

**REPUBLIC OF TURKEY
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Department of Business Administration

**THE RELATIONSHIP BETWEEN MARKETING
DECEPTION AND CUSTOMER REPURCHASE
INTENTION**

Master Thesis

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Turkish Anstract : Bu araştırmanın birincil amacı, Umman Sultanlığı'ndaki
müşteriler arasında pazarlama aldatmacası ile geri satın
alma niyeti arasında bir bağlantı kurmaktır.

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DECLARATION

I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis has not been submitted to this university or any other university as another thesis.

Lina SADIQE ALI MOHSEN

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SUMMARY

Marketing deception is described as a deceptive method used by marketers to increase sales and profits, but these profits are only temporary, because the customer will quickly find this deceptive method and will find it difficult to fall into it. Again, this might influence his decision to repurchase the same goods.

This thesis was based on the quantitative method, as the study used a questionnaire to study the relationship between marketing deception and the customer's intention to re-purchase items of marketing deception. The scales were measured using the Likert scale, where 1 mean completely disagree and 5 mean completely agree. Data was collected from Oman clients through an online questionnaire.

The primary purpose of this research is to establish a link between marketing deception and buy-back intent among customers in the Sultanate of Oman. This study concluded that there is a negative effect of marketing deception through product deception, promotion and price deception on the Omani consumer's repurchase intention, but there is no correlation between distribution deception and repurchase intention.

Key Words: Marketing deception, product, Price, Promotion and Distribution Deception, Repurchase Intention.

ÖZET

Pazarlama aldatmacası (ürün aldatma, fiyat aldatma, promosyon aldatma, dağıtım aldatma) pazarlamacıların satışları artırmak ve daha fazla kazanmak için kullandıkları yanıltıcı bir teknik olarak tanımlanır ancak bu kazançlar sadece kısa vadededir çünkü tüketici bu yanıltıcı yöntemi kısa sürede keşfedecektir. .ve içine düşmek kolay olmayacak. Yine, bu, Bu durum, müşterinin yeniden satın alma davranışını etkileyebilir aynı ürünü geri alma niyetini etkileyebileceği anlamına gelir.

Çalışma, pazarlama aldatmacası ile müşterinin pazarlama aldatmacası ürünlerini yeniden satın alma niyeti arasındaki ilişkiyi incelemek için bir anket kullandığından, bu tez nicel yöntemle dayanıyordu. Ölçekler, 1 = Kesinlikle Katılmıyorum ve 5 = Tamamen Katılıyorum şeklinde Likert ölçeği kullanılarak ölçülmüştür. Veriler, Ummanlı danışmanlardan çevrimiçi bir anket yoluyla toplanmıştır.

Bu araştırmanın birincil amacı, Umman Sultanlığı'ndaki müşteriler arasında pazarlama aldatmacası ile geri satın alma niyeti arasında bir bağlantı kurmaktır. Bu çalışma, ürün aldatmacası ve fiyat aldatmacası yoluyla pazarlama aldatmacasının Umman tüketicisinin yeniden satın alma niyeti üzerinde olumsuz bir etkisi olduğu, ancak dağıtım aldatmacası ile yeniden satın alma niyeti arasında bir ilişki olmadığı sonucuna varmıştır.

Anahtar kelimeler: Pazarlama Aldatmacası, Ürün Aldatmacası, Fiyat Aldatmacası, Promosyon Aldatmacası, Dağıtım Aldatmacası, Tekrar Satın Alma Niyeti.

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CHAPTER ONE

RESEARCH FRAMEWORK

1.1. Introduction

The concept of marketing refers to the activities undertaken by companies to promote the purchase or sale of a service or a product, and marketing includes advertising, selling and delivering products to customers or to other companies. Specific that is agreed upon between them under a contract, so professionals and marketing professionals seek to attract the attention of customers by setting up campaigns or advertisements that contain attention-grabbing details, or even using rare and attractive packaging for the product presented in a distinctive way, for example, and may sometimes include advertisements celebrity endorsements and attractive phrases or slogans, and based on the foregoing, establishing a special department or marketing companies is very important, the more effective the marketing strategy is, the more sales will increase, thus increasing the chance of earning more profits and achieving success and continuity in the labor market, Except for the possibility of growth so that the company becomes a source of danger to competitors who provide the same services or sell the same products in the same environment or place.

This theoretical background of the present study is based mainly on the theory of planned behavior (TPB). This study enhances the understanding on how marketing mix deception the product, price, promotion of the product, or its distribution through social media, may affect the attitude and intention of the rebuyer to repurchase the same product again in the future

One of the most crucial activities is marketing carried out by institutions because of the urgent need to distribute and sell products, without developing awareness among customers of their need for the products that are created and produced, there will be no sales and consumption process for them. The concept of these elements can be explained through the following:

1-The product: the product is the first basic element of the marketing process, upon which the target group of marketing is determined, and the success of any product is usually measured by determining the need for it and people's desire for it in addition to the demand for it in the marketing stage.

2- Price: Customers must feel the value of the product they get for the amount offered, as the market and production cost must be studied in addition to the price of the product itself with competitors, but at the same time it cannot be set too low price that does not correspond to production and operating costs to win customers only.

3-Place: Any product needs a place to be displayed and sold to customers and evaluated by them directly. Choosing the right place and the right strategic location is one of the important marketing fundamentals, which directly affects the volume of sales and profits.

4- Promotion: Those in charge of the marketing process, after defining the product, its price and place of presentation, must develop an innovative promotion strategy, and with the advent of modern technology, finding and implementing the idea has become more difficult to increase competitors and ease procedures, so all forms of promotion or merging of more than one form must be exploited together to achieve sales and reputation better.

Every marketing tactic or interaction between the marketer and the customer creates a bad impression (consumer judgment) on the customer during and after the transaction, which is frequently accompanied by the marketer's deception structure, leading to an inappropriate purchase decision that harms the consumer.

According to the literature, deceptive marketing causes customer irritation and loss of trust, and as a result, consumers are growing increasingly cautious about the marketing activities of various businesses. Furthermore, companies who engage in marketing deceit will incur considerable long-term costs. In summary, these activities represent a waste of the community's consumer and economic resources (Hayder, 2017).

1.2. Problem Statement

Marketing is one of the most important operations of every company. Effective marketing is essential to the success of the company and the achievement of its goals. With the advent of social media in the past years, the marketing profession has seen significant growth. Despite the benefits of modern media in marketing, many companies have engaged in misleading marketing, which is called unethical advertising. This had a detrimental effect on the organization's relationship with its clients, both in the short and long term. There is little question that recent advances in the Internet world, as well as the rise in the range of services and information available about the product, have affected the growing interest of organizations in researching consumers as a basis for developing marketing strategies. This underscores the idea that marketing begins and stops with the consumer, making the customer selection procedure complex and complex, and possibly facilitating marketing deception in various ways (Wilkins, Beckenuyte, and Butt, 2016).

The marketer may alter the product's quality as well as the promotional strategies utilized in an attempt to fool the client and obtain significant revenues, which may result in financial loss for the marketer as well as a loss of competitive edge over time. Loss of trust affects not just the consumer and marketer, but also many additional consumers through word of mouth, in which the customer directly or unconsciously notifies others about their negative experience. Companies can mislead customers or hide vital product, pricing or even details in their advertisements through deceptive marketing. Recent research has highlighted the negative consequences of misleading advertising (Sconyers, 2017).

In most countries around the world, Researchers and practitioners have paid close attention to marketing deception, as well as the official participation of consumer rights institutions, where researchers tried to link marketing deception on the one hand and the theory of planned behavior on the other hand to understand the buyer's intention to buy back, but in the Arab world, they did not It is getting just as much attention, and there are only a few scientific papers on the subject. In general, or with respect to specific aspects, it can be argued that, compared with the role these authorities perform in many industrialized nations, the function that government authorities and consumer protection groups perform in this area domestically is still

less restricted and less so .commitment level. Several marketing strategies demonstrate the presence of this deception, and consumers are aware of it, unable to detect it, and hence appear helpless to resist it, thus they are exposed to it and it influences their purchase decisions in some manner (Haider, 2017).

1.3. Research Objectives

The scope of the research is to shed light on the study about deceptive marketing through the dimensions of the marketing mix (product, price, distribution, promotion), which has a significant role in influencing customer loyalty and predicting the repurchase intention of customers and thus estimating the volume of demand and return in different sectors

The customer feels disappointed with the misleading marketing and therefore decides not to buy again from a product that did not achieve what he expected from him. This study will contribute to the study of consumers in the Sultanate of Oman in particular and the effect of marketing deception on their repurchase.

The objectives of this research are:

1-Recognize the effect of the deceptive product on customer loyalty and repurchase intention.

2-To know the effect of deceptive price on customer loyalty and repurchase intention

3-Recognize the effect of deceptive promotion on customer loyalty and repurchase intent

4-Recognize the effect of fraudulent distribution on customer loyalty and repurchase intent

5-Shedding light on the concepts of purchase, repurchase, repurchase intention and marketing deception

6-Identifying the relationship between marketing deception and the intention of repurchasing for consumers

1.4. Purpose of the Study

With the spread of e-marketing and the exposure of many consumers to deception through misleading promotional campaigns about the product, its price and its actual value, lighting on the subject of marketing deception in light of the theory of planned behavior has become a necessity because it relates to consumer trends and satisfaction. , and thus their intention to buy back, which consequently affects the continuity, growth and development of the company. The research in this research aims to investigate the relationship between marketing deception and the intention to buy back among consumers, as this relationship will be studied through the marketing mix that includes product, price, promotion and distribution, in other words: the main purpose of this research is to establish a link between marketing deception and the customer's intention to buy back the purchase. This letter will investigate the relationship between marketing deception and the customer's buyback intent.

1.5. Research Hypothesis

Based on what was mentioned in the subject of the study, the researcher puts forward the following hypotheses to be answered through the study:

H1: There is a negative association between product deception and repurchase intention.

H2: There is a negative association between price deception and repurchase intention.

H3: There is a negative association between promotion deception and repurchase intention

H4: There is a positive association between distribution deception and repurchase intention

CHAPTER TWO

LITERATURE REVIEW

The aim of the literature review is to provide basic knowledge and important details about the study constructs, which include marketing deception as independent variables, and repurchase intention as a dependent variable in the light of planned behavior theory to understand how a buyer makes a repurchase decision after being deceived by producers or marketers. The literature review also provides a summary of the reported links between these formulations. At the conclusion of the literature review, the development of the study topics is provided along with the theoretical framework and dissertation template.

2.1. The Theory of Planned Behaviour (TPB) in the Marketing

Marketing is the process of promoting new products or services through market research and advertising. Marketing is now a key element of each company's or organization's growth strategy. Many companies use marketing methods without realizing this while trying to promote themselves and increase sales of their products or services. At present, marketing is among the most important aspects of the business (McAlister, Erffmeyer, 2003).

When questioned, most of the people no idea what marketing is and believe it is just selling or promoting something. While these reactions are not always correct, they are a necessary component of the marketing process. Marketing operations include product distribution, advertising, designing and generating materials such as landing sites and social media content, increasing customer delight, doing market research, building market divisions, and much more. For any approach that assists a firm, brand, or individual in achieving their objectives (Gaber, and Wright, 2014).

The theory of planned behavior (TPB) is an extension of rational action theory (TRA) (Ajzen and Fishbein, 1980), necessitated by the latter paradigm's incapacity to cope with activities over which individuals have insufficient control (explained in more detail below). The individual's purpose to do a given activity is at the heart of TPB (see Figure 1). Intent to impact is conceived of as the attitude toward the target behavior and subjective norms around engaging in the activity for TPB, and TPB

incorporates observable behavioral control over engaging in the behavior as a component affecting intention. TPB has effectively predicted and explained good behaviors such as drug misuse, nursing, and so on. Depending on attitudes and social conventions, this theory has also been utilized to predict customer behavior and buy intentions.

According to the notion, behavioral accomplishment is dependent on managing one's purpose and actions. Classifies three types of beliefs: behavioral, ethical, and regulating, as well as six structures that indicate a person's power over their conduct. Attitudes define how a person feels about a particular conduct. The degree to which an individual views the action of an interest favorably or adversely. This entails the individual considering the outcomes of performing the activity. An ardent drinker, for example, is more likely to respond negatively to a "keep alive, don't drink and drive" billboard and is less inclined to cease drinking (Gaber, and Wright, 2014). Behavioral Intent is a method of determining if the person will carry out the behavior. It demonstrates their motivation since the greater their intent, the more likely they are to undertake the activity.

Subjective Norms - This term refers to the influence that societal pressures have on a person's capacity to engage in an activity. Social Norms - This entails the standards of behavior or usual rules of behavior in a group of individuals.

Perceived Strength - Describes a person's perception of the presence of elements that may help or hinder him from engaging in the conduct.

Perceived Behavioral Control - This relates to the capacity of the person to do the behavior. This includes their perception of the ease with which they can pursue an activity.

A TPB campaign may greatly affect change in a brand's target demographic. The TPB originated as a theory of reasonable action, which predicted an individual's desire to engage in a behavior at a certain time and location. This theory's goal was to explain the actions that allow humans to exhibit self-control. The major part of this theory is behavioral intention, which is impacted by one's attitude about the possibility of the activity achieving the desired goal as well as one's appraisal of the possible dangers and advantages of that outcome (ayi, 2021)

2.2.The Concept of Deception

Defining deceit has been the subject of several research for example, Keller, and Kotler (2016) defines deceit as a successful or Unsuccessful purposeful attempt, without prior notice, to instill in another a belief that the communicator believes to be false in order to maximize the communicator's kickback at the expense of the other side. Other advertising businesses have their own interpretations of deception, in addition to these scientifically grounded standards. The federal trade commission (FTC) defines deceptive advertising as a statement, omission, or conduct that is likely to mislead the customer. The federal trade commission's definition will be employed in this study since it is more relevant to the consumer context of the current study (Keller, and Kotler, 2016).

Negotiations are one area where dishonesty is very important. Deception plays an important part in this situation. Parties engage in activities designed to influence or convince one another during negotiations in order to achieve a desired conclusion. Indeed, there is a lot of study on the topic of dishonesty in the context of negotiation found that unless they are given an option bargainers would employ deceit to achieve their objectives. In a similar vein, Gaber, and Wright, (2014) found that when bargainers had a better chance of getting a better deal, they are more likely to utilize deceit. Furthermore, Anderson, Narus, and Narayandas, (2008) found that when ethical principles within an organization are highlighted, negotiators are less likely to cheat their partners. This means that situational cues (such as the importance of ethical norms) have an impact on how people respond and behave. This means, according to Aquino, that individuals will be more worried about being honest, fair, and courteous in their contacts with their negotiation partners (Hayder2017)

Marketing techniques that are ethical and match customer and market expectations are required for ethical marketing. It's difficult to define the term ethical, or to figure out whether ethical judgments are in line with market expectations. Culture, background, education, experiences growing up, peers, community, religion, and nation all impact an individual's understanding of ethics and morality. It might be challenging to strike a balance between ethics and competitiveness. If ethical marketing entails taking into account the needs and welfare of suppliers, workers, and

consumers, it may increase corporate expenses. Fair trade items, for example, guarantee a minimum price to producers (Kamlot, Botelho, and Oliveira, 2018).

When business costs rise, profit margins fall or costs are passed on to customers in the form of higher prices. However, if businesses can use ethical marketing to mirror market expectations, they may be more desirable to customers, giving them a competitive advantage. Business ethics are becoming increasingly crucial, especially in the era of the Internet, when information can be accessed by anyone and can remain online eternally. False advertising is a well-known problem, and most businesspeople are aware of the dangers of inflated product promises, but the key implication is that firms engaging in this activity may be identified and penalized thanks to advertising watchdogs. Other ethical dilemmas are less apparent, and the repercussion particularly for customers may be severe. Here are a few examples (Kapferer, 2011):

2.3 Marketing Deception

Deception in marketing has been shown to have an impact on a person's consumer-related behavior or attitude, such as trust or purchase intentions, according to previous studies. This study, on the other hand, demonstrates that deception can impact behavior that is unrelated to the consumer setting (Sina, Amin, and Sadat, 2017).

Consumer repurchase intention after encountering a fraudulent activity is the topic of more typical marketing studies. On the one hand, this may cause a behavioral response (e.g. buying behavior). Sina, Amin, and Sadat, (2017), for example, found that misleading advertising causes suspicion, which has a detrimental impact on people's responses to future advertising from the same source and also from a different marketer. Negative word-of-mouth and purchasing intents are likely to arise from this protective conduct against the advertisement.

On the other hand, it might be a completely unrelated behavioral response. April, (2019), for example, found that people's unethical conduct is influenced by the social norms suggested by others' dishonesty, as well as the importance of ethicality at the time they are considering a specific activity. In two tests, participants were given five minutes to complete 20 matrices and were paid 50 cents for each properly

answered matrix. However, no one had enough time to solve all of the matrices. For the first test, an actor was hired to cheat by completing the matrix job in 60 seconds and leaving the room with the highest payout. Participants' levels of unethical conduct increased when the actor was a member of the in-group, but declined when the actor was a member of the out-group, as predicted (Sconyers, 2017).

Implying that if 'everyone' is acting a certain way, you are more inclined to mimic that behavior, but only if you can connect with those people. If you can't relate with the people who are acting in a certain way, you're less likely to replicate their conduct, and you might want to keep your distance from this 'bad apple'. This just increased the importance of this option. The amount of dishonesty among the participants was reduced as a result of this modification. This result is consistent with prior research by Mazar et al. (2008), which found that study participants cheat when given the option, although not to a substantial extent.

Deception has a variety of implications, ranging from effects on related conduct to unrelated behavior. When compared to customers exposed with more rational signals, I have proposed that customers primed with more ethical cues will see possibly misleading marketing approaches as more unfavorable and hence set their so-called ethical threshold higher. As a result, when customers are in an ethical mindset (i.e., when ethical saliency is strong), dishonesty will be seen as unacceptable. This also leads to less forgiving conduct when it comes to dishonesty. As a result, when consumers are more ethically primed, they will accept deceit less readily since it will be perceived as something 'wrong' (e.g. bad apple behavior). Consumers would view deceit as more prevalent in everyday life when they are in a business-like mentality (i.e., when business-like saliency is strong). This indicates that they are more inclined to be forgiving with fraud, lowering their so-called ethical criterion in comparison to ethical customers. In keeping with this theory, I believe that consumers who have been primed with more reasonable cues would be more willing to tolerate deceit since it is perceived as normal (Riquelme, Román, and Iacobucci, 2016).

As a result, when buyers set their so-called ethical threshold high, they are more likely to retain these high ethical standards in non-consumer contexts than when consumers are primed with logical cues. Consumers who set their so-called ethical criterion low, on the other hand, outperformed those who were more ethically

primed. In a non-consumer situation, people are more likely to keep these lower ethical standards and act appropriately. I predict that the conduct of customers with low ethical standards, particularly in the latter scenario, will be contagious, as it will ensure their earlier behavioral reaction of 'becoming part of the game' while doing business. When consumers set their so-called ethical bar high, they will act on these high standards as well, and if they begin to stray, they will promptly correct themselves to maintain the high ethical standards (Piccolo, Tedeschi and Ursino, 2017).

In the context of the consumer, word of mouth is a common and vital mode of communication consumers discuss new items, give information on commercials they've seen, and complain about poor encounters. More importantly, customers share not just their own but also the experiences of others. Consumers, in particular, are impacted by the experiences of others, even if they do not know them. As a result, in opposition to a more egoistic viewpoint this research will consider the impact of mindfulness (self-versus other). To put it another way, when you look at a possibly deceptive scenario from your own perspective, you will notice the deceit far more than when you glance at it from the perspective of another person. As a result, when the consequences directly touch you rather than an unknown third party, the response will be considerably greater and more unpleasant. Thus, the influence of the sensitivity (ethical versus business) on unconnected consumer behavior is moderated depending on whether a potential misleading advertising is viewed from a self-perspective or from the perspective of another person (Riquelme, Román, and Iacobucci, 2016).

2.3. Repurchase And Repurchase Intent

Repurchase is defined as genuine customer activity that leads to the same goods or service being purchased more than once. The bulk of consumer purchases are likely to be subsequent ones. Customers frequently purchase the same goods from the same vendors, and most purchases constitute a chain of occurrences rather than a single singular occurrence. Repurchase, which is regarded as one of the most crucial factors in relationship marketing, is also known as retention (Hunter, Kasouf, Celuch, & Curry, 2004).

While the actual process of repurchasing is known as repurchase, repurchase intent is the customer's choice to participate in more transactions with the store or supplier. Repurchase intention is another often studied subject (Senecal, Kalczynski, & Nantel, 2005; Kim, Ferrin, & Raghav, 2008). Repurchase intention was described by Paul and Rana (2012) as "the individual's judgment about purchasing again from the same firm a specified service, taking into consideration his or her current condition and likely circumstances." The two forms of repurchase intent discovered are the want to spread good word of mouth and make recommendations and the desire to spread good word of mouth and make recommendations. In the literature on marketing research, it has been debated whether previous customer behavior and buy intentions are connected to future consumer behavior. For businesses to maintain a competitive edge, client retention is a task that is becoming more and more crucial. The company's profit, growth, the drop in marketing expenses, and the consumer's readiness to pay greater premiums are all influenced by the consumer's increased repurchase rate (Kähkönen & Tuorila, 1999).

It is less expensive to keep an existing client than to get a new one. However, because of the effect of several internal and external factors, the repurchase rate may be challenging to estimate. A significant factor is competition, and buyers frequently move to merchants that provide the greatest bargain. Understanding the circumstances under which customers will repurchase a product they have already purchased or do so from the same supplier again is one of the key questions for managers. Understanding customer motivations for first and subsequent purchases of goods and services is crucial for the success of businesses and consumer retention initiatives. Marketing campaigns may target all customers if consumer buying behavior cannot be predicted, which would reduce corporate effectiveness and efficiency. Early studies on purchase and repurchase tended to focus on minimal involvement goods with high purchase rates and low costs. Consumers that regularly buy a brand are considered loyal (Poddar, Donthu, & Wei, 2008).

Environment and brand-related information gathering were not taken into account; just the brand was. Later in the study, it was recommended that customers make purchases after taking both internal variables, like past experiences, and exterior

aspects, like the surroundings, into account. Prior to searching for external information, consumers take internal aspects into account. According to recent study, customers are beginning to place greater weight on internal criteria, such experience and prior pleasure, when making purchases. Numerous studies looked at factors that influence repeat purchases, including as brand loyalty, word-of-mouth marketing, whining habits, and contentment or unhappiness (Sismeiro, & Bucklin, 2004; Darley, Blankson, & Luethge, 2010).

According to Dehghani and Tumer (2015), rather than focusing on repeat purchases, several researches have looked at the connections between information search, engagement throughout the search process, and purchase. There are several factors that influence consumers' inclinations to repurchase. Past experiences, mood, affect, value, comforts, service quality, client familiarity, failure of the service and recovery are some of them.

The concept suggested that if customers thought highly of the service quality, they developed a close bond with the service provider and had good behavioral intentions. The customer's behavioral intention is used to predict whether they will stay loyal or defect. Unfavorable behavioral intents may lead to complaints from customers, decreased usage of the provider's services, and customer switching (Ghalandari, 2012).

Detrimental pricing perceptions have a direct negative impact on behavioral intentions, according to research on the importance of price perceptions in purchase decisions and their impact on consumer retention. Several researches looked at the connection between switching obstacles and its link to customers' inclination to repurchase. Inconvenience, cost, core service failure, service encounter failure, service recovery, competitive attractiveness, and ethical issues are eight criteria that are taken into account when determining switching behavior. According to research by Kamal Ghalandari (2012), 55% of survey respondents who moved service providers said they did so for two or more reasons, while 45% said they switched due to a single one (Hamelin, 2014).

2.4.1. The Scope of Repurchase Intention

Repurchase intents have been recognized and described in a variety of ways by academics throughout the years. Lin (2009) distinguished between two types of repurchase: the first is the purpose to repurchase, and the second is the goal to use methods like word-of-mouth marketing and suggesting goods that consumers are happy with (referral). In addition, Lin (2009) noted that repurchase intention, together with loyalty, readiness to pay, word-of-mouth, and complaint, comprises the five behavioral intents. Repurchase intent is said to be a behavior that derives from client loyalty.

According to one definition, repurchase intention is the person's choice or judgment to repurchase a certain service from the same business after taking into account his or her existing condition and likely circumstances. Repurchase intent shows a customer's commitment to returning to the business to buy further products and services and to spread the news about it. It implies that customers are more likely to repurchase the same exact product or service in the future if they believe it to be worthwhile. Additionally, clients who are pleased with a product may spread the word about it (Ghalandari, 2012).

Across order to estimate sales in a range of marketing operations such new product launches, the efficiency of advertising, service management, and demand forecasting for current items, marketing managers can rely on repurchase intention. Additionally, the desire to repurchase may be employed as a stand-in for purchase behavior and as a consumer indication. According to Dehghani and Tumer (2015), one way to determine customer intention to repurchase is to inquire about their plans to do so in the future.

Because repurchase intent may be monitored at any stage in the customer relationship, it is especially useful in sectors with a long repurchase cycle. Furthermore, Jones and Sasser (1995) stated that when organizations assess satisfaction, they may receive information regarding repurchase intentions, making it reasonably simple to correlate intents and satisfaction for analytical reasons. Numerous studies have been conducted in numerous industries and sectors over the

years to investigate repurchase intention and its relationships with other marketing characteristics such as customer contentment, perceived quality, brand preference, country of origin, and similar (Poddar, Donthu, & Wei, 2008).

The majority the reserches discovered a reliable association between repurchase intention and other marketing factors, demonstrating that business practitioners may benefit greatly from learning more about repurchase intention. According to a study by Paul and Rana (2012) on the impact of website quality on online shoppers' plans to make more purchases, customer happiness can indirectly influence repurchase intentions through customer commitment and trust. A research on the moderating effects of online shopping experience (performance expectancy) on consumer satisfaction and repurchase intention was undertaken by Carrillat, Ladik, and Legoux (2010). According to the results of their research, experience has moderating effects on the links between performance expectations and satisfaction as well as satisfaction and desire to repurchase.

According to Kuvykaite et al. (2009), consumers won't choose to repurchase a brand and repeat their experiences unless there are favorable predispositions towards that brand among the alternatives. In other words, brand preferences can also have an impact on repurchase intention.

2.5. Stages of Purchasing Decision Process

The decision-making process goes through a number of stages that line up with the stages that consumers go through, including:

1. Gaining knowledge about the issue. The customer's knowledge of his or her wants or desires is the first step in the decision-making process. Needs develop as a result of internal or external pressures, and the more intense the need, the more the consumer insists on having it met.

- 2-Trying to find information the customer starts looking for information about alternatives as soon as the need arises in order to lessen the level of ambiguity that forces him or her to choose to accept it or leave it. The consumer gathers data from a variety of sources, including internal and external sources as well as sources that are either personal or commercial. Personal sources such as friends and family also count as external research sources. Public sources include the media, consumer advocacy

groups, and governmental entities. Commercial sources include salespeople, advertising, and point-of-purchase presentations (Hamelin, 2014).

3-Evaluating possible choices: One of the most crucial steps in the purchase decision-making process is the stage of assessing alternatives. This is because it allows the customer to lessen the risk associated with making the incorrect choice by comparing and analyzing a variety of options. This is accomplished by narrowing the available options until one is left. A great marketer must look for reliable sources that the customer may utilize to inform their decisions in the most effective way possible (Chaffey, & Smith, 2013).

4- Creating decisions. At this point, the customer selects the good or service they think will be able to meet their needs. This is the goal of all marketing campaigns. The consumer must decide whether to buy the goods or not, and if so, he or she has a number of alternatives that encourage them to purchase their favored brands. The two elements here that affect customer choice are situational conditions and social trends. The first element is the degree of influence—which may be favorable or unfavorable that others have on the customer when they decide what to buy. Concerning the second factor, situational factors are characterized by unforeseen circumstances and events that occur prior to making a purchase decision, such as the emergence of a different and more pushing need than the one that was initially went looking for or the seller's inappropriate conduct that caused the purchase decision to be halted (Lin, 2009).

5-Behaviour: while purchasing a good or service is a following activity, this is the last step in the decision-making process when the level of pleasure with the purchase is discovered. Consumers may experience satisfaction or frustration after trying a product or service they have purchased. If the latter, he or she looks for knowledge to help him or her make a better choice. The importance of marketing communication and how it benefits consumers is underlined (Dehghani, & Tumer, 2015).

2.6. Marketing Mix

Despite the notable growth in marketing activity over the last several years and Institutions' success, some Institutions have turned to unethical marketing tactics in an

effort to boost profits by misleading customers regarding products, promotions, pricing, or distributes. This is evident in the choices people make while making purchases of goods or services. Therefore, it is important to recognize the different types of marketing deception used in the services industry and work to demonstrate marketing strategies that increase consumer trust in businesses by providing them with goods or services that satisfy their needs while also giving businesses an edge over rivals. Providing after-sales assistance for goods and businesses is one of the most crucial activities that foster trust, and businesses aren't allowed to use unethical methods for these services in order to preserve trust between them and their customers (Riquelme, et al, 2016).

Omani market has shown a great deal of receptivity to numerous new goods and its own services. As a result, the phenomenon of marketing deceit has started to spread, particularly in the context of mobile device after-sales services. This study focuses on how much marketing misrepresentation influences customer purchase decisions and how consumers react to unethical after-sale service tactics.

Fraud and deceit in the selling and marketing industry have recently risen as a result of ethical marketing methods. Deceptive marketers may get the results they want in the short run, but they pay a price in the long run. The purpose of providing false deceit and misleading information regarding the state of the market that results in incorrect or incomplete decision-making is to gain an advantage or benefit. According to Kotler, marketing deception is a type of marketing strategy that gives consumers a bad image of the product being marketed to them. As a result, the customer makes a bad choice that hurts their interests in some manner. It is also well recognized that this practice has a detrimental impact on how people behave. Additionally, conveying benefits of goods or services that are exaggerated to the point of lying or deceit. Giving overstated information about the benefits of goods or services and their features is what Wilkins, et al. (2016) and Hayder, (2017) define as marketing deception. According to Hayder, (2017), marketing deception is a practice used by businesses or salespeople with the intention of manipulating facts in order to put customers in a state of instability that leads to poor purchasing decisions.

There are several forms of marketing deception related to the marketing mix which can affect the purchase intention of the customers

2.6.1. Products

A product is a real thing or service for which a consumer is willing to pay. It includes 50% of all material commodities bought by users, such as furniture, clothing, and food, as well as intangible items such as services. According to Charles worth (2018), the first and most significant marketing factor is the product. According to writers Kotler, Kartajaya, and Setiawan (2017), the product is what is delivered to the market in order to gain notice, be obtained, exploited, or used, and to fulfill the expectations or requirements.

In actuality, it was revealed that the majority of the time, the research is governed by a limited product perception notion. As a consequence, the definition of product is quite wide, encompassing not just natural products and services but also people, places, property rights, enterprises or groups, data, and ideas (Hayder, 2017):

1) Product innovation occurs when a firm discovers and begins to implement a new product concept, with minimal sales revenue and high investment expenditures during development;

2) After being introduced to the market, sales revenue steadily grows, but it stays unprofitable due to high product marketing costs.

3) Expansion: At this point, the product is luring the market, and earnings start to rise.

4) Maturity: Sales revenue growth slows at this stage as the bulk of prospective purchasers choose alternatives or marketing expenditures climb to safeguard the product from competition.

5) The point at which revenue and earnings begin to decline.

Malhotra, and Peterson, (2006) Advise evaluating these three perspectives in order to further enhance product awareness:

- Client satisfaction concept;
- Importance of materiality;
- Process and result viewpoint.

As a result the genuine advantages - the primary reason for a customer's purchase of a product demonstrating the product's primary benefits to the customer.

The core product is the basic minimum of the product's characteristics, which must provide considerable benefits to the user. The anticipated product contains characteristics that the customer expects from it, and it meets their expectations. A complemented by product is one that goes above and beyond what the average user expects and may be improved by adding new features or upgrading existing ones. It is determined by a number of elements, including, among others, the marketing approach employed, competitive product qualities, technical feasibility of the product, and the quantity of resources available.

The product range, on the other hand, includes all of the seller's commodities, class types, brands, and units that are offered to the customer. The range refers to the company's goods group/whole that are comparable not only in quality, but also in how they are organized according to certain criteria and tailored to the needs of the customers. Where the number of groups represents the variety of items offered, and the number of goods shows the breadth of one one category among a large number of commodities A range can be characterized using depth (deep range), breadth (width), alignments, and saturation (Caeyers, Chalmers, and De Weerd, 2010).

The product is linked to the service. In comparison to the product / service, the same services have various features, namely (Charlesworth, 2018):

- Intangibility - intangible attributes that may be found in a variety of objects, but a service can only be deemed a product if this quality is dominated by tactile qualities. As a consequence, in addition to aesthetic expression, client awareness may be achieved.
- Non-accumulation - when a large number of services are requested at the same time and cannot be produced and stored ahead of time. This creates issues with labor allocation.
- Non-severability - because service producers and consumers are so intertwined, they can't be taken away and have no severed qualities. As a result, it is impossible to tell the customer of the product's absence.
- Heterogeneity - when the supplier is nothing more than the engagement between the service provider and the receiver, which may or may not be given in the same way to every user.

2.6.2. Price

Price is an important component of the marketing mix, and many researchers consider it to be one of the most important market aspects since it increases not just profits but also market share. In contrast, pricing is not only one of the most significant components of a company's competitive position, directly impacting sales and profitability metrics, but it is also one of the most adjustable marketing mix parts, allowing it to adjust swiftly to changes in the environment. As a result, pricing is seen as the sole revenue-generating component of the marketing mix, as well as the most essential aspect in consumer happiness and loyalty (Kapferer, 2011).

Once it comes to pricing, that's one of the marketing mix factors, In the scientific literature, there are several rates of notions and meanings of the phrase. Pricing includes a fair evaluation of the goods; for example, Wang, Malthouse, Calder, and Uzunoglu (2017) define a suitable price for a quality product as a better price for a great product. Pricing, as per Malhotra and Peterson (2001), is the amount paid for goods or service, or the importance of the deal that enables customers to obtain a product or service at a given price. As a consequence, the period started straight pay is the cost of money that the buyer must pay for the most likely product or service. Price (Innovation Academy) may alternatively be described as a monetary reflection of value agreed upon by a client. The cost is the sum that the client must pay, which may involve exchanges; hence, the commodity's price is determined by a number of moving variables. The only marketing factor that is linked to income and all other elements is the cost. As a result, pricing is one of the elements influencing the buyer since it helps him grasp the product's value. Furthermore, the price may be characterized as actual or valuable, signaling value, and the price of businesses to acknowledge their products or services in the context of marketability regulation (Kotler, and Armstrong, 2018).

The value of the product, business model, and distribution charges, as well as advertising costs and market price fluctuations, are all essential factors in deciding pricing, according to Wilkins, Beckenuyte, and Butt, (2016).

Because pricing is determined by the amount of advertised goods, the opposite connection is always present: the greater the price, the lower the sales. As a result,

determining the pricing of your product might be difficult, and it could be used the following steps to help (Malhotra, and Peterson, 2006):

- Cost-plus contains a standard proportion of earnings applied to future manufacturing expenses, such as the appraisal of fixed and variable costs;
- Buyer's impression of value - some are dependent on the buyer's sense of worth. In this case, the buyer's perspective is influenced by all characteristics of the goods, including the cost of variables such as image quality and prestige.
- The competition - which is based on the prices of competing items from other firms. Here, the company's pricing are compared to those of its competitors, allowing them to keep a close eye on their competitors and their price responses to market developments. Customers can choose different providers based on proposals provided if this is not the case.
- Input Size - When first joining a market, a common product pricing is established. To sustain market dominance, the majority of enterprises must lower or refrain from rising prices.
- An advertising-based discount may assist cut prices, attracting more customers and increasing market share.
- Unprofitable advice - based on the idea that the sale happens at a cheaper price than the cost of manufacturing in order to entice clients to buy more;
- Psychological - has an influence on customers, such as lowering the price to \$4.99 per pound rather than \$5.00 per pound.

Finally, Cost is one of the factors that influence the buyer since it helps him grasp the worth of the items. As a result, the cost should include the following in monetary terms to create value for the willing consumer. With the exception of pricing, which is the only component that creates income, all other aspects of marketing are cost-related. It is worth established by the quantity of commodities sold, hence there is always an inverse relationship: when prices rise, sales decline (Riquelme, Román, and Iacobucci, 2016).

2.6.3. Promotion

The last 4P marketing complex component of the campaign is to raise client awareness of their products, which leads to greater sales and brand loyalty. As a result, marketing mix promotion is a technique that aids in the spread of information, encourages purchase, and influences the purchasing decision process. Sponsorship is the most important consumer sales promotion approach, and it comprises offers and discounts, as well as coupon codes, samples, refunds, prizes, competitions, and product demos. To put it another way, sponsorship is what motivates customers to purchase. (Sina. Amin and Sadat 2017).

Sponsorship is a marketing strategy that involves informing potential consumers about a product or service and persuading them to buy it. Sponsorship is a part of the marketing mix that involves providing information and activities to groups of individuals who are then urged to buy. To understand what a promotion is, one must first examine the complex aspects presented public relations, marketing and sales promotion, and direct marketing in the scientific literature Advertising is by far the most extensively used marketing instrument, with its core comprising of pragmatic significant social information linked to the advertising picture and centered on direct engaging or thrilling yet pragmatically leading engagement with the audience. Jordan (2018) defines advertising as "any type of data and the promotion of a set of concepts that tries to enlighten clients about new things and decrease barriers between customers and companies." (Malhotra, 2006)

Sales promotion is defined as actions and decisions that give particular short-term measures to stimulate the purchase, usage, and purchase of products by easing the acquisition of goods and can be aimed at the end user or middleman. A consumer or buyer instigation is when a promotional tactic is used to encourage them to buy more and quicker. Discounts, awards, free samples, discounts, advertising materials, and other incentives are examples of inducements. As a result, sales tactics may be targeted at (Kotler, and Armstrong, 2018):

- The user (samples, discounts, incentives, rewards, and promises);
- Merchants (discounts, advertising incentives, and freebies);

- Corporate sales representatives

Despite efforts to foster variety, they can be classed as follows, according to Matola (2009):

- Organizing and awarding awards in competitions between vendors and buyers
- Free samples; • coupons that ensure a price reduction while purchasing a product; • presents that may be used to purchase other things from the same firm;
- Wholesalers receive discounts;
- Lowering the selling price.

Product demonstrations and protests - an innovative delivery of goods in the shop where clients not only observe and also try new products; games and prize draws, coupons (which seek to motivate buyers through positive emotions); discounted rates and rebates (the most prevalent marketing tool); and reduced prices and rebates. Outside the corporation, discounts (sent through mailboxes, magazines, and newspapers on the street) and loyalty cards are used to increase sales. A private sale is a one-on-one engagement with a potential consumer to encourage them to purchase a product or service. This is the most valuable type of sponsorship since it includes engagement with a single individual rather than a big audience, but it has a considerable impact on customer decision. The transaction between the buyer and the seller is known as a private sale (Limbu, Wolf, and Lunsford, 2011).

According to marketing academics such as Caeyers, Chalmers, and De Weerd, (2010), the following are the most important personal sales targets:

- To build and sustain client relationships;
- To pique consumers' interest in their offerings;
- To persuade buyers to favorably evaluate the provided goods and services;
- The necessity of reawakening the dormant;
- To assist consumers in resolving issues;
- Decide who gets the sale.

Retail sales (grocery store chains, drugstores, and other shops); evangelical sales (doctors, issuing prescriptions); private consumption (end-users); business sales (production, operations); and expert selling are the four fundamental sectors of private sales. Public relation is the contact between a corporation's management and society, and it has an effect on behavior. Public relations (PR) is a sophisticated component that aids in the maintenance of beautiful ties with the public, and also the contact points of the classrooms with a fantastic corporate image of the company, which is owned by negative rumors, gossip, and occurrences (Malhotra, and Peterson, 2006).

April, (2019) underlines the importance of public communication. Internal communications, as they expand, have a greater impact on corporate employees' perceptions of their organization and its products, because each employee sends information to a large number of individuals who he interacts with. External public relations helps shape public opinion by external means such as advancement (mainly through various events, actions, and charity activities), interactions with prominent persons, press relations, news conferences, relationships with various firms, and fund formation (Sina, Amin, and Sadat, 2017).

As a result, public relations operations may assist a firm in achieving its reputation and market confidence goals; nevertheless, the corporation must prepare ahead of time and select acceptable types of communication, such as (Smith, 1995):

- Promotion (advertising) - providing free information about just a company's products, services, or media distribution - has a short-term effect. • Exhibitions and fairs are instances of promotion strategies, as are newsletters, featured pieces, press conferences, and authoritative views of those presenting. A fair is a regular event in which participants from multiple business divisions of a corporation display their products or services to potential clients at a certain location.

- Word of mouth advertising - when information about the firm is transferred through the business workers, customers, and other outsiders channels of communication;

- Indirect presentation - an inadvertent displaying of a company's goods, services, and so on during a certain event;
- Event marketing - a planned and stunning A product, service, or company presentation during a special event; films, plays, and television shows are all available to view.

Direct marketing entails establishing a direct connection between the customer and the producer. Direct communication, engagement, classic lead generation, and media-based direct marketing are all examples of direct marketing. As a result, in one scenario, the user's reaction to the purchase process is instantaneous (recommended liked, buy), but in another, the user must register, try the product, respond to questions, and finish the communication process before buying items or services.

As a result of the discussion of promotional factors, another key feature is understanding the promotion strategy, which is developed by picking and combining various techniques to assist. Four support initiatives have been defined for the product that is now being introduced to the market (Piccolo, Tedeschi, and Ursino, 2017):

- Quick-skimming strategy entails charging a more price and incurring more support costs, with the firm wanting to make the greatest money per unit sold;

- Slow-skimming strategy entails charging a high price while incurring minimal maintenance costs.

- Rapid penetration approach - results in low commodity prices and high support costs, but works effectively when customers are unfamiliar with the product, have high price sensitivity, and there is a significant competition or market.

- A low-cost, low-maintenance technique for slowing penetration. It is used to educate consumers who are unwilling to pay a high price for a product when the market is large and one company dominates the competition.

Regardless of which of these methods a new product employs to enter the market, whether the product is unique globally or simply in a certain market sector, the most critical aspect is that the person understands nothing or very little about the product and has almost certainly never heard of it. Finally, sponsorship helps to promote brand loyalty and raises customer awareness. As a result, the promotion

component of the marketing mix is used to disseminate information, encourage purchases, and influence purchasing choices. Advertising, sales promotion, direct marketing, media relations, and direct marketing are the five components of the supporter complex (Kotler, and Pfoertsch, 2006).

Ads are those that mislead consumers by providing inaccurate information about the product or service or by including inconsistencies in the material in order to arouse their emotions and influence their purchase behavior. The declarations make inflated claims that cannot be demonstrably demonstrated to be false while also making it challenging to gauge whether the claim has been met. Giving incorrect information to the consumer regarding the goods, such as the country of origin, the shelf life, the availability of replacement parts, and the cost of servicing. Selling goods and services while pretending to be gathering customer data needed for marketing research.

2.6.4. Distribution

Another important component of marketing is distribution, which is sometimes known as distribution and is defined as the method and tactics through which items or services reach customers. According to Varadarajan, (2010), distribution - the dispersion of a company's products to guarantee the identification and execution of measures Distribution - a service that assists consumers and users in locating and purchasing items from manufacturers / providers when they are needed. Distribution is defined as a component of the marketing mix that includes choices and activities connected to the flow of products from the producer to the customer (Sconyers, 2017).

As a result, distribution might evolve into a complicated system in which manufacturers, brokers, and independent traders, as well as consumer interests, are all fully compatible in a given environment and at a given moment.

Marketing distribution, according to Le Meunier and Piercy (2007), serves two purposes:

- Distribution is considered as a marketing channel whose objective is to make the service more available, not merely more accessible, to a friendly user.

- Physical distribution, which is affected by local circumstances, technical feasibility, transportation, and other considerations depending on the type of service.

A distribution channel is a service component that consists of the same service customer, facilitators (agents), and the service provider (in most cases). Companies must design a suitable marketing channel that corresponds to the firm's goals in order to govern and manage these operations. According to Keegan, and Green, (2016), in order to construct a distribution chain, one must first examine customer needs, define the distribution chain's goals and potential roadblocks, and determine the delivery chain's objectives and potential roadblocks.

An examination of the scientific literature indicated that firms may supply products and services to customers in a variety of ways. Two common distribution routes, direct and indirect marketing channels, are frequently allocated to them.

As a consequence, the consumer receives a product or service directly from the producer through this channel. Goods can be distributed directly in two ways: it can be done through its own sales branches and staff, or it can be done through independent brokers who operate under the control of the producing firm (Through dealers, brokers, and commissioners). Meanwhile, brokers are part of the indirect distribution chain; any manufacturing company sells its products to distributors, retailers, and consumers. Because each agent will receive a portion of their earnings, product prices may rise. To summarize, distribution is a component of the marketing mix that involves decisions and activities about the delivery of goods from the producer to the client. A service element that comprises of the service provider, facilitators (agents), and the same service customer is referred to as a distribution channel (Varadarajan, 2010).

2.7. Hypotheses Development

The current study's theoretical foundation is based on the notion of planned behavior. According to this hypothesis, the more satisfied the customer's attitude toward getting a decent product free of fraud or dishonesty, the more likely the consumer will acquire this ethical product (Sun, 2019). According to Verstraten (2015), inaccurate information in commercials might influence customers' perceptions of the information they get, and hence their sentiments toward the brand.

When a customer assesses a product, the buy intention process begins. In the appraisal process, the customer draws on his prior knowledge, experience, and external data. Thus, external influencers play an important role in the purchase intent process. These external factors can influence consumer attitudes. In general, there are many issues affecting the purchase intention. According to Kim (2020), product quality, brand image, social economy, and social influence are the primary factors affecting purchase intention.

Attitudes towards behaviors, which represent the consequences of such behavior, depend on behavioral beliefs. The model theory of planned behavior determines by multiplying an outcome the subjective probability that that consequence will occur if the behavior is carried out by evaluating that outcome (Al Habash, &Turkan, 2019)

Also, subjective criteria play an important role in the repurchase process when evaluating the case of marketing deception in relation to the product, price, promotion, or even distribution. Subjective criteria are people's perceptions of social pressure for behavior. Subjective norms are based on the normative beliefs in the model theory of rational action and Planned Behavior, which is the other party's preference for such actions to be performed. The model measures these beliefs by multiplying the subjective probabilities of significant other people (called reviewers) who believe someone should do this behavior by someone's behavior and follow their impulses (the drive to comply). These multiplication results are collected according to the existing references (Hamid, & Bano, 2021).

There is a determinant of motivation in the model theory of expected behavior that is not part of the model theory of rational actions that are supposed to have control behavior. These determinants also play a fundamental role when performing a certain behavior as a result of the consumer's exposure to marketing deception .Includes the specifier to predict that the intent of the behavior is not under the person's complete control. Observed behavioral control reflects behavioral challenges and reflects experience and obstacles.

According to Garca et al. (2020), the intention to buy is an issue between a buyer and a seller; this circumstance is powered up when the buyer is ready to accept the seller's offer, whether as a price or as a price, but it is also related to the amount of the producer's ability to make a offer free of deception to the consumer. Depending on the discussion above in accordance with the TPB we propose the following hypothesis:

H1: There is a negative association between product deception and repurchase intention.

H2: There is a negative association between price deception and repurchase intention.

According to the TPB, if an individual is confident about engaging in online purchasing-related activities, they should feel positive about their behavioral control over making online purchases. The more the individual feels in control of making online purchases, the more likely he is to do so, and this is related to the individual's ability to receive promotional messages and participate in the distribution of the product, which is reflected in the individual's ability to detect deception in the promotion methods that producers may follow as well as the promotion methods and thus the intention buying or repurchasing the consumer via the Internet.

Depending on the discussion above and In accordance with the TPB, we propose the following hypothesis:

H3: There is a negative association between promotion deception and repurchase intention.

H4: There is a negative association between distribution deception and repurchase intention.

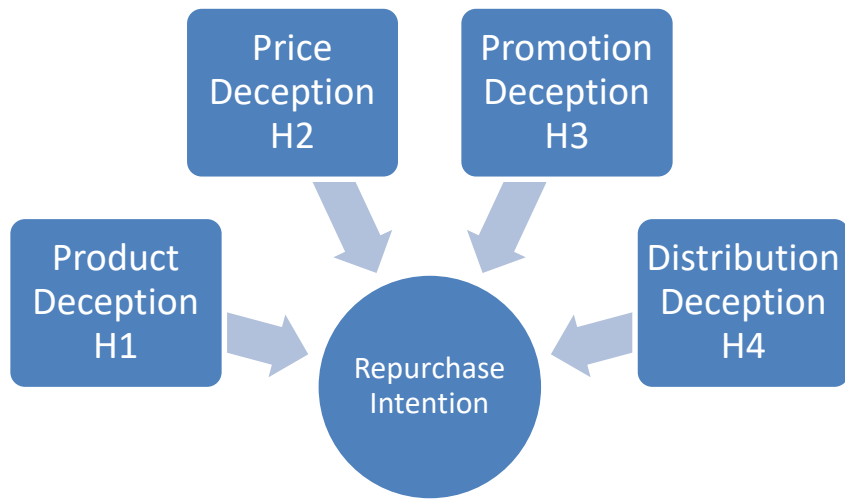


Figure1. Research Model

CHAPTER THREE

METHODOLOGY

In this chapter, the focus will be on the methodology used in the study by studying the research design, the study population and sample, the method of data collection, in addition to the analyzes that were used and the results that were reached in the study with the interpretation of these results.

3.1. Research Design

This study aimed to study the effect of marketing deception through product, price, promotion and distribution on the intention of repurchasing for consumers in the Sultanate of Oman. The questionnaire was distributed electronically to consumers in the Sultanate of Oman, after which the researcher collected data, analyzed it and interpreted the results that were reached.

The quantitative and descriptive approach was utilized in this study to grasp the research topic, which is the case of the current study. The study seeks to comprehend how various aspects of marketing deception influence customer repurchase intentions in the Sultanate of Oman.

The research design is quantitative and descriptive, which is typically used when the research issue is well understood, as in the case of the current study. The study aims to discover how marketing deception influences repurchase intent.

The study used a cross-sectional data collecting strategy, in which information was gathered from a subset of the population. An online survey is used as the approach. An online survey is superior and more valuable than other methods of data collecting, such as postal surveys and interviews. This study used Google Forms to prepare the questionnaire which was used for data collection. It was difficult to access the population because there was no specified population from which the sample f was drawn online social networking site like Facebook, whatsapp in addition to email were used in order to reach the respondents. The current study embraced quantitative research.

3.2. Questionnaire Development

The design of the questionnaire is an important step in the way of collecting data from the statistical community, as the correct design of the questionnaire and the clarity of the questions is of great importance for the researcher to reach the desired results and achieve the objectives of the study. Items were taken from empirical studies from existing literature. The questionnaire was divided into four parts. In the beginning the researcher identified the appropriate demographic questions for the research in terms of gender, age, income, marital status and education level. These questions formed the first section of the questionnaire. In the second section, the questions that will be measured according to the five-year Likert scale were placed, as this section included four parts in the first part. Questions related to product deception were placed, in the second section, price deception, in the third section, questions related to promotional deception were placed, while questions related to distributional deception were placed in the fourth part, and in the last part were placed questions related to the intent to repurchase.

The questionnaires were distributed according to social networking sites in the Sultanate of Oman, where Facebook is widely spread in the Sultanate of Oman, and invitations were sent to answer the questionnaire after explaining its content. Only respondents over the age of 18 were included in the study. The study was conducted between June and October of 2022. Uncountable number of questionnaires were distributed through these social media platform. By the end of October 396 were returned%.

The marketing deception operationalized with the use of (18) items (4 items for product deception, 6 items for price deception, 6 items for promotion deception and 4 items for distribution deception) taken from a study of (Abboud, 2014, Wilkins et al., 2016 and Kamlot, 2018) and the repurchase intention operationalized with the

use of (4) items taken from the study of (Mia Hsiao-Wen Hoa, Henry and Chung, 2020). The scales were assessed using a Likert scale, with 1 indicating complete disagreement and 5 indicating complete agreement. An online questionnaire will be used to collect data from Sultanate of Oman customers.

3.3. Data Analysis

The questionnaire were downloaded in and excel sheet and exported to spss for analysis. The study data were analyzed with the SPSS 24.0 and AMOS 24.0 softwares.

First, we conducted demographic analyzes to know the characteristics of the sample members participating in the study the ,we conducted Confirmatory Factor Analysis (CFA) to assess the estimated model. Futhermore Mean , Std. Deviation, Skewness and Kurtosis analyzes was conducted to see if the sample data are distributed normally, then factor Loading and Cronbach's Reliability analyzes was conducted to know the degree of internal consistency of the data, the degree of reliability, the structure of each factor, and the degree of consistency of the questions with its factor. Mean , Std. Deviation and Correlations between factors was used to explore the relationship between the dependent variable and the independent variable , and finally linear regression analysis was conducted to measure the relationshipbetween the independent variable to the dependent variable.

CHAPTER FOUR

FINDINGS

4.1. Descriptive Analyzes

This section includes the results of the analyses that were applied to the data collected by the researcher in order to attain the study goals.

Table1. Demographic Summary of Company

Variable	Classification	Frequency	Percent %
Gender	Male	219	55.6
	Female	175	44.4
	total	394	100.0
Education level	less than College	20	5.1
	College	98	24.9
	Bachelor's degrees	196	49.7
	postgraduate degrees	80	20.3
	total	394	100.0
Age	Under 20 Years Old	17	4.3
	Between 20 And 30	157	39.8
	Between 30 And 40	51	12.9
	Between 40 And 50	65	16.5
	Between 50 And 60	54	13.7
	60 And More	50	12.7
	Total	394	100.0
Income	less than 400 \$	193	49.0
	between 400 and 800\$	164	41.6
	more than 800\$	37	9.4
	Total	394	100.0
Marital status	Married	221	56.1
	Single	173	43.9
	Total	394	100.0

Descriptive analyzes are considered one of the basic analyzes for each research, as they reflect the demographic characteristics of the respondent. In Table No. 1, we can notice that the research sample is distributed between 55.6% for male and 44.4% for female, On the other hand, we find that 4.3% 39.8% of the survey participants are under the age of 20, while 39.8% are between the ages of 20 and 30, and 12.9% of the respondents are between 30 and 40 years old, 16.5% are between 40 and 50 years old 13.7% are between 50 and 60 years old, and 12.7% of the sample are over 60 years old. Regarding the question about the respondent's income, the results in Table No. 1 indicate that 49. % of the participants' income is less than \$400 and 41% of the participants' income is between \$400 and \$800, while only about 9% answered that their income is more than \$800. We also note from the table that 56% of the sample members are married and about 44% of the sample members are single.

4.2. Skewness and Kurtosis Analyzes

The skewness and kurtosis test was conducted to ensure that the data collected through the questionnaire in this study are distributed normally, where the values of the skewness and kurtosis results should be between -3 and +3 according to Netemeyer, Bearden, & Sharma, (2003).

Table 2.Skewness and Kurtosis Analyzes

Product Deception	Mean	Skewness	Kurtosis
QUESTION 1	3.2462	-.425	-1.362
QUESTION 2	2.9365	-.033	-1.583
QUESTION 3	3.1802	-.240	-1.653
QUESTION 4	3.2411	-.420	-1.396
Price Deception			
QUESTION 1	3.0558	-.248	-1.579
QUESTION 2	2.7589	.101	-1.631
QUESTION 3	2.9848	-.146	-1.677
QUESTION 4	2.8299	.113	-1.662
QUESTION 5	2.9848	-.146	-1.677
QUESTION 6	2.8299	.113	-1.662
Promotion Deception			
QUESTION 1	2.8807	-.080	-1.654
QUESTION 2	2.6853	.146	-1.626
QUESTION 3	2.6701	.246	-1.563
QUESTION 4	2.8629	-.032	-1.688
Distribution Deception			
QUESTION 1	2.9061	.006	-1.703
QUESTION 2	2.9264	-.075	-1.668
QUESTION 3	2.9543	-.068	-1.645
QUESTION 4	2.8731	-.005	-1.703
Repurchase Intention			
QUESTION 1	2.8299	.113	-1.662
QUESTION 2	3.0355	-.225	-1.591
QUESTION 3	2.7538	.109	-1.632
QUESTION 4	3.0964	-.297	-1.435

Depending on the five-point Likert scale, where 5 indicates strongly agree and 1 indicates strongly disagree, we find through the results of the mean values in the table No. 2 that most of the answers of the participants are towards the area of agreement.

The results of this study indicate that the values of the skewness and kurtosis coefficients are between -3 and +3 means and the data distributed normally around its mean value and is suitable for analysis.

4.3. Factor Loading Analyzes

Table3. Factor Loading analyzes

Factor's Name	Variables	Factor Loading	Eigenvalue	Variance Explained	Cronbach's Reliability Coefficients
Product Deception	Q1	.834	3.051	56.686	.703
	Q2	.587			
	Q3	.639			
	Q4	.836			
Price Deception	Q1	.913	2.615	58.571	.772
	Q2	.933			
	Q3	.976			
	Q4	.971			
	Q5	.976			
	Q6	.971			
Promotion Deception	Q1	.810	1.910	67.255	.710
	Q2	.807			
	Q3	.736			
	Q4	.771			
Distribution Deception	Q1	.720	1.595	74.504	.701
	Q2	.529			
	Q3	.555			
	Q4	.677			
Repurchase Intention	Q1	.971	1.423	80.973	.713
	Q2	.927			
	Q3	.933			
	Q4	.741			

Based on the analysis of validity factors, 22 questions were used for an exploratory analysis to explore the degree of internal consistency of the data of the study using the statistical program SPSS (21). To increase the reliability of the scale, it is clear from the results of the above table of factor analysis that all the values of the question elements are more than 0.5, which indicates that all the question elements are suitable for analysis (Netemeyer, Bearden, & Sharma, 2003).

Eigenvalues represent the total amount of variation explained by a single primary component. They might be positive or negative in principle, but they always describe positive variance. If the eigenvalues are more than zero, it is a positive indicator; in this study, the eigenvalues are excellent and greater than one.

Cronbach's alpha, developed by Lee Cronbach in 1951, is a parameter for measuring reliability, or internal consistency. "Reliability" is another name for consistency. Cronbach's alpha tests are designed to see if surveys, questionnaires, and other tests are reliable. Cronbach's Alpha is a convenient test used to estimate stability by internal consistency, when the reliable score is significant (ie, consistent). The results obtained in Table No. 3 above indicate that the values of each factor are higher than 70 percent, meaning that the degree of reliability is high.

4.4. Correlation Analyzes

Table 4.Confirmatory factor analysis and correlation assessment for model

	CR (>0.7)	AVE (>0.5)	Product Deception	Price Deception	Promotion Deception	Distribution Deception	Repurchase intention
Product Deception	0.756	0.537	1				
Price Deception	0.823	0.586	.471**	1			
Promotion Deception	0.743	0.547	.388**	.660**	1		
Distribution Deception	0.724	0.653	.200**	.360**	-.333**	1	
Repurchase intention	0.883	0.646	-.576**	-.832**	-.778**	-.321**	1

Significance of Correlations:
 **. Correlation is significant at the 0.01 level (2-tailed).

Fit indices

$\chi^2/df = 2.425$ (P = 0.000); RMSEA = 0.058; GFI = 0.973; CFI = 0.965; NFI = 0.945; IFI = 0.967; AGFI = 0.945

Note: df is degrees of freedom, GFI is goodness of fit index, CFI is comparative fit index, NFI is Bentler-Bonett normed fit index, IFI is Bollen's incremental fit index, AGFI is adjusted goodness of fit index and RMSEA is root mean square error of approximation.

CR = Composite Reliability

AVE = Average Variance Extracted DV = Discriminant Validity = $AVE > Korelasyon^2$.

Correlation Analysis refers to the existence of a relationship between two or more variables, and the correlation value may be positive or negative, as the value of the Pearson correlation coefficient is between -1 and +1 .The closer Pearson correlation coefficient is to +1 or -1 , the stronger the linear relationship. The results in the table above refer that the correlation between repurchase intention and marketing deception (product , price , promotion and distribution) good and reversible , Since the correlation between price deception and the intention to repurchase is the strongest, as the value of the correlation coefficient is (-.832) ,then the correlation between promotion deception and repurchase intention where it is value equals (-.778), then the

correlation between product deception and repurchase intention where it is value equals (-.576) whereas the correlation between distribution deception and the intention to repurchase is the weakest, as the value of the correlation coefficient is (-.321). Confirmatory factor analysis of the study's multi-item scales produced satisfactory fit indices following associated deletions (Table 4).

Confirmatory factor analysis of the multi-item scales of the study produced satisfactory fit indicators. Confirmation factor analysis examined the reliability and validity of a measurement tool. As it was shown through the results of the analysis that the values of the composite reliability (CR) are more than 0.70 in all dimensions, and therefore the reliability of the variables is satisfactory. We can also see that the average variance extracted (AVE) is greater than 0.5, which proves the validity of the instrument's convergence (Bagozzi and Yi, 1988). Also, the extracted mean variance value (AVE) for any two constructs is greater than the squared correlation estimate ($AVE / (Corr)^2 > 1$), which indicates validity of dimensional discrimination (Fornell and Larcker, 1981).

4.5. Regression Analyzes

Table5. Regression Analyze Results

Dependent Variables	Independent Variables	β	t	P value	R^2	F
Online Repurchase Intention	(Constant)		-2.209	.028	.815	428.772
	Product Deception	.200	8.032	.000		
	Price Deception	.494	15.919	.000		
	Promotion Deception	.382	12.936	.000		
	Distribution Deception	-.024	-1.016	.310		

By considering the effect of marketing mix deception, product-H1 deception, price-H2 deception, promotion-H3 deception, and distribution-H4 deception on the buy-back intent of customers at a confidence level ($p < 0.05$), hypotheses H1, H2, and H3 supported Results H1, H2 and H3 hypothesis that there is a significant and positive effect of product, price and promotion deception, respectively on customer repurchase intention among consumers in the Sultanate of Oman, Furthermore it was found that there was no significant effect of distributive deception on repurchase intention of

consumers. Thus and according to the results of this study, the more product scams, price scams, and promotional frauds, the less likely it is that repurchase intentions are online. This result is consistent with the study of Sawssen Garbouj Chaouachi and Kaouther Saied Benrached (2019), and the study of Piccolo, Tedeschi, and Ursino, (2017). The inability to support the H4 hypothesis is one of the most notable findings. Distribution deception, opposite to assumptions, has no influence on online customers' repurchase intentions ($p > 0.05$) This may be because consumers in developing countries, such as the Sultanate of Oman, do not give importance to distribution channels, where the greatest focus is on the product, price, and promotion, in addition to the fact that most goods are imported from abroad, as people are aware of the obstacles related to distribution channels and the inability of importers to control distribution channels, such as producers of goods. According to the regression table results, price is the most important factor for customers, since consumers typically consider it a reflection of quality. This explains the strong association between price deception and repurchase intent, while the consumer does not give much importance to distributive deception, as this does not significantly influence the decision to repurchase the product.

Table 6.Result of Hypotheses Testing

Effect	t	p	Result
Product deception → repurchase intention	8.032	.000	H1 =Supported
Price deception → repurchase intention	15.919	.000	H2 =Supported
Promotion deception → repurchase intention	12.936	.000	H3 =Supported
Distribution deception → repurchase intention	-1.016	.310	H4 =Not Supported

CONCLUSION

This thesis aimed to investigate the relationship between marketing deception and customer repurchase intention. Specifically, it investigates It focuses on deceptivetechniques in the product, pricing, distribution, and advertising on the customer repurchase process. This thesis depended on the quantitative and descriptive method .A questionnaire was used in this study to investigate the relationship between factors .This research was applied to consumers in the Sultanate of Oman where more than 390 questionnaires were distributed. Correlations and regression analyzes were performed to discover if there are a relationship between the and costumer repurchase intention.

As a result, the product deception , price deception, promotion deception negativelyassociated with and affect the repurchase intention, but there is no association between the distribution deception and the repurchase intention.

The current study's findings suggested that the proposed paradigm was well received. Some correlations between the variables of the research were validated by the findings. To be more specific, it was discovered that there is a significant negative association between marketing deception in its major aspects, with the exception of distribution and repurchase intention.

The current study links the marketing dimensions of product, price, distribution, deceptive promotion and attitudes towards brands in the Iraqi market through the formation of repurchase intention in the light of the planned behavior theory (TPB). Experimental results confirm that deceptive marketing practices such as deceiving the product, price, or promotion can negatively change the attitude of consumers towards producers or marketers, and thus, affect the purchase intentions of the consumer. Results indicate that honest marketing is very helpful in increasing the buy back intent of consumers in Oman. This strategy will increase the purchase intent of the consumer. Hence, marketers and retailers should focus on building, pricing and promoting a product honestly to generate more business. As the consumer's sense of deception leads to negative consequences for him

Every marketing function or transaction between the marketing firm and the customer entails the creation of a negative impression (consumer judgment) on the

consumer either during or after the contract, which is frequently accompanied by the advertiser's deception framework, resulting in an incorrect purchase decision that negatively affects the consumer. According to the research, some negative consequences of misleading marketing include consumer irritation and loss of confidence. As a result of these methods, customers grow increasingly distrustful of various businesses' marketing practices. Furthermore, corporate companies that participate in marketing deception will incur significant long-term costs. In essence, these actions represent a waste of consumer resources as well as societal economic resources.

MANAGERIAL IMPLICATIONS

The results of this study support the results of other studies like the study of Sawssen Garbouj Chaouachi and Kaouther Saied Benrached (2019), where it was found from the results of the study that there is a relationship and a negative impact of media, marketing and promotional deception on the intent to buy and repurchase among consumers. And the study of Hayder, (2017), Piccolo, Tedeschi, and Ursino, (2017). Wilkins, Beckenuyte, and Butt, (2016), Limbu, Wolf, & Lunsford, (2011). And Lin, (2009), where it was concluded from these studies that there is a negative relationship between marketing deception and the intention of repurchasing among consumers. This study is distinguished from those studies in that it took the marketing mix such as product, price, distribution and promotion to study the relationship between these dimensions and the intention to repurchase in light of marketing deception. Where it was found through the study of consumers in the Sultanate of Oman that there is an unexpected result, which is that there is no negative relationship between distributive deception and the intention to repurchase among consumers. We can interpret this that the consumer in the Sultanate of Oman pays more attention to the product, price and method of promotion than the distribution itself. And they also do not really care about distributive deception like the other dimensions, and that is due to the nature of society and its culture, as they know that things on the Internet may have a kind of deception its likely to be late and also because they are not sufficiently aware of their rights in this field

It can be concluded from the results that have been reached that in order for companies to develop and maintain their growth and achieve satisfactory profits for all stakeholders, and also to achieve their social, humanitarian and development goals in society, in addition to economic goals and enhance their market value, they must innovate and develop their products and provide the customer with an accurate depiction and description of The product it sells in the market and it must set an accurate price that reflects the benefit that the consumer can get from the product as well as the promotion in a rational and honest manner. Do not neglect the distribution channels and choose them correctly, because this may enhance the customer's satisfaction and loyalty to the company. In other words, the company must deal with the market and consumers in it honestly and avoid deception, even if it achieves greater profits in the short term, as this will lead to the failure of the company in the long run.

RECOMMENDATIONS

- 1- There is a need to educate customers about the notion of marketing deception in the realm of product provision.
- 2- Encouraging consumers to file complaints when the firm delivering the items provides substandard services.
- 3- The importance of working to activate the Consumer Protection Association's function in monitoring the market in all sectors by conducting consumer awareness programs about their rights in order to improve their ability to test the quality of items offered to them.
- 4- Businesses must be truthful and not overstate the benefits of their products, especially if they do not supply this type of product.
- 5- Companies must mention the true pricing of their items in order to improve consumer trust in doing business with them again.
- 6- Companies must announce product delivery dates as well as dates for supplying items on schedule and at a certain price.
- 7- Penalties for marketing firms that have been found to engage in marketing deception in order to minimize these unethical activities.

8-The emphasis should be on accurately and realistically setting product pricing, so that the price corresponds to the product's worth and the consumer does not feel duped.

9-More research in other nations and at other periods is required to generalize the findings of this study.

LIMITATIONS AND FURTHER STUDY

A limitation of this study is the restriction of responses to customers purchasing from Oman only; Therefore, many studies must be conducted in other times and places to generalize the results of the study. Future research should consider comparative analysis using more than one country or the same country over different time periods to determine how marketing deception affects customers' repurchase intent. This study employed an online data collecting approach; this data collection procedure is challenging and frequently includes sending many messages to respondents in order for them to complete the questionnaire. Respondents are generally hesitant to complete online surveys because they find the process tedious. A face-to-face questionnaire should be used in future study. Other research should look into how marketing deception influences real behavior through its multiple aspects ,while the study only looked at buy intentions. Despite these restrictions, the study provides organizations with information on how to deal honestly with consumers and provide them an accurate picture of the product, its quality, and it pricing.

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APPENDIX
QUESTIONNAIRE

Dear Respondent (Mr/Mrs),

Thank you for taking time to complete this questionnaire, about **the relationship Between marketing deception and customer repurchase intention** on Sultanate of Oman.

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.

PART A

1. Gender

Male []

Female []

2. Education

a) Less than College []

b) College []

c) Bachelor degrees []

d) Postgraduate degrees []

3. Age

a) Under 20 years []

b) 20-30 []

c) 30-40 []

d) 40-50 []

e) 50-60 []

f) 60 years and more []

3. Marital status

a) Single []

b) Married []

3. Income

- a) Less than 400 \$ []
- b) Between 400 and 800\$ []
- c) More than 800\$ []



PARTB

(Please choose as appropriate)

STATEMENT	SCALE				
	Strongly disagree (1)	disagree (2)	undecided (3)	agree (4)	Strongly agree (5)
Marketing Deception					
Product Deception					
the information shown of the product is not sufficient .					
The shopping store hides important information about the qualities and characteristics of product.					
The shopping store exaggerates offering the properties of the product regardless its actual quality.					
The shopping store sales false products.					
Price Deception					
The advertised price of the products is higher than the real price.					
The shopping store displays fake sales on the products' prices.					
The shopping store places high prices for some products to make the consumer imagine they have a high quality.					

Shopping store resort to putting exaggerated prices for some products as famous brands.					
the shopping store displays some prices without putting the price so as to sell it at a higher price					
Shopping store adds the sales tax on certain products not subject to the tax in the first place.					
Promotional Deception					
The marketer deliberately does not provide enough information about the products to lead customers into choosing certain products.					
most competitions announced by the marketer are fake and unreal					
The marketer announces fake sales for some products to lure customers into other products					
During advertising, the marketer hides important information about the item (such as the tax of products)					
Distribution Deception					
The employee of the shopping store provide product in a high price in some branches of the shopping store					
The marketer sells poor product at a high price being sold in grand stores.					
The marketer focuses on some products to make them look great, which is not the case.					
The marketer displays products in asplendid way, which are not.					
Repurchase Intention					
I intend to continue purchasing store's products, accessories, and components in the future.					

I would like to recommend store's products, accessories, and components to others, even if they are the existing customers					
I look forward to the new product launches by shopping store and its associated suppliers.					
I would like to have the first-hand information about shopping store's new products, accessories, and components.					

