling with each other to win the satisfaction of the Algerian customer. this type of service is new in Algeria and the consumer has not yet mastered the discovery of defects of this type of services or circumvention that can be exposed by the providers of such services.

**I-1-Problematic:** Because of the high competition among mobile service providers in the Algerian market, there have been immoral practices that harm the interest of the customer, for this raises the following question are posed; what is the extent of marketing deception in mobile services?

**I-2- Study important:** The importance of the current study can be summarized in the following point:

- Allowing more studies in this area with the use of other variables that can affect the phenomenon ;
- determining the methods that are used in these practices as well as the most used elements of marketing mix;

- Explaining some of the marketing deception forms practiced to the Algerian consumer ;

- Helping consumers to discover the deception by increasing the awareness .

### **I. 3. Previous studies:**

**I. 3.1. “Marketing Deception in the Arab World” in 2002** by researcher Naim Hafez Abu Juma, where he was interested in the subject of marketing deception in various forms in the Arab world. The study aimed at presenting some practices that reflect the existence of marketing deception in the Arab world. In addition to the aim of making recommendations to reduce this phenomenon, and

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the study showed the existence of marketing deception in all elements of the marketing mix, but to varying degrees where the announcement took the largest proportion.

**I. 3. 2. A study entitled "Studying the Mobile Telecommunications in Algeria Market " in 2005** by researcher Touti Abdel Halim, which raised the problem of defining the characteristics of the mobile market in Algeria. The study aimed to show the importance of market research in the transformation. The researcher concluded that the mobile market in Algeria is a young market, but it is well above all international standards. This market is characterized by three operators (Djezzy, Mobilis and Najma) competing among themselves to acquire the largest number of consumers, but the consumer adopts chosen on three criteria: quality, price and privilege. And the study showed that the Algerian consumer wants to open up the market for new companies to improve services and prices undertone.

**I. 3. 3. "Strategic Deception and Self-Deception in Markets" in 2010** by Laura Gruss and Geny Piotti, where they wanted to clarify the nature of external deception or what they called external deception, where the study of the case of a Chinese company specialized in information technology and methods used to deceive customers have sent them signals to gain their confidence and made them think it is a multinational company to gain the experience of Germany and its workers receive training. The main objective of the research is to verify the relationship of self-deception with external deception, as well as the extent to which the Chinese company pursues a deceptive strategy, as well as determining the motives of this act.

The researchers found that there was systematic or strategic deception that contributed to the company's entry into the market and this type of deception was based on self-deception as the company took advantage of this deficiency of consumers to instill confidence.

**I. 3. 4. "Anatomy of deception: A behavioral contingency analysis" in 2010** by Francis Mechner, where the researcher sought through this study to analyze the phenomenon of deception from the behavioral side as a basic biological condition widely spread. His study aimed at showing the types of deception in general and the bases on which he builds and the trends that focus on him. The study showed that deception is a biological phenomenon based on favoring the deceitful party in favor of the deceived party based on blurring the facts and blurring the perception.

**I. 3. 5. "The extent of Jordanian tourists 'perception of the marketing invention practiced by the travel and tourism agencies" in 2010** by Asaad Hammad Abu Rumman and Mamdouh Taya Zaidat. The researchers raised the problem of Jordanian tourists' perception of immoral practices that are in the form of marketing deception in the elements of tourism marketing mix. The study also aimed at surveying Jordanian tourists about these practices, which affect the elements of the marketing mix, in addition to revealing the measures taken by the tourist agencies towards their customers, as well as revealing the tourists' awareness of the deception practiced by them. It is clear from the study that the practice of marketing deception is very easy because of the lack of familiarity of tourism services, and tourist agencies in cooperation with other activities are marketing deception in all elements of the marketing mix to varying degrees, where the promotion occupies the largest proportion and then the product and then the price and the rest of the elements. Moreover, 80 percent of the tourists who were deceived did not complain because they believed that the punitive measures were ineffective. The study also showed that the Jordanian tourist accepts marketing deception in case prices are appropriate or the alternatives are not available.

**I. 3. 6. "The Effect of Marketing Deception on Building the Intellectual Image of Consumers in the Jordanian Services Market" in 2011** by Ali Mohammed Al-Khatib, where he raised the problem of the customer's perception of marketing deception in the Jordanian services sector. The study aimed to shed light on the marketing deception in the Jordanian private service organizations and provide information about the forms of deception that contribute to the awareness of the customer and increase the awareness of the organizations as well as the seriousness of the phenomenon. The study concluded that service organizations In Jordan, marketing deception is practiced at a very high level, especially at the level of promotion, prices and the physical environment. These practices have a significant impact on the formation of a negative mental image of organizations that focused on achieving profits and disregarding the interests of customers.

**I. 3. 7. "The role of marketing strategy in raising the market share of the service institution - the study of the Mobilis case -" In 2013** by Saad Ouldi discussed the success of the marketing strategy in the service establishment. The study concluded that the effectiveness of the marketing strategy is related to the extent of the organization's ability to apply it through the marketing mix and the market share. Mobilis confirmed this concept as a source of national income and an analysis of the pillars of marketing strategy formulation. The big role is due to the marketing mix, which must be integrated elements for the positive impact on market share.

**I. 3. 8. "The effect of mobile service quality dimensions on customer Satisfaction" in 2013** by Alper Özera, Mehpare Tokay Arganb and Metin Arganc. The aim of this study was to develop a mobile service quality scale, taking into consideration the compatibility of mobile devices and the impact of quality on satisfaction, where it was found through the results of the existence of five dimensions of quality mobile services are availability, perceived risk, ease of use and compatibility between devices as these factors combined have an impact on the satisfaction of customers at varying rates.

**I. 3. 9. "The Algerian consumer's awareness of the practices of marketing deception in advertising campaigns. A field study in the city of Chlef " in 2014** for both Mujahdi Fateh and Haj Na'as Kawthar, where the researchers raised a problem that revolves around the extent of Algerian consumer awareness of marketing deception practices in advertising campaigns. What are the methods used and what is the acceptance of the Algerian consumer for this phenomenon and under what circumstances.

The study aimed to shed light on this type of practice and to poll consumers' opinions about this type of immoral marketing, as well as to know the consumer's perception of deception and accept it. The study concluded that the Algerian consumer is highly aware of the fact that he is aware of advertising fraud and does not accept it unless the product is characterized by high quality or lack of real alternatives or payment facilities.

## **II- Methods and Materials:**

**II-1-Sample and data:** The theoretical study relied one source which is the information gathered from the customer of the three operators in Algeria specially in Ain-Defla as a sample show in **Table 1**.

A total of 200 questionnaires were filled out on the interview route for the purpose of excluding questionnaires.

The period of the studied sample of this research and the institution in this subject from: **January 2018 to June 2018**

### **II-2- Research Methodology:**

In order to answer the problem presented, we used descriptive and analytical method in the theoretical side of the research, which contributes to the formation of a scientific background that can benefit in enriching the different aspects of research.

As for the applied side, the analytical, experimental and statistical method was adopted using the (SPSS V23) to analyze consumers' opinions about fraudulent practices followed by companies, as well as to know the relationship between the variables included in the study.

**III- Theoretical approach:**The Oxford learner's pocket dictionary defined deception as "trick intended to make somebody believe something that false"<sup>1</sup>. Deception can be defined as the manipulation, distortion or falsification of evidence with the intention of promoting beliefs that are not true and inducing others to react in a manner prejudicial to their own interests<sup>2</sup>. One party taking action to intentionally cause another party to believe something that is not necessarily true<sup>3</sup>. Were divided deception into four basic types of deceptions: concealment, omission, simulation, and lying, and all deceptiveness is intentional; all marketing communications are consciously planned, designed, and executed by communication professionals<sup>4</sup>. Deception can occur more subtly as a result of how consumers perceive the ad and its impact on their beliefs<sup>5</sup>. However, deception and its consequences in terms of inefficiency for individual companies and markets can be reduced through institutional devices. In this context the Algerian legislator did not overlook the definition of this type of practice as defined in article 68 of Law 09-03 of 25 February 2009 on consumer protection and suppression of fraud as "**Shall be punished by the penalties provided for in**

**Article 429 of the Penal Code Anyone who deceives or tries to deceive the consumer by any means or method whatsoever”.**

It can be said that the deception is "the deliberate intentional manipulation, distortion or falsification of the evidence in order to make the other party believe something that is not necessarily true and may harm his interests without being felt and can be curtailed from institutional organs through the laws of".

**Deception tactics and elements**

The general guideline is that all material terms and conditions of the offer must be “clearly and conspicuously” disclosed to the consumer prior to the buying decision<sup>6</sup>. So not all interactions where people deviate from the truth are considered deception. To be considered deceptive, there must be an intent to deceive<sup>7</sup>. The deceptive tactic of masking involves “eliminating or erasing crucial information so that representation of key aspects of the item does not occur or produces an incorrect result”<sup>8</sup>. Also, timing is critical in deception. Marketers therefore do well-timed distractions, concealments, and attention-control tricks that cognitive and social psychologists have learned will manipulate a consumer’s attention and suppress self-protective thinking, swamp the consumer’s mind when they need to, delay disclosures, prime a consumer’s mind to ignore deceptions<sup>9</sup>. As such marketers also use hedging and equivocal language to try to evade the negative consequences in consumers’ minds that accompany suspicion<sup>10</sup>. As a conclusion marketers’ deceptions are all about controlling consumers’ attention, suppressing their unfavorable thoughts and controlling the direction of their thinking<sup>11</sup>. When talking about deception there must be 3 elements: the first element is that the representation, omission, or practice must be likely to mislead the consumer, the second element is that the act or practice must be considered from the perspective of the reasonable consumer, the third key element “material” misrepresentation or practice is one that is likely to affect a consumer’s choice or conduct with regard to a product or service<sup>12</sup>.

Marketers often rely on a variety of tactics to apply their immoral methods to rational consumers, taking advantage of certain times when consumers are unaware of what is going on around them and see what they want only positive aspects, or rather what they see as positive, and conceal the dark side of the purchase process. Delaying the disclosure of product-related negatives through the use of evasive language, the aim of which is to control the direction of consumer thinking.

**Deception types**

The multiple forms of deception are described by such terms as mimicry, trickery, seduction, pretense, feigning, concealment, masquerading, distraction, obfuscation, and diversion of attention<sup>13</sup>. Deception has also been associated with sending signals in order to create trustworthiness. These strategic signals can be purely manipulative<sup>14</sup>. self-deception might have evolved to facilitate interactional deception, that is, to allow individuals to ignore the evidence of conscious deception that could reveal the intent to deceive; memory process can be part of the interpretative process. favouring desired over undesired information could be seen as a case of myside bias; in deception, what is false is not said, and sadly for the deceived agent. the responsibilities of the consequences are transferred to the victim<sup>15</sup>. “Framing” amounts to presenting consumers with an incomplete and biased representation of a decision problem that misleads their perception and analysis of that problem, and thereby misleads their entire decision-making process, to frame a buying decision or preference judgment for a consumer<sup>16</sup>. Since beliefs, erroneous or not, constitute the basis for behavior, beliefs that arise from wishful thinking or generate cognitive dissonance can be sources of deception to ourselves<sup>17</sup>. Covert marketing practices and deception a particularly cunning form of advertising deception occurs when consumers are exposed to covert forms of marcom messages, or what also is referred to as “masked marketing”<sup>18</sup>.

We can divide marketing deception into two types:

**1 - Self - deception:** Most consumers prefer to focus or filter some information or influences without others, which is appropriate to their beliefs and desires repressed, in other words follow the familiar and psychological readiness makes marketers more interested in trying to raise the state of subconscious consumers.

**2 - Deceiving the programmer (scheme):** in part on the first type because the latter facilitates marketers to apply interactive deception, where they send signals to create confidence and thus ignore the negative aspects of the consumer and then analysis of these signals is minor because of

pressure applied to them by marketers and they adopt high-intensity offensive tactics such as repeated advertisements or false promotional techniques.

### **Deception detection**

High product or service quality is the crucial topic for providers to gain increased market share or become a market leader, high quality is necessary to satisfy user's needs and expectations, therefore, mobile phone service providers must satisfy customers when they are using services<sup>19</sup>. If consumers do not get what they expect, they will switch to more reliable products<sup>20</sup>. Most consumers recognize a marketer's selling intent and are careful when they buy<sup>21</sup>. Fraud detection based on the motion trajectory behaviour of a user<sup>22</sup>. Despite the frequent occurrence of deception, most people are not very good at detecting it, some people are better at detecting deception than others; the perceived credibility of the sender is an important factor for successful deception detection<sup>23</sup>.

It is difficult for the consumer to discover the deception practiced against him, despite the ability to touch the intentions of the marketing agency because of the evasive methods used against him, which exploits his whims and cognitive gaps.

### **Areas in which it is practiced**

One of the most basic ideas in marketing is the marketing mix this one represents the levers that the organization controls, these levers can be used to influence consumers' choice processes as well as their evaluation of service satisfaction<sup>24</sup>. Marketers are sometimes accused of deceptive practices that lead consumers to believe they will get more value than they actually do, deceptive practices fall into three groups: promotion, packaging, and pricing<sup>25</sup>. Marketers therefore take the elements of the marketing mix as a tool to apply their guidance to the consumer's perception that the elements they can control and exploit for their benefit.

**1-Product:** mobile services can be classified into four types mapped: contact, payment, gaming, and messaging; consumers find it more difficult to evaluate the quality of a virtual product, hence, price often becomes a sectional quality indicator in the absence of information<sup>26</sup>. "You can't manage what you can't measure" or "If you can't measure it, you can't improve it"; the measurement of mobile service quality is essential to mobile service providers<sup>27</sup>. There are five dimensions we can consider in mobile service quality, namely availability, perceived risk, easy to use, compatibility of mobile devices and entertainment services, and these dimensions have positive effect on satisfaction as service quality literature suggests positive relationships between service quality and satisfaction<sup>28</sup>. 35 percent of the US mobile subscribers in 2004 were thinking to switch to another mobile service provider<sup>29</sup>. Mobile phone fraud is also set to rise with the advancement of mobile phone technology<sup>30</sup>.

The service is the basis of the relationship between the provider and the consumer, who chose a particular service from among several choices on the basis of objective and sometimes arbitrary basis, the most important reasons are the quality of service, but the difficulty lies in its measurement, especially the mobile services which are very competitive among dealers because of the similarity of services, which makes the distinction between the consumer among them is impossible only through the price in most cases, although the impact is weak if the supplier developed from the number of subscribers, which reduces prices with the possibility of quality remains at good levels and satisfactory to consumers, and thus resorting to service providers to manipulate the characteristics Services to avoid alerting the consumer to their defects so as not to stop buying or turn to competitors.

**2-Price:** the ultimate pricing decision faced by most firms is determining a price that sells the service while at the same time offering a profitable return<sup>31</sup>. Marketers also need to know the laws regulating pricing<sup>32</sup>. This can be done in the form of giving discounts valid only when other products are also bought, omitting significant conditions of the sale, providing deceptively suggestive selling prices, or making false price comparisons<sup>33</sup>. This might involve bogus reference or comparison prices, as when a retailer sets artificially high "regular" prices and then announces "sale" prices close to its previous everyday prices<sup>34</sup>. Many service providers have been frustrated by the importance of price as a buying factor, the customer-centred service provider will recognize that the customer's focus on price is less an essential buying criterion and more a demonstration of the inability of service providers to make real perceptual distinctions between services<sup>35</sup>.

Most consumers are highly sensitive to the prices offered to them and choose the least of which is sometimes overlooked by the possibility of manipulation by the marketers and thus become misleading prices as discounts related to the purchase of other services or the deletion of

important conditions in the sale or make false price comparisons because they can't create a real distinction for their services from the rest of the services in the market on the one hand and on the other hand increase their market share in order to increase financial returns.

**3- Promotion:** is the variety of methods and mechanisms applied to the marketing of services of all kinds, whether through advertising, promotion, public relations and personal sales, which are not free from immoral practices intended to affect the behavior of the consumer before and after the purchase and at other times during the purchase process.

The promotion genuinely offers extra value and incentives to targets, importantly, the promotion must not be misleading, and the firm must have the ability to honour redemptions. If not, the campaign could backfire, exposing the firm to bad publicity which damages its reputation and brand image<sup>36</sup>.

Misleading promotion practices: deliberately misstating how a product performs or is constructed; making false or highly exaggerated claims, using a bait-and-switch selling method (a method in which a product or service is sold, often at a lesser price, to catch the fancy of customers who are then encouraged to buy a more costly product). pyramid sales (a sales method in which people are recruited for a plan that generates revenue only by recruiting others)<sup>37</sup>.

Advertising is a specific form of marketing communications which is concerned with bringing information about an organisation, its products and services, or any other messages to the attention of the market<sup>38</sup>. Advertising is not synonymous with 'promotion' because many messages delivered through advertising are concerned either about providing information and creating awareness of the organisation<sup>39</sup>. The point of which is to stimulate sales or otherwise direct consumers to behave in a particular way, although it may seem as though there is very little difference between sales promotion and advertising since many promotional messages are delivered through an advertising<sup>40</sup>.

**4- Place:** distribution channels represent a special means to differentiation, the service provider whose products are available through all of the channels used by its competitors is commendable, but not differentiated, service providers achieve competitive advantage only when innovations in marketing add value to the service unmatched by competitors<sup>41</sup>.

There is little deception in the distribution element of mobile services, due to the privacy of the service itself as to the low importance of this type of service.

**5- Physical Evidence:** a firm's physical evidence includes, but is not limited to, facility exterior design elements such as the architecture of the building, the firm's sign, parking, landscaping, and the surrounding environment of the firm's location; interior design elements such as size, shape, and colors, the firm's entrance and foyer areas, equipment utilized to operate the business, interior signage, layout, air quality, and temperature; and other physical evidence that forms customer perceptions, including business cards, stationery, billing statements, reports, the appearance of personnel, and brochures.

All service firms need to recognize the importance of managing their physical evidence in its multi-faceted role of: packaging the service; facilitating the flow of the service delivery process, socializing customers and employees alike in terms of their respective roles, behaviors, and relationships; and differentiating the firm from its competitors<sup>42</sup>. The lack of physical evidence which intangibility implies increases the level of uncertainty that a consumer faces when choosing between competing services, while service marketers seek to add tangible evidence to their product, pure goods marketers often seek to augment their products by adding intangible elements such as after-sales service and improved distribution services<sup>43</sup>.

The consumer tends to deal with companies that are concerned with the external appearance of their premises and their employees, which increases their reliability with their customers and consumers in general, as the consumer feels comfortable if he finds a comfortable atmosphere and distinguished treatment by the workers, although sometimes these material evidences is deceptive and misleading its main purpose to create a bright image in the minds of consumers.

**6- People:** people reflects, in part, internal marketing and the fact that employees are critical to marketing success. Marketing will only be as good as the people inside the organization, it also reflects the fact that marketers must view consumers as people to understand their lives more broadly and not just as shoppers who consume products and services<sup>44</sup>. The public face of a service firm is its contact personnel, part factory workers, part administrators<sup>45</sup>. However, that front-line personnel, customers, and the service firm itself are in pursuit of different goals representing the classic confrontation between marketing, human resources, and operations. Inevitably, clashes

occur that have profound long-term effects on how customers view the organization and how the service providers view customers in subsequent transactions.

It has been suggested that, in services, future business success will depend on the level of emotional capital available to an organization, the term emotional capital refers to the human resource available and in using the word capital, of course, not all services sector employees interact with customers, but those who do heavily influence the customer's service experience, they do this in three ways: they offer cues to the customer to help them assess an otherwise ambiguous situation; they create first impressions; and they create the cognitive framework that shapes the way in which the service is interpreted and evaluated. Staff that interact with customers are often referred to as either customer contact staff or front-line staff<sup>46</sup>.

Mobile phone services are labor-intensive services that require a large workforce, especially workers who are directly connected with the customer and who represent the image of the company to the consumers and therefore any emotion or negligence and misleading intentional or unintentional affects in one way or another the relationship between the parties which must be built on mutual honesty.

**7- Process:** services require an operating and delivery system in order to function, that system should be designed in such a way as to offer effective customer service and an efficiently operated process, as you will read, that in itself represents a difficult balancing act, the drive to achieve both efficiency and service quality can become unstuck to the detriment of provider and/or customer, as services comprise a range of elements, the achievement of a smooth-running system and the delivery of customer satisfaction remains a challenge, design formats can, of course, vary with the type of service, and even within a typical service there may be different approaches to what constitutes the best design, whatever is decided, the design is the service<sup>47</sup>. Processes are all the creativity, discipline, and structure brought to marketing management, marketers must ensure that state-of-the-art marketing ideas and concepts play an appropriate role in all they do, including creating mutually beneficial long-term relationships and imaginatively generating insights and breakthrough products, services, and marketing activities<sup>48</sup>.

The good performance of the mobile service provider depends on its control and control of the form, speed and smooth operation of the service production, distribution, receiving and responding to the complaint as soon as possible to gain customer satisfaction. However, some suppliers use this latter to circumvent the customer, the weakness of the transmitter or the weight of the Internet may be intentional but the customer remains confused amid complicated procedures that make him abandon his rights.

**IV- Results and discussion :** The questionnaire is divided into seven sections, which represent the elements of the expanded marketing mix of services as shown in **Table1**, which is important to extract the opinion of the sample members concerning the phenomenon of marketing deception throughout the marketing mix elements.

-In order to study the relationship between marketing deception and marketing mix, we propose the following hypothesis:

**H<sub>0</sub>:** There is no statistically significant relationship at 0.01 level between marketing deception and marketing mix.

**H<sub>1</sub>:** There is a statistically significant relationship at 0.01 level between marketing deception and marketing mix.

Before analyzing the correlation between the marketing mix and the marketing deception, we firstly study the correlation between the marketing deception and the elements of marketing mix each separately so we can individually analyze these elements and recognize which is the most used by the working companies in the sector as shown in **Table 2**

Throughout this table is shown that the elements of marketing mix varies in terms of using the marketing deception especially the respondents' point of view, or rather their awareness .

The correlation between the components of the marketing mix and the marketing deception, which makes the companies based on some of the elements more than the other, where the physical evidence of the largest proportion of the link 85.6% followed by Process 85.1% and in the third rank Place 78.1%, Price 77.6% ,followed by Promotion 77.1% then 66.6% for People and finally Product 26.7% is the lowest percentage and should get the largest percentage of the link but

companies can't focus on deception in service because the discovery will be easy to find it focuses on the marketing mix to hide the defects of services show **Table3**.

Now we study the correlation overall between the marketing mix as one element and the marketing deception, the following table shows the results obtained in **Table 4**.

The above correlation shows that the Spearman's rho coefficient of correlation is **R= 0.961** and shows that the correlation between the marketing mix and the marketing deception is a strong positive correlation, in addition to **Sig=0.00**, which is lowest then the significance level( 0.01) and therefore reject the null hypothesis (**H<sub>0</sub>**: There is no statistically significant relationship at 0.01 level between marketing deception and marketing mix) and accept the alternative hypothesis (**H<sub>1</sub>**: There is a statistically significant relationship at 0.01 level between Marketing Deception and Marketing Mix).

These results confirm the validity of the hypothesis that marketing deception is practiced through the elements of the marketing mix to varying degrees depending on the degree of importance of each element depending on the market or the target group. The positive sign indicates the relationship is positive, which means that the change in marketing deception is explained by the Marketing Mix with 96.1% therefore, the greater the manipulation of marketing mix elements, the greater the marketing deception.

There is a relationship of statistical significance at the level of significance of 0.01 between the marketing mix and marketing deception, which means that the marketing deception practiced through the elements of the marketing mix in different proportions, the largest is the physical evidence, but the consumer does not know the truth of this deception because the answers on the section of his was "Indifferent" which means the there is a perception problem.

#### **IV- Conclusion:**

Competition in the technology-related services sector is a major challenge for companies operating because of the development of the technologies used. Therefore, the weak companies have no place in the adult market. Mobile services are the most competitive because of the large number of companies active in them, because of his inability to compete, many of these companies resorted to the easiest ways to stay in the market and build a market share and increase financial revenues based on the non-symbiotic relationship between them and the consumer because it is less experienced in the discovery of what disappoint him.

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#### **- Appendices:**

**Table N° 1: the second part of questionnaire**

Dimensions	Phrases		Totally Incorrect	Incorrect	Indifferent	Correct	Totally Correct
	1	2					
Service	1	Did not the company fulfill all or part of the terms of the contract with you					
	2	Does the company reduce the size or speed of services at specific times					
	3	Does the company automatically do services you did not ask for and deducted from your balance					
	4	Extend the subscription period for some services without your knowledge					
	5	The company did not ask about services that do not suit					

		you					
	6	I chose Postpaid services believing it's better than Prepaid					
Price	7	I discovered that the price of a service is not the price advertised before buying					
	8	Have you been charged for services that you are said to be free					
	9	The applicable prices do not represent the quality provided through the services					
	10	The company offered discounts at prices did not apply					
	11	Does the company offer price exemptions for periods when the network is disrupted					
	12	Contact Customer Service Free					
	13	Do you feel that your bill is inflated as it carries amounts you did not consume					
	14	You think Prepaid is guaranteed in terms of prices					
Promotion	15	Provider misleading display techniques to hide service flaws					
	16	Information in the ads exaggerated and far from reality					
	17	Have you ever been awarded a prize, but found out that it was associated with an undeclared condition at first					
	18	After you signed up for a service you did not find the benefits you were waiting for					
	19	Does the company use inappropriate advertising tools					
	20	Has the company promoted free services as a cover to subscribe to other paid hidden services					
	21	Is the company promoting it as the best in the market					
Place	22	Can you order any service from any branch of the company					
	23	Complaints should be submitted at regional headquarters or headquarters to be responded to					
People	24	Did not the salesman alert you to details in the contract that you consider important to you					
	25	Your customer service agent will not call you when your balance is over					
Physical Evidence	26	The company decorates its premises to suggest that its services are outstanding					
	27	The appearance and Clothes of the company workers made you think it is respectable and its services are upscale					
Process	28	Did not you have enough time to read the contract and check its terms before signing					
	29	The purchase process is clear and easy					
	30	Network crashes at periods of discounts					
	31	Canceling paid services requires very complicated procedures					
	32	Is the company withdrawing the wrong amount from your balance easily					
	33	Order detailed invoice easy, fast and free					
	34	Do you get rid of some obligations by manipulating contract terms					

Source: Author's design

**Table N°2: Marketing Mix Direction Analysis**

	<b>Marketing Mix</b>	<b>Std. Deviation</b>	<b>Means</b>	<b>Result</b>
1	Product	0.73	3.46	Correct
2	Price	0.92	2.84	Indifferent
3	Promotion	1.01	3.57	Correct
4	Place	1.72	2.76	Indifferent
5	People	1.63	3.59	Correct
6	Physical Evidence	1.85	2.82	Indifferent
7	Process	1.22	3.41	Correct
	<b>Marketing Mix Result</b>	<b>1.07</b>	<b>3.21</b>	<b>Indifferent</b>

Source: Author's design on a SPSS Output

**Table N° 3 : Marketing Mix Elements and Marketing Deception Correlations**

<b>Marketing Mix Elements</b>	<b>Marketing Deception</b>	<b>Spearman's rho</b>
Product		0.267
Price		0.776
Promotion		0.771
Place		0.781
People		0.666
Physical Evidence		0.856
Process		0.851

Source: Author's design on a SPSS Output

**Table N° 4: Marketing Mix and Marketing Deception Correlations**

<b>Correlations</b>			<b>Marketing Mix</b>	<b>Marketing Deception</b>
Spearman's rho	Marketing Mix	Correlation Coefficient	1,000	<b>0,961**</b>
		Sig. (2-tailed)		0,000
		N	200	200
	Marketing Deception	Correlation Coefficient	<b>0,961**</b>	1,000
		Sig. (2-tailed)	0,000	
		N	200	200

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

Source: Based on a SPSS Output

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