

**T.C.**  
**ISTANBUL AYDIN UNIVERSITY**  
**INSTITUTE OF GRADUATE STUDIES**



**THE IMPACT OF MARKETING DECEPTION ON CONSUMERS'  
ATTITUDE: A CASE STUDY ON THE TELECOMMUNICATION SECTOR  
IN TURKEY**

**MASTER'S THESIS**

**Bissan Mohammad ALBATAL**

**Department of Business Administration  
Business Administration program**

**July 2021**



**T.C.**  
**ISTANBUL AYDIN UNIVERSITY**  
**INSTITUTE OF GRADUATE STUDIES**



**THE IMPACT OF MARKETING DECEPTION ON CONSUMERS'  
ATTITUDE: A CASE STUDY ON THE TELECOMMUNICATION SECTOR  
IN TURKEY**

**MASTER'S THESIS**

**Bissan Mohammad ALBATAL**  
**(Y1912.130057)**

**Department of Business Administration**  
**Business Administration program**

**Thesis Advisor: Dr. Öğr. Üyesi KAĞAN OKATAN**

**July 2021**

## ONAY FORMU

## **DECLARATION**

I hereby declare with the respect that the study “The Impact Of Marketing Deception On Consumers’ Attitude: A Case Study On The Telecommunication Sector In Turkey”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography.

**Bissan AL-BATAL**

## **FOREWORD**

With my regards and appreciation, sincere thanks to my thesis advisor: Dr. KAĞAN OKATAN, for his dedication and valuable support, helpful feedback, and beneficial guidance were provided during this thesis's preparation stages. Full of suitable suggestions and encouragement through my research dissertation phase despite his great workload. Which professionally facilitates the completion of this thesis.

This thesis is dedicated to my beautiful country Palestine, with all love and appreciation, hoping my homeland will always shine despite all the pain.

It is also dedicated to my parents. I would like to thank my role model in this life, That without him I won't be achieving all this, my beloved father. And I would like to express my love and gratitude to a special person and the closest to my heart, my mother that without her motivation and prayers I won't be where I'am today. And I am grateful to my friends for their love and support through this journey.

**June 2021**

**Bissan AL-BATAL**

---

## TABLE OF CONTENT

	<u>Page</u>
<b>FOREWORD</b> .....	<b>iii</b>
<b>TABLE OF CONTENT</b> .....	<b>iv</b>
<b>ABBREVIATIONS</b> .....	<b>vi</b>
<b>LIST OF FIGURES</b> .....	<b>vii</b>
<b>LIST OF TABLES</b> .....	<b>viii</b>
<b>ABSTRACT</b> .....	<b>ix</b>
<b>ÖZET</b> .....	<b>x</b>
<b>1. INTRODUCTION</b> .....	<b>1</b>
1.1 Thesis Statement .....	3
1.2 Significance of the Study .....	3
1.3 Purpose and Objective.....	3
1.4 Research Questions .....	4
1.5 The Hypothesis of the Study .....	4
1.6 Nature of the Study .....	4
1.7 Plan of the Study Chapters .....	5
<b>2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK</b> .....	<b>6</b>
2.1 Introduction .....	6
2.2 Ethics and Ethical Marketing .....	6
2.2.1 Factors Affecting the Ethical Marketing Decisions .....	7
2.2.1.1 Individual factors .....	7
2.2.1.2 Social factors .....	7
2.2.1.3 Providing opportunities.....	7
2.2.2 Concept of Deception.....	7
2.3 Marketing Deception.....	8
2.3.1 The Reason Behind Marketing Deceptions .....	10
2.3.2 Marketing Deception Techniques .....	10
2.3.2.1 Deception by omission.....	10
2.3.2.2 Deception by saturation.....	10
2.3.2.3 Deception by spin.....	11
2.4 Marketing Deception Practices .....	11
2.4.1 Practices Related to Services .....	11
2.4.2 Practices Related to Price.....	12
2.4.3 Practices Related to Promotion .....	12
2.4.4 Practices Related to Distribution.....	13
2.4.5 Practices Related to Physical Evidence .....	13
2.5 Consumer Attitude .....	14
2.5.1 The Attitude “Object.” .....	15
2.5.2 Attitudes as a Learned Predisposition.....	15
2.5.3 Attitudes Have Consistency .....	15
2.5.4 Attitude Strength .....	16
2.6 Functions of Attitudes .....	16

2.7 The Tri-Component model.....	18
2.7.1 Cognitive Component .....	19
2.7.2 Affective Component.....	20
2.7.3 Behavioral Component .....	21
2.8 Importance of Attitude in Service Marketing .....	21
2.9 Consumer Protection .....	22
2.9.1 Consumers Rights .....	22
2.9.1.1 Right to safety .....	23
2.9.1.2 Right to be informed .....	23
2.9.1.3 Right to choose.....	24
2.9.1.4 Right to be heard .....	24
2.9.1.5 Right to the satisfaction of basic needs .....	24
2.9.1.6 Right to redress .....	25
2.9.1.7 Right to consumer education.....	25
2.9.1.8 Right to a healthy environment .....	25
2.9.2 Who is responsible for consumer protection?.....	25
2.9.2.1 Governments agencies .....	26
2.9.2.2 Individuals.....	26
2.9.2.3 Consumer Protection Associations .....	26
2.9.2.4 Media .....	26
2.10 General Look to Telecommunications Companies in Turkey .....	26
2.10.1 Turkcell .....	28
2.10.2 Türk Telekom.....	28
2.10.3 Vodafone.....	28
2.11 Conceptual Framework .....	29
<b>3. RESEARCH METHODOLOGY .....</b>	<b>31</b>
3.1 Introduction .....	31
3.2 Research Design and setup.....	31
3.3 Population.....	32
3.4 Sampling Method .....	32
3.5 Data Collecting Tool .....	33
3.6 Statistical Analysis .....	34
<b>4. ANALYSIS AND DISCUSSIONS .....</b>	<b>35</b>
4.1 Introduction .....	35
4.2 Demographic Characteristics .....	35
4.3 Descriptive Statistics .....	42
4.4 Reliability Statistics.....	43
4.5 Factor Analysis.....	44
4.6 Regression Analysis for Hypotheses Testing.....	47
<b>5. CONCLUSION AND RECOMMENDATIONS .....</b>	<b>49</b>
5.1 Implications and Recommendations .....	50
5.2 Limitations of this Study .....	51
5.3 Suggestions for Further Researches .....	51
<b>REFERENCES.....</b>	<b>53</b>
<b>APPENDIX .....</b>	<b>60</b>
<b>RESUME.....</b>	<b>66</b>



## **ABBREVIATIONS**

<b>ABC</b>	: Affects, Behaviors, Cognition Attitude Model.
<b>EU</b>	: European Union.
<b>FTC</b>	: The Federal Trade Commission.
<b>GSM</b>	: Global System for Mobile.
<b>PTT</b>	: The Post, Telegraph, and Telephone Services.
<b>P-value</b>	: Probability value.
<b>SPSS</b>	: Statistical Package for the Social Sciences.

## LIST OF FIGURES

	<u>Page</u>
<b>Figure 2.1:</b> A Generalized Model of Marketing Deception .....	9
<b>Figure 2.2:</b> A Simple Representation of the Tri-component Attitude Model .....	19
<b>Figure 2.3:</b> The Study Conceptual framework .....	29
<b>Figure 3.1:</b> Sample size & Margin of Error .....	33
<b>Figure 4.1:</b> Gender Distribution, .....	35
<b>Figure 4.2:</b> Age Distribution .....	37
<b>Figure 4.3:</b> Company Distribution .....	39
<b>Figure 4.4:</b> Duration Distribution.....	41

## LIST OF TABLES

	<u>Page</u>
<b>Table 4.1:</b> Demographic Q1, Male – Female .....	36
<b>Table 4.2:</b> Mean, Std deviation, and Independent t-test for the responses according to the gender. ....	36
<b>Table 4.3:</b> Demographic Q2, Age: .....	37
<b>Table 4.4:</b> One-way ANOVA results according to Age. ....	38
<b>Table 4.5:</b> Demographic Q3, The Company: .....	38
<b>Table 4.6:</b> One-way ANOVA results according to companies. ....	39
<b>Table 4.7:</b> Demographic Q4, Duration of dealing with the company: .....	40
<b>Table 4.8:</b> One-way ANOVA results according to the duration of dealing with the company. ....	41
<b>Table 4.9:</b> Mean and Standard Deviation.....	42
<b>Table 4.10:</b> Reliability Test.....	44
<b>Table 4.11:</b> KMO and Bartlett’s Test.....	44
<b>Table 4.12:</b> Total Variance Explained.....	45
<b>Table 4.13:</b> Rotated Component Matrix.....	45
<b>Table 4.14:</b> The Regression Analysis for Hypotheses Testing Results .....	48
<b>Table 4.15:</b> Hypotheses Results Summary.....	48

# **THE IMPACT OF MARKETING DECEPTION ON CONSUMERS' ATTITUDE: A CASE STUDY ON THE TELECOMMUNICATION SECTOR IN TURKEY**

## **ABSTRACT**

This research aims to identify the deceptive practices that telecommunications companies make in marketing mix elements (Services, price, promotion, distribution, and physical evidence) and their effect on consumers' attitudes in its three components (cognitive, emotional, and behavioral).

To achieve the objectives, quantitative research was conducted, and the researcher used the descriptive analytical methodology. A survey was used as a data collection tool, and responses were gathered from the telecommunications companies' customers with a sample size of 200. Data were analyzed using the SPSS program.

The final findings show that four out of five hypotheses were supported. It was clear that there was a statistically significant impact of the marketing deception practices by telecommunications companies on affecting the consumers' attitudes, especially in services, price, promotion, and distribution. On the other hand, physical evidence deception by telecommunications companies has no significant effect on consumers' attitudes.

Finally, the study offered several recommendations, such as raising customer awareness about deception practices and encouraging customers to talk about it when exposed to these practices. Also, telecommunication companies should be more responsible about their provided services and fulfill their customer protection from deceptive practices. Moreover, consumer protection associations and the government should raise awareness and establish laws, controls, and conditions to protect customers and consider ethical practices as social responsibility toward the customers and the community.

**Keywords:** *Marketing Deception, Consumers' Attitude, Telecommunication, Turkey.*

# PAZARLAMA ALDATMACASININ TÜKETİCİ TUTUMU ÜZERİNDEKİ ETKİSİ: TÜRKİYEDEKİ TELEKOMÜNİKASYON SEKTÖRÜ ÜZERİNE DURUM İNCELEMESİ

## ÖZET

Bu araştırma telekomünikasyon şirketlerinin (hizmetler, fiyat, promosyon, dağıtım ve fiziksel kanıt) gibi pazarlama elementleri üzerindeki aldatıcı uygulamaları ve bu uygulamaların (bilişsel, duygusal ve davranışsal) olmak üzere üç bileşende tüketici tutumu üzerindeki etkisini saptamayı amaçlar. Amaçları elde etmek için, nicel araştırma yöntemi yürütüldü, ve araştırmacı betimleyici analitik yöntem bilimini kullandı. Veri toplama aracı olarak anket kullanıldı, ve telekomünikasyon şirketlerinin müşterilerinden 200 örnek yanıt elde edildi. Veriler SPSS programını kullanarak analiz edildi.

Son bulgular, beş hipotezden dördünün desteklendiğini gösterdi. Telekomünikasyon şirketlerinin aldatıcı pazarlama uygulamalarının, tüketici tutumlarını istatistiksel olarak önemli ölçüde etkiliyor olduğu açıklığa kavuştu, Özellikle hizmetlerde, fiyatta, promosyonda ve dağıtımda. Öte yandan, telekomünikasyon şirketleri tarafından yapılan fiziksel kanıt aldatmalarının tüketicilerin tutumları üzerinde önemli bir etkisi bulunmamaktadır.

Son olarak, bu çalışma, aldatmaca uygulamalarına karşı tüketici farkındalığını arttırma ve bu uygulamalara maruz kaldıklarında konuyla ilgili konuşmaya teşvik etme gibi bir kaç öneri sundu.

Aynı zamanda, telekomünikasyon şirketleri, sağladıkları servislerden daha sorumlu olmalı ve aldatıcı uygulamalara karşı müşterilerini korumayı ifa etmelidir. Daha da ötesi, tüketici koruma birlikleri ve hükümet tüketicileri korumak için, farkındalığı arttırmalı, yasalar koymalı, kontroller ve koşullar sağlamalı ve tüketicilere ve topluma karşı sosyal sorumluluk olarak ahlaki uygulamaları göz önünde bulundurmalıdır.

**Anahtar Kelimeler:** *Pazarlama Aldatmacası, Tüketici Tutumu, Telekomünikasyon, Türkiye.*

## **1. INTRODUCTION**

Marketing is one of the primary activities undertaken by any company. The accomplishment of companies' success and goals requires efficient marketing. For years, the evolving business environment has seen extreme competition between companies. Despite the tremendous growth of marketing activities that helped businesses accomplish their goals in recent years, some companies moved towards using unethical tactics and strategies to achieve a competitive advantage when competitors offered the same service/product. Companies boost their profit and deceive consumers into misleading information about services, products, promotion, pricing, and distribution, even without much attention to the customers' interests, which is the marketing process's primary goal (Alheali, 2020; Kotler P. K., 2016).

Through the diversity of demanding goods and services and the overwhelming amount of information about products and provided services, this has lead consumers to the ignorance of the advantages and the right and required specifications, and this helped to ease customers' deception by parties who take advantage of this ignorance for profit (Alassy, 2015; Boysch & Friestad M. and Wright P., 2009). However, when consumers recognize themselves as fooled or misled, this may cause the company to lose its long-term financial resources and position. Deceptive practices can be harmful to marketers and customers, leading to the formation of the negative consumers' attitude in all three components: behavioral, cognitive, and emotional. In comparison, the company deals with high losses in the long-term, loss of reputation and consumers, and negative attitude towards the company. The consumer consumptions are as crucial as the company's deception credibility. It is deceptive whether marketing transmits a falsehood or exaggeration. However, even if it is not correct, and the consumers assume that it is misleading, it will negatively affect consumers' loyalty and satisfaction and switch to another company (Iqbal, 2019).

Consumers are essential to companies' continuous growth, sustainability, and profitability (Kotler P. K., 2016). Furthermore, as the founder of Wall-Mart, Sam Walton, said: "There is only one boss, the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else" (Alamin, 2017). According to that, one of the modern trends in the company's marketing activity has emerged, namely ethical marketing, as its appearance resulted from some companies' unethical marketing practices that market services and products in ways that involve deception and misleading (Altamimi, 2019). Today's marketing practices view ethics as a growing concern because it plays an essential role in establishing standards of involvement, commitment, and trust among employees, customers, and the public (Fathy, 2016). These days, an important question is raised, how companies deal ethically with their clients. It is because ethical communication is an essential factor in the process of decision-making for customers and the development of a healthy relationship with them. Therefore, some companies use and practice ethical communication to meet their intended clients. However, at the same time, non-ethical marketing was often recognized as an essential factor, used intentionally or unintentionally to deceive customers by selling unnecessary services/products (Ogechukwu, 2011).

It is noticeable that the issue of marketing deception has received the attention of several researchers. Their studies have reflected the interest of many countries and the competent authorities that have set ethical rules to protect consumers from deception. This phenomenon of deception is considered one of the negative phenomena related to the provision and marketing of services. The consumers are targeted through deceptive practices like giving them exaggerated information about the services or misleading service quality, price, promotion. Etc. Moreover, from the above, what is known as the concept of consumer protection emerged. Because financial companies have the primary goal of satisfying consumers' needs and desires, they need to highlight all the positive characteristics of their products and services to these consumers, even if that leads them to deceive, mislead or exaggerate.

## **1.1 Thesis Statement**

The increasing competition among the companies may force them to involve in misleading and deceptive practices to distinguish themselves from their competitors, Such as in services, price, promotion, distribution, and physical evidence. The present thesis would offer an insight into the role of marketing deception in affecting consumers' attitudes in all its three components, the behavioral, the cognitive, and the emotional component in Turkey.

## **1.2 Significance of the Study**

The research's significance lies in determining the unethical marketing practices that customers in Turkey are exposed to and the degree of acceptance of deceptive practices. Also, it contributes to raising awareness of misleading and deceptive practices in services, promotion, pricing, distribution, and physical evidence. And enhancing customers' ability to identify deception, avoid it, and stop making incorrect buying choices. Moreover, this study's importance is demonstrated by its contribution to enriching the literature on the phenomenon of marketing deception and its impact on Turkey's telecommunication companies' customers. This subject's choice was partly because of the interest in marketing and partly because of its role in daily life. Marketing can shape peoples' life and impacts their preferences and choices.

## **1.3 Purpose and Objective**

This research aims to identify the nature of marketing deception in Turkish Telecommunication Companies like Vodafone, Turk Telekom, and Turkcell. And study the effect of marketing deception on consumers' attitudes according to cognitive, affective, and behavioral components. The research will discuss the influence of service, price, promotion, distribution, and physical deception practices on consumers' attitudes. It will also investigate the possibility of exposing consumers to deception and how far consumers realize and accept marketing deception. It also encourages consumers to report unethical marketing behavior to consumer societies and any government organizations concerned about consumer affairs.



## **1.4 Research Questions**

- What is the effect of marketing deception on consumers' attitudes?
- Is there a significant effect of service deception on consumers' attitudes?
- Is there a significant effect of price deception on consumers' attitudes?
- Is there a significant effect of promotional deception on consumers' attitudes?
- Is there a significant effect of distribution deception on consumers' attitudes?
- Is there a significant effect of physical deception on consumers' attitudes?

## **1.5 The Hypothesis of the Study**

H1: Service deception by telecommunications companies has a significant effect on consumers' attitudes.

H2: Price deception by telecommunications companies has a significant effect on consumers' attitudes.

H3: Promotional deception by telecommunications companies has a significant effect on consumers' attitudes.

H4: Distribution deception by telecommunications companies has a significant effect on consumers' attitudes.

H5: Physical deception by telecommunications companies has a significant effect on consumers' attitudes.

## **1.6 Nature of the Study**

This study's nature is explanatory, presumed to define the structure of the effect of Marketing deception on Consumers' attitudes in terms of the Case of Turkish Telecommunication Companies like Vodafone, Turk Telekom, and Turkcell. The target market for gathering data is middle-aged, youngsters, and old-aged regular subscribers/customers. To check their standpoint, a well-structured

questionnaire was distributed to result in their points of view. The target market for gathering the data will be customers of telecommunications companies in Turkey. Findings/analyses can also be used for further studies. And a convenience sample technique (random sample) was used to collect data from customers because it's the most suitable way to get appropriate data from respondents at the right time with fewer efforts.

### **1.7 Plan of the Study Chapters**

The present chapter has established the background and needs for study. Moreover, the objectives and questions raised by the research have also been identified. The rest of the dissertation has been organized as follows:

- Chapter 2: Literature Review and Conceptual Framework

The second chapter delves into the wide variety of assessments of the literature review to the problem. The section of the literature review is extensively explained in the introduction. The straightforward ideas and models dealing with the issue are presented and recent trends in the problem, and a description of the problem.

- Chapter 3: Research design.

This section of the study is the essential aspect of the thesis. It contains all of the techniques used to perform the analysis and highlights the research setup, the sampling method, and the data collection tool for this study.

- Chapter 4: Analysis and Findings.

Chapter 4 explains the study's findings and results-focused on the researcher's study. This chapter condenses the introduction, study questions, and restatement of the hypotheses.

- Chapter 5: Conclusion and Recommendations for Future Studies.

This chapter is a summary of the entire study as well as the issue statement, which includes the research problems and hypothesis. This chapter also incorporates a description of the literature review, methods, and conclusions and summarizes the case study and findings. The result is drawn from the conclusions, limitations, and future suggestions for further studies.

## **2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

### **2.1 Introduction**

This chapter summarizes and identifies the research gap in the literature relevant to this dissertation topic. Firstly, the marketing deception scholarly definitions, reasons behind it, and deception practices related to marketing mix elements (Service, Price, Promotion, Distributing, Physical evidence). Next, the consumers' attitude, the influence of deception on them have been described and how marketing deception affects consumers' attitudes in all its three components, the behavioral, the cognitive, and the emotional component in Turkey. Finally, the conceptual framework has been developed, identifying the independent and dependent variables of the study.

### **2.2 Ethics and Ethical Marketing**

Ethics is defined as a collection of moral standards or beliefs. Investigating the nature and grounds of morality shapes peoples' and organizations' actions/decisions like moral judgments, principles, and codes of conduct (Tsalikis, 1989). In other terms, ethics is a process that deals with what is wrong and what is right or a method of determining moral conduct (Özdemir, 2009). Marketing is the art and science of selecting target markets and retaining and increasing consumers through the development, distribution, and communication of superior consumer value. In other words, The American Marketing Association defined marketing as “the process for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large” (Kotler P. K., 2016).

The practice of ethical marketing means that fairness is consciously applied (Saeed, 2013), and it is the key building block in creating credibility, long-term partnerships, and positive attitudes. These practices offer companies and marketers guidelines about what they can do if they have ethical challenges

(Dunfee, 1999). According to Gaski, “ethical marketing is a code of morals and conduct used in marketing practices” (Gaski, 1999). Moreover, these practices include services, products, pricing, place, and promotion-related ethics. On the contrary, Unethical marketing practices will cause unhappy customers, lack of credibility, and negative attitudes that sometimes could lead to legal actions (Siham, 2013).

## **2.2.1 Factors Affecting the Ethical Marketing Decisions**

### **2.2.1.1 Individual factors**

Consumers judge ethical dilemmas in their everyday lives depending on their principles and beliefs regarding right and wrong. Their awareness came thru (Society, culture, faith, education, etc.); thus, marketers and companies are influenced by these values in the decision-making process (Salaymeh, 2013).

### **2.2.1.2 Social factors**

Consumers can recognize ethical marketing concerns through work, daily conversations with coworkers, or interactions with friends and family. Raising ethical issues will make it recognizable and influence both the marketer and the consumer (Weiss, 1994).

### **2.2.1.3 Providing opportunities**

It means the factors that restrict the obstacles; if the marketer has the chance to conduct an ethical activity to make massive benefit without being confronted, he will do it over and over again. The marketer will keep following unethical practices, especially if he will be rewarded for his deceitful sales (Salaymeh, 2013).

## **2.2.2 Concept of Deception**

Deception happens as researchers convey inaccurate, contradictory, or insufficient knowledge to create incorrect beliefs (Toy, 2001; Adair, 1985). It is known as one party (in this study, the companies) behaving consciously to lead another party (the consumers) to think something which is not real (Riquelme, 2016). These practices are marked as “unethical and unfair to the deceived” and create ethical questions for businesses, customers, and decision-makers (Aditya, 2001; Román, 2010). In other words, deception is an unethical method,

including misinformation or saying white lies (Ghazi, 2018). Jacoby and Small prefer the term 'misleading' since it involves the sender also affects the receiver's expectations that do not depend upon the sender (Jacoby, 1975).

However, (Saeed, 2013) found that "Deception may be in the form of omission, misleading practice, and misrepresentation. Marketing practices are dishonest if consumers believe they are getting a lesser amount of value from a product/service than they could get". These practices are regarded as Immoral and unacceptable to the misled and investigate ethical issues for businesses, customers, and governments. On the other hand, Carson claims that deception has to be differentiated from a lie; a lie is an on-purpose misreported statement, while deception doesn't include false information (Carson, 1985).

### **2.3 Marketing Deception**

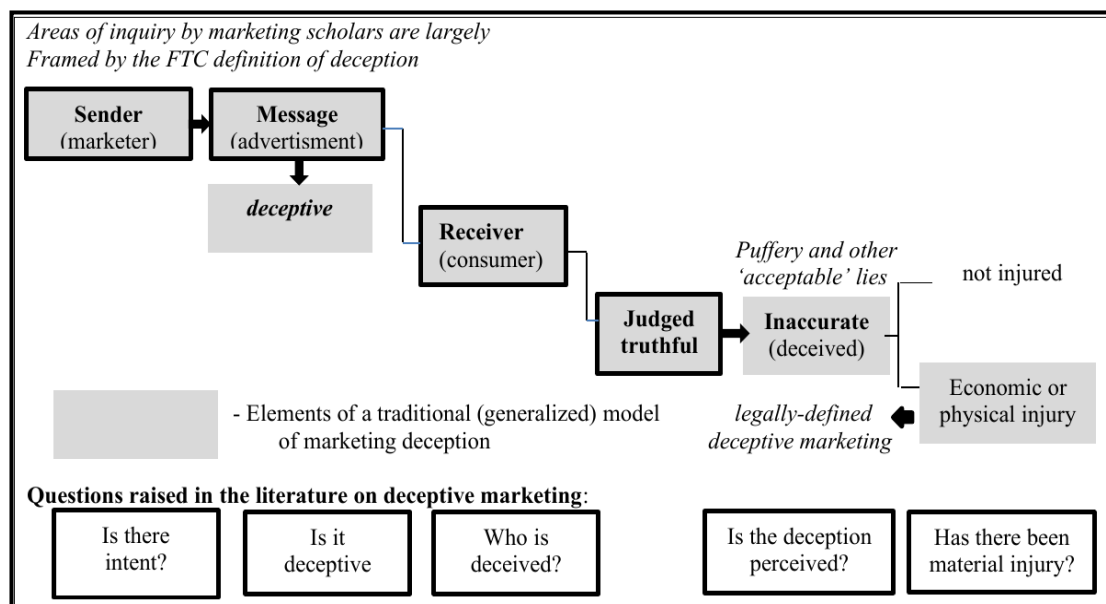
Marketing deception is an unethical tactic used by companies and marketers to gain more profits, just for the short-term, because eventually, customers will notice these deceptive techniques. It will be hard to deceive them again (Piccolo, 2017). Also can be defined as a technique that gives the customers an incorrect impression about the service/product and the marketing mix, which contributes to a wrong consumer's decision that could harm them. Many companies and marketers use deception to force customers misleading purchases that have a beneficial impact on companies/marketers that raise benefits and profits (Salaymeh, 2013). From a legal point of view, in 1983, the Federal Trade Commission (FTC) described deception as any "misrepresentation, omission or practice that would fairly deceive consumers into behaving reasonably in the circumstances, to the consumers' detriment". However, the concept to the FTC focuses more on legal matters, although three aspects have been missed from the psychological viewpoint: (a) the real or possible misleading act, (b) the reasonability of the consumers' reaction to the deception, (c) the emotional impact on the consumers. The marketing deception has to be approached from psychological, social, and ethical viewpoints (Chaouachi, 2012).

From a social point of view, (Aditya, 2001) described marketing deception as "any act, claim or a message that (1) causes at least some consumers acting

reasonably to make decisions that they would not otherwise make, (2) leads at least some consumers acting reasonably to believe something about the product, brand, or manufacturer that is not verifiably true or (3) has the potential to foster distrust of any kind, general or specific, or in other ways causes erosion of ethical values deemed desirable in society”.

Marketing researchers also add and contribute to the literature on marketing deception from a research point of view. For example, consumers see that marketing deception practices lead to adverse reactions such as dissatisfaction, unfavorable word of mouth, switching behavior, and complaints that can harm the company's reputation (Román, 2007; Román, 2010). Consumers are becoming more critical and cautious due to companies marketing practices. All in all, such practices represent a loss of customer capital and the society's economic sources (Sina, 2017).

As seen in Figure 2.1, (Serota K., 2013) presented a generalized model and described marketing deception as the inability to fully disclose all pertinent info to a consumer or provide all agreed-upon services.



**Figure 2.1:** A Generalized Model of Marketing Deception

Source: (Serota K., 2013)

### **2.3.1 The Reason Behind Marketing Deceptions**

For many reasons, companies have been involved in disappointing deceptive practices, like marketers' lack of knowledge and understanding of deception, the potential harm to companies that concentrate on the short-term benefit without regard to the long-lasting profits. Furthermore, customers' indifference in disclosing what they have encountered or seen as dissatisfaction and requesting steps to make up for the loss or other harm by marketing scams have encouraged companies for these practices. Also, consumers lack knowledge about deceptive methods and how they cannot identify, learn, and take advantage of circumstances that they were misled in. Besides that, there is a lack of regulations and laws regarding misleading and deception, punishments, criminality, and slow law procedures (Gaber, 2018). Moreover, the consumer protection organizations' inefficiency and lack of control.

### **2.3.2 Marketing Deception Techniques**

Companies and businesses are using marketing deception techniques as a mechanism for survival. Due to the high competition between companies, deception is being used to assist sustainability. According to Kopp (Kopp, 2006), there are three most commonly used marketing deception techniques.

#### **2.3.2.1 Deception by omission**

It is the classical and viral technique in marketing products and services. The marketer misleads/hides details and information that could lead the consumer to misunderstand the truth. A precondition for it is that the consumers have a low previous awareness or no understanding of what the marketers are present as truth. In marketing, companies implement hiding by the lack of disclosure in products/services or restrictions or negative side effects from using the products. However, deception by omission is always helpful when the victims are lazy or incompetent (Kopp, 2006).

#### **2.3.2.2 Deception by saturation**

In deception by saturation, the marketer saturates the consumers with repetitive or meaningless messages, so the consumers cannot obtain information and details that may be conflicting with the marketer's message. It aims at hiding

invalid data from a flood of messages containing little or no content. Deception by omission distinguishes from deception by saturation as it includes active message generation with deceptive intentions, while deception by saturation consists of the distraction of messages with deception.

### **2.3.2.3 Deception by spin**

It is a form of attack from subversion, which is also used for the mixed method of deception by saturation or deception by omission at times. It is built on the concept of presenting an unpalatable or acknowledged fact. Still, it motivates the consumer to evaluate this from the point of view that it is less harmful to the marketer. As a result, the consumer's (the victim's) mechanism for critically assessing the unpalatable fact is subverted.

## **2.4 Marketing Deception Practices**

Many marketing practices represent the presence of deception. And any method that contributes to leading the consumer to make a buying decision based on incorrect conventions about the value and the characteristics of products/services is considered deceptive and unlawful (Saeed, 2013). Sometimes consumers are knowledgeable and aware of these practices but cannot identify or prevent them; they are vulnerable to these practices and somehow influence their buying choices (Kamlot, 2014). Here are some of the deception practices through services marketing mix:

### **2.4.1 Practices Related to Services**

Services are defined as intangible activities created by a reactive process to meet consumers' requirements and expectations and reassure them. And it could be accomplished through tangible products (Al-Dmour, 2013). It is defined as the extent to which a service company creates inclusive services to satisfy consumers' demands in a very competitive environment (Akroush, 2011). Companies provide and offer services apart from what was promised, and they present a great image of their services. However, the outcome is contrary when it comes to the offered/provided services (Alheali, 2020). Deceptive practices can include hiding significant data about service characteristics or exaggerate the advantages; the data presented on the service is incomplete to evaluate and



judge (Gaber, 2018). Many other practices like false possibilities, dishonest recommendations, inaccurate comparison, and explanations (Saeed, 2013).

#### **2.4.2 Practices Related to Price**

Service is operationally defined as the degree to which a service organization carries out pricing policies and activities in setting a price (Zeithaml, 1985; Berry, 1996). When evaluated ethically, pricing is one of the most challenging fields of marketing. The price has to be reasonable or proportionate to the customer's benefit (Kehoe, 1985). Moreover, it is known as the most vital aspect that will decide the customers' satisfaction. When customers want to estimate the service's quality and value, they mostly think about price (Virvilaite, 2009). Deceptive practices happen when companies deceive customers with their offered prices (Jobber, 2004). It contains practices that make consumers assume that the service price they pay is less than the actual cost (Ghazi, 2018). It requires practices such as fake discounts, setting high prices to signify the high quality of services, or reach the actual price after setting a discount, forcing financial charges when the customers want to stop the service (Alheali, 2020). Moreover, a deceptive pricing comparison may occur if a company compares its service prices to competitors by hiding extra fees added in later stages of the purchasing process (Haas, 2015). Also, some companies may practice predatory pricing to have a monopolistic position, product unit, or quantity basis application (Chonko, 1985).

#### **2.4.3 Practices Related to Promotion**

Promotion refers to the marketer's resources to deliver the product/services' message to the targeted audience and market (Al-Dmour, 2013). Companies can achieve it through advertising, direct marketing, personal selling, sales promotion, and sponsorship (Khan, 2014). Deceptive promotion practices occur when the ads provide misleading, false information about services or hiding vital info to develop consumers' feelings, causing incorrect purchasing decisions. Customers are primarily frustrated in ads when a specific commitment is not well executed and not fulfilled. Moreover, High exaggeration facts about the services, faking high competition with competitors to deceive and attract consumers (Gaber, 2018). Deciding if the promotion

practices are ethical or unethical can be determined according to the degree of loss and harm to consumers. Loss can be described in three aspects: infringement of the autonomy with control or manipulation, attack on data, and breach of the right to know (Chonko, 1985).

#### **2.4.4 Practices Related to Distribution**

Distribution is how companies and organizations will transport their services and products to reach a large number of users and customers to buy them (Al-Muala, 2012). Deceptive practices occur when information about services and products are exaggerated to make a selling point and display items so that consumers will feel that it is luxurious or high quality even though they are not. Differences in the quality and the prices of services/products from one branch to another (Gaber, 2018), posting or sharing personal information about customers via the internet, false declaration that services/product is available in a specific branch which the fact is not (Ghazi, 2018).

#### **2.4.5 Practices Related to Physical Evidence**

Physical evidence related to services is classified as the degree to which a service company wants to create a customer-friendly environment in their company/workplace (Boom, 1981). Also, it is defined as tangible items like furniture, lighting, exterior and interior design, colors, decoration, and visual evidence. It also refers to the employees' appearance and how they act and dress (Talib, 2018). It plays an essential role in affecting consumers' behavior, feelings, and satisfaction, particularly in services due to customer contact. To achieve that, it takes time, commitment, and money (Lovelock, 2011). Commonly, Companies that provide services create and focus on the physical environment to attract customers. But sometimes, companies deceive customers by exaggerating the interior and exterior design, employees' appearance, the decoration, the colors, and the lighting to show that the offered services are premium, which is not (Alkhatib, 2011).

## **2.5 Consumer Attitude**

Attitude is a pre-contained disposition of preferring or disliking a person, place, situation, or object. Attitudes are the results of assessing specific elements of consumers' minds that can create negative, positive impressions in the consumer's head (Pande, 2015). The concept of attitude is originally a Latin term initially used for expression and physical perspective. This concept explained that the body's physical attitude indicates if an individual might participate in actions or activities (Wilkie, 1986).

Attitude is defined as a mental and neural state of preparation structured by experience that directly or dynamically affects the individual's response to all objects and circumstances with which it is associated (Allport, 1935). In the words of (Bolton, 1991), An attitude is a preparedness to behave in a certain way, realizing that it can help determine what people are willing to do and describe what they have done. In other words, the customer's view of the service/product defines the willingness of the customer to consider and approve the service/product or not. According to (Schiffman L. G., 2006), Attitude is a learned predisposition to act in a regularly favorable or unfavorable way to a given item. Attitudes are inner thoughts and feelings expressions, which reflect if an individual is favorable or unfavorable to an object. Attitudes are seen as a result of psychological mechanisms. This means that attitudes are not measurable or observable but can only be derived from what customers say or do (Asiegbu, 2012). Kotler noted that consumers like to have views about politics, shopping, religion, food, art, etc. Besides, he clarified in his research that attitudes' influence helps individuals place certain things in frames if they like them or not (Kotler P. a., 2004).

Attitude meets the consumers' motives and satisfies, leading with time to a purchasing pattern (Solomon M. E., 2008). Consumers' attitudes blend feelings, beliefs, and intentions among brands, goods, and services. In this way, based on positive or negative experiences, consumers can have favorable or unfavorable impressions and feelings towards goods and services. Also, measuring attitudes will help companies or service marketers gain a greater understanding of both current and future markets.

### **2.5.1 The Attitude “Object.”**

It is anything individuals have attitudes toward it. The term ‘object’ can be consumer-oriented, including marketing-related terms like goods, services, service employees, price, physical evidence, advertisement, retailers, etc. So, in conducting attitude research, it is essential to be object-specific (Asiegbu, 2012).

### **2.5.2 Attitudes as a Learned Predisposition**

Many academics assume that attitudes are learned. This means that attitudes related to purchasing behavior are identified due to direct experience with products and services, feedback gained from others, and media influence. The behavior can result in attitudes, but they are different from each other. They are a reflection of a positive or negative appraisal of the attitude object. Also, as predisposition, attitudes can push consumers to a specific behavior or hold them off from particular behavior (Asiegbu, 2012). According to some researchers, attitude is a learned predisposition to react positively or negatively to a given item (Allen, 2010). But (Kerin, 2016) believed that people’s values and beliefs influence attitudes.

Attitudes develop a framework and stay consistent over time. As they are learned, the longer perspectives are held by a person, the more firmly they are related to actions and are thus more resistant to change. The customers’ attitude toward a specific service or item usually generalizes to the whole category of such objects (Pande, 2015).

### **2.5.3 Attitudes Have Consistency**

Attitudes are relatively consistent with the behavior they represent and reflect. Even though it is not usually lasting, they shift and modify when they are introduced to new experiences. Often situational effects interfere and disturb the consistency of a person’s attitudes and behaviors. The consumers’ attitude/behavior consistency defines the degree to which attitudes contribute to the buying process (Berkman, 1996). And this is based upon different customer factors (resources, experience, state versus action orientation), situational factors (intervention time, unexpected incidents, repeating messages, and social

influences), and measuring characteristics (specificity level, the timing of measurements). Marketers' actions can influence each one of these factors (Asiegbu, 2012).

#### **2.5.4 Attitude Strength**

The strength of attitude provides a solid behavioral predictor. The more attitude is strong, the more probable it is to influence behavior. It includes importance/personal relevance relates to the importance of the individuals' attitude and the link to self-interest, social identity, and value. Suppose attitude has a strong level of self-interest for an individual, for example. In that case, the attitude is expressed by a party that a person is a member of or would want to be a member of it and is relevant to an individual's value. This would be highly significant. As a result, attitude can have a very powerful effect on the behavior of an individual. On the other hand, the attitude won't be essential if it is not connected to their life. The knowledge component of the power/strength of an attitude is how much an individual understands the object's attitude. Generally, people are more informed and familiar with subjects that attract and interest them and will probably strong attitude toward them (Positive or negative). Directly experienced attitudes are more vital than those developed indirectly, such as hear-say, reading, or watching TV) (McLeod, 2018).

#### **2.6 Functions of Attitudes**

(Katz D., 1960; Hogg, 2005; McLeod, 2018; Asiegbu, 2012) Outlined four functions of attitude, namely utilitarian, value-expression, ego-defensive, and knowledge. Every aspect or any of them can affect the behavior of consumers. The following are the attitude functions:

- **Utilitarian function or adjustment:** it is connected to the concepts of compensation and punishment. The approach focuses on whether the items or the ideas give the consumers pain or pleasure. In other words, it aims to help individuals adapt and adjust their preferences, allows users to optimize their satisfaction, and reduces their discomfort (Asiegbu, 2012). According to (Solomon M. B., 2010), people gain positive or

negative feelings towards goods and services whether they cause them joy or pain.

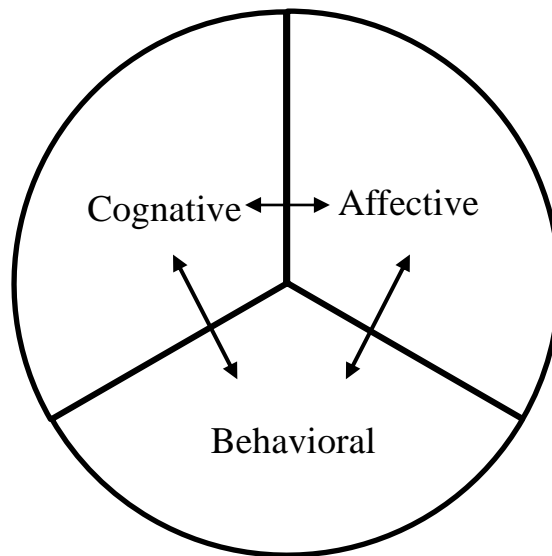
- **Ego Defensive Function:** peoples' ego is protected and defended by attitudes. Attitudes are developed to shield the ego from external and internal threats. This function helps to defend them. People are concerned about their self-esteem and image, so boosting and enhancing peoples' ego is the goal of this attitude. For example, people maintain attitudes that shield their self-image (Solomon M. E., 2008).
- **Value Expression Function:** In contrast to the utilitarian function, this function is connected with what services and goods users buy "say about them". It is tied to the consumer's self-concept, which means that consumers don't use goods for their advantages but for their incarnation. Also, it is related to lifestyle analyses that concentrate on the way customers develop some practices, desires, beliefs to express a specific social identity (Asiegbu, 2012).
- **Knowledge Function:** some attitude gives meaning (Knowledge) to life. These attitudes
  1. are formed as a necessity for purpose, order, meaning. This necessity arises when an individual is in a difficult situation or has new products/services. The role of it is the need for a reasonable and stable universe. It helps forecast, provides a level of control, and enables people to coordinate their experience and plan it (Asiegbu, 2012; McLeod, 2018).

As stated by (Solomon M. B., 2010), More than one function can be served by an attitude, but a specific function will be predominant. Attitude may work in several forms; for example, the "Lifestyles of Health and Sustainability" is driven to use environmentally friendly items to gain health, which is that the utilitarian function and protect the environment, linked to the value-expressive function.

## **2.7 The Tri-Component model**

Psychologists were led to develop models and concepts that represent the fundamental aspects of attitude to explain and predict customers' perceptions and interactions with purchasing behaviors (Schiffman L. G., 2006). The basic idea of individual behavior was that every behavior is a mixture of the emotional, mental, and physical aspects, which led to the basic view of attitudes “The Tri-component model”, also known as ‘the trilogy’ or three-component of attitudes (Makanyeza, 2014; Asiegbu, 2012). (Solomon M. E., 2008) Reframed as the ABC attitude model that involves affects, behaviors, and cognition, the theory behind both models are the same, but ABC models also include other factors like personality characteristics, past experiences, families, and media. Psychology indicates that behaviors may switch, and behavioral outcomes may be affected by those changes. The canonic three-component attitudes model points that an individual may assign new feelings in beliefs regarding an object. Then, this leads to changes in selection and preferences (Sarker, 2012). As stated in the tri-component model, attitudes include three key components: the cognitive refers to knowledge, opinions, belief; and the affective component indicates feelings and emotions, and the behavioral/conative part refers to intentions to behave in a specific way towards something or someone (Sheth, 2004). The tri-components sustain a relatively settle and stable partnership. (Boone, 2004) claims that the three components create and form people’s attitudes toward a concept or an object.

Furthermore, (Hawkins, 2001) concludes that the members are consistent. This implies that any change in any attitude aspect will result in a corresponding change in the others. The three dimensions are displayed in Figure 2.2 are independent but interrelated.



**Figure 2.2:** A Simple Representation of the Tri-component Attitude Model

**Source:** (Schiffman L. G., 1995) Leon G. Schiffman and Lesli Lazar Kanuk, Consumer Behavior, 5<sup>th</sup> Edition, New Delhi, 1995. P 242.

### 2.7.1 Cognitive Component

The cognitive aspect is attitudes that are made up of individuals' self-knowledge, awareness, information, beliefs, and opinions about objects or ideas (Agyeiwaah, 2021). An individual's cognition is the knowledge and understanding that are gained from different sources like personal experience and relevant feedback and info from a variety of references. This awareness and knowledge generally come in the form of belief. The user assumes that the attitude object has different characteristics and that certain actions contribute to particular results (Asiegbu, 2012). (Schiffman L. G., 2006) and (Assael, 2004) believe that customers have beliefs in goods, services, or brands. For example, customers may think that there are certain qualities about the item or brand. They also may assume that particular behavior would lead to a certain result. Because of this, it is known that the cognitive element consists of beliefs. Beliefs reflect “subjective judgments about the relationship between two or more things”. In other words, the features that customer beliefs about a specific item attribute to it.



The cognitive aspect of customers' attitudes is belief. Positive brand connections improve brand equity and are accomplished by positioning tactics and strategies. By brand associations, companies build and affect good beliefs toward the brand and negative beliefs about the competitors (Berkman, 1996). (Fishbein, 1975) state that beliefs are the knowledge and data an individual has about an entity that directly connects an object and its characteristics. The cognitive element is the storage area where a person organizes the data.

### **2.7.2 Affective Component**

The affect was described as “feelings, moods, emotions and sympathetic action of the nervous system that people have encountered and subsequently associated with an object of attitude” (Eagly, 1998). The affective component consists of the emotions and feelings (liking/disliking) towards an item or a situation (Han, 2011; Agyeiwaah, 2021). It is also recognized as itself, as it displays different emotional conditions that are positive, negative, or neutral. Customers' moods and internal feelings are influenced by consumers' feelings about a particular item or service (Asiegbu, 2012). According to (Al-Rhaimi, 2015), It's the feelings, attitudes, and emotions like happiness, disappointment, and frustration toward something. (Chisnall, 1975) states that such sentiments can originate from personality characteristics, motivations, social expectations, etc. (Schiffman L. G., 2006; Assael, 2004) agree with the fact that an affective aspect is defined as the feelings and emotions of the customers regarding a specific item or brand. They also consider it the ultimate brand evaluation of the three components and the key to an attitude analysis since it summarizes the customer's predisposition.

Every emotion thought or feeling of a customer regarding a specific item or brand is an affective dimension of an attitude. Market analysts also analyze these emotions and feelings as mainly evaluative. These responses or expressions are often sorted into memories, and the brain absorbs evidence that can influence the purchase decision. This component is used as a brand evaluator because it sums up the consumers' predisposition (Solomon M. B., 2016).

Almost all of the studies reflect on the significance of the affective component. The attitude among something cannot be easily defined by describing its beliefs since emotions concurrently work with the cognitive process (Jain, 2014). Also, (Agarwal, 2005) states that the impact of emotions, feelings, and attitudes is merged in research streams to provide an integrated attitude and decision model.

### **2.7.3 Behavioral Component**

It is the probability or propensity of the individual to conduct or respond directly concerning the attitude object. The behavioral component, also known as the conative component, can involve the actual behavior itself according to several views. In studies related to marketing and consumer analysis, the behavioral aspect is commonly regarded as an expression of purchase intentions (Schiffman L. G., 2006). Behavioral component action step: How an individual behaves on the knowledge and about a destination. Acts shall include the actual actions or the person's desire to revisit, suggesting a place to others, or spread a good word of mouth (Gartner, 1993; Tasci, 2007).

According to (Asiegbu, 2012), The behavioral aspect is the person's propensity to react to an item or action in a particular way. This dimension offers response tendencies or behavioral intentions. Our existing behaviors mirror our intentions as they are affected and altered by the behavior's circumstances. This component is the only component of the tri-component model that can be observed, while the other two components are not tangible (Schiffman L. G., 2010; Pangriya, 2018).

## **2.8 Importance of Attitude in Service Marketing**

For marketers, the customers' attitude in service marketing plays a key role. It is one of the significant factors in the purchasing decision. Companies should be cautious with problems relating to services that specifically influence the attitude of consumers. Marketing extends into many categories like math and psychology. Math plays a vital role in behavior prediction. And recognizing and understanding many theories of psychology is essential to identify the causes behind consumers' behavior. Forming an attitude is easy but hard to transform. Consumers' behavior examines the way an individual believes, feels, and

chooses among competitive items. Besides, in order to understand customers' motives and decision-making techniques, companies need to analyze attitudes. The way customers respond to services and goods is affected by a mixture of attitudes, behaviors, and beliefs. Companies create and compel marketing messages by mixing info, affecting consumers (Sarker, 2012).

Using a positive attitude by companies will guarantee that the consumers' experience will be positive every time. Because non-ethical marketing or misinformation negatively affects consumers' attitudes, behaviors, intentions, loyalty, and satisfaction. The effect on consumers is noticeable because it is unethical and deforms competition between companies and consumers' preferences and choices (Elaster, 2017). Competition between companies should attain positive consumers' attitudes and behaviors towards marketed services. Deceptive marketing practices threatened consumers' loyalty and became low.

## **2.9 Consumer Protection**

Consumers include all of us, and they are the most important economic group, influencing and being influenced by almost all the economic decisions, whether publicly or privately. However, they are the only group whose viewpoints are often dismissed. Consumption means something that anyone should have to survive (Kennedy, 1962). It begins with the birth of the human and ends in the grave. Many products and services are purchased and consumed every day. They are the key point for all the marketing efforts (Gupta, 2009). And consumers should be protected. Consumer protection is the protection of consumers' rights. It also assists in the defense of fair-trade competition and accurate info in the business economy. Numerous legislation and association are in place to achieve this. These rules and legislation are intended to prevent businesses from engaging in unethical practices to gain a competitive advantage. E.g., deception, fake ads, and misinformation.

### **2.9.1 Consumers Rights**

The consumer is described as anyone who purchases products/services for ownership instead of reselling or using them in producing and manufacturing. By the missile of the 20<sup>th</sup> century, consumers used to have no right to engage

with their goods and producers. There was no room for the customers to protect themselves against misleading and deceptive practices. In the 1950s, the trend of “consumerism” started to push for more rights and legal defense against unethical market practices. By the end of the decade, legal product responsibility has been created. An aggrieved party has to prove the damage from using a product instead of bearing the burden of proof of business negligence (Lumen, n.d.). And that why the united nations came up with eight universal rights:

### **2.9.1.1 Right to safety**

It means the right to be safe and shielded from commercializing products and services that threaten life, health, and property. The bought products and services should not only meet immediate consumer requirements but also should meet long-term needs. Prior to the purchase, the quality and the guarantee of products and services should be emphasized by customers (Ibraa, 2014). (Wilson, 2008) claims that consumers have the right to demand protection from unsafe goods and services bought in the market. Not only do they have the right to be used correctly for their intended purpose, but they also have the right to be shielded from selling and distributing if harmful products/services.

### **2.9.1.2 Right to be informed**

Consumers have the right to be shielded from false ads and deceptive labeling. As well as the right to know the necessary facts and details to make an educated and appropriate decision. Consumers are entitled to get the needed info about goods and services to make purchasing decisions. This information contains specifications about products/services, place of origin, payment method, safety warnings, ingredients, prices, etc. The consumers expect full details about the item/service they want to buy, including the usage, components, chemical materials, limits, and expiry date (Ibraa, 2014). Knowing the product or service's information will enable the consumers to make a wise and responsible purchase decision. Moreover, this will prevent consumers from falling as victims of high-pressure selling tactics.

### **2.9.1.3 Right to choose**

It relates to the right to select goods and services at competitive prices while being assured of good and reasonable standards and quality. Consumers expect a wide range of products and services to be available in the marketplace with various brands, styles, forms, sizes, shapes, colors, and variations in cost, standards, and use. Consumers are entitled to be confident that they are being offered a range of premium goods and services at competitive, fair prices. Moreover, this right serves to protect companies from each other, specifically small businesses from large and strong ones (Ibraa, 2014). Also, (Wilson, 2008) noted that consumers should be able to choose the products and services they wish and want to buy.

### **2.9.1.4 Right to be heard**

It is also known as the right to representation. Consumers' right to express their involvement in formulating and implementing government policies affects consumers' supply of products and services. Consumers anticipate that lawmakers will propose legislation to ensure that consumers have the opportunity to enjoy a healthier life by having the highest deal for their hard-earned dollars. They also have the right to equitable and fair representation when it comes to government policy-making and timely care of regulatory courts or judicial societies. Also, when there are issues or complaints, they have the right to speak up about them. In formulating political policies and administrative processes, the right to be heard promises that the customer will be seen. In developing their strategies, several businesses lobby for this customer right (Aaker, 1978).

### **2.9.1.5 Right to the satisfaction of basic needs**

This right guarantees that basic products and services are made available to customers in high condition and at fair prices. It requires food, clothes, housing, medical treatment, education, public facilities, water, and sanitation in order to live a decent life. According to these needs, the United Nations Guidelines on consumer protection describe sustainable consumption as “meeting the needs of current and future generations for services and products in ways that are economically, socially and environmentally sustainable” (United-Nations, 1999).

#### **2.9.1.6 Right to redress**

Consumers have the right to be indemnified for misrepresented, unsatisfying products and services. Consumers want the company or the manufacturer or retailer to repair faulty products or to repay the money. They can also obtain legal redress in the relevant courts of law. According to this right, consumers believe that their problems will be addressed and taken into considerations.

This right also allows for reasonable compensation for customers who have sustained damage or have been put in jeopardy as a result of the company's negligence (Ibraa, 2014). (Aaker, 1978) noted that customers should be given the ability to express their frustration and that complaints should be resolved satisfactorily.

#### **2.9.1.7 Right to consumer education**

This right obtains information and skills that are needed to be an educated consumer/buyer. It also means the right to gain the knowledge and skills required to be an educated customer during one's life. Consumer ignorance, especially among rural consumers, is largely to blame for their exploitation. They should be aware of their rights and should practice them. Only then would effective customer protections be accomplished.

#### **2.9.1.8 Right to a healthy environment**

This right ensures that customers can live and work in an atmosphere that is not unsafe or harmful and that provides for a dignified and well-being existence. Consumers expect the state to prevent further damage and constantly monitor waters, coral reefs, forests, and waste disposal by the factories to verify that the decline is alarming, particularly on forests, dying fauna, depleted landfill areas, and environmental pollution (Ibraa, 2014).

#### **2.9.2 Who is responsible for consumer protection?**

Consumer protection's responsibility lies between private and public parties and may be imposed and asserted by particular laws on their status. The following entities play an important part in consumers protection:

### **2.9.2.1 Governments agencies**

Government agencies could be ministries, or the Department of Consumer Affairs established, especially managing and implementing consumer protection laws. Many governments' roles in some countries have grown due to decisions to protect and defend customers' interests (UNCTAD, 2016). Governments play an essential role in protecting consumers and defending their rights out of their full responsibility to protect individuals in all different areas.

### **2.9.2.2 Individuals**

Since individuals are the primary stakeholders, it is possible to protect themselves through organizations to identify and uncover what marketing practices they are exposed to (Altamimi, 2019).

### **2.9.2.3 Consumer Protection Associations**

Associations play an important role in protecting the consumer by undertaking particular tasks. Such as putting official authorities into laws that protect the consumer, linking consumer issues with society's conditions, spreading the culture of consumption, and focusing on the essential points that receive consumers' most attention (Altamimi, 2019). This association may also provide customers with reliable and impartial guidance about goods and services based on their evaluations and surveys (UNCTAD, 2016).

### **2.9.2.4 Media**

The media plays a vital role in protecting the consumer by educating him about his rights, as the media programs address sensitive issues for society (Altamimi, 2019).

## **2.10 General Look to Telecommunications Companies in Turkey**

The telecommunications sector consists of companies that facilitate global communication through telephone or the internet through airwaves or cables, wired or wireless. These organizations have developed the technology that enables data to be sent everywhere in the world in words, audio, or video. The industry's leading businesses are cellular (wired and wireless), satellite, cable, and Internet service operators (Beers, 2021).

Since the Turkish Republic's foundation till 1994, the telecommunications services were rendered by the General Directorate of the Post, Telegraph, and Telephone services (PTT). During these times, PTT acted as a monopoly of related services to postal and telecommunications. But in the past years, Turkey has transitioned from monopolized to a decentralized competitive system. Performing liberal legislation is widely acknowledged as an incentive to enhance the productivity of telecommunications services. And Turkey's willingness to become a member of the (EU) European Union was one of the major elements for creating a sustainable and competitive telecommunications sector. And that was the beginning of the transformation. As new regulations, telecommunications services were segregated from the postal and telegraph services under the name of Türk Telekomünikasyon Anonim Şirketi (Turk Telecom) (Akça, 2007).

In 1986, Analog's mobile services began to be presented, and in 1994 digital mobile services were offered by PTT through revenue share models. That step was before the digital services' growth by the license agreement between Turkcell and Teslim in 1998. In 2000, Telecommunications increased rapidly, mainly by joining Aria (İş-Tim Consortium) and Aycell (TT). But after three years, these two companies combined under one brand named Avea. However, in mid-2003, Telsim was sized by the banking sector's regulatory authorities, and then in May 2006, through the acquisition of Telsim, Vodafone became a Turkish telecommunications company (Kars, 2009; Bagdadioglu, 2010).

In recent years, rapid development in the services industry has been witnessed, leading to increased competition between companies. And these circumstances put more pressure on the most energetic sector, which is the telecommunication sector. In view of the higher business competition, managers in this sector face growing demands from customers and new obstacles to deliver good services to customers. In Turkey, as in many other countries globally, telecommunications have grown and developed relatively quickly. Today, every person in the world needs to connect with families and friends everywhere (Tosun, 2008). Turkey has a primary mobile communication sector in which there is intense competition between them, Turkcell, Türk Telekom, and Vodafone, which are the three biggest GSM-based mobile network providers.



### **2.10.1 Turkcell**

Turkcell was founded in 1994 and quickly expanded to become one of Turkey's national and regional market leaders. The company's shares started to be traded on the Istanbul Stock Exchange and the New York Stock Exchange, making Turkcell the first and only business to be traded. It has 3G deals and agreements in 110 countries and GPRS roaming agreements in 165 countries, making Turkcell one of the industry's top global players (Turkcell, 2014; Ozdora-Aksak, 2015). As of the end of 2018 statistics, Turkcell had 33.76 million users (Hürriyet, 2019). And according to (OperatorWatch, 2020) Turkcell is the biggest operator in Turkey, with 34 million subscribers and 46.8 percent of the market share.

### **2.10.2 Türk Telekom**

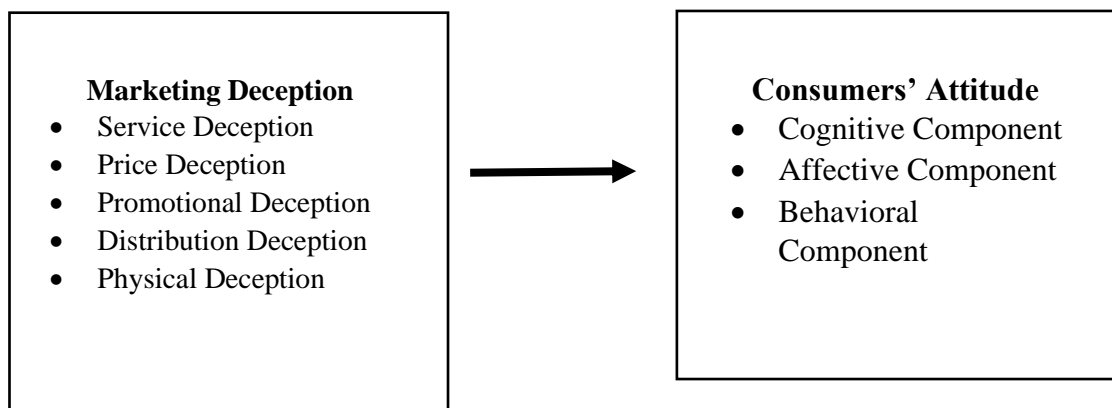
It is known as the business pioneer as the oldest telecommunications company in Turkey and Turkey's first integrating fixed voice, mobile, TV, and broadband products under a single roof. According to statistics on September 30, 2020, Türk Telekom serves 15.7 million fixed access, 12.8 million broadband, 23.1 million mobile users, 3.2 million TV and Tivibugo subscribers, and 5.2 million high-speed Internet fiber-net and hyper-net subscribers. They serve a total of 49.5 million subscribers. Türk Telekom group represents 34,034 jobs in 81 provinces with Turkey's vision to speed up society's change to counter emerging technology and information (TürkTelekom, 2020).

### **2.10.3 Vodafone**

Vodafone was founded in 2005. It is a part of Vodafone Group, one of the world's leading mobile firms and one of the largest technology connectivity suppliers. Vodafone Turkey delivers its vision of "Building a digital future for everyone." It presents its services to subscribers and businesses, including fixed, mobile, and content services. As one of the most prominent foreign direct investors, the overall investment is TRY 24 billion, as Vodafone Turkey is one of the most prominent foreign direct investors. And according to June 30, 2020, statistics have 23.6 million mobile users and 1.1 million fixed broadband clients (Vodafone, 2020). Regarding (OperatorWatch, 2020), Vodafone is the 2<sup>nd</sup> operator in terms of coverage.

## 2.11 Conceptual Framework

This study's research model was developed based on the existing literature conceptual framework (Alkhatib, 2011; Alassy, 2015; Altamimi, 2019; Alamin, 2017). The independent variable is marketing deception with the dimensions: service, price, promotion, distribution, and physical, and the dependent variable consumers' attitude with its three components the cognitive, affective, and behavioral. The conceptual framework for this dissertation has been shown in figure 2.3:



**Figure 2.3:** The Study Conceptual framework

This study will implement this framework on the telecommunications sector, taking it as a case study, by analyzing the survey responses adopted. According to the conceptual framework and previous research studies, the following hypotheses of this study were formed like the following:

**H1:** Service deception by telecommunications companies has a significant effect on consumers' attitudes.

**H2:** Price deception by telecommunications companies has a significant effect on consumers' attitudes.

**H3:** Promotional deception by telecommunications companies has a significant effect on consumers' attitudes.

**H4:** Distribution deception by telecommunications companies has a significant effect on consumers' attitudes.

**H5:** Physical deception by telecommunications companies has a significant effect on consumers' attitudes.

### **3. RESEARCH METHODOLOGY**

#### **3.1 Introduction**

In any research, the research question, purpose, and context are the main factors that lead to selecting the research methodology. An appropriate methodology should be chosen and developed to achieve the targeted results.

This chapter discusses the research methodology and procedures. It contains the research design, related population, sampling method, data collecting techniques, and statistical analysis.

#### **3.2 Research Design and setup**

This research studies the impact of marketing deception (of service, price, promotion, distribution, and physical deception practices) as an independent variable and Consumers Attitude (according to cognitive, affective, and behavioral components) as a dependent variable, taking telecommunication companies as a case study.

A quantitative research approach is designed in this study “biased on a numerical standardized form and analysis that leads the results” (Saunders, 2009). In this thesis, a survey is used, it is built on the past researchers, to ensure scales’ validity. The survey came from articles and master theses (Román, 2010; Leonidou, 2013; Alkhatib, 2011; Tawlar, 2016; Altamimi, 2019) and were adapted to match the context of this research and was conducted in Turkey. In order to obtain the right information and to confirm the hypothesis of the research, a survey has been conducted as a tool to arrive at the facts related to the study and this after completing the theoretical framework of the research and reviewing most important previous studies.

The survey was created with google form application in 3 languages (Turkish-English-Arabic). The survey composed of brief description and 31 questions. The questioner’s participants responded to the two main parts of questions, the

demographics data part and the research hypotheses variables questions. The survey was approved by Istanbul Aydin University ethical committee. For a total of 200 responses, respondents can select an replacements on a scale with 5 options (strongly disagree, disagree, neither, agree, strongly agree) with a series of statements about the variables in the research model. Description of scales of measurement is summarized in Table 3.3.1.

### **3.3 Population**

As this study discusses the impact of marketing deception as an independent variable and consumers' attitude as a dependent variable, and the telecommunication sector as a case study, this research's targeted population is telecommunications companies' customers in Turkey.

### **3.4 Sampling Method**

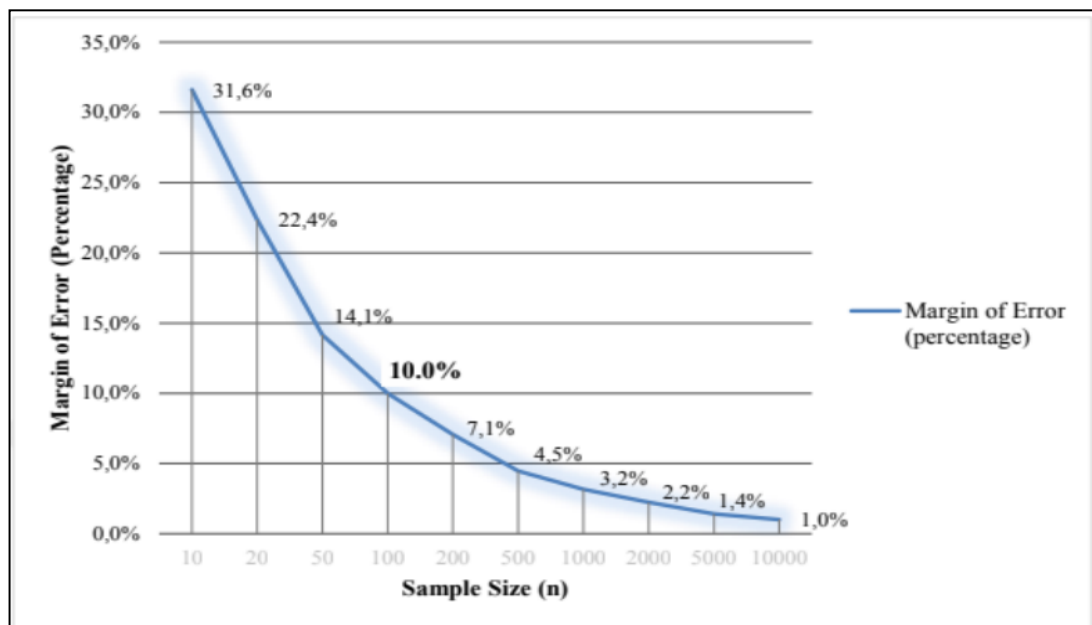
The sampling method of this study is based on the telecommunications companies' customers/subscribers in Turkey, with age groups ranging from 18 – 50+ years, because all these age groups are subscribers to telecommunications companies. A convenience sample technique (random Sampling) is used to collect data as the primary purpose is to research the impact of marketing deception on consumers' attitudes in telecommunications companies customers. Because it is pretty hard to take all the Turkey residents to send the survey, it was decided to follow a convenience sample technique (random Sampling) to collect customer data. The truth behind collecting the data through a convenience method is that it makes easier for research to get the appropriate data from the respondents at the right time and with less effort.

Simple random sampling has been used to avoid bias in the selection of respondents. In case non-probabilistic sampling is used, there is always a chance that people from similar thought groups get the majority of the portion of the responses, which would introduce bias in the study. Therefore, through the selection of simple random sampling, it was avoidable. A sample size of 385 was supposed to be used for this research. But 206 responses were gathered, and

six were deleted because of its invalidity for data analysis; only 200 are valid for analysis.

When a sample of 100 is used for any research, the error margin falls to 10% or even less (Patel, 2003). Most statisticians agree that the minimum sample size to get any meaningful result is 100. If your population is less than 100, then you need to survey all of them (Martínez-Mesa, 2014). And if it is from 200 to 300, observation will lead to 7% errors.

The margin of error formula is:  $z^* \sqrt{\frac{\rho(1-\rho)}{n}}$ . The following graph explained in (Reyes, 2013) shows the relation between the sample size and the margin of error and will conclude that the more the sample size, the less error.



**Figure 3.1:** Sample size & Margin of Error

Source: (Reyes, 2013)

### 3.5 Data Collecting Tool

The analysis of the data was done with SPSS. Data was recorded so That the high values on the Likert scale from 1-5 show the lower values stronger disagreement and the stronger agreement. On the survey « strongly disagree » was given as the topmost option and « strongly agree » most bottom last alternative to attract the attention of the participant. Thus Qualtrics rated the option «strongly disagree » with the value of 1 and « strongly agree » with the

value of 5. The questionnaire starts with the demographic part to know the respondent more and how related to the study. The second part is the variables questions.

### **3.6 Statistical Analysis**

This study used Simple percentage analysis based on the frequency distribution of the collected data, Alpha test, Factor analysis, Independent t-test, One-way ANOVA, and Regression analysis to examine the relationship between the variables and if there is an effect to be studied (test hypotheses). IBM SPSS was used for this study. IBM SPSS is a software used to analyze social sciences surveys and primary process data and obtain results.

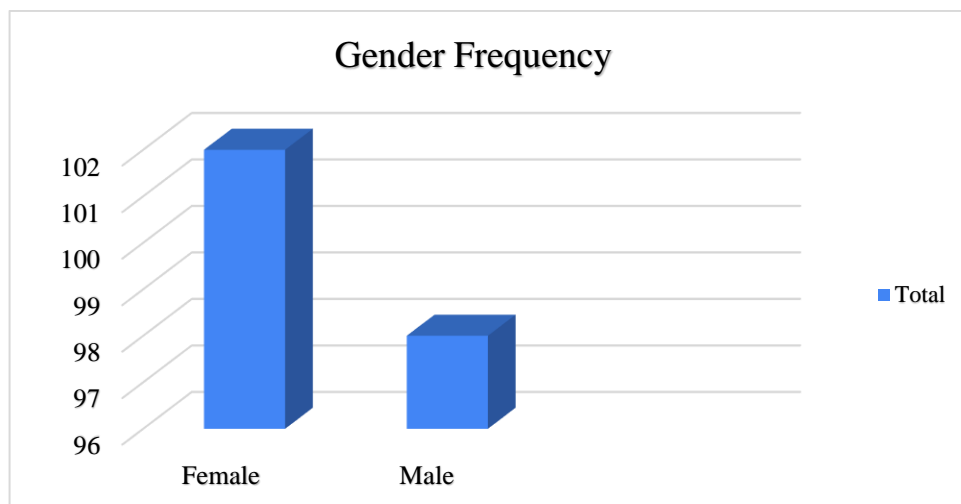
## 4. ANALYSIS AND DISCUSSIONS

### 4.1 Introduction

This chapter includes the analysis done for the data collected. It consists of the Simple percentage analysis, Reliability test, and regression analysis assumptions, then the regression hypothesis testing with an explanation about the results.

### 4.2 Demographic Characteristics

This analysis is to understand the targeted respondents and their answers, and a Simple percentage analysis was done. Such analysis gives an accumulated summary of the respondent's answers according to the frequency distribution of the data collected. The first part of this analysis represents the Demographic data which gives an idea about the respondent's characteristics; it includes questions as below:



**Figure 4.1:** Gender Distribution,

The number of respondents was distributed almost 50 – 50 % as half of them are males and the other half were females. The survey was conducted on 200



respondents, and as we can see in figure 4.1, 102 of the respondents are females and 98 males.

**Table 4.1:** Demographic Q1, Male – Female

Gender	Frequency	Relative Frequency	Cumulative Percent
Female	102	0,51	51%
Male	98	0,49	49%
		0,00	0%
Grand Total	200	1,00	100%

**Table 4.2:** Mean, Std deviation, and Independent t-test for the responses according to the gender.

Group Statistics							
	Gender	N	Mean	Std. Deviation	Std. Error Mean	t	Sig.
<b>Services</b>	Females	102	15,343	4,5107	,4466	,117	,604
<b>Deception</b>	Males	98	15,265	4,8769	,4926	,117	
<b>Price</b>	Females	102	12,402	4,1369	,4096	,541	,691
<b>Deception</b>	Males	98	12,724	4,2976	,4341	,540	
<b>Promotional</b>	Females	102	11,009	4,0601	,4020	,518	,120
<b>Deception</b>	Males	98	11,295	3,7422	,3780	,518	
<b>Distribution</b>	Females	102	13,421	3,8291	,3791	,940	,784
<b>Deception</b>	Males	98	12,908	3,8904	,3930	,940	
<b>Physical</b>	Females	102	16,490	3,9495	,3910	,036	,894
<b>Evidence</b>	Males	98	16,469	4,1671	,4209	,036	
<b>Cognitive</b>	Females	102	6,549	2,5470	,2522	,063	,475
<b>Component</b>	Males	98	6,571	2,4787	,2503	,063	
<b>Affective</b>	Females	102	11,686	4,5814	,4536	,713	,713
<b>Component</b>	Males	98	12,132	4,3851	,4429	,713	
<b>Behavioral</b>	Females	102	8,862	4,1292	,4088	,610	,629
<b>Component</b>	Males	98	9,214	4,0160	,4056	,610	

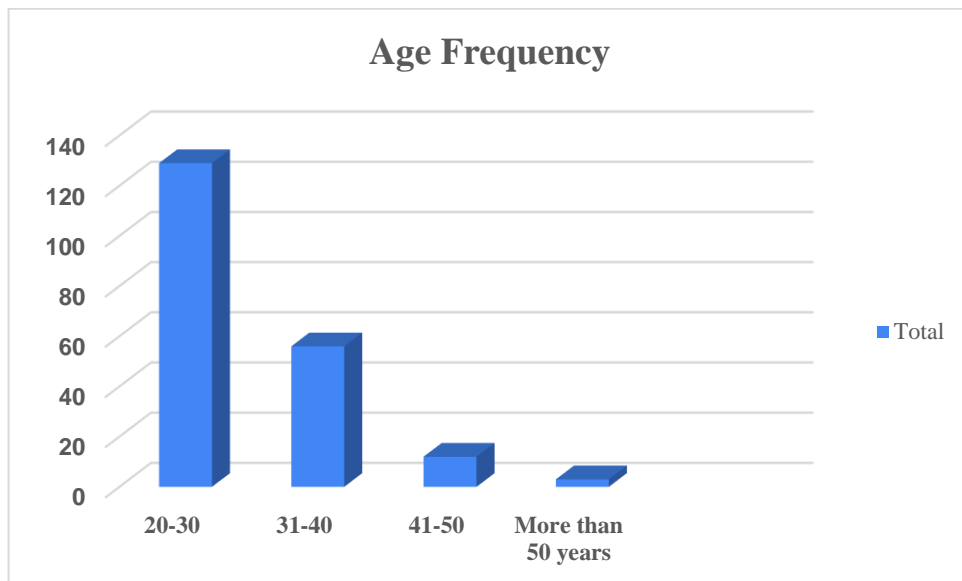
The Table shows no statistically significant differences due to gender in all aspects because the Sig. is more than 0.05. Females are exposed to services deception with a mean of 15,343, distribution deception with a mean of 13,421, and physical evidence with a mean of 16,490. The variations were for females' sake in three types of marketing deception: services deception, Distributional deception, and physical evidence, and females are more likely to be deceived than males. And for the sake of males in price deception, the mean is 12,724, and in promotional deception, the mean is 11,925. But the variations were for

the sake of males to females in consumers' attitude components (cognitive-affective – behavioral), and deception practices affect male's attitudes more than females. This means there are no differences in marketing deception towards consumers' behavior according to gender.

**Table 4.3:** Demographic Q2, Age:

Age	Frequency	Relative Frequency	Cumulative Percent
20-30	129	0,65	65%
31-40	56	0,28	28%
41-50	12	0,06	6%
More than 50 years	3	0,02	2%
		0,00	0%
Grand Total	200	1,00	100%

In regards to Age, The 20-30 age group was in a clear majority with 65% (N=129), while the 31-40 age group was divided at 28% (N=56), and with 6% between 41 to 50 age group (N=12). The above 50 age group is the smallest percentage with 2% only three participants of the total.



**Figure 4.2:** Age Distribution

**Table 4.4:** One-way ANOVA results according to Age.

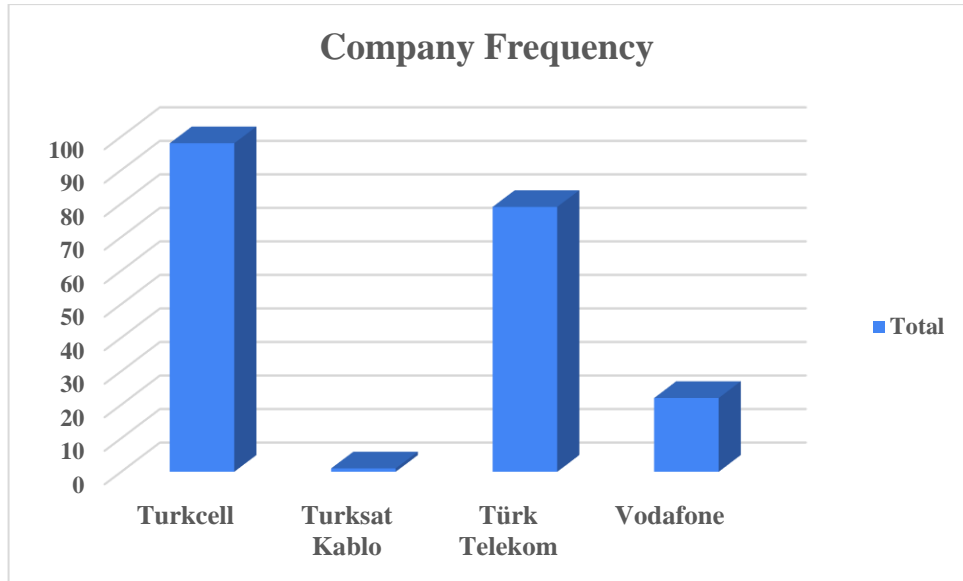
	Age	Means				Std. Deviation	F	Sig.
		20-30 years	31-40 years	41-50 years	More than 50 years			
<b>Marketing Deception</b>	<b>Services Deception</b>	15,046	15,535	16,750	16,333	4,682	,602	,614
	<b>Price Deception</b>	12,426	12,750	13,250	12,000	4,208	,204	,893
	<b>Promotional Deception</b>	11,069	11,069	12,083	12,000	3,900	,296	,828
	<b>Distribution Deception</b>	12,969	13,625	13,166	13,333	3,858	,375	,771
<b>Consumers' Attitude</b>	<b>Physical Evidence</b>	13,170	16,775	15,982	15,333	4,047	,666	,574
	<b>Cognitive Component</b>	6,418	6,750	7,1667	6,666	2,507	,476	,699
	<b>Affective Component</b>	11,845	11,803	12,750	13,000	5,000	,217	,885
	<b>Behavioral Component</b>	8.720	9,2857	11,166	9,333	4,067	1,441	,232

This Table shows that the Sig. for the one-way ANOVA test is more than 0.05 in all aspects. This means that there are differences between the means of the responses according to age. The variations were for the sake of (41-50 years) age range to others. They are more aware of marketing deception practices like services deception, price, and promotional deception. On the other hand, the (31-40 years) age range is more exposed and aware to distribution deception and physical evidence deception. The age range (20-30) and (more than 50) are exposed to services deception with the highest mean of other deception practices. And affect their cognitive and behavioral component attitudes more than different age ranges.

The deceptive practices affect the customers' feelings, moods, and emotions the most (Affective aspect). All of the age ranges got the highest means in the affective component.

**Table 4.5:** Demographic Q3, The Company:

Telecommunication Company	Frequency	Relative Frequency	Cumulative Percent
Turkcell	98	0,49	49%
Turksat Kablo	1	0,01	1%
Türk Telekom	79	0,40	40%
Vodafone	22	0,11	11%
Grand Total	200	1,00	100%



**Figure 4.3:** Company Distribution

One of the respondents uses Turksat Kablo. And almost half of the respondents (98 respondents) use the Turkcell company (49%), and 79 respondents use Türk Telekom (40%), while 22 respondents use Vodafone with 11%.

**Table 4.6:** One-way ANOVA results according to companies.

Instead of using companies' names, colors will be used for research purposes (The Black – The White – The Brown company).

	Company	Means			Std. Deviation	F	Sig.
		The Black Company	The White Company	The Brown Company			
<b>Marketing deception</b>	<b>Services Deception</b>	14,810	15,636	15,734	4,425	,914	,403
	<b>Price Deception</b>	12,405	12,045	12,836	4,211	,435	,654
	<b>Promotional Deception</b>	11,240	11,681	11,020	3,885	,274	,761
	<b>Distribution Deception</b>	12,822	13,272	13,469	3,856	,618	,540
<b>Consumers' Attitude</b>	<b>Physical Evidence</b>	16,303	17,090	16,500	4,05	,323	,725
	<b>Cognitive Component</b>	6,367	7,090	6,632	2,50	,765	,467
	<b>Affective Component</b>	12,392	11,318	11,724	4,45	,734	,481
	<b>Behavioral Component</b>	9,025	9,090	9,081	4,06	,005	,995

This Table shows that the Sig. for the one-way ANOVA test is more than 0.05 in almost all aspects of marketing deception. There are no significant differences in marketing deception toward consumers' attitudes according to the companies.

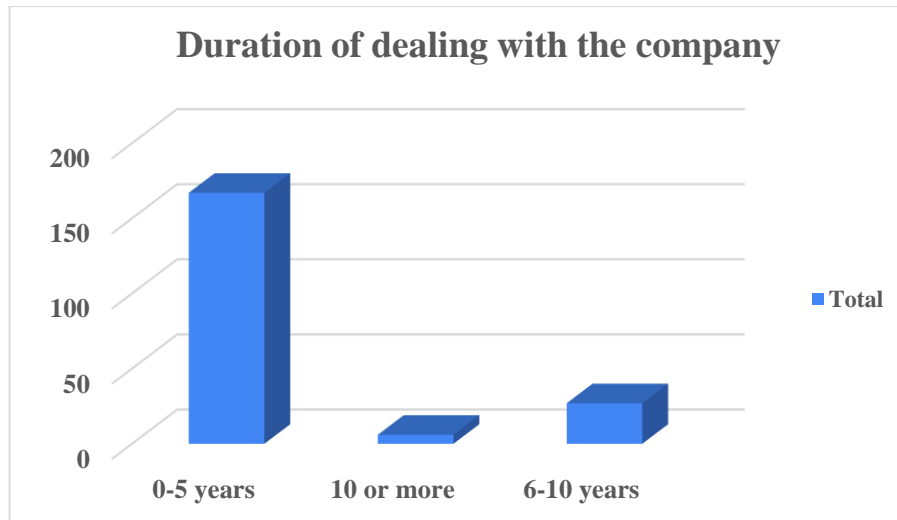
According to the responses, The variations were for the sake of the brown company, the customers have more negative reactions, and it is the most company that have more deception practices than the white and the black companies. Customers of the brown company exposed to services, price, and distribution deception practices the most. At the same time, the customers in the white company were exposed to promotional and physical evidence deception.

Deceptive practices in the three companies affect the consumers' affective component the most.

**Table 4.7:** Demographic Q4, Duration of dealing with the company:

<b>Duration of dealing with the company</b>	<b>Frequenc y</b>	<b>Relative Frequency</b>	<b>Cumulative Percent</b>
0-5 years	167	0,84	84%
10 or more	6	0,03	3%
6-10 years	27	0,14	14%
Grand Total	200	1,00	100%

As represented in the last figure 4.4 in the demographic analyse is the duration of dealing with the telecommunication company, 167 of the respondents (84%) their duration of using the company is less than 5 years, Meanwhile 27 respondents from 6 to 10 years (14%) and only 6 respondents more than 10 years.



**Figure 4.4:** Duration Distribution

**Table 4.8:** One-way ANOVA results according to the duration of dealing with the company.

	The Duration	Means 0 -5 years	6 – 10 years	10 or more	Std. Deviation	F	Sig.
<b>Marketing Deception</b>	<b>Services Deception</b>	15,227	15,592	16,166	4,682	,174	,840
	<b>Price Deception</b>	12,347	13,592	13,833	4,20	1,304	,274
	<b>Promotional Deception</b>	11,065	11,259	13,000	3,90	,722	,487
	<b>Distribution Deception</b>	13,024	13,518	15,666	4,049	1,493	,227
<b>Consumers' Attitude</b>	<b>Physical Evidence</b>	16,467	16,592	16,333	4,04	,015	,985
	<b>Cognitive Component</b>	6,473	7,000	7,000	2,50	,606	,547
	<b>Affective Component</b>	11,856	11,963	13,000	4,48	,190	,827
	<b>Behavioral Component</b>	8,922	9,333	10,833	4,06	,721	,487

This Table shows that the Sig. in all of the aspects is more than 0.05. there are no differences in marketing deception toward consumers' attitudes according to the companies' dealing duration. And in the cognitive and affective components. The means variations were for the sake of customers who dealt with the company for ten years or more. And no matter the duration time, deception

practices affected the affective component (feelings, moods, emotions) in all duration ranges.

### 4.3 Descriptive Statistics

Below is the list of mean and standard Deviation for all the survey questions:

**Table 4.9:** Mean and Standard Deviation

<b>Questions</b>	<b>Mean</b>	<b>Std. Deviation</b>
1-This company exaggerates the benefits and characteristics of its offerings.	3,34	1,025
2-It uses misleading tactics to convince consumers to buy its services.	2,95	1,249
3- This company takes advantage of less experienced consumers to make them purchase.	3,48	1,352
4- This company misrepresents services characteristics.	2,84	1,209
5- It is not entirely truthful about its offerings.	2,71	1,314
6- The seller places high prices for some services to make the consumer imagine they have a high quality.	3,20	1,348
7- The company misleads customers by manipulating a free service subscription and then deducting it later without the customers' knowledge.	2,99	1,485
8- The service is subscribed for a limited period; then, the subscription continues without the applicant's permission when it expires.	3,09	1,440
9- Companies put price artificially high and then reduce it to make the buyer feel that he made a good deal.	3,29	1,258
10- Companies exaggerate product characteristics and/or provide deceptive information in advertisements.	2,94	1,195
11- Companies advertise services using offensive messages and stereotypes on vulnerable groups.	2,37	1,183
12- Companies' sales representative uses deceptive selling tactics and make undelivered promises.	2,94	1,306
13- The Company uses deceptive marketing by disguise the truth and using ambiguous language.	2,91	1,255
14- There is a difference in the quality of the services provided from one branch to another.	3,66	1,343
15- The employee of the company provides service at a high price in some branches of the company.	3,28	1,375
16- Places for distributing services do not cover all regions as advertised.	2,93	1,290
17- Places for distributing services do not provide the customer's needs through the branches of the company.	3,30	1,272
18- The company is interested in decorating the building's exterior to suggest that the services provided are premium.	3,53	1,207
19- The company provide a distinct environment in terms of lighting and air conditioning to suggest quality and the service provided otherwise.	3,66	1,136
20- The company is interested in the appearance of employees to show that the offered services are premium.	3,55	1,219
21- Staff at the branch are cooperative in solving customer queries/complaints with an immediate resolution.	2,91	1,270

**Table 4.9: (con) Mean and Standard Deviation**

Questions	Mean	Std. Deviation
22- Staff at the branch are knowledgeable enough about the products, features and solve customer queries/complaints for immediate resolution.	2,85	1,170
23- I have a negative feeling towards the released information by the company due to marketing deceptions' practices.	3,16	1,266
24- The company's credibility decreases due to deception practices with me or with someone I know.	3,40	1,421
25- Deceptive practices gave me negative vibes toward the company.	3,20	1,310
26- Deception practices make me distrustful of the employees in the company.	3,40	1,411
27- I get negative feelings upon hearing the company's name, and I remember negative aspects of their provided services.	2,71	1,298
28- The exterior appearance of the company reminds me of their negative services.	2,60	1,160
29- Because of deception, I am looking for alternatives from telecommunications companies.	2,90	1,439
30- Feeling deceptive makes me impulsive to not recommend dealing with this company.	3,08	1,468
31- Feeling deceptive leads me to stop dealing with this company.	3,06	1,474

Table 4.10 provided an overview of the mean and standard deviation. For 31 items, the standard deviation from 1,025 to 1,485, and the means of all the items are higher than 2.5, which shows a nonneutral stance from respondents on all the items. Higher mean values indicate that the respondents have solid values for all the items.

#### 4.4 Reliability Statistics

A measure must at least meet the reliability test to be considered acceptable in management science research in general and in information systems in particular. This measure, also known as the useful fidelity test and often referred to as the Cronbach's 1951 alpha coefficient, according to (Cortina, 1993), the value in Cronbachs alpha must be greater than 0.7 to show that the analyzed survey is constant enough for more evaluation. The majority of the variables in the table below reveal that the Alpha value  $> 0.7$  (table 4.6) indicates a good or even strong reliability of the measurement model.



**Table 4.10: Reliability Test**

Variables	Cronbach's Alpha	Items
All Variables	0,934	31
Services Deception	0,815	5
Price Deception	0,755	4
Promotional Deception	0,798	4
Distribution Deception	0,708	4
Physical Evidence	0,699	5
Consumers' Attitude	0,946	9

The result presented above in Table 4.6 shows the reliability test of the factor analysis. Regards to the first variables, "Services Deception" was explained with a reliability (Cronbach Alpha, " $\alpha$ ") of the scale of 0, 815. As the second variable, "Price Deception" has a scale of 0, 755. From the tables above most of the variable has a scale greater than 0.7. This means most of the survey questions are reliable enough for further analysis.

#### 4.5 Factor Analysis

It is a method of data reduction. It means that many variables are condensed into a few, making the research data more accessible to be used (Qualtrics, 2021). And to reduce the complexity in a data set.

**Table 4.11: KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,907
Bartlett's Test of Sphericity	Approx. Chi-Square	4086,115
	df	465
	Sig.	,000

The Kaiser-Meyer-Olkin and Bartlett's test is used to measure the strength of the relationship between the variables. The KMO statistic varies between 0 and 1. A value close to 1 means that correlation patterns are relatively compact so that factor analysis can provide distinct and stable factors. From the above table, the value of KMO is 0.907. That means that the value is marvelous and acceptable. And the significance value is 0.000, which is significant (is less than 0.05). This shows that the correlation matrix is significantly different from an identity matrix, in which correlations between variables are all zero.

**Table 4.12: Total Variance Explained**

Component	Total Variance Explained			Extraction			Rotation		
	Initial Eigenvalues			Squared	Sums of Loadings	Squared Loadings	Sums of		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11,831	40,797	40,797	11,831	40,797	40,797	6,783	23,389	23,389
2	2,654	9,150	49,947	2,654	9,150	49,947	4,153	14,322	37,711
3	1,922	6,629	56,576	1,922	6,629	56,576	2,712	9,351	47,062
4	1,430	4,930	61,506	1,430	4,930	61,506	2,658	9,166	56,228
5	1,074	3,705	65,210	1,074	3,705	65,210	2,605	8,983	65,210

Extraction Method: Principal Component Analysis.

Table 4.8 identifies the factors that have been extracted. This table indicates the total variance explained in 5 stages. More than half of the variance is accounted for by the first five factors and accounts for 65,210% of the total variance. 5 factors were extracted out of 29 factors because of their eigenvalues greater than 1. (The total number of questions is 31, But these questions are 29, after removing Q21 and Q22 because of their negative values).

Total 29 questions are grouped into five components after removing Q21 & Q22 because of their negative values and didn't load strongly on any of the components. And in order to keep the responses of these two questions and not lose their data and the meaning of the variable, these two questions won't be deleted from the questionnaire, will only be deleted from the factor analysis test.

**Table 4.13: Rotated Component Matrix**

Rotated Component Matrix	Component				
	1	2	3	4	5
Q30. Feeling deceptive makes me impulsive to not recommend dealing with this company.	,853				
Q31. Feeling deceptive leads me to stop dealing with this company.	,850				
Q29. Because of deception, I am looking for alternatives from telecommunications companies.	,837				
Q27. I get negative feelings upon hearing the company's name, and I remember negative aspects of their provided services.	,806				

**Table 4.13: (con) Rotated Component Matrix**

Rotated Component Matrix	Component				
	1	2	3	4	5
Q26. Deception practices make me distrustful of the employees in the company.	,787				
Q25. Deceptive practices gave me negative vibes toward the company.	,777				
Q24. The company's credibility decreases due to deception practices with me or with someone I know.	,758				
Q28. The exterior appearance of the company reminds me of their negative services.	,730				
Q23. I have a negative feeling towards the released information by the company due to marketing deceptions' practices.	,628				
Q12. Companies' sales representative uses deceptive selling tactics and make undelivered promises.		,727			
Q5. It is not entirely truthful about its offerings.		,662			
Q13. The Company uses deceptive marketing by disguise the truth and using ambiguous language.		,656			
Q4. It misrepresents services characteristics.		,648			
Q2. It uses misleading tactics to convince consumers to buy its services.		,489			
Q6. The seller places high prices for some services to make the consumer imagine they have a high quality.		,479			
Q8. The service is subscribed for a limited period; then, the subscription continues without the applicant's permission when it expires.		,421			
Q3. This company takes advantage of less experienced consumers to make them purchase.		,416			
Q7. The company misleads customers by manipulating a free service subscription and then deducting it without the customers' knowledge.		,415			
Q19. Provide a distinct environment in terms of lighting and air conditioning to suggest quality and the service provided otherwise.			,910		
Q20. The company is interested in the appearance of employees to show that the offered services are premium.			,886		
Q18. The company is interested in decorating the building's exterior to suggest that the services provided are premium.			,711		
Q1. This company exaggerates the benefits and characteristics of its offerings.				,667	
Q16. Places for distributing services do not cover all regions as advertised.				,659	
Q10. Companies exaggerate product characteristics and/or provide deceptive information in advertisements.				,599	
Q11. Companies advertise services using offensive messages and stereotypes on vulnerable groups.				,561	
Q9. Companies put price artificially high and then reduce it to make the buyer feel that he made a good deal.				,543	

**Table 4.13:** (con) Rotated Component Matrix

Rotated Component Matrix	Component				
	1	2	3	4	5
Q14. There is a difference in the quality of the provided services from one branch to another					<b>,729</b>
Q17. Places for distributing services do not provide the customer's needs through the branches of the company.					<b>,670</b>
Q15. The employee of the company provides service at a high price in some branches of the company.					<b>,647</b>

(Hair, 2010) It is essential to have a factor loading higher than 0.30 because variables loading less than 0.32 are less good. This research set the factors loading greater than 0.40 as acceptable. In table 4.14, there are no variables with factor loading 0.30 or less. All of them are more than 0.40.

- According to that, Factor 1 comprises nine items and highly correlated consumers' attitudes, and the factor loadings ranging from 0.628 to 0.853. The items in Factor 1 are Q23, Q24, Q25, Q26, Q27, Q28, Q29, Q30, and Q31.
- Factor 2 comprises nine items and highly correlated with service and price deception, and the factor loadings ranging from 0.415 to 0.727. Factor 2 items are Q2, Q3, Q4, Q5, Q6, Q7, Q8, Q12, Q13, and Q5.
- Factor 3 comprises three items and highly correlated with physical evidence deception, with factor loadings ranging from 0.711 to 0.910. and the items in Factor 3 are Q18, Q19, and Q20.
- Factor 4 contains five items. And highly correlated with promotional deception, with loading factors ranging from 0.543 to 0.667. and the items are Q1, Q9, Q10, Q11, Q16.
- Factor 5 consists of three items and highly correlated with distribution deception, and the factor loading ranges from 0.647 to 0.729. The items are Q14, Q15 and Q17.

#### **4.6 Regression Analysis for Hypotheses Testing**

Regression is defined according to (Gikoulekas, 2019) as a predictive analysis tool that investigates the relationship between independent and dependent

variables with the goal of fitting a mathematical function that describes how the value of the response changes as the predictors' values change. Regression analysis for hypotheses testing result is the P-value that is between 0 -1, for rejecting a hypothesis or not, it depends on the significant ratio if it is less than 0.05 it is accepted if more than 0.05 it is rejected.

This study involves five hypotheses that were identified based on the literature review. The hypotheses results are presented below.

The regression analysis for Hypotheses Testing results is shown in the below table:

**Table 4.14:** The Regression Analysis for Hypotheses Testing Results

Coefficients		Unstandardized		Standardized	t	Sig.
Model		Coefficients	Std. Error	Coefficients		
		B		Beta		
H1	Services Deception	1,474	,115	,672	12,783	,000
H2	Price Deception	1,492	,137	,612	10,891	,000
H3	Promotional Deception	1,479	,155	,562	9,565	,000
H4	Distribution Deception	1,022	,175	,384	5,853	,000
H5	Physical Evidence	,225	,179	,089	1,251	,212

As shown in the table above, four out of five hypotheses have been accepted. Service deception significantly affects consumers' attitudes, and it is not rejected. Also, Price, Promotional, and Distribution deception have a significant impact on the dependent variable.

But Physical evidence is rejected because Sig. is more than 0.05, Physical Evidence doesn't significantly affect Consumers' attitudes.

**Table 4.15:** Hypotheses Results Summary

Hypotheses	Results
H1: Service deception by telecommunications companies has a significant effect on consumers' attitudes.	Supported
H2: Price deception by telecommunications companies has a significant effect on consumers' attitudes.	Supported
H3: Promotional deception by telecommunications companies has a significant effect on consumers' attitudes.	Supported
H4: Distribution deception by telecommunications companies has a significant effect on consumers' attitudes.	Supported
H5: Physical deception by telecommunications companies has a significant effect on consumers' attitudes.	Not Supported

## **5. CONCLUSION AND RECOMMENDATIONS**

Today's companies experience growing pressure from two sources: shareholders' pressure to raise financial earnings and act socially responsible. Still, these confusing aims cause the companies to engage in some deceptive practices. These days, it is necessary to win consumers' trust and preserve the company's life, and that's by taking competitive circumstances into account. But, ethical concerns are among the major challenges companies face, as their ethical practices play a fundamental role in building and sustaining long-term ties between the company and the consumers. This study aims to identify the marketing deceptions' practices and their impact on consumers' awareness, beliefs, feelings, moods, attitudes, and behaviors. This research is based on a case of Telecommunications companies in Turkey.

This research tests the impact of marketing deception ( services deception – price deception – promotional deception – distribution deception – physical evidence ) on consumers' attitudes in its three components: cognitive, affective, and behavioral.

According to previous literature, the study hypotheses and research questions were formed, and the survey was developed. Both primary and secondary research methods have been adopted. The study's findings are based on the responses collected from 200 participants from telecommunications companies' customers in Turkey. To avoid biases, the customers were chosen using simple random sampling. Descriptive analysis test was done, means and standard deviations, Independent Sample T-test, One-way ANOVA, and factor in determining the dependent variable's significant factors. The reliability test was proved by applying the Cronbach Alpha test. Also, regression analysis was done to test the hypotheses, and the results were formatted. And four out of five hypotheses were supported.

The hypotheses mainly focus on if there is an effect of marketing deception on consumers' attitudes. The first finding of this study is Services deception has a

significant impact on consumers' attitudes. This result is supported by (Altamimi, 2019), as she found that service deception significantly impacts consumers' attitudes and mental image. And increased service deception leads to negative consumer attitudes. The second finding is Price deception has a significant effect on consumers' attitudes. This result is supported by (Al-Habash, 2019), price deception has a statistical impact on affecting consumers' mental image. And increased price deception leads to a negative mental image.

The third finding is Promotional deception has a significant effect on consumers' attitudes. This result is supported by (Alassy, 2015), that Promotional deception significantly impacts consumers' attitudes and mental image. The fourth finding is Distribution deception has a significant effect on consumers' attitudes. This result is supported by (Altamimi, 2019) that distribution deception significantly impacts raising a negative mental image.

The fifth finding is Physical evidence deception has no significant effect on consumers' attitudes. But in other studies (Alkhatib, 2011), Physical evidence deception has a significant impact on shaping negative mental images in consumers' minds. Also, this study resulted in that demographic factors (Gender, Age, Company, Duration of dealing) have no statistically significant differences in the mean of consumers' responses.

## **5.1 Implications and Recommendations**

The competition between Telecommunications companies is so intense, Because of the same field as providing same services and products. A high level of competition can lead some companies to use deceptive practices in order to distinguish themselves from their competitors and have a bigger market share. According to that, this study recommends to:

- Raise customer awareness about deception practices and encourage them to talk about it when exposed to these practices.
- Telecommunication companies should be more responsible about their provided services and fulfill their customer protection from deceptive practices.

- Consumers protection associations and the government should raise awareness and establish laws, controls, and conditions to protect customers.
- Educate the consumers to be able to protect themselves and to know their rights.
- Consider ethical practices as social responsibility toward the customers and the community.

## **5.2 Limitations of this Study**

- It is implemented in Turkey, and the results may be different when implementing the same study in another country.
- The sample size is 200, so it cannot be generalized to the whole population.
- The study was limited to Telecommunications companies.
- The surveys were completed during the Corona Pandemic, a very stressful season for all the people in Istanbul, and because of the lockdown, it made it hard to reach the calculated number of the sample size.

## **5.3 Suggestions for Further Researches**

- To implement the same study for other industries to prove the hypothesis on a bigger scale. (such as healthcare services and education companies).
- To implement the same study on products.
- To take other target groups for the same research to see the bigger picture indicating the opinion of the whole population.
- To implement the study in other locations.
- To study marketing deception and its impact on other variables like customers purchasing decisions or customer loyalty.



- To study a comparative study with a qualitative focus on different services or products could further understand the relationship's nature.

## REFERENCES

- Aaker, D. D. (1978).** *A Guide to Consumerism. In Consumerism: Search for the Consumer Interest.* New York: The Free Press.
- Adair, J. D. (1985).** Ethical Regulations and their Impact on Research Practices. *American Psychologist*, 40, 59-72.
- Aditya, R. (2001).** The Psychology of Deception in Marketing: A Conceptual Framework for Research and Practice. *Psychology and Marketing*, 18(7), 737.
- Agarwal, J. M. (2005).** An integrated Model of Attitude and Affect. *Journal of Business Research*, 58(4), 483-493.
- Agyeiwaah, E. D. (2021, January 25).** Understanding Backpacker Sustainable Behavior Using the Tri-Component Attitude Model. *Journal of Sustainable Tourism*, 1-19.
- Akça, H. (2007).** Telekomünikasyon sektörü: Türkiye AB Ülkeleri Karşılaştırmalı Analizi. *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 16(1), 1-20.
- Akroush, M. N. (2011).** The 7Ps Classification of the Services Marketing Mix Revisited: An Empirical Assessment of their Generalisability, Applicability and Effect on Performance - Evidence from Jordan's Services Organisations. *Jordan Journal of Business Administration*, 7(1), 116-147.
- Alamin, A. (2017).** *The Moderating Role of Perceived Risk on The Relationship Between Marketing Deception and Customer Image: Empirical Study of Customer Services in Telecommunication Company in Sudan.* Sudan: Master thesis, Sudan University of Science and Technology.
- Alassy, F. (2015).** *The Impact of The Marketing Deception to Build The Customer Mental Image on Internet Service Provider Companies in The Gaza Strip.* Gaza: Master Thesis, The Islamic University.
- Al-Dmour, H. A.-Z. (2013).** The Effect of Services Marketing Mix Elements on Customer-Based Brand Equity: An Empirical Study on Mobile Telecom Service Recipients in Jordan. *International Journal of Business and Management*, 8(13), 13-17.
- Al-Habash, M. A. (2019).** The Impact of Marketing Deception in Building A Mental Image of The Consumers in The Services Market. *BINGOL*.
- Alheali, A. (2020).** The Effect of Marketing Deception on Consumer Purchasing Decision - An Analytical Study of the Opinions of a Sample of Baghdad University Students. *International Journal of Innovation, Creativity, and Change*, 13(6), 576-579.
- Alkhatib, A. (2011).** The Impact of Marketing Deception in Building The Mental Image of Consumers in The Jordanian Services Market. *College of Business, Middle East University*, 50.
- Allen, S. D. (2010).** *Values, Beliefs, and Attitudes: Technical Guide for Forest Service Land and Resource Management, Planning, and Decision making.* USA: Diane Publishing.

- Allport, G. W. (1935).** *The Handbook of Social Psychology*/cd. by C. Murchison. C. Worcester.
- Al-Muala, A. A.-Q. (2012, March).** Assessing the Relationship Between Marketing Mix and Loyalty Through Tourists Satisfaction in Jordan Curative Tourism. *American Academic & Scholarly Research Journal*, 4(2).
- Al-Rhaimi, S. A. (2015).** The Impact of Internal Marketing on the Mental Image of the Tourism Program,. *International Journal of Marketing Studies*, 7(3), 76-78.
- Altamimi, B. (2019).** Marketing Deception by the Internet Service Providers and Its Impact on the Mental Perception of University Students in Hebron Governorate. *Hebron University*.
- Asiegbu, I. F. (2012).** Consumer Attitude: Some Reflections on Its Concept, Trilogy, Relationship with Consumer Behavior, and Marketing Implications. *European Journal of Business and Management*, 4(13), 38-48.
- Assael, H. (2004).** *Consumer Behavior: A Strategic Approach*. Boston: Houghton Mifflin Company.
- Bagdadioglu, N. C. (2010).** Sequencing in telecommunications reform: A review of the Turkish Case. *Telecommunications Policy*, 34, 729.
- Beers, B. (2021, Feb 25).** *What Is the Telecommunications Sector?: Investopedia*. Retrieved from Investopedia Web site: <https://www.investopedia.com/ask/answers/070815/what-telecommunications-sector.asp>
- Berkman, H. W. (1996).** *Consumer Behavior*. Chicago: NTC Business Book.
- Berry, L. (1996).** Capture and Communicate Value in the Pricing of Services. *Sloan Management Review*, 40-51.
- Bolton, R. &. (1991, January).** A Longitudinal Analysis of the Impact of Service Changes on Customer Attitudes. *Journal of Marketing*, 55, 1-9.
- Boom, B. B. (1981).** Marketing Strategies and Organisation Structures for Service Firms in Marketing of Services. *James Donnelly and William George* (pp. 46-51). Chicago: American Marketing Association.
- Boone, I. K. (2004).** *Contemporary Marketing* (11th Edition ed.). Australia: Thomson South-Western.
- Boysch, D. M., & Friestad M. and Wright P. (2009).** *Deception in the Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection* (Vol. 63). New York: Routledge: Taylor and Francis.
- Carson, T. W. (1985).** "An ethical analysis of deception in advertising. *Journal of Business Ethics*, 4(2), 93-104.
- Chaouachi, S. R. (2012).** Perceived Deception in Advertising: Proposition of a Measurement Scale. *Journal of Marketing Research & Case Studies*, 2012, 1-15. doi:10.5171/2012.712622
- Chisnall, P. (1975).** *Marketing: A Behavioral Analysis*,. London: McGraw-Hill Book Company (UK) Limited.
- Chonko, L. B. (1985).** Ethics and Marketing Management: An Empirical Examination. *Journal of Business Research*, 13(4), 339-359.
- Cortina, J. M. (1993).** What is Coefficient Alpha? An Examination of Theory and Applications. *Journal of Applied Psychology*, 78(1), 98.

- Dunfee, T. S. (1999).** Social Contracts and Marketing Ethics. *Journal of Marketing*, 63(3), 14-32.  
doi:<https://doi.org/10.1177/002224299906300302>
- Eagly, A. C. (1998).** Attitude Structure and Function. In S. T. Daniel T Gilbert (Ed.), *The Handbook of Social Psychology* (4th Edition ed.). New York: Oxford University Press.
- Elaster, S. A. (2017, December).** The Impact of Misleading Marketing Practices on Behavioral Intention of Hotel Customers. *Minia Journal of Tourism and Hospitality Research*, 1(2), 165-169.
- Fathy, D. E. (2016).** Deception in Advertising Revisited: Antecedents and Differences in Perception Across Consumer Groups. *Int. J. Business and Emerging Markets*, 8(4), 403.
- Fishbein, M. A. (1975).** Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. 177-188.
- Gaber, H. R. (2018, June).** The Effect of Marketing Deception on Consumer Buying Decision on Facebook. An Empirical Study on University Students in Libya. *European Journal of Business and Innovation Research*, 6(3), 12-18.
- Gartner, W. C. (1993).** Image Formation Process. *Journal of Travel & Tourism Marketing*, 2(2-3), 191-216.  
doi:[http://dx.doi.org/10.1300/J073v02n02\\_12](http://dx.doi.org/10.1300/J073v02n02_12)
- Gaski, J. (1999).** Does Marketing Ethics Really Have Anything to Say? - A Critical Inventory of the Literature. *Journal of Business Ethics*, 18, 315-334. doi:<https://doi.org/10.1023/A:1017190829683>
- Ghazi, K. M. (2018).** Hotel Marketing Deception Practices and Its Effect on Gusets' Image. *Journal of Tourism Research*, 21, 90-95.
- Gikoulekas, S. M. (2019).** Piecewise Regression Analysis Through Information Criteria Using Mathematical Programming. *Expert Systems With Applications*, 121, 362-374.
- Gupta, N. P. (2009).** Extent of Awareness and Food Adulteration Dection in Selected Food Items Purchased by Home Makers. *Pakistan Journal of Nutrition*, 8(5).
- Haas, S. B. (2015).** Marketing Deceptions in German Practices: An Empirical and Legal Study on Published Cases on Marketing Deception. *International Marketing Trends Conference*, (pp. 1-9). Paris.
- Hair, J. J. (2010).** *Multivariate Data Analysis; A global Perspective Ed.* New Jersey, USA: Person Education Inc.
- Han, H. K. (2011).** Cognitive, Affective, Conative, and Action Loyalty: Testing the Impact of Inertia. *International Journal of Hospitality Management*, 30(4), 1008-1019.
- Hawkins, D. B. (2001).** *Consumer Behavior: Building Marketing Strategy.* Boston: Irwin McGraw-Hill.
- Hogg, M. V. (2005).** *Social Psychology* (4th Edition ed.). London: Prentice-Hall.
- Hürriyet. (2019, April 8).** *Number of Mobile Subscribers Reaches 80 Million in Turkey.* Retrieved March 11, 2021, from <https://www.hurriyetdailynews.com/number-of-mobile-subscribers-reaches-80-million-in-turkey-142523>
- Ibraa, V. C. (2014).** Consumers' Awareness on Their Eight Basic Rights: A Comparative Study of Filipinos in the Philippines and Guam.

- International Journal of Management and Marketing Research*, 7(2), 65-78.
- Iqbal, S. (2019).** The Impact of Deceptive Advertising on Customer Loyalty: A case of Telecommunication Industry in Karachi Pakistan. *International Journal of Industrial Marketing*, 4(1), 40-41.
- Jacoby, J. S. (1975).** The FDA Approach to Defining Misleading Advertising. *Journal of Marketing*, 39(4), 65-88.
- Jain, V. (2014, March).** 3D Model of Attitude. *International Journal of Advanced Research in Management and Social Sciences*, 3(3), 1-12.
- Jobber, D. (2004).** *Principles and Practice of Marketing* (4th ed.). Berkshire.
- Kamlot, D. B. (2014).** Reaction to Deceptive Advertising in Brazil. *International Journal of Advances in Management and Economics*, 3(1), 25-27.
- Kars, A. (2009).** Telecommunications Reform in Turkey: Competition in Voice Telephony and Its Social Consequences. *City University, School of Social Sciences Department of Sociology, London*, 20-41.
- Katz D. (1960).** The Functional Approach to the Study of Attitude. *Public Opinion Quarterly*, 24(2), 163-204. doi: <https://doi.org/10.1086/266945>
- Kehoe, W. J. (1985).** Ethics, Price Fixing, and the Management of Price Strategy. *Marketing ethics: Guidelines for managers*, 71-83.
- Kennedy, J. F. (1962, March 15).** Declaration to the US Congress.
- Kerin, R. H. (2016).** *Marketing* (13th Edition ed.). Boston: Irwin & McGraw-Hill.
- Khan, M. T. (2014).** The Concept of 'Marketing Mix' and Its Elements. *International Journal of Information, Business and Management*, 6(2), 95-99.
- Khatri, H. (2020, June).** *OpenSignal*. Retrieved from Open Singal Web site: <https://www.opensignal.com/reports/2020/06/turkey/mobile-network-experience>
- Kline, P. (2014).** *An Easy Guide to Factor Analysis*. London: Routledge, Taylor & Francis Group.
- Kopp, C. (2006).** Considerations on Deception Techniques Used in Political and Product Marketing. *Australian Information Warfare and Security Conference* (pp. 2-6). Australia: School of Computer and Information Science, Edith Cowan University, Perth, Western Australia. doi:<https://doi.org/10.4225/75/57a80fdfaa0cc>
- Kotler, P. a. (2004).** *Principles of Marketing* (10th Edition ed.). New Jersey: Pearson-Prentice Hall.
- Kotler, P. K. (2016).** *Marketing Management* (15th ed.). Pearson.
- Leonidou, L. C. (2013).** Cultural Drivers and Trust Outcomes of Consumer Perceptions of Organizational Unethical Marketing Behavior. *European Journal of Marketing*, 47(3/4), 554-556.
- Lovelock, C. &. (2011).** *Services Marketing: People, Technology, Strategy* (7th ed.). USA: Pearson Education Limited.
- Lumen. (n.d.).** *Lumen Learning - Boundless Business*. Retrieved March 28, 2021, from Lumen learning Web site: <https://courses.lumenlearning.com/boundless-business/chapter/consumer-rights/>

- Makanyeza, C. (2014, September).** Measuring Consumer Attitude Towards Imported Poultry Meat Products in a Developing Market: An Assessment of Reliability, Validity and Dimensionality of the Tri-Component Attitude Model. *Mediterranean Journal of Social Sciences*, 5(20), 874-877.
- Martínez-Mesa, J. G.-C. (2014).** Sample Size: How Many Participants Do I Need in my Research? *Anais Brasileiros de Dermatologia*, 89(4), 609-615.
- McLeod, S. A. (2018, May 21).** Attitudes and Behavior. 1-3. Retrieved from simplypsychology: <https://www.simplypsychology.org/attitudes.html>
- Ogechukwu, A. N. (2011).** Ethical Issues Involved in Integrated Marketing Communication in Nigeria. *Business Management Dynamics*, 1(4), 50-62.
- OpenSignal. (2020, June).** *Open Signal*. Retrieved April 3, 2021, from Open Signal Web site: <https://www.opensignal.com/reports/2020/06/turkey/mobile-network-experience>
- OperatorWatch. (2020, November 25).** *Operator Watch Blog*. Retrieved April 3, 2021, from Operator Watch Blog Web site: <https://www.operatorwatch.com/2020/11/turkey-plans-5g-rollouts-in-2021-with.html>
- Ozdora-Aksak, E. (2015).** An Analysis of Turkey's Telecommunications Sector's Social Responsibility Practices Online. *Public Relations Review*, 41, 367.
- Özdemir, E. T. (2009).** Examining Marketing Mix From An Ethical View: A Field Research on Marketing Executives. *Ankara Üniversitesi SBF Dergisi*, 164.
- Pande, A. C. (2015, January).** Role of Consumer Attitudes, Beliefs and Subjective Norms as Predictors of Purchase Behavior: A Study on Personal Care Purchases. *The Business & Management Review*, 5(4), 284-286.
- Pangriya, R. K. (2018, May).** A Study of Consumers' Attitude Towards Online Private Label Brands Using the Tri-Component Model. *Indian Journal of Marketing*, 48(5), 7-10.
- Patel, M. D. (2003).** Challenges in recruitment of research participants. *Advances in Psychiatric Treatment*, 9, 229-238.
- Piccolo, S. T. (2017).** Deceptive Advertising with Rational Buyers. *Management Science*, 1(20), 2-6.
- Qualtrics. (2021).** *Qualtrics*. Retrieved April 30, 2021, from Qualtrics.com: <https://www.qualtrics.com/uk/experience-management/research/factor-analysis/?rid=ip&prevsite=en&newsite=uk&geo=TR&geomatch=uk>
- Reyes, E. M. (2013).** Bayesian Average Error-Based Approach to Sample Size Calculations for Hypothesis Testing. *Journal of Biopharmaceutical Statistics*, 23(3), 569-588.
- Riquelme, I. P. (2016).** Consumers' Perceptions of Online and Offline Retailer Deception: A Moderated Mediation Analysis. *Journal of Interactive Marketing*, 17.

- Román, S. (2007).** The Ethics of Online Retailing: A Scale Development and Validation from the Consumers' Perspective. *Journal of Business Ethics*, 72(2), 131-148.
- Román, S. (2010, February).** Relational Consequences of Perceived Deception in Online Shopping: The Moderating Roles of Types of Products, Consumer's Attitude Toward the Internet and Consumer's Demographics. *Journal of Business Ethics*, 95, 373-388. doi:<https://doi.org/10.1007/s10551-010-0365-9>
- Saeed, R. L. (2013).** Impact of Deceptive Advertisement on Consumer Psyche. *World Applied Sciences Journal*, 1662-1664.
- Salaymeh, M. (2013).** The Extent of Customers' Perception of the Ethical Commitment in the Marketing Mix (A Field Study on a Sample of Customers in the City of Irbid). *International Journal of Business and Social Science*, 4(4), 195-199.
- Sarker, S. B. (2012, December).** Attitudes of customers towards the financial institutions-A comparison between private commercial banks and nationalized commercial banks in Bangladesh with Implications of Fishbein Model,. *International Journal of Managing Value and Supply Chains (IJMVSC)*, 3(4), 13-16.
- Saunders, M. L. (2009).** *Research Methods for Business Students* (5th Ed. ed.). Harlow: Pearson Education Limited.
- Schiffman, L. G. (1995).** *Consumer Behavior* (5th Edition ed.). New Delhi.
- Schiffman, L. G. (2006).** *Consumer Behavior*, (8th Ed. ed.). Upper Saddle River, New Jersey : Prentice-Hall.
- Schiffman, L. G. (2010).** *Consumer Behaviour* (10th Edition ed.). New Jersey: Person Prentice Hall.
- Serota K., L. T. (2013).** Truth Bias and the Detection of Marketing Deception Truth Bias and the Detection of Marketing Deception. *35th ISMS Marketing Science Conference*, (p. 11.13). Istanbul, Turkey. Retrieved March 15, 2021
- Sheth, J. N. (2004).** *Consumer Behavior: A Managerial Perspective*. (2nd Edition ed.). South-Western, USA.
- Siham, B. (2013).** Marketing Mix - An Area of Unethical Practices? *British Journal of Marketing Studies*, 20.
- Sina, M. A. (2017).** Advertising and Consumers' Attitude towards Consumer Products: An Analysis. *Australian Academy of Business and Economics Review*, 2(2), 173-195.
- Solomon, M. B. (2010).** *Consumer Behavior: A European Perspective* (4th Edition ed.). New York: Prentice-Hall.
- Solomon, M. B. (2016).** *Consumer Behaviour: A European Perspective*. Harlow: Person Education.
- Solomon, M. E. (2008).** *Consumer Behavior in Fashion*. New Jersey: Pearson Prentice Hall.
- Talib, A. H. (2018).** The Role of Tourist Marketing Mix in Enhancing the Mental Image of the Organization to the Customer - A Survey Study on the Employees of Travel and Tourism Firms in Babylon Province. *International Academic Institute for Science and Technology*, 5(2), 49-55.
- Tasci, A. D. (2007).** Destination Image and Its Functional Relationships. *Journal of Travel Research*, 45(4), 413-425.

- Tawlar, R. A. (2016, June).** Ethical Issues in Insurance Marketing in India: The Policy Holders' View. *SIBM Pune Research Journal*, 11, 5-6.
- Tosun, O. K. (2008).** ANP Application for Evaluating Turkish Mobile Communication Operators. *Journal of Global Optimization*, 42(2), 313-324.
- Toy, D. W. (2001, July).** A Conceptual Framework for Analyzing Deception and Debriefing Effects in Marketing Research. *Psychology & Marketing*, 18(7), 691-706.
- Tsalikis, J. F. (1989).** Business Ethics: A Literature Review with a Focus on Marketing Ethics. *Journal of Business Ethics*, 8, 695–743.
- Turkcell. (2014).** *Turkcell*. Retrieved March 11, 2021, from <https://www.turkcell.com.tr/en/aboutus/company-overview>
- TürkTelekom. (2020, September 30).** *Türk Telekom*. Retrieved March 11, 2021, from <https://www.turktelekom.com.tr/hakkimizda/Sayfalar/ilk-bakista-turk-telekom.aspx>
- UNCTAD. (2016).** Manual on Consumer Protection. *United Nations Conference on Trade and Development* (pp. 20-21). UNITED NATIONS PUBLICATION.
- United-Nations. (1999).** Guidelines for Consumer Protection with Proposed New Elements on Sustainable Consumption. In U. Nations.
- Virvilaite, R. V. (2009).** The Relationship Between Price and Loyalty in Services Industry. *Inzinerine Ekonomika-Engineering Economics*, 3(63), 96.
- Vodafone. (2020, June 30).** *Vodafone*. Retrieved March 11, 2021, from [https://www.vodafone.com.tr/VodafoneHakkinda/tarihce\\_home.php](https://www.vodafone.com.tr/VodafoneHakkinda/tarihce_home.php)
- Weiss, J. W. (1994).** *Business Ethics: A Managerial, Stakeholder Approach*. Belmont: Wadsworth Publishing Company.
- Wilkie, W. L. (1986).** *Consumer Behavior*. New York: Wiley.
- Wilson, B. (2008).** *Get to Know Your Basic Consumer Rights: How Do They Work for You?* USA: Alabama Cooperative Extension System.
- Zeithaml, V. P. (1985).** Problems and Strategies in Services Marketing. *Journal of Marketing*, 49, 33-46.



## **APPENDIX**

**APPENDIX A:** Survey Questionnaire (English Version)

**APPENDIX B:** Survey Questionnaire (Turkish Version)

**APPENDIX C:** Ethical Approval Form

## APPENDIX A: Survey Questionnaire (English Version)

<b>SERVICE DECEPTION</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1-This company exaggerates the benefits and characteristics of its offerings.					
2-It uses misleading tactics to convince consumers to buy its services.					
3-This company takes advantage of less experienced consumers to make them purchase.					
4-It misrepresents services characteristics.					
5-It is not entirely truthful about its offerings.					
<b>PRICE DECEPTION</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1-The seller places high prices for some services to make the consumer imagine they have a high quality.					
2-The company misleads customers by manipulating a free service subscription and then deducting it without the customers' knowledge.					
3-The service is subscribed for a limited period; then, the subscription continues without the applicant's permission when it expires.					
4-Companies put price artificially high and then reduce it to make the buyer feel that he made a good deal.					
<b>PROMOTIONAL DECEPTION</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1-Companies exaggerate product characteristics and/or provide deceptive information in advertisements.					
2-Companies advertise services using offensive messages and stereotypes on vulnerable groups.					
3-Companies' sales representative uses deceptive selling tactics and make undelivered promises.					
4-The Company uses deceptive marketing by disguise the truth and using ambiguous language.					
<b>DISTRIBUTION DECEPTION</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1-There is a difference in the quality of the provided services from one branch to another.					
2-The employee of the company provides service at a high price in some branches of the company.					
3-Places for distributing services do not cover all regions as advertised.					
4-Places for distributing services do not provide the customer's needs through the branches of the company.					
<b>PHYSICAL EVIDENCE DECEPTION</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1-The company is interested in decorating the building's exterior to suggest that the services provided are premium.					
2-Provide a distinct environment in terms of lighting and air conditioning to suggest quality and the service provided otherwise.					
3-The company is interested in the appearance of					

---

employees to show that the offered services are premium.

4-Staff at the branch are cooperative in solving customer queries/complaints with an immediate resolution.

5-Staff at the branch are knowledgeable enough about the products, features and solve customer queries/complaints for immediate resolution.

---

### **Part III: Consumers' Attitude**

---

#### **COGNITIVE COMPONENT**

**SD D N A SA**

1-I have a negative feeling towards the released information by the company due to marketing deceptions' practices.

2-The company's credibility decreases due to deception practices with me or with someone I know.

#### **AFFECTIVE COMPONENT**

**SD D N A SA**

1-Deceptive practices gave me negative vibes toward the company.

2-Deception practices make me distrustful of the employees in the company.

3-I get negative feelings upon hearing the company's name, and I remember negative aspects of their provided services.

4-The exterior appearance of the company reminds me of their negative services.

#### **BEHAVIORAL COMPONENT**

**SD D N A SA**

1-Because of deception, I am looking for alternatives from telecommunications companies.

2-Feeling deceptive makes me impulsive to not recommend dealing with this company.

3-Feeling deceptive leads me to stop dealing with this company.

---

## APPENDIX B: Survey Questionnaire (Turkish Version)

---

### HİZMET ALDATMASI

1-Bu şirket, tekliflerinin avantajlarını ve özelliklerini abartarak sunuyor.

2-Tüketicileri, hizmetlerini satın almaya ikna etmek için yanıltıcı taktikler kullanıyor.

3-Bu şirket, tüketicileri alışveriş yapmalarını sağlamak için daha az deneyimli olanlardan yararlanıyor.

4-Hizmet özelliklerini yanlış gösteriyor.

5-Teklifleri hakkında tamamen dürüst değildir.

### FİYAT ALDATMASI

1-Satıcı, tüketicinin aldığı bazı hizmetler yüksek kalitede olduklarını düşünmesi için bu hizmetlere yüksek fiyatlar koyar.

2-Şirket, ücretsiz bir abonelik hizmeti sunarak ve ardından müşterinin bilgisi olmadan bu aboneliği mahsup edip müşterileri yanıltmaktadır.

3-Hizmet sınırlı bir süre için abone olunuyor; ardından abonelik süresi sona erdiğinde müşterinin izni olmadan devam ediyor.

4-Şirketler, fiyatı yapay olarak yüksek bir seviyeye koyup alıcının iyi bir anlaşma yaptığını düşünmesini sağlamak için fiyatı düşürüyor.

### PROMOSYON ALDATMASI

1-Şirketler ürün özelliklerini abartmaktadır ve/veya reklamlarda aldatıcı bilgiler sağlamaktadır.

2-Şirketler, hassas gruplar hakkında rencide edici mesajlar ve klip yargılar kullanarak hizmetlerin reklamını yapar.

3-Şirketlerin satış temsilcisi aldatıcı satış taktikleri kullanıyor ve yerine getirilmemiş sözler veriyor.

4-Şirket, gerçeği gizleyerek ve belirsiz bir dil kullanarak aldatıcı pazarlama kullanıyor.

### DAĞITIM ALDATMASI

1-Sağlanan hizmetlerin kalitesi bir şubeden diğerine farklılık gösterir.

2-Şirketin çalışanı, şirketin bazı şubelerinde yüksek bir fiyata hizmet sağlamaktadır.

3-Hizmetlerin dağıtıldığı yerler, reklamı yapılan tüm bölgeleri kapsamaz.

4-Hizmetlerin dağıtıldığı yerler, müşterinin ihtiyaçlarını şirketin şubeleri aracılığıyla sağlamaz.

### FİZİKSEL KANIT

1-Şirket, sağlanan hizmetlerin birinci sınıf olduğunu öne sürmesi için binanın dışını dekore etmekle ilgileniyor.

2-Kaliteyi yansıtmak için aydınlatma ve klima üzerinden farklı bir ortam sağlamaktadır, oysa ki sunulan hizmet başka türdür.

3-Şirket, sunulan hizmetlerin premium olduğunu göstermek için çalışanların görünümüyle ilgilenir.

---

## III. Kısım: Tüketicilerin Tutumu

---

### BİLİŞSEL ETKEN

1-Pazarlama yanıltmaları nedeniyle şirketin verdiği bilgilere karşı olumsuz bir hissiyat duyuyorum.

2-Yaşadığım veya tanıdığım birinin tecrübe ettiği aldatma uygulamaları nedeniyle şirketin güvenilirliği azalıyor.

### DUYGUSAL ETKEN

---

- 
- 1-Aldatma uygulamaları bana şirkete karşı olumsuz uyarlar sağladı.
  - 2-Aldatma uygulamaları beni şirketteki çalışanlardan rahatsız ediyor.
  - 3-Şirketin adını duyduğumda olumsuz hislere kapılıyorum ve sağlanan hizmetlerinin olumsuz yönlerini hatırlıyorum.

4-Şirketin dış görünüşü bana olumsuz hizmetlerini hatırlatıyor.

**DAVRANIŞ ETKENİ**

- 1-Aldatmacadan dolayı, telekomünikasyon şirketlerinden alternatifler arıyorum.
  - 2-Aldatılmış hissetmek, bu şirketle işbirliği yapmayı tavsiye etmeme engel oluyor.
  - 3-Aldatılmış hissetmek, bu şirketle ilişkiyi kesmeme neden oluyor.
-

## APPENDIX C: Ethical Approval Form

Evrak Tarih ve Sayısı: 23.03.2021-8125



T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ  
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-8125  
Konu : Etik Onayı Hk.

Sayın Bisan M. M. ALBATAL

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 11.03.2021 tarihli ve 2021/03 sayılı kararıyla uygun bulunmuştur.  
Bilgilerinize rica ederim.

Dr. Öğr. Üyesi Alper FİDAN  
Müdür Yardımcısı

**Bu belge, güvenli elektronik imza ile imzalanmıştır.**

Belge Doğrulama Kodu : BESF31N9S Pin Kodu : 98802

Belge Takip Adresi : <https://www.turkiye.gov.tr/istanbul-aydin-universitesi-ebys>

Adres : Beşyol Mah. İnönü Cad. No:38 Sefaköy , 34295 Küçükçekmece / İSTANBUL

Telefon : 444 1 428

Web : <http://www.aydin.edu.tr/>

Kep Adresi : [iau.yazisleri@iau.hs03.kep.tr](mailto:iau.yazisleri@iau.hs03.kep.tr)

Bilgi için : Tuğba SUNNETÇİ

Unvanı : Yazı İşleri Uzmanı

Tel No : 31002



## **RESUME**

**Name/Surname:** Bissan Mohammad Al-Batal

**Nationality:** Palestinian

### **Education**

- Bachelor's Degree in Business Administration, Gaza University, Palestine, 2009-2013.
- Master's Degree in Business Administration, Istanbul Aydin University, Turkey, 2019-2021.

### **Languages**

- Arabic (Native Language)
- English
- Turkish