

Impact of Deceptive Marketing on Consumers Behavior: A Case of Cellular Industry of Pakistan

Shaista Kamal Khan, Nishwa Saeed, MahnoorFeroz, Sehrish Liaqaut, Ayesha Khan, Zohra Jabeen
Department of Business Administration Jinnah University for Women, Karachi, Pakistan

Abstract

The research study discusses the relationship between deceptive marketing and consumer behavior regarding the telecommunication industry of Pakistan. As Pakistan is the third largest telecommunication emerging market in the world so, the factors that affect the reaction of consumers are important. Many customers who use different cellular networks are deceived through false marketing and deceptive features shown in the advertising. The factors that are considered deceptive according to the consumers are examined, that are incorrect interpretation, financial and emotional loss and misleading claims to determine consumer behavior. Moreover, the reaction to these factors is also considered when the customer is exposed to deception in marketing.

Keywords: Deceptive marketing, Consumers behavior, incorrect interpretation, financial and emotional loss, misleading claims and cellular industry

1. Introduction

Cellular industry of Pakistan which used to be the most under developed sector in the country is now on the path of many modifications according to global era and turned into the "Innovator" in technological world. Mobile phone which is considered as an important product has now approached to every segment of Pakistan, the country which is known as the most populated and inexperienced, has now entered among the 10th largest mobile market in South Asia. Many companies are now being operated under this sector in the country and contributing well for the economy of Pakistan. Since, 2008 Pakistan has become world's third largest telecommunication emerging market, but the question raises how this sector has developed so fast in a very short span of time and how various consumers are getting attracted towards it? Nowadays, advertisement is the main factor for the company's success as it grabs the consumer's attention and helps increasing sales volume. Cellular industry of Pakistan is growing faster since past few years and this is due to the powerful techniques and policies used by the companies to influence the consumers.

Deceptive marketing or deceptive publicity is the use of fake or overstated statements; it is common since many decades. Company uses unrealistic promises and overstated statement to influence the consumers which is now usually known as Intellectual, clever and competitive advertising by the business personnel.

The transmission of misleading info in respect of telecommunication products or services may take any form, it may be through the print media, television advertisements, brochures, billboards, and banners, advertisements on internet, telemarketing and Short Message Service (SMS) offers, among other means of marketing.

Telecom companies in Pakistan have long been engaged in the deceptive marketing and advertising due to which customers have been on the receiving end. The loss of money and mental misery have been reported by customers on various forums

2. Problem statements

In this modern era, where competition is at its peak, to keep pace with the rivals, companies sometimes exaggerate their brands that create deception.

We analyze consumer's reaction, when they detect deceptive marketing.

- Impact of incorrect interpretation on consumer behavior
- Impact of financial and emotional loss on consumer behavior
- Impact of misleading claims on consumer behavior

3. Objectives

Following are the research objectives:

- To find out the relationship between incorrect interpretation and consumer behavior.

- To find out the relationship between financial and emotional loss and consumer behavior
- To find out the relationship between misleading claims and consumer behavior

4. Research motivation and contribution

In today's modern world, where competition is extreme, to keep stride with the competitors, businesses sometimes overstate their brand to maximize profit and increase sales volume.

Cellular industry has long been involved in deceptive marketing and misleads their consumers due to which consumers bear financial and emotional losses that negatively affect consumer's behavior. So that motivated us to investigate deceptive marketing in cellular industry and its impact on consumers attitudes. For awareness and protection of consumers from vulnerable promotional activities

This research paper contributes awareness of deceptive marketing and understanding of consumer's behavior after knowing that they have been exposed to deceptive marketing. And how users can protect themselves from deceptive marketing practices Furthermore, it seems that the marketers, who do not mislead their customers, always enjoy market shares more than those who exaggerate.

5. Significance of the study

The studied expression on Impact of Deceptive Marketing on Consumer's Behavior is examined by the activities which regulates misleading marketing and protects consumers' rights' misused in this area. Furthermore, it is provided the importance of the application of the guidelines in national law. There are highlighted the most common misleading conditions, as well as provided methods for safeguarding consumer protection against misleading promotion. Also, are presented recommendations on how to improve consumer protection field in relation to misleading publicity.

6. Literature review

Juridical standpoint stated that a commercial is said to be deceiving if the company has proceeded intentionally and purposefully (Corson, 2010). The European Commission (2005) expresses misleading advertising like a profitable practice that covers dishonest information and is therefore lying or in any way, including whole performance, deceives or is probable to cheat the normal consumer to take a transactional decision that he would not have taken otherwise (Official Journal of European Union, 2005). The Consumer Protection from Unfair Trading Regulation (2008) defines an advertisement as deceptive if in any way deceives or is expected to betray the person to whom it is spoken to and if, by reason of its deceptive environment, it is likely to affect its financial behavior or harms or is likely to cut a competitor of the person whose interest the advertisement promotes.

In this part we will discuss under what circumstances consumers are more or less vulnerable to deceptive advertising and what their responses are. Consumer's vulnerability to advertising refers to "the level to which individuals join to and worth commercial messages as sources of information for guiding their consumptive behaviors" (Barr and Kellaris, 2000, p. 230). Defenselessness includes the situations, under which consumers can or cannot recognize deceptive rights (Armstrong, Gurol and Russ, 1979). Advertising claims are the verbal messages that convey material information about product or service attributes. Kotler and Armstrong (2010), About deceptive advertising, the claims are purposefully made in a way to mislead consumers to read outside the literal message and to appeal wrong conclusion about the product or service advertised (Hastak and Mazis, 2011). The large number of deceptive claims, an important issue is whether consumers can notice wrong claims (Vladeck, 2000). Naturally when consumers trust on advertisements for info and belief values, they are more likely to be cheated (Oslon and Dover, 1978).

When consumers are conscious of deceptive advertising and of its procedures, they may underachieve, depending upon the emotional rank, that impact how they observe material, and the immediate surroundings where the claim is presented. These factors are grouped as "situational contexts" (Petty and Cacioppo, 1981) Xie and Boush (2011).

In the context of deceptive marketing, finding and care can be difficult tasks that require some types and level of motivation and ability (Barone and Miniard, 1999). Consumers are not always highly interested and able to reduce deceiving claims. If they are unfocussed at the moment of the advertisement contact, they can be more vulnerable (Xie and Boush, 2011).

Our investigation has recognized a quantity of individual changes about how consumers tend to respond to advertising and deceiving claims. But it can be defined by two types of individuals' characteristics; dispositional and developmental (Xie and Boush, 2011).

Dispositional differences refer to programmed features such as gender, age, family, and lifestyle. (Barone et al, 2004). John and Cole (1986) claimed that age indicates the strength of recall and knowledge-based factor when consumer processes advertising information. Gaeth and Heath (1987) found that young adults are less vulnerable to some misleading techniques than older adults, because they are more engaged in the process of examining advertisement. Moreover Barone et al. (2004) exposed that gender can be a factor.

Developmental differences are knowledge and expertise that can change with time (Xie and Boush, 2011). According to John (1999), consumer's knowledge structure grows from the perceptual stage (3-7 years), through the logical stage (7-11 years), and to the reflective stage (11-16 years). In accordance with Barry (1980), consumer's vulnerability to deceive claims varies depending upon the different life stages from early childhood to adulthood. Also, when consumers are aware of scheming strategies, they can sometimes be unfocused by factors such as momentary cognitive business (Campbell & Kirmani, 2000), previous agent-consumer relationships (Kirmani & Campbell, 2004), and low persuasion of knowledge and confidence (Ahluwalia & Burnkrant, 2004).

It depends consumers have the ability and incentive to evaluate deceiving claims carefully, they may or may not recognize deceptive claims in advertisement. Furthermore, when customers fail to notice deceptive claims, they are more vulnerable (Campbell & Kirmani, 2000). Situational context and individuals' characteristics may affect the salience of the advertisement (Xie and Boush, 2011).

When customer searches for a telecommunication service, the features they search are communication quality, price rates, other facilities, call service, customer care factor and service contributor characteristics. Through a research on broad range by different customers, the results are customer focus more on communication range and signals as well as price and look for these features more other than different attributes. It is also analyzed that quality and accessibility have also influenced customer's mind when they use or buy particular service provider telecom network. (Rajkumar Paulrajan and Harish Rajkumar, 2011)

Customer loyalty is a key to retain old customer and for that telecommunication service provider are working hard. They are working on multiple variables to make their customer happy and loyal to boost the revenue. Companies are working on customer relationship management to increase customer satisfaction. (American essay writer, 2009)

Preston researched on how customer perceives an advertisement and how they identify the deception in it. Most of the advertisements deceive customers by showing different features of their services and this is how they commit fallacies. Preston highlights some of the deceptive factors mostly complained by the customers are, ambiguity and dullness in instructions, unclear statements etc. We can say when customer demand does not meet the expectations as there is biasness in advertisement and reality, there are term communication issues by manufacturers. A bad image of that brand is created in customer's mind. Although, some claims are not explicitly made but customer want manufacturers would be claimed for advertising with deceptive strategy. (Janet Hock, Philip Gendall, Michael F Fox, Natalie Erceg, 1998)

A second aspect of deceptive marketing has also been noticed here, that says, if any of advertise is actually trying to deceive its customer by showing unclear or fake service or customer is wrongly perceiving the message of that advertise. Most of the customers simply fail to interpret the exact message of any advertise so it is difficult for them to make any claim against the brand which is trying to deceive its customers. This paper points out that customer should also have a good sense of interpretation so that they can easily differentiate between the deceptive advertisements and clear one. (Rotfeld & Preston, 1981)

Marketer's research has done number of approaches to find deception and other concerned subject. This literature is particularly revised here, highlights the finding Experiment involving advertising bargaining and selling. Headings covered are:

- A: Deception-detection implication while ignoring literal falsity.
- B: Ways of deceiving related to the study of nonverbal behavior.
- C: Causes delivering.

D: Circumstance under which the true impressions as predicted by attribution and economic studies lower creditability may be connected with major persuasion.

E: Individual differences are not believed in marketing communication.

F: Corporate analogies to individual nonverbal behavior.

The study of marketing communication focuses on advertising and along with this package, labels, press releases, sale-person, customer interaction and other sales related communication are also emphasized. Major efforts were put on the topics of deception and related topics such as source credibility. Though verbal variations in message structure and content are given much importance there are number of inquiries for nonverbal elements too. As the coefficient of these constructs in terms of what telecom networks/service providers provide, is significantly lesser than the coefficients of what they promise (Imtiaz Subhani, 2014). Literature and much empirical evidence confirmed that the advertiser and advocate of advertiser are always engaged in three stated categories of deception while campaigning for their products. In the majority, setting measure deceptive advertising requires detailed far and above the ground incidence information that is difficult in the direction of survey. It appears that the service providers who mislead their users always enjoy market shares more than those who exaggerate a lot. That is why the study tells telecom industry should not focus on making false claims one after another but they should focus on rendering the level of complete service to maximize their revenue. (Imtiaz Subhani, 2014)

The readers of the journal of nonverbal behavior's special issue on deception may find this report of their particular interest as it gives review of marketing research and consumer psychology study (Imtiaz Subhani, 2014).

Although the immense ventures and endeavors have been observed on deceptive advertising which includes identifying and measuring deception, but a very slim focus is given on its effects on consumer loyalty. Basically it is the use of fake deceptive statements in publicity. Now a day's advertising is considered as the big business and a competing factor with other organizations. The deceptive advertisement can be the best ranked around three central figures which include fake advertising, false advertising and information discrepancy. The literature on advertising proposes, customer loyalty should be defined as, a feeling that makes individual an overall loyal towards a product and service (Syed Akif; 2011)

The packages offered by the telecommunication company are to deceive consumers and are targeted to limited market segments. Generally it is perceived that the false claims approach the first purchase by the consumer and after the use of it the customer realizes the actual quality and value of the product. This realization of fallacy makes a bad image in customers mind towards a particular product. Similarly deception and exaggerations are also presented when all outlined telecom networks talk about their network coverage, network quality, and customer service in their advertisements. As the coefficient of these constructs in terms of what telecom networks/service providers provide is significantly lesser than the coefficients of what they promise. Literature and much empirical evidence confirm that the advertiser and advocate of advertiser are always engaged in three stated categories of deception while campaigning for their products. (syedakif, 2011)

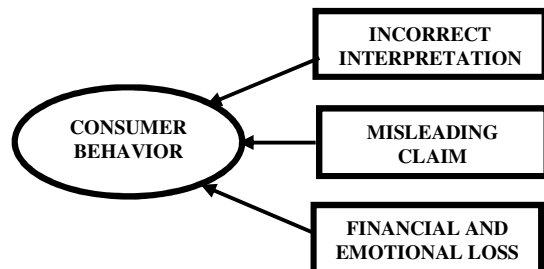
This article gives an overview about perceived usefulness of advertising, entertainment, appeal, customer behavior and deceptive advertising. Advertising plays a key role in enhancing customer loyalty and increasing sales. (Asad Ibrahim Khan and Amer Rajput, 2014)

Any advertising or promotion that manipulates the nature, characteristics, qualities or geographic origin of goods, services or commercial activities are considered deceptive marketing and countless law making bodies have imposed laws regarding this. According to this article, when customers find an ad too much nosy they get irritated. To overcome this issue, the ad should be relevant and beneficiary to the target market. There are two types of advertising appeals: 1. Rational and balanced, 2. Passionate and emotional. Rational and balanced appeals are created on exact information that is concentrated on product qualities. While, passionate and emotional appeal is focused on building brand personality and presenting hopeful feelings. (Asad Ibrahim Khan and Amer Rajput, 2014)

An ad can be more effective if it has humorous and entertaining contents in it. Interactive games, cash prizes, discount packages can increase the worth of a marketing campaign. These elements may be used for making consumers extra acquainted. Advertising is successful when it is beneficial for both, the shopper and the advertiser. When the message is humorous and concise it instantly gets the attention of consumer. (Asad Ibrahim Khan and Amer Rajput, 2014)

7. Conceptual framework

1. Research model



8. Variable description

8.1. Consumer behavior

It can be defined as how individual and group of consumers behave to satisfy themselves while purchasing, selecting, and consuming and evaluating any product or services (Solomon et al 1995). Every consumer's buying behavior is a vast study individual has its own preference. Every customer goes through different processes and activities while purchasing goods and services (Gabbot and Hogg 1998). Consumer's reaction is dependent on the services that are being provided to them. If they counter deception in marketing, they would get disappointed. Some consumers may also switch using the product. On the extreme level, some customers prevail negative word of mouth. As consumers are the base line of any company, false marketing directly hits them (Asad Ibrahim Khan and Amer Rajput, 2014).

8.2. Misleading Claims:

Advertisers show the implied advertising techniques and persuade customer to buy that because it would be their best choice. A group of customer can easily identify imitating features of any product and respond on misled ads. (R. Simasius, 2004).

Customer and plaintiff claim that the description and representation are considered as objectionable about advertisements, promoting tactics and commercial material that are false. Court can address on these claims that are actually created to distract from the misleading representation of product and services (Vincent N. Palladino, 2011).

8.3. Financial and Emotional loss:

The behavioral responses of customer on false and misleading advertising of products and services hurt customers emotionally as well as mentally (Stallworth 2008).

It has also been observed that consumers with limited resources buy a product and when it is exposed to fraud, it gets hurt emotionally, financially and medically it is proved that customers may feel helpless, low self-esteem and loneliness to enjoy life, depression or deep sadness trouble (Butler 1975).

8.4. Incorrect Interpretation:

Advertising and marketing that promotes false representation of features, qualities and geographic properties of goods and service and other promotion acts (The Lanham Trademark Act).

Incorrect interpreted advertisements are actually the false statements that are shown as facts by advertisers and marketers of that particular product or service. Through false advertising activities advertisers most of the time intentionally deceive a group of its specific audience. (Vincent N. Palladino, 2011).

9. Research questions

On the basis of above literature review we have developed following research questions.

Q1. What is the Impact of misleading claims on consumer behavior?

Q2. What is the Impact of financial and emotional loss on consumer behavior?

Q3. What is the impact of incorrect interpretation on consumer behavior?

10. Hypothesis

The following hypothesis has been developed on the basis of above research questions.

H1: Misleading claims has an impact on consumer behavior.

H2: Financial and emotional loss has an impact on consumer behavior.

H3: Incorrect interpretation has an impact on consumer behavior.

11. Methodology

We collected both primary and secondary data. This is a quantitative research and sample size is 105.

12. Statistical technique

We use SPSS (Statistical Package for the Social Sciences) software to analyze our data. Regression would be used in order to examine the results and also used test of reliability to find out the accuracy of data.

13. Data source

The secondary data was collected from different web-based sources mainly including online libraries of different countries and other published articles. We collected primary data with the help of questionnaire survey to know the impact of deceptive marketing on consumer behavior the total population consists of generally all the consumers and the sample size is 105.

14. Results and findings

14.1 Reliability test

Table no.1 Reliability Statistics

Cronbach's Alpha	N of Items
.802	4

The above table shows test results for the reliability analysis. The value of Cronbach's Alpha is given by 0.802; the number of items in the data set is 4. The value associated with alpha is said to be good and the conclusion drawn from this data is reliable to understand and forecast.

14.2 Hypotheses:

14.2.1 H1: Misleading claims has an impact on consumer behavior.

Table no.2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456 ^a	.208	.200	.34951

a. Predictors: (Constant), Misleading Claim Total

The table gives us the R-value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.208 that means the independent variable in the model can predict 20.8 % of variance in dependent variable.

Table no.3 Anova^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.269	1	3.269	26.757	.000 ^b
	Residual	12.460	102	.122		
	Total	15.728	103			

- A. Dependent Variable: Consumer Behavior Total
 b. Predictors: (Constant), Misleading Claim Total

The above table gives the test results for the analysis of one way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in this case is 26.757 and the p-value is given by 0.000 which is less than 0.05 so we conclude that our hypothesis H1 is accepted and we can say that misleading claim has a significant influence on consumer behavior.

Table no.4 **Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.919	.358		5.356	.000
Misleading Claim Total	.462	.089	.456	5.173	.000

- a. Dependent Variable: Consumer Behavior Total

The above table gives the regression constant, coefficient and their significance. So we can say that the P value of regression coefficient of misleading claim is given by 0.000 which is less than 0.05 that means our H1 hypothesis is accepted.

14.2.2. H2: Financial and emotional loss has an impact on consumer behavior.

Table no.5 **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.293 ^a	.086	.077	.37541

- A. Predictors: (Constant), Financial and emotional loss Total

The table gives us the R-value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.086 which that the independent variable of the model can predict 8.6 % of variance in dependent variable.

Table no. 6 **Anova^a**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.353	1	1.353	9.602	.003 ^b
	Residual	14.375	102	.141		
	Total	15.728	103			

- A. Dependent Variable: Consumer Behavior Total
 b. Predictors: (Constant), Financial and emotional loss Total

The above table gives the test results for the analysis of one way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in this case is 9.602 and the p-value is given by 0.003 which is less than 0.05 so we conclude that our hypothesis H2 is accepted and we can say that financial and emotional loss has a significant influence on consumer behavior.

Table no. 7 **Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.819	.307		9.175	.000
1 Financial and emotional Total	.242	.078	.293	3.099	.003

a. Dependent Variable: Consumer Behavior Total

The above table gives the regression constant, coefficient and their significance. So we can say that the P value of regression coefficient of financial and emotional loss is given by 0.003 which is less than 0.05 that means our H2 hypothesis is accepted.

14.2.3. H3: Incorrect interpretation has an impact on consumer behavior.

Table no. 8 **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529 ^a	.279	.272	.33334

a. Predictors: (Constant), Incorrect Interpretation Total

The table gives us the R-value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.279 which that the independent variable of the model can predict 27.9% of variance in dependent variable.

Table no.9 **Anova^a**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4.394	1	4.394	39.546	.000 ^b
1 Residual	11.334	102	.111		
1 Total	15.728	103			

A. Dependent Variable: Consumer Behavior Total

b. Predictors: (Constant), Incorrect Interpretation Total

The above table gives the test results for the analysis of one way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in this case is 39.546 and the p-value is given by 0.000 which is less than 0.05 so we conclude that our hypothesis H2 is accepted and we can say that incorrect interpretation has a significant influence on consumer behavior.

Table no. 10 **Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.726	.326		5.299	.000
1 Incorrect Interpretation Total	.512	.081	.529	6.289	.000

a. Dependent Variable: Consumer Behavior Total

The above table gives the regression constant, coefficient and their significance. So we can say that the P value of regression coefficient of financial and emotional loss is given by 0.000 which is less than 0.05 that means our H3 hypothesis is accepted.

14.2.4. Multiple Regressions

Table no.11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.546 ^a	.298	.277	.33235

a. Predictors: (Constant), Misleading Claim Total, Financial and emotional Total, Incorrect Interpretation Total

The table gives us the R-value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.298 which that the independent variable of the model can predict 29.8% of variance in dependent variable. Adjusted R square gives the most accurate information about the model fitness if one can further adjust the model.

Table no. 12 Anova^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.683	3	1.561	14.131	.000 ^b
	Residual	11.046	100	.110		
	Total	15.728	103			

A. Dependent Variable: Consumer Behavior Total

b. Predictors: (Constant), Misleading Claim Total, Financial and emotional Total, Incorrect Interpretation Total

The above table gives the test results for the analysis of one way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in this case is 14.131 and the p-value is given by 0.000 which is less than 0.05 so we conclude that the mean Misleading Claim Total, Financial and emotional loss and incorrect interpretation have an influence on consumer behavior.

Table no. 13 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.486	.368		4.034	.000
	Incorrect Interpretation Total	.398	.111	.411	3.575	.001
	Financial and emotional Total	-.028	.089	-.034	-.316	.753
	Misleading Claim Total	.201	.129	.199	1.559	.122

a. Dependent Variable: Consumer Behavior Total

The above table gives the regression coefficients and related statistics for three models separately in different rows. So we can see that the P value of regression coefficient of incorrect interpretation is 0.001 which shows incorrect interpretation has a significant influence on consumer behavior, the P value of financial and emotional loss is 0.753 which shows financial and emotional loss has not a significant influence on consumer behavior and the P value of misleading claim is 0.122 which shows and misleading claim has not a significant influence on consumer behavior.

15. Conclusion and Recommendation

Nowadays Deceptive marketing is a debatable stuff. May be the marketers avoid agreeing on whether a particular advertisement is deceptive or not. Though, the results from the collected work proposes that more or less every service provider is somehow engaged in misleading claims and exaggerations which is deceptions; while campaigning and promoting for the products and services. Furthermore, it seems that the advertisers, who do not mislead to their customers, always enjoy market shares more than those who overstate. Thus, this study suggests that advertising companies should not focus on misleading claims with incorrect interpretations.

Marketing should be focused on the level of competitive services to generate positive consumer value and attitude towards the advertised product or service.

The concerned study concludes that whether customers with experienced financial and emotional losses and deceptive environment claim have totally different behavior than those consumers who have experienced to a comparatively less deceptive environment. According to observation, greater level of experienced deception were connected with the lesser level of perceived credibility, less favorable behaviors, less envying attitude towards the brand, and decreased purchasing ratio towards the product. Also, the research concludes that the thought of deception was fair enough to make negative intentions towards the advertisement, no matter if the advertisement was objectively deceptive or not. As a result, marketing and advertising controllers need to carry on with forethought when creating environmentally absorbed ad activities. It is very easy to show something better than it actually is through deception. But it is very important for a company to have advertising rules and keeping ideas in mind regarding their advertisements. An unfair advertisement can cause negative impact on consumers. Telling the truth would lead the customer towards the satisfaction. The advertiser needs to be sure that the impression made by the ad and disclaimer is not fault. There should be no deceptive pricing make sure that your offer is honest. Most consumer protection law contains a broad prevention technique. All consumers have the right to claim advertisers under some consumer protection law.

16. Reference

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