

# The Effect of Deceptive Marketing in Shaping Consumers' Attitude in the Telecommunication Services Area

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**Abstract:** *This research aims to identify the nature of marketing deception practices regarding the Case of Turkish Telecommunication Companies like Vodafone, Turk Telekom, and Turkcell. Also, To discuss the influence of service, price, promotion deception practices on consumers' attitudes in their everyday lives. This research is quantitative. Data were collected from 200 respondents in Turkey from customers. Data were examined using the e Statistical Package for the Social Sciences (SPSS) software by applying descriptive analysis, Regression analysis, factor analysis, and Reliability test. The findings of this study provide that services deception, price deception, and promotional deception practices significantly affect consumers' attitudes in its three components (behavioral-cognitive-emotional). This study suggested that customer awareness about deceptive practices should be raised and encouraged to talk about them. Telecommunication companies should be more responsible about their provided services, fulfill their customer protection from deceptive practices, and educate them to protect themselves and know their rights.*

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

## 1. Introduction

Marketing is one of the most critical tasks that any organization carries out. The success of businesses and the achievement of their goals require effective marketing. For ages, the competitive business environment has witnessed intense competition among companies. However, the marketing profit goal is its supreme objective and has prevailed over the moral purpose of meeting customers' needs and fulfilling their desires. Thus, the base of the conflict among these companies is based on maintaining the economic position only, regardless of the used strategies in the competition, to attract a large number of customers. Each company distinguishes itself from its competitors (Altamimi, 2019; Kotler P. K., 2016).

Due to the variety of competitive services/products and the vast amount of info about them, it has resulted in consumers being unaware of the benefits as well as the proper and necessary specifications, which has aided in the ease of consumers' deception by benefit parties for profit. And this makes the selection process challenging for the consumers to deceive them in marketing in various ways (Alassy, 2015; Kotler P. K., 2016). The marketer may use the marketing deception to manipulate selling his/her services/products. He/she might exaggerate the advantages of the service/product, whether in quality, price, or promotion, by presenting misleading or inaccurate information, which leads to the formation of the consumers' attitudes (Salaymeh, 2013).

The focus on marketing deception has arisen as a result of some factors. When a company acts ethically, consumers develop more favorable views about the company's goods/services. And when a company's activities and marketing practices deviate from accepted social norms, the market process will become less effective. Failure to use ethical marketing strategies and practices can result in

unhappy consumers, lack of credibility, lost profit, ruined reputation, and legal actions.

Remarkably, the deceptive marketing topic has piqued the interest of many researchers. Their research represented several countries' interests and the responsible authorities who developed and highlighted ethical guidelines to protect consumers from deception. Deception is regarded as one of the most negative aspects of marketing, and deceptive practices target consumers. Since companies have a primary aim of fulfilling consumers' needs and expectations, they highlight and market positive features of their services/products even though this requires them to exaggerate, deceive and mislead.

As telecommunication companies provide services for all segments of the market, they use various promotional and marketing strategies for each of their services. Any telecommunications operator seeks to provide its consumers with specific and non-box advertising strategies. As such, telecommunications companies are the backbone of all countries in the age of communication (Iqbal, 2019). So on this basis, This study will examine the marketing deception in Turkey's three major telecommunications companies (Vodafone, Turk Telecom, and Turkcell) and its effect on shaping consumers' attitudes in its three components (behavioral-cognitive-emotional).

### 1.1 Research Problem

There is a growing phenomenon in this field with the spread of marketing deception culture in the service sector, making many companies believe that success is mainly related to such practices. Without them, it is challenging to market their services. By observing many areas of marketing deception, including on the part of services, information and prices And promotion, Etc. It is assumed that we will examine the forms and practices of marketing deception to determine the effect of marketing deception on consumer

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behavior among the telecommunications companies' customers.

### 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. 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 Research objectives

- This research aims to identify the nature of marketing deception practices regarding the Case of Turkish Telecommunication Companies like Vodafone, Turk Telekom, and Turkcell.
- To study the effect of marketing deception on consumers' attitudes according to cognitive, affective, and behavioral components after a bad experience.
- To discuss the influence of service, price, promotion deception practices on consumers' attitudes in their everyday lives. It will also investigate the possibility of exposing consumers to deception and how far consumers realize and accept marketing deception.
- To encourage consumers to report any unethical marketing behavior to consumer societies and any government organizations concerned about consumer affairs.

### 1.4 Hypotheses 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.

## 2. Literature Review

### 2.1 Marketing Deception

Marketing deception is a misleading tactic and practice that companies and marketers use to boost sales and earn more, just for the short-term, since this deceptive practice is fast being found by the customer, and it is not easy to fall into it again (Piccolo, 2017). Also, it can be defined as a strategy that gives the customers a false opinion of a service or product which can lead to a wrong decision that will harm the customer in some way, which has positive implications of revenue and profits for those companies (Salaymeh, 2013). According to (Aditya, 2001), marketing deception is "any act, claim, or a message that (a) causes at least some

consumers acting reasonably to make decisions that they would not otherwise make, (b) leads at least some consumers acting reasonably to believe something about the product, brand, or manufacturer that is not verifiably true or (c) 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".

From a marketing researcher's standpoint, marketing deception practices result in adverse reactions like dissatisfaction, distrust, negative word of mouth, lack of credibility, switching behaviors, and complaints, damaging the company's reputation (Román, 2007). Companies have been engaged in misleading deceptive practices for various reasons, like marketers' lack of expertise and awareness of deceit, the possible damage to companies who focus on the short-term gains without concern for long-term results. Furthermore, consumers' indifference in reporting dissatisfaction and demanding actions to compensate for losses or other damage caused by marketing scams has allowed businesses to engage in these methods. Moreover, customers are unaware of deceptive practices and how they cannot identify, learn, and take advantage of circumstances that they were misled in. Besides, in some countries, there is a lack of rules and regulations regarding when it comes to misleading and deception, punishments, criminality, and slow law procedures (Gaber, 2018).

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 the services marketing mix that will be tested in this study:

#### 2.1.1 Practices Related to Services

Services are defined as the extent to which a service company creates inclusive services to satisfy consumers' demands in a very competitive environment (Akroush, 2011). But these days some companies are providing and offering 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 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).

#### 2.1.2 Practices Related to Price

Service is operationally characterized as the extent to which a service company implements pricing policies and activities in the price-setting process (Zeithaml, 1985; Berry, 1996). Pricing is one of the most challenging areas of marketing to analyze ethically. The price must be fair or proportionate to the value to the consumer (Kehoe, 1985). Furthermore, it is regarded as an essential factor in

determining customer satisfaction. Customers consider price when determining the quality and value of a service (Virvilaite, 2009). Deceptive acts happen as businesses mislead customers with their offered prices (Jobber, 2004). It requires practices such as fake discounts, setting high prices to signify the high quality of services, or reach the actual cost after setting a discount, forcing financial charges when the customers want to stop the service (Alheali, 2020). Furthermore, a deceptive pricing comparison may arise if a business compares its service rates to other competitors while hiding additional fees applied at later stages of the purchase process (Haas, 2015).

### 2.1.3 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).

## 2.2 Consumers' Attitude

Attitude is defined as "a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and circumstances with which it is related" (Allport, 1935). In the words of (Bolton, 1991) An attitude is 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.

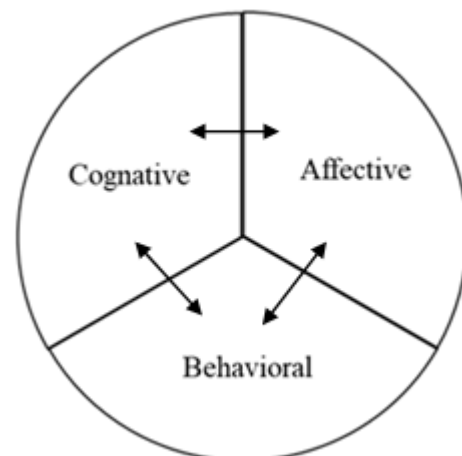
According to (Schiffman L. G., 2006), Attitude is a learned predisposition to act in a regularly favorable or unfavorable way to a given item. Attitudes are inner thoughts and feelings expressions, which reflect if an individual is favorable or unfavorable to an object. Attitudes are seen as results 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). Consumers' attitude is a blend of 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.

### 2.2.1 The Tri-Component model

Psychologists were led to develop models and concepts representing the fundamental aspects of attitude to explain and predict customers' perceptions and interactions with purchasing behaviours (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 it as ABC attitude model that involves affects, behaviors, and cognition, the theory behind both models are the same. Still, ABC models also include 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). (Boone, 2004) claims that the three components create and form people's attitudes toward a concept or an object. The three dimensions are displayed in Figure 1 are independent but interrelated.



**Figure 1:** 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

#### 2.2.1.1 Cognitive Component

The cognitive aspect is attitudes 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 gained from different sources like personal experience and relevant feedback and info from various references. This



awareness and knowledge generally come in the form of belief. The user assumes that the attitude object has different characteristics and that specific actions contribute to particular results (Asiegbu, 2012). (Schiffman L. G., 2006) and (Assael, 2004) both 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 those customer beliefs about a specific item attribute to it. The cognitive aspect of customers’ attitude 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 characteristics. The cognitive element is the storage area where a person organizes the data.

### 2.2.1.2 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 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. 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.

### 2.2.1.3 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 the 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).

## 2.3 Conceptual Framework

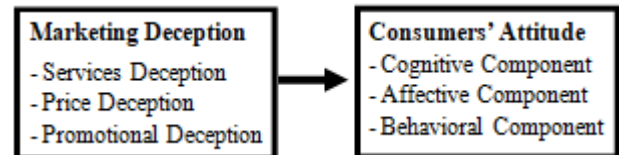


Figure 2: The Study Conceptual framework

## 3. Research Methodology

### 3.1 Introduction

This chapter develops an understanding of the research structure of the study, means of data processing, population, sample size, and analysis; SPSS software was used.

### 3.2 Population

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

### 3.3 Sampling Design

A quantitative research approach is designed in this study “biased on a numerical standardized form and analysis that leads the results” (Saunders, 2009). 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 data from the customers.

### 3.4 Data Collection

The research collects data in the following ways:

- 1) Secondary data: were collected from books, academic articles, reports, previous studies, and dissertations related to the subject of the study. It sets the pace for the study’s theoretical framework, hypotheses, and survey development.
- 2) Primary data: In this study, 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; Altamimi, 2019) and were adapted to match the context of this research

and was conducted in Turkey. The sample size is 200 customers from the population. The survey was used to collect responses from telecommunications company's customers. The survey was created with google form application in 3 languages (Turkish-English-Arabic). The survey composed of brief description and 22 questions. The questioner's participants responded to the two main parts of questions, the demographics data part and the part of the research hypotheses variables questions. The obtained data were evaluated by using version the Statistical Package for Social Sciences (SPSS).

Almost half of the respondents use the Turkcell company with 49% (N=98), and 40% of the respondents use Türk Telekom (N=79), while 11% of the respondents use Vodafone (N=23).

**4. Analysis**

**4.1 Demographic Discussion**

For this study, 200 respondents were contacted. The key feature of demographic discussion will be discussed below:

**4.1.1 Gender (Female-Male)**

**Table 1: Gender (Female – Male)**

Position	Frequency	Percent
Female	102	51%
Male	98	49%
Total	200	100%

In this study, the number of respondents was distributed almost 50 – 50 % as half of them are males and the other half were females.

**4.1.2 Age**

**Table 2: Age**

Position	Frequency	Percent
20-30	129	65%
31-40	56	28%
41-50	12	6%
More than 50 years	3	2%
Total	200	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.

**4.1.3 The Company**

**Table 3: The company**

Position	Frequency	Percent
Turkcell	98	49%
Türk Telekom	79	40%
Vodafone	23	11%
Total	200	100%

**4.1.4 The Duration of Dealing With Company**

**Table 4: Duration of dealing with the company**

Position	Frequency	Percent
0-5 years	167	84%
6-10 years	27	14%
10 or more	6	3%
Total	200	100%

As represented in table 4, the duration of dealing with the telecommunication company, 84% of the respondents (N=167) their duration of using the company is less than 5 years, Meanwhile 14% (N=27) of the respondents from 6 to 10 years and only 3% (N=6) of the respondents more than 10 years.

**4.2 Factor Analysis**

The Kaiser-Meyer - Olkin (KMO) Test is an indicator of the suitability of your data for factor analysis. The test measures the sampling adequacy for each parameter in the system and the model. The statistics measure the variance ratio between variables that might be typical and common (Cerny, 1977).

**Table 5: KMO Result Explanation Based on (Kaiser, 1974)**

Value	Status - Result
Between 0.00 to 0.49	Unacceptable
Between 0.50 to 0.59	Miserable
Between 0.60 to 0.69	Mediocre
Between 0.70 to 0.79	Middling
Between 0.80 to 0.89	Meritorious
Between 0.90 to 1.00	Marvelous

**4.2.1 Kaiser-Meyer-Olkin Measure (KMO)**

**Table 6: Factor Analysis (KMO) Test Result**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,934
Bartlett's Test of Sphericity	Approx. Chi-Square	3027,154
	df	231
	Sig.	,000

Based on Table 6, the KMO for the variables in this study is 0.934. and according to Table 5, the value of the sample is Marvelous.

**4.2.2 Rotated Component Matrix**

**Table 7: Rotated Component Matrix Test Result**

Rotated Component Matrix			
	Component		
	1	2	3
Q22 - Feeling deceptive leads me to stop dealing with this company.	,845		
Q21 - Feeling deceptive makes me impulsive to not recommend dealing with this company.	,835		
Q20 - Because of deception, I am looking for alternatives from telecommunications companies.	,826		
Q18 - I get negative feelings upon hearing the company's name, and I remember negative aspects of their provided services.	,798		

Q17 - Deception practices make me distrustful of the employees in the company.	,766	
Q16 - Deceptive practices gave me negative vibes toward the company.	,734	
Q19 - The exterior appearance of the company reminds me of their negative services.	,732	
Q15 - The company's credibility decreases due to deception practices with me or with someone I know.	,699	
Q14 - I have a negative feeling towards the released information by the company due to marketing deceptions' practices.	,565	
Q4 - It misrepresents services characteristics.		,753
Q7 - The company misleads customers by manipulating a free service subscription and then deducting it without the customers' knowledge.		,664
Q5 - It is not entirely truthful about its offerings.		,654
Q8 - The service is subscribed for a limited period; then, the subscription continues without the applicant's permission when it expires.		,653
Q12 - Companies' sales representative uses deceptive selling tactics and make undelivered promises.		,652
Q3 - This company takes advantage of less experienced consumers to make them purchase.		,651
Q2 - It uses misleading tactics to convince consumers to buy its services.		,614
Q13 - The Company uses deceptive marketing by disguise the truth and using ambiguous language.		,611
Q6 - The seller places high prices for some services to make the consumer imagine they have a high quality.		,547
Q11 - Companies advertise services using offensive messages and stereotypes on vulnerable groups.		,744
Q9 - Companies put price artificially high and then reduce it to make the buyer feel that he made a good deal.		,716
Q10 - Companies exaggerate product characteristics and/or provide deceptive information in advertisements.		,622
Q1 - This company exaggerates the benefits and characteristics of its offerings.		,613
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 6 iterations.		

(Hair, 2010) claimed that 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 0.040 as acceptable. In table 7, there are no variables with factor loading 0.30 or less. All of them are more than 0.547.

- According to that, Factor 1 comprises nine items and highly correlated with Q30 and Q31, and the factor loadings ranging from 0,565to 0.845. The items in Factor 1 from Q14 till Q22.
- Factor 2 comprises nine items and highly correlated with Q4 and the factor loadings ranging from 0.547to 0.753. Factor 2 includes Q2, Q3, Q4, Q5, Q6, Q7, Q8, and Q12.
- Factor 3 comprises four items and is highly correlated with Q11. The factor loadings range from 0.613 to 0.744. and the items in Factor 3 are Q11, Q9, Q10, and Q1.

### 4.3 Reliability

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 6) indicates a good or even strong reliability of measurement model.

**Table 6: Reliability Test**

Variables	Cronbach's Alpha	Items
Services Deception	0,815	5
Price Deception	0,755	4
Promotional Deception	0,798	4
Consumers' Attitude	0,946	9
Total	0,948	22

The result presented above in Table 6 shows the reliability test. Regards to the first variables, "Services Deception" was

explained with a reliability (Cronbach Alpha, "α") 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.

### 4.4 Regression

Regression is defined according to (Gikoulekas, 2019) as a predictive analysis tool that investigates the relationship between independent and dependent variables to fit 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 between 0 -1, for rejecting a hypothesis or not, and 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 7: The Regression Analysis for Hypotheses Testing Results**

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	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

### 4.5 Hypotheses Test Summary

**Table 8:** 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

## 5. Conclusion and Recommendation for Future Research

Marketing deception is a controversial matter. Some marketers and companies may disagree on whether a specific practice is deceptive. However, according to the literature findings, service providers have been involved in lifting exaggerations and misleading, which are known as deception. This research studied the effect of deceptive marketing practices in shaping consumers' attitudes in the telecommunication services area. And as a result, the following findings are achieved. It is clear that services deception, price deception, and promotional deception practices significantly affect consumers' attitudes in its three components (behavioral-cognitive-emotional).

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 to distinguish themselves from their competitors and have a bigger market share. This study recommends raising customers' awareness about deceptive practices and encouraging the customers to talk about them. The telecommunication companies should be more responsible about their provided services, fulfill their customer protection from deceptive practices, and educate them to protect themselves and know their rights. Based on the literature reviewed and the results, the following recommendations could be suggested for future researches: To implement the same study for other industries to prove the hypothesis on a bigger scale, to take other target groups for the same research to see the bigger picture indicating the opinion of the whole population, to Study marketing deception and its impact on other variables like customers purchasing decisions or customer loyalty.

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