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...
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 (Makanyzeza, 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](image)


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

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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) toward an item or a situation (Han, 2011; Ageywaah, 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](Image)

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; Alkhathib, 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).

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)

<table>
<thead>
<tr>
<th>Position</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>102</td>
<td>51%</td>
</tr>
<tr>
<td>Male</td>
<td>98</td>
<td>49%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30</td>
<td>129</td>
<td>65%</td>
</tr>
<tr>
<td>31-40</td>
<td>56</td>
<td>28%</td>
</tr>
<tr>
<td>41-50</td>
<td>12</td>
<td>6%</td>
</tr>
<tr>
<td>More than 50 years</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

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 divided at 2% only three participants of the total.

4.1.3 The Company

Table 3: The company

<table>
<thead>
<tr>
<th>Position</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkcell</td>
<td>98</td>
<td>49%</td>
</tr>
<tr>
<td>Turk Telekom</td>
<td>79</td>
<td>40%</td>
</tr>
<tr>
<td>Vodafone</td>
<td>23</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

4.1.4 The Duration of Dealing With Company

Table 4: Duration of dealing with the company

<table>
<thead>
<tr>
<th>Position</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 years</td>
<td>167</td>
<td>84%</td>
</tr>
<tr>
<td>6-10 years</td>
<td>27</td>
<td>14%</td>
</tr>
<tr>
<td>10 or more</td>
<td>6</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Value</th>
<th>Status - Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between 0.00 to 0.49</td>
<td>Unacceptable</td>
</tr>
<tr>
<td>Between 0.50 to 0.59</td>
<td>Miserable</td>
</tr>
<tr>
<td>Between 0.60 to 0.69</td>
<td>Mediocre</td>
</tr>
<tr>
<td>Between 0.70 to 0.79</td>
<td>middling</td>
</tr>
<tr>
<td>Between 0.80 to 0.89</td>
<td>Meritorious</td>
</tr>
<tr>
<td>Between 0.90 to 1.00</td>
<td>Marvelous</td>
</tr>
</tbody>
</table>

Based on Table 4, the KMO for the variables in this study is 0.934. and according to Table 5, the value of the sample is Marvelous.

4.2.1 Kaiser-Meyer-Olkin Measure (KMO)

Table 6: Factor Analysis (KMO) Test Result

<table>
<thead>
<tr>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</th>
<th>Bartlett's Test of Sphericity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approx. Chi-Square</td>
<td>3027.154</td>
</tr>
</tbody>
</table>

4.2.2 Rotated Component Matrix

Table 7: Rotated Component Matrix Test Result

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

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H1 Services Deception</td>
<td>1,474</td>
<td>.115</td>
<td>.672</td>
<td>12,783</td>
<td>.000</td>
</tr>
<tr>
<td>H2 Price Deception</td>
<td>1,492</td>
<td>.137</td>
<td>.612</td>
<td>10,891</td>
<td>.000</td>
</tr>
<tr>
<td>H3 Promotional Deception</td>
<td>1,479</td>
<td>.155</td>
<td>.562</td>
<td>9,565</td>
<td>.000</td>
</tr>
</tbody>
</table>

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

References


Table 8: Hypotheses Results Summary

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: Service deception by telecommunications companies has a significant effect on consumers’ attitudes.</td>
<td>Supported</td>
</tr>
<tr>
<td>H2: Price deception by telecommunications companies has a significant effect on consumers’ attitudes.</td>
<td>Supported</td>
</tr>
<tr>
<td>H3: Promotional deception by telecommunications companies has a significant effect on consumers’ attitudes.</td>
<td>Supported</td>
</tr>
</tbody>
</table>


