

The Impact of Marketing deception on the Purchase Decision A sample of consumers in the city of Batna -

الخداع التسويقي وأثره في القرار الشرائي - عينة من المستهلكين بمدينة باتنة

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Abstract

The present study aims to shed light on the impact of marketing deception in its various dimensions on the purchasing decision of the consumer in the city of Batna. Moreover, based on the data that was analyzed by the statistical package SPSS, we found that one of the most important results of the study was to record a significant effect of the dimensions of marketing deception on the purchasing decision of the consumer.

Based on the results of the study, a number of recommendations were reached, the most important of which is the need to educate marketers about the dangers of resorting to marketing deception and the need to provide control measures to reduce and prevent it.

Keywords ,marketing deception, product deception, deception in price, deception in the promotion, deception in distribution, purchasing decision.

ملخص

هدفت هذه الدراسة إلى تبيان أثر الخداع التسويقي بأبعاده وأثره في القرار الشرائي للمستهلك بمدينة باتنة، ولتحقيق هذه الغاية قمنا باستخدام الاستبيان كأداة لجمع البيانات واعتماد برنامج الحزم الإحصائي SPSS في تحليل البيانات، من أهم نتائج الدراسة تسجيل أثر ذو دلالة معنوية لأبعاد الخداع التسويقي على القرار الشرائي للمستهلك. وبناءً على نتائج الدراسة تم التوصل إلى ضرورة توعية المسوقين بخطورة اللجوء إلى الخداع التسويقي، وضرورة توفير وسائل رقابية.

الكلمات المفتاحية: الخداع التسويقي، الخداع في المنتج، الخداع في السعر، الخداع في الترويج، الخداع في التوزيع، القرار الشرائي.

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1. INTRODUCTION

The advancement of marketing has led to the concept of social responsibility, which is not independent of the economic growth that called for the development of marketing systems capable of absorbing that growth. This growth resulted in many negative effects, including the appearance of irresponsible marketing practices characterized by deception, fraud, and misrepresentation, which harmed consumers and their interests.

Due to a lack of ethics in marketing practices, marketers may use all of their cunning and ingenuity to engage in marketing deception, preying on the ignorance or lack of knowledge of consumers. This may be done in a way that the consumer is unaware of.

Based on the aforementioned, this study attempts to answer the following main and sub questions:

- Does marketing deception affect the consumer's purchasing decision in the city of Batna?

The following related sub-questions were posed:

- What is meant by marketing deception and marketing ethics?
- How common are deceptive practices by marketers to deceive consumers through marketing deception?
- To what extent is the consumer's purchasing decision affected by marketing deception in the city of Batna?

a. Study Hypotheses:

The following main hypothesis was proposed to tackle the study's questions:

- The practice of marketing deception in marketing (product, price, advertisement, and distribution) affects the purchasing decision of the consumer.

This hypothesis was divided into the following sub-hypotheses to be tested:

- ***The first sub-hypothesis:*** There is a statistically significant effect of product deception on the consumer's purchasing decision in the city of Batna.
- ***Second sub-hypothesis:*** There is a statistically significant effect of price deception on the purchasing decision of the consumer in the city of Batna.
- ***The third sub-hypothesis:*** There is a statistically significant effect of deception in promotion on the purchasing decision of the consumer in the city of Batna.

→ **Fourth sub-hypothesis:** There is a statistically significant effect of distribution deception on the purchasing decision of the consumer in the city of Batna.

B. The importance of the Research:

The present study is important because it contributes to raising awareness among marketers of the danger of deceptive practices in marketing and their impact on the purchasing decisions of consumers; in addition to increasing consumers' awareness of deceptive practices in marketing.

c. Research Objectives:

- ❖ Identifying the level of deceptive marketing practices related to marketing in the city of Batna;
- ❖ Identifying the extent to which the consumer's purchasing decision in the city of Batna is affected by deceptive marketing practices.

d. Previous studies:

There is no doubt that understanding any scientific research necessitates referring to prior studies in order to recognize the key terms and concepts, familiarize oneself with the main points, and chart the right path that leads to the desired result and enables the achievement of the set goals. Therefore, the most important previous studies related to the study's variables will be addressed. They are, despite being few, as follows:

Abd-el-Razzak Ben Salah's study (2014), a doctoral thesis in management sciences at the University of Algiers 3, entitled "**Marketing Ethics and its Impact on Consumer Behavior,**" analyzed consumer behaviour according to the marketing approach and the scientific framework of marketing ethics, and the study aimed to analyze the impact of marketing ethics on consumer behaviour.

Mohammad Omar Al-Zoubi's study (2003), "**Marketing Deception: A Field Study of Consumers' Attitudes Toward Unethical Practices in Marketing in the City of Irbid,**" was a master's dissertation in administrative science at Yarmouk University in Jordan. The study dealt with the concepts of ethics and marketing and the factors affecting an ethical decision in marketing, as well as consumer protection from marketing deception. Moreover, the study relied on the analytical-descriptive research method in collecting its data, where a desk survey was conducted and the literature related to both marketing ethics and marketing deception and its constituent dimensions, as well as the purchasing decision of the consumer, was conducted. In pursuance of this aim, the questionnaire and its statistical analysis were conducted to test the validity of the study hypotheses during the month of September of the year 2018.

1. First: Marketing ethics and marketing deception

Our discussion of marketing ethics and principles and their significance in the avoidance of marketing deception was necessary since marketing deception is an unavoidable consequence of a lack of marketing ethics.

1.1. Marketing Ethics:

Although there is no origin of the word "ethics" in the Arabic language, its derivation is clear from the origin of the word "ethics" in both word and meaning.

Linguistically, the word "ethics" is the plural of "character," and Ibn Manzoor said: "Creation is religion, character, and temperament, and its reality is that the inner image of man (which is himself) and its specific descriptions and meanings are in the same position as creation because of their apparent images, descriptions, and meanings." (Lowty, 2007)

Marketing ethics is the "obligation to make marketing decisions in conformity with moral principles and rules of behaviour," according to the dictionary, 2005's Abromaityte-Sereikiene

"The principles that distinguish good marketing behaviour from harmful behaviour" is how marketing ethics are defined (Lina kazokiene, 2005)

Some people define what is morally right and wrong in marketing behaviour according to the rules that guide marketers' actions, while others base their judgment on their own moral principles. (Wanis Abd-el Karim Al-Hindawi et al., 2010). By the same token, it also defines it as a set of standards and principles that determine what is good and acceptable or what is not acceptable in marketing practices. (Najm, 2000)

A sub-field of business ethics, marketing ethics focuses on the systematic investigation of how moral principles are applied to marketing, behaviour, and organizations. In the context of marketing ethics, it examines the ethical issues faced by marketing managers and institutions. A long list of topics falls under the title of marketing ethics, among them the most prevalent: safe products and reliability; honesty and promotional honesty; clear pricing; confidentiality in marketing databases and the Internet; direct selling; and other topics. (Lina kazokiene, 2005)

It is noted from the definitions presented above, with the different views and orientations of its presenters, that they unanimously consider ethics a subject related to human behaviour in the first place. His social, personal, and professional practices Since ethics are based on principles and rules, they differ according to the rules on which they are based, i.e., according to the source of those rules.

The ethical concept of marketing (ETHICAL MARKETING CONCEPT) is considered as an extension of the social or societal concept of marketing

(SOCIAL MARKETING), but it is newer and more comprehensive, as it focuses on the following issues: (Al-Tai, 2006)

A. Social, ethical, and legal responsibility for marketing

B. Marketing conduct and ethics

C. Accountability, i.e., accountability of stakeholders in production and service institutions alike.

1.1. Principles of Marketing Ethics:

Marketing ethics are based on a set of principles that institutions must be guided by: (<http://moga.ahlamontada.net> , 2018)

- The principles of consumer and producer freedom;
- The principle of fulfilling the necessary needs;
- The principle of minimization (reduce the expected damage);
- The principle of economic efficiency;
- The principle of creativity and innovation;
- The principle of providing information to the consumer;
- The principle of Consumer protection.

Marketing deception:

Deception is a term used to describe unethical actions that influence how people behave. Deception includes lying and misleading others in order to gain an advantage.

- It is defined as: "Any marketing practices carried out by companies or sellers where facts are distorted or misleading that make the buyer in an unstable condition that results in making wrong purchasing decisions." (Razzaq, 2014). Another defines it as: "intentional or unintended wrong marketing practices that lead to misleading the customer and making purchasing decisions that result in a negative impression."

- It is also defined as "fraud and fraud with the aim of achieving illicit gain in the long or near term through negative practices carried out by the seller or marketer in order to obtain a benefit, regardless of the consequences for the customer, and the relationship with them." (Al-Khatib, 2011)

Furthermore, marketing deception is defined as "the attempt to deceive and mislead the consumer by concealing sufficient information about the commodity owned by the producer, which is similar and similar to good commodities in shape but of inferior quality, and the seller conceals the required information about the consumer (the buyer) and presents it as being comparable to a good quality commodity." (cited, 2008)

Marketing deception is one of the unethical practices in the business world that carries many meanings and implications, most of which fall under the practices of human behaviour and the standards that govern this behaviour. The behaviour that accompanies these actions is good or bad,

right or wrong, and the global economy, which is characterized by a large number of competitors, technological progress, and the abundance of alternatives in front of the consumer, is an incentive for many companies to engage in unethical practices, including the deception practised by business organizations.

Fraud in marketing is considered as an activity carried to influence the consumer so that he makes an improper purchasing decision for him, but it has positive results for business organizations that practice this type of deception, which may consist in increasing sales and thus profits, which the institution is sometimes unable to achieve unless it is done. Resorting to these practices, but soon the consumer may discover these deceptive practices, which may cause a decline in the performance of some marketers and thus lose their market share and position in the market, and therefore marketers who use deception may achieve the results they desire, but this is in the short term and at the expense of the results in the long term. (Increments, 2010)

1.2. Dimensions of marketing deception:

The deception that is practised in the four components of the marketing mix will be addressed in the following ways: (Al-Khatib, 2011)

A. Product deception:

Failure to disclose the product's drawbacks and potential flaws, such as altering the level of services provided in hospitals in contrast to the levels necessary, as well as in hotels, transportation, and communication services. The service continues without the customer's knowledge, and after a period of time, fees are levied for that service. The service continues without the customer's knowledge and after a period of time, fees are levied for that service.

B. Pricing deception:

It is represented by the unfair price, where products of the same type are sold to customers at exaggerated prices that suggest a high quality of the product but the reality is otherwise, or the prices are increased to an unreasonable level and then discounts are offered to reach the normal price of the product, and sometimes fake and unreal discounts are offered. Real businesses do not advertise the reality of product taxes, or they do so in a small font that is difficult to read.

C. Promotional/advertising deception:

Promotion is one of the most important elements of the marketing mix because it helps communicate to the customer about the offered products and contributes to building a certain mental image of the offered products.

Promotional deception is through false advertisements, which produce a mental image contrary to the truth and harm customers with distorted information.

There are also advertisements used by some companies that do not give correct information about the products or have contradictions to provoke the feelings of customers, or that affect customers' thoughts and generate negative feelings.

However, as for personal selling, the marketer hides some information related to the product from the customer as well as praises the product without indicating its defects while exaggerating its description. The seller also provides information about competitions and prizes obtained by the customer when subscribing to the service or purchasing the product, and in the end, they are fake competitions. For example, some telecommunications companies and tourism companies run fake competitions through intermediaries, promoting information that is misleading to customers, where the results of those competitions are described as exaggerations, while the customer is surprised that what he promised did not come true as described.

D. Deception in the Place of Distribution and the Physical Environment:

Service businesses are interested in the physical setting because it gives customers a certain perception of them, and the original should express the truth. Positive mental and physical representations add to the organization's personality and set it apart from rivals.

2. Second: the purchasing decision

Marketers are interested in learning about purchasing behaviour and how the consumer makes many decisions related to buying or not, where the consumer's buying behaviour includes the continuous interaction between the perceptual, emotional, and behavioural aspects of him and external environmental events, and in order to understand the consumer and try to develop the marketing strategy, marketers must identify The three main elements are:

What does the consumer think? (the elements of perception and thinking).

What does the consumer feel? (Element of Effect and Feeling)

What does the consumer do? (The Behavior Component).

Along with identifying the environmental factors that influence and are influenced by the consumer's perception, emotion, and behaviour

1. Purchasing Decision:

In order for consumer activity to be considered a purchasing decision process, several requirements must be met, which are: (Al-Mansour, 2006)

a. The decision must face a **problem** or situation that requires a solution. The decision maker is defined as an individual or group that has a specific need and is not satisfied with the current or prospective situation, furthermore, the decision maker has the desire and ability to work to change this situation.

B. The decision maker wants to achieve certain **objectives**, following this, the consumer's objectives are usually related to the satisfaction obtained from the goods or services.

c. The decision maker faces degrees of uncertainty as to which of these alternatives will achieve the desired gratification, as s/he attempts to efficiently deal with the various degrees of uncertainty through **the collection and analysis of information**.

D. Purchasing decision-making is defined as: "The process by which consumers gather and analyze information in addition to **choosing between alternatives to goods, services, organizations, individuals, places, or ideas**." (Al-Mansour, 2006)

This makes it abundantly clear that choosing between options in order to accomplish specific objectives or address a problem is part of the decision-making process when making a purchase.

1.1. Stages of the purchasing decision process:

Consumers always attempt to meet their requirements and spend their unique resources on goods and services that do so. This is done logically and rationally in accordance with a process that the consumer engages in over the course of several major stages, as follows:

a. The first stage: the pre-purchase stage: This stage precedes the purchase process and deals with several sequential steps that the consumer takes to reach the purchase decision. We will discuss the various steps of this stage as follows:

Objectives: Individuals continuously and permanently strive to achieve many and varied objectives, according to what they sense from the different needs of individuals, where the need (or problem) is felt, and then information is sought and affected by previous experiences, then the information is evaluated, and possible solutions are identified.

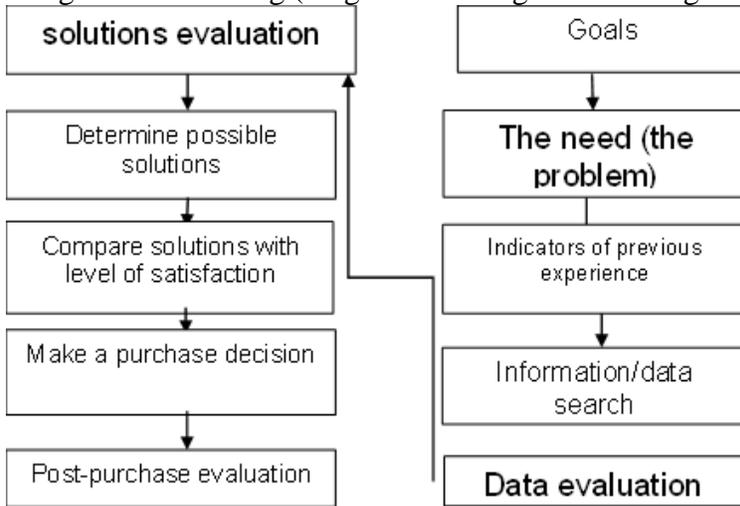
B. The second stage: the purchase stage: in which the solutions are evaluated and compared with the level of satisfaction, and then a purchase decision is made.

c. The third stage: Post-purchase: The evaluation, examining whether the buying decision was made correctly or not, takes place. People evaluate the outcomes of a purchasing decision in relation to the degree of and needed satisfaction. They won't make another purchase if the necessary satisfaction and contentment aren't met because that will destroy their ability to satisfy

their requirements. The participants will gain the necessary knowledge and experience in this situation, satisfy their wants, and achieve the necessary balance. They will also be positively convinced of the alternative, which increases the likelihood that it will be repeated (Ibtisam, 2011)

The stages of purchase can be illustrated by the following figure:

Fig.1. Stages of Purchasing (Stages of Making a Purchasing Decision)



Source: Mahmoud Jassim Al-Sumaida'i, Derina Othman Yousef, previous reference, pp. 109–110.

1. Third: the field study

1. Research methodology:

The study used the analytical-descriptive research approach to gather data as it analyzed the literature on each marketing deception, its component aspects, and customer purchase behaviour. In terms of the analytical field research, information was gathered using a questionnaire method and statistically evaluated to check the study's validity and test the research hypotheses

2. Research population and sample:

The field study was carried out in the city of Batna on a sample of 60 customers who were chosen at random and scattered around the city. 52 questionnaires were collected, and 7 were removed because of missing information, making the study's sample size 45 people.

3. Research tool:

Due to the two-part structure of the questionnaire, it was used to help the study reach its goals. A five-point Likert scale is used to describe the study field in the first section, and personal information about the study vocabulary is covered in the second.

Table 01: Likert scale scores used in study

answer	Strongly agree	agree	neutral	disagree	Strongly disagree
Scale	1	2	3	4	5

Source: Ezz Abdel-Fattah, Introduction to Descriptive and Inferential Statistics Using (SPSS), Scientific Algorithm for Publication and Distribution, Saudi Arabia, 2008, p. 540.

4. The validity and reliability of the questionnaire:

Based on Cronbach's alpha coefficient for the study dimensions, the internal consistency coefficient was retrieved to guarantee the tool's dependability.

Table 02: Results of Cronbach's alpha test to measure the reliability of the questionnaire

Statements	AlphaKronbach
Some Product Deceptive Practices	0,45
Some deceptive price practices	0,36
Some deceptive practices in the field of advertising	0,48
Some deceptive practices in the field of distribution	0,31
The special differences between the original and fake products	0,61
All the statements	0,67

Source: designed by the researchers based on the results of the SPSS program

It is clear from the results of the above table that the value of the Cronbach's alpha coefficient is good for this questionnaire, reaching 0.67, and therefore the questionnaire is valid for the study for which it was prepared.

5. Statistical analysis methods:

After emptying the questionnaire, the data were processed using the following statistical methods:

Frequencies and Percentages Standard Deviation

Arithmetic mean - chi-square (X2)

6. Study results and discussion:

1.6. Characteristics of the study sample: The following table shows the characteristics of the sample items:

Table 03: Distribution of study sample members according to personal variables

Research variables	Variable degrees	Frequency	Degree %
Gender	Male	30	75 %
	Female	15	25%
Age	Less than 20 years old	2	4,4 %
	From 21 to 35 years old	31	68,9 %
	From 36 to 50 years old	10	22,3 %
	Older than 50 years	2	4,4 %
Educational level	Middle school or less	3	6,7 %
	Secondary school	12	26,7 %
	University graduate	30	66,6 %
Employment	Unemployed	4	8,9 %
	Employed	16	35,5 %
	Freelance	11	24,4 %
	Retired	9	20 %
	Wage worker	5	11,2 %
Monthly income	Less than 15000da	7	15,6 %
	From 15000 to 30000da	18	40 %
	From 30001 to 40000da	15	33,3 %
	More than 40000da	5	11,1 %
Marital status	Single	18	40%
	Married	24	53,3%
	Other	3	6,7 %

Source: Prepared by the researchers based on the results of the SPSS program

It can be noticed from the previous table that the percentage of men is higher, at 75%, and that the highest percentage in terms of age was between 21 and 35 years. The highest percentage in terms of educational attainment was recorded for university graduates, and the highest percentage in terms of employment was 35, or 5%. The monthly income variable,

which ranged from 15,000 to 30,000 DA, had the highest percentage of income, while marital status had the highest percentage (53.3%).

4. RESULTS AND DISCUSSION

The arithmetic mean and standard deviation were extracted for analysis purposes in order to describe the responses of the study sample, and the outcomes are presented in the following table:

Table 04: Responses of the sample members according to the study axes

Study axes	Arithmetic mean	Standard deviation	Evaluation
Some Product Deceptive Practices	2,96	0,50	Medium
Some deceptive price practices	3,45	0,63	high
Some deceptive practices in the field of advertising	3,33	0,56	high
Some deceptive practices in the field of distribution	3,53	0,63	high
The specific differences between the original and the fake products	3,76	1,23	high

Source: Designed by the researchers based on the results of the SPSS program

The data indicate the presence of deceptive practices to a medium degree in the field of products, where the arithmetic mean was 2.96 and the standard deviation was 0.50; they also indicate the existence of deceptive practices in the field of prices to a high degree, where the arithmetic mean was 3.45 and the standard deviation was 0.63; and deceptive practices in the field of promotion and distribution to a high degree, where the arithmetic mean was 3.33 and 3.53 respectively, and with a standard deviation of 0.56 and 0.63 respectively. 3.76 and a standard deviation of 1.23, which means that the consumer detects fraudulent products and differentiates them from the original.

3.6. Hypothesis testing:

A level of significance of 5% was determined, which is the degree of probability that the null hypothesis is rejected, which is symbolized by H0,

and is rejected if the value of the calculated morale through the results of the analysis is less than or equal to the approved level of morale, i.e., 0.05.

- **Testing the main hypothesis:** the practice of marketing deception in the marketing mix (product, price, promotion, distribution) affects the purchasing decision of the consumer.

This is done by testing the sub-hypotheses, as shown in the following table:

Table 05:Results of the Hypothesis Testing

Study axes	ki square x2	SIG	Evaluation
Some Product Deceptive Practices	70,01	0,000	Statistically significant
Some deceptive price practices	128,11	0,000	Statistically significant
Some deceptive practices in the field of advertising	62,29	0,000	Statistically significant
Some deceptive practices in the field of distribution	79,88	0,000	Statistically significant

Source: Designed by the researchers based on the results of the SPSS program

The results of the table show that the value of chi-squared x2 for the axes of the study, and the values of the level of morale, which amounted to 0.000, indicate its statistical significance, which means that the alternative hypotheses are fulfilled and thus the main hypothesis, which states that there is a statistically significant relationship between the practice of marketing deception in the marketing mix (product, price, promotion, and distribution) and the purchasing decision of the consumer.

4.6. The research's main findings:

The study produced a number of findings, the most significant of which are as follows:

- 1 . The results of the research proved that the consumer has a high degree of awareness, as he realizes the marketing deception practised by the marketer in the elements of the marketing mix.
2. There is no effective prevention against the phenomenon of marketing deception on the part of the competent authorities in the city of Batna.
3. There are a variety of marketing deception methods to increase material gains on the part of some traders.
4. The existence of the phenomenon of marketing deception is evidence of the absence of marketing ethics among marketers.
5. The results proved that the consumer's purchasing decision is surely affected by the presence of marketing deception in the various elements of

the marketing mix.

Research Recommendations:

A list of suggestions was created based on the study's findings:

1. Awareness of marketers of the importance of adhering to ethics and the danger of resorting to marketing deception.
2. The necessity of setting up control devices to detect marketing deception and setting appropriate legal legislation.
3. Supporting agencies that protect consumer rights and work to reduce marketing deception.

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