

Consumers Attitudes toward Marketing Deception in Advertisement: An Empirical Study in Irbid City- Jordan

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Abstract: This study has been set to explore marketing deception, (i.e. unethical marketing behavior), as it relates to advertisement element, from the consumer perspective. The study examines how far consumers realize and accept marketing deception. The study is based on a judgment sample of (899) respondents drawn from main shopping centers in the city of Irbid. The sample can also view as "Mall Intercept" sample. Respondents were taken from the age group of (18) year and above as these categories are considered mature enough.

Keywords: Marketing; Advertisement; Jordan

INTRODUCTION

Official authorities and consumer protection associations are playing very limited role at the local level in the field of marketing deception, compared with many countries in the developed world.

Problems of the study

The problem with the study is in the evaluation of the Jordanian consumer attitudes to realize marketing deception in advertisement element, and the abilities to recognize the unethical marketing behavior of which they may experience, in addition to the consumers attitudes toward the accuracy of goods information.

Objective of the study

- Explore marketing deception as it relates to advertisement element.
- Examines how far consumers realize and accept marketing deception.
- The impact of advertising on consumer purchase decision.

Hypothesis of the study

To achieve the goal of this study; they were asked the following hypotheses:

The first hypotheses

The consumers clearly realize marketing deception in advertisement element.

The second hypotheses

The consumers' acceptance of marketing deception as it relates to advertisement element.

The third hypotheses

There are no statistically significant differences in consumer awareness of the marketing deception in the advertisement element due to the demographic variables (sex, age, income, educational level).

Determinants of the study

- This study is going to discuss some of marketing deception behavior as it relates to advertisement element; because it is difficult to limit all behaviors.
- It is known that it could practice marketing deception intentionally or unintentionally, but the focus in this study was on the unintentionally marketing deception in advertising side.
- Respondents were taken from the age group of (18) year and above as these categories are considered mature enough.
- In order to examine the statistically significant differences in consumer awareness of the marketing deception in the advertisement element due to the demographic variables which amounted to 5% ($0.05 \geq \alpha$) it was selected Irbid city as the second- largest city in Jordan in order to be the study area.

Importance of the study

This study highlighted marketing deception, (i.e. unethical marketing behavior), as it relates to advertisement element, from the consumer perspective. Also to examine how far consumers realize and accept marketing deception. In addition to encourage consumers to report any unethical marketing behavior

to the consumer societies and any government organizations concerned about consumer affairs.

In other hand, it is important to insure strict adherence to protect specifications determined by government organizations, and to control that on an ongoing basis.

The main concepts

Marketing deceptive: unethical behavior between the buyer and consumer, which is intended to deceive the consumer when promoting a product. In addition, To establish that an advertisement is false, a plaintiff must prove five things: (1) a false statement of fact has been made about the advertiser's own or another person's goods, services, or commercial activity; (2) the statement either deceives or has the potential to deceive a substantial portion of its targeted audience; (3) the deception is also likely to affect the purchasing decisions of its audience; (4) the advertising involves goods or services in interstate commerce; and (5) the deception has either resulted in or is likely to result in injury to the plaintiff. The most heavily weighed factor is the advertisement's potential to injure a customer. The injury is usually attributed to money the consumer lost through a purchase that would not have been made had the advertisement not been misleading. False statements can be defined in two ways: those that are false on their face and those that are implicitly false (The Free Dictionary: <http://legal-dictionary.thefreedictionary.com/Deceptive+marketing>) .

Deceptive advertising

Which is known as false advertising, refers to a manufacturer's use of confusing, misleading, or blatantly untrue statements when promoting a product. In addition, Deceptive advertising is false advertising, and it is illegal according to the Federal Trade Commission. It is also unethical. Other kinds of unethical advertising are neither deceptive nor illegal; however, they offend moral principles of human conduct in terms of bad intent and effects. Deceptive advertising is adjudicated in the courts. Ultimately, ethical advertising is regulated by societal norms of acceptable advertising communications and the moral imperatives of advertisers (Chron: <http://smallbusiness.chron.com/ethics-deceptive-advertising-58233.html>).

Transparency

To give the parties the freedom of acceptance or rejection of any item of the deal. In addition, as used in science, engineering, business, the humanities and in other social contexts, implies openness, communication, and accountability. In addition, transparency is operating in such a way that it is easy for others to see what actions are performed. It has been defined simply as the perceived quality of intentionally shared information from a sender. Transparency is practiced in

companies, organizations, administrations, and communities. It guides an organization's decisions and policies on the disclosure of information to its employees and the public, or simply the intended recipient of the information (Wikipedia, the free encyclopedia:

[https://en.wikipedia.org/wiki/Transparency_\(behavior\)](https://en.wikipedia.org/wiki/Transparency_(behavior)))

For example, a cashier making change after a point of sale transaction by offering a record of the items purchased (e.g., a receipt) as well as counting out the customer's change on the counter demonstrates one type of transparency.

Previous studies

Awad has conducted a study in [1] in Jeddah / Saudi Arabia to show the deception marketing behavior by seller in order to persuade the consumer to buy the good in various ways, either through phone calls or home visits. The study concludes that the consumer may pay 50% from the actual price for the brand name. In addition that the consumers look first to the price then to the quality and brand name when they buying a good fundamental , as for luxury goods they look first for the brand name then to the price and quality .

Al-Nufuri study [2], in Syria/ Damascus this study aimed to clarify the concept and the planning methods of advertising campaigns and the affecting factors. And how far consumers realize and accept advertising campaigns. The study concludes that TV is the most important of advertisement means. In addition, the consumer considers the information provided by the announcement of the offer is incorrect and they don't trust it.

Al-Smadi [3], Alzurqa/Jordan , this study aims to recognize the consumer attitudes toward business ethics televised announcement, where the sample of the study believes that these advertisement don't fit into the culture of the community, so it should reconsider the commercials advertisement by specialist and the responsible agencies. In addition this study recommended the need to take into consideration the culture of Jordanian society when design the advertisement.

As for Alssalaos study [4], Jordan, it aims to recognize the Jordanian attitude toward the commercial advertisement in the Jordanian television station, and the medias role in influencing the Jordanian consumer behavior when it used an attraction element such as children or females. The study conclude that (%47) are watching commercials advertisement accidentally, and (%37.8) it believes that the commercial advertisement focus on the feminine element for persuasion. While the use of children in advertisements it leads to a large turnout because of the kid's urgency on their parents to buy this goods. Furthermore (%60.6) they believes that

advertisements have an important role to buy certain items.

ALBERT study [5], which aims to recognize the impact of (family, culture, social level and age) on consumer marketing behavior, and the impact of advertising on women and children. The study conclude that children at the age of seven, affected by advertisement and they learn skills, especially with regard to food and games. In addition, the advertisement affects women more than men.

Rossister [6] New York/ USA, which aims to examine how far consumers realize and accept marketing deception. The study found that most consumer believe that advertisement is an important source of information about the product and service. In addition, marketing deception came in the second place among seven problems related to society. While the increase in prices of goods and services were in the first place.

We can notes that previous studies have focused on marketing deception or unethical marketing behavior from the consumer perspective. While this study has been set to explore marketing deception, (i.e. unethical marketing behavior), as it relates to advertisement element, from the consumer perspective. The study examines how far consumers realize and accept marketing deception.

Theoretical framework

Concept of deontology

Ethics have many meaning such as [7], has defined deontology as "deontology is concerned with the idea of universal truths and principles, which should be adhered to regardless of the circumstance" in other word it is a moral issues about what is right or wrong.

While [8] defined demonology as the science that deals with the study of people's behaviors in terms of what is good or bad.

As for [12], Deontology is defined as an ethical theory that the morality of an action should be based on whether that action itself is right or wrong under a series of rules, rather than based on the consequences of the action.

Advertising marketing deception

Deceptive advertising is false advertising, refers to a manufacturer's use of confusing, misleading, or blatantly untrue statements when promoting a product [9]. Which include the following elements:

Validity of content

Which relating to the existence of evidence about the validity content about the intended message advertisement.

The real impression

Which is the impression of consumer about the intended message of advertisement?

False impression

The existence of untrue statements when promoting a product.

Exaggeration

Ignored the advertisement the consumer's ability to analyze.

In fact, there is difficulty in identifying how far the deception in the advertisement; because there are a lot of ways that are used to mislead and deceive the consumer, such as: false promises, misleading comparisons, the incomplete description of the product, optical illusion, the use of some celebrities [10].

Has pointed to some of the negative effects of advertisement [11]:

- The information which is offered by the advertisements is not enough.
- Exaggeration in advertisement.
- It leads to increase the consumer desires in purchase which is lead to instability of social life.

METHODOLOGY OF THE STUDY

Population of the study

The study was conducted in Irbid city, which is the third largest city in Jordan, with a population of (974800). Respondents were taken from the age group of (18) year and above as these categories are considered mature enough.

Analyzing of the statistical significant differences

This part of the study aims to analyze the differences between the sample of the study that can be attributed to the demographic variables (sex, age, income, educational level), so it will discuss the third hypothesis using (ANOVA) analysis of variance, depending on the level of statistical significance.

The third hypotheses: there are no statistically significant differences in consumer awareness of the marketing deception in the advertisement element due to the demographic variables (sex, age, income, educational level).

Table-1: The average, Standard deviation and Significant level of marketing deception in the advertisement element According to the sex

Sex	Average	Standard deviation	T value	significant level (α)
Male	3.51	0.07	0.11707	0.732
female	3.58	0.71	0.11707	0.732

The study concluded that there are no statistically significant differences in consumer awareness of the marketing deception in the advertisement element due to sex, as for the significance of deceiving advertising level was more than (0.05). Where the average of male was (3.51), in

contrast the female was (3.58). Which means that females are more aware of the deception than male? So that's why the females spend more time in shopping than male. While the significant level (α) of marketing deception was (0.732).

Table-2.: The average, Standard deviation and significant level of marketing deception in the advertisement element according to the age

Age	Average	Standard deviation	F value	significant level (α)
29-18	3.53	0.70	0.491	0.612
44-30	3.58	0.66	0.491	0.612
45 and more	3.53	0.74	0.491	0.612

The study concluded that there are no statistically significant differences in consumer awareness of the marketing deception in the advertisement element due to age, as for the significance level(α)l of deceiving advertising level was more than (0.05). where the average between the ages of (29-18) is (3.53), while the average between the ages

of (44-30) is (3.58), and standard deviation (0.70) which means that the age group (29-18) is less aware of marketing deception, while the age group (44-30) is more aware of marketing deception than other groups. The significant level (α) of marketing deception was (0.612) (α).

Table-3: The average, Standard deviation and significant level of marketing deception in the advertisement element according to the income

Income	Average	Standard deviation	F value	significant level (α)
200 and less	3.53	0.69	0.0162	0.984
500-201	3.54	0.71	0.0162	0.984
501 and more	3.56	0.67	0.0162	0.984

The study concluded that there are no statistically significant differences in consumer awareness of the marketing deception in the advertisement element due to income level, as for the significance level (α) l of deceiving advertising level was more than (0.05). Where the average of (200 and

less) is (3.53) and standard deviation (0.69). While the average of (500-201) is (3.54), and standard deviation (0.71). The average of (501 and more) is (3.56), and standard deviation (0.67). While the significant level (α) of marketing deception was (0.984) (α).

Table-4: The average, Standard deviation and significant level of marketing deception in the advertisement element according to the educational level

Educational level	Average	Standard deviation	F value	significant level (α)
Secondary and less	3.54	0.72	0.832	0.439
Diploma/Bachelor	3.56	0.68	0.832	0.439
postgraduate	3.52	0.73	0.832	0.439

The study concluded that there are no statistically significant differences in consumer awareness of the marketing deception in the advertisement element due to educational level, as for the significance of deceiving advertising level was more than (0.05). Where the average of the group (Secondary

and less) is (3.54) and standard deviation (0.72). While the average of group (Diploma/Bachelor) is (3.56) and standard deviation (0.68). As for (postgraduate) the average is (3.52) and standard deviation (0.73). Which means that the group (Diploma/Bachelor) is more aware of marketing deception than other groups? While the

significant level (α) of marketing deception was (0.439) (α).

CONCLUSIONS AND RECOMMENDATIONS

The most important finding of the study includes the followings:

- Consumers are not likely to accept unethical marketing behavior exhibited by sellers, with the exception of minor cases when the product is high quality.
- Consumers are not likely to accept unethical deception in advertisement element.
- There are no statistically significant differences in consumer awareness of the marketing deception in the advertisement element due to the demographic variables (sex, age, income, educational level). In the light of the current research findings, the study made the following recommendations:
 - Encourage consumers to report any unethical marketing behavior to the consumer societies and any government organizations concerned about consumer affairs.
 - It is important to insure strict adherence to protect specifications determined by government organizations, and to control that on an ongoing basis.
 - It is important to make consumers aware of marketing deception, and increase their abilities to recognize the unethical marketing behavior of which they mat experience, and improve awareness of marketing practitioners about consequences of deceiving consumers.

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