

Evaluating the Impact of Deceptive Marketing and Advertising on Customer Loyalty

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Abstract

Promotion of products in the digital sphere through electronic applications or social media platforms such as YouTube and Facebook, using misleading marketing and advertising strategies and methods; misleading consumers through multiple channels; and sensitizing customers to the nature of marketing and misleading advertising in Iraq's e-marketing sector. This research aims to do two things, except to identify misleading marketing practices in the area of (product/service, price, promotion/marketing), and to determine how these trick marketing practices affect customers loyalty applications that were part of the sample study. Finally, the Toters App has been set. The study sample consisted of 409 individuals contacted through the users of the site; data was collected using the questionnaire. The study has resulted in evidence that a statistically significant moral significance between deception in the product and the level of customer loyalty, a statistically significant moral significance between price deception and customer loyalty, a statistically significant moral significance between marketing deception and customer loyalty. The study reached recommendations, including efforts to raise consumer awareness of the concept of deceptive marketing, to provide examples of deceptive practices, and to enhance customer confidence in the honesty of offers and the truth of offers. There must be a clear and frank explanation of the increase in prices within exhibitions without changing the capacity and size of the product or quality, and working to renew the customer's confidence of the same promoter and in which he had previous negative experiences.

Keywords: *Deceptive marketing in (product / service, price, promotion / marketing).*

Introduction

The historical development of the field of marketing reflects a series of changes and developments that shaped the nature and current trends of this field. In times when demands outweighed supply, the primary focus of organizations was to increase the volume of production, as marketing was seen as a means of disposing of the products produced. This approach, known as the production-marketing orientation, has led to the prioritization of productivity at the expense of meeting market needs.

But with the increase in production volume and the advancement of technology, things began to change, and trends shifted towards supply, which began to exceed demand. In this context, marketing began to gain greater importance, evolving from mere sales efforts to an independent and central function in business operations. Marketing began to focus on understanding the tastes and needs of consumers and meeting them in effective and innovative ways, which was called the market orientation of marketing.

It is noted that with the increasing intensity of competition and the development of consumer needs and desires, some organizations have begun to resort to using deceptive methods and techniques to attract customers. This shift is due to a lack of vision in the organization and its focus on making quick profits without considering the future consequences of those behaviours.

The patterns of competition that organizations face vary between price and non-price competition, or a combination of both. This competition is a major reason for changes in the business environment, both locally and globally. This competition has expanded customers' vision and increased their awareness of the options available to them from different products offered by a variety of organizations.

The organization's brand name has emerged as an important asset, but its value as a resource is not limited to monetary considerations alone; It also includes marketing commitments. Consumer behaviour, organization perception, and many other aspects are influenced by it. Therefore, implementing misleading

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strategies in marketing processes, which include aspects such as pricing, promotion, distribution and product/service quality, can lead to the opposite of the positive reputation associated with the company's brand. As a result, the organization may face a gradual erosion in customer loyalty, leading to a deterioration in its competitive position domestically and internationally.

Research Methodology

The Research Problem

The theory of information manipulation and its components is important for identifying the relationship between the independent and dependent variables through how deceptive information is conveyed to the public and influences its loyalty. To achieve certain marketing goals. The problem of the study is represented in the main question: "What is the effect of using deceptive marketing and advertising via electronic applications on customer loyalty?"

Several sub-questions emerge from the main question, as follows:

- What is the concept of deceptive marketing and advertising and customer loyalty? And What its forms?
- What is the deceptive forms of marketing in the field of (product/service, price, promotion/marketing).
- What is correlation relationship between deceptive marketing dimensions and customer loyalty.

The Importance of Research

The importance of this study lies in the following:

Theoretical importance: Through the use of deceptive marketing and advertising strategies and methods to promote products in the digital field via electronic applications or social media platforms such as Facebook and YouTube to provide false information to consumers through various channels, and to help the customer understand the nature of deceptive; marketing and advertising practices in the field of electronic marketing, in Iraq.

Practical importance: By raising the level of public confidence and loyalty in the products advertised on electronic applications or social networking sites, through the credibility, accuracy and adequacy of the information provided to the public in order to achieve complete confidence in the promoted products, as measuring customers' perceptions of deceptive marketing and advertising, considering customers They are the target party of the marketing and advertising campaigns carried out by the marketing department.

Research Objectives

The study seeks to achieve a set of objectives:

- To Identify deceptive forms of marketing in the field of (product/service, price, promotion/marketing).
- To Measuring the correlation relationship between deceptive marketing dimensions and customer loyalty.

Deceptive Marketing and Advertising

Introduction

Marketing strategies aim to generate significant sales and thus revenue, and advertising is the most common tool used by marketers to raise awareness of the features of a product or service and persuade consumers to buy it. Efforts to attract buyers often include many claims that are difficult to prove. Therefore, this study addressed the theoretical framework of deceptive marketing as follows:

The Concept and Definition of Deceptive Advertising

The modern business environment is characterized by dynamism and fierce competition between institutions in order to maximize profits. Some organizations may suffer from marketing myopia, so they prefer making profits in the short term rather than sustainability and growth, which is largely built on trust. This trust is based on the legal and ethical considerations that govern the relationship between the company and its customers. If the company violates its legal obligations, this may lead to it being held liable. However, they may be held accountable if they violate their ethical obligations. Losing the trust of their customers who are the source of their profit, and thus they may disappear from the market in the end. Marketing deception is one of the practices that destroys trust between a company and its customers (Bornani, 2021).

Reasons for Deceptive Marketing

There are many reasons for deceptive marketing to occur, including (Taboub, 2018):

In addition to the slowness of legal procedures, there is a deficiency in the laws and legislation regulating the activity of economic organizations, whether in terms of deceptive marketing and its criminalization, or in terms of the penalties imposed on those proven to use these products. Organizations to commit misleading practices in this area.

The consumer lacks awareness of deceptive marketing practices and is unable to detect them, learn from them, and benefit from situations in which he was deceived in some way.

Sometimes executive levels are not interested in understanding professional ethics in marketing (Sobhi and El-Sharqawi, 2019).

Methods Used in Deceptive Marketing

Marketers use different methods to deceive consumers, which can be explained in the following ways (Bornani, 2021)

Discretion

Important information is either intentionally hidden, neglected, or both. Fraudulent concealment may lead to a claim for compensation and termination of the contractual agreement or transaction. One prevalent form of deception is concealment, where the perpetrator deliberately excludes data that is important or relevant to the situation at hand. Conversely, engage in any behaviour that withholds relevant information within that specific setting. Instead of telling the victim of deception a direct lie, the deceiver prevents the second party from obtaining the important information necessary for that party to ascertain the full truth (Ghazi, 2018).

Omission

A covert marketing strategy that involves the complete obfuscation of information regarding one or more shortcomings, or multiple shortcomings, of the marketed product. This occurs when important components of promotional communications are omitted. Complete or permanent deletion may occur, as in the case of “free” offers. The potential consequences of not disclosing the concerns contained in the offer can be borne by the client. (Al-Aas, 2015).

Counterfeiting

Strategies that prevent the formation of an accurate representation of the subject of the deception; There are three types of deception strategies: (Boush et al, 2015)

- Masking: Hiding the fact by making it invisible, for example, writing the net weight of the product contents in a smaller, faded font making it difficult for consumers to see and recognize it.
- Packaging (repackaging): Hiding the truth with camouflage and camouflage, for example companies printing new expiry dates on packaging of expired products.
- Dazzling: concealing reality through visual manipulation of light. For example, some fruit and vegetable sellers illuminate products with certain lights to make them appear ripe and fresh, such as shining an orange light in the direction of oranges.

Simulation

Strategies that reinforce misrepresentations about the person being deceived. There are three types of simulation strategies: (Boush et al, 2015).

- Plagiarism: showing falsehood through imitation, by imitating the shape, color, or name of the product.
- Fabrication: showing a lie by presenting information that is contrary to the truth. For example, a cosmetics promotion company may show a girl after using a facial whitening product, but the filming took place in a specific environment, place, and effect. The facts emerge at this point.
- Seduction: Demonstrating falsehood by diverting attention from the truth. This may be through sound, visual, or sensory effects that direct the consumer’s perception away from the truth. (Metwally and Shehata, 2019).

Unreasonable Lying:

When a marketer provides completely false information, it is false. The purpose of lying in marketing is usually to trick consumers into making decisions based on incorrect information. This is fraud at best, an unconscionable lie, or a deliberate attempt to create false beliefs about a product or service (Tony Docan Morgan, Op.cit, 2019).

Customer loyalty*Introduction*

Customers are the most important pillar on which all service and production organizations depend, and they are the source of organizational profits. The goal of any organization that aspires to growth and sustainability is to gain the loyalty of current customers and acquire loyal potential customers. Therefore, this study seeks to address theoretical issues related to customer loyalty.

The Concept and Definition of Customer Loyalty

Organizations seek to gain customer loyalty through the benefits they receive from people who are loyal to them and their products. These benefits are evident when the organization achieves peace of mind due to the advance guarantee of a certain percentage of sales. These sales do not require marketing efforts because loyal customers do not need to be targeted with marketing campaigns (Ghahfarokh, 2009).

Given the importance of customer loyalty, many organizations have begun to develop programs to develop customer loyalty to ensure their survival (Al- Rubaiee & Al- Nazer, 2010). Customer loyalty and retention are considered one of the biggest challenges faced by executives around the world (Gaurav, 2008). He also defined (Boateng, 2019) as the positive attitude that customers show towards a particular product or service, and customer loyalty was defined as A person's desire to interact with a specific company and buy from it on an ongoing basis (Al-Dulaimi, 2023) (Rizan, 2014) defined customer loyalty as a deep desire to maintain repeat purchases.

The Importance of Customer Loyalty

It can be said that loyalty is generated by both customers and organizations, while on the organizational side, it is manifested in the ability to understand customers' needs and desires, as well as the organization's expectations and desires in the minds of customers, which would enhance the mutual relationship between the organization and its customers. With regard to customers, this is evident in their ability to identify and differentiate the products or services provided to them by these organizations and try to build strong relationships with other organizations because they enjoy some advantages, such as quality, price, or good treatment (Yassin, 2010). The importance of customer loyalty is as follows (Vedpathak, 2013).

Reducing Operating and Marketing Costs

This is because the cost of retaining existing customers is less than the cost of acquiring new customers, and the cost of marketing new customers is 4-6 times the cost of existing customers.

Achieving Uniqueness or Distinction for the Brand

Customer loyalty represents a constant source of revenue as they are less price sensitive and purchase the organization's products more frequently and in larger quantities, which helps improve the organization's differentiation and increase its profits to a greater extent.

Protection from Competitors

Reducing orientation towards new brands or products due to customer loyalty to existing brands or products to protect the organization and its products from competitors in the market.

Oral or free (verbal) advertising of the organization and its products or services:

Loyal customers tend to spread the word about the organization and its products or services to others, a form of marketing that generates free publicity, and this behaviour is evidence of customer satisfaction.

Determinants of Customer Loyalty

The determinants of customer loyalty are as follows (Latifa Ayoubi, 2016):

The Satisfaction

The purchasing decision goes through many complex procedures as a result of the many different factors that affect individuals, which makes the process of determining these procedures a difficult task. These procedures are known as the steps a buyer goes through when evaluating any product. There is an academic consensus that satisfaction is the precursor to loyalty. Satisfaction is the main focus for strengthening a lasting and strong relationship between the customer and the company. To achieve this, you must build a long-term relationship with the customer. Therefore, consumer loyalty cannot be achieved without customer satisfaction. Accordingly, the customer will compare the value of the product with the price, and the determinants of satisfaction can be collected into three determinants: (expectations, satisfaction or lack thereof, conformity and non-conformity) (Al-Munawi, 2004)

Trust: (Bin Khaira, Muhammad Ali, 2023)

Some researchers consider trust as a mediating variable for the relationship between satisfaction and loyalty. Others believe that it contributes to creating loyalty. Marfon and Hund considered it to be a precursor to commitment and will ultimately lead to loyalty. Therefore, trust plays an important role in creating customer loyalty. They defined it as the desire to rely on a partner. Here the researchers indicated that it leads to the sustainability and consolidation of the relationship between the customer and the facility and encourages these two parties to improve credibility during the process of exchanging or consuming the product, that is, to avoid credibility during the process of exchanging or consuming the product or service, that is, improving credibility. Trust consists of two elements:

First: Reliability of the relationship: It is characterized by a nature related to efficiency and depends on the customer's beliefs that loyalty the brand's promises

Second: Brand intentions: It depends on the customer's belief that the brand cares about his interests when unexpected problems arise when he consumes the product (Sultan, 2017).

Shared Commitment

Commitment is one of the factors that affects the quality of the relationship between an organization or service and its customers, and is therefore a measure of building customer loyalty. The commitment must be mutual between the two parties to the relationship, as it takes the form of a commitment to continue the relationship between the two parties. It is the client's psychological readiness to exclude any other possibility he chooses. The alternatives are within a range of considerations and are consistent with the organization's commitment to fulfilling its obligation to provide high quality service to its customers. Commitment is also an important rule that distinguishes brand or service loyalty from other forms of repeat purchasing. Loyalty is defined by the form of commitment because it involves the customer's desire to maintain the relationship despite changes in purchasing circumstances, for example. Shortage of inventory because commitment distinguishes loyal customers from other customers (Belhabib, 2023).

The Practical Side

The Study Population and Sample

The study population consists of individuals who shop from the "Totters application", and we were able to reach a sample of (432) based on demographic variables, representing the study sample. 409 questionnaires were retrieved, Thus, the number of questionnaires suitable for analysis was (409), i.e. (94.4%) of the recovered ones.

Data Collection Tools

The researcher relied on the electronic questionnaire (Web questionnaire) as a tool for collecting data, and it was divided into several axes to meet the research demands of answering the study's questions and hypotheses after they were scientifically peer-reviewed. The questionnaires were filled out in the months of January and February 2024.

Testing Validity and Reliability

Content Validity

To measure the validity of the content, the researcher presented the questionnaire list in its initial form to a group of arbitrators, represented by a group of specialized professors in Iraqi universities, in order to find out the deficiencies found in the list. These arbitrators expressed some criticism in terms of formal, linguistic, and substantive aspects, and some phrases were deleted and others were reformulated. To have a clearer meaning.

Scale Stability Test

The reliability of the scale used was tested by using Cronbach's alpha coefficient, where the alpha correlation coefficient was applied to each group of variables. As well as on the overall scale of the research variables. The value of the reliability coefficient ranges between (0) and (1), and the closer it is to one, the more this indicates high stability of the scale, and the closer it is to zero, this indicates low stability. There is almost agreement among researchers that the alpha coefficient for assessing confidence and reliability ranges between 50, 60% is considered sufficient and acceptable, and the alpha coefficient that reaches 80% is considered to have an excellent level of confidence and stability.

Validity Test of the Scale

The validity of the scale was tested by calculating the validity coefficient for each survey list, using the following equation:

$$\text{Honesty coefficient} = \sqrt{\text{reliability coefficient}}$$

Below are the results of the alpha coefficient of reliability, as well as the results of the validity coefficient related to the research sample's responses to one of the research variables:

Table (1): Reliability coefficients related to the dimensions of marketing deception using Cronbach's alpha method

N	Variables	questions	ferries	Alpha coefficient value for stability	Honesty coefficient
1	Deception in the product	3-1	3	0.774	0.879
2	Price deception	9-4	6	0.840	0.916
3	Marketing deception	14-10	5	0.734	0.856
Total	Marketing deception	9-1	9	0.807	0.898

It is clear from the previous table that the values of the alpha coefficients of reliability for the dimensions of marketing deception ranged between (0.734) as a minimum and (0.856) as a maximum, while the value of the total coefficient for the scale as a whole was (0.807), which indicates confidence and consistency in these responses. The values of the self-honesty coefficients for the dimensions of marketing deception ranged between (0.856) and (0.916), while the value of the total honesty coefficient for the scale as a whole was (0.898), which expresses the truthfulness of the statements and the scale's ability to measure what it was designed to measure.

*Descriptive Analysis**Demographic Characteristics*

The following table shows a description of the study sample according to demographic data (gender, place of residence) as follows:

Table (2): Description of the study sample according to demographic data

Demographic characteristics	repetition	Ratio %
Sex	Female	196 % 47.9
	Male	213 % 52.1
Place of residence	City	218 %53.3
	Countryside	191 %46.7

It is clear from the previous table that the percentage of males in the sample was (52.1%) while the percentage of females was (47.9%), and that more than half of the sample resides in the city at a rate of (53.3%).

Weighted means and standard deviations for the research variables

Arithmetic means and standard deviations were calculated for the responses of customers from the users of the “Totters application” in question to the phrases that make up the research variables, as follows:

Calculating weighted means and standard deviations of customer responses from “Totters App” users to marketing deception statements.

The first dimension: deception in the product

Table (3): Weighted means and standard deviations of customer responses from “Totters App” pioneers to the statements that make up the product deception variable

N	Paragraph	Weighted mean	standard deviation	Relative importance (%)	Rank
1	The list says that the products are 100% natural, but they may contain harmful ingredients.	4.388	0.573	%87.6	1
2	Lack of information provided and exaggeration in presenting the features, specifications, and services they provide.	4.357	0.648	%87.1	2
3	Lower quality raw materials than advertised are used .	4.340	0.648	%86.8	3
	Deception in the product	4,365	0.4777	%87.3	-

The previous table shows the extent to which customers who pioneered the “Totters” application are aware of the marketing deception practiced by marketers. This dimension recorded a general arithmetic mean of (4.36), an overall standard deviation of (0.477) and a relative importance of (87.3%). As for the level of statements, it was The phrase (it is written in the menu that the products are 100% natural, but they may contain harmful ingredients) ranked first with an arithmetic mean of (4.38), a standard deviation of (0.573), and a relative importance of (87.6%), which shows that most customers are aware For the deception practiced by service providers during the preparation of products, while the phrase (lack of information

provided and exaggeration in presenting the features, specifications, and services they provide) ranked last, as it recorded an arithmetic mean of (4.34), a standard deviation of (0.648), and a relative importance of (86.8%).

The Second Dimension: Deception in Price

Table (4): Weighted means and standard deviations of customers' responses from "Totters App" users to the statements that make up the price deception variable

N	Paragraph	Weighted mean	standard deviation	Relative importance (%)	Rank
4	The price of the product is increased from what is advertised without the customer knowing the basis for this increase.	4.38	0.574	87.6%	1
5	Items are displayed at a high price to give the customer the impression of a high level of product quality.	4.35	0.636	87%	2
8	The advertised price is not proportional to the quantity of the advertised items and services provided, and the customer may bear differences in price that he is not aware of (cases of minimum orders).	4.33	0.666	86.6%	3
7	The price is raised above the normal level and then discounts are offered to give the customer the illusion of achieving a saving on the price of the product.	4.32	0.709	86.4%	4
9	The advertised price may not be the final price of the product. Taxes and service fees are added and are not noted	4.30	0.690	86%	5
6	The quality is reduced in volume and sold at the same price without the knowledge of the customers.	4.20	0.742	84%	6
	Price deception	4.32	0.401	87.3%	86.2%

The previous table shows the price deception to which customers are exposed, as this dimension recorded a general arithmetic mean of (4.31), an overall standard deviation of (0.401) and a relative importance of (86.2). At the level of statements, the statement (the price of the product is higher than it is (Advertised without the customer's knowledge is the basis for this increase) ranked first with an arithmetic mean of (4.38), a standard deviation of (0.574), and a relative importance of (87.6%), which shows that most customers do not find a justification or explanation for the increase that occurs in prices. While the phrase (the quality is reduced in size and sold at the same price without the customers' knowledge) ranked last, recording an arithmetic mean of (4.20), a standard deviation of (0.648), and a relative importance of (84%), which indicates some customers' focus on The price of the product only, without linking this price to the quality of the product, especially if it has the same shape and packaging.

The Third Dimension: Deception in Promotion / Marketing

Table (5): Weighted means and standard deviations of customer responses from "Totters App" pioneers to the phrases that make up the deception variable in marketing

N	Paragraph	Weighted mean	standard deviation	Relative importance (%)	Rank
13	The promotional period is not clearly announced, as fake competitions are created to increase	4.43	0.755	88.6%	1

	demand only without the customer benefiting from them.				
11	Names and brands similar to well-known original names and brands are used.	4.34	0.630	86.8%	2
12	The information provided in advertising messages and promotions is characterized by inaccuracy and concealment of product defects to induce the customer to purchase.	4.327	0.686	86.5%	3
14	When I go to the store during the promotional period, they are always out of stock.	4.30	0.740	86%	4
10	Visual illusions are used to shape the advertised product It causes pressure on the customer to buy products he does not need .	4.26	0.792	84%	5
	Marketing deception	4.30	0.498	86%	-

The previous table shows the extent to which customers are aware of the lies and deception practiced by some marketers while promoting their customers. This dimension recorded a general arithmetic mean of (4.30), an overall standard deviation of (0.498) and a relative importance of (86%). As for the level of statements, the statement occupied (The period of promotional offers is not clearly announced, as fake competitions are created to increase demand only without the customer benefiting from it) The first ranking has an arithmetic mean of (4.43), a standard deviation of (0.724), and a relative importance of (88.6%), which reflects Customers do not trust the offers presented by service providers (promoters), as most of them see them as fake offers intended to increase demand only, while the phrase (optical deception is used for the shapes of the advertised product, causing pressure on the customer to buy products he does not need) ranked last. It recorded an arithmetic mean of (4.26), a standard deviation of (0.792), and a relative importance of (84%), which indicates that some customers were exposed to psychological and visual deception and responded to that despite not needing these products.

The Fourth Dimension: Customer Loyalty

Table (6): Weighted averages and standard deviations of customer responses from Twitter users on the statements that make up the customer loyalty variable

N	Paragraph	Weighted average	Standard deviation	Materiality (%)	Rank
16	I advise everyone I know to deal with these stores.	4.377	0.615	87.5%	1
15	These stores make me feel good because they are within my expectations.	4.327	0.678	86.5%	2
17	I feel harassed for choosing stores other than my favorite one.	4.29	0.745	85.8%	3
	Customer loyalty	4.33	0.434	86.6%	-

The previous table shows the extent to which the customer feels loyal to the product and promoter, as this dimension recorded a general arithmetic mean of (4.33), a general standard deviation of (0.434) and a relative importance of (86.6%) At the level of phrases, the phrase (I advise everyone I know to deal with

these stores) ranked first with an arithmetic mean of (4.37), a standard deviation of (0.615), and a relative importance of (87.5), which shows the reactions of customers in the event that they are satisfied with the experience and want to encourage All their knowledge of dealing with these stores, while the phrase (I feel harassed for choosing stores other than my favorite store) ranked last, with an arithmetic mean of (4.33), a standard deviation of (0.434), and relative importance of (86.6%), which reflects that although some customers feel dissatisfied with their experiences with these stores, this feeling does not cause them distress.

Test the Correlation Relationship between The Marketing Deception And Customer Loyalty

These sections aim to test the correlation relationship between the marketing deception and customer loyalty, table (7) show the result of analysis the relationship between the two variable as follow:

Table (7): Correlation matrix between search variables

Variables	Product deception	Deception in price	Deception in marketing	Customer loyalty
Product deception	1			
Deception in price	*0.286	1		
Deception in marketing	0.077	*0.295	1	
Customer loyalty	**0.710	**0.646	*0.605	1

- 7.1. The marketing deception showed (1) significant correlations with the customer loyalty out of a total of (1) relationship, constituting (%100). And the relationships were strong and at a significant level (0.01), and this simultaneously offer solid evidence to accept the first hypothesis (There is a statistically significant correlation relationship between marketing deception and the level of customer loyalty). The finding that marketing deception correlated significantly customer loyalty aligns with previous studies (e.g., Gshayyish, 2023) (Bonso, 2020) (Achilleas Barlas, et al, 2023) that have highlighted that the of marketing deception correlated adversely to customer loyalty.
- 7.2. The deception in the product, as one of the dimensions of marketing deception, showed (1) significant correlations with the customer loyalty out of a total of (1) relationships, constituting (%100). all of the relationships were strong and at a significant level (0.01), and this simultaneously offer solid evidence to accept the first sub-hypothesis (There is a statistically significant correlation relationship between deception in the product and the level of customer loyalty). The finding that deception in the product significantly influence customer loyalty aligns with previous studies (e.g., Song, et al, 2019) that have highlighted the correlated adversely between deception in the product and customer loyalty.
- 7.3. The deception in the price, as one of the dimensions of marketing deception, showed (1) significant correlations with the customer loyalty out of a total of (1) relationships, constituting (%100). all of the relationships were strong and at a significant level (0.01), and this simultaneously offer solid evidence to accept the first sub-hypothesis (There is a statistically significant correlation relationship between price deception and customer loyalty). The finding that deception in the price significantly influence customer loyalty aligns with previous studies (e.g., Sadiq Ali Mohsen,2023) (Joan Lindsey-Mullikin et al, 2011) that have highlighted the correlated adversely between deception in the price and customer loyalty.
- 7.4. The deception in the Promotion, as one of the dimensions of marketing deception, showed (1) significant correlations with the customer loyalty out of a total of (1) relationships, constituting (%100). all of the relationships were strong and at a significant level (0.01), and this simultaneously offer solid evidence to accept the first sub-hypothesis (There is a statistically significant correlation relationship between Promotion deception and customer loyalty). The finding that deception in the Promotion significantly influence customer loyalty aligns with previous studies (e.g., Nashid, 2017) that have highlighted the correlated adversely between deception in the Promotion and customer loyalty.

Results and Recommendations

Results

- There is a statistically significant difference between deception in the product and the level of customer loyalty.
- There is a statistically significant difference between price deception and the level of customer loyalty.
- There is a statistically significant difference between deception in marketing and the level of customer loyalty.
- Deceptive marketing is often intentional, meaning there is an intention to mislead or deceive, and its purpose is to induce consumers to form an incorrect view of the nature of the thing being marketed, which may lead to purchasing behavior built on incomplete foundations. Or misleading information that would harm the interests of the consumer.
- Achieving customer satisfaction and loyalty is considered an element of the organization's advantage over other organizations working in the same field.
- It turned out that writing on the list that the products are 100% natural but may contain harmful ingredients is the one that received the highest frequency of deception in the product.
- Increasing the price of the product beyond what is advertised without the customer's knowledge is the basis for this increase. This is the most common cause of price deception.
- Not announcing the promotional period clearly as a way to create fake competitions to increase demand only without the customer benefiting from it is the most common method used by the sample in terms of marketing deception.
- Most of the research sample gives advice to everyone they know about dealing with promoted stores, and this comes from customer loyalty.

Recommendations

- Activating the role of regulatory authorities to protect consumers by establishing a strict set of procedures and controls to limit deceptive marketing practices.
- Developing legislation related to deceptive marketing in general and misleading advertising in particular, as the method of deception, its methods and means are constantly evolving.
- Make efforts to educate consumers about the concept of deceptive marketing and provide examples of deceptive practices.
- Enhancing customer confidence in terms of the honesty between the offers presented and the reality of the offers.
- A clear and frank explanation must be found for the increase in prices occurring within exhibitions without changing the capacity, size of the product or quality.
- Work to renew the customer's trust in the same promoter who had previous negative experiences with it.

- Work to avoid harm caused to customers after dealing with promoters in order to gain their trust again.
- The necessity of gaining customers' trust by providing an appropriate atmosphere to gain their satisfaction after previous experiences.

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