



Sudan University of Science and Technology

College of Graduate Studies



The Moderating Role of Perceived Risk on the Relationship  
between Marketing Deception and Customer Image

Empirical Study of Customer Services in Telecommunication  
Company in Sudan

الدور المعدل للخطر المدرك في العلاقة بين الخداع التسويقي والصورة الذهنية للعملاء  
بالتطبيق على عملاء شركات الاتصالات بالسودان

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## ***Dedication***

*I Would Like To Dedicate My Work To My Parents... Thank You For Your*

*Unconditional Love, Support, And Encouragement,,,*

*There Is No Doubt That Without Their*

*Continued Support I Could Not Have Completed This Thesis,,,*

*To All My Brothers...*

*To All My Relatives*

*To All My friends...*

*To everyone who helped me and guided me through the trials and  
tribulations of creating this research.*

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## **Abstract**

The increasing Concern of the customer image and its importance to the companies due to the value that it performs in the formation opinions and making the real impressions to words it and creation the positive behavior of the individuals to words the company ' so the good image became a target for most companies that are seeking success.

This study aimed to specify the relationship between the marketing deception and the customer image through the perceived Risk as Moderating variable in the Sudanese telecommunications company. the descriptive methodology was used to collect the primary data by using a questionnaire of non-probability convince sample that was distributed to (385) students of the Sudanese universities (345) of these questionnaires sample were recovered with a response Rate that hit (89%).

The data was processed statistically through statistical analyses program (SPSS&AMOS) the result showed that negative Relationship between the marketing deception and the customer image and they also showed that the perceived Risk Moderating the Relationship between the marketing deception and customer image . So it's must to use a clean and Ethical marketing strategy by the telecommunications company to limit the Risk of using the customer Telecommunication services. The study also recommended conducting future research to fill the gaps and apply the study to other sectors.

### **Key words:**

Marketing deception, Customer image, Perceived risk, Telecommunication Company.

## المستخلص

تزايد الاهتمام بموضوع الصورة الذهنية وأهميتها بالنسبة للشركات نظرًا للقيمة التي تؤديها في تشكيل الآراء وتكوين الانطباعات الحقيقية نحوها وخلق السلوك الإيجابي للأفراد تجاه المؤسسة، حيث أصبح تكوين الصورة الطيبة هدفًا تسعى إليه معظم الشركات التي تتشد النجاح.

وقد هدفت هذه الدراسة لتحديد العلاقة بين الخداع التسويقي والصورة الذهنية من خلال الخطر المدرك كمتغير معدل ، في شركات الاتصالات السودانية . تم استخدام المنهج الوصفي حيث جمعت البيانات الأولية باستخدام استبانة من عينة غير احتمالية (ميسرة) وزعت علي طلاب الجامعات السودانية مكونة من (385) عميلًا و تم استرداد (345) مفردة، بمعدل استجابة بلغت (89%). وتمت معالجة البيانات احصائياً من خلال برنامج التحليل الاحصائي (SPSS&AMOS).

تشير النتائج إلى وجود علاقة سلبية بين الخداع التسويقي والصورة الذهنية للعملاء. وتكشف النتائج أن الخطر المدرك يعدل العلاقة بين الخداع التسويقي والصورة الذهنية للعملاء وبالتالي لا بد من استخدام استراتيجية تسويقية وأخلاقية واضحة من قبل شركات الاتصالات للحد من مخاطر استخدام خدمات الاتصالات للعملاء. كما اوصت الدراسة بإجراء بحوث مستقبلية لسد الفجوات وتطبيق الدراسة علي قطاعات اخري.

## الكلمات المفتاحية:

الخداع التسويقي ، الصورة الذهنية للعملاء، الخطر المدرك ، شركات الاتصالات.

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## **1.0 Introduction:**

Consumers are considered key to survival, profitability and long-term growth of business organizations (Kotler & Keller, 2012). Sam Walton, the founder of famous Wall Mart, said, “there is only one boss: the customer He can fire everyone in the company, from the chairman down, simply by spending his money elsewhere.” Therefore, organizations make considerable attempts to understand consumer behavior in order to develop effective strategies to influence it to achieve organizational goals. One area of consumer behavior which has received relatively little attention by scholars and practitioners is consumer image and how it affects consumer behavior in the context of service market (Mbawuni Joseph 2015).

Ethics are asset of principle of right manner that shape the decisions of organization and shape the choices of people and Practicing Ethics in marketing mean consciously applying morals of fairness or right moralities to marketing decision making Behavior conduct and repetition in the organization (Rashid saeed& athers 2013).

In a market economy, a business may be expected to act in what it believes to be its own best interest. The purpose of marketing is to create a competitive advantage. Those organizations that develop this advantage are able to satisfy the needs of customers (Kotler 2013).

This focus has come about for two reasons. First, when an organization behaves ethically, customers develop more positive attitudes about the firm, its products, and its services. When marketing practices depart from standards that society considers acceptable, the market process becomes less efficient. Not employing ethical marketing practices may lead to dissatisfied customers, bad publicity, a lack of trust, lost business, or, sometimes, legal action. Thus, most organizations are very sensitive to the needs and opinions of their customers and look for ways to protect their long-term interests.

Calls for social responsibility have also subjected marketing practices to a wide range of federal and state regulations designed to either protect consumer rights or to stimulate trade (Bouguila Siham 2013).

The idea of marketing morals which are connected with the social responsibility is based on the necessity of considering the ethical attitudes in the marketing practices in addition to the necessity of the balance between the paradoxical interests represented by the profit and the interest of the community to achieve the consumer’s satisfaction and his loyalty as well pride (Ferrell 2003).

In the time of digital economy, information and competition towards profits and other benefits, both the physical concepts prevailing on communities and the consumption became the most important aspects of society in addition to the increased move towards various kinds of products on the market, diversity of products and services as well as the increased competition.

Within this framework, the seller seeks to achieve more profits even sometimes this might be done without regard to the ultimate benefit of the consumer.

Marketing deception has received much attention from scholars and researchers, as well as the official agencies interested in consumer protection in many countries of the world, while it did not receive the same attention in the Arab world; there are few studies that addressed this subject as a whole or even some of its aspects.

Therefore, one could say that the role played by the official authorities as well as the consumer protection associations in this field locally compared to the situation in many developed countries is still limited.

In the age of globalization digital economy severe completion information technology progress and the increase of product and service options make the consumer more complicated which makes satisfying him a challenge for the current stage of time what makes thing more complicated is some of marketing deception in different ways for achieving quick profit but sooner the consumer reveals such tricky practices and leaves it out causing a setback for those marketer to lose their market portion and position and lose their work with their completions.

## **1.1 Statement of Problem:**

Despite the amount of attention given to marketing ethics in recent years the buyer side of the exchange process remains under-researched (hunt and vitell,1992). Although consumer are key stakeholders in the marketing exchange process there has been little research attention focused on understanding the ethics of consumer, and the buyer behavior attached to them (huntand vitell 1992) argues that we are now living in the (ethics era) where by society expectation of marketing have changed and we face challenges to basic marketing assumption.(Marylyn carrigen & ahmad attalla 2012).

Most of the previous studies addressed the unethical practices through one out of marketing mix dimensions like (*Sandra Haas2015,Abdullah Hersh2014 John Cawley2013 , Ana Mateen2011*). It is known that every element of the marketing mix is linked closely to one another; the Services is linked with pricing, promotion and distribution.

Therefore, this study includes all the elements of the marketing mix in an integrated way and examines the marketing practices exercised through this marketing mix, which represents the focus of the entire marketing process. Furthermore, this study focuses on the under Developing counters,

specially focusing in Sudan ,as a case study to identify the most unethical Marketing practices, and their impact on the customer Image and purchasing behavior of consumers and thus their impact on its financial resources in particular, and society's economic resources in general.

Some studies conducted in the relationship between marketing deception and Variables such as (brand image consumer behavior purchases intention) therefore this study is seeking to examine the relationship between marketing deception and customer image .

The previous studies have dealt with the direct relation between the marketing deception ant customer image (Ali Alkhteb2011) and this study aims to investigate the moderating role of perceived risk in the relationship between marketing deception and customer image in service market in Sudan.

The problem of this study is to check deception effects on customer in daily life by the company of telecommunication scoter in Sudan.

## **1.2 Research Questions:**

The problem will be clear by answering the main question of study:-

- ❖ What is the effect of Marketing Deception on Customer Image?
- ❖ What is the relationship between Marketing Deception and Customer Image?
- ❖ What is the relationship between Marketing Deception and Perceived Risk?
- ❖ What is the relationship between Perceived Risk and Customer Image?

## **1.3 Significant of the study:**

### **1.3.1 Theoretical contribution:**

This study is expected to add the flowing areas of knowledge about marketing Deception:

- The study will contribute to the existing knowledge on customer Images, perceived risk, and marketing deception.
- The study will contribute to make awareness from customer about un ethical practice of service markets.
- Make useful information and background from researcher and whom they concern about ethical business practice.



### **1.3.2 Practical contribution:**

From practical contribution Perspective the study expected to enhance the Knowledge and performance of Managers in business in the Flowing Ways:

- Discloses the concept and outcomes of marketing deception and customer image from managers.
- Help decision makers in under develop countries and Sudan particularly to make ethical and clear marketing strategy to offering services from customer.

### **1.4 Objectives of study:**

- ❖ The aim of this paper was to investigate the nature of deception in Serves markets.
- ❖ Studying the level of the customer image for the non - ethical marketing practice.
- ❖ Provide information about deferent kinds of marketing deception to make customers awareness.

### **1.5 Operational Definition Of Key Terms:**

#### **1.5.1 Marketing Deception**

Some marketers resort to deception to influence the consumer to make incorrect purchasing decisions leading to positive consequences for those marketers that are represented in an increase of sales and profits (Abu Jum9aa,2002,p2) (Marwan Salaymeh 2013) .

#### **1.5.2Customer Image**

A marketing concept that encompasses a customer's impression, awareness and consciousness about a company or its offerings. Customer image is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels (M. Joseph Sirgy,2015).

#### **1.5.3 Cognitive Component**

That part of an attitude that's made up of the beliefs, opinions, knowledge, or information held by a person (Kotller 2010).

#### **1.5.4 Affective Component**

That part of an attitude that's the emotional or feeling part (Kotller 2010).

### **1.5.6 Behavioral Component**

That part of an attitude that refers to an intention to behave in a certain way toward someone or something (Kotler 2010).

### **1.6.7 Perceived Risk**

Perceived risk (PR) is commonly thought of as felt uncertainty regarding possible negative consequences of using a product or service. “a combination of uncertainty plus seriousness of outcome involved” (Bauer, 1967).

### **1.6 Organization Of The Remaining Chapter:**

This research content of five chapter, in chapter one I have introduction, problem statement, Research questions ,significant of study, objective of study, and research Methodology, operationalization Definition of terms, in chapter tow I have theoretical frame work in chapter three I have Methodology sampling procurers and validity & reliability of variable in chapter four I have data analysis the descriptive analysis of the study variables , the results of path analysis and hypotheses testing and finally in chapter five I have recapitalization finding desiccation ,theoretical &practical implication , limitation , suggestion for future research.

## **2.0 Introduction:**

The purpose of this chapter is to define, examine the nature and scope, identify issues, provide theoretical framework, and trace the historical development of marketing ethics from a practice and academic perspective. Both marketing practitioners and marketing professors approach ethics from different perspectives. For example, one perspective is that ethics is about being a moral individual and that personal values and moral philosophies are the key to ethical decisions in marketing. Virtues such as honesty, fairness, responsibility, and citizenship are assumed to be values that can guide complex marketing decisions in the context of an organization. On the other hand, approaching ethics from an organizational perspective assumes that establishing organizational values, codes, and training is necessary to provide consistent and shared approaches to making ethical decisions (Ferrell and Ferrell, 2005).

## **2.1 Marketing:**

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.(AMA)

According to Kotler, Marketing is defined as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires.

## **2.2 Service:**

Service is any act of performance that one party can offer another that is essentially intangible and does not result in the ownership of anything; its production may or may not be tied to a Physical product. According to Philip Kotler, service is an action or an activity which can be offered by a party to another party, which is basically intangible and can not affect any ownership. Service may be related to tangible product or intangible product.

## **2.3 Services Marketing:**

Services marketing is a sub field of marketing, which can be split into the two main areas of goods marketing and services marketing.

## **2.4 Marketing Ethics**

Marketing ethics is viewed as important because of marketing's interface with many diverse stakeholders. Marketing is a key functional area in the business organization that provides a visible interface with not only customers, but other stakeholders such as the media, investors, regulatory agencies, channel members, trade associations, as well as others. It is important when addressing marketing ethics to recognize that it should be examined from an individual, organizational, and societal perspective. Examining marketing ethics from a narrow issue perspective does not provide foundational background that provides a complete understanding of the domain of marketing ethics.

### **2.4.1 Definition Of Marketing Ethics:**

Ethics has been termed the study and philosophy of human conduct, with an emphasis on the determination of right and wrong. For marketers, ethics in the workplace refers to rules (standards, principles) governing the conduct of organizational members and the consequences of marketing decisions (Ferrell, 2005). Therefore, ethical marketing from a normative perspective approach is defined as “practices that emphasize transparent, trustworthy, and responsible personal and organizational marketing policies and actions that exhibit integrity as well as fairness to consumers and other stakeholders (Murphy, Laczniak, Bowie and Klein, 2005).

Marketing ethics focuses on principles and standards that define acceptable marketing conduct, as determined by various stakeholders and the organization responsible for marketing activities. While many of the basic principles have been codified as laws and regulations to require marketers to conform to society's expectations of conduct, marketing ethics goes beyond legal and regulatory issues.

Ethical marketing practices and principles are core building blocks in establishing trust, which help build long-term marketing relationships. In addition, the boundary-spanning nature of marketing (i.e. sales, advertising, and distribution) presents many of the ethical issues faced in business today.

### **2.5 Concept of Deception:**

In the United States, the Federal Trade Commission (FTC) defines deception as any “representation, omission or practice that is likely to mislead the consumer acting reasonably in the circumstances, to the consumer's detriment” (FTC, 1983). This implies that the consumer must prove that the claim of deception is important to the consumer's purchase decision to be considered in order to be considered as deceptive.

Buller and Burgoon (1996) believe that deception is “a deliberate message conveyed by a sender to create a false belief or conclusion at the receiver”. This definition emphasizes the fact that deception is a deliberate attempt on the part of one party in the given contractual relationship. Thus, implied deception which cannot be proven to be intentional may not constitute deception in some cases.

### **2.5.1 Marketing deception**

Practical commerce is an exchangeable process including products and services that bring profit represented by a simple basic process selling and purchasing this is achieved by the daily practices in selling contracts if the seller uses the consumer’s need or his ignorance of the real this price of the product by raising the price, Awa (1983)

this is clear deception for the consumer in addition invalid products or bad services and poisoned during should not be sold ethically the correct selling should respect the buyers freedom by not deceiving him and the price should relabeled on the product.

In the past they concerned with money deception by progeny but nowadays they imitate every time even the trade mark products which leads to fatal loss of the economy to ban such practices law and its application by force is not enough ethics are much more effective and valid and could control peoples deception not by punishment. (Sharif.1983). People try to avoid marketing deception by handling their own inters by themselves transparency should be the main element Amory people in their dealing with each other in marketing it gives the participants in the exchangeable process a chance for accepting or refusing for any part of the deal resulting a way of avoiding being cheated in fact people who are deceived discover that very late to be come every angry and malicious and get bad impressions and attitudes in their purchase decisions. (Jaloc.1999). Considers the marketing deception as a marketing practice including a formation of negative impression personal judging topic a product price propaganda and place of delivering this might result the consumers incorrect decision censing a damage for this interest in a way or another the consumer has become more aware of what is going on around him still he exposed to marketing deception in deferent invisible ways resulting incorrect purchasing decision. Some marketing think that they won’t achieve profit winless the deceive which is a short tern sight becomes the consumer might be deceived but not so long.

## **2.5.2 Type of Deception:**

### **2.5.2.1 Deception by Omission**

Is a form of Passive Degradation, the first canonical strategy. The attacker hides information which would be unhelpful or deleterious in driving the victim of the deception to a specific misperception of reality (Kopp, 2006).

### **2.5.2.2 Deception by Omission**

Is a very popular technique in commercial product marketing and political marketing since it permits attacks without resorting to making provably untruthful statements that is Corruption. Over recent decades regulatory or legislative measures have been adopted in most developed nations to force disclosure of factual information on products or compliance with specific regulations or law.

### **2.5.2.3 Deception by Spin**

Directed at the Committee, the Australian public, with the political aim of avoiding parliamentary and public censure, and the Australian Department of Defense itself, the latter with the aim of maintaining internal cohesion (FADT, 2003). While a study of deception objectives and self-deception is not an aim of this paper, this example presents an interesting case study insofar as the organization was effectively damaging its own capability and credibility by pursuing this chosen course of action (Brumley, 2006).

### **2.5.2.4 Deception By Omission Braises Frequently. Repeated instances include:**

1. Avoidance of any discussion of material risks arising in the Joint Strike Fighter program, despite these attracting a large volume of press globally (FADT, 2003).
2. Avoidance of any detailed discussion of the capabilities of the competing fighter, despite this information being widely available in the public domain (FADT, 2003).
3. Avoidance of any discussion of the adverse consequences of early retirement of the aircraft, despite these being extensively documented in the public domain (FADT, 2003).
4. Avoidance of any discussion of the capabilities of competing foreign aircraft being acquired across the region and presenting a challenge to the Joint Strike Fighter, thus concealing its weaknesses (FADT, 2003).

### **2.5.3 Psychological Of Deception:**

#### **Product Characteristics:**

##### **2.5.3.1 Product versus Service**

In general, service industries provide more room for deception than do manufactured goods. Services, being intangible, force the consumer to think in abstract terms. The tangible aspects of the service are often not evident until something goes wrong with it or the consumer investigates an unreasonably high bill.

Some service industries are based on a manufactured product, such as the automobile service industry.

Due frequently to technical ignorance of the consumer, this situation is a breeding ground for deception.

The automotive service industry is particularly known for its deceptive and unethical practices.

Other service industries such as the financial services industry and the insurance industry do not have products to service— the product *is* the service.

##### **2.5.3.2 Emotional Content:**

Products and services that cater to the consumer's innermost psychological state—private desires and fantasies—are particularly prone to deception by the seller. Such products and services may result in high consumer arousal that is likely to inhibit rational cognitive evaluation, making it relatively easy for the seller to close a sale without disclosing all relevant information.

##### **2.5.3.3 Symbols:**

Some products, like the automobile or a cultural artifact, not only perform a physical function, but also symbolize a variety of consumer needs and wants. People come to attach meanings to these products that may have little to do with the products' technical qualities. In such cases, the items or services are evaluated for aspects irrelevant to their quality or price, providing ideal conditions for deception to take place.

##### **2.5.3.4 Consumable versus Durable Products and Services:**

In general, it is easier to get away with deceptive or otherwise unethical practices when dealing with consumable products and services, if only because the impact is often short lived.

It is also relatively cheaper to appease an occasional angry customer with a free gift basket and an apology for the error than to forgo the financial benefits of deception as in a misleading but persuasive advertising message.

#### **2.5.3.5 Unit Price**

In general, low-value items offer more opportunity for unethical marketing practices than do high-value items because it is not cost effective, in terms of time spent, to follow up on a low-value product.

### **2.5.4 Consumer Characteristics**

#### **2.5.4.1 Being in the Market for the Product.**

When a consumer has identified a need or want and has made a decision to buy, it results in a state of cognitive arousal with regard to the product and the salience of any information pertaining to that product.

A substantial body of theoretical and empirical literature informs this issue (e.g., Bagozzi, Gopinath, & Nyer, 1999; Hoffman, 1986; Peter & Olson, 1990; Pham, 1995).

People tend to notice brands and ads in a particular product category in which they are considering making a purchase.

Any advertisement or deal relating to the product category is likely to catch their attention, with longer-than-usual retention periods. Such arousal may also be for a specific brand, if a specific product attribute valued by the consumer has been highlighted in advertisements for that brand. Once a brand bias is established, it may become easier to get the consumer to overlook other considerations.

#### **2.5.4.2 Illiteracy:**

Educated consumers may be better exposed than illiterate consumers to technical information on the products they purchase.

In addition, educated consumers may be better at critical thinking, learning to weigh the pros and cons of each brand.

They may also make more reasoned choices based on the attributes that are important to them, rather than on claims made by an advertiser.

For these reasons, deceptive marketing tactics may be aimed at less educated or illiterate consumers. Although this issue does not seem to have been systematically

#### **2.5.4.3 Shyness and Introversion:**

Shy or highly introverted individuals may be less likely to question a discrepancy between a sale tag and the price charged on the bill or to protest the posting of sale notices long after the sale has expired.



Department stores may attempt to exploit this type of consumer through some of the strategies described earlier.

#### **2.5.4.4 Moral Values:**

A “satisfaction guaranteed” label, usually accompanied by a promise of “full refund, no questions asked” on return of the item, is a powerful incentive to buy the product, especially in the mail-order business.

This guarantee is sometimes exploited by marketers to aggressively promote products that really do not meet the quality expectations of the consumer sometimes exploit this guarantee.

Many consumers hesitate to return an unsatisfactory product they have bought and used, particularly if it is a low-cost item. Normally, it is difficult to prove that deception has occurred, especially if the advertiser or seller lives up to the promise—unless the product is clearly of unacceptable quality, and the returns are negligible compared to sales.

This is an area that has received little attention in research, and merits further investigation.

#### **2.5.4.5 Effects Of Automation**

Technology can be used to create false impressions in the minds of consumers. For instance, the automated answering systems in use today can create false images. When we get the message “all representatives are currently assisting other customers.” after several minutes of making menu choices, we get the visual image of a service center with a whole panel of service specialists when in fact there may be only one or two.

#### **2.5.4.6 Inhibition:**

Often, marketers exploit the consumer’s relative disadvantage as an individual against an organization. This is particularly apparent in service industries.

The consumer, although free to do so, may not react to a case of deception because of fear of retaliation by the service provider, who can easily do damage to the product being serviced without its being traced back to the technician.

## **2.6 Marketing Deceptive Practices in Advertising:**

### **2.6.1 Advertising Deception:**

The communal announces about the seller is name and adders in addition to attracting the reader or hearer to see the advert advertising by posters mottos or by radios are legal whether it is art of funny but it should not arouse instincts of people or violate the traditions or norms becomes it print an everlasting Impression in the consumers mind and takes away the trust and reliability in such products and ages down with general taste.

There are different ways used in deceiving the consumers in the adverts one of them is focusing on sense of humor shabbier and twits conducted a study in which adverts were assented to find 73% of them used marketing deceptive methods 75.5% of such deceptive adverts used sense of humor a way to conceal deception in order to mislead the probable clients become as it is know the joke takes away the humans regulations and the marketers effectively use this the findings indicated that all kinds of sense of humor are used to deceive the consumers. (Shabbir, H, & Thwaites D , 2007).

Indicated that the advertised companies depend in its adverts on three assumptions:

1. The consumer does not know what he wants.
2. The consumer doesn't tell the truth about what he desires or not.
3. The consumer is not rational in his marketing behavior.

(Gryser, 1972)Points out that negative social effects resulting from the misleading adverts including:

1. Increasing of the general taste in particular in TV and radio adverts that lack of the originality in the content and the creativity in the text.
2. Forming desires and ambitions for the consumer of which he could not afford which leads to instability in his social life.
3. Manipulating with the consumers emotions which encourage him to have incorrect buying decisions.
4. Getting bored of the repetition's and overacting of the advert that leads to abandoning the advertised product.

As a result there are some bad effects of the adverts which are:

1. The consuming advert mostly offers in sufficient information which leads to incorrect buying decision making.
2. Overacting in using the advert leads to more expenses.
3. The commercials might create consuming desires which the consumer cannot handle leading to social life instability.

Commercial deception is carried out through the following practices.

The extent of having an evidence for the validity of the advert message content the extent the velocity of the impression taken by the individual about the advert message of the advert message for the consumer's ability in analyzing and commenting.

The extent of the clarity of the advert in misleading or whether such adverts in clued misleading information aiming at forming wrong impressions. (Smadi, 2002).

### **2.6.2 Types of Deception in Advertising:**

Several classifications can be observed in the literature (Armstrong and McLennan, 1973; Grdner, 1975; Armstrong and Russ, 1981; Richards, 1990). Mainly, two forms of deception in advertising can be identified.

#### **2.6.3- Explicit Deception:**

The message contains expressly false information.

In this case, deception can be detected by comparing the actual characteristics of the product and the message content.

#### **2.6.4- Implicit Deception:**

It occurs when the advertising message contains information that is literally true but leads the consumer to draw erroneous inferences about the product or the service attributes.

Hastak and Mazis (2011) proposed a typology of truthful but misleading claims that integrate psychological theories with a legal framework (Sawssen Garbouj Chaouachi2012).

### **2.7 Customer Image:**

An organization's image is an important variable that positively or negatively influences marketing activities. Image is considered to have the ability to influence customers' perception of the goods and services offered. Thus, image will have an impact on customers' buying behavior. Service literature identifies a number of factors that reflects image in the customer's mind.

Image is considered to influence customers' minds through the combined effects of advertising, public relations, physical image, word-of-mouth, and their actual experiences with the goods and services. Similarly,

Using numerous researches on service organizations, found that service

Quality was the single most important determinant of image. Thus, a customer's experience with the products and services is considered to be the most important factor that influences his/her mind in regard to image.

Heung et al. found image to be an important factors, and to maintain a relatively high score rating among loyal customers.

According to Mazanec image is positively associated with customer satisfaction and customer preference (dimension of customer loyalty).

### **2.7 .1 Emotions Component:**

Emotions are a mental state of readiness arising from cognitive appraisals of events or thoughts. It has a variety of cognitions such as a phenomenological tone and is accompanied by physiological processes that are often expressed physically and may result in specific actions to affirm or cope with the emotion (Bagozzi et.al., 1999).

Emotions and Affective Images in Consumer Decisions Emotions play a central role in consumer decisions (Bagozzi, Gopinath, and Nyer 1999; Bechara and Damasio2005; Shiv and Fedorikhin 1999).

In a dynamic interplay with analytical processes, emotions guide consumer behavior by influencing information processing and judgment based on affective evaluation of environmental stimuli (Andrade 2005).

In a simplified conceptualization, emotional processing can be characterized on two dimensions: valence and arousal (Russel1980).

While the valence dimension refers to whether an affective state is positive or negative, arousal refers to the overall intensity of this emotional state. In order to capture the influence of emotional arousal on consumer behavior, it is thus critical to also take into account the valence dimension (Andrade 2005; Fedorikhin and Patrick 2010).

Under the influence of pleasant emotions, for instance, consumers tend to make decisions that maintain their positive mood (Di Muro and Murray 2012).

When experiencing unpleasant emotions however, consumers have a stronger tendency to lose self-control and succumb to temptations (Fedorikhin and Patrick 2010).

It can be concluded that the valence of emotional experience “is ultimately what gets attributed to the target” (Noseworthy, Muro, and Murray 2014).( Philipp J.Astor b 2016)

### **2.7.2 Affective Brand Attitude:**

The focus here is on the kind of attitude that is formed or changed as a direct function of subtle and emotional factors. For example, consider a communications program involving an ad that uses a very attractive celebrity. It is likely that the target consumers may form a positive attitude toward the advertised brand mostly because of the celebrity. Here the attitude is formed (or changed) not because consumers thought about the brand, its benefits, its costs, and so on, but because of uncontrollable factors operating in the subconscious.

### **2.7.3 Cognitive Brand Attitude:**

Cognitive brand attitude refers to the overall positive or negative opinion consumers have about the brand based on “rational” beliefs and cognitions. “Rational” beliefs and cognitions are the kind of beliefs that are generated by conscious thought.

To fully understand the concept of cognitive brand attitude, we need to distinguish cognitive brand attitude from affective brand attitude. Affective brand attitude refers to the overall positive or negative opinion consumers may have about the brand based on “emotional” considerations. In other words, consumers may form an overall judgment of the “goodness” or “badness” of the brand based on some good reasoning—the kind of reasoning that they may be conscious of and that allows them to articulate the “reasons” they like or dislike the brand. Thus a brand attitude formed as a result of well-articulated cognitions (e.g., one’s belief that Crest toothpaste is reasonably priced, has a nice color, whitens teeth, and has tartar control)

Is a cognitively based brand attitude. In contrast, if a consumer forms an overall opinion of the brand based on an association with an attractive celebrity and the consumer is not conscious of the underlying reason, the brand attitude is said to be affective. That is, the consumer’s attitude is not based on conscious reasoning. If one were to ask why he or she likes or dislikes the brand, the consumer may not be able to respond accurately, because the information processing occurred at a basic, subconscious, emotional level. (Joseph Sirgy 2016).

### **2.8 Effects of Deception on Consumer Behavior:**

Deception is considered as one of the major ethical issues to be raised in advertising (Hyman, Tansey, & Clarc, 1994).

Indeed, deception could influence consumers’ beliefs in a dishonest way and can have negative consequences on their financial resource and their health (Boush, Friestad & Wright, 2009). Deception also affects competition by the influence of consumer choice (Lord & Kim, 1995) and results in an increase in market transaction costs (Gao, 2008).

Romani (2006) found that the presence of deception can adversely affect levels of trust worthiness towards the source of information and willingness to buy.

Existing literature has also demonstrated that consumer deception can affect attitude of consumers (Chaouachi et al., 2012; Newell et al., 1996).

Chaouachi et al. (2012) found that when consumers feel deceived by the information in a particular advertisement, it is likely to have negative effect on the consumer’s attitude

towards the advertisement in question. However, in their study, Chaouachi et al. (2012) focused on attitude towards a specific advert and not general attitude toward adverts.

## **2.9 Perceived Risk:**

Dowling and Staelin (1994) defined risk as a consumer's perceptions of the uncertainty and adverse consequences of engaging in an activity. Consumer behavior is motivated to reduce risk. (Bauer, 1960; Taylor, 1974).

When consumers intend to buy a product or a service, they often hesitate to make the final decision because they can't be sure that all of their buying goals will be accomplished with the purchase (Roselius, 1971).

Perceived risk can be explained as "consumer's doubt about the result of their decisions" (Arslan, Gecsti, & Zengin, 2013). According to Cox and Rich (1964), the concept of perceived risk includes at least two aspects,

Adverse consequences and uncertainties. Risk can be encountered during consumer's purchasing process, or once they face to any potential uncertainty and undesirable consequence (Taylor, 1974; Zhang, W. Tan, Xu, & G. Tan, 2012). Therefore, if the purchase result was not favorable, customers would be lost their budget, wasted their time, damaged their social position, etc (Cabañero & Carmen, 2007).

According to Jacoby and Kaplan (1972), several types of risk that Consumers perceive can be considered.

Functional risk, physical risk, financial risk, social risk, and psychological risk. Zhang et al. (2012) proposed and verified more dimensions of perceived risk, which include social risk, economics risk, privacy risk, time risk, quality risk, health risk, delivery risk, after-sale risk. In addition, Alamsyah and Angliawati (2015) also brought out several dimensions to measure the concept of perceived risk, followings financial risk (price, cost, funding), functional risk (needs, functions, beliefs), and psychosocial risk (stress, dislike, refuse).

Thus, the perceived risk can be considered in term of economic/functional aspects, psychological/social elements, or some combination of both forms (Taylor, 1974).

Accordingly, dimensions of perceived risk which are mentioned in this study will be presented in the table below (2.1):

### 2.9.1 Description and definition of perceived risk: Table (2.1)

Perceived Risk Facet	Description—Definition
1. Performance risk	“The possibility of the product malfunctioning and not performing as it was designed and advertised and therefore failing to deliver the desired benefits.” (Grewal et al., 1994).
2. Financial risk	“The potential monetary outlay associated with the initial purchase price as well as the subsequent maintenance cost of the product” (Grewal et al., 1994). The current financial services research context expands this facet to include the recurring potential for financial loss due to fraud.
3. Time risk	Consumers may lose time when making a bad purchasing decision by wasting time researching and making the purchase, learning how to use a product or service only to have to replace it if it does not perform to expectations.
4. Psychological risk	The risk that the selection or performance of the producer will have a negative effect on the consumer’s peace of mind or self-perception (Mitchell, 1992). Potential loss of self-esteem (ego loss) from the frustration of not achieving a buying goal.
5. Social risk	Potential loss of status in one’s social group as a result of adopting a product or service, looking foolish or untrendy.
6. Privacy risk	Potential loss of control over personal information, such as when information about you is used without your knowledge or permission. The extreme case is where a consumer is “spoofed” meaning a criminal uses their identity to perform fraudulent transactions.
7. Overall risk	A general measure of perceived risk when all criteria are evaluated together.

### **3.0 Introduction**

This section gives details of the research design that was adopted, survey population, sampling procedure, data sources, data collection procedures, measurement of variables, and the final data analysis techniques that were applied.

#### **3.1 Research Design:**

A cross sectional research design was used. Co relational design was adopted to establish the relationship between marketing deception customer image and perceived Risk. A regression analysis focusing on marketing deception, customer image, and perceived risk was made to establish the extent to which they contribute of serves market – telecom section.

#### **3.2 Research Methodology:**

The methodology used in this study was both descriptive and analytical, in that it described and analyzed the relationship between the study variables. The goal is to develop an appropriate method in order to achieve the objectives of this study which included a series of questions analyzed statistically to test the hypotheses of the research and made good use of many different literature references and sources to build a theoretical and practical background and research based on previous and new studies. Likert five scales are used to answer research questions and verify results achieved.

#### **3.3 Research Population**

The study population consisted of customer of telecommunication company in Sudan (Zain, MTN , Sudan) we are focus on university students they are using telecom services because it was readily knowledgeable and available (Bryant, 2003).

#### **3.4 Sample Size:**

Non-probability Convenient sampling design was used to select respondents from Three Telecom companies in Sudan .The sample size of the respondents was (385) respondents selected basing on the table for determining sample size by Krejcie and Morgan, (1970).

Mc Call (1994) supports this by stating that a researcher needs to get the appropriate sample size in terms of accuracy and cost putting into consideration the subject matter of investigation.



### **3.5 Data Sources:**

#### **3.5.1 Primary Data:**

Primary data was obtained through the use of self-administered questionnaires following the systematic and established procedures as suggested by (Churchill, 1979; Garbing and Anderson, 1988).

The questionnaires were self-adjusted, validated and pre tested. The self-administered questionnaire was used as a tool for data collection because it is quicker in getting data from the respondents (Bakka bulindi, 2004).

#### **3.5.2 Secondary Data:**

Secondary data was obtained through the already existing literature from journals, textbooks, articles and Data base and website Report.

### 3.6 Measurement Of Variables:

Scales from previous studies was used to measure the study variables:

**Table (3.1)**

Damnation	Scales	Source &Reference
Promotional deception	4	The Extent of Customers' Perception of the Ethical Commitment in the Marketing Mix Dr. Marwan Salaymen
Service deception	4	
Distribution deception	4	
Price deception	6	
physical deception	4	The Impact of Marketing Deception in Building up Consumers Image in the Jordanian Market Services Ali Mohammed Alkhatib
Cognitive component	2	
Behavioral component	3	
Affective component	2	
Perceived Risk	3	The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products Shwu-Ing Wu & Yen-Jou Chen
	2	The Impact of Ethical Sales Behavior on Customer Loyalty: A Case from Vietnam Nguyen Minh Tuan

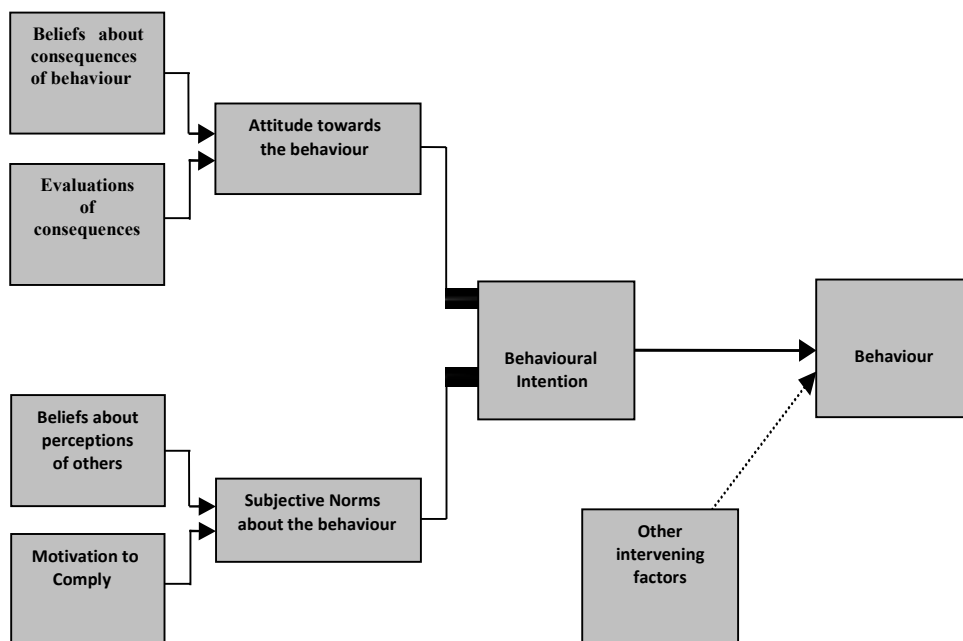
**\*Notes:** (Some of the sentences was changed and redesigned by Researcher to be consider with the element of the variable of study).

### 3.7 Theories of study:

Prescriptive Cognitive Models were first developed in the 1960's when marketing researchers increasingly focused on beliefs and attitudes as determinants of consumer buying behaviour (Ahtola 1975). The most influential work in this area was forwarded by Martin Fishbein who proposed a model of attitude formation that became known as the 'Fishbein model'; the first of a breed of 'expectancy value' models (Fishbein 1963, Fishbein 1965, Fishbein 1967, Fishbein ANDBertram 1962). The Fishbein model proposed that a person's overall attitude toward an object is derived from his beliefs and feelings about various attributes of the object (Ahtola 1975, Loudon ANDDella Bitta 1993).

While this model provided a significant contribution in the area, it was developed further, and significantly extended, to not only assess attitudes, but behaviour (Ajzen ANDFishbein 1980, Fishbein ANDAjzen 1975). This revised model became known as the Theory of Reasoned Action (TRA) and is depicted in Figure (3.1) below.

**Figure (3.1) : Theory of Reasoned Action**



Source: (Fishbein ANDAjzen 1975, Loudon ANDDella Bitta 1993)

Behaviour is said to be approximately equal to behavioural intention, which can be derived from a combination of the consumer's attitude toward purchasing the product and the subjective norms about the behaviour. Through the concept of 'subjective norm' the theory acknowledges the power of other people in influencing behaviour (Solomon, Bamossy et al. 2006); explicitly, it accounts for the thoughts of others toward the certain behaviour, and is moderated by the extent to which the consumer is motivated to comply to these views. The relative contributions of attitudes and subjective norms will not necessarily be equal in predicting behaviour (Miller 2005), depending on the individual consumer's propensity to care about other's views, the consumption situation, or the product type under consideration, with conspicuously consumed products tending to be influenced to a greater degree by the subjective norm variable than less conspicuous products would be (Schultz 2006).

Another notable change in approach seen in TRA is that attitude toward the behaviour (the act of buying) is measured rather than simply the attitude toward the object. This was a necessary amendment once behaviour was being measured, as a consumer may have a very favourable attitude toward a product, but not toward the act of purchasing it (Solomon, Bamossy et al. 2006).

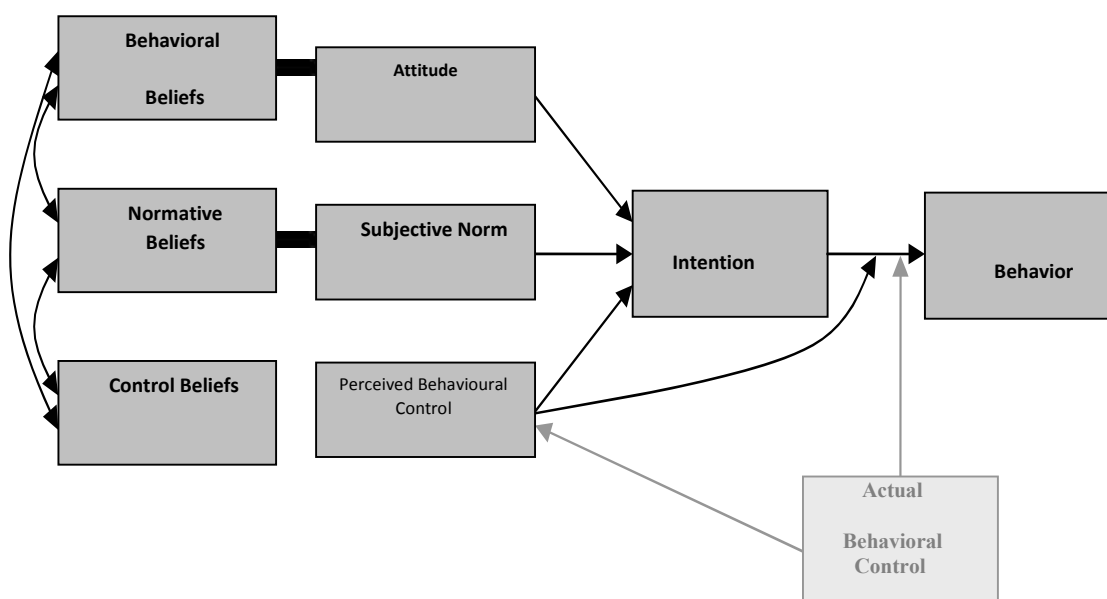
In empirical tests and applications of the TRA, a high correlation of attitude toward behaviour and subjective norms to behavioural intentions have been found, however, some studies have proposed that the stated high relationship between behavioural intention and actual behaviour is simplistic because of circumstantial limitations (Oliver AND Berger 1979, Sheppard, Hartwick et al. 1988). For a variety of reasons it is purported that behaviour is not always within the complete control of the actor, and as such an additional variable mediating between intentions and behaviour is necessary (Warshaw 1980). Ajzen provided this additional variable in 1985 when he published the Theory of Planned Behavior (Ajzen 1985).

### **3.7.1 The Theory Of Planned Behavior**

The Theory of Planned Behavior (depicted in its simplified form in Figure 3.2 below) is simply an extension of the TRA which seeks to address the seeming over reliance on intentions to predict behaviors.

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**Figure 3.2: Theory Of Planned Behavior**



Source: (Ajzen 2006)

The construct ‘perceived behavioral control’ is formed by combining the perceived presence of factors that may facilitate or impede the performance of a behavior and the perceived power of each of these factors. Actual behavioral control refers to the extent to which a person has the skills, resources, and other prerequisites needed to perform a given behavior. Actual behavioral control is difficult to accurately assess and so perceived behavioral control is measured through specially designed questionnaires and serves as a proxy measure of the influence. In the TPB, behavioral intention is controlled by a dynamic mix of the attitude, subjective norm and perceived behavioral control variables.

Actual behavior is again derived largely from behavioral intention, but is mediated to some degree by perceived behavioral control (Ajzen 2006).

Since its publication the TPB has become the dominant expectancy-value theory, and has been applied in a wide variety of behavioral domains (Shaw,Shiu et al. 2000). Empirical tests have often found that the TPB has significantly improved predictive ability over the earlier TRA (Beck ANDAjzen 1991, Giles ANDCairns 1995). In the past 20 years a number of studies have proposed modification to the TRA and TPB. In most cases these modifications do not alter the fundamental architecture of the theory, but do change or add variables in an attempt to improve the predictive ability in specific contexts.

Ajzen is supportive of such modifications or additions, stating in 1991 that: “The theory of planned behavior is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance in intention or behavior after the theory’s current variables have been taken into account” Ajzen (1991, p. 199)

One of the most notable adaptations is the Technology Acceptance Model proposed by Davis in 1989 in an attempt to explain the determinants of computer acceptance (F. Davis 1989, F. Davis, Bagozzi et al. 1989). Of greater relevance to this study is work that has proposed the addition of ethical obligation as a determining variable (Kurland 1995, Raats, Shepherd et al. 1995, Shaw, Shiu et al. 2000, Sparks, Shepherd et al. 1995), self identity (Shaw, Shiu et al. 2000, Sparks AND Guthrie 1998, Sparks AND Shepherd 1992, Terry, Hogg et al. 1999) and environmental behaviours (Harland, Staats et al. 1999)

### **3.7.2 Perceived Risk Theory:**

Perceived risk, according to Arrow (1951), Taylor (1975), Humphreys and Kenderdine (1979), “represents an uncertain, probabilistic potential future financial outlay” (cited in Giesler, 2004). It is existed in consumers’ minds, which will conduct the consumers’ behaviors, not only influencing the customers’ choices of product(s), but also influencing other decisions, such as new financial product adoption etc.

Foxall, Goldsmith and Brown (1998) defined that “the perceived risk a consumer feels in a choice situation is generally described as being dependent on the uncertainty present in the information he or she has and the likely consequences of the purchase” (cited in Szmigin 2003). This means that perceived risk is associated with a consumer’s limited cognitive capacity of information handling. It is probably an under-rated phenomenon in relation to what we buy, how we buy and particularly in relation to the adoption of new ideas and things. In some areas, some of us can tolerate high levels of risk, others cannot. For most of us, the actual calculation of risk is really very difficult, just as imagining the odds on winning the lottery are. The more important thing is how close the relationship we have with the product, service, idea and the role it has in our lives.

### 3.7.2.1 Classification of the Perceived Risk:

Blummer (1931) states that “there can be no theory of scientific investigation without classification” (cited in Giesler, 2004). Therefore, classification is a necessary tool to divide and order the phenomena the researchers try to study.

According to Roselius (1971) and Jacoby & Kaplan (1972), perceived risk is usually measured as a multidimensional construct: financial risk, physical risk, psychological risk, performance risk, time risk, and social risk (Cunningham, Gerlach, Harper & Young, 2005).

In the table below, we put services telecom into the context and give the implication of these risks when people are using telecom services.

**(Table 3.2)** Classification of the perceived risk

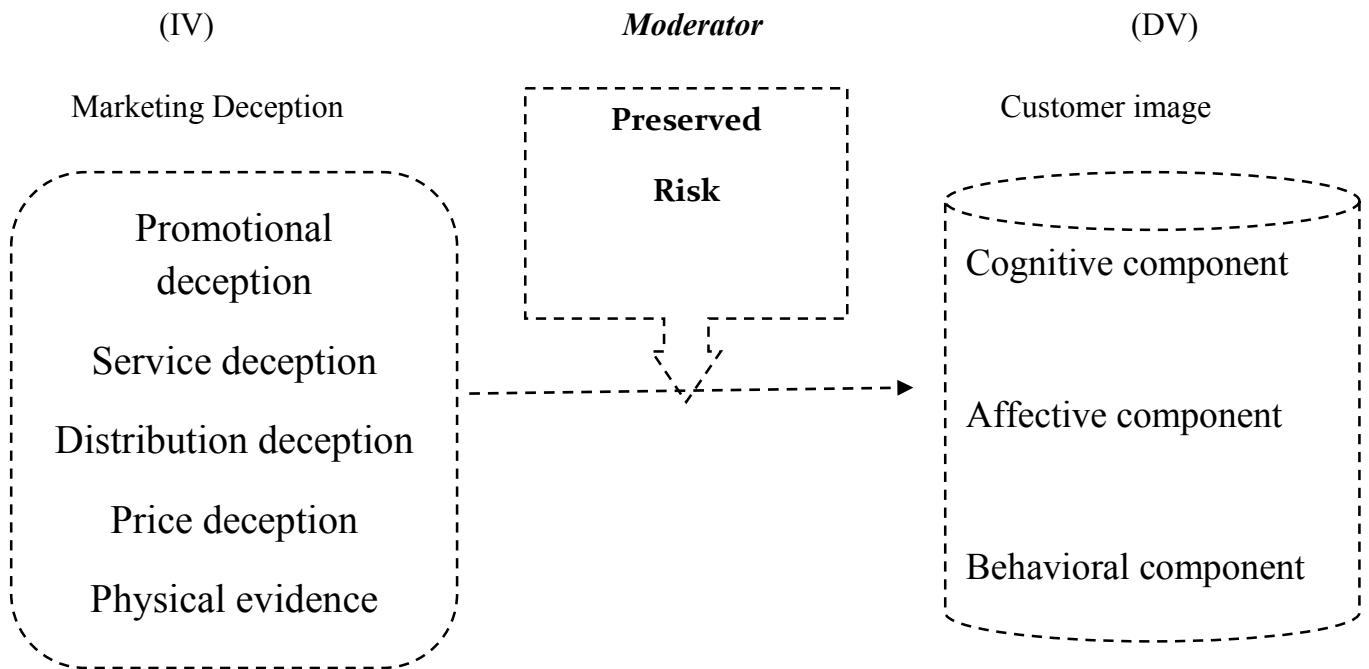
<b>Perceived risk components</b>	<b>Implications</b>
Financial risk	The uncertainty of the cost to telecom services, which cannot be calculated if unpredicted financial problems occurs.
Physical risk	Commonly associated with the telecom services that might have harmful side effect on the consumer’s health.
Psychological risk	Regretting, bad feeling and bad experience of using telecom services.
Performance risk	Consumers worry that the telecom services usage system may not have been fully tested and may not work effectively.
Time risk	Time, convenience, effort in using telecom services and time lost.
Social risk	The influences from the consumer’s reference groups, family and the culture, related to the risk that self-image could be affected.

Source: Hong Liang 2006 modifying by researcher

### 3.8 Research Model:

After critical reviewing the literature of this study to Fugger out the element of variable as consistence relationship between the (Marketing Deception) and (Customer Image) the researcher suggest the model below:-

**Figure (3.3)**

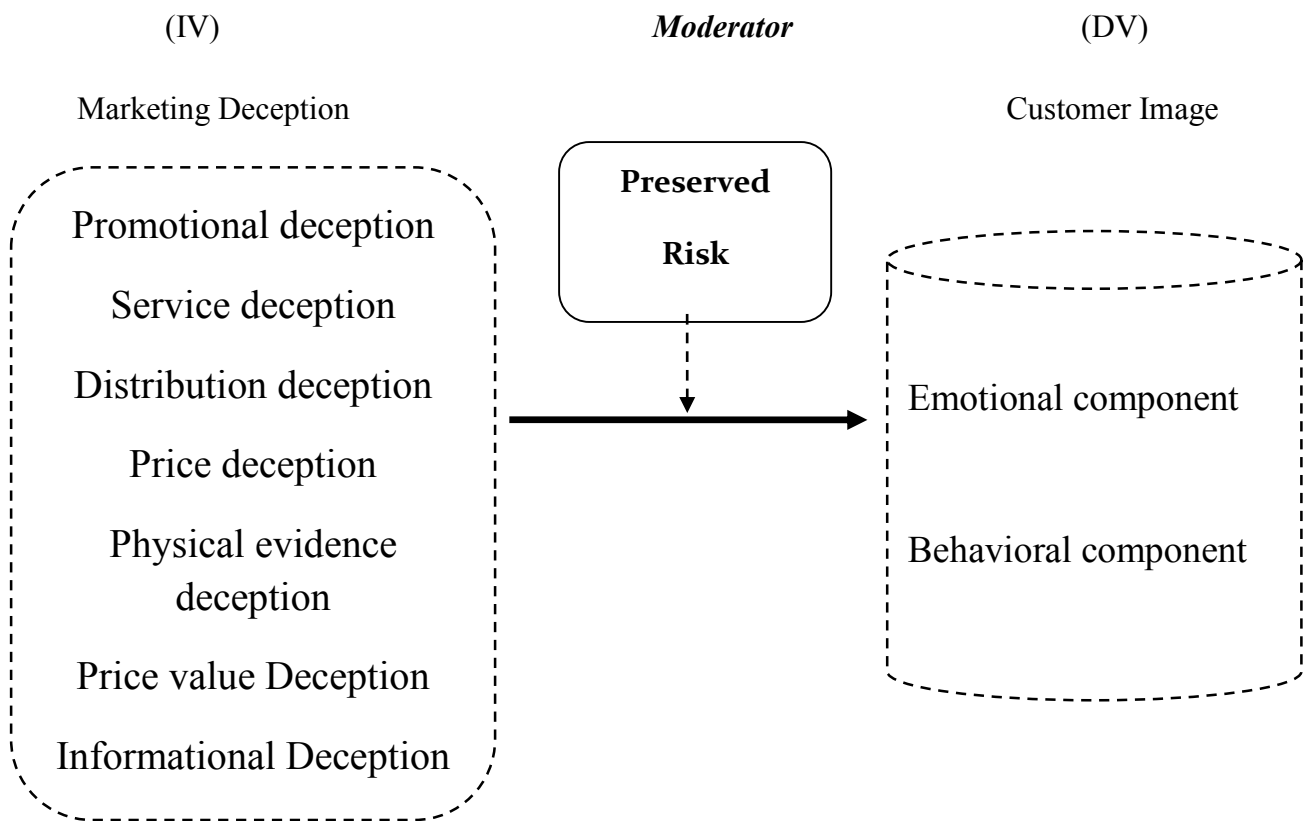


Source: prepare by Researcher depend on literature Review



### 3.9 Modify Research Model:-

Figure (3.4)



(Source: prepare by Researcher)

### **3.10 HYPOTHESES DEVELOPMENT:**

H: There is Negative relationship between marketing deception and customer image.

Ha1: There is Negative relationship between Service deception and emotional component

Ha2: There is Negative relationship between Service deception and Behavioral component.

Ha3: There is Negative relationship between Price deception and emotional component.

Ha4: There is Negative relationship between Price deception and Behavioral component.

Ha5: There is Negative relationship between Promotional deception and emotional component.

Ha6: There is Negative relationship between Promotional deception and Behavioral component.

Ha7: There is Negative relationship between Distribution deception and emotional component.

Ha8: There is Negative relationship between Distribution deception and Behavioral component.

Ha9: There is Negative relationship between Physical evidence deception and emotional component.

Ha10: There is Negative relationship between Physical evidence deception and Behavioral component.

Ha11: There is Negative relationship between Price value deception and emotional component.

Ha12: There is Negative relationship between Price value deception and Behavioral component.

Ha13: There is Negative relationship between informational deception and emotional component.

Ha14: There is Negative relationship between informational deception and Behavioral component.

Hb1: 2Preserved risk moderator Negative relationship between Service deception and emotional component.

Hb2: Preserved risk moderator Negative relationship between Service deception and Behavioral component.

Hb3: Preserved risk moderator Negative relationship between Price deception and emotional component.

Hb4: Preserved risk moderator Negative relationship between Price deception and Behavioral component.

Hb5: Preserved risk moderator Negative relationship between Promotional deception and emotional component.

Hb6: Preserved risk moderator Negative relationship between Promotional deception and Behavioral component..

Hb7: Preserved risk moderator positive relationship between Distribution deception and emotional component.

Hb8: Preserved risk moderator Negative relationship between Distribution deception and Behavioral component.

Hb9: Preserved risk moderator Negative relationship between Physical evidence deception and emotional component.

Hb10: Preserved risk moderator Negative relationship between Physical evidence deception and Behavioral component.

Hb11: Preserved risk moderator Negative relationship between Price value deception and emotional component.

Hb12: Preserved risk moderator Negative relationship between Price value deception and Behavioral component.

Hb13: Preserved risk moderator Negative relationship between informational deception and emotional component.

Hb14: Preserved risk moderator Negative relationship between informational deception and Behavioral component.

## **4.0 Introduction:**

This chapter shows the process through which the data that was collected from firms represents various Services telecom company in Khartoum State was analyzed to presents the findings. The chapter was organized into four sections. The first section concerns with data cleaning, response rate, and the characteristics of respondents, followed by the goodness of measures which discusses the validity and reliability of the measurement. The third section shows the descriptive analysis of the study variables. The last section focuses on the results of path analysis and hypotheses testing.

## **4.1 Data Cleaning:**

Data cleaning deals with detecting and removing errors and inconsistencies from data in order to improve the quality of data. The need for data cleaning is centered on improving the quality of data to make them “fit for use” by users through reducing errors in the data and improving their documentation and presentation (Chapman, 2005).

Data quality problems are present in single data collections due to misspellings during data entry, missing information or other invalid data. When multiple data sources need to be integrated, or analysis programs need to be used, the need for data cleaning increases significantly. Thus in this study data cleaning is used to manipulates missing data, unengaged responses, and outliers.

## **4.2 Missing Data:**

Missing data is common and always expected in the process of collecting and entering data due to lack of concentration and/or the misunderstanding among respondents, and missing information or other invalid data during the entry of data. Missing data can cause several problems. The most apparent problem is that there simply won't be enough data points to run the analysis and particularly in structural equation model (SEM).

Both exploratory and confirmatory factor analysis and path models require a certain number of data points in order to compute estimates. Additionally, missing data might represent bias issues. Some people may not have answered particular questions in survey because of some common issue. If missing data is more than 10% of the responses on a particular variable, or from a particular respondent, that variable or respondent may be problematic. In this study the proportion of missing data is lower than 10% therefore there no need to remove any of responses.

### 4.3 Unengaged Responses:

Unengaged responses means some responses giving same answer for all the questionnaire it seems to be random answers, in this case we use standard deviation to find out any unengaged response this means that any standard deviation of responses less than 0.5 when Likert's five point scale is used just deleted. Therefore, in this study 2 questionnaires was found to have standard deviation less than 0.5 and they were excluded from data analysis. Table (4.1) shows the unengaged response.

**Table (4.1)**

#### Unengaged responses:

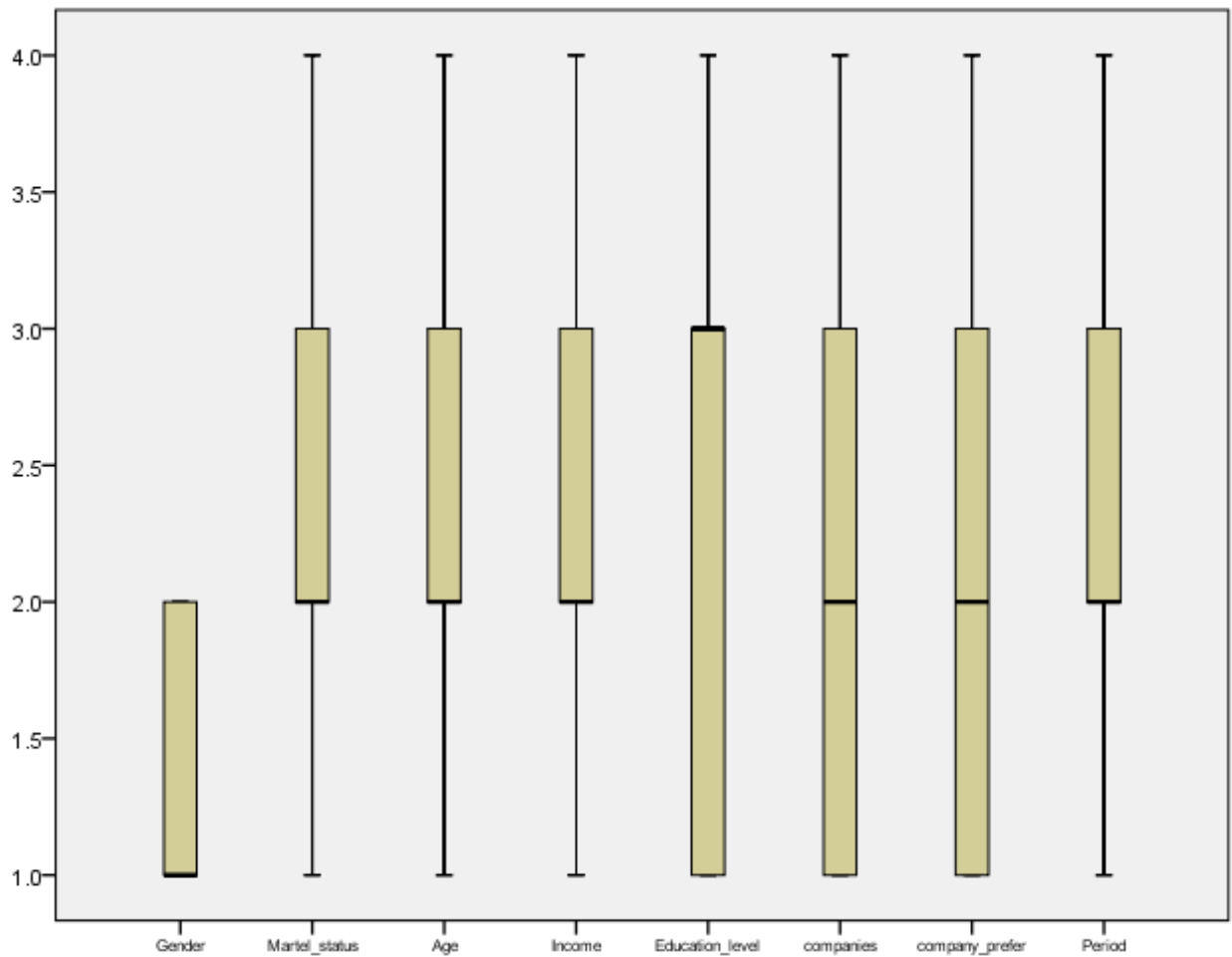
Total Questionnaires	<b>385</b>
Unengaged responses	2
Unengaged responses Rate	0.005

*Source: prepared by researcher 2017*

### 4.4 Outliers:

It's very important to check outliers in the dataset. Outliers can influence the results of analysis. If there is a really high sample size, the need for removing the outliers is wanted. If the analysis running with a smaller dataset, you may want to be less liberal about deleting records However, outliers will influence smaller datasets more than largest ones. However, in this dataset outliers were checked as showed in figure (4.1) but no change was made because it is seemed logic to find some of the Respondent are extreme in their ages and gender among all the respondents of the study.

**Figure (4.1) Outliers**



*Source: prepared by researcher from data (2017)*

#### **4.5 Response rate**

The population of this study was customer of telecom companies and covered all three companies (Zain Sudan and MTN). The researcher employed convenient sample. survey was used to distribute 385 questionnaires to the Respondent across the three companies a total of 347 out of 385 questionnaires received from respondents, the overall response rate was 90% this was considered as high rate due to questionnaires given one by one to respondents and in researches used a self-administrated survey (Sekaran, 2003).

**Table (4.2) Response Rate of Questionnaire**

Total distributed questionnaires	385
Total questionnaires received from respondents	347
Valid questionnaires received from respondents	345
Partially filled questionnaires	0
Invalid questionnaires	2
Not filled-up questionnaires	0
Questionnaires not received	38
Overall response rate	90%
Useable response rate	89%

*Source: prepared by researcher from data (2017)*

#### **4.6 Profile of the respondents**

Based on the descriptive statistics using the frequency analysis this part investigates the profiles of Respondent that participated in the survey on the light of seven characteristics, Gender of Respondent , Martel Status , age of the Respondent , Income , Education Level , companies provide Services , and finally the Period of Services .

-The SPSS output presented in appendix shows that In term of Gender of respondent The majority of the respondents were mail(67%) and other are female (33%) Concerning the ages of the respondent almost half of responded between 31-40 years (43%) and respondent between20-30years are (13%) between 41-50 (11%) and more than 50 were (30%) The table reveals that (84%) of the respondent are master holder where (0.09%) are PhD holder and (0.03%) are bachelor students.

With regard to respondents time of Using Services (34.6%) are in the majority range of usage 5 – 10 years, and (17%) their range of usage is 1 – 5 years, while the rest are between 10 – 15 years (15%), and above 15 years is (11%).

In term of Companies Number provide the services from the respondent (40%) of the respondent usage one company , (36%) of them usage tow companies and (30%) usage three companies .and the last indicators of respondent was Companies Prefer the survey show That (35%) of respondent prefer Sudani company (35%) were prefer MTN company (30%)are prefer Zain company.

**Table (4.3) Respondents' Profile:**

<i>variable</i>	<i>category</i>	<i>frequency</i>	<i>%</i>
<b><i>Gender of respondent</i></b>	Male	231	67%
	Female	113	33%
<b><i>Respondent age</i></b>	From 20 to 30 Years	48	13%
	From 31 to 40 Years	150	44%
	From 41 to 50 Years	105	30%
	More than 50	41	11%
<b><i>Respondent academic qualification</i></b>	Bachelor	10	3%
	Master	290	84%
	PhD	30	9%
	Other	15	4%
<b><i>Respondent years of Using Services</i></b>	from 1 to 5	60	17%
	from 5 to 10	196	57%
	from 10 to 15	51	15%
	More than 15	38	11%
<b><i>Respondent Income</i></b>	Less than 1000	19	6%
	From 1000 to 3000	158	46%
	From 3000 to 6000	122	35%
	More than 6000	46	13%
<b><i>Companies Number</i></b>	One company	151	44%
	Tow companies	88	26%
	Three companies	106	31%
<b><i>Companies Prefer by Respondent</i></b>	Sudani	121	35%
	Zain	104	30%
	MTN	120	35%

*Source: prepared by researcher from data analysis (2017)*

#### **4.7 Goodness of Measures:**

This section, reports the results of validity and reliability tests as a means to assess the goodness of measure in this study constructs (Sekaran, 2003). The study used exploratory factor analysis (EFA) and (CFA) confirmatory factor analysis. The following are the detailed information:



#### **4.7.1 Exploratory Factor Analysis (EFA):**

Exploratory Factor Analysis (EFA) is a statistical approach for determining the correlation among the variables in a dataset. This type of analysis provides a factor structure (a grouping of variables based on strong correlations). In general, an (EFA) prepares the variables to be used for cleaner structural equation modeling (SEM). This means the (EFA) will be able to spot problematic variables much more easily than the (CFA). Therefore, this study used exploratory factor analysis for testing the validity and uni-dimensionality of measures to all variables under study, followed the assumptions recommended by (Lowry & Gaskin, 2014) as follow:

- There must be a clean pattern matrix.
- Adequacy.
- Convergent validity.
- Discriminant validity.
- Reliability.

Fifty five items was used to measure the model variables were subjected to exploratory factor analysis using principal component, the summary of results was showed in Table (5.5) and the SPSS output attached in appendix. As shown in Table (5.5) below all the remaining items has more than recommended value of at least 0.45 in measure of sample adequacy (MSA) with (KMO) value of 0.903 (above the recommended minimum level of 0.60), and Bartlett's test of sphericity is significant ( $p < .01$ ). Thus, the items are appropriate for factor analysis.

#### **4.7.2 Convergent Validity:**

Convergent validity means that the variables within a single factor are highly correlated. This is evident by the factor loadings. Sufficient/significant loadings depend on the sample size of dataset.

**Table (4.4): Exploratory Factor Analysis For Testing The Model Validity:**

	1	2	3	4	5	6	7	8	9	10	11
Service_deception1							.920				
Service_deception2							.807				
Service_deception3				.828							
Service_deception4				.766							
Service_deception5				.846							
Price_deception1									.905		
Price_deception2									.830		
Price_deception3			.856								
Price_deception4			.741								
Price_deception5			.821								
Promotional_deception3										.866	
Promotional_deception4										.860	
Distribution_deception3					.811						
Distribution_deception4					.789						
Distribution_deception5					.662						
physical_deception1						.752					
physical_deception2						.899					
physical_deception3						.591					
physical_deception4											.898
physical_deception5											.723
Cognitive_component1	.670										
Cognitive_component2	.745										
Cognitive_component4	.605										
Affective_component1	.730										
Affective_component2	.745										
Affective_component3	.734										
Behavioral_component3								.903			
Behavioral_component4								.824			
preserved_Risk2		.879									
preserved_Risk3		.901									
preserved_Risk4		.900									

The table below (4.5) outlines the thresholds for sufficient/significant factor loadings. Generally, the smaller the sample size, the higher the required loading.

**Table (4.4) Thresholds for Sufficient/Significant Factor Loadings:**

<b>Sample size</b>	<b>Significant factor loadings</b>
<b>50</b>	0.75
<b>60</b>	0.70
<b>70</b>	0.65
<b>85</b>	0.60
<b>100</b>	0.55
<b>120</b>	0.50
<b>150</b>	0.45
<b>200</b>	0.40
<b>250</b>	0.35
<b>350</b>	0.30

*Source: adopted from (Gaskin, 2016)*

Since the sample size used in analysis for this study was 345, therefore the sufficient factor loading was 0.35 as shown above in Table (5.5) of the factor structure for (EFA) indicating sufficient convergent validity of the measurement instrument

#### **4.7.3 Discriminant Validity:**

Discriminate validity refers to the extent to which factors are distinct and uncorrelated. The rule is that variables should relate more strongly to their own factor than to another factor. Two primary methods exist for determining discriminant validity during an (EFA). The first method is to examine the rotated component matrix instead of pattern matrix when principle component used. Variables should load significantly only on one factor. If cross loading do exist (variable loads on multiple factors) then the cross loading should differ by more than 0.2. The second method is to examine the factor correlation matrix. The correlation between factors should not exceed 0.7. The following Table (4.5) shows the discriminate validity.

**Table (4.5) Component Correlation Matrix:**

Componen											
t	1	2	3	4	5	6	7	8	9	10	11
1	1.000	.362	.003	.011	-.041	.014	-.014	.176	-.077	.148	.141
2	.362	1.000	-.028	-.013	.010	.103	.000	.130	.116	.001	.045
3	.003	-.028	1.000	.103	-.024	.015	.070	-.042	.087	.039	.091
4	.011	-.013	.103	1.000	.015	-.039	.244	.061	-.044	.067	-.104
5	-.041	.010	-.024	.015	1.000	.038	.118	-.024	-.014	.005	-.023
6	.014	.103	.015	-.039	.038	1.000	.095	.007	.198	.041	.059
7	-.014	.000	.070	.244	.118	.095	1.000	-.024	.108	-.077	-.007
8	.176	.130	-.042	.061	-.024	.007	-.024	1.000	-.082	-.020	.066
9	-.077	.116	.087	-.044	-.014	.198	.108	-.082	1.000	-.101	.040
10	.148	.001	.039	.067	.005	.041	-.077	-.020	-.101	1.000	.049
11	.141	.045	.091	-.104	-.023	.059	-.007	.066	.040	.049	1.000

*Source: prepared by researcher from data analysis (2017)*

As shown in Table (5.6) the correlation between factors it less than 0.7 that mean no any problem in Discriminant validity.

#### **4.7.4 Reliability Analysis:**

This study used Cronbach's alpha as diagnostic tool to assess the degree of internal consistency between multiple measurements of variables. (Hair et al, 2010) stated that the lower limit for Cronbach's alpha is 0.70, although it may decrease to 0.60 in exploratory research. While Nunnally (1978) considered Cronbach's alpha values greater than 0.60 are taken as reliable. Given that Cronbach's alpha has been the most widely used measure (Sharma, 2000).

Table (4.6) presents the summary of the results for reliability analysis. Confirmed that all the scales display the satisfactory level of reliability (Cronbach's alpha exceed the minimum value of 0.60). Therefore, it can be concluded that the measures have acceptable level of reliability.

**Table (4.6) Reliability for Study Variables after EFA:**

Variable	No of items	Cronbach's alpha
Emotional component	6	.806
Preserved Risk	3	.901
Price value deception	3	.791
Information deception	3	.745
Distribution deception	3	.668
Physical evidences deception	3	.668
Service deception	2	.776
Behavioral component	2	.769
Price deception	2	.748
Promotional deception	2	.730

#### **4.7.5 Confirmatory Factor Analysis**

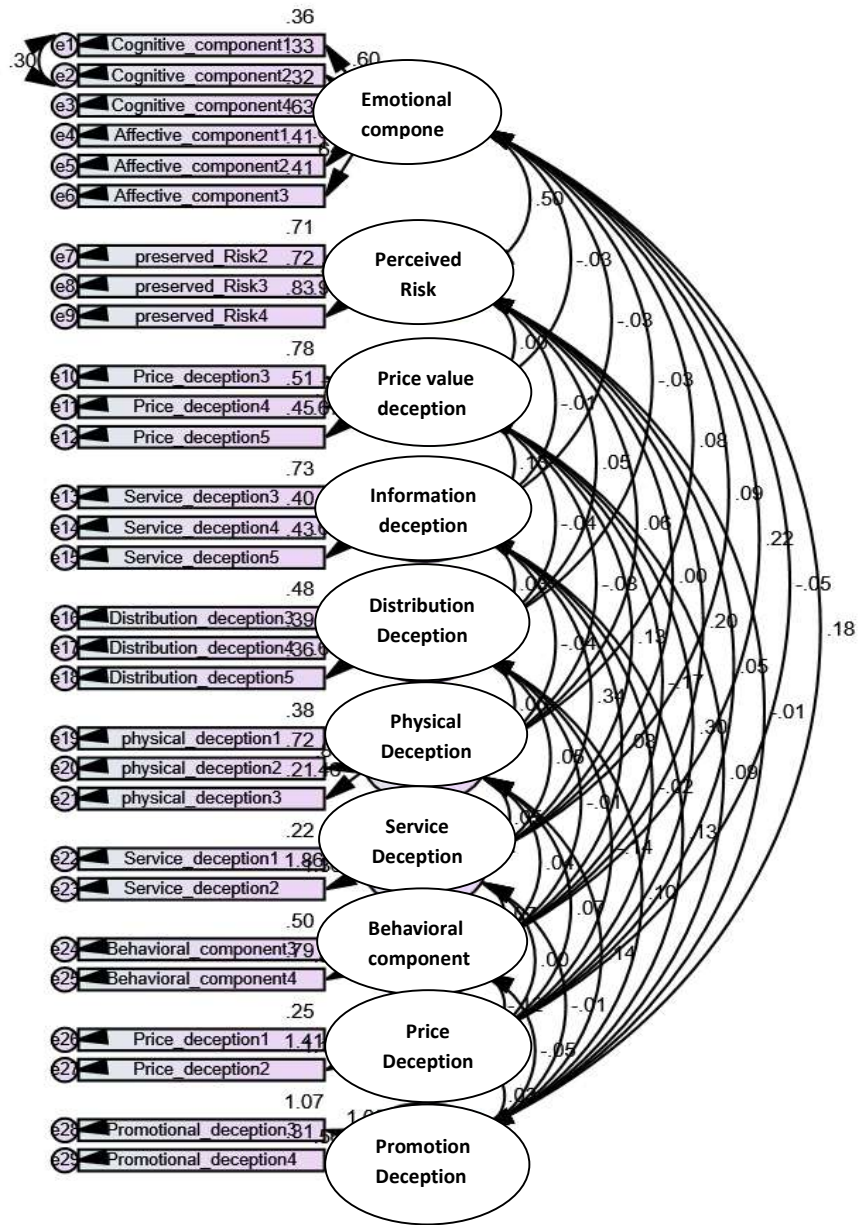
Confirmatory Factor Analysis (CFA) is the next step after exploratory factor analysis to determine the factor structure of dataset. In the (EFA) we explore the factor structure (how the variables relate and group based on inter-variable correlations); in the (CFA) we confirm the factor structure we extracted in the (EFA). All the items in Table (5.5) were used to conduct confirmatory factor analysis with maximum likelihood and premix. Thus, the clean pattern matrix showed that items (Sca1, Cp4, Cp5, Inn4, IG4, IG5) were deleted because of their low standardized regression weight (less than .650), as a result of deleting these items the correlation between factor four and five, factor nine and seven, and factor seven and eight which presented in Table (4.7) are decreased to less than 0.7. Given that the composite reliability was improved.

#### **4.8 Model Fit:**

Model fit refers to how well the proposed model accounts for the correlations between variables in the dataset. If the accounting for all the major correlations inherent in the dataset (with regards to the variables in the model).

Then the model will have a good fit. If not, then there is a significant “discrepancy” between the correlations proposed and the correlations observed, and thus have poor model fit.

Figure (4.2) Path Diagram for Value Model



**Table (4.8) Measures to Determine Goodness of Model Fit:**

Measure	Threshold
Chi-square/degree of freedom(cmin/df)	< 3 good; < 5 sometimes permissible
P-value for model	>.05
CFI	>.95 great; >.90 traditional; >.80 sometimes permissible
GFI	>.95
AGFI	>.80
SRMR	<.09
RMSEA	<.5 good; .05-.10 moderate;> 10 bad
P Close	>.05

*Source: Adopted from (Gaskin, 2016)*

Based on the thresholds listed in Table (5.8) above and Table (5.11) the confirmatory factor analysis (CFA) was run to check the validation of the measurements, including unidimensionality and convergent validity. Table (5.10) presents the measures and the (CFA) results. The (CFA) fit indices show that the measurements model fits the data well: Chi-square/degree of freedom (cmin/df) = 1.562; incremental fit index (IF) = .931; comparative fit index (CFI) = .930; goodness of fit index (GFI) = .826; adjusted goodness of fit index (AGFI) = .786; square root mean of residual (SRMR) = .060; root mean square error of approximation (RMSEA) = .056; and P Close = .115. All items loaded on their respective constructs, and each had large coefficients and significance at the 0.001 level. Table (4.9) presents the cut off criteria of the model fit.

**Table (4.10) Model Fit Measures:**

Measure	Estimate		Threshold	Interpretation
CMIN	931.687		--	--
DF	331		--	--
CMIN/DF	2.815		Between 1 and 3	Excellent
CFI	0.834		>0.95	Need More DF
SRMR	0.064		<0.08	Excellent
RMSEA	0.073		<0.06	Acceptable
PClose	0.000		>0.05	Terrible

**4.9 Reliability and Validity:**

To evaluate the reliability and validity of the measurement instrument, several statistical analyses were conducted. To verify scale reliability, Composite Reliability (CR) and Cronbach's alpha were engaged. Table (5.12) shows that all CR and Cronbach's alpha values have exceeded the minimum requirement of 0.70. Therefore, the measurement instrument has a high level of reliability (Lee, Foo, Leong, & Ooi, 2016). In terms of convergent validity, the Average Variance Extracted (AVE) for all scales is greater than the suggested threshold 0.5 as recommended by (Fornell & Larcker, 1981) indicating sufficient convergent validity of the measurement instrument. To evaluate discriminant validity the calculation of (AVE) showed that the correlation of the construct with its measurement items is greater than its correlation with the other constructs (Lowry & Gaskin, 2014) the diagonal boldface of Table (5.12) showed that all square root of AVE is greater than their respective correlation coefficients. Hence, the measurement instrument has a high level of discriminant validity. Table (4.10) shows the details of the above mentioned.



**Table (4.10) validity and reliability test**

**Model Validity Measures and Reliability**

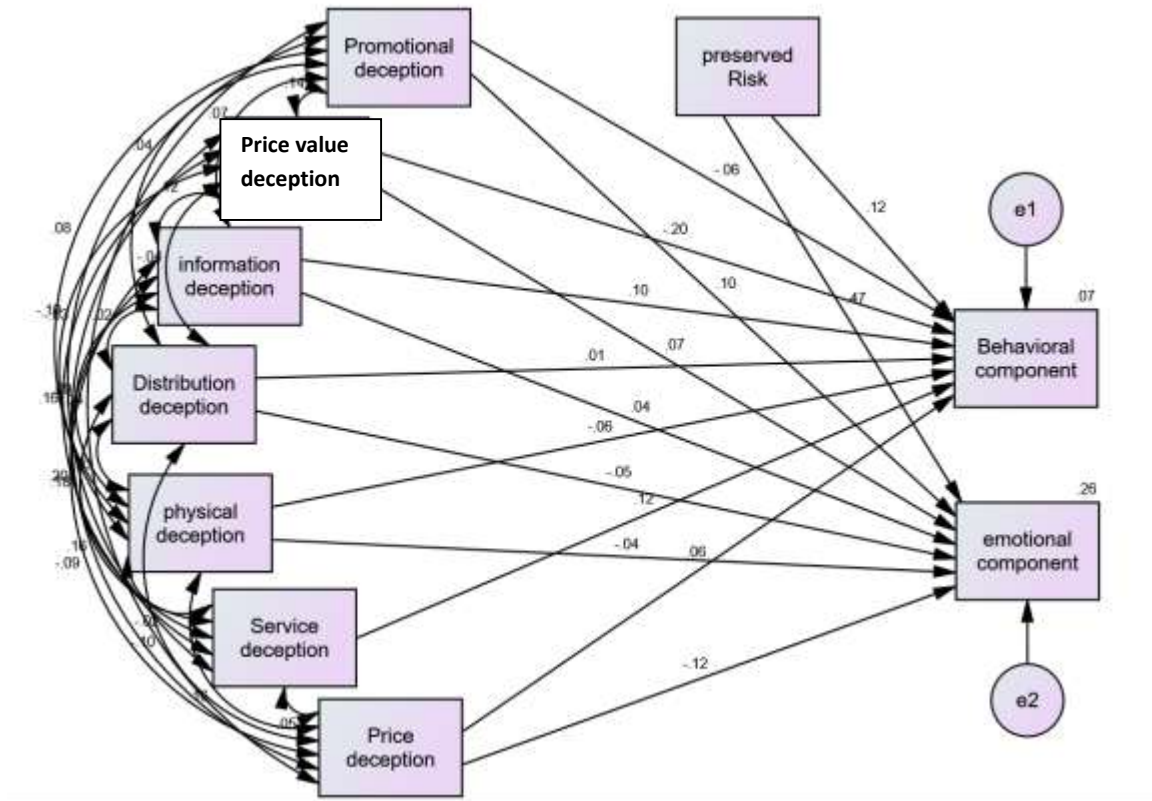
	C R	AV E	MS V	MaxR( H)										
<b>Cognitive Affective component</b>	NaN	NaN	0.000	0.000	NaN									
<b>preserved Risk</b>	NaN	NaN	0.000	0.000	0.50 4	NaN								
<b>Price value deception</b>	NaN	NaN	0.000	0.000	- 0.03 5	- 0.00 2	NaN							
<b>Information al deception</b>	NaN	NaN	0.000	0.000	- 0.02 5	- 0.01 2	0.13 5	NaN						
<b>Distribution deception</b>	NaN	NaN	0.000	0.000	- 0.02 5	0.04 7	- 0.03 6	0.03 0	NaN					
<b>physical deception</b>	NaN	NaN	0.000	0.000	0.08 2	0.05 9	- 0.08 1	- 0.04 2	- 0.00 5	NaN				
<b>Service deception</b>	NaN	NaN	0.000	0.000	0.08 9	0.00 1	0.12 5	0.33 7	0.05 3	0.04 6	NaN			
<b>Behavioral component</b>	NaN	NaN	0.000	0.000	0.21 5	0.20 5	- 0.16 6	0.08 5	- 0.00 9	0.04 1	0.07 3	NaN		
<b>Price deception</b>	NaN	NaN	0.000	0.000	- 0.04 8	0.05 1	0.29 6	- 0.02 4	- 0.14 4	0.07 0	- 0.00 1	- 0.12 2	NaN	
<b>Promotional deception</b>	NaN	NaN	0.000	0.000	0.18 2	- 0.00 5	0.09 5	0.13 2	0.10 5	0.14 0	- 0.00 6	- 0.04 6	0.02 7	NaN

**No Validity Concerns**

#### 4.10 Modification of Conceptual Framework and Hypotheses:

As a result of factor analysis the initial Framework of this study had been changed, the variables.

*Figure (4.3): The Modified Conceptual Framework.*



#### 4.11 Descriptive Analysis:

Table (4.11) shows the means and standard deviations of the seven components of marketing Deception, Promotional deception Price value deception Information deception Distribution deception Physical deception Service deception Price deception. Table (4.11) show descriptive analysis

**Table (4-11) Descriptive Analysis Of The Model:**

	Variables name	Mean	Std. Deviation	Important
Promotional deception	IV	2.0667	.80508	=41.33 %
Price value deception	IV	2.0638	.82581	
Information deception	IV	2.0493	.78162	
Distribution deception	IV	2.3188	.86085	
Physical deception	IV	2.0319	.95334	
Service deception	IV	2.0522	.83101	
Price deception	IV	2.0014	.79103	40.03%
Behavioral component	DV	1.8855	.78082	37.8%=2
Emotional component	DV	2.0159	.70949	40.3%=1
Preserved Risk	Moderator	1.7014	1.00904	

*Note: All variables used a 5-point likers scale (1= strongly disagree, 5= strongly agree*

#### 4.12 Correlation Analysis:

The zero-order correlation was conducted for all dimensions of the constructs operationalized in this study using bivariate correlations. These bivariate correlations allow for preliminary inspection of hypothesized relationships.

**Table (4.12 ) Person's Correlation Coefficient For All Variables.**

Correlations: (Group number 1 - Default model)

	Estimate
Promotional deception <--> Price_choeies_deception	.136
Promotional deception <--> information_deception	.069
Promotional deception <--> Distribution_deception	.038
Promotional deception <--> physical_deception	.084
Promotional deception <--> Service_deception	-.026
Promotional deception <--> Price_deception	-.045
Promotional deception <--> Behavioral_component	-.081
Promotional deception <--> emotional_component	.132
Promotional deception <--> preserved_Risk	.034
Price value deception <--> information_deception	.121
Price value deception <--> Distribution_deception	-.041
Price value deception <--> physical_deception	-.099
Price value deception <--> Service_deception	.160
Price value deception <--> Price_deception	.178
Price value deception <--> Behavioral_component	-.155
Price value deception <--> emotional_component	.083
Price value deception <--> preserved_Risk	.012
Information deception <--> Distribution_deception	.015
Information deception <--> physical_deception	.092
Information deception <--> Service_deception	.204
Information deception <--> Price_deception	-.092
Information deception <--> Behavioral_component	.081
Information deception <--> emotional_component	.056

	Estimate
Information deception <--> preserved_Risk	-.011
Distribution deception <--> physical_deception	-.027
Distribution deception <--> Service_deception	.164
Distribution deception <--> Price_deception	-.097
Distribution deception <--> Behavioral_component	.041
Distribution deception <--> emotional_component	-.004
Distribution deception <--> preserved_Risk	.063
Physical deception <--> Service_deception	-.019
Physical deception <--> Price_deception	.160
Physical deception <--> Behavioral_component	-.019
Physical deception <--> emotional_component	-.020
Physical deception <--> preserved_Risk	.067
Service deception <--> Price_deception	-.054
Service deception <--> Behavioral_component	.112
Service deception <--> emotional_component	.047
Service deception <--> preserved_Risk	.008
Price deception <--> Behavioral_component	.010
Price deception <--> emotional_component	-.086
Price deception <--> preserved_Risk	.072
Behavioral component <--> emotional_component	.199
Behavioral component <--> preserved_Risk	.115
Emotional component <--> preserved_Risk	.461

As shown in table (4.12) above the correlation analysis provides strong indicators of associations, thus for more examination of the proposed relationships path analysis through structural equation model (SEM) was conducted to gives the best predictive

model of the relationship present among the independent variables. In the following are hypotheses testing the last part of data analysis and findings.

#### **4.12 Hypotheses Testing:**

This section discusses the results of hypotheses of the study. The hypotheses were tested with the path analysis that discloses the effect of independent variables on dependent variables and the effect of mediator and moderator in relationships between variables through the structural equation modeling (SEM) that grows out of and serves purposes similar to multiple regression, but in more powerful way which takes in account the modeling of interactions between variables, nonlinearities, correlated independents, measurement error, correlated error terms, multiple latent independents each measured by multiple indicators, and one or more latent dependents also each with multiple indicators (Gaskin, 2016). SEM may be used as a more powerful alternative to multiple regression, path analysis, factor analysis, time series analysis, and analysis of covariance. That is, these procedures may be seen as special cases of SEM, or, to put it another way, SEM is an extension of the general linear model (GLM) of which multiple regression is a part. Given that the variables appeared in confirmatory factor analysis encompasses 28 hypotheses in this study. The main effects as well as the moderating effect were examined using path analysis, the statistical procedures.

In order to perform path analysis, it is generally agreed that there are at least the assumptions of model fit should be met. It's given that the model fit was done in (CFA), however the need to do it again in structural model is important in order to demonstrate sufficient exploration of alternative models (Gaskin, 2016). Every time the model changes and a hypothesis are tested, model fit must be assessed. Thus the Absolute fit indices and Incremental fit indices assumptions are provided below:

#### **4.12.1 Absolute fit indices**

Absolute fit indices provide the most fundamental indication of how well the proposed theory fits the data, it includes indices like the Chi-Squared test, RMSEA, GFI, AGFI, the RMR and the SRMR the information about each are in the following sub sections.

##### **1. The relative/normed chi-square/df ( $\chi^2/df$ )**

Due to the restrictiveness of the Model Chi-Square (Hooper, Coughlan, & Mullen, 2008) indicates that researchers have sought alternative indices the relative/normed chi-square ( $\chi^2/df$ ) which means (the model calculated value of chi-square divided by the degree of freedom), as one example of statistic that minimizes the impact of sample size on the Model Chi-Square. The recommendations regarding an acceptable ratio for this statistic range from as high as 5.0 to as low as 2.0 (Hooper et al, 2008).

##### **2. Root Mean Square Error of Approximation (RMSEA)**

The RMSEA is the second fit statistic reported in SEM to tell us how well the model, with unknown but optimally chosen parameter estimates would fit the populations' covariance matrix (Hooper et al, 2008). In recent years it has become regarded as one of the most informative fit indices due to its sensitivity to the number of estimated parameters in the model. In other words, the RMSEA favours parsimony in that it will choose the model with the lesser number of parameters. Recommendations for RMSEA cut-off points have been reduced considerably in the last fifteen years. Up until the early nineties, an RMSEA in the range of 0.05 to 0.10 was considered an indication of fair fit and values above 0.10 indicated poor fit, and then it was thought that an RMSEA of between 0.08 to 0.10 provides average fit and below 0.08 shows a good fit (MacCallum et al, 1996, cited in Hooper et al, 2008). However, more recently, a cut-off value close to .06 (Hu and Bentler, 1999) or a stringent upper limit of 0.07 (Steiger, 2007) seems to be the general consensus amongst authorities in this area (Hooper et al, 2008). Finally it is generally reported in conjunction with the RMSEA and in a well-fitting model the lower limit is close to 0 while the upper limit should be less than 0.08.

### **3. Goodness-of-fit statistic (GFI) and the adjusted goodness-of-fit statistic (AGFI)**

According to Hooper et al, (2008) the (GFI) was created as an alternative to the Chi-Square test and calculates the proportion of variance that is accounted for by the estimated population covariance, this statistic ranges from 0 to 1 and with larger samples increasing its value and the cut-off point of 0.90 has been recommended for the GFI however, simulation studies have shown that when factor loadings and sample sizes are low a higher cut-off of 0.95 is more appropriate. On the other hand the value of AGFI which adjusts the GFI based upon degrees of freedom also ranges between 0 and 1 and it is generally accepted that values of 0.90 or greater indicate well-fitting models.

### **4. Root mean square residual (RMR) and standardized root mean square residual (SRMR):**

The RMR and the SRMR are the square root of the difference between the residuals of the sample covariance matrix and the hypothesized covariance model. Values for the SRMR range from zero to 1.0 with well-fitting models obtaining values less than .05, however values as high as 0.08 are deemed acceptable (Hooper et al, 2008). An SRMR of 0 indicates perfect fit but it must be noted that SRMR will be lower when there is a high number of parameters in the model and in models based on large sample sizes (Hooper et al, 2008).

#### **4.12.2 Incremental Fit Indices:**

Incremental fit indices are a group of indices that do not use the chi-square in its raw form but compare the chi-square value to a baseline model this means it used to measure how well the model fits in comparison to no model at all. This category includes Normed-fit index (NFI), Non-Normed Fit Index (NNFI) and Comparative fit index (CFI) (Hooper et al, 2008). The following sub sections will discuss these indices.



### **1. Normed-Fit Index (NFI):**

This statistic assesses the model by comparing the  $\chi^2$  value of the model to the  $\chi^2$  of the null model. Values for this statistic range between 0 and 1 with Bentler and Bonnet (1980) recommending values greater than 0.90 indicating a good fit. More recent suggestions state that the cut-off criteria should be  $NFI \geq .95$  (Hu and Bentler, 1999).

### **2. Non-Normed Fit Index (NNFI):**

Non-Normed Fit Index (NNFI), also known as the Tucker-Lewis index (TLI), is an index that prefers simpler models. Recommendations as low as 0.80 as a cutoff have been preferred however Bentler and Hu (1999) have suggested  $NNFI \geq 0.95$  as the threshold.

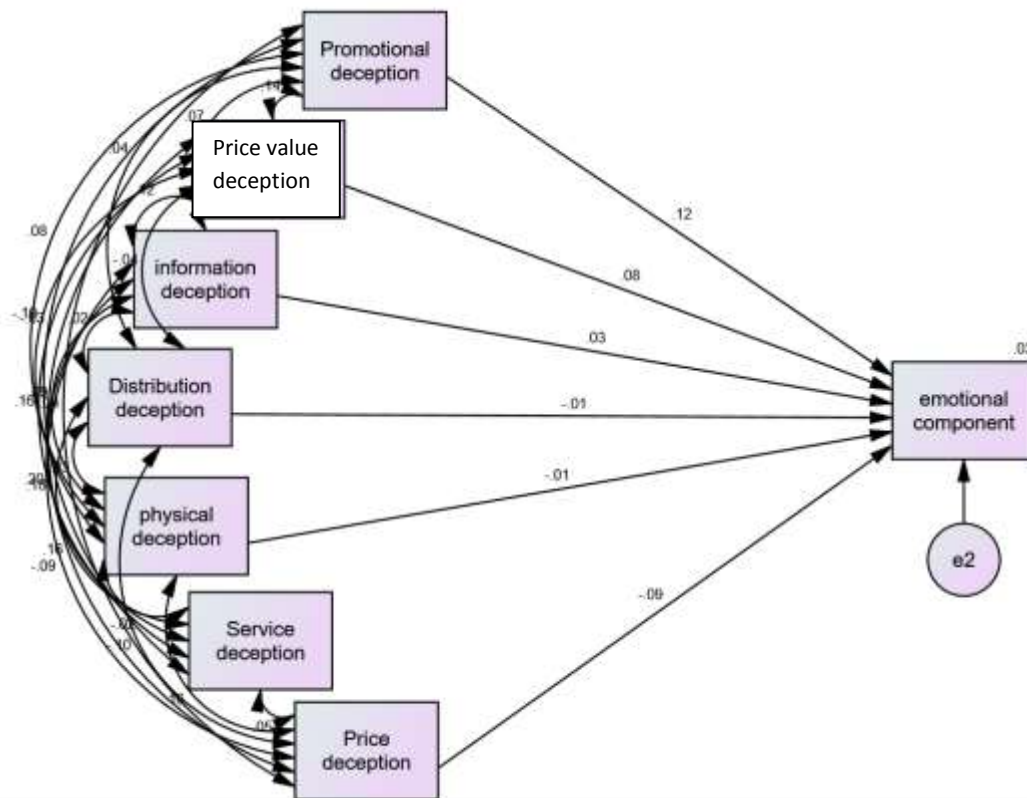
### **3. Comparative Fit Index (CFI):**

This statistic assumes that all latent variables are uncorrelated (null/independence model) and compares the sample covariance matrix with this null model. The values for this statistic range between 0.0 and 1.0 with values closer to 1.0 indicating good fit. A cut-off criterion of  $CFI \geq 0.90$  was initially advanced however, recent studies have shown that a value greater than 0.90 is needed in order to ensure that miss-specified models are not accepted (Hu & Bentler, 1999). From this, a value of  $CFI \geq 0.95$  is presently recognized as indicative of good fit (Hu & Bentler, 1999). Today this index is included in all SEM programs and is one of the most popularly reported fit indices due to being one of the measures least affected by sample size (Fan, Thompson, & Wang, 1999).

#### **4.12.3 The Relationship between Marketing Deception and Emotional Component.**

This section aims to investigate the effect of Marketing Deception dimensions on the Customer Image dimensions which represented by Emotional component as shown in figure (4.4) below.

**Figure (4.4): The Relationship between Marketing Deception and Emotional Component.**



*Source: prepared by the researcher from data (2017).*

From the above figure seven hypotheses were developed to be tested. In order to test these hypotheses, path analysis in (SEM) using AMOS was conducted to tests the effect of Then to test the impacts of marketing Deception dimensions on customer Image. The results of path analyses

Showing Model fit parameters consistent with recommendation for presents the achieved model fit indices, which are quite reasonable values to indicate the model fit.

**Table (4.13) the Achieved Model Fit Values:**

<b>Measure</b>	<b>Estimate</b>	<b>Threshold</b>	<b>Interpretation</b>
CMIN	0.308	--	--
DF	1	--	--
CMIN/DF	0.308	Between 1 and 3	Excellent
CFI	1.000	>0.95	Excellent
SRMR	0.005	<0.08	Excellent
RMSEA	0.000	<0.06	Excellent
PClose	0.714	>0.05	Excellent

Table (4.13) summarizes the results of regression analysis. showed significant effect on the components of marketing deception if the P value is less than ( $p > 0.05$ ) our hypotheses is support in all cases, the values of estimates for the relationship between show in table (4.14) the path analysis form Promotional deception to emotional component equal .103 estimate .

**Table (4.14) Regression Weights: (Group number 1 - Default model)**

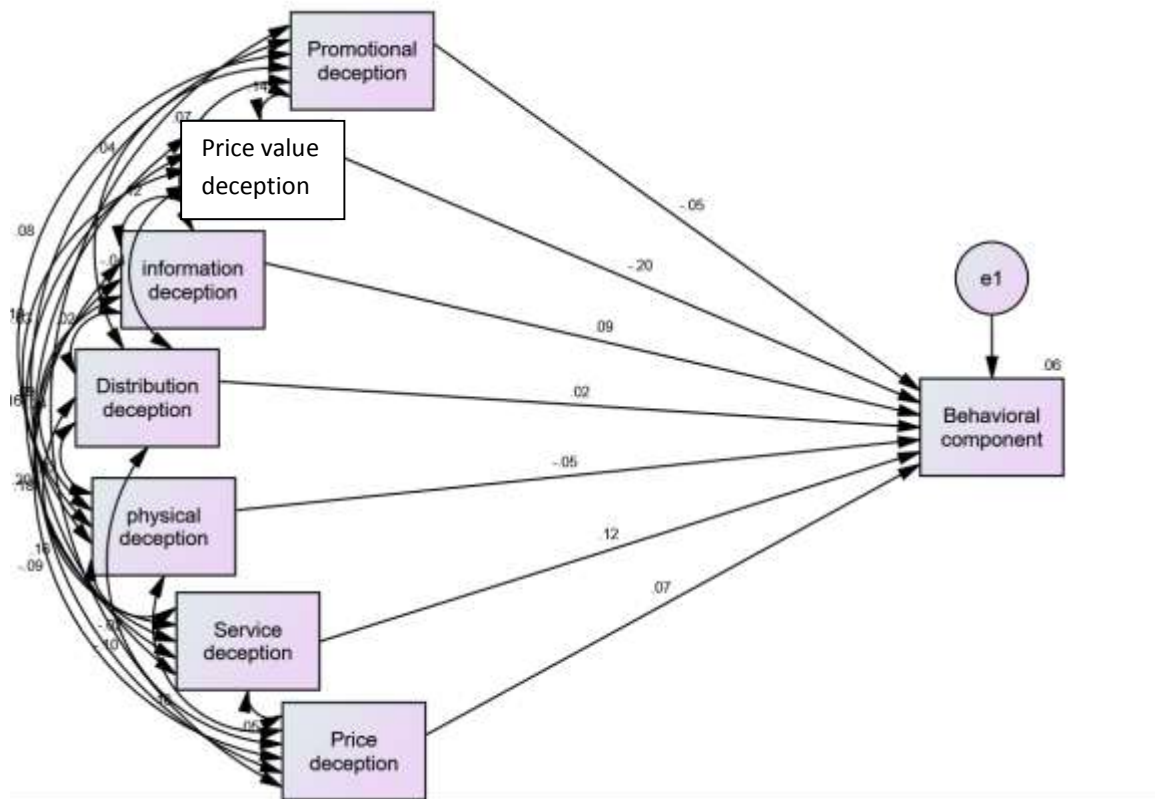
			Estimate	S.E.	C.R.	P	Label
emotional component	<---	Promotional deception	.103	.048	2.153	.031	par_22
emotional component	<---	Price deception	.067	.048	1.388	.165	par_23
emotional component	<---	information deception	.029	.049	.585	.559	par_24
emotional component	<---	Distribution deception	-.012	.044	-.271	.786	par_25
emotional component	<---	physical deception	-.008	.041	-.201	.841	par_26
emotional component	<---	Price deception	-.081	.050	-1.629	.103	par_27

*Source: prepared by the researcher from data (2017).*

#### **4.12.4 The relationship between marketing deception and Behavioral component.**

This section aims to investigate the second hypotheses in this study which assumes that the marketing deception dimensions have positive relationship with the Behavioral component as shown in figure (4.5) below.

**Figure (4.5): The Relationship between Marketing Deception Sensing and Behavioral Component.**



**Source: prepared by the researcher from data (2017).**

Table (4.15) summarizes the results of regression analysis. showed significant effect on the components of marketing deception if the P value is less than ( $p > 0.05$ ) our hypotheses is support in all cases, the values of estimates for the relationship between show in table (4.15) the path analysis form Promotional deception to Behavioral component equal .050 estimate

**Table (4.15) Regression Weights: (Group Number 1 - Default Model)**

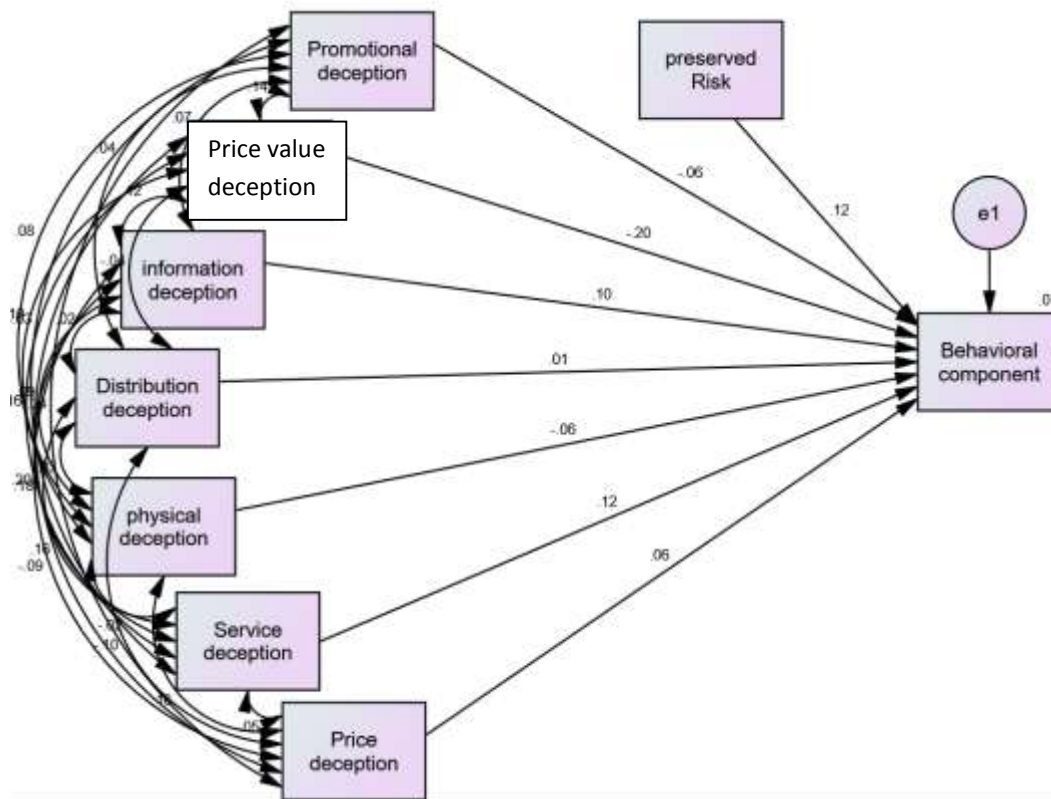
			Estimate	S.E.	C.R.	P	Label
Behavioral component	<---	Promotional deception	-.050	.052	-.966	.334	par_22
Behavioral component	<---	Price choices deception	-.185	.053	-3.509	***	par_23
Behavioral component	<---	information deception	.093	.054	1.714	.087	par_24
Behavioral component	<---	Distribution deception	.017	.048	.358	.721	par_25
Behavioral component	<---	physical deception	-.041	.044	-.920	.357	par_26
Behavioral component	<---	Service deception	.115	.052	2.233	.026	par_27
Behavioral component	<---	Price deception	.066	.054	1.221	.222	par_28

*Source: prepared by the researcher from data (2017).*

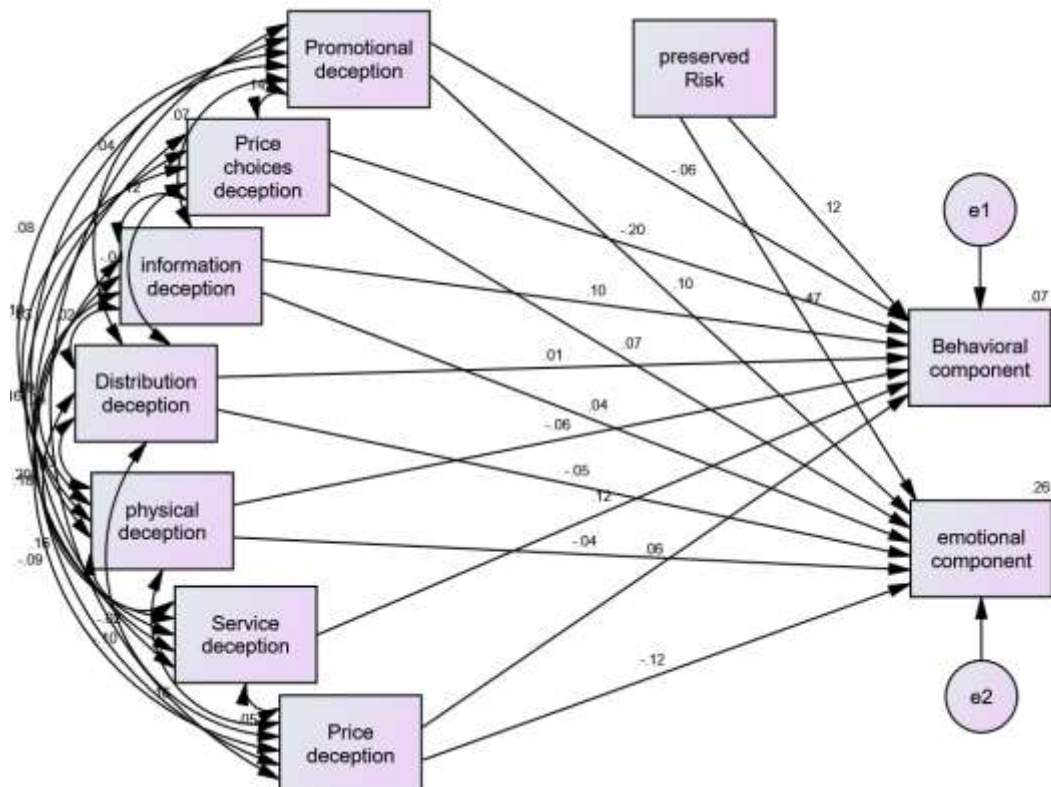
#### **4.12.5 The Moderating Effects of perceived risk**

The three hypotheses predicts that the perceived risk moderate the relationship between marketing deception and customer image , as shown in Figure (4.6) below.

**Figure (4.6): The Moderating Effect Of Perceived Risk:**



*Source: prepared by the researcher from data (2017).*



In order to test this hypothesis many criteria must be met. These criteria can be classified as global or local tests. According to (Gaskin, 2016) in arranging for a hypothesis to be supported global tests of model fit are the first assumption must be met, to let a local test (p-value) to have meaning. Next is the global test of variance explained or R-squared. Lastly, if a regression weight is significant, but is in the wrong direction, our hypothesis is not supported. Instead, there is counter-evidence.

In brief the conditions for testing moderating variable are, observing significant p-values and good model fit, but the R-square must be greater than 0.025 to explain sufficient variance in the dependent variable. Also the process requires introduction of a multiplicative interaction term into the path analysis. Accordingly, four interaction terms were created by multiplying the values of market sensing by the values of hypothesized internal market orientation.

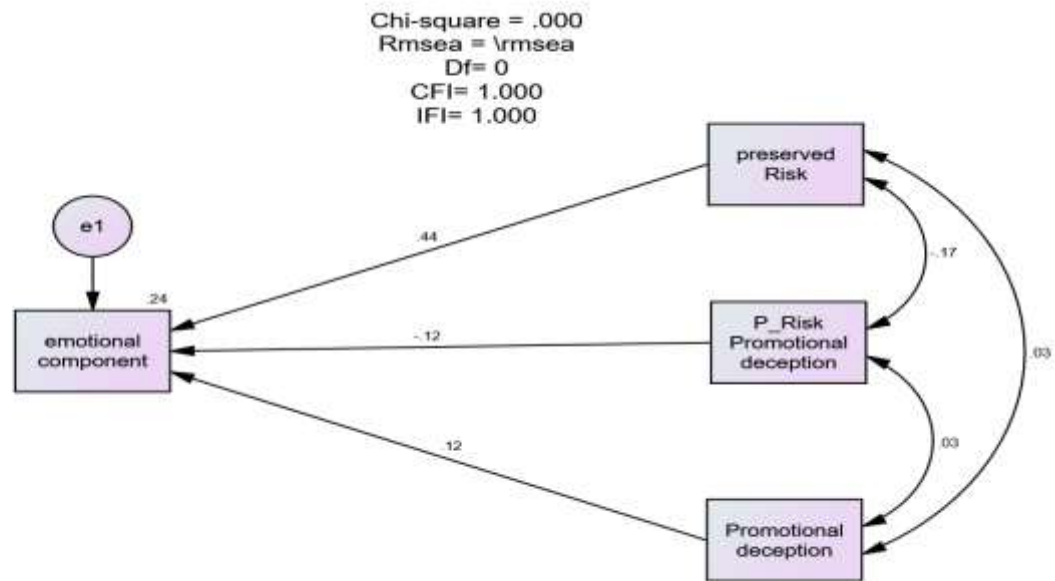
To make obvious if the moderator effect is present on the proposed relationship; three or four maximum conditions were used. First, the model fit indices is adequate. Second, the P-value is significant. Third, the R-square must explain sufficient variance in the dependent variable. Fourth, the interaction term is also statistically significant. Additionally, in order to establish whether moderator is a pure or a quasi-moderating this research applied the criteria mentioned by Sharma et al (1981). If the coefficients of both the multiplicative interaction term and the moderator variable are significant, the moderator is a quasi-moderator. However, if the coefficient of the multiplicative interaction term was significant and the coefficient of the moderator variable effect was not significant, the moderator is a pure moderator. A pure moderator effect implies that the moderator variable (preserved risk)



#### 4.12.6 The Moderating Effect of Preserved Risk on the Relationship between Promotional Deception and Emotional Component

In the beginning, figure (4.7) presents the model for the moderating role of preserved Risk in the relationship between promotional deception and emotional component as follow:

**Figure (4.7): The Moderating Effect of Preserved Risk**



*Source: prepared by the researcher from data (2017).*

Table (4.16) shows the results of direct and moderating effects of role of preserved Risk in the relationship between promotional deception and emotional component are as follows:

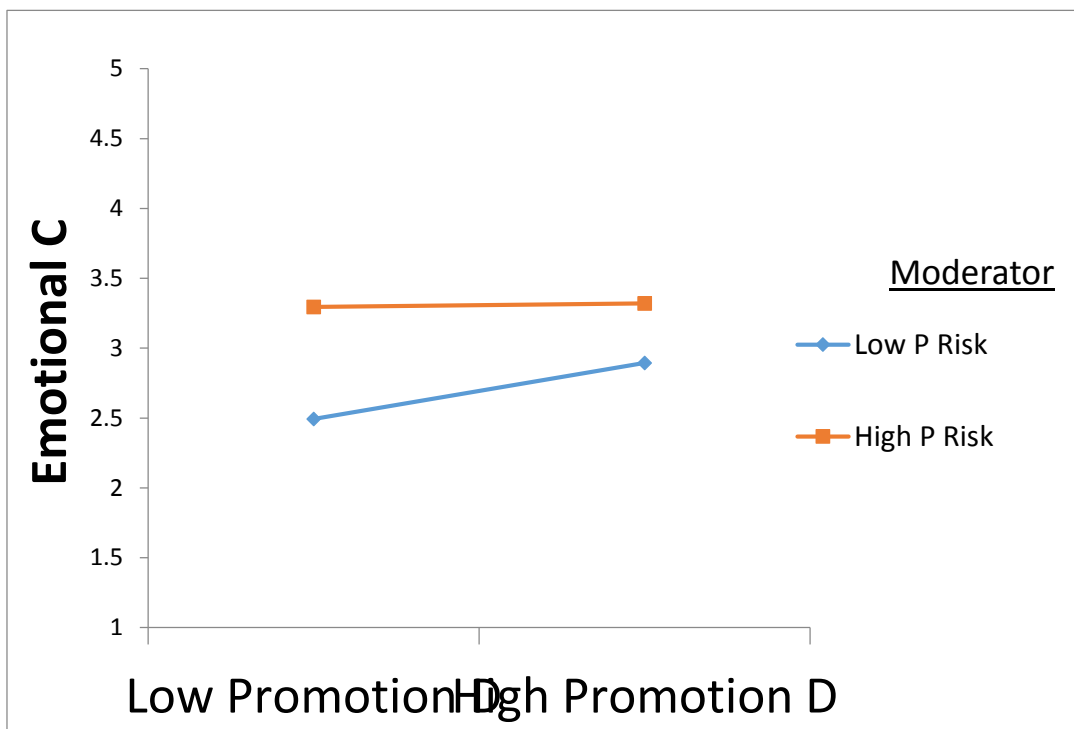
**Table (4.16) Regression Weights For Direct And Moderating Effect: (Group Number 1 - Default Model)**

		Estimate	S.E.	C.R.	P	Label
emotional component	<--- preserved Risk	.307	.034	9.138	***	par_4
emotional component	<--- P_Risk Promotional deception	-.094	.036	-2.585	.010	par_5
emotional component	<--- Promotional deception	.107	.041	2.578	.010	par_6

*Source: prepared by the researcher from data (2015).*

Regarding the moderating effect of role of preserved Risk in the relationship between promotional deception and emotional component, Figure (4.8) shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between promotional deception and emotional component. Additionally, the Figure shows that in high range of preserved Risk, and high promotional deception were seen to achieve greater emotional component.

**Figure (4.8): Moderating Effect of Perceived Risk in Emotional Component and Promotion Deception**



P Risk dampens the positive relationship between Promotion D and Emotional C.

*Source: prepared by the researcher from data (2017).*

#### 4.12.7 The Moderating Effect Of Preserved Risk On The Relationship Between Price Value Deception And Emotional Component

In the beginning, figure (4.9) presents the model for the moderating role of preserved Risk in the relationship between promotional deception and emotional component as follow:

**Figure (4.9): The Moderating Effect Of Preserved Risk**

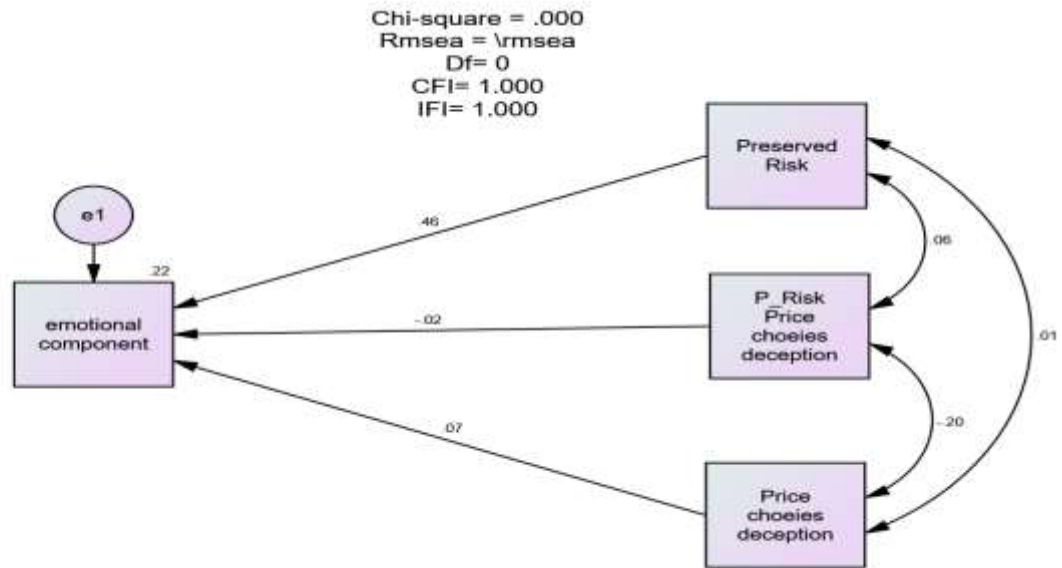


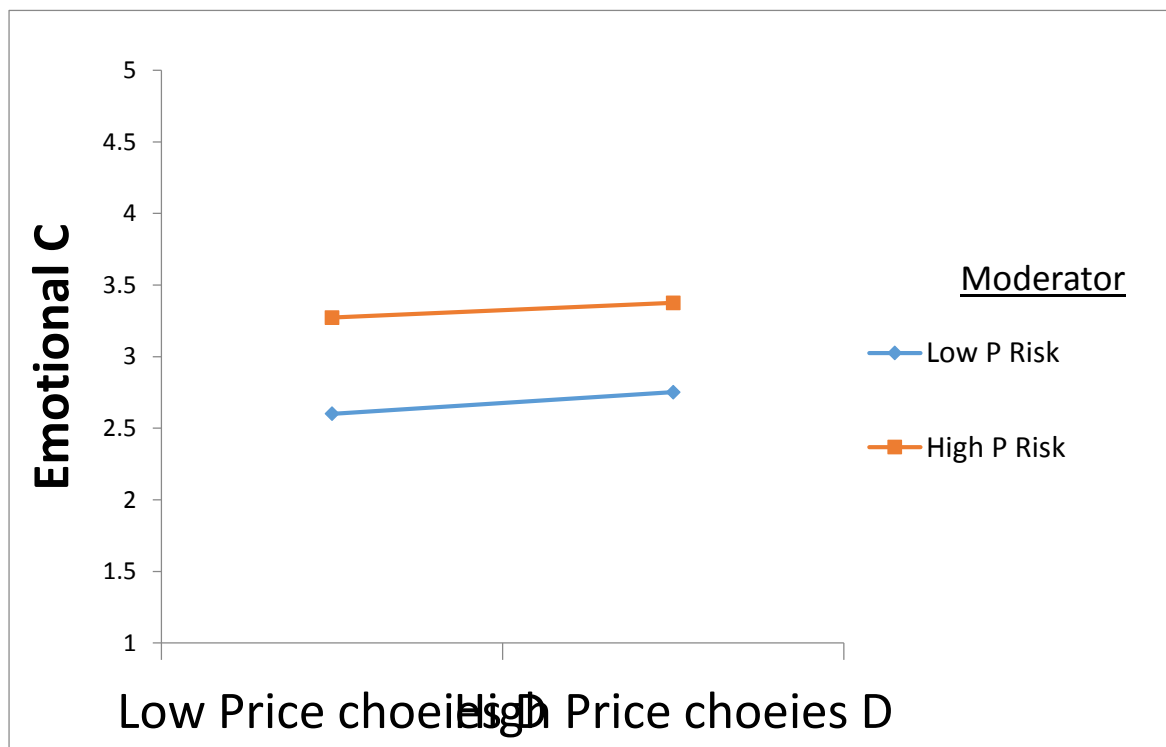
Table (4.17) shows the results of direct and moderating effects of role of preserved Risk in the relationship between promotional deception and emotional component are as follows:

**Table (4.17) Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
emotional_component <-- preserved_Risk	.324	.034	9.666	***	par_4
emotional_component <-- P_Risk_Price_choeies_deception	-.012	.035	-.332	.740	par_5
emotional_component <-- Price_choeies_deception	.063	.042	1.512	.131	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between promotional deception and emotional component, Figure (4.10) shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between promotional deception and emotional component. Additionally, the Figure shows that in high range of preserved Risk, and price value deception were seen to achieve greater emotional component. **Figure (4.10) The Moderating Effect of preserved Risk on the Relationship between price value deception and emotional component**



P Risk dampens the positive relationship between Price value D and Emotional C.

#### 4.12.8 The Moderating Effect Of Preserved Risk On The Relationship Between Information Deception And Emotional Component

In the beginning, figure (4.11) presents the model for the moderating role of preserved Risk in the relationship between information deception and emotional component as follow:

**Figure (5.15): The Moderating Effect Of Preserved Risk**

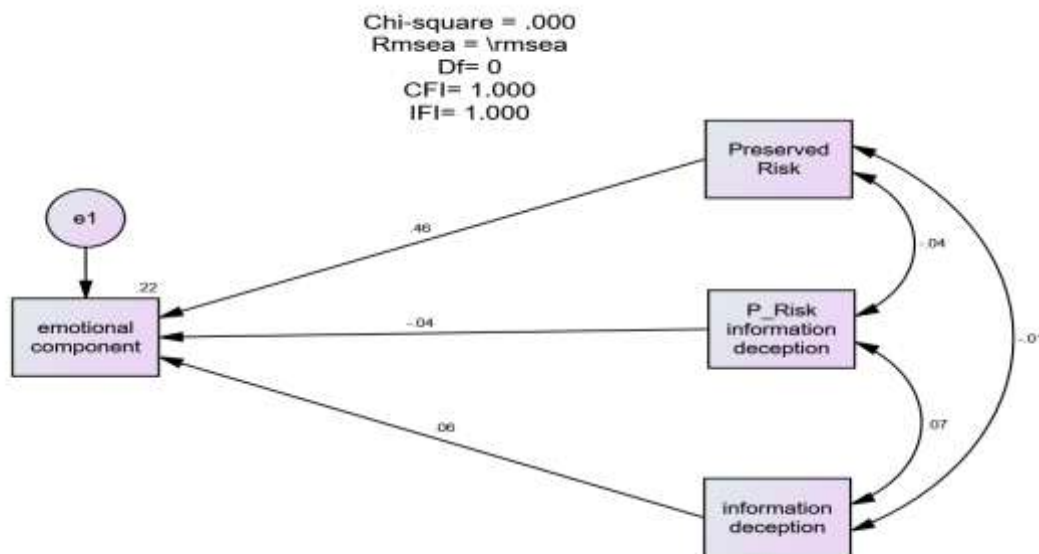


Table (4.18) shows the results of direct and moderating effects of role of preserved Risk in the relationship between promotional deception and emotional component are as follows:

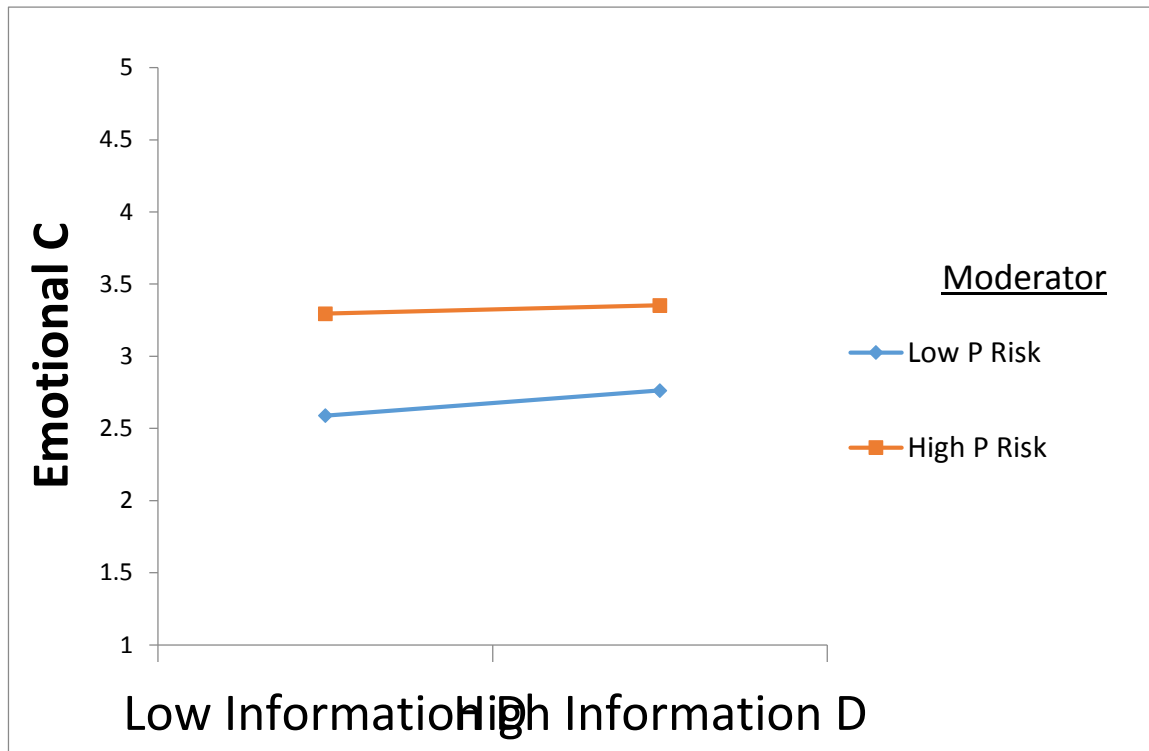
**Table (4.18) Regression Weights: (Group Number 1 - Default Model)**

	Estimate	S.E.	C.R.	P	Label
emotional_component <-- preserved_Risk	.324	.034	9.655	***	par_4
emotional_component <-- P_Risk_information_deception	-.029	.033	-.876	.381	par_5
emotional_component <-- information_deception	.058	.043	1.343	.179	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between information deception and emotional component, Figure (4.12) shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between information deception and emotional component. Additionally.

The Figure (4.12) Shows That In High Range Of Preserved Risk, And High Information Deception Were Seen To Achieve Greater Emotional Component.



P Risk dampens the positive relationship between Information D and Emotional C.

#### 4.12.9 The Moderating Effect of preserved Risk on the Relationship between Distribution deception and emotional component

In the beginning, figure (4.13) presents the model for the moderating role of preserved Risk in the relationship between distribution deception and emotional component as fellow:

**Figure (4.13): The Moderating Effect Of Preserved Risk:**

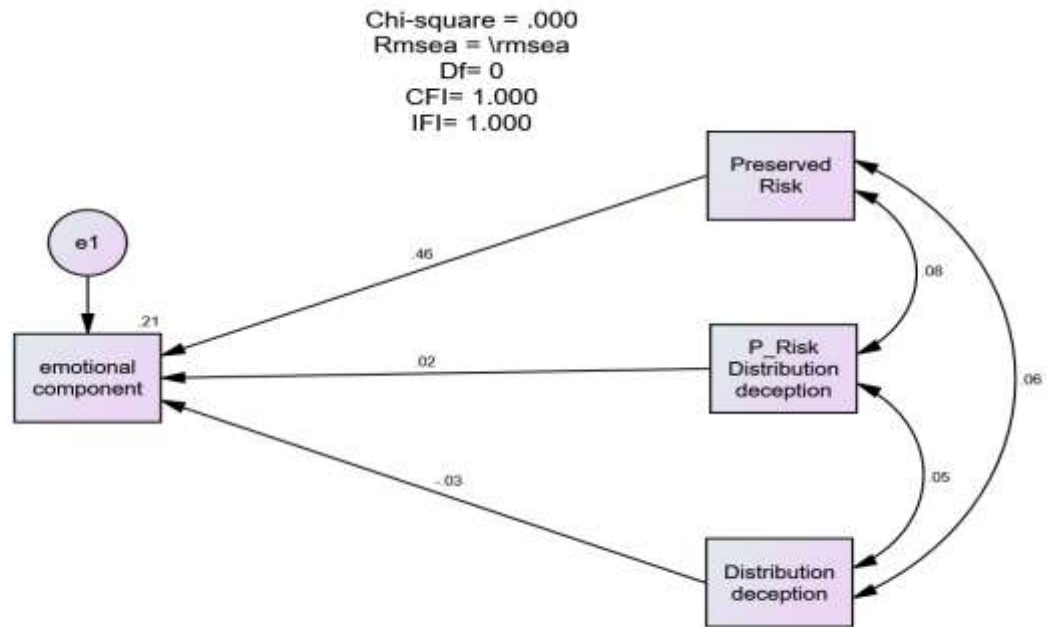


Table (4.19) shows the results of direct and moderating effects of role of preserved Risk in the relationship between promotional deception and emotional component are as follows:

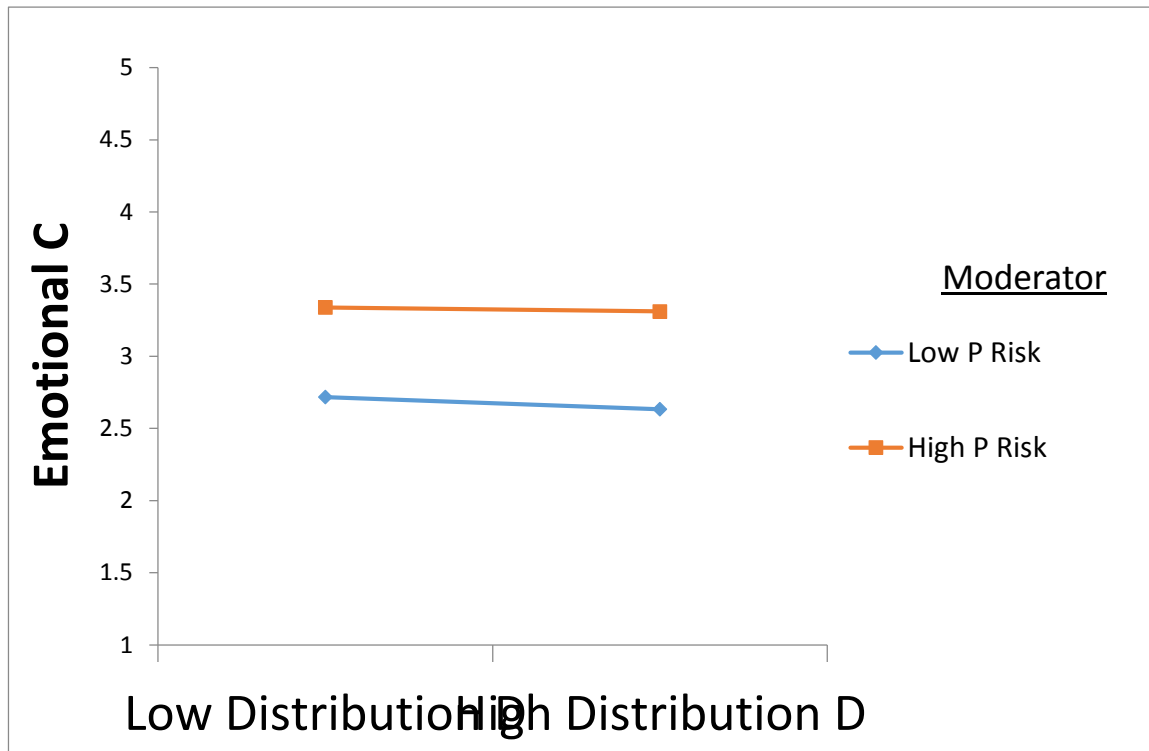
**Table (4.19) Regression Weights: (Group Number 1 - Default Model):**

	Estimate	S.E.	C.R.	P	Label
emotional_component <-- preserved_Risk	.325	.034	9.62	***	par_4
emotional_component <-- P_Risk_Distribution_deception	.014	.033	.422	.67	par_5
emotional_component <-- Distribution_deception	-.028	.040	-.703	.48	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between distribution deception and emotional component, Figure 4.14 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between distribution deception and emotional component. Additionally,

The Figure(4.14) Shows That In High Range Of Preserved Risk, And High Distribution Deception Were Seen To Achieve Greater Emotional Component.



P Risk dampens the negative relationship between Distribution D and Emotional C.

#### 4.12.10 The Moderating Effect Of Preserved Risk On The Relationship Between Physical Evidence Deception And Emotional Component

In the beginning, figure (4.15) presents the model for the moderating role of preserved Risk in the relationship between physical evidence deception and emotional component as follow:



**Figure (4.15): The Moderating Effect Of Preserved Risk:**

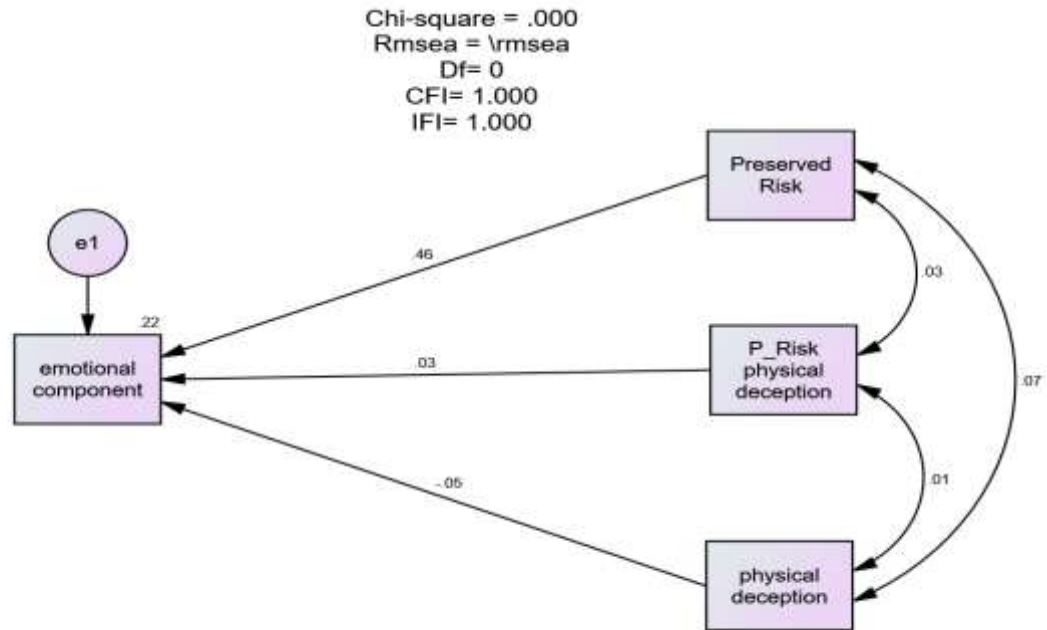


Table (4.20) shows the results of direct and moderating effects of role of preserved Risk in the relationship between physical evidence deception and emotional component are as follows:

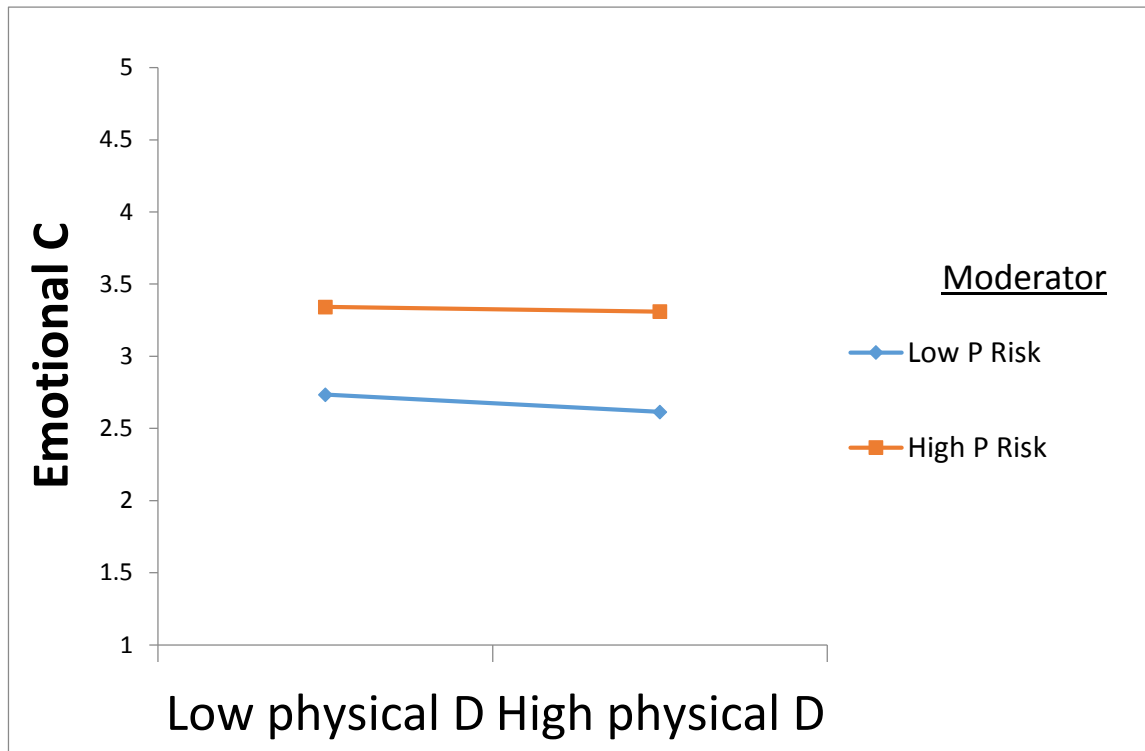
**Table (4.20) Regression Weights: (Group Number 1 - Default Model):**

	Estimate	S.E	C.R	p	Label
emotional_compon ent <-- preserved_Risk	.326	.034	9.697	***	par_4
emotional_compon ent <-- P_Risk_physical_deception	.022	.031	.702	.482	par_5
emotional_compon ent <-- physical deception	-.038	.036	-1.080	.280	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between physical evidence deception and emotional component, Figure 4.16 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between physical evidence deception and emotional component. Additionally.

The Figure(4.16) Shows That In High Range Of Preserved Risk, And High Promotional Deception Were Seen To Achieve Greater Emotional Component.



P Risk dampens the negative relationship between physical D and Emotional C.

#### 4.12.11 The Moderating Effect Of Preserved Risk On The Relationship Between Service Deception And Emotional Component:

In the beginning, figure (4.17) presents the model for the moderating role of preserved Risk in the relationship between service deception and emotional component as follow:

**Figure (4.17): The Moderating Effect Of Preserved Risk:**

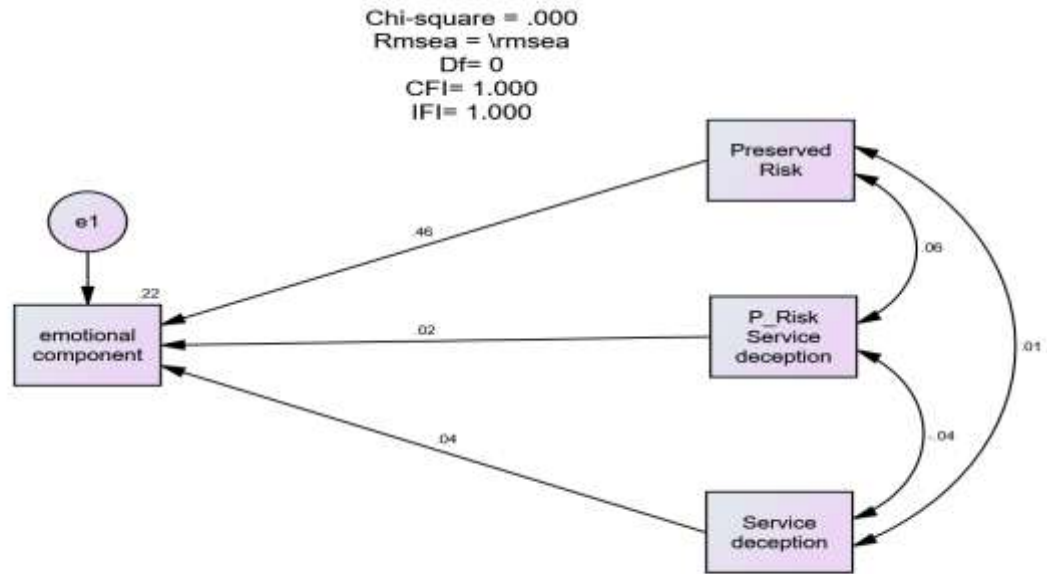


Table (4.21) shows the results of direct and moderating effects of role of preserved Risk in the relationship between service deception and emotional component are as follows:

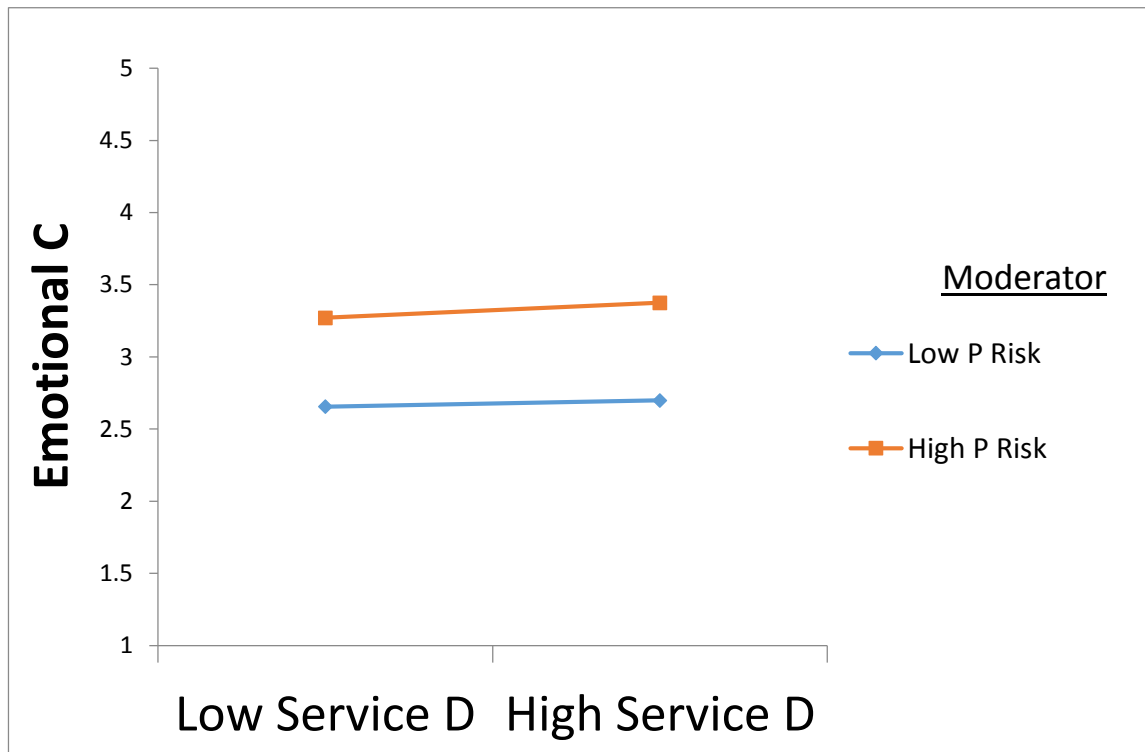
**Table (4.21) Regression Weights: (Group Number 1 - Default Model):**

	Estimate	S.E	C.R	P	Label
emotional_component <-- preserved_Risk	.323	.034	9.608	***	par_4
emotional_component <-- P_Risk_Service_deception	.015	.032	.465	.642	par_5
emotional_component <-- Service_deception	.037	.041	.917	.359	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between service deception and emotional component, Figure 4.18 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between service deception and emotional component. Additionally.

The Figure(4.18) Shows That In High Range Of Preserved Risk, And High Service Deception Were Seen To Achieve Greater Emotional Component:



P Risk strengthens the positive relationship between Service D and Emotional C.

#### 4.12.12 The Moderating Effect of preserved Risk on the Relationship between price deception and emotional component

In the beginning, figure (4.19) presents the model for the moderating role of preserved Risk in the relationship between price deception and emotional component as follow:

**Figure (4.19): The Moderating Effect Of Preserved Risk :**

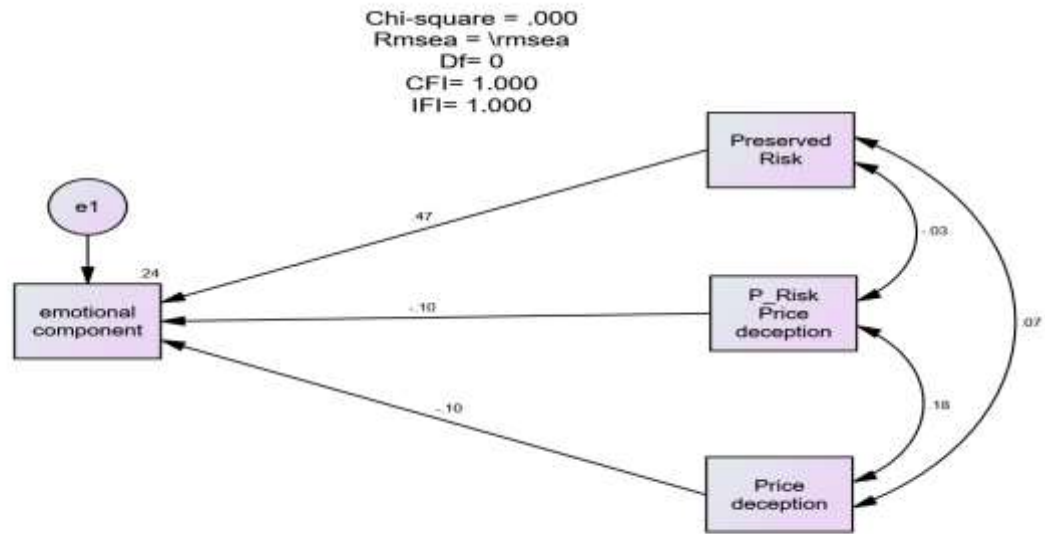


Table (4.22) shows the results of direct and moderating effects of role of preserved Risk in the relationship between price deception and emotional component are as follows:

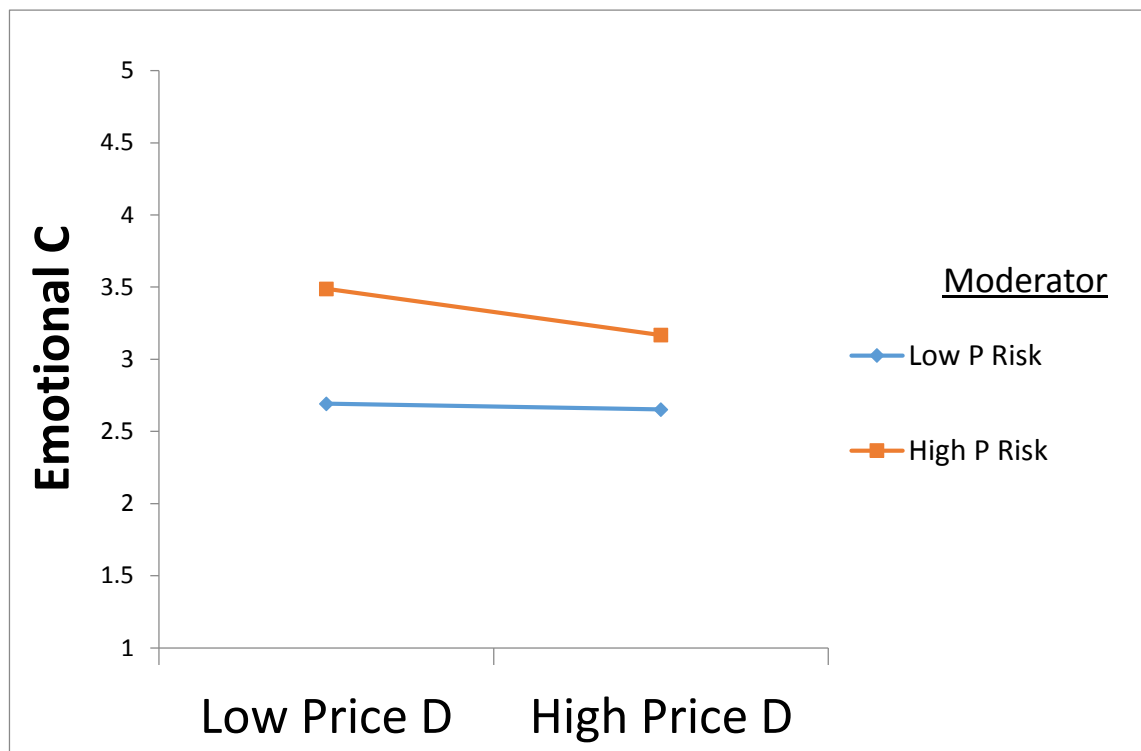
**Table (4.22) Regression Weights: (Group Number 1 - Default Model):**

	Estimate	S.E	C.R	P	Label
emotional_component <-- preserved_Risk	.328	.033	9.864	***	par_4
emotional_component <-- P_Risk_Price_deception	-.070	.033	-2.163	.031	par_5
emotional_component <-- Price_deception	-.090	.043	-2.086	.037	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between price deception and emotional component, Figure 4.20 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between price deception and emotional component. Additionally.

The Figure (4.20) Shows That In High Range Of Preserved Risk, And High Promotional Deception Were Seen To Achieve Greater Emotional Component:



P Risk strengthens the negative relationship between Price D and Emotional C.

#### 4.12.13 The Moderating Effect of preserved Risk on the Relationship between promotional deception and Behavioral component

In the beginning, figure (4.21) presents the model for the moderating role of preserved Risk in the relationship between promotional deception and behavioral component as fellow:

**Figure (4.21): The Moderating Effect Of Preserved Risk:**

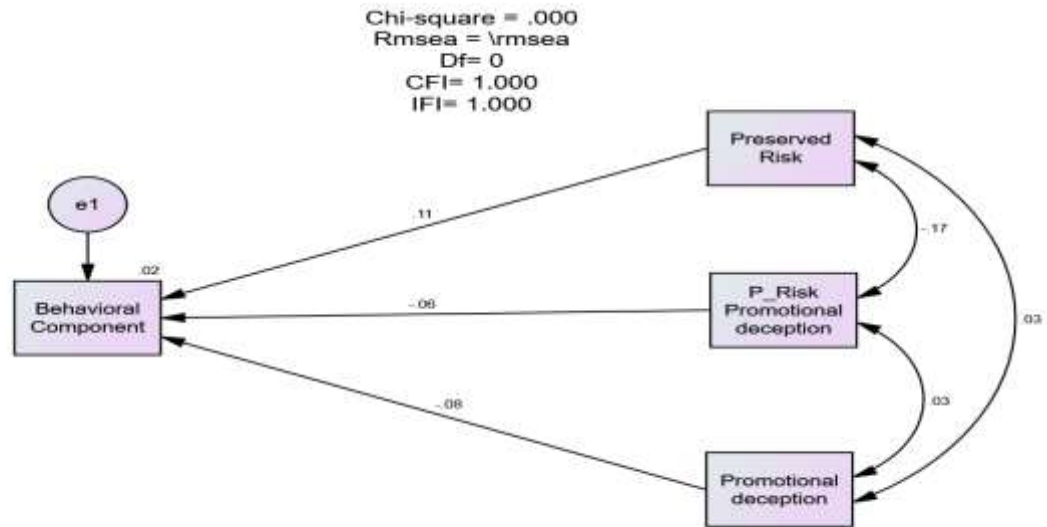


Table (4.23) shows the results of direct and moderating effects of role of preserved Risk in the relationship between promotional deception and behavioral component are as follows

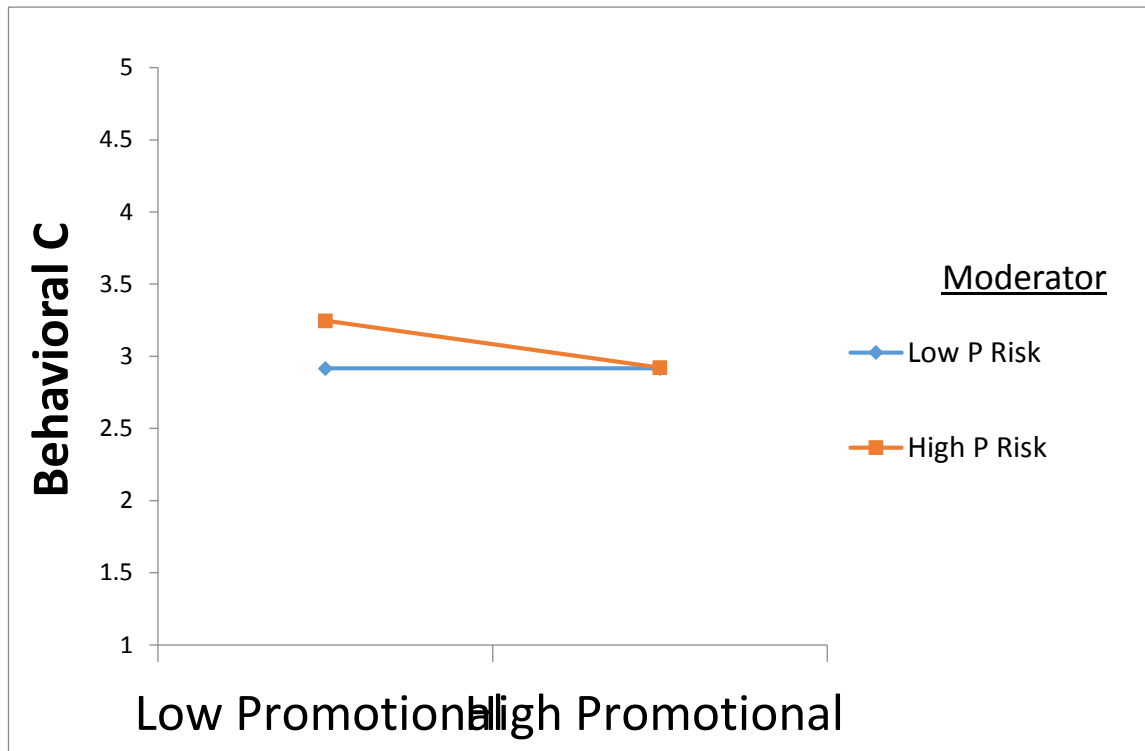
**Table (4.23) Regression Weights: (Group Number 1 - Default Model):**

		Estimate	S.E.	C.R.	P	Label
Behavioral component	<-- preserved_Risk	.084	.042	1.995	.046	par_4
Behavioral_component	<-- P_Risk_Promotional_deception	-.048	.045	-1.065	.287	par_5
Behavioral_component	<-- Promotional deception	-.081	.052	-1.559	.119	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between promotional deception and behavioral component, Figure 4.22 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between promotional deception and behavioral component. Additionally, The **Figure**

(4.22) Shows That In High Range Of Preserved Risk, And High Promotional Deception Were Seen To Achieve Greater Emotional Component:



P Risk strengthens the negative relationship between Promotional and Behavioral C.

#### 4.12.14 The Moderating Effect of preserved Risk on the Relationship between price value deception and behavioral component

In the beginning, figure (4.23) presents the model for the moderating role of preserved Risk in the relationship between price value deception and behavioral component as fellow:



**Figure (4.23): The Moderating Effect Of Preserved Risk :**

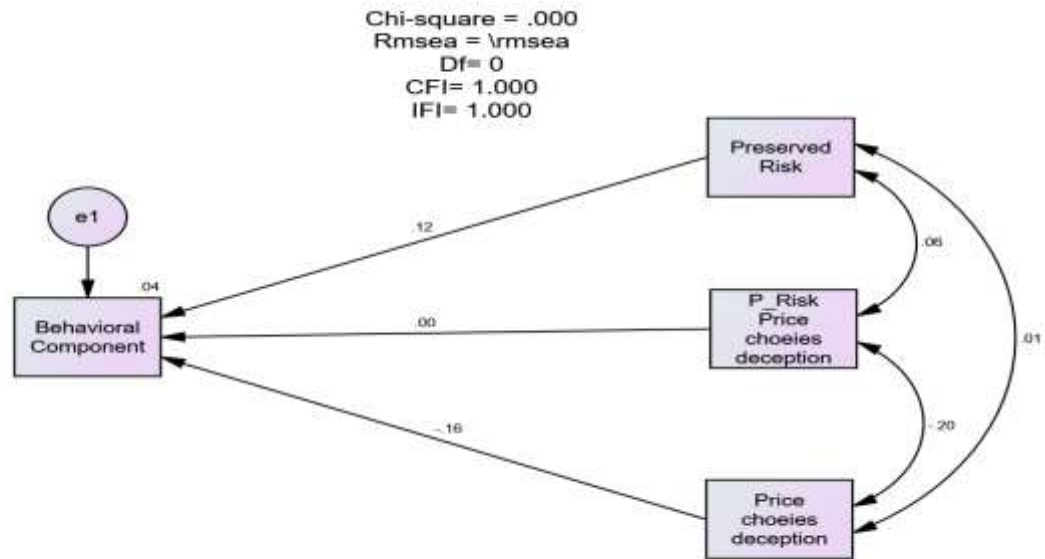


Table (4.24) shows the results of direct and moderating effects of role of preserved Risk in the relationship between price value deception and behavioral component are as follows:

**Table (4.24) Regression Weights: (Group Number 1 - Default Model):**

	Estimate	S.E.	C.R.	P	Label
Behavioral_comp onent <-- preserved_Risk	.091	.041	2.210	.027	par_4
Behavioral_comp onent <-- P_Risk_Price_choeies_deception	.000	.043	-.011	.991	par_5
Behavioral_comp onent <-- Price choices deception	-.148	.051	-2.907	.004	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between price value deception and behavioral component, Figure 4.24 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between price value deception and behavioral component. Additionally,

The Figure (4.24) Shows That In High Range Of Preserved Risk, And High Price Value Deception Were Seen To Achieve Greater Behavioral Component.



P Risk strengthens the negative relationship between Price value and Behavioral C.

#### 4.12.15 The Moderating Effect of preserved Risk on the Relationship between information deception and behavioral component

In the beginning, figure (4.25) presents the model for the moderating role of preserved Risk in the relationship between information deception and behavioral component as follow:

**Figure (4.25): The Moderating Effect Of Preserved Risk:**

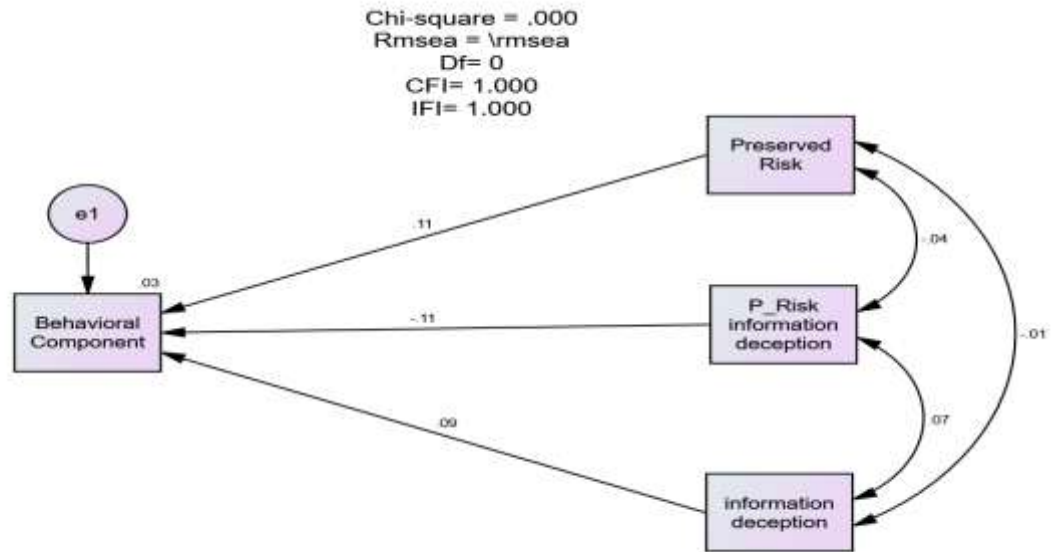


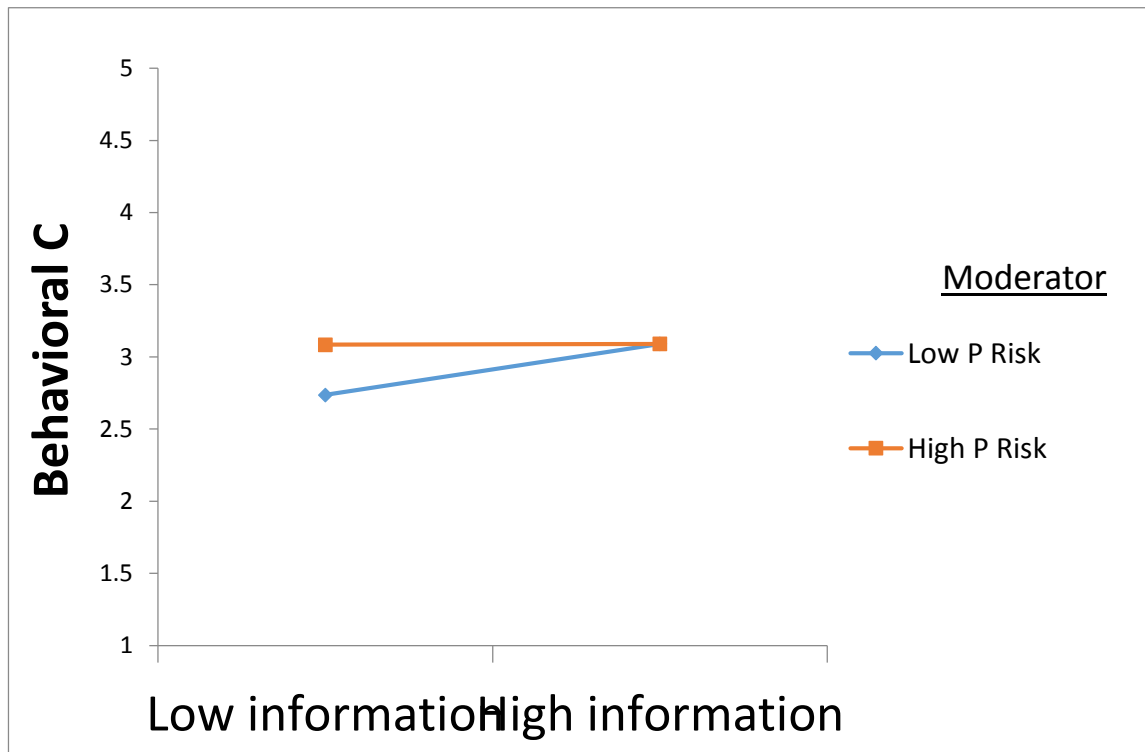
Table (4.25) shows the results of direct and moderating effects of role of preserved Risk in the relationship between information deception and behavioral component are as follows:

**Table (4.25) Regression Weights: (Group Number 1 - Default Model):**

	Estimate	S.E.	C.R.	P	Label
Behavioral_component <-- preserved_Risk	.087	.041	2.107	.035	par_4
Behavioral_component <-- P_Risk_information_deception	-.087	.041	-2.155	.031	par_5
Behavioral_component <-- information_deception	.090	.053	1.693	.090	par_6

Regarding the moderating effect of role of preserved Risk in the relationship between information deception and behavioral component, Figure 4.26 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between information deception and behavioral component. Additionally.

**The Figure (4.26) Shows That In High Range Of Preserved Risk, And High Promotional Deception Were Seen To Achieve Greater Emotional Component.**



P Risk dampens the positive relationship between information and Behavioral C.

#### **4.12.16 The Moderating Effect of preserved Risk on the Relationship between Distribution deception and behavioral component**

In the beginning, figure (4.27) presents the model for the moderating role of preserved Risk in the relationship between distribution deception and behavioral component as follow:

**Figure (4.27): The Moderating Effect Of Preserved Risk:**

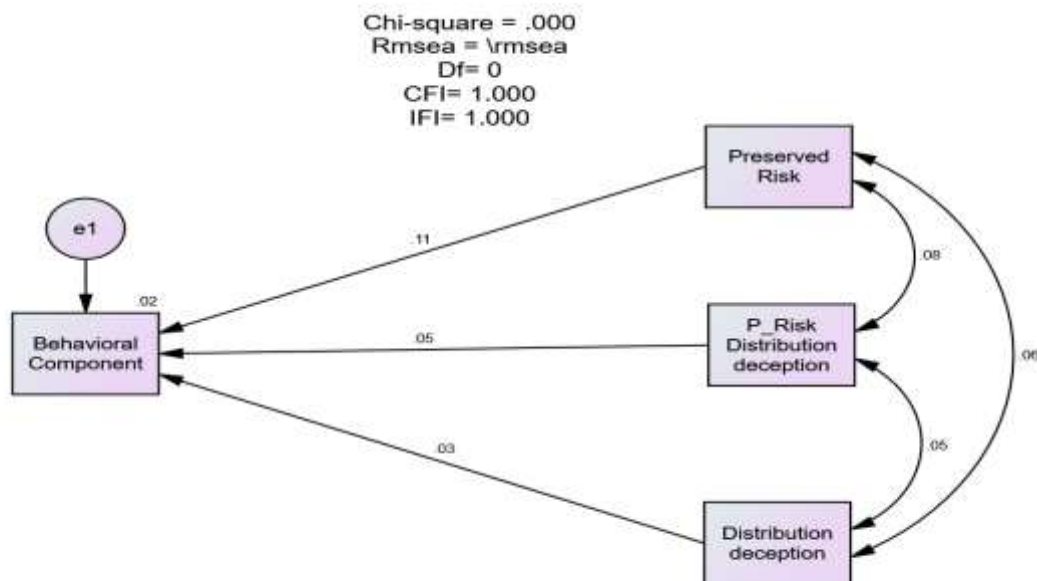


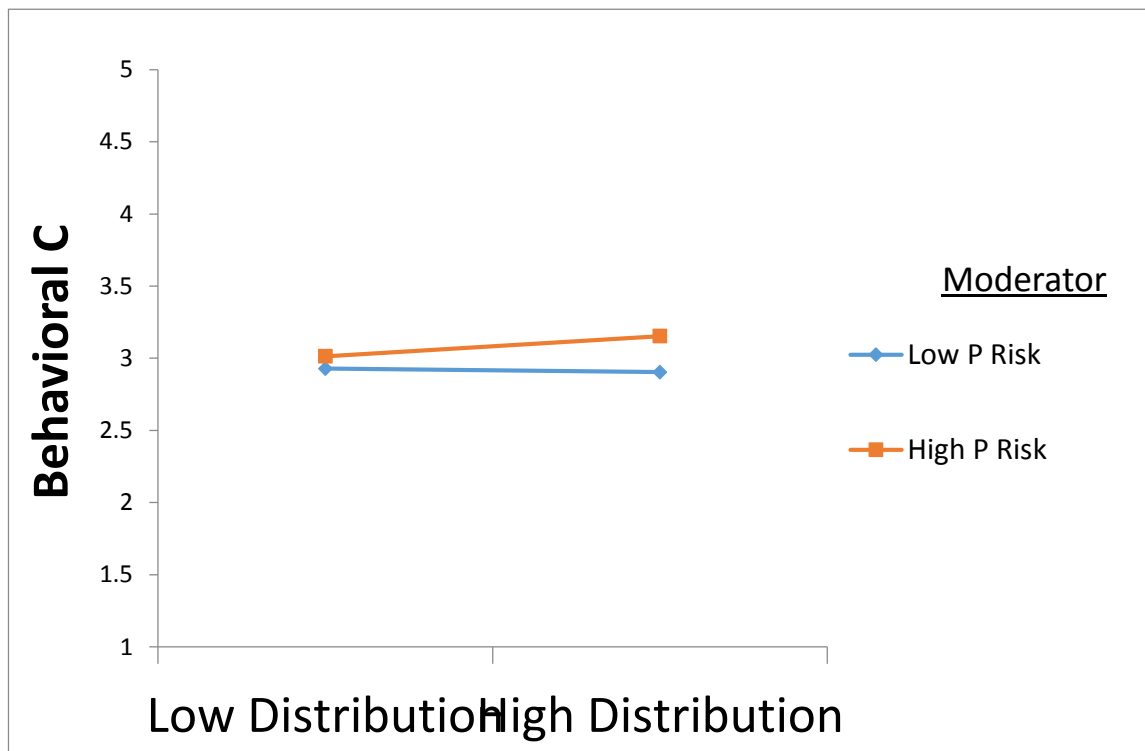
Table (4.26) shows the results of direct and moderating effects of role of preserved Risk in the relationship between distribution deception and behavioral component are as follows:

**Table (4.26) Regression Weights: (Group Number 1 - Default Model):**

	Estimate	S.E.	C.R.	P	Label
Behavioral_component <-- preserved_Risk	.084	.042	2.029	.043	par_4
Behavioral_component <-- P_Risk_Distribution_deception	.041	.041	1.012	.312	par_5
Behavioral_component <-- Distribution_deception	.029	.049	.598	.550	par_6

Regarding the moderating effect of role of preserved Risk in the relationship between distribution deception and behavioral component, Figure 4.28 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between distribution deception and behavioral component. Additionally,

The Figure (4.28) Shows That In High Range Of Preserved Risk, And High Distribution Deception Were Seen To Achieve Greater Behavioral Component.



P Risk strengthens the positive relationship between Distribution and Behavioral C.

#### 4.12.17 The Moderating Effect of preserved Risk on the Relationship between physical evidence deception and emotional component

In the beginning, figure (4.29) presents the model for the moderating role of preserved Risk in the relationship between physical evidence deception and behavioral component as follow:

**Figure (4.29): The Moderating Effect Of Preserved Risk:**

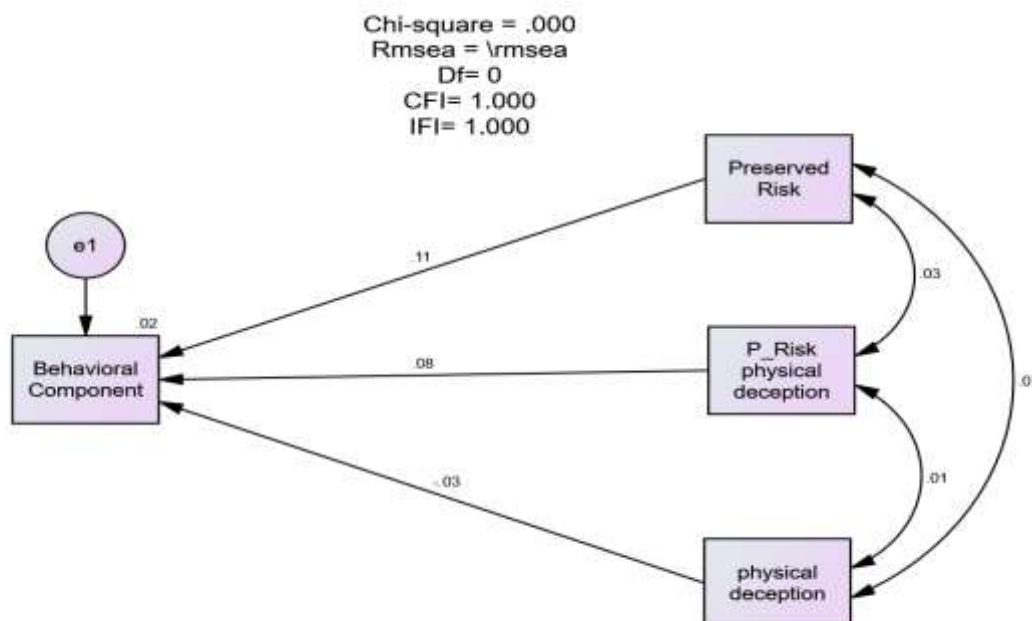


Table (4.27) shows the results of direct and moderating effects of role of preserved Risk in the relationship between physical evidence deception and behavioral component are as follows:

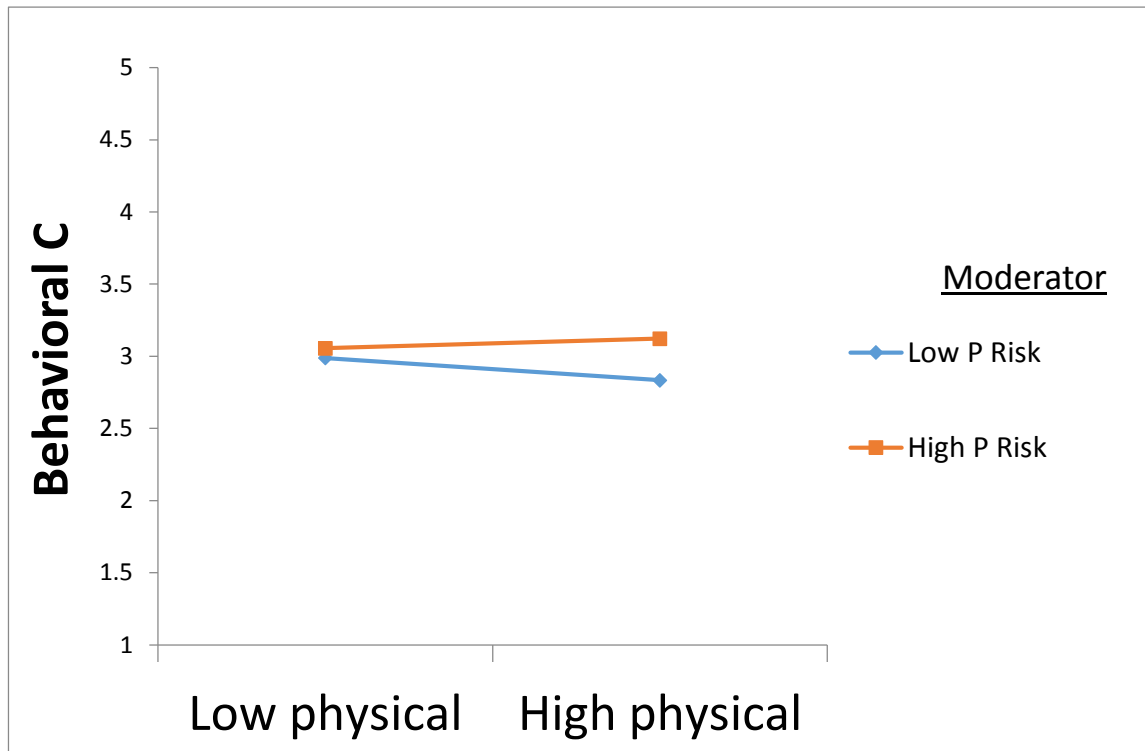
**Table (4.27) Regression Weights: (Group Number 1 - Default Model):**

		Estimate	S.E.	C.R.	P	Label
Behavioral_component	<-- preserved_Risk	.089	.041	2.145	.032	par_4
Behavioral_component	<-- P_Risk_physical_deception	.055	.039	1.408	.159	par_5
Behavioral_component	<-- physical_deception	-.022	.044	-.503	.615	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between physical evidence deception and behavioral component, Figure 4.30 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between physical evidence deception and behavioral component. Additionally.

**The Figure (4.30) Shows That In High Range Of Preserved Risk, And High Physical Evidence Deception Were Seen To Achieve Greater Behavioral Component.**



P Risk dampens the negative relationship between physical and Behavioral C.

#### **4.12.18 The Moderating Effect of preserved Risk on the Relationship between service deception and behavioral component**

In the beginning, figure (4.31) presents the model for the moderating role of preserved Risk in the relationship between service deception and behavioral component as follow:



**Figure (4.31): The Moderating Effect Of Preserved Risk :**

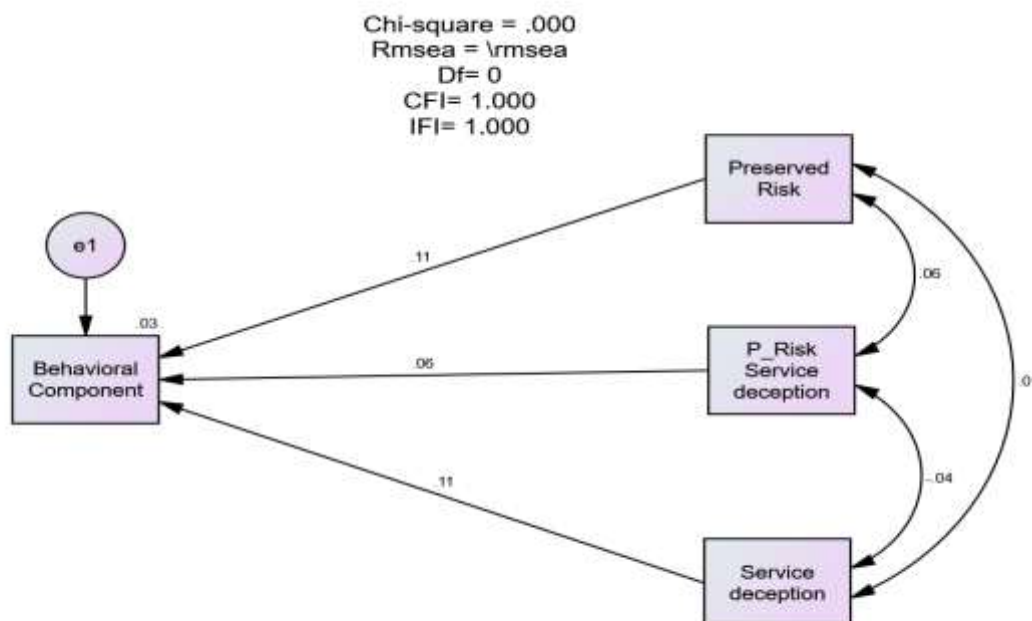


Table (4.28) shows the results of direct and moderating effects of role of preserved Risk in the relationship between service deception and behavioral component are as follows:

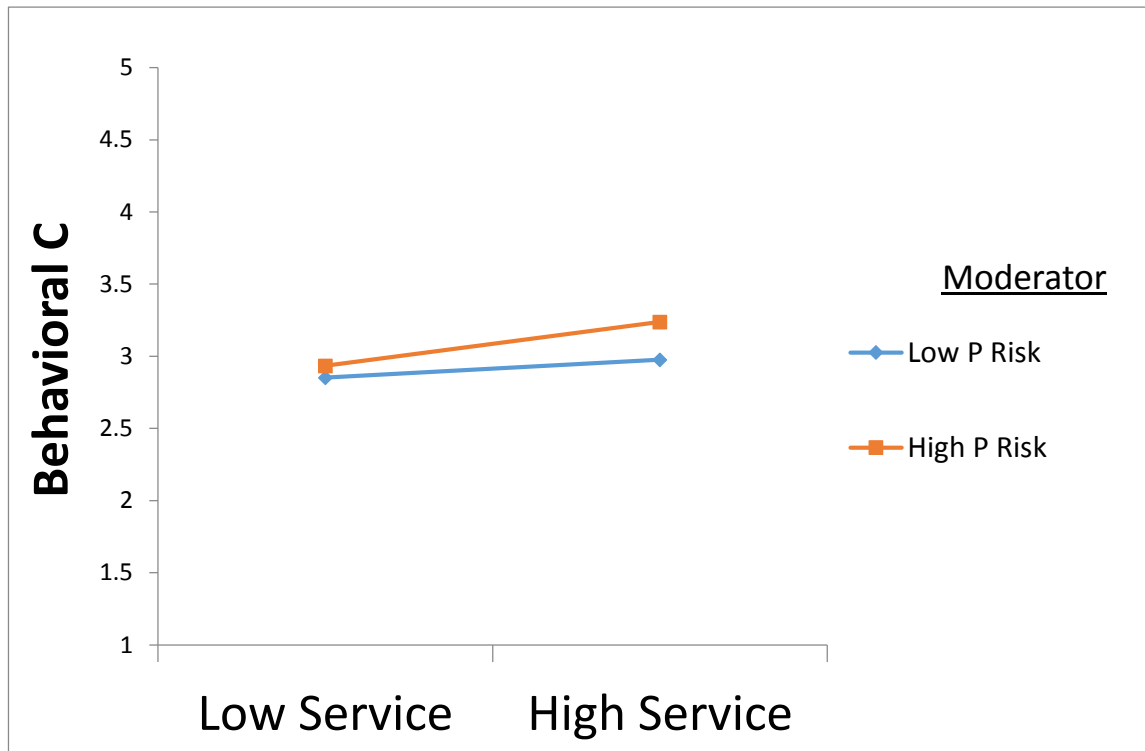
**Table (4.28) Regression Weights: (Group Number 1 - Default Model):**

		Estimate	S.E	C. R.	P	Label
Behavioral_component	<-- preserved_Risk	.086	.041	2.077	.038	par_4
Behavioral_component	<-- P_Risk_Service_deception	.045	.039	1.161	.246	par_5
Behavioral_component	<-- Service deception	.107	.050	2.145	.032	par_6

*Source: prepared by the researcher from data (2017).*

Regarding the moderating effect of role of preserved Risk in the relationship between service deception and behavioral component, Figure 4.32 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between service deception and emotional component. Additionally.

**The Figure (4.32) Shows That In High Range Of Preserved Risk, And High Service Deception Were Seen To Achieve Greater Emotional Component.**



P Risk strengthens the positive relationship between Service and Behavioral C.

#### **4.12.19 The Moderating Effect Of Preserved Risk On The Relationship Between Price Deception And Behavioral Component:**

In the beginning, figure (4.33) presents the model for the moderating role of preserved Risk in the relationship between service deception and behavioral component as follow:

**Figure (4.33): The Moderating Effect Of Preserved Risk :**

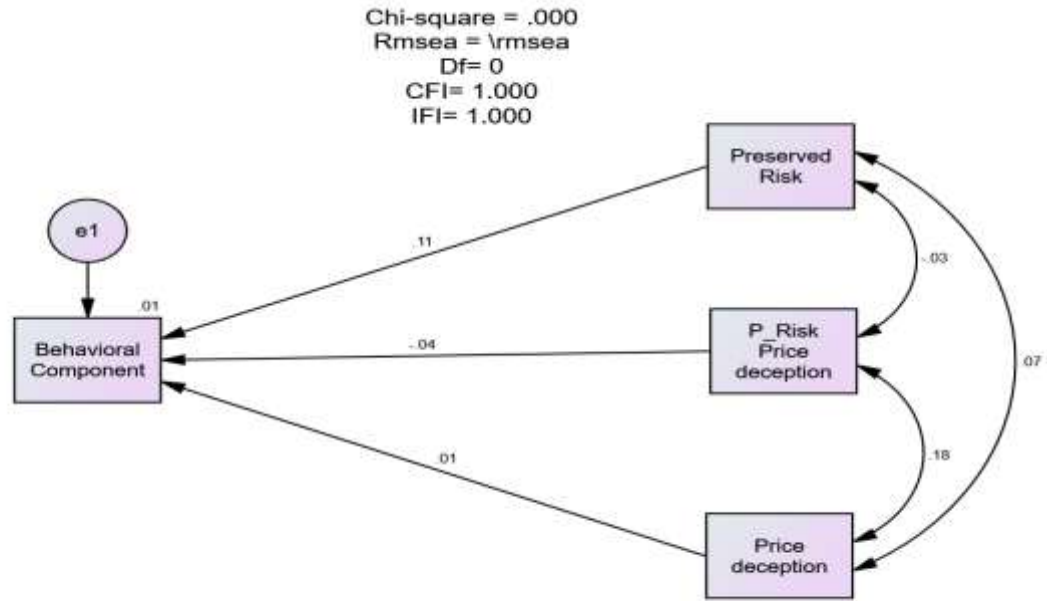


Table (4.29) shows the results of direct and moderating effects of role of preserved Risk in the relationship between price deception and behavioral component are as follows:

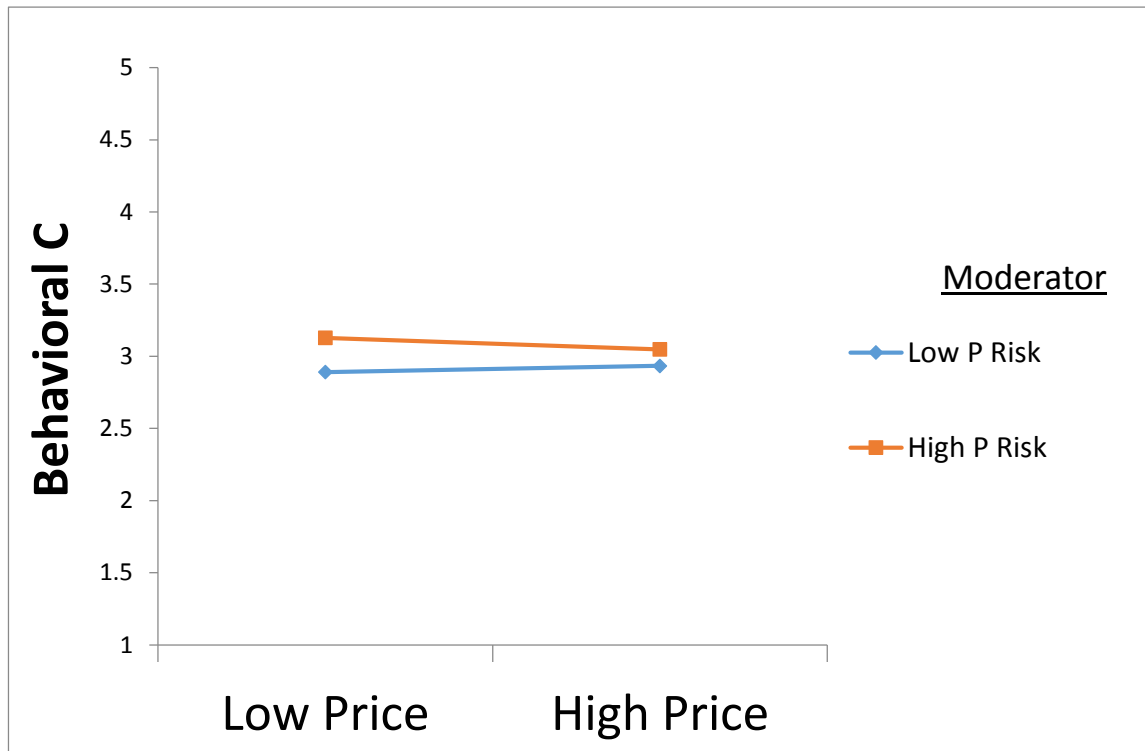
**Table (4.29) Regression Weights: (Group Number 1 - Default Model):**

	Estimate	S.E	C.R	P	Label
Behavioral_component <-- preserved_Risk	.088	.042	2.113	.035	par_4
Behavioral_component <-- P_Risk_Price_deception	-.031	.041	-.773	.439	par_5
Behavioral_component <-- Price deception	.009	.054	.168	.867	par_6

**Source: prepared by the researcher from data (2017)**

Regarding the moderating effect of role of preserved Risk in the relationship between price deception and behavioral component, Figure 4.34 shows this relationship. It can be observed from the figure that preserved Risk dampens the positive relationship between service deception and behavioral component. Additionally.

The Figure (4.34) Shows That In High Range Of Preserved Risk, And High Service Deception Were Seen To Achieve Greater Emotional Component.



P Risk strengthens the negative relationship between Price and Behavioral C.

**Table (4.30) Summary of Hypotheses Testing:**

Hypotheses	Result of analysis
Ha1: There is Negative relationship between Service deception and emotional component.	Not Sported
Ha2: There is Negative relationship between Service deception and Behavioral component.	Not Sported
Ha3: There is Negative relationship between Price deception and emotional component..	Sported
Ha4: There is Negative relationship between Price deception and Behavioral component.	Sported
Ha5: There is Negative relationship between Promotional deception and emotional component.	Sported
Ha6: There is Negative relationship between Promotional deception and Behavioral component..	Sported
Ha7: There is Negative relationship between Distribution deception and emotional component.	Sported
Ha8: There is Negative relationship between Distribution deception and Behavioral component..	Sported
Ha9: There is Negative relationship between Physical evidence deception and emotional component.	Sported
Ha10: There is Negative relationship between Physical evidence deception and Behavioral component...	Sported
Ha11: There is Negative relationship between Price value deception and emotional component..	Sported
Ha12: There is Negative relationship between Price value deception and Behavioral component..	Not Sported
Ha13: There is Negative relationship between informational deception and emotional component..	Sported
Ha14: There is Negative relationship between informational deception and Behavioral component..	Sported

**Table (4.31) Summary of Hypotheses Testing:**

Hypotheses	Result of analysis
Hb1: 2Preserved risk moderator Negative relationship between Service deception and emotional component.	Not Sported
Hb2: Preserved risk moderator Negative relationship between Service deception and Behavioral component.	Not Sported
Hb3: Preserved risk moderator Negative relationship between Price deception and emotional component..	Sported
Hb4: Preserved risk moderator Negative relationship between Price deception and Behavioral component.	Sported
Hb5: Preserved risk moderator Negative relationship between Promotional deception and emotional component.	Sported
Hb6: Preserved risk moderator Negative relationship between Promotional deception and Behavioral component..	Sported
Hb7: Preserved risk moderator Negative relationship between Distribution deception and emotional component.	Sported
Hb8: Preserved risk moderator Negative relationship between Distribution deception and Behavioral component.	Not Sported
Hb9: Preserved risk moderator Negative relationship between Physical evidence deception and emotional component.	Sported
Hb10: Preserved risk moderator Negative relationship between Physical evidence deception and Behavioral component.	Sported
Hb11: Preserved risk moderator Negative relationship between Price value deception and emotional component.	Sported
Hb12: Preserved risk moderator Negative relationship between Price value deception and Behavioral component.	Sported
Hb13: Preserved risk moderator Negative relationship between informational deception and emotional component.	Sported
Hb14: Preserved risk moderator Negative relationship between informational deception and Behavioral component.	Sported

## **5.0 Introduction:**

This chapter shows that the finding of study and dictation this finding according to the literature review and theory or logic on relation between variables of study. The chapter was organized into four sections. The first section concerns with findings and the second section clarify findings desiccation. The third section shows the theoretical & practical implication of study .The last section focuses on the limitation and suggestion for future research.

### **5.1 Recapitulation of the Findings:**

For the purpose of testing the relation among marketing deception and customer image was done by using the spss & amos marketing deception was used as independent variable and customer image as dependant variable.

#### **The Result Indicates That:**

##### **5.1.1The Relationship between Marketing Deception And Customer Image:**

Service deception did not have impact on emotional component, Service deception have influence on behavioral component, Price deception did not have influence on emotional component, price deception did not have impact on Behavioral component, promotional deception have influence on emotional component, promotional deception did not have impact on behavioral component, distribution deception did not have impact on emotional component, distribution deception did not have impact Behavioral component, physical evidence deception did not have impact emotional component, physical evidence deception did not have impact on behavioral component, price value deception did not have impact on emotional component, Price value deception have influence on behavioral component,

Informational deception did not have impact on emotional component, informational deception did not have impact on behavioral component, Service deception have impact on emotional component, Service deception have influence on behavioral component.

##### **5.1.2 Preserved Risk Moderating The Relationship Between Marketing Deception And Customer Image:**

Preserved risk did not have moderating effect between Price deception and emotional component, Preserved risk did not have moderating effect between Price deception and Behavioral component, Preserved risk did not have moderating effect between

Promotional deception and emotional component, Preserved risk did not have moderating effect between Promotional deception and Behavioral component, Preserved risk did not have moderating effect between Distribution deception and emotional component, Preserved risk have moderator effect between Distribution deception and Behavioral component, Preserved risk did not have moderating effect between Physical evidence deception and emotional component, Preserved risk did not have moderating effect between Physical evidence deception and Behavioral component, Preserved risk did not have moderating effect between Price value deception and emotional component, Preserved did not have moderating effect between Price value deception and Behavioral component, Preserved risk did not have moderating effect between informational deception and emotional component, Preserved risk did not have moderating effect between informational deception and Behavioral component.

## **5.2 Discussion of Findings:**

In this research, the overarching purpose was to assess the antecedent and consequence of marketing Deception in customer Image in service context from a developing country perspective. Using data from the a survey of 385 customers telecom companies in Sudan , the results show that marketing Deception has a negative effect on customer Image, and likelihood to recommend telecom service providers . However, marketing deception was negative influence respondents' attitude towards telecom Services Company. This study has much Result According to Analysis of Data Collection of Respondent thus we are going to discuss the important finding of this study:

### **5.2.1 Relationship between Service Deception And Emotional Component:**

Finding of the relationship between Service deception and emotional component the analysis show that the negative relation of Service deception on emotional component and this result is consistent with the findings of previous studies like (Hamidizadeh, M.R., 2014).

### **5.2.2 Relationship between Physical Evidence Deception and Behavioral Component:**

Finding suggest that there is negative relationship between Physical evidence deception and Behavioral component is consistent with Result of study that made by (Asiegbu, Ikechukwu 2013) and its find the customer will change his/her Behavior if he/she notice the Physical evidence deception.



### **5.2.3 Relationship between Promotional Deception and Emotional Component:**

The research figure out that is positive relationship between Promotional deception and emotional component and that mean the customer not change his/her own Behavior if he/she facing Promotional deception and this finding is not consistent with (Ana MAteen 2011).and perhaps the customer did not understand the deception.

### **5.2.4 Moderating Effect of Preserved Risk on Relationship between Service Deception and Behavioral Component:**

Fourthly the result of study determine that the moderator Preserved risk have positive relationship between Service deception and Behavioral component that mean preserved risk change the relation to positive side this result consistent with (Ng Cheng San 2011).

### **5.2.5 Relationship between Promotional Deception and Behavioral Component:**

The analysis of research show the positive relationship between Promotional deception and Behavioral component this result mean when customer facing deception of promotion will not change his positing about company this finding of study is not consistent with study of (Samreen Lodhi 2015).

### **5.2.6 Moderating Effect of Preserved Risk on Relationship between Distribution Deception and Behavioral Component:**

The results have revealed that positive relationship between Distribution deception and Behavioral component thought Preserved risk as a moderator and that was negative indicator and we have to argument for this Result either the customer did not discover the deception from companies or the companies were no made deceptive action Thought Distribution Chanel.

### **5.2.7 Moderating Effect of Preserved Risk on Relationship between Price Deception and Emotional Component:**

The results of the statistical analysis of the data show Preserved risk moderator negative relationship between Price deception and emotional component that according to this finding the customer will get pad positing about companies if he she know the perceived risk and also deceptive in price lead customer to search for other services provider .

### **5.2.8 Moderating Effect of Preserved Risk on Relationship between Price Value Deception and Behavioral Component:**

Findings further reveal that there was a negative relationship between Price value deception and Behavioral component though the Preserved risk as moderator in this relation that is when the level of perceived risk is high, customers may not adopt the services offering by company and therefore a clear pricing strategy to reduce Preserved risk must be put in place.

### **5.2.9 Relationship between Price Value Deception and Behavioral Component:**

The findings indicate a positive relationship between Price value deception, and Behavioral component. This implies that the customers have positive attitudes towards services even if with high price because he/she have not alternative offering from other competitors.

### **5.2.10 Moderating Effect of Preserved Risk on Relationship between Promotional Deception and Behavioral Component:**

The findings of the study indicate that there is a negative impact of Perceived Risk on relationship between promotional deception and Behavioral component .This implies that consumer image are negatively affected by the level of perceived risk .

## **5.3 Implication of Research:**

### **5.3.1 Theoretical Implication**

The present study is one of initial studies that extends our theoretical understanding of the antecedents and consequence of marketing deception in terms of context and variables included. First,. This paper contributes to filling the void in the extant literature regarding evidence of the direct effect of marketing deception on customer image such as emotional, and behavioral intentions for telecom service providers, especially in telecommunication service context. While existing literature has focused on testing the influence of marketing deception on only one or two factors at a time such as sales volume, evaluation of product and service attributes (Estrada, 2006; Newell, Goldsmith, & Banzhaf, 1998), attitude towards advertising (Chaouachi, et al., 2012), loyalty (Limbu t al., 2011; Román, 2010), Thus, this study has furthered our theoretical understanding that marketing deception has a negative effect on customer image,

Second,, this study is one of the few studies that have extended our understanding of marketing deception to the context of services sector in under developing countries in general and telecom service in particular, which is under-researched area. In particular, it has attempted to contextualize the conceptualization of marketing deception phenomenon and its consequence, operationalized its measurement items, and applied the marketing deception framework to the telecom services context.

### **5.3.2 Managerial Contribution:**

Managerially, the findings of this study imply that telecom service providers should focus on reducing marketing deception since it can have seriously adverse consequence on consumer trust, satisfaction and recommendation of service provider. Therefore, marketing managers should endeavor to maintain truthfulness to all areas in firm as promised and ensure that staff exhibit high level of professionalism and ethical behavior in dealing with clients in services customer and repayment process.

Marketing managers in telecom service firms must develop strategies to attract customer by highlighting the perceived value and usefulness of specific services facilities being delivered by a firm to customers and ensure that these value propositions are really experienced by customers. In addition, management should provide effective customer complaint strategies to handle any complaints and reports of marketing deception in the public media in order to ensure that customers and the general public do not lose trust in the credibility of the telecom service provider.

### **5.4 Limitations:**

Although this research results have theoretical and managerial implications for researcher and executives, respectively, this study is subject to several limitations. First, private and public university students were selected as survey sample. Though the students constitute the majority of mobile phone users, it is not comprehensive. Among the dimensions of the Variable we are selected Marketing Deception with not all his dimensions in this study.

Perceived Risk more was investigated by using overall Perceived Risk measurement regardless of its dimensions. May be a sample size. While it was adequate to test a hypothesized effect, it may not have been adequate to detect the influence of the Marketing Deception dimensions.

Finally Even though much care was taken in the translation of scale items, it cannot be completely guaranteed that there is exact linguistic equivalence between the original scales and translated ones.

## **5.5 Future Research Suggestion:**

- ❖ Future research should continue to examine the Marketing Deception on customer image with a new type of business such as hotel business or industrial Sector.
- ❖ Future studies should collect data from different universities (including state universities), cities and different groups of age, occupation etc. It is important to expand the sample with different demographic groups to come up with more specified differential comparative results.
- ❖ Future research should focus on other relevant aspects of marketing deception may need to be considered (service provider deception and services process deception).

## **5.6 Conclusion:**

Today's business organizations face the increasing pressure from two fronts: from shareholders the pressure to improve financial performance, from wide stakeholders to behave in a socially responsible way and this confusing goals lead the company to use unethical behaviors. The aim of this paper was to investigate the nature of Marketing deception in Service markets Especially in Telecom Company in Sudan and The Result show a negative relationship between marketing deception and customer image also reveal that there is a negative relationship between perceived risk and customer image therefore a clear marketing and ethical strategy should be used by telecom operators to reduce the risk of using telecommunications services to customers.

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## APENDEX



(Questionnaire statement)



Dear Respondent (Mr/Mrs),

Thank you for taking time to complete this questionnaire, about "*The Moderating Role of Perceived Risk on the Relationship between Marketing Deception and Customer Image*" in Sudanese Telecom Company. There is no correct answer for each question; you just fill in according to your true thoughts. Questionnaire results only for academic research, the questionnaire does not involve your name, address, privacy things.

,, With best wishes,

Prepared by student:

Ahmed Alamin Ahmed Mohammed

Supervision by:

Dr.Sedig Balal Ibrahim

Sudan University of Science and Technology

College of business studies

Associated Professor in marketing department

January 2017



(Phase one)

**\*Primary data:-**

Gender : male  female

Martel status : single  marred

Age: 20-30 years  31-40 years  41-50 years

More than 50 years.

Income : 1000-3000  3500-6000  6500-9000

More than 9000

Education level: Bachelor  Master  PhD/Doctorate

Other  .....

Number of companies provides telecom serves :

One company  tow companies  more than tow companies

Which company do you prefer?

Sudani  Zain  MTN

Period of use telecom serves:

1-5 years    5-10 years    10-15 years    more than 15 years

**(Phase two): Please Check (√) for the Most Suitable Options of the Scales**

NO	The Element Corner	Strongly agree	Agree	Average	Des Agree	Strongly disagree
Service deception						
١	the information shown of the service is not sufficient.					
٢	The company hides important information about the qualities and characteristics of service.					
٣	The company exaggerates offering the properties of the service regardless its actual quality.					
٤	The company sales false services.					
Price deception						
١	The advertised price of the services is higher than the real price.					
٢	The company displays fake sales on the services' prices.					
٣	the company places high prices for some services to make the consumer imagine they have a high quality.					
٤	the company resorts to putting exaggerated prices for some services as famous brands.					
٥	the company displays some prices without putting the price so as to sell it at a higher price.					
٦	the company adds the sales tax on certain services not subject to the tax in the first place.					
Promotional deception						
1	The marketer deliberately does not provide enough information about the services to lead customers into choosing certain services.					
٢	most competitions announced by the marketer are fake and unreal.					
٣	The marketer announces fake sales for some services to lure customers into other services.					
٤	During advertising, the marketer hides important information about the item (such as the tax of services)					
Distribution deception						

١	The employee of the company provide service in a high price in some branches of the company					
٢	the marketer sells poor service at a high price being sold in grand stores.					
٣	The marketer focuses on some services to make them look great, which is not the case.					
٤	The marketer displays services in a splendid way, which are not.					
physical deception						
١	The company claims that the services offered are the best while the fact is not					
٢	Suggests external form of the company (building size and shape external design) to the luxury and quality of services which is not well					
٣	The company is decorating the exterior of the buildings to suggest that distinctive services					
٤	The company concerned with the appearance of workers to suggest that the services provided are good					
Cognitive component						
١	I have composed a negative trend towards information released by the company because of the deception marketing practices					
٢	The company's credibility goes down because of the deception practiced with me					
٣	The company does not have commitment to promise					
٤	The company provide low quality of services to customer .					
Affective component						
١	deception operations Make me is not confident of employees in the company					

۲	the Exterior of the company It reminds me of the negative aspects of the services provided					
۳	a sense of the of deception Make me is confident the commercial name of the company					
۴	I have negative feelings toward the company that make marketing deception					
Behavioral component						
۱	Because of the deception, I look for alternatives of service companies					
۲	a sense of deception Make me exuberant towards a recommendation not to deal acquaintances of the deceptive company					
۳	The actual performance of most serves that provide by company were less than expectation.					
۴	Feeling of Deception guide me to stop treatment with company					
preserved Risk						
1	I have not confidence in the services and offering of the company					
2	The company cannot be relied on because it's not keeping their promises.					
3	I do not believe in the information provided by sale persons.					
4	Sale persons are des honest and un truthful.					

Dear Respondent if you want the result of this research please give us your

E-MAIL	.....
Phone N.O	.....

(Thank you very much for your time and cooperation).

# Literature Review

no	Author	Title of study	Date	Variable of study			Methodology	Result	Limitation
				IV	DV	other			
1	Hamid izaden MR.Rezae	Effect of perceived business Ethics on Brand Personality	Sep 2014	Perceived business Ethics	Brand Personalitiy		Descriptive & Correlative surveying	Perceived business Ethics has positive effect on Responsibility and activities has appositive effect on overall brand equity	Population size is un known  The result of study can not be compared with other study
2	Robertc Mc Murrian Erika Matulich	Building customer Value And Profitability with Business Ethics	Nov 2006	Perceived business Ethicality	Overall Brand Equity	Brand Personal ity (MV)	Descriptive study	Business Ethics and customer value increased profitability and performance for the Firm	*the study did not Explain difference s Effect of Brand equity
3	Ali Mohammed	Impact of marketing deception in building up consumers Image	May 2011	marketing deception	consumer Image	-	Descriptive and analysis study	marketing deception has negative impact on consumers Image	*the study is close to individual customer in services company.  -the study is exception

									the Government service company
4	Ranjan, Nitin	The Impact of Ethical Advertisement on customer Loyalty	Jan 2014	Ethical Advertisement	customer Loyalty	-	Descriptive Research using Questionnaire	Ethical Ads has positive affected on customer Loyalty	
5	Nighrm Fayyaz & Ms samreen ladhi	Deceptive Advertising and customer Loyalty	Nov 2015	Deceptive Advertising	customer Loyalty	-	Descriptive Study by using Questionnaire and survey to collect data	Deception in ads affect customer loyalty -over promising in Mob.ads affect customer trust . Customer start bad word of mouth with other people after experience	This Research is collected with given span of time and at particular
6	Nguyen Mjnh Tuan	Impact of Ethical Sales Behavior on customer Loyalty	Feb 2015	Ethical Sales Behavior	customer Loyalty	-		Indirect impact of ethical sales Behavior on customer Loyalty -customer commitment has direct effect on customer Loyalty	Sample size was insufficient -just three element of (iv) taken to save time and money.

								-customer trust only influences customer loyalty through customer commitment	
7	Xinxin Guo	How business and marketing Ethics can Effect Hotel Brand Image	Jun 2012	business and marketing Ethics	Brand Image	-	Descriptive Research by using online	Positive effect of business and marketing Ethics and Brand Image	
8	SZU – Chi Huang	Deception on court marketing from the Perspective of law and consumer Behavior	Win 2009	Deception incorrect marketing	Perspective of law and consumer Behavior	-	Descriptive and experiment		
9	Rashid saud and others	Impact of deceptive advertisement on consumer psyche	Dec 2013	deceptive advertisement	consumer psyche	-	Descriptive Research by using Questionnaire	Positive and significant Relationship between stake holders interest and concern with CSR & Moral philosophy  -Positive relationship with philosophies or ethic behavior.	



10	Abdulla Hersh & Khalil aladwan	Tourists Perceive marketing deception though the promotional mix	Jun 2014	promotional mix	Perception of the marketing deception	Demographic mediation	Descriptive Research	Strong Relation has statistical significant of promotional Mix and tourists Perception of marketing deception	
11	<b>Marwan Salaymeh</b>	The Extent of Customers' Perception of the Ethical Commitment in the Marketing Mix	<i>April 2013</i>	Ethical Commitment in the Marketing Mix	Customers Perception		descriptive method	is a high level of ethical commitment for the marketing activities from the viewpoint of customers	The study sample was not sufficient to generalize
12	Ana Mateen	Effect of deceptive Advertisement on customer Loyalty	<i>2011</i>	Effect of deceptive Advertisement	customer Loyalty		Descriptive Research	Deception overwhelmingly exist in telecom ads	Using personal survey methods
13	<b>Grzegorz MACIEJEWSKI</b>	THE MEANING OF PERCEIVED RISK IN PURCHASING DECISIONS	<i>2013</i>	PERCEIVED RISK	PURCHASING DECISIONS		both qualitative and quantitative character have been conducted.	The research results proved that Polish consumers perceive risk both as a possibility of loss and as a chance of achieving a better result than expected	Sampling & data Gathering