



Studying the Marketing Deception Practices by Social Media Influencer

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Abstract

The study aimed to investigate the marketing deception practices by social media influencers, it investigates these practices in price, place, product and promotion. Marketing is responsible for meeting customer requirements, needs, desire profitably and providing positive and unforgettable experiences for customers. Marketing deception is one of the unethical conventional approaches that business organizations and companies seek to increase their products, demand. Some marketers try to achieve their goals using types of marketing deception despite its detrimental effects. Deception is considered as one of the major negative issues to be raised in marketing. Influencers generate regular social media updates in their specialist areas, they disseminate essentially persuasive messages to their followers, containing both informational and entertainment value, otherwise the use of social media influencers as a marketing deception tool violates marketing. Additionally, this study aimed to analyze the impacts of marketing deception practices on the customer trust, repurchase decision and influencer reputation.

The descriptive analytical methodology was used to achieve the study objectives. The questionnaire was used as a tool of the study and it was analyzed using the SPSS (Version 25.00) program. The study population consisted of 600 male and female of social media influencers' followers and travel agencies' customers. A total of 513 questionnaires were returned, but only 500 were valid for the analysis. The response rate is (83.3%). The results indicate that there are significant and negative impacts of marketing deception practices on the customer trust, the repurchase decision and influencer reputation. Based on the results, the study presented a set of recommendations, including that travel agencies and influencers must mention the true pricing through comments on their social media accounts'. Encouraging consumers to write their comments and reviews on influencers' social media accounts. Travel agencies should include compensation arrangements for clients and followers when exposed to a marketing deception by an influencer.

Keywords: Marketing Deception, social media, Social Media Influencer, Travel Agencies.

Introduction

Facebook has become an important social media platform that is widely used in marketing, the most influential online social networks, as billions of people access and sharing information on daily basis.

The influencer on social media used in marketing products and services, whether marketing with credibility or marketing deception to convince customers because the influencer is closer and more trustworthy to his followers. In addition, influencer has a large number of followers on his account on social media.

Nowadays, the marketing has faced dramatic development and multi competitors with the introduction of internet and social media. Marketers and those in the travel agencies aim to increase the revenue of their programs and services for this reason some of them use marketing deception as a tool to achieve their goals.

Marketing deception is misleading sales activities and information aimed at persuading or enticing both potential existing customers of a program, product or services. Additionally, deception is considered as one of the major negative issues in marketing.

Problem Statement

Marketing is responsible for meeting customer requirements, needs, desire profitably and providing positive and unforgettable experiences for customers, but unfortunately some marketers try to achieve these goals using types of marketing deception despite its detrimental effects. Influencer who is a representative of the general public, reviewing and discussing products and building a relationship with their followers. Influencers have the power to affect the purchase of services and products by reviewing these brands, services across platforms like YouTube, Snapchat, Twitter and Instagram among others, effectively utilizing their authority, knowledge, leverage or position of power within the industry to engage with their followers.

Followers and customer eventually realize that influencers and travel agencies' used marketing deception techniques and ultimately avoid purchasing such services and products and unfollow the influencers who were the reason for the existence of marketing deception.

Study Importance

The subject of marketing deception has received great attention from researchers and practitioners, as well as the official interest of consumer protection organizations in most countries of the world, while the subject has not received such interest in the Arab countries, even academically, there are very few studies on the subject of using social media influencers in marketing deception so it can be said that the role played by official bodies and consumer protection associations in this area locally compared to the role played by those bodies in many countries of the developed world is still limited and below the level of ambition.

Objectives of The Research

1. Identifying the concept of marketing deception and social media influencers.
2. Studying marketing deception Practices in price, Place, Promotion and Product.
3. Highlighting the different aspects of the effects that are caused by marketing deception on the reputation both of travel agency and influencer.
4. Analyzing the impact of marketing deception practices on followers and trust customers.

Research Methodology

This study is descriptive analytical research which exploring the usage of social media influencers as a travel agencies' marketing tool and their negative impact on followers and consumers.

Primary Data

A questionnaire form was designed and distributed randomly on sample of 600 followers of social media influencers and clients of travel agencies. A total of 513 questionnaires were returned, but only 500 were valid for the analysis. The response rate is (83.3%) which is considered good and acceptable.

Review of Literature

Overview

Marketing refers to activities an marketers undertake to promote their products or services. Marketing includes advertising and delivering products to the customers (Twin, 2023). Professional social media platforms (PSMPs) enable individuals to share their personal and professional interests, achievements and aspirations, giving a chance to those who search for job and career opportunities (Lin et al., 2021). Furthermore, professionals who work in a corporation's marketing and promotion departments seek to get the attention of audiences and targeted followers by using social media influencer and celebrities (Hudders et al., 2021).

The development of technology has led to an easy identification of tourism destinations that a person wants to experience (Bhattacharya, 2022). Moreover, Jaya and Prianthara (2020) concluded that mostly influencers on social media influence many followers and their opinions, downloads and advertisements are followed by a large number of individuals.

Social Media Influencer (SMI)

A social media influencer is an individual who utilizes social media platforms to express their opinions on specific brands or products, consequently influencing their followers and audience (Crook, 2018).

According to Zangrande (2023) there are many marketing deception practices methods and techniques by social media influencer, such as deception practices by social media influencers on their accounts and pages towards the client or follower in areas, such as content, components, price, title and manipulation of marks.

Social Media influencer marketing (SMIM)

Social media influencer marketing is marketing technique which consists of the SMI granting a brand " advertising permissions" to their social media pages. This feature allows the brand to run advertisement campaigns through the influencer. It gives the brand more control over when and where to show the content according to different audiences and followers. In addition, the influencer can often create different versions of the content (Zangrande, 2023).

For the last 10 years, brands have partnered with influencers through sponsored posts that feature by a business partner for an exchange of value. These collaborations intercept the consumers' need for reviews and allow brands to build relationships with their customers. Through social media influencer either their spoken or in the form of comment or review this process of identifying and activating followers and customers because they have an influence over target audience. Reaching a wider audience: social media Influencer marketing allow brands to reach a new and wider audience that they may not have been able

to reach through traditional marketing techniques, despite the benefits of this technique raises questions about deceptive advertising (AI Contentfy team, 2024 and Mustak et al. 2023).

Marketing Definition

Marketing is a specific form of economic production and a process by which those values of the distributed product are determined (Giantari et al.,2022). Additionally, Fitzpatrick (2017) stated that marketing is the key to market leaders' success. "Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, partners and society at large" . A technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience with the objective of driving profitable customer action (the American Marketing Association, 2017, P 1).

Deception Concept

Willis (2020) deception implies that an agent speaks so as to induce a false belief in a target. The domain of activities and situations covered by deception is enormous and heterogeneous. Deception includes forgery, imposture, conjuring, consumer and health fraud. Accordingly, Nortjeand and Tredoux (2019) illustrated that deception is seen as an act that misleads customer such as when a promoter or manufacturer conceals an undesirable feature about the product.

According to Daly et al. (2013) deception is an act or statement that misleads, hides the truth and promotes a concept or idea that is not true. This occurs when a marketers use information against a person to make them believe an idea is true. Moreover, deception can be used with both verbal and nonverbal messages. Deception is a major transgression that often leads to feelings of betrayal and distrust. Consequently, ddeception is considered to be a negative violation of expectations. Additionally, Deception can also form grounds for civil litigation in tort or contract law or give rise to criminal prosecution for fraud.

Marketing Deception Concept

Marketing deception is defined as unfair methods of competition and unfair or deceptive acts of practices (Sharma and Verma , 2018). Additionally, Chaouachi and Rached (2012) illustrated that marketing deception is a message that contains false information this deceptive information about it led to high perceptions about the products or the service. In addition, Al Zoghbi (2003) mentioned that marketing deception is one of the misleading practices by marketers of products and services. Accordingly, Carson (2009) The marketer uses false information or may manipulate the promotional methods used to try to deceive the customer and achieve an increase in the revenues and profits without regard to the customers satisfaction.

Marketing Deception Reasons

According to the phenomenon of marketing deception is due to several reasons which are as follows (Al-Khatib,2011 ;Abu Gumaa , 2002; Al-Zogbi , 2003):

Reasons Related to Producers and Marketers

These reasons include the lack of awareness by some marketers and producers of the concept of marketing deception and its practices and the consequent damages to achieve quick gain, additionally, the predominance of private interest of marketers and producer over the customers (Al-Zogbi , 2003).

Reasons Related to the Consumer

Eisend and Farid (2016) and Abu Gumaa (2002) The negative consumer's role and not demanding compensation when he suffers damage as a result of marketing deception and inability to detect deception as well as forgetting situations to which he or she was previously exposed to marketing deception.

Reasons Related to Regulatory Bodies and other Institutions

There is a weakness of the role of regulatory bodies or their absence from the markets. As well as shortcomings in legislation and laws that prohibit marketing deception (Hamza et al.2016; Al-Khatib,2011).

Fields of Breach of Consumer Protection

Consumer protection relates to a specific area of law that ensures the ethical and fair treatment of consumers of products, services and promotes a competitive marketplace for the benefit of the consumer (Thomas and Fowler , 2023; Zebersky Payne, 2018).

Marketing Deception Practices via Social Media Influencer

Ghazi (2020); Abu Rumman and Al-Ziyadat (2010) deceptive or unethical marketing practices in price, place, product and promotion have become a growing phenomenon practiced by many tourist organizations. In addition, Gaber et al. (2018) confirmed that the existence of marketing deception practices which negatively influence consumers' image cognitive image, affective image and revisit intention. The organizations and marketers are practicing marketing deception in all elements of marketing mix with a high degree, which lead to a negative consumers' image.

The organization suffers from high long-term losses; bad reputation, loss of customers and loss of investors, loss in sales and negative attitude toward the brand (Farivar and Wang, 2022).

Consequently, there are many marketing deception practices methods and techniques which are gathered into the following areas (Ghazi,2020; Haider, 2018; Al Habash and Türkan, 2019)

1.Deception practiced by marketers and producers towards the consumer in different areas such as title, contents and components, price, contrast and manipulation of marks, bad promotion and other different issues.

2.Decrease the supply of products in the quantity required or hidden for the purpose of causing speculation in the circulation of goods in the market and increase prices.

3.The degree of the commitment to display the right data and facts that represent the truth of the advertised products through different promotional tools.

Particularly, marketing deception can take numerous types of practices in any component of the marketing mix (4ps) (Geysler, 2022 ; Al-Heali, 2020; Ghazi, 2020; Alexandrescu and Milandru, 2018; Hersh and Aladwan, 2014).

1.Product deceptive practices may incorporate utilizing a trademark, name or brand similar to the original or famous ones. It also includes insufficient information about product or service characteristics such as hide the country of origin , mix high quality products with inferior quality products and sell them together as high quality, manipulate the date of validity and the imaginary development of the product or service without regard to consumer interest (Ghazi, 2020).

2.Price deceptive practices can include any practice that makes customers believe that the price they pay for a product or service is lower than it actually is(Al-Heali, 2020).

3.Promotion deceptive practices may include any attempt to provide false advertising and sales promotion. It includes misleading and insufficient information, advertising with a high degree of exaggeration and exaggeration, hiding a fact or important information about the product (Hersh and Aladwan, 2014)

4. Place (distribution) deceptive practices include the poor transport and distribution of a product which does not meet the standards, lack of information of the production sources and product location, false or poor product delivery method, deception in reservation and guiding signs (Alexandrescu and Milandru, 2018).

Examples of Marketing Deception in Prices Include the Following:

1.The companies raised the prices of some products and services to deceive the customer into believing that the product is of high quality, but in the fact, this is not true (Drysdale and Galibo,2008).

2.The customer finds a difference in price he is not aware of, for example: Suha (2014) stated that some types of companies apply a minimum charge without the customer's knowledge. However, he gets surprised when he pays for the product.

Examples of Marketing Deception in Place Include the Following

1.Influencers produce false information about the location of the tourist service or product, such as the availability of many entertainments and facilities, however the customer finds different things (Fernandes et al., 2020).

2.Lackner (2023) stated that the advertiser gives unreal address of the place and its history in order to magnify the status of the place in front of customers.

Examples of Marketing Deception in Product Include the Following

1.Marketing deception in product includes that the influencer in his advertising on social media page blocks an important information about product characteristics in his promoting (Al Baldawi,2018).

2.Travel agencies mix high quality products and services with inferior quality products and sell them together as high quality at a high price (Cheung et al., 2022).

Examples of Marketing Deception in Promotion Include the Following

1.Giving a false information and building awareness about products and services (Bhaumik and Meng, 2023; Lackner, 2023; Boulianne and Larsson, 2023).

2.Influencer build and support customer loyalty to purchase and ensure that there is an appropriate climate for future repurchases (Johathan et al., 2022; Chaouachi and Rached, 2012).

Methodology of the Study

Questionnaires sent to a sample of 600 followers and travel agencies' customers. A total of 513 questionnaires were returned, but only 500 were valid for the analysis with 83.3% response rate.

Table (1): Demographic Data analysis

Variables percentages	Categories	Frequencies	Percentages
Gender	Male	271	54.2
	Female	229	45.8
Age	From 20 to less than 35	195	39
	From 35 to less than 50	169	33.8
	From 50 and less than 65	103	20.6
	From 65 and over	33	6.6
Education level	Intermediate Education	113	22.6
	High Education	185	37
	Postgraduate	202	40.4
Marital status	Single	162	32.4
	Married	198	39.6
	Divorced	52	10.4
	Widowed	88	17.6
Annually Income (dollar)	1000 to less than 5000	178	35.6
	5000 to less than 10000	162	32.4
	10000 and over	160	32
Nationality	Egyptian	270	54
	Foreigner	230	46

Table (1) presents the demographic data of the participants. In terms of gender, the distribution of the sample population is relatively equitable, with males accounting for 54.2% and females comprising 45.8%. Concerning nationality, the majority of respondents 54% are Egyptians, while the remaining 46% are foreigners.

Regarding the age of the participants, (39%) are categorized within the age range of 20-35 years. (33.8%) are classified within the age range of 35-50 years, (20.6%) fall within the age range of 50-65 years and (6.6%) belong to the age group exceeding 65 years.

Concerning educational level, the sample seems to be composed of highly educated individuals, with more than (40.4%) of participants are postgraduate, followed by those with a high education (37%). (22.6%) of participants had intermediate Education.

For the annual income, the highest percentage was observed in the category between \$100 - \$5000 (35.6%), followed by income between \$5000-\$ 10000 (32.4%) and more than \$10000 (32%).

Table (2): Descriptive Statistics of The Marketing Deception Practices Carried out by Influencers Through Social Media Marketing Deception Practices

NO.	Indicators	N	Strongly Disagree = (1)		Disagree = (2)		Neutral = (3)		Agree = (4)		Strongly Agree = (5)		Mean	Std. Deviation
			Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%		
PRIC 1	The influencer runs fake contests and promotions.	500	0	0	3	.6	21	4.2	214	42.8	262	52.4	4.47	.608
PRIC 2	The influencer who advertises for the company or travel agency tends to offer unreal price.	500	0	0	3	.6	39	7.8	169	33.8	289	57.8	4.49	.665
PRIC 3	The influencer through his page on social media deletes who mentions prices from comments.	500	0	0	0	0	47	9.4	166	33.2	287	57.4	4.48	.662
Total (Price)												4.48	.409	
PRO D1	The influencer advertises services related to the tourism program, but they are not available on the ground.	500	1	.2	5	1	40	8	167	33.4	287	57.4	4.47	.703
PRO D2	The influencer advertises the tourism program as the best compared to the competing program, but it is not.	500	0	0	3	.6	38	7.6	153	30.6	306	61.2	4.52	.662
PRO D3	The influencer is not interested in customer feedback after the end of the trip.	500	1	.2	3	.3	47	9.4	149	29.8	300	60	4.49	.706

PRO D4	The influencer deliberately displays images and colors of the visited places that are incompatible with the nature and form of those places in reality.	500	0	0	3	.6	33	6.6	160	32	304	60.8	4.53	.646
Total (Product)													4.50	.445
PRO M1	The influencer's ads are characterized by poor credibility, because these ads make exaggerated promises that are difficult to be achieved.	500	0	0	3	.6	27	5.4	143	28.6	327	65.4	4.59	.622
PRO M2	The advertisements presented by the influencer about the tourism program are inaccurate and unclear.	500	0	0	1	.2	29	5.8	149	29.8	321	64.2	4.58	.610
PRO M3	The influencer does not clearly provide the start and end of promotions.	500	0	0	2	.4	38	7.8	174	34.8	285	57	4.48	.656
Total (Promotion)													4.55	.447
PLA C1	The influencer shared images of places from the advertised tourism program company or tourist agency that are different from reality.	500	0	0	4	.8	27	5.4	159	31.8	310	62	4.55	.636
PLA C2	The announced tourist program venues have been changed to other unexpected places.	500	0	0	2	.4	29	5.8	145	29	324	64.8	4.58	.620
PLA C3	The place advertised by the tourist program influencer has poor infrastructure.	500	0	0	4	.8	32	6.4	160	32	304	60.8	4.53	.653
Total (Place)													4.55	.439

By observing table(2), it is clear that the marketing deception practices (Price) carried out by influencers through social media have a total mean (4.48) and total standard deviation (0.409). The marketing deception practices (Product), have a total mean (4.50) and total standard deviation (0.445). Also, the marketing deception practices (Promotion), have a total mean (4.55) and a total standard deviation

(0.447). Additionally, the marketing deception practices (Place), have a total mean (4.55) and total standard deviation (0.439). By comparing the total mean value to the Likert Scale, it is found that the value of the total mean is located between the values (Agree (4)) and (Strongly Agree (5)), but it is found that the value of the total mean is closer to (Strongly Agree (5) which indicates the respondents' agreement of the marketing deception practices carried out by influencers through social media.

In addition, the results regarding Price variables that include 3 items in which the statement of PRIC2 has achieved the highest frequency score of 57.8% and taking first place. PRIC3 follows in second place with a frequency score of 57.4%, while PRIC1 takes third place with a frequency score of 52.4%.

Table(2) shows also the results regarding Product variables that include 4 items in which the PROD2 statement ranked first with a frequency score of 61.2%. PROD4 statement ranked second with a frequency score of 60.8%. PROD3 statement ranked third with a frequency score of 60%. PROD1 statement ranked fourth with a frequency score of 57.4%.

Regarding Promotion variables, they include 3 items in which the PROM1 statement has the highest frequency score (65.4%) and ranks first. PROM2 statement ranks second with a frequency score of (64.2%). PROM3 statement ranks third with a frequency score of (57%). On the other hand, the table (2) displays the results for Place variables that include 3 items. The statement of PLAC2 has the highest frequency score (64.8%) and is ranked first. The statement of PLAC1 is ranked second with a frequency score of 62%. The statement of PLAC3 is ranked third with a frequency score of 60.8%.

Table (3): Descriptive Statistics of The Customer Trust

Customer Trust

NO.	Indicators	N	Strongly Disagree = (1)		Disagree = (2)		Neutral = (3)		Agree = (4)		Strongly Agree = (5)		Mean	Std. Deviation
			Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%		
CUTR1	The customer is looking for a compensation when exposed to a marketing deception by an influencer.	500	0	0	0	0	14	2.8	136	27.2	350	70	4.67	.526
CUTR2	The customer loses faith in the travel agency or the influencers when exposed to a marketing deception.	500	0	0	1	.2	22	4.4	155	31	322	64.4	4.60	.584

CUTR3	Customer expectations of the influencer were impacted due to marketing deception practices.	500	0	0	0	0	32	6.4	163	32.6	305	61	4.55	.614
Total (Customer Trust)													4.60	.399

By observing table(3) it is clear that the Customer Trust, has total mean (4.60) and total standard deviation (0.399). By comparing the total mean value to the Likert Scale, found that the value of the total mean is located between the values (Agree (4)) and (Strongly Agree (5)) but it is found that the value of the total mean is closer to (Strongly Agree (5)) which indicates the respondents' agreement that the customers Trust decreases when they are exposed to marketing deception practices carried out by influencers through social media. In addition, the results regarding Customer Trust variables that includes 3 items in which CUTR1 statement has the highest frequency score (70%) and is in first place. CUTR2 statement is in second place with a frequency score of (64.4%). CUTR3 statement is in third place with a frequency score of (61%).

Table (4): Descriptive Statistics of the Repurchase Decision
Repurchase Decision

NO.	Indicators	N	Strongly Disagree = (1)		Disagree = (2)		Neutral = (3)		Agree = (4)		Strongly Agree = (5)		Mean	Std. Deviation
			Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%		
REPU1	The customer boycotts the travel agency and influencer as a consequence of marketing deception techniques used.	500	0	0	1	.2	22	4.4	122	24.4	355	71	4.66	.570
REPU2	Follow up more credible influencers through social media platforms in the future.	500	0	0	1	.2	29	5.8	138	27.6	332	66.4	4.60	.617
REPU3	Explore all comments on tourism programs for any influencers on social media platforms before making a purchase	500	0	0	0	0	31	6.2	169	33.8	300	60	4.54	.611

By observing table (4) it is clear that the Repurchase Decision, has total mean (4.60) and total standard deviation (0.410). By comparing the total mean value to the Likert Scale, it is found that the value of the total mean is located between the values (Agree (4)) and (Strongly Agree (5)) but it is found that the value of the total mean is closer to (Strongly Agree (5)) which indicates the respondents' agreement that the Repurchase Decision decreases when they are exposed to marketing deception practices carried out by influencers through social media.

In addition, table (4) shows the results regarding **Repurchase Decision variables** that includes 3 items in which statement of REPU1 having the highest frequency score (71%) and taking first place, REPU2 taking second place with a frequency score of (66.4%) and REPU3 taking third place with a frequency score of (60%).

Table (5): Descriptive Statistics of the Influencer Reputation
Influencer Reputation

NO.	Indicators	N	Strongly Disagree = (1)		Disagree = (2)		Neutral = (3)		Agree = (4)		Strongly Agree = (5)		Mean	Std. Deviation
			Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%		
INRE1	Unfollow the influencers who were the reason for the existence of marketing deception.	500	0	0	1	.2	30	6	136	27.2	333	66.6	4.60	.610
INRE2	Write warning comments on social media networks to be aware of deceptive influencer ads.	500	0	0	2	.4	30	6	162	32.4	306	61.2	4.54	.627
INRE3	Conduct complains to the relevant official authorities about the marketing deception that customers were exposed to.	500	0	0	1	.2	38	7.6	162	32.4	299	59.8	4.52	.653
Total (Influencer Reputation)													4.55	.419

By observing table (5), it is clear that the influencer reputation, has total mean (4.55) and total standard deviation (0.419). By comparing the total mean value to the Likert Scale, it is found that the value of the total mean is located between the values (Agree (4)) and (Strongly Agree (5)) but it is found that the value of the total mean is closer to (Strongly Agree (5)) which indicates the respondents' agreement that the influencers reputation decreases when they are marketing deception is practiced through social media.

Table (5) also shows the results regarding **Influencer Reputation variables** that include 3 items in which statement of INRE1 has the highest frequency score (66.6%) and ranks first, INRE2 ranks second with a frequency score of (61.2%), and INRE3 ranks third with a frequency score of (59.8%).

The Hypotheses Test by Structural Equation Model (SEM) Path Analysis

In Figure and table (6), the output of the path analysis coefficients of the structural equation model was presented. The results of the hypotheses examination via SEM methodology have been shown.

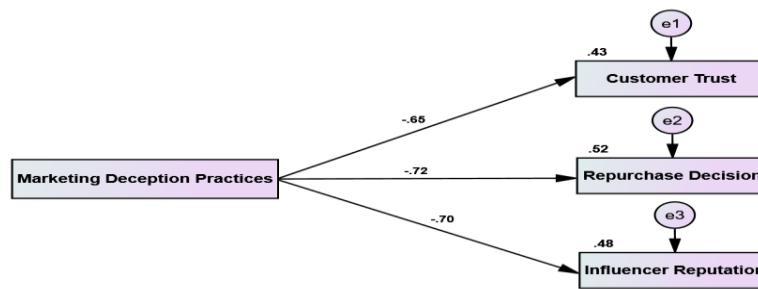


Fig (1)
Table (6): Hypotheses examination results

Hypotheses	Coefficient of Impact	T-statistic	R ²	Test result
The Marketing Deception Practices carried out by social media influencers have a negative effect on Customer Trust.	-0.653	-19.260***	0.426	Confirmed
The Marketing Deception Practices carried out by social media influencers have a negative effect on Repurchase Decision.	-0.724	-23.426***	0.524	Confirmed
The Marketing Deception Practices carried out by social media influencers have a negative effect on Influencer Reputation.	-0.696	-21.660***	0.485	Confirmed

Note(s): ***Significant at 1% level

First Hypothesis Testing

Regarding the results which are shown in Table 6 and Figure 1. There is a significant and negative impact of the independent variable Marketing Deception Practices on the Customer Trust. as the regression coefficient were -0.653 at the level of significant p.value < 0.01. Furthermore, the R2 was 0.426, explained that marketing deception practices could explain 42.6% of the variances in the customer trust. According to the above results, the first study hypothesis is believed.

Second Hypothesis Testing

Based on the results which are shown in Table 6 and Figure 1. The results reveal that, there is a significant and negative impact of the independent variable marketing deception practices on repurchase decision. as the regression coefficient were -0.724 at the level of significant p.value < 0.01. Furthermore, the R2 was 0.524, confirming that marketing deception practices could explain 52.4% of the variances in repurchase decision. According to the above results, the second study hypothesis is approved.

Third Hypothesis Testing

The results which are shown in Table 6 and Figure 1. There is a significant and negative impact of the independent variable marketing deception Practices on the influencer reputation. as the regression coefficient were -0.696 at the level of significant p.value < 0.01. Furthermore, the R2 was 0.485, illustrated that marketing deception Practices could explain 48.5% of the variances in the influencer reputation. According to the above results, the third study hypothesis is accepted

The Results and Discussions

There are significant and negative impacts of the independent variable (Marketing Deception Practices carried out by social media influencers) on the Customer Trust, as the regression coefficient were -0.653 at the level of significant $P < 0.01$.

There are significant and negative impacts of the independent variable (Marketing Deception Practices carried out by social media influencers) on the Repurchase Decision, as the regression coefficient were -0.724 at the level of significant $P < 0.01$.

There are significant and negative impacts of the independent variable (Marketing Deception Practices carried out by social media influencers) on the Influencer Reputation, as the regression coefficient were -0.969 at the level of significant $P < 0.01$.

Overall, the results concluded that the marketing deception practices is negatively influence consumers' trust, repurchase decision and influencer's reputation that supporting the third hypotheses (H1, H2 and H3). These results emphasized that the marketing deception practices in price, place, promotion and product by social media influencer are a significant predictor of consumers' trust, revisit intention regarding travel agencies and influencer reputation and following them.

This means that the marketing deceptions practices contribute to consumer's negative image and trust. Additionally, the fourth dimensions of market deception practices in price, place, product and promotion were key antecedents of followers and customers trust in the social media influencer marketing.

On the other hand, the results concluded that marketing deception practices have negative impacts on the repurchase decision and revisit intention in the same travel agency experience.

In addition, results confirmed that the marketing deception practices in mix (4ps) play a negative and significant role in generating negative influencers' reputation on social media and unfollowing these types of influencer

Conclusion

This study investigates marketing deception practices in elements of marketing mix and its effect on the customer trust, repurchase decision and influencer reputation in order to enhance the awareness of these practices and its consequences.

Social media influencers use their accounts to present new products e.g., fashion to encourage users to increase their interaction with their accounts such as number of likes, comments, sharing content, attracting new followers and users' interest in the promoted products as a marketing goal.

social media influencers win as a platform for the internet marketing through their outstanding work and presence. Their opinions have a powerful impact on people specially on young generations.

Marketing deception practices in price such as the influencer who advertises for the company or travel agency tends to offer unreal price. Additionally, practices in place such as the announced tourist program venues have been changed to other unexpected places.

Recommendations

Recommendations Regarding the Customers

1. The consumer boycotts the travel agency and influencer as a consequence of marketing deception techniques used by directing them to use e-word of mouth and unfollow the influencers who carried out a marketing deception.
2. Customers must be aware about the marketing deception and fake promotions and incorrect contents through reviews and comments on the social media influencers' accounts.
3. Encouraging consumers through various publications or attending training programs to inform the authorities responsible for consumer protection about the marketing deception they have been exposed to and explore all comments on tourism programs for any influencers on social media platforms before making a purchase decision.
4. Encouraging consumers to write their comments and reviews on influencers' social media accounts to other customers be aware about deceptive influencer' advertisements.
5. Encouraging consumers to submit complaints when unsatisfactory services are provided by the company providing the warranty services

Recommendations Regarding the Travel Agencies

1. Travel agencies must mention the true price through comments on their social media accounts'.
2. Travel agencies should be focus on accurately and realistically advertising the tourism program place, so that the place corresponds to the advertised place and not different from reality.
3. Travel agencies and influencer must be honest with the customers and followers and not exaggerate the benefits provided in services also not make promises that cannot achieve
4. compensation arrangements for clients and followers who when exposed to a marketing deception practice.
5. Travel agencies and influencer must declare the dates of beginning and end of promotions on their social media networks accounts.
6. The travel agencies must be attention to after sales and the consumers' feedback during the provision of the service and after its completion, such as asking and following up with the consumer and followers.
7. Travel agencies and influencers must care about the number of followers on their social media accounts and be fear about losing this number because of the deceptive marketing practices that they do.
8. The travel agencies must be attention to facilities of transportation to tourism program place that have been advertised by the influencer because of some of these places have poor infrastructure.

9. Travel agencies and influencer must be honest with the customers and followers and not exaggerate the benefits provided in services also not make promises that cannot achieve.

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مؤثرو وسائل التواصل الاجتماعي كأداة خداع تسويقي لشركات السياحة

المستخلص

يهدف البحث إلى دراسة ممارسات الخداع التسويقي من قبل مؤثرو وسائل التواصل الاجتماعي ، خاصة أنه يبحث في ممارسات من خلال السعر، المكان، المنتج والترويج على المتابعين ووكالات السفر. بالإضافة إلى التعرف على مفهوم الخداع التسويقي و المؤثر علي وسائل التواصل الاجتماعي. يعتبر الخداع من أهم القضايا السلبية التي يجب طرحها في التسويق التي تؤثر علي العملاء و سمعة وكالة السفر المؤثر فيما بعد. يقوم المؤثرون بإنشاء تحديثات منتظمة على وسائل التواصل الاجتماعي في مجالات تخصصهم ، حيث ينشرون يومياتهم بشكل أساسي لمتابعيهم تحتوي على قيمة إعلامية وترفيهية، ولكن استخدام المؤثرين في الخداع التسويقي على وسائل التواصل الاجتماعي ينتهك أخلاقيات التسويق من أجل جذب الانتباه وتحقيق المبيعات من المستهلكين المستهدفين. تم جمع البيانات من خلال استبيان الكتروني تم نشره على عدة مجموعات حول عملاء ووكالات السفر ومتابعي المؤثرين على وسائل التواصل الاجتماعي. تم توزيع 600 استمارة و ارجعت 513 استبيان كامل ولكن 500 منها فقط كانت صالحة للتحليل. تشير النتائج إلى وجود تأثيرات معنوية وسلبية لممارسات الخداع التسويقي على ثقة الزبون، حيث كان معامل الانحدار -0.653 عند مستوى معنوي $P < 0.01$. هناك تأثيرات معنوية وسلبية لممارسات الخداع التسويقي على قرار إعادة الشراء، حيث كان معامل الانحدار -0.724 عند مستوى معنوي $P < 0.01$. و هناك تأثيرات معنوية وسلبية لممارسات الخداع التسويقي على سمعة المؤثر ، حيث كان معامل الانحدار -0.969 عند مستوى $P < 0.01$ معنوياً. بناءً على النتائج ، بناءً على النتائج تتمثل التوصيات في ضرورة تثقيف العملاء حول الخداع التسويقي والعروض الترويجية المزيفة والمحتويات غير الصحيحة ، وتشجيع المستهلكين على كتابة تعليقاتهم ومراجعاتهم على حسابات وسائل التواصل الاجتماعي الخاصة بالمؤثرين الآخرين للعملاء الآخرين ليكونوا على دراية بإعلانات المؤثرين الخادعة.

الكلمات الدالة : الخداع التسويقي، وسائل التواصل الاجتماعي و مؤثرو وسائل التواصل الاجتماعي ، شركات السياحة .