

# The Effect of Marketing Deception on Consumer Purchasing Decisions -An Analytical Study of the Opinions of a Sample of Baghdad University Students

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The study aims to discover the effect of marketing deception practised by mobile phone companies in after-sales services, whether they are providing guarantee services, after-sales service price, promotion or distribution regarding the decision for consumer purchase. A descriptive analytical method has been selected. Data was collected through a questionnaire that was distributed electronically to random individual samples, represented by graduate students in both the Institute of Genetic Engineering and Biotechnology for Post-graduate studies and the Higher Institute for Financial and Accounting Studies / University of Baghdad. The sample size consisted of (60) students while the data analysis showed that there is a correlation between marketing deception of after-sales service and consumer purchasing decision. Marketing deception related to price significantly affects consumer purchase decisions, however marketing deception in service, promotion and distribution does not significantly affect consumer sparks decision. This result is due to the nature of consumer culture, the studied sample and the extent of their understanding of the questions. Amongst the most important recommendations of the study is the necessity of working to activate the role of the Consumer Protection Association to monitor the market in the after-sales services sector by conducting awareness campaigns for consumers of their rights to enhance their ability to test the quality of services provided to them and impose penalties on marketing companies that demonstrate the practice of marketing deception in order to reduce unethical practices.

**Key words:** *Marketing Deception, Consumer Purchasing Decision, Analytical Study*

## Introduction

Despite remarkable development in marketing activity during recent years and Institutions achieving their goals, some Institutions have shifted towards using unethical marketing practices in order to increase their profits by tricking consumers by giving them false information about products, services, promotions, prices or distributions. This is reflected in the purchase decision made by consumers towards product or services. Hence, it is necessary to identify the forms of marketing deception in the field of services and work towards demonstrating marketing practices that increase the level of trust between companies and consumers in a manner that corresponds with consumer aspiration, through products or services that meet their needs while at the same time achieve Company goals advantage over competitors. One of the most important practices that help create confidence is to provide after-sales services that support products and companies while Companies are not supposed to use unethical practices in these services in order to maintain confidence between Company and consumer.

Therefore, this study will address the effect of marketing deception on consumer purchase decision in the area of after-sales services provided to customers by the producer or distributor, which consists of product delivery, installation and maintenance. The importance of after-sales service is due to the validity, efficiency and seriousness of accidents that can cause them, which can only appear after use it for a certain period, which necessitates an after-sales services agreement between the producer/ distributor and the consumer. This is called a warranty contract which has several purposes for both consumer and producer, including achieving the buyer's goal of purchasing and facilitating the use of the sold product and ensuring the buyer's safety .

## **Section one: Methodology**

### ***The Problem***

The Iraqi market has witnessed a great openness to many additional products and its' own services. As a result, the phenomenon of marketing deception has begun to increase, especially in after-sales services for mobile devices. The focus on this research is the extent to which consumer purchasing decision is affected by marketing deception. and the way in which the consumer accepts these unethical practices in after-sales service. The problem can be examined with the following main and sub-questions in mind:

A-What is the impact of marketing deception in after-sale services for mobile devices on the decision of consumer purchase?

- 1- What is the effect of marketing fraud practised by mobile phone companies in providing after-sales services on consumer purchasing decisions?
- 2- What is the effect of marketing fraud that mobile phone companies practice in pricing after-sale services on consumer purchase decisions?
- 3- What is the effect of marketing deception practised by mobile phone companies in promoting after-sales services on consumer purchase decision ?
- 4- What is the effect of marketing deception practised by mobile phone companies in distributing after-sale services on consumer buying decision ?

B-What are the forms of marketing deception in the field of after-sales services?

### ***Study Objectives***

- 1- To learn the level of marketing deception practised by companies in providing after-sales services, their pricing for these services, or in promoting or distributing the purchase decision with the final consumer.
- 2- To learn the forms of marketing deception in providing after-sales services from the consumer point of view and try to educate consumers about them.
- 3- To learn the extent to which consumers accept cases of deception in the area of after-sales services.
- 4- Providing recommendations to mobile phone companies about the risk of deception in the field of after-sales services due to its negative effects on customer relations in the long run.
- 5- Suggest some solutions that can help in the mechanism of providing after-sales services.

The importance of this study is based on the following:

- 1- Attempt to stimulate interest in the subject of marketing deception in providing after-sales services and trying to protect consumers from this type of deception.
- 2- Providing information about the forms of deception practised in the field of after-sales services that contributes to educating the consumer about cases of marketing deception that have become unethical .
- 3- Increasing awareness amongst consumers about the importance of marketing deception in the field of after-sales services for mobile phone companies in order to avoid making incorrect purchasing decisions.

### ***Study Limitations***

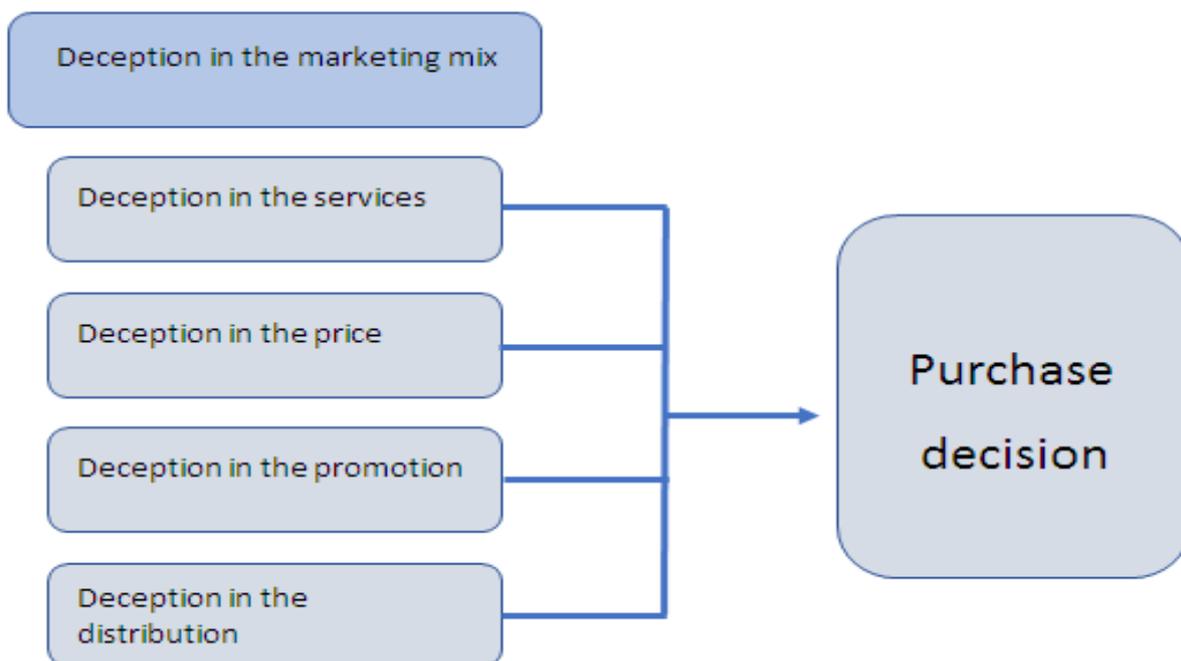
This study was applied to a sample of graduate students in both the Institute of Genetic Engineering and Biotechnology for Graduate Studies and the Higher Institute for Financial and

Accounting Studies / University of Baghdad as a spatial boundary while the time limits consisted of 1/7/2019 to 1/12/2019.

### *Hypothesis*

In order to systematically address the study problem and within its theoretical and practical framework, a hypothetical scheme of the study must be developed to indicate the expected relationship between study variables. Marketing deception is an independent variable as it affects consumer purchasing decision as a response variable shown by Figure (1).

**Figure 1.** shows depicts the study hypothesis and how deception in marketing combines impact on purchase decision.



Based on the above diagram, the first hypothesis is as follows: There is a significant correlation between the marketing deception practised by companies in after-sales services and consumer purchase decision , including the following sub-assumptions :

- 1- There is a significant correlation between deception in the field of service and consumer purchase decision.
- 2- There is a significant correlation between price deception and consumer buying decision.
- 3- There is a significant correlation between deception in the field of promotion and consumer purchase decision.
- 4- There is a significant correlation between deception in the distribution field and consumer purchase decision.

The second hypothesis: Marketing deception has a significant on consumer purchasing decision, including the following sub-assumptions :

- 1- Marketing deception has a significant effect on providing after-sales services in consumer purchasing decisions.
- 2- Marketing deception has a significant effect on the field of pricing for after-sales services in consumer purchasing decisions.
- 3- Marketing deception has a significant effect on the field of promoting after-sales services in consumer purchasing decisions.
- 4- Marketing deception has a significant effect on the field of distribution for after-sales services in consumer purchasing decisions.

## **Research Methods**

A descriptive analytical approach is used to capture various aspects of the topic, including understanding its components and analysing its dimensions. The analytical study is based on a questionnaire by the arbitrators from the Market Research and Consumer Protection Centre/ University of Baghdad, which was prepared to measure the impact of marketing deception on consumer purchase decision. The form has been distributed electronically (using google form application) on a sample of graduate students in both the Institute of Genetic Engineering and Biotechnology for Graduate Studies and the Higher Institute for Financial and Accounting Studies / University of Baghdad to discover their point of view regarding the subject. A statistical analysis system SAS (2012) is used in the data analysis to examine the effect of different factors on variables, and significant differences between averages, T-test and F test, and correlation coefficient-r and regression coefficient-b were compared, as well as mean and standard deviation.

## **Section two: Theoretical Framework**

### ***The Concept of Marketing Deception***

Recently, ethical marketing practices have increased fraud and deception in the business of selling and marketing (Abu Jumaa, 2002: 3). Marketers who use deception may achieve the results they aspire to in the short-term, but they pay a price in the long-term (Kotler, 2014, 186). Providing misleading and misinformation about the current market situation that leads to wrong or incomplete decision making (Smith & et. al., 2002: 7), is intended as false deception and misleading in order to obtain an advantage or benefit (Graycar & Russell, 2013). According to Kotler, marketing deception is known as a marketing practice that leads to a negative impression on the consumer concerning the object of marketing, consequently the consumer decides to make an incorrect decision that causes harm in one way or another to his

or her interest (Abu Jum`a, 2002: 3-4). It is also known that this practice produces negative effects on human behaviour (Etzel, 2007). Also, providing information about the benefits of products or services that have a level of overestimate to deception or lies (Al-Bakri, 2006). Al-Bakry, (2002: 252) define marketing deception as giving exaggerated information about the positive advantages of products or services and their characteristics, while Abu Jumaa, (2002), defines it as a marketing practice carried out by organisations or sales people for the purpose of distorting or changing facts that influence the customer to be in an unstable state, which results in making incorrect purchasing decisions.

### ***Forms of Marketing Deception***

There are many forms of marketing deception, including:

1- Services - companies providing services other than promised. Companies paint a positive image about their services through information publish by them, however when actually dealing with the provided service, the result is contrary . Companies suggest that the after-sales services provide by them are limited to motivating consumers to purchase. Lack of clarity in the conditions included in the guarantee contract accompanying after-sales services means failure to comply with deadlines for providing after-sales services (Abboud, 2014: Kotler, 2003: 147).

2- Price - Selling services of the same class to consumers at exaggerated prices to suggest high quality of services while in reality it may or may not increase prices to an unreasonable level by the company setting discounts in order to reach the normal price of the service. Imposing financial penalties on the consumer if he or she wants to return a commodity or stop a service. The consumer finds that there are commissions added to the price at which he or she made a purchase when the consumer wants to pay by bank card or visa which are deducted from his or her bank account without advance notice by the seller.

3- Promotion - advertisements that do not give correct information about the service or contain inconsistencies in the information in order to develop customer feelings, which result in making wrong purchasing decisions, so the advertisement becomes deceptive and misleading to the consumer (Azzam and others, 2015: 56). The declarations contain exaggerated promises that cannot be substantively proven to be incorrect, at the same time it is difficult to measure whether the promise has been fulfilled (Abu Jum`a, 2002: 7-8). Providing the customer with false information about the product such as country of origin, shelf life, availability of spare parts and service price. Attempting to sell products and services under the guise of collecting data from consumers required to conduct marketing research. Phantom competitions to encourage consumers to buy products that they do not wish to buy or to increase the quantities they buy from the product in the hope of winning, while there is no real competition or prizes.

Competitions that are controlled, so no one wins or is controlled by people who decide who will win (Abu Jum`a, 2002: 7).

4- Distribution - showing counterfeit products bearing the original famous marks. This type of deception is usually used by retail stores that deal in electronic devices. Products bearing famous brands are displayed while in reality they are fake, although the prices at which these products are sold are usually lower by one degree of the price of other counterfeit products. Companies claim that the distribution of products and services accompanying them is within a specified period, which is incorrect. Companies are interested in their external appearance in order to deceive consumers that the services they provide are of high quality.

### ***The Concept of Purchase Decision***

The decision to purchase is defined as the conclusion of a mental trial in order to reach a fair logical price and achieve a balance in consumer spending and satisfy needs to the fullest extent (Al-Mansour, 2006: 76). It is also known as the decision of a potential buyer to undertake the act of buying a specific product or service in order to satisfy a need after a judgment is made. Decision-making process is defined as the steps and stages that the buyer goes through in order to choose the best products that he or she wishes to buy (Al-Sumaidaie and Youssef, 2007: 102) It is also a conscious choice based on certain criteria and scientific foundations for one or more alternatives regarding something worth thinking about and making an effort to achieve, such as adding a new activity to the company, an amendment to a plan followed by the company, or changing the way to achieve Company goals (Al-Zahraa, 2006-2007: 113). The process of making a purchase decision can be defined as the desire to obtain a certain benefit that is affected by a group based on restrictions around it, such as products availability in the market and the impact of marketing policies (Al-Tai, 2007: 97). Also, a set of coordinated and tight measures taken to meet needs (2012: 352-357, Etal & Azzadina Irha), also known as the measure taken by a consumer in order to collect and analyse information, and choose the best products, services, Company, individuals, place or brand (Breaker, : 76).

### ***Stages of Purchasing Decision Process***

The decision-making process goes through several stages which correspond with the consumer's decision-making process which include:

1- Learning about the problem. The decision-making process begins with the consumer's awareness of his or her needs or desires, as the needs appear under the influence of internal or external influences, and the greater the need, the more the consumer insists on meeting them (Etal & Kotler), 2012: 199).

2- Searching for information. After the need arises, the consumer begins to search for information about alternatives that can satisfy his or her need to reduce the degree of uncertainty that makes him or her make the decision to take it or leave it (Kevin, 2006: 192 & Kotler). The consumer collects information from several sources that may be personal, commercial or may be internal or external sources (Ali, 2000: 120-121).

External research sources include personal sources: family, friends. Public sources refer to the (media), consumer protection societies and government organisations. Commercial sources consist of advertising, sales people, presentation at the point of purchase (Al-Bakri, 2006: 179).

3- Evaluating alternatives. The stage of evaluating alternatives is one of the most important stages of the purchasing decision-making process, as the consumer undertakes an evaluation and comparison process between various alternatives before making the purchasing decision to reduce the risk that he or she might exposed to with the wrong decision . This is achieved by reducing the alternatives until a specific option is reached. A successful marketer must search for the sources on which the consumer can rely on, so the consumer can use them in the correct manner which can influence their decision.

4- Decision making. At this stage, the consumer chooses the product or service that he or she believes will be able to satisfy his or her need . This is the stage sought by all marketing efforts (Etal & Jeddi, 2013, 21). The consumer is at a crossroads in his or her decision whether to buy or not, and in case of buying the product, he or she has a set of options that motivate him or her to buy the preferred brands . Here there are two factors that impact consumer decision: the trend of others and situational factors. The first factor is the amount of influence that others exert on the consumer when making the purchase decision, which may be positive or positive. Regarding the second factor, situational factors are represented by sudden conditions and situations that occur before making the purchase decision, such as the emergence of a new and more urgent need than the one searched for at first, or the seller's inappropriate behaviour that led to stopping the decision to buy (Al-Bakri, 2006: 93-94).

5- Post-purchase behaviour. This is the last stage in the decision-making process in which the extent of satisfaction achieved from the purchase is discovered, while buying a product or service is a subsequent behaviour . After purchasing the product or service and trying it, the consumer may feel satisfied or frustrated. If he or she feels the latter, he or she searches for information that can enhance his or her decision. The role of marketing communication, which has a positive impact on the consumer is highlighted.

### ***Section Three: Practical Test***

Description of the study community. This topic describes the study community used in the research:

- 1- Description of study sample. The study has incorporated a sample of students from the University of Baghdad. Graduate students were chosen from the Institute of Genetic Engineering and Biotechnology for Graduate Studies and the Higher Institute for Financial and Accounting Studies. The number of samples was 60, chosen randomly, as shown in Table 1.

**Table 1:** Distribution of sample individuals according to personal information

Sample distribution according to sex							
Female				Male			
%		F		%		F	
38.33		23		61.67		37	
Sample distribution according to age							
40 and over		(40-36)		(35-31)		(30-26)	
%	f	%	f	%	f	%	f
20	12	15	9	25	15	40	24
Sample distribution according to degree							
PhD		M.Sc.		Higher Diploma			
%	f	%	F	%		f	
21.67	13	35	21	43.33		26	
Sample distribution according to geographical location							
Al-rusafa				Al-karkh			
%		f		%		f	
45		27		55		33	
Have you ever purchased a device that is covered by warranty services?							
No				yes			
%		f		%		f	
11.67		7		88.33		53	

Table (1) includes the distribution of individuals according to personal information as follows: gender - it has been found that the largest proportion is the percentage of males forming approximately 61.67%, while the percentage of females consisted of 38.33%. Age group - at 40 % (26 -30) age group represents the largest part of samples, while at 15 % the age group (36-40) represents the least . It has been noted that at 43.33 %, the higher diploma category occupied the largest percentage of individuals in the sample , while the PhD category was the lowest at 21.67%. Place of residence (Al-Karkh) constituted the largest percentage of sample members at 55%, while the (Al-rusafa) was the lowest percentage, reaching 45%. The

percentage of those who previously bought a device that is guaranteed by warranty services represents the largest portion of sample individuals at 88.33% and the percentage of those who have not previously purchased a device that is guaranteed by security services formed the lowest part of the sample at 11.67%.

### ***Study Results***

It has been noted from Table 2, that the iterative distributions, percentages, mean, and standard deviation for the variable of deception in the service field has the highest percentage of sample members agreeing that companies exaggerate the offer of after-sales services benefits regardless of quality with 63.3%, while 6.7% of respondents do not agree that companies exaggerate. The presentation of the benefits of after-sales services regardless of quality, and the most prominent variables that contributed to enriching the study variables are:(X4, X6). These indicate that most companies exaggerate the presentation of the benefits of after-sales services, regardless of the quality of their services, these answers having an arithmetic mean of 3.4 and a standard deviation of 1.001. It is noted from table 3, that iterative distributions, percentages, mean, and standard deviation of the deception variable in the price field have the highest percentage of respondents agreeing, not to mention the real costs of direct after-sales services by companies with the percentage reaching 60%. The results indicate that 5% do not agree and 60% of the sample respondents agree that the consumer admits price deception, but does not purchase the product, while 1.7% of individuals do not agree that the consumer admits price deception which is not taken into consideration. Amongst the most prominent variables that contributed to enriching the study were :(X10, X11, X13). These indicate that most companies do not mention the real costs of after-sales services directly, but rather the buyer is surprised by additional costs added to the original price of the service. These answers came with an intermediate calculation of 3.946 and a standard deviation of 0.756.

According to table (7) regarding frequency distributions, percentages, mean, and standard deviation of the variable of deception in promotion, at 48.3 %, the highest percentage of respondents agree that companies provide very limited information regarding alternatives to attract consumers to a specific option, while 6.7% of respondents do not agree with the fact that companies provide limited information on alternatives to attract consumers to a specific option. The most prominent variables that contributed to enriching these study variables are: (X16, X17). These indicate that most companies provide very limited information on alternatives to attract consumers to a specific option, and these answers came with an average of 3.9 and a standard deviation of 0.86.

It is noted from table (6) concerning frequency distributions, percentages, mean, and standard deviation of the deception variable in the distribution, that the highest percentage of sample members agree that the places of distribution of services do not cover all regions as advertised

and reached 55%, while only 5% of sample members do not agree that the places for distributing services do not cover all regions. The most prominent variables that contributed to enriching the study variables in this field is X23. This indicates that the places for distributing services to companies do not cover all regions as advertised, and these answers came with a mean of 3.74 and a standard deviation of 0.905.

It is noted from the data in Table (6) regarding frequency distributions, percentages, mean, and standard deviation of the consumer purchase decision variable, that the highest percentage of respondents agree that an increase in the price of products related to guarantee services affects the level of consumer satisfaction, as this percentage reached 68.3%, while it has been found that 1.7% do not agree that an increase in the price of products related to warranty services affects the level of consumer satisfaction. This indicates that the products associated with warranty services are high compared to their counterparts without warranty services. 63.3% of respondents agree that after-sales warranty services are encouraged. The consumer has to repeat the purchase from the same company, while 8.3% do not agree that after-sales guarantee services encourage the consumer to repeat the purchase from the same company, which indicates the importance of providing after-sale services as it encourages the consumer to repeat the purchase from the same company. One of the most prominent variables that contributed to enriching the study variables are: (X2, X4, X5, X6, X7, X8). These answers came with a mean of 4.09 and a standard deviation of (0.75).

Analysing the study model and its hypotheses for the purpose of studying the correlations and influence between the variables of the study and relying on its hypotheses, some statistical tools and methods applied for the purpose of identifying the validity of the study model and its hypotheses are as follows:

**Table 2:** Repetitive distributions, percentages and standard deviation of the phishing variable in service

Deception in service		strongly agree		agree		not sure		do not agree		strongly do not agree		Mean	STD
		%	f	%	F	%	f	%	f	%	f		
1	Prefer to deal with the company that offers a long warranty period	20	12	28.3	17	18.3	11	20	12	13.4	8	3.22	1.34
2	The company sells the best warranty services compared to competitors and it is not [missing]	11.7	7	35	21	25	15	25	15	3.3	2	3.27	1.07
3	Companies provide warranty services other than those already promised	13.3	8	35	21	15	9	31.7	19	5	3	3.2	1.18
4	Free warranty services are not permanent as agreed	28.3	17	55	33	10	6	6.7	4	0	0	4.05	0.81
5	Companies do not give adequate attention to after-sales warranty services during the provision of the service and after completion, such as the question and the follow-up	13.3	8	51.7	31	8.3	5	20	12	6.7	4	3.45	1.16
6	The company accepts complaints from consumers if the security contract between the company and the consumer is not fulfilled	31.7	19	40	24	25	15	3.3	2	0	0	4	0.84
7	Rush to buy when companies suggest that after-sales services are limited to motivate you to buy	8.3	5	50	30	18.3	11	21.7	13	1.7	1	3.42	0.98
8	Companies exaggerate the benefits of after-sales services regardless of quality	20	12	63.3	38	10	6	6.7	4	0	0	3.97	0.76
9	After sales services are fast and efficient	1.7	1	20	12	28.3	17	48.3	29	1.7	1	2.72	0.87
Average			9.9		25.2		10.5		12.2		2.1	3.4	1.001

**Table 3:** Repetitive distributions, percentages, and standard deviation of the price deception variable

		strongly agree		agree		not sure		do not agree		strongly do not agree		mean	STD
		%	f	%	f	%	f	%	f	%	f		
<b>Deception in price</b>													
10	Companies are putting bogus discounts on after-sales services to motivate consumers to buy	21.7	13	58.3	35	18.3	11	1.7	1	0	0	4	0.69
11	Not to mention the real costs of direct after-sales services	30	18	60	36	5	3	5	3	0	0	4.15	0.73
12	The consumer discovers that there are additional prices added to the price of the service that were not previously disclosed	13.3	8	40	24	31.7	19	15	9	0	0	3.52	0.91
13	The company uses the high price to signify the quality of after-sales services	30	18	51.7	31	15	9	3.3	2	0	0	4.08	0.77
14	The consumer admits price deception but does not take the product	20	12	60	36	18.3	11	1.7	1	0	0	3.98	0.68
Average			13.8		32.4		10.6		3.2		0	3.946	0.756

**Table 4:** Repetitive distributions, percentages, and standard deviation of the phishing variable in the promotion

		strongly agree		agree		not sure		do not agree		strongly do not agree		mean	STD
		%	f	%	f	%	f	%	f	%	f		
<b>Deception in promotion</b>													
15	Companies offer bogus offers about their after sales services	25	15	51.7	31	18.3	11	5	3	0	0	3.97	0.8
16	Companies provide misleading information in ads about their services	35	21	45	27	8.3	5	11.7	7	0	0	4.03	0.96
17	Companies suggest that after-sales services provided with products are available for a limited period to motivate consumers to purchase	30	18	55	33	11.7	7	3.3	2	0	0	4.12	0.74
18	Companies run fake competitions to trick consumers	26.7	16	51.7	31	13.3	8	6.7	4	1.7	1	3.95	0.91
19	Providing very limited information on alternatives to attract consumers to a specific option	20	12	58.3	35	15	9	6.7	4	0	0	3.92	0.79
20	Companies manipulate the written form of the guarantee document to get rid of some obligations	25	15	36.7	22	26.7	16	11.7	7	0	0	3.75	0.97
Average			16.2		29.8		9.3		4.5		0.16	3.9	0.86

**Table 5:** Repetitive distributions, percentages, and standard deviation of the phishing variable in the distribution

Deception in promotion		strongly agree		agree		not sure		do not agree		strongly do not agree		mean	STD
		%	f	%	f	%	f	%	f	%	f		
21	Places for distributing services do not cover all regions as advertised	21.7	13	55	33	18.3	11	5	3	0	0	3.93	0.78
22	Difference in the quality of after-sales services provided from one branch to another	15	9	53.3	32	23.3	14	8.3	5	0	0	3.75	0.82
23	The company is concerned with external appearance to deceive consumers that its after-sales services are of high quality	31.7	19	53.3	32	6.7	4	8.3	5	0	0	4.08	0.85
24	Companies misleadingly claim that distribution takes place within twenty-four hours	30	18	36.7	22	21.7	13	11.7	7	0	0	3.85	0.99
25	The consumer accepts the deception from the distribution outlets because it is close to his or her place of residence	16.7	10	48.3	29	11.7	7	23.3	14	0	0	3.58	1.03
26	The consumer accepts deception because of the limited service period	5	3	46.7	28	25	15	20	12	3.3	2	3.3	0.96
	Average		12		29.3		10.6		7.6		0.3	3.74	0.905

**Table 6:** Repetitive distributions, percentages, mean, and standard deviation of the consumer purchase decision variable

Deception in promotion		strongly agree		agree		not sure		do not agree		strongly do not agree		mean	STD
		%	f	%	f	%	f	%	f	%	f		
1	After-sales warranty services encourage consumers to repeat purchases from the same company	26.7	16	63.3	38	1.7	1	8.3	5	0	0	4.08	0.79
2	The consumer receives financial compensation from the company in the event of submitting a complaint	43.3	26	38.3	23	13.4	8	5	3	0	0	4.2	0.86
3	The consumer trusts the companies that he or she deals with	11.7	7	41.7	25	35	21	11.7	7	0	0	3.53	0.85
4	Other consumers are recommended to deal with the companies they communicate with	30	18	58.3	35	11.7	7	0	0	0	0	4.18	0.62
5	The speed of responding to complaints submitted by the consumer to the company increases the level of consumer satisfaction	43.3	26	43.3	26	6.7	4	6.7	4	0	0	4.23	0.85
6	The method of dealing with the consumer in providing after-sales services affects the level of consumer satisfaction	36.65	22	56.65	34	6.7	4	0	0	0	0	4.3	0.59
7	Deception in the area of after-sales warranty services causes the consumer not to repeat the purchase	43.3	26	48.3	29	5	3	1.7	1	1.7	1	4.3	0.79
8	The speed and efficiency of the after-sales service delivery affects the consumer's repeat purchase	38.3	23	53.3	32	8.3	5	0	0	0	0	4.3	0.62
9	The consumer is ready to deal with more than one company at the same time	18.3	11	55	33	15	9	11.7	7	0	0	3.8	0.88
10	Increasing the price of products associated with warranty services affects the level of consumer satisfaction	20	12	68.3	41	8.3	5	1.7	1	1.7	1	4.03	0.71
Average			18.7		31.6		6.7		2.8		0.34	4.09	0.75

**Analysis of the correlations between study variables.** The correlations between the independent variable (deception in the marketing mix (service, price, promotion, distribution) and the adopted variable (the consumer purchase decision) are shown in table (7).

**Table No. 7:** Correlation coefficient between deception in the marketing mix and consumer purchasing decision

	Deception in services	Deception in price	Deception in promotion	Deception in distribution
Consumer decision	0.631	0.957	0.753	0.758

It is noted in Table (7) that there is a correlation between the variables of marketing deception and the consumer's decision to buy, as well as the relationships of moral significance which can be observed from the value of the correlation factor at a significant level of 0.05 which reflects acceptance of the first study hypothesis according to which there is a correlation significance between deception variables in the marketing mix and consumer purchasing decision and its sub-assumptions.

**2- Analysing effect relationships between study variables.** Influence relationships between independent variables (deception in service, deception in pricing, deception in promotion and deception in distribution) and decision to purchase in consumers is shown in table (8).

**Table 8:** Analysis of the relationship influence between marketing deception and consumer purchase decision

dependent \ Independent	B0	B1	F-test	f table	Regression co-efficient	R <sup>2</sup>	T-test
Deception in services	1	0.374	4.635	5.5914	0.225	0.398	2.153
Deception in price	1	1.122	32.93	10.128	0.313	0.916	5.738
Deception in promotion	-1	1.718	5.241	7.7086	0.224	0.567	2.289
Deception in distribution	-0.758	-0.768	5.411	7.7086	0.227	0.575	2.326

N = 50      P < 0.05      table T value (1.671)

A- Testing the sub-hypothesis, which states that there is a significant effect of marketing deception on providing after-sale services on consumer purchasing decision. Data from table (8) clarifies that consumer purchasing decision is not affected by deception in after-sales services, which is significant at the 0.05 level. The co-efficient of determination that expresses the inability of the explanatory variable to interpret the response variable and its value came to (0.398). This result reflects that the study hypothesis which states that there is a significant effect relationship between marketing deception in service and consumer purchasing decision is not accepted, which is due to the nature of consumer culture and the extent of awareness of the importance of marketing deception in service.

B- To test the second sub-hypothesis which states that there is a significant effect of marketing deception on the price of after-sale services on consumer purchasing decision. data from table (8) shows that consumer purchase decision is affected by deception in the price field for after-sales services with a regression coefficient (0.313) and calculated value of T 5.738, and

significant at the level of 0.05. This is supported by significant calculated F at level of 0.05. The co-efficient of determination that expresses the ability of the explanatory variable to interpret the response variable and its value at 0.916. This result reflects the acceptance of the study hypothesis, which states that there is a significant effect relationship between the variable of marketing deception on pricing for after-sale services and consumer purchasing decision, which indicates the importance of price in after-sales services to the consumer.

C- According to the third sub-hypothesis, there is a significant effect of marketing deception on promoting after-sales services in consumer purchasing decision. Data from table (8) shows that consumer purchase decision is not affected by deception in the field of promoting after-sales services and the regression co-efficient is 0.224 and significant T value is at the level of 0.05. However, the calculated F value was not significant at 0.05 level. The co-efficient of determination that expresses the inability of the explanatory variable to explain the response variable is 0.567. This result reflects a lack of acceptance of the study hypothesis due to the responses of the study samples and the way they understand the question.

D- Testing the fourth sub-hypothesis which states that there is a significant effect of marketing deception on distribution for after-sales services on consumer purchasing decision, The data from table (8) clarifies that consumer purchasing decision is not affected by deception in the distribution field for after-sales services with a regression coefficient of 0.227, and significant calculated T value at level of 0.05. While calculated F was not significant, the co-efficient of determination that expresses the ability of the explanatory variable to interpret the response variable and its value is 0.575. This result indicates that the fourth hypothesis is not accepted, which is due to sample responses and the extent of their interest in marketing deception in the field of distribution.

## Conclusions

- 1- There is a degree of correlation between deception variables in the marketing mix and consumer buying decision.
- 2- The decision to purchase is influenced by marketing deception in the field of pricing after-sale services, but it is not affected by marketing deception in service, promotion and distribution. This indicates that the consumer is more interested in the prices of after-sales services deception than in his or her interest in deception in the field of service, promotion or distribution.
- 3- Free guarantee services are not permanent as agreed.
- 4- The companies do not give adequate attention to after-sales warranty services during the provision of the service and after its completion, such as asking and following up with the consumer.

- 5- The companies exaggerate the offer of the benefits of after-sales services regardless of the quality to motivate the consumer to purchase when the companies suggest that after-sale services are for limited time.
- 6- Companies make false discounts on after-sales services to motivate consumers to buy and also provide very limited information on alternatives to attract consumers to a specific option.
- 7- The company uses a high price to indicate the high quality of after-sales services, but this increase in the price of products is related to the warranty services.
- 8- The places for distributing services do not cover all regions as advertised, and the quality of the after-sales services provided varies from branch to branch.
- 9- The company is attentive to the external appearance in order to deceive consumers that its own after-sales services are of high quality.
- 10- After-sales warranty services encourage the consumer to repeat the purchase from the same company.
- 11- Companies have an interest to provide after-sales services, as the largest percentage of the study sample members are those who previously bought a device that is guaranteed by warranty services.
- 12 - The way of dealing with the consumer and the speed and efficiency of providing after-sales services will affect the level of consumer satisfaction, and his or her decision to repurchase from the same company .
- 13- However, the case study was based on higher degree students and their awareness of after sales services was limited. This is due to the limitation of this kind of service provided by these companies.

### **Recommendation**

- 1- A necessity to educate consumers about the concept of marketing deception in the field of providing after-sales services.
- 2- Encouraging consumers to submit complaints when unsatisfactory services are provided by the company providing the warranty services.
- 3- The necessity of working to activate the role of the Consumer Protection Association to monitor the market in the after-sales services sector by conducting awareness campaigns for consumers about their rights in order to enhance their ability to test the quality of services provided to them.
- 4- Companies must be honest and not exaggerate the benefits provided in after-sales services especially when they do not provide this kind of service.
- 5- Companies must state the genuine costs of after-sales services in order to increase consumer confidence in dealing with them again.
- 6- Companies must declare the dates of delivery for products and the dates for providing after-sales services on time and at a pre-determined price.



7- Imposing penalties on marketing companies that have been proven to practice marketing deception in order to reduce these unethical practices.

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