

## **Deceptive Advertisement ;Who gets effected more?**

*Dr. Deepika (Author)*

*Associate Professor ,CGC ,Landran(Mohali)*

*Ruchika Garg(Co-Author)*

*Student, MBA ,CGC Landran(Mohali)*

*Sagar(Co-Author)*

*Student, MBA ,CGC Landran(Mohali)*

### **Abstract**

Organizations from all over the world are working hard to sell and invest much more than earlier to advertise their product. Advertising is one of most important process through which awareness can be created about the product among the customers. But many deceptive ways of advertising comes along to attract the customers. These advertisements may provide false or incorrect information about the product to manipulate and attract the customers. As consumers are completely influenced by the advertisements, hence, are being deceived by such kind of promotion activities too. This research paper aims to study the category of consumers gets most effected through such ways of advertisements The results are based on the analyzed primary data ,collected through questionnaire from 200 respondents of Tricity .The results found are far beyond expected and proved consumers these days are more rational than were before The study shows that there are large number of consumers who don't fall for the misleading advertisements but still there are many consumers who fall for the same.

### **INTRODUCTION**

Freer,1949 ,quoted in his research that “A difference between a good and bad advertisement is that good one not only tells the literal truth but possible avoids omission that may lead to deception”. Marketing is known to be one of the most essential activity of all the organizations. Performing an effective marketing is critical to business success and for achieving their objectives (Keller and Kotler, 2016). In the recent year , with online platforms this field has gone through many dramatic developments.(Gaber and Wright,2014).As reach to customers rises ,more competitors are coming through and making advertisement a much more complex process .In race of claiming more than others ,It eventually ends up unethical

and not to be kept promises ,ultimately leads to misleading or deceptive advisements either intentionally or not. Not be True means unable to provide the right information or knowledge to the consumers about the product or otherwise may hide anything or something about the features of uses of the product

This may depends upon the different characteristics of the product such as nature, price, composition etc., results into losing the trust of the consumers. It results out to be the negative relationship between the customers and the organizations.

For instance ; fairness creams in asia , child growth drinks ,energy boosters and many more claims more than what they can go for actually keeping their promises. The public figures (Celebrities )are sometimes consider to be the culprit who may advocate it by endorsing it but in actual never used or consume it. The lesser government restrictions and understanding of customers may lead to dangerous effects on skin ,health and on mental health also of these products.

This research paper tries to focuses on checking the awareness level of customers towards these misleading advertisements and to identify who gets effected more among all type of respondents cum costomersThe analysis id based upon the latest results of Levene's test and ANOVA . checking the hypothesis of the study with latest version of SPSS.

### **LITERATURE REVIEW**

Misleading advertisements has been defined as spurious technique which is followed by the marketers to earn more and more profit and also increase the number of sales in a very short span of time. This structure of deception of the consumers through false and misleading advertisements by the organizations leading harm to the consumers and finally organizations will lose confidence and trust of their customers. Today, consumers are surrounded with the various types of advertisements in different form of media. It has been seen that advertisements directly attract on the cultural, sociological and psychological behavior of the consumer to manipulate them in an efficient and effective manner. In the Words of Gorn,1982,the consumer behavior towards a product is totally dependent on the advertisements without any assessment of the product on the basis of the quality, characteristics etc.

But today consumers are more aware towards the unfair and deceptive advertising practices of the organization and as a result the organizations who are indulge in wrong advertising practices will suffer huge amount of losses. Thus, Consumer will not fall into it again(Piccolo,2017). Every activity, which is conducted by the marketer in relation to deceptive advertisements, creates a false impression between the marketer and consumer, which “harmed” the consumer a lot. In summary, these practices are a waste of consumer resources and the economic resources for society as a whole (Sina et al, 2017).Companies who are involved in these types of misleading and unethical practices are because of many several reasons. One of the main reason is that the companies are only focusing on the short term profits, they are ignoring the long term profits. Another reason is that slow legal actions by our govt. on these type of the practices .Moreover consumers are also not aware about the provisions provided under the consumer protection act. Misleading advertisements can include mislead on the weight, characteristics, price, trademark, ingredients etc. In the age of human rights, when considering the environmental issues deception of marketing includes the 4P’s of the Marketing Mix i.e PRODUCT, PRICE, PLACE, PROMOTION. Price cheating is major deception included in the misleading advertisements. The force the customers to believe that whatever price they are charging for a product are completely reasonable.

## **RESEARCH METHODOLOGY**

### **Research Questions**

- 1) How Deceptive marketing affects customer’s Psychology?
- 2) Demographic factor (area, age, gender and expenditure) of customers being most affected by deceptive marketing?

### **Research Hypothesis**

The following two Hypothesis were used in the research paper which are discussed:

H<sub>0</sub>: There is impact of misleading advertisement on the Demographic factor of consumer.

H<sub>1</sub>: There is no impact of misleading advertisement on the Demographic factor of consumer.

The hypothesis testing is done with the help of following statemests:

H<sub>1o</sub>: There is relationship between Area and Misleading Advertisements.

H1<sub>1</sub>: There is no relationship between Area and Misleading Advertisements.

H2<sub>0</sub>: There is relationship between Age and Misleading Advertisements.

H2<sub>1</sub>: There is no relationship between Age and Misleading Advertisements.

H3<sub>0</sub>: There is relationship between Gender and Misleading Advertisements.

H3<sub>1</sub>: There is no relationship between Gender and Misleading Advertisements

H4<sub>0</sub>: There is relationship between Expenditure and Misleading Advertisements.

H4<sub>1</sub>: There is no relationship between Expenditure and Misleading Advertisements.

H5<sub>0</sub>: There is relationship between Weekdays and Misleading Advertisements.

H5<sub>1</sub>: There is no relationship between Weekdays and Misleading Advertisements.

H6<sub>0</sub>: There is relationship between Weekends and Misleading Advertisements.

H6<sub>1</sub>: There is no relationship between Weekends and Misleading Advertisements

### **Research Design**

The study collected the primary data and used the quantitative method of research to investigate the responses of 200 consumer who took part in the online study. On the various dimensions of false advertisement the online consumers were asked for their views.

In this research descriptive approach was used. To discuss the relationship among the study of different variable a Descriptive, Statistical methods was used in this research.

The research earmark on the variety of online consumer like students, housewives, professionals, services (public & private), businessman and retired, who really gets effected and changes their mind due to advertisement. While supervising the study online was the best option and effective to collect the data from different areas of consumer.

The questionnaire was prepared keeping in mind all the aspects of the study and includes the close-ended question starting from the demographic information to the problems occurring in the environment by false or deceptive advertisement. A free online application was used to generate the data i.e Google Form.

The bulletins in the advertisement have a great impact on the consumer without any cost, leaving the other aspect of advertisement. Although, advertisement provide true picture of the

products in the ads, but it does not show in the reality. Similarly, they claim about so many things in the advertisement to attract the consumers and motivate them to buy the product like Fair 'N' Lovely, etc. On the other hand promotional prices are also another tool to build negative and positive perception in consumer. Our model identifies these four very important parameter of deceptive advertisements on the consumer behavior.

### **Objectives of study**

- 1) To analyze the impact of misleading advertisement on consumer behavior.
- 2) To investigate the awareness level of consumer regarding the consumer protection rights.

## **DATA ANALYSIS AND COLLECTION**

### **Research Approach**

A quantitative approach has been used to collect primary data in this particular research. The targeted audience includes all individual consumers, who really get affected due to mislead advertisement.

### **Research Instrument**

To perceive the views of respondents regarding misleading of advertisements a questionnaire was prepared. Levene's Test for Equality of variance has been used in this questionnaire. It has been clearly defined to them that this response will be used in research paper only and will be kept authentic.

### **Sample Size and Technique**

A sample of 200 respondents has been used in this research paper. It was collected from the different consumers like student, housewives, businessman, professionals, services (public & private) and retired with different age group

### **Statistical Tools & Techniques**

Examination of research paper has been done with the help of IBM SPSS (Statistical Packages For Social Sciences) Version 25 and MS Excel. The every concern regarding missing value has been taken care of. To test the hypothesis One-Way Anova has been Used in this research paper.

**Anova analysis:****Hypothesis 1:**

H<sub>0</sub>: There is relationship between Area and Misleading Advertisements.

H<sub>1</sub>: There is no relationship between Area and Misleading Advertisements.

*Table 1.1 Anova analysis: Area and Misleading advertisements*

Dimensions		Sum of Squares	df	Mean Square	F	Sig.
True picture	Between Groups	.075	1	.075	.206	.651
	Within Groups	74.983	206	.364		
	Total	75.058	207			
Misleading claims	Between Groups	.008	1	.008	.062	.803
	Within Groups	25.055	207	.121		
	Total	25.062	208			
Promotional prices	Between Groups	.059	1	.059	.044	.834
	Within Groups	275.898	206	1.339		
	Total	275.957	207			
Deceptive Benefits of product	Between Groups	.006	1	.006	.009	.924
	Within Groups	129.688	207	.627		
	Total	129.694	208			

This table 1.1 shows that there is 65% significant difference in the mean of True picture and Area as a demographic factor. Hence, 65% variation is explained. Similarly, 80% significant difference in the mean of Misleading claims and area as a demographic factor; 83% significant difference in the mean of promotional prices and area as a demographic factor; 92% significant difference in the mean of deceptive benefits of product and area as a demographic factor.

**Hypothesis 2:**

H<sub>0</sub>: There is relationship between Age and Misleading Advertisements.

H<sub>1</sub>: There is no relationship between Age and Misleading Advertisements.

*Table 1.2 Anova analysis: Age and Misleading advertisement*

Dimensions		Sum of Squares	df	Mean Square	F	Sig.
True picture	Between Groups	4.218	4	1.054	3.007	.019
	Within Groups	70.835	202	.351		
	Total	75.053	206			
Misleading claims	Between Groups	.458	4	.114	.944	.439
	Within Groups	24.600	203	.121		
	Total	25.058	207			
Promotional prices	Between Groups	.568	4	.142	.104	.981
	Within Groups	275.258	202	1.363		
	Total	275.826	206			
Deceptive Benefits of product	Between Groups	5.918	4	1.479	2.426	.049
	Within Groups	123.775	203	.610		
	Total	129.692	207			

This table 1.2 shows that there is 19% significant difference in the mean of True picture and Age as a demographic factor. Hence, 19% variation is explained. Similarly, 43% significant difference in the mean of Misleading Claims and Age as a demographic factor; 98% significant difference in the mean of Promotional prices and Age as a demographic factor; 49% significant difference in the mean of Deceptive benefits of product and Age as a demographic factor.

### **Hypothesis 3:**

H<sub>0</sub>: There is relationship between Gender and Misleading Advertisements.

H<sub>1</sub>: There is no relationship between Gender and Misleading Advertisements.

*Table 1.3 Anova analysis: Gender and Misleading Advertisement*

Dimensions		Sum of Squares	df	Mean Square	F	Sig.
True picture	Between Groups	2.512	3	.837	2.354	.073
	Within Groups	72.546	204	.356		
	Total	75.058	207			
Misleading Claims	Between Groups	.742	3	.247	2.084	.103
	Within Groups	24.321	205	.119		
	Total	25.062	208			

Promotional prices	Between Groups	.522	3	.174	.129	.943
	Within Groups	275.435	204	1.350		
	Total	275.957	207			
Deceptive benefits	Between Groups	.427	3	.142	.226	.878
	Within Groups	129.266	205	.631		
	Total	129.694	208			

This table 1.3 shows that there is 73% significant difference in the mean of True picture and Gender as a demographic factor. Hence, 73% variation is explained. Similarly, 10% significant difference in the mean of Misleading Claims and Gender as a demographic factor; 94% significant difference in the mean of Promotional prices and Gender as a demographic factor; 87% significant difference in the mean of Deceptive benefits of product and Gender as a demographic factor.

#### **Hypothesis 4:**

H<sub>0</sub>: There is relationship between Expenditure and Misleading Advertisements.

H<sub>1</sub>: There is no relationship between Expenditure and Misleading Advertisements.

*Table 1.4 Anova analysis: Expenditure and Misleading Advertisement*

Dimensions		Sum of Squares	df	Mean Square	F	Sig.
True picture	Between Groups	4.608	3	1.536	4.517	.004
	Within Groups	68.693	202	.340		
	Total	73.301	205			
Misleading Claims	Between Groups	1.285	3	.428	3.660	.013
	Within Groups	23.768	203	.117		
	Total	25.053	206			
Promotional prices	Between Groups	2.654	3	.885	.663	.576
	Within Groups	269.565	202	1.334		
	Total	272.218	205			
Deceptive benefits of product	Between Groups	.192	3	.064	.100	.960
	Within Groups	129.499	203	.638		
	Total	129.691	206			

This table 1.4 shows that there is 0% significant difference in the mean of True picture and Expenditure as a demographic factor. Hence, 0% variation is explained. Similarly, 1%

significant difference in the mean of Misleading Claims and Expenditure as a demographic factor; 57% significant difference in the mean of Promotional prices and Expenditure as a demographic factor; 96% significant difference in the mean of Deceptive benefits of product and Expenditure as a demographic factor.

### **Hypothesis 5:**

H<sub>0</sub>: There is relationship between Weekdays and Misleading Advertisements.

H<sub>1</sub>: There is no relationship between Weekdays and Misleading Advertisements.

*Table 1.5 Anova analysis: Weekdays and Misleading Advertisement*

Dimensions		Sum of Squares	df	Mean Square	F	Sig.
True picture	Between Groups	2.535	3	.845	2.412	.068
	Within Groups	70.766	202	.350		
	Total	73.301	205			
Misleading Claims	Between Groups	1.122	3	.374	3.173	.025
	Within Groups	23.931	203	.118		
	Total	25.053	206			
Promotional prices	Between Groups	4.404	3	1.468	1.107	.347
	Within Groups	267.815	202	1.326		
	Total	272.218	205			
Deceptive benefits of product	Between Groups	.545	3	.182	.286	.836
	Within Groups	129.146	203	.636		
	Total	129.691	206			

This table 1.5 shows that there is 68% significant difference in the mean of True picture and Expenditure as a demographic factor. Hence, 68% variation is explained. Similarly, 25% significant difference in the mean of Misleading Claims and Expenditure as a demographic factor; 34% significant difference in the mean of Promotional prices and Expenditure as a demographic factor; 83% significant difference in the mean of Deceptive benefits of product and Expenditure as a demographic factor.

### **Hypothesis 6:**

H<sub>0</sub>: There is relationship between Weekends and Misleading Advertisements.

H<sub>1</sub>: There is no relationship between Weekends and Misleading Advertisements.

*Table 1.6 Anova analysis: Weekends and Misleading Advertisement*

Dimensions		Sum of Squares	df	Mean Square	F	Sig.
True picture	Between Groups	2.174	2	1.087	3.057	.049
	Within Groups	72.884	205	.356		
	Total	75.058	207			
Misleading Claims	Between Groups	.300	2	.150	1.246	.290
	Within Groups	24.763	206	.120		
	Total	25.062	208			
Promotional prices	Between Groups	5.159	2	2.580	1.953	.144
	Within Groups	270.797	205	1.321		
	Total	275.957	207			
Deceptive benefits of product	Between Groups	.187	2	.093	.149	.862
	Within Groups	129.507	206	.629		
	Total	129.694	208			

This table 1.6 shows that there is 49% significant difference in the mean of True picture and Weekends as a demographic factor. Hence, 49% variation is explained. Similarly, 29% significant difference in the mean of Misleading Claims and Weekends as a demographic factor; 14% significant difference in the mean of Promotional prices and Weekends as a demographic factor; 86% significant difference in the mean of Deceptive benefits of product and Weekends as a demographic factor.

### CONCLUSIONS

Misleading advertisements is the most shameful mistake and it is also banned and illegal in most of the countries. But still, organisations find some ways to cheat the consumers. For eg: advertisements of banned products. Advertisers have just one goal in their mind that they have to sell maximum products and because of this goal they don't even think about the consumers also for this if they have to adapt some unethical practices they don't mind it. For them, maximum profit and maximum sale is first and last aim. Our research study clearly shows that there are large number of consumers who are not affected by these deceptive marketing but, there is large group who falls into claims of misleading advertisement. But product and the ads are more influencing to the youngsters and not much to the aged people. One of the main thing almost all consumers know about the rights against the consumers protection act. Thus its high time for our government agencies to make some strong laws so

that these unethical activities will get stopped. Not only govt. agencies, customers should stand for themselves for their rights in front of marketers and demand for the same product that marketer claim in their advertisement. Marketers should not hide any information from the consumers. Marketers should adopt the ethical practices in advertising and the promotion for their product.

So, next time when you pick a soft drink bottle that claims a zero cholesterol and lots of energy for your child; think twice before going for it. The marketer is not concerned about your health. He only wants his profit and maximum sale.

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