

MARKETING DECEPTION AND ITS IMPACT ON CUSTOMER SATISFACTION

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ABSTRACT

The current research aims to study the impact of marketing deception on customer satisfaction practised by online shopping companies, as many of these companies deceive customers in terms of the quality of the product provided or the service or price that does not reflect the actual value of the product or utilizing promotional means that show the opposite of what is utility. Thus, it influenced the customer's ultimate satisfaction and the statistical program Spss v.26 and Amos v.26 were used to analyze data. The results showed a robust reverse correlation between the variable of marketing deception in its dimensions and customer satisfaction. The practical results showed a significant impact of marketing deception on customer satisfaction, concluding that the former has a significant impact on the latter, as marketing deception contributes to a negative impact on customer satisfaction, which requires regulators to monitor unethical behaviour.

Keywords: deception, marketing deception, customer satisfaction.

1. INTRODUCTION:

This study involves the introduction of marketing deception, which has become the focus of many researcher attention because of its immoral impact on customers by shading the customers in many areas of the marketing mix, and this has significantly affected the level of satisfaction of the end consumer of both product or Service, This study investigated the direct impact of marketing deception in a range of marketing mix variables (product, price, promotion) and the significant impact of these variables on the ultimate customer satisfaction and thus on the customer loyalty and repetition of purchasing from the same position resulting in increased sales and profits, the organization market share and the development of its competitive position in the business environment.

1. 1. problem of the study: Organizations are using many immoral practices of marketing deception through which they aim to obtain profits and increase sales and market share at the easiest and quickest end, at the customer's expense, as organizations shade the facts to conduct a process and complete the purchase process The problem of the study arises from explaining the role of marketing deception and its impact on the customer's and Their satisfaction with the product or service provided. This leads us to the term marketing deception, which we can consider as a shading process designed to distort the facts about the product and show it unrealistically, whether in terms of form or advantages or through other product qualities. Therefore, the study states: marketing deception and its impact on customer satisfaction. The following questions can also be asked:

1. The extent to which organization clients understand the concept of marketing deception.
2. What is the impact of marketing deception on customer satisfaction?

3. Is there a correlation between marketing deception and customer satisfaction with products provided by companies via the Internet?

1. 2. Importance of the study is reflected in the following:

1. Demonstrate the importance of the study variables of marketing deception and its impact on customer satisfaction.

2. Publicize marketing deception and its impact on the customer in terms of transaction behaviours between online marketing companies.

1. 3. Objectives of the study: The study seeks to achieve the following objectives:

1. Description of the study variables of marketing deception by online marketing and customer satisfaction.

2. Diagnose the basic dimensions of marketing deception variables in their impact on customer satisfaction.

3. Test the impact and correlation between search variables of marketing deception and customer satisfaction on online shopping sites.

4.1 The study's tentative plan:

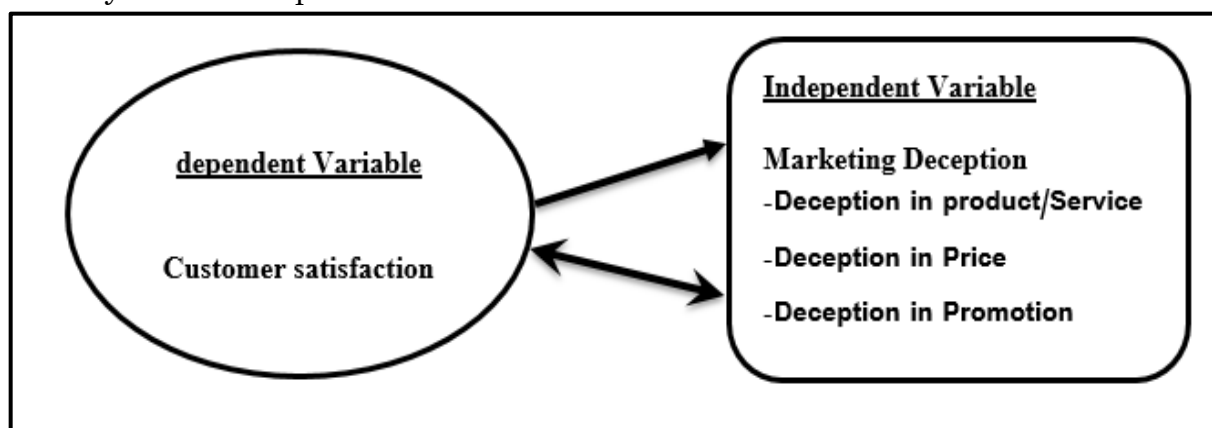


Figure (1) the study's tentative plan

1.5. Hypotheses of the study: Depending on the course of the default scheme and testing its variables, the following hypotheses have been formulated:

First hypothesis: "There is a statistically significant correlation between marketing deception with its variables and customer satisfaction".

The second hypothesis: "There is a significant impact of marketing deception on customer satisfaction". The following hypotheses are divided:

1. A statistically significant impact relationship exists between product/service deception and customer satisfaction.
2. There is a statistically significant impact relationship between price deception and customer satisfaction.
3. There is a statistically significant impact relationship between promotion deception and customer satisfaction.

6.1. Statistical analysis: To analyze the data, the researcher used a set of statistical methods found in the statistical program SPSS v 26 to analyze the data for the accuracy of its results, which can help to reach the target and accuracy, Conclusions, among them are the alpha Cronbach coefficient and descriptive statistics (arithmetic mean, standard deviation). as well

as the correlation coefficient and the simple linear regression coefficient as well as the structural modelling equation (SEM).

1. 7. The measuring instrument: The study measurement tool has two main variables. The five-point Likert scale was relied upon. Clarity and accuracy were considered in drafting the benchmark paragraphs to give significant ability to understand and aim for variables.

8.1. Study population and sample: The study community is represented by a sample of customers of online shopping sites in Muthanna governorate, and the sample amount (132) was valid for analysis.

2. THEORETICAL BACKGROUND:

2.1. The concept of deception: Conceptually, deception may be perceived as falling under a broader category of unfair practice; the Oxford English Dictionary defines the act of deception primarily as trap or cunning. Moreover, according to Webster's unabridged encyclopedic dictionary, deception is misleading the appearance or statement of the wrong; any reference to the ultimate intent of the misleading act in terms of its consequences for the deceitful party is manifest in its absence, for example, if a product is advertised as having more than desirable features than it already exists, it will constitute active deception (Aditya, 2011:737). Therefore, this adversely affected the organization's relationship with consumers in the short and long term (Wilkins et al., 2016:227). Deception is seen as making others think something false is accurate, and researchers define deception as a message deliberately sent by the sender to promote a mistaken belief or result by the recipient. Similarly, McCleskey states that deception is not the result of chance or the product of unforeseen circumstances but rather a deliberate project (Aziz & Othman, 2020:64).

2.2. The concept of marketing deception: Despite the remarkable development in marketing activity in recent years and the organization's achievement of its objectives. Some organizations have shifted towards the use of unethical marketing practices to increase their profits by deceiving consumers by giving them false information about products, services, promotions, prices or distributions; this is reflected in consumer purchase decisions towards the product or services (Al-Heali, 2020:576). Deception in marketing may be one of the apparent themes of each individual. Marketing includes one of the fundamental aspects of deceptive communication. Deception in marketing occurs when a product or seller uses deceptive practices to gain an unfair advantage over competitors or consumers by influencing or manipulating consumer choices (Serota, 2019: 816-817). Marketing deception is a misleading technique marketers use to increase sales and earn more profits. Still, these profits are only short-term because the consumer will soon discover this misleading method. It will not be easy to fall into it again (Piccolo et al., 2017:2). Deceptive marketing is unethical behaviour between buyer and consumer (Al-Zyadat, 2017:144). It is also known as deceptive marketing practices involving misleading methods of creating a negative consumer impression that adversely affects purchasing decisions (Hersh & Aladwan, 2014:23). Table (1) summarizes some deceptive marketing practices in some elements of the marketing mix:

Table (1) Examples of some deceptive marketing practices

No.	Marketing Area	deceptive practices
1.	product	<ul style="list-style-type: none"> - Use brands and brands close to famous brands. - Withholding important information about the characteristics of the product. - Blend high-quality products with poor-quality products and sell them with high quality. - The information prescribed on the products needs to be more comprehensive to judge the hem. - The product needs to be better packed and may be damaged. - Concealment of the country of origin and claim to another country of origin. - Manipulation of the validity date of the products regardless of the consumer's interest.
2.	Price	<ul style="list-style-type: none"> - Offer fake discounts on product prices offered. - Reduce prices of goods whose validity almost ends. - Put a high price on some products to inspire the consumer to be high quality. - Addition of sales tax on certain non-taxable products from the pot. - Offer some products without mentioning their price so they can sell them at a high price. - Placing exorbitant prices for some products because it is a famous brand.
3.	advertise	<ul style="list-style-type: none"> - Advertising products containing misleading and insufficient information. - The frequent publicity of certain products as an attempt to promote them in various ways to pay the consumer to buy them regardless of need. - Most competitions are advertised as fake and non-original, the primary purpose of which is to attract the consumer. - Conceal important information about the consumer through advertising.
4.	sales offers	<ul style="list-style-type: none"> - Fake competitions for consumers. - Fake price reductions.
5.	distribution	<ul style="list-style-type: none"> - Increase the prices of certain products and demand an increase in prices from the source. - Monopolize the product for a specific time to obtain a product at a high price to increase profits. - Display products in a way that inspires the consumer to think they are luxurious while they are not. - High price of some products due to their sale in high-end stores.

Source: Gaber, H. R., Labib, A. A., & Salem, K. O. (2018). The effect of marketing deception on consumer buying decision On Facebook. An empirical study on University Students in Libya. *European Journal of Business and Innovation Research*, 6(3), p.13-14

2.3. Dimensions of marketing deception: Marketing deception includes several dimensions. The following dimensions of our study will be focused on:

1. **Deception product/service:** It is intended to provide poor and inappropriate products/services contrary to the agreed upon with customer by failing to indicate the service cons or possible deficiencies therein on, for example, changing levels of service in hospitals contrary to the required level of service as well as in hotels and transportation despite taking the service's wages (Shimp, 2007:77). Organizations may draw up hidden fees for consumer exploitation (Heidhues & Koszegi, 2012:1).

2. **Price deception:** Price deceptive practices include any practice that makes customers believe that the price they pay for a product or service is lower than it is and include the provision of fake sales or fake discounts on prices, advertising misleading prices, setting a high price for

inspiration with high quality, the addition of sales tax on certain non-taxable products and reduce prices of goods whose validity is almost complete (Ghazi, 2018:94).

3. Deception by Promotion: Advertising that does not give valid information about the service or contains inconsistencies in information to develop the customer's feelings leads to wrong purchasing decisions, making advertising deceptive and misleading to the consumer (Azzam et al, 2015:56).

2.4. Customer satisfaction concept:

In today's market-oriented business environment, satisfying customers has become the primary concern of most organizations in any business (Ngo, 2015:1637). Each organization's success depends on customer satisfaction. When a business is about to start, customers always come first and then profits. Organizations that succeed in satisfying customers well will remain first in the market, today business organizations know that customers satisfaction is the key to business success and, at the same time, plays a vital role in expanding market value in general, and customers are people who buy goods and services from the market or businesses that meet their needs and wishes. Customers buy products to meet their expectations in terms of money. So companies must set their prices with the quality of the product that attracts the customer and maintains long-term affiliation (Khadka & Maharjan, 2017:1).

Therefore, customer satisfaction is one of the best tools for business success. Customer satisfaction is defined as a comprehensive assessment based on the total procurement and consumption experience with the product or service over time (Fornell et al, 1996:8). The customer level of happiness with the goods and services he receives from a particular business is referred to as customer satisfaction (Zia, 2020:91). With marketing, customer satisfaction also comes alongside this, which means it confirms the customer expectations on how companies can facilitate goods and services. Thus, actionable information on satisfying customers more is a critical result (Oliver, 1999:34).

Satisfaction is the consumer post-consumer judgement on whether the product or service provides a pleasant overall usage achievement. In this definition, assessments of consumer loyalty and the current sense of pleasure are crucial to understanding the process underlying customer satisfaction formation (Otto et al, 2019:544). Satisfaction is enjoyable when customers buy a product or receive a service to meet their needs and objectives (Pattarakitham, 2015:1073). Customer satisfaction is a business philosophy that demonstrates responsibility and ability to meet customer needs, manage and predict their expectations, and highlights the importance of creating value for them. Customer satisfaction may be defined as an individual's perception of either discontent or pleasure by comparing perceived product performance to an individual's expectations (Nobar & Rostamzadeh, 2018:419).

Some definitions emphasize comparing what customers want, goals or desires with what they get and relying solely on customer's self-assessment; consumer satisfaction is a fun achievement. It comes from the consumer feeling that consumption meets some need, desire, and purpose and that this achievement is enjoyable, as the customer sets the criteria for satisfaction and makes relevant comparisons (Suchánek & Králová, 2018:1333). Satisfaction is meeting the degree of needs at the end of the procurement process, an assessment of the extent to which the vendor meets or exceeds the customer's expectations (Kursunluoglu, 2011:53).

2.5. Understand the customer's needs:

Knowing what customers need, want and expect is the primary concern of companies focused on building long-term relationships. This information is also a vital first step in creating a system to measure customer satisfaction, and marketers must carefully monitor the characteristics of their products that matter to customers. They must also remain constantly alert to new elements that may affect satisfaction. Satisfaction can be measured in terms of gaps between what customers expect and what they perceive they have received. These gaps can produce favourable or unfavourable impressions. Goods or services may be better or worse than expected. If better, marketers can use the opportunity to create loyal customers. The company may lose customers if goods or services are worse than expected (Kurtz, 2006:317). Customer satisfaction leads to confidence and commitment at the psychological level, leading customers to act sincerely, reflected through buybacks and recommendations. In this understanding, customer satisfaction increases customer loyalty and economic growth, and Satisfied customers tend to behave more sincerely than dissatisfied (Stauss & Seidel, 2004:7).

2.6. Customer Satisfaction Determinants:

Specific product or service features, perceptions of product quality, service and price influence customer satisfaction. In addition, personal factors such as the customer's mood or emotional condition and circumstantial factors such as family members' opinions influence satisfaction. As shown below (Zeithaml et al, 2016:82):

2.6.1. Product and Service Features: Customer's satisfaction with the product or service is greatly influenced by the customer's assessment of the product or service features. When conducting satisfaction studies, most companies determine their service's essential features and characteristics through some means (often focus groups) and then measure perceptions of those features and overall satisfaction with the service. Research has shown that service customers make trade-offs between different service features, for example, the price-for-quality level.

2.6.2. customer's emotions: Customer emotions also influence their perceptions of satisfaction with products and services. These feelings can be stable and pre-existing - for example, mood or life satisfaction. Think of times when they are delighted in their life (such as when you are on vacation), and your good and happy mood and positive frame of mind have affected how you feel about the services you experience (Burns & Neisner, 2006:49). Instead, when you are in a bad mood, your negative feelings may move to how you respond to services, making you overreact or respond to any minor problem. Satisfaction with "high-impact services" increases as customers have strong (positive or negative) feelings even before the service begins.

2.6.3. Perceptions of fairness or justice: Clients' satisfaction is also influenced by perceptions of fairness and justice, with customers asking themselves: Have they been treated fairly compared to another customer? Did other customers get better treatment, better prices or better quality service? Did they pay a fair price for the service? Have they been treated well for what they paid and effort? Equity concepts are central to customer satisfaction with products and services.

2.6.4. Other customers, family members and co-workers: In addition to product features, services, feelings and beliefs of the individual, customer satisfaction is often influenced by other people (Zeithaml et al, 2016:82).

3. METHODOLOGY

3.1. Variable coding and stability testing: The study measurement tool consists of two variables: marketing deception and customer satisfaction key. Table (2) presents the components of the measurement tool and the number of items per study variable and its sources. The five-point Likert scale was relied point. Clarity and accuracy were taken into account in drafting the paragraphs of the metrics to give a remarkable ability to understand variables and purpose. The researcher ensured the consistency and stability of research procedures using the Alpha-Cronbach method. The reliability coefficient of metrics was calculated using the alpha-Cronbach binding coefficient. Alpha Cronbach coefficient values ranged between (0.736-0.892) and are statistically acceptable in administrative and behavioural research because its value is more significant than (0.70), indicating that measurement instrument measures in the study are characterized by stability and internal stability.

Table 2: Alpha Cronbach Research and Coding Metric Coefficient

No	main variables	code	Alpha Cronbach	sub-dimensions	number of paragraphs	code	Alpha Cronbach	Source
1.	Marketing Deception	MD	0.790	Deception product/Service	4	MDPS	0.784	(Gharib,2018:205)
				Deception in Price	4	MDPR	0.764	
				Deception in Promotion	3	MDPO	0.744	
2.	customer's satisfaction	CS	0.785		5		-	(Pei et al,2020:10)

3.2. Statistical description: In this paragraph, the results of the applied study will be presented, analyzed and interpreted through a review of the research sample reviews revealed by their responses to all paragraphs of the study tool. To this end, the researcher used descriptive statistical analyses (such as computational methods and standard deviations) and the answer's level, direction and relative relevance using SPSS vr.26. And Amos vr.26. Table No. (3) Shows the values listed according to the study's themes:

The results of Table 3, which measures distribution and standard deviations, indicate that the variable of marketing deception has received a general calculation mean of (3.4029) and an estimated standard deviation (.54931). Indicates the homogeneity of the responses of the individuals in the sample. Moreover, Indicates the agreement of the individuals of the study on this variable was high, but at the dimension level of the variable and represents the first dimension by deception in the product/service, which consists of four paragraphs where the total computational mean reached (3.4173) for this dimension and standard deviation (.81517) This indicates the agreement of the study sample individuals on this dimension was high as the arithmetic mean of the price trick dimension consists of four paragraphs (3.4605) and an estimated standard deviation (.76180). Also indicates that the agreement of the study sample

individuals to this dimension was high and reached the arithmetic mean of the three-paragraph promotion deception dimension (3.3308) and an estimated standard deviation (.81288). They also indicate the agreement of the individuals of the study to this dimension was high, either at the level of the variable subordinate to the customer's satisfaction, where the total computational average reached (3.3248) For this dimension and standard deviation of (.66724) this indicates that the study sample individuals' agreement on this variable was high.

Table (3): Arithmetic mean, standard deviations, level, direction, importance of elements, for dimensions and variables

Dimensions and variables	Arithmetic mean	standard deviation	answer direction	Relative importance
Deception product/Service	3.4173	.81517	agree	2
Deception in Price	3.4605	.76180	agree	1
Deception in Promotion	3.3308	.81288	agree	3
variables Marketing Deception	3.4029	.54931	agree	1
variable customer's satisfaction	3.3248	.66724	agree	2

Source: Prepared by a researcher based on SPSS vr.26 outputs

3.3. Hypothesis Test: To test hypotheses, the researcher relied on two statistical methods, the association matrix (Pearson's simple correlation coefficients), to see the strength of the correlations between the study variables. Moreover, The Structural Equation Modelling Approach (SEM), which is an essential statistical tool that extracts the data's suitability for the proposed study model against several statistical indicators, as follows:

3.3.1. Correlation hypothesis test:

First hypothesis: The first hypothesis states: "There is a correlation between marketing deception and customer satisfaction". The researcher extracts the correlation matrix between the marketing deception and customer satisfaction variables, as shown in Table No. (4), which was extracted using the statistical program (SPSS v. 26). Table 4 shows a direct, morally significant relationship at the level of (1%) between the marketing deception variable and the customer's satisfaction variable. Their simple correlation coefficient (0.621) was valued. This result supports the validity of the first study hypothesis.

Table: (4) Matrix of correlation coefficients between Marketing Deception Variable and Customer Satisfaction Variable

	Deception product/Service	Deception in Price	Deception in Promotion	Marketing Deception	customer's satisfaction
Deception product/Service	1				
Deception in Price	.287**	1			
Deception in Promotion	.148	.208*	1		
Marketing Deception	.700**	.707**	.663**	1	
customer's satisfaction	.217*	.217*	.228**	.293**	1
	**. Correlation is significant at the 0.01 level (2-tailed).				
	*. Correlation is significant at the 0.05 level (2-tailed).				

3.4. Impact Hypothesis Test:

To test the effect hypothesis? The study will rely on a structural model using structural modelling (SEM) approach, using AMOS vr.26. As follows:

First hypothesis: the First hypothesis is that marketing deception impacts customer's satisfaction ". To test this hypothesis, a model showing the nature of the relationship between the marketing deception variable and the customer's satisfaction variable, as shown in Figure (2) below, was built using a structural modelling equation in AMOS vr.26 software. According to the sub-hypotheses below:

3.4.1.First sub-hypothesis: There is a statistically significant impact relationship between product/service deception and customer satisfaction, where the results of Table (4) and the data shown in Figure (2) show a significant impact of the product/service deception dimension on the customer's satisfaction variable, with impact factor value (.071) With a critical ratio (3.077), as shown in Table (4) that the value (R2) has reached (.40), i.e. the independent variable of commodity/service deception is capable of clarifying the ratio (40%) of changes occurring on the affiliate variable Customer's satisfaction with online shopping companies Sample study and 60% is due to other variables not used in this study.

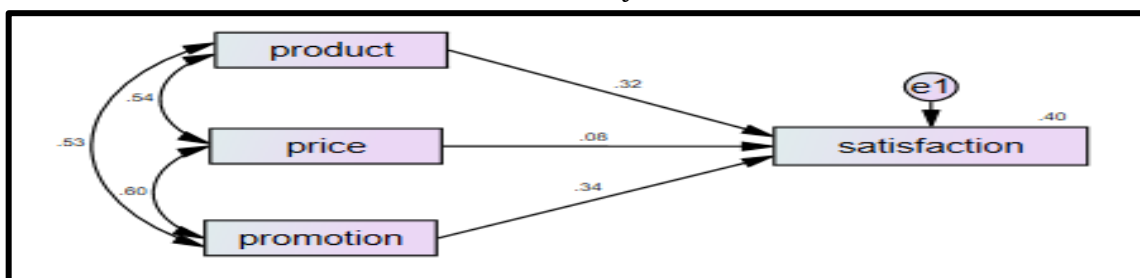


Figure 2: Structural Model of Variable Impact of Marketing Deception on Customer Satisfaction Variable

3.4.2. Second sub-hypothesis: There is a statistically significant impact relationship between price deception and customer satisfaction. The results of Table (5) and the data shown in Figure (2) show a significant impact of the price deception dimension on the customer's satisfaction variable, with the impact factor valued (.078) With a critical ratio (.895) as can be seen from Table (5) and the value (R2) has reached (.40) that is, the independent variable deceived at a price can explain (40%) of the changes that occur on the variable of the customer's satisfaction with the online shopping companies sample study and (60%) is attributable to other variables not used in this study.

Table: 5 Variable Effect of Marketing Deception on Customer Satisfaction Variable

path	Estimate	S.E.	C.R.	P	R ²
Satisfaction <--- product	.272	.071	3.817	***	.40
Satisfaction <--- price	.070	.078	.895	.371	
Satisfaction <--- promotion	.300	.077	3.885	***	

3.4.3. Third Sub-hypothesis: There is a statistically significant impact relationship between deception by promotion and customer satisfaction. Table (5) and the data shown in Figure (2) show a significant impact of the promotion trick dimension on the customer's satisfaction variable, with the impact factor valued (.077) with a critical ratio (3.885). As can be seen from Table (5) that the value (R²) has reached (.40), i.e. the independent variant deceived by promotion can explain (40%) of the changes that occur on the variable of the customer's satisfaction with the online shopping companies sample study and (60%) is due to other variables not used in this study.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusions:

1. This study explores the customer's perception and impression of the deceptive practices used by online shopping companies, which hurt the procurement process.
2. Marketing deception results in a loss of confidence among customers. When they discover that marketing deception has been used to convince them to buy a product or service, they may lose confidence in the company and the brand. Avoids future dealings with these companies and conveys bad reputations to others. Adverse impact transforms the customers into competing companies with better marketing ethics.
3. Increasing the phenomenon of deception in online marketing recently due to the lack of consumer protection organizations and the ineffectiveness of quality control over the product or service in terms of quality, price or promotion method.
4. To deceive marketing psychologically impacts the customer and thus influences ultimate satisfaction. The customer may feel frustrated or resentful when he discovers he has been deceived. They may make him feel exploited, affecting his personal and emotional satisfaction.
5. The use of marketing deception by companies may expose them to legal accountability and penalties as a result of the use of this unethical method, which through its use, aims to change the nature or benefits of the service or commodity through an intended act at the expense of the harm caused to the customer as a result of its handling of products and services that are not at the required level.
6. We conclude that marketing deception uses inadvertent or unintended wrong marketing practices that mislead the customers and make purchasing decisions that result in a negative impression and customer dissatisfaction.

4.2. Recommendations:

1. Online shopping companies should be honest and impartial in all aspects of marketing, in terms of product quality or service, as well as prices that reflect their real value through means of promotion that describe products and services and not show anything other than hidden as well as interest in recovery policies.
2. Work to activate the role of consumer protection organizations and activate recovery and compensation policies, which protect the customers from certain unethical behaviours of companies that follow marketing deception policies.
3. The need to raise consumer awareness of the concept of marketing deception and increase their knowledge of the methods and methods of marketing deception of online shopping

companies both locally and globally to avoid being a victim of such practices, as well as to guide companies to adhere to ethical business standards and not harm the end consumer to obtain rapid profit.

4. Increasing trust between customers and marketing companies is critical to the organization's success. Once the customer's satisfaction is obtained, the inevitable end is his total allegiance to that organization, and vice versa if the marketing deception is proven, resulting in the spread of harmful speech with other parties, like relatives, friends and, thus, the loss of the competitive position of the organization.

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