INDIAN CUSTOMERS' PERCEPTION & REACTION TO DECEPTIVE ADVERTISEMENTS OF HAIR CARE PRODUCTS

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Abstract

Purpose: *The main objective of the study is to know customers' perceptions and reactions to deceptive advertisements and explore the factors determining customer's perception of the reliability of advertisement.*

Methodology: *The exploratory research design used and data were collected from 117 respondents through the questionnaire. To make data more meaningful and understandable; the collected data were coded in excel, exported to SPSS for further analysis; and statistical tools like cross-tabulation, chi-square, Phi, Cramer's V, Multiple Regression were calculated using IBM SPSS.*

Findings: *It is found that if the customer feels or identify any deceptive advertisement he/she will stop using the product or brand and spread negative word of mouth that can harm both business's reputation and revenue, therefore, it is suggested that marketers should not use any unethical practices and provide the appropriate and right information to customers.*

Originality/Value: *This study is first to describe how customers react to deceptive advertisements of hair care products. It also defines the relationship between customers' demographics & the way of reactions to deceptive advertisement. Moreover, the study is helpful to businesses, marketers, academicians, and researchers.*

Keywords: *Advertisement Deception, Customers Perception, Customers Reaction, Hair Care Products, Academicians, Marketers.*

1. INTRODUCTION

To satisfy the needs, wants, and demands of society (consumers); business organizations create, design, develop, and offer products or/and services. To get competitive advantage; marketers try to attract, and convince consumers about the product or services offered through marketing; sometimes marketers or advertisers or business organizations advertise their products or services with false and misleading information resulting in misinterpretation, false belief, and misleading information to consumers. However, the marketing technique that uses false or misleading information to capture consumers' attention and persuade customers to buy the product is ultimately beneficial to the business and results in increased revenue of an entity. This kind of advertisement campaign takes advantage of consumers' lack of knowledge & customer unconsciousness.

There are numerous studies that have been undertaken on customers' perception & attitude towards product or brand. Here the model presents the factors that create customer perception and ultimately frame the attitude towards intention to purchase a particular product or brand. Therefore, this model can be known as customer perception and buying intention model. This model states that primarily five factors play a major role in creating perception about any product or brand. One of them is deceptive representation by a salesman or in an advertisement.

Figure 1: Consumers' Perception & Buying Intention Model
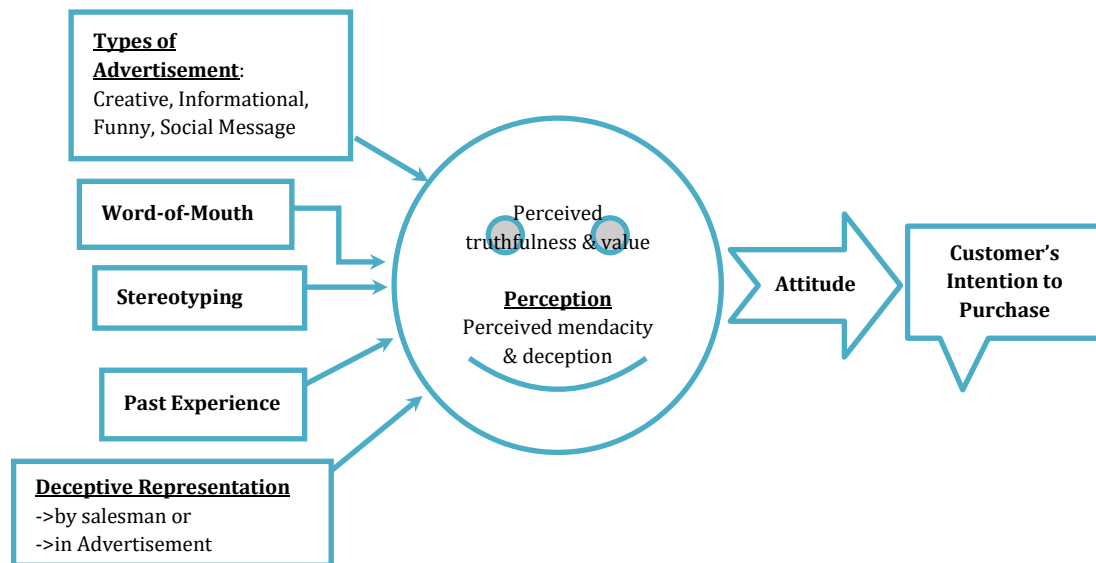
Nowadays customers are exposed to plenty of advertisements daily starting from morning wakeup till the night sleep; in newspapers, television, billboards, hoardings, radio, mobile applications, mobile notifications, and social media. For customers, it will become difficult to identify the authenticity and truthfulness of the information provided in all these advertisements.

Figure 2: Customers' Perceived Value or Deception
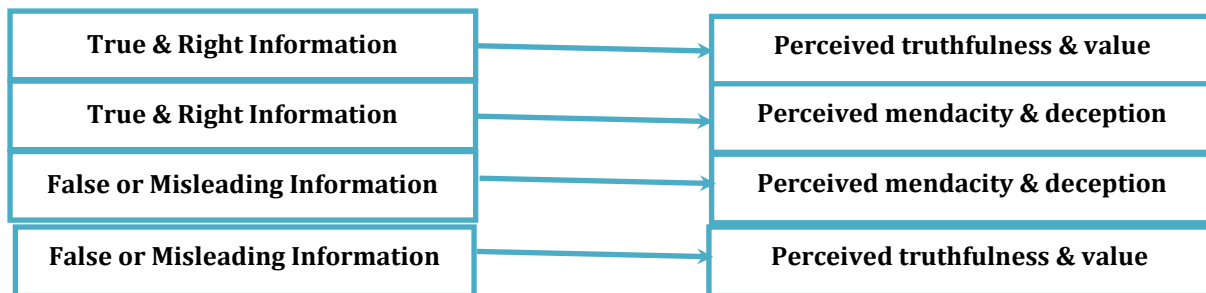
Sometimes consumers may make buying decisions based on perceived truthfulness & value; it may be possible that particular product fails to satisfy the need of customers and results into consumer dissatisfaction for a product, vice versa it may be possible that the representation for a product is true but presented in such a way that consumer believes that they are false, resulting into creation of perceived mendacity and deception in a product. Therefore this study has been conducted to know the consumers' perception & response to deceptive advertisements.

2. LITERATURE REVIEW

The relevant literature studies on deceptive advertisements were identified and their major contribution is narrated as follows:

There are three predictors for consumers' perception of deception in advertising 1) perceived information reliability and usefulness 2) product experience 3) consumer skepticism; they also found that females and young consumers are less likely to detect deception in advertisements than male and older consumers (Fathy et al., 2016). The consumers are likely to abandon the brands for which they are loyal to if they discover they are not truthful or misleading in their advertisements and such advertisements change consumer behavior making them not trust any kind of advertisements, even the genuine ones (Nuseir, 2018). Most of the consumers do not accept deceptive advertising (Maysonnave & Delorme, 2013). The people are not happy with mobile phone advertisements especially deceptive ones (Fayyaz & Lodhi, 2015). Marketing deceptive practice has a negative impact on the consumer purchasing process **(**Gaber et al., 2018). Consumers prefer creative, informational, funny, and social message type of advertisements. They also found that advertisements that are provided on the social media platforms which offer entertainment and useful content are more impactful on

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customers (Sharma & NC, 2020). The literature study on deception in consumer behavior and major findings of previous studies undertaken, these findings described by researchers as follows (Held & Germelmann, 2018):

->Perceived deception has a negative relationship with	Objective deception has a positive relationship with
1) Attitude towards product	1) Belief evaluation
2) Attitude towards brand	2) Affection towards brand
3) Satisfaction	3) Attitude towards advertisements
4) Recommendation Rates	4) Attitude towards brand
5) Purchase Intention	5) Brand Quality
6) Loyalty (Repurchase Recommend^n)	6) Brand Performance
7) Believability in the other claims by the advertiser	7) Purchase Intention
8) Affection towards the advertiser	->Objective deception has no relationship with the attitude towards the product
9) Trust in the advertiser	->Perceived deception has a positive relationship with negative stereotyping towards advertisements
10) Attitude towards advertisements	

RESEARCH GAP: Numerous studies had been undertaken considering consumers awareness, opinion and response or reaction to the deceptive advertisements; effect of marketing deception on consumer buying & on business, but there were very few studies has been undertaken on consumers perception and reaction to the deceptive advertisements or misrepresentation of information for hair care products.
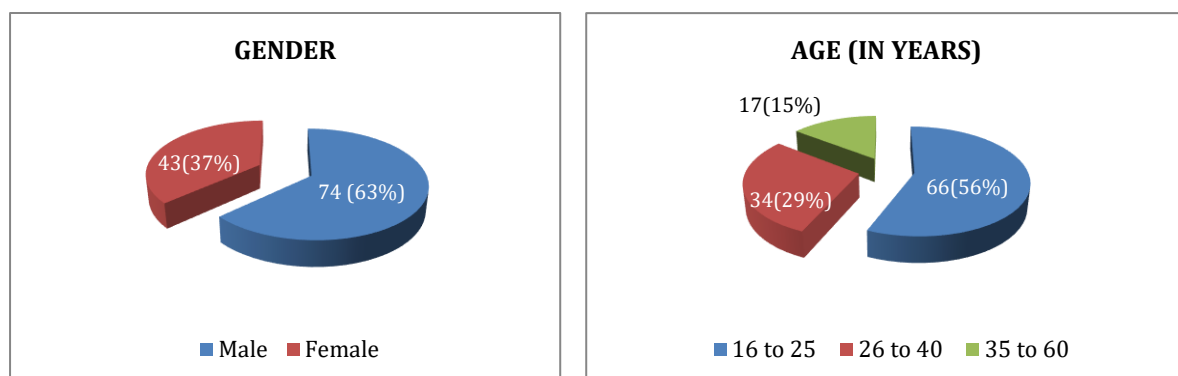
3. RESEARCH METHODOLOGY

3.1 Objective : To know customers' perceptions and reactions to deceptive advertisements.

3.2 Research Design : Descriptive and exploratory research design was used to meet the objective of the study.

3.3 Data Collection : To meet the objective a questionnaire in Google form is framed and data were collected from 117 respondents out of them only 73% (85) respondents purchased products on themselves therefore further data were collected from 85 customers of hair care products.

3.4 Sampling Method : A purposive sampling method has been used and data collected from 85 customers of hair care products.

3.5 Period of the study : The data were collected from customers of Ahmedabad city in the year 2020.

3.6 Research Tools : To make data more meaningful and understandable charts, graphs, cross-tabs, Phi & Cramer's V, Chi-square test, and Multiple Regression were applied on data using Microsoft excel spreadsheet and IBM SPSS Statistics.

3.7 Limitations of the study : The major limitations of the study are hidden with tools, techniques, methods, and software used in this study as that itself have certain limitations the same are applicable to this study.
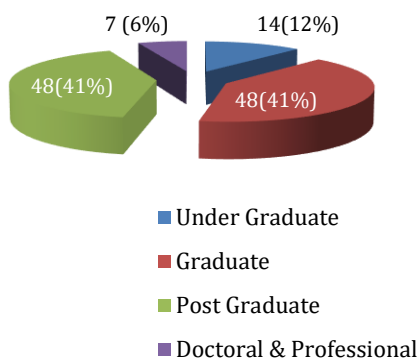
4. DATA ANALYSIS & DISCUSSION

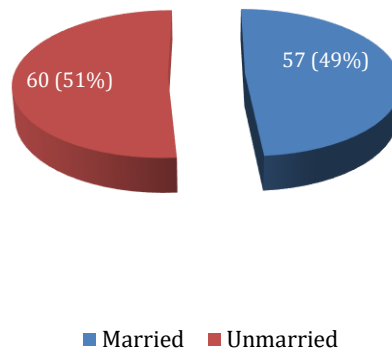### 4.1 Demographics & Basic Perceptional Analysis

Figure 3: Demographic Profile of Respondents & Consumers Purchase Attitude towards Hair Care Products

GENDER: 43(37%) Female, 74 (63%) Male

AGE (IN YEARS): 17(15%) 35 to 60, 34(29%) 26 to 40, 66(56%) 16 to 25

EDUCATIONAL QUALIFICATION

7 (6%) 14(12%)
48(41%) 48(41%)

- Under Graduate
- Graduate
- Post Graduate
- Doctoral & Professional

MARITAL STATUS

60 (51%) 57 (49%)

- Married Unmarried

PRESENT OCCUPATION

Other — 12(10%)
Searching for Job — 3(3%
Government Employee — 24(21%)
Private Employee — 40(34%)
Homemaker — 10(9%)
Student — 28(24%)

0 5 10 15 20 25 30 35 40 45

PURCHASE HAIRCARE PRODUCT

32 (27%) 85 (73%)

- Yes No

NO. OF FAMILY MEMBER

38 (32%) 16 (14%) 64 (54%)

- 3 or less 4 5 or more

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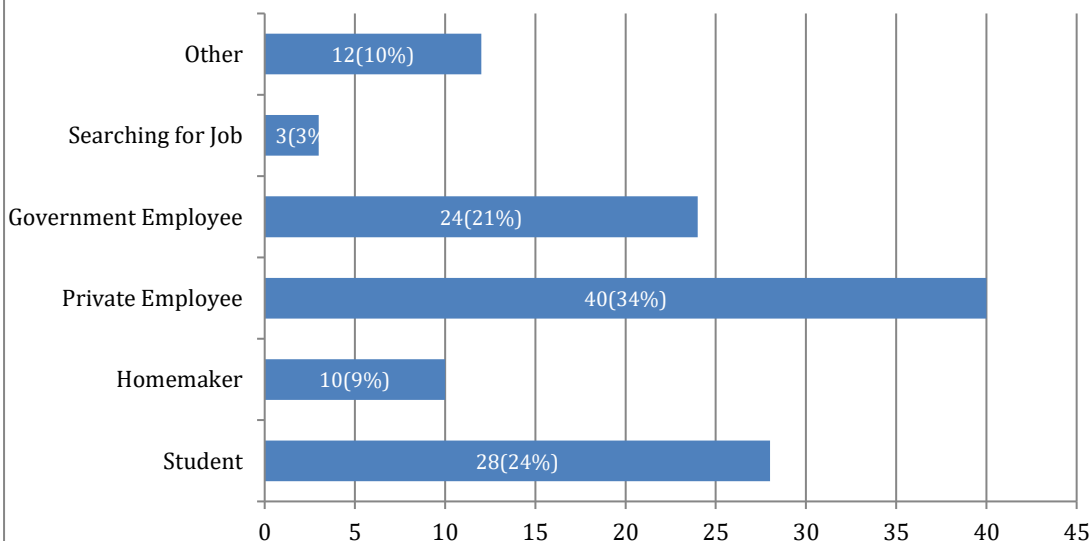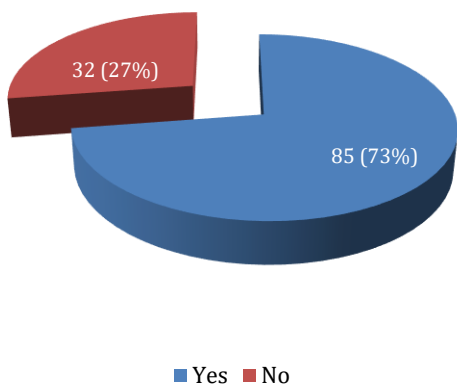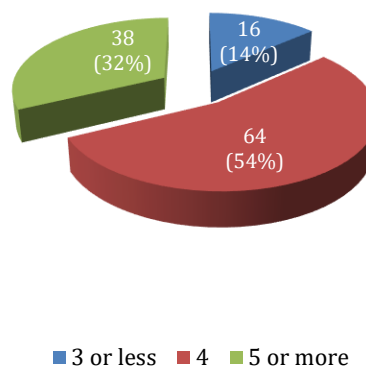
Discussion: The demographic variables like gender, age, educational qualification, occupation, marital status, and the number of family members of 117 respondents were collected and asked and asked them whether they purchase hair care products or not? The data revealed that from total respondents only 73% (85) respondents purchase hair care products on themselves, therefore the remaining 27% (32) were eliminated from the study and further questions w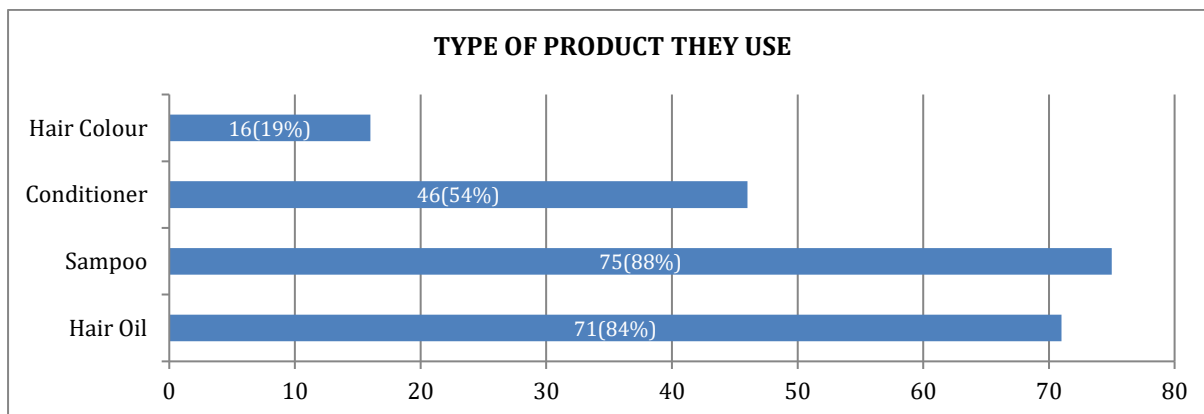ere asked to only those respondents who purchase hair care products on themselves. The demographic profiles of respondents are presented in charts to make them easily understandable to the readers.

Figure 4: Types of Hair Care Products Customers Purchase & Use

Discussion: The collected data shows that mostly purchased and used hair care products are hair oil and shampoo while the customers for hair color and conditioner were lower; therefore it can be said that the customers should be more conscious about information & advertisement related to hair oil and shampoo.

Figure 5: Perception of Deceptive Advertisements

Statements	SA	A	N	D	SD	Mean	SD
Advertisements provide reliable information	12 (14%)	37 (44%)	23 (27%)	7 (8%)	6 (7%)	2.51	1.065
Sometimes advertisements presents false or misrepresentation of information to catch customers attention	19 (22%)	46 (54%)	16 (19%)	3 (4%)	1 (1%)	2.07	.813
Loyal to the brands of hair care products that I use	22 (26%)	31 (36%)	19 (22%)	12 (14%)	1 (1%)	2.28	1.042
Salesman or store owner provides false information and misrepresentation of products	8 (9%)	24 (28%)	40 (47%)	11 (13%)	2 (2%)	2.71	.897

Discussion: The collected data indicates that 58% of the customers believe that advertisements provide reliable information, 76% customers are of the opinion that sometimes advertisements presents false or misrepresentation of information to catch customers attention, 62% customers are loyal to the hair care brand they use, and there is a neutral response on the statement - salesman or store owner provides false information and misrepresentation of products.
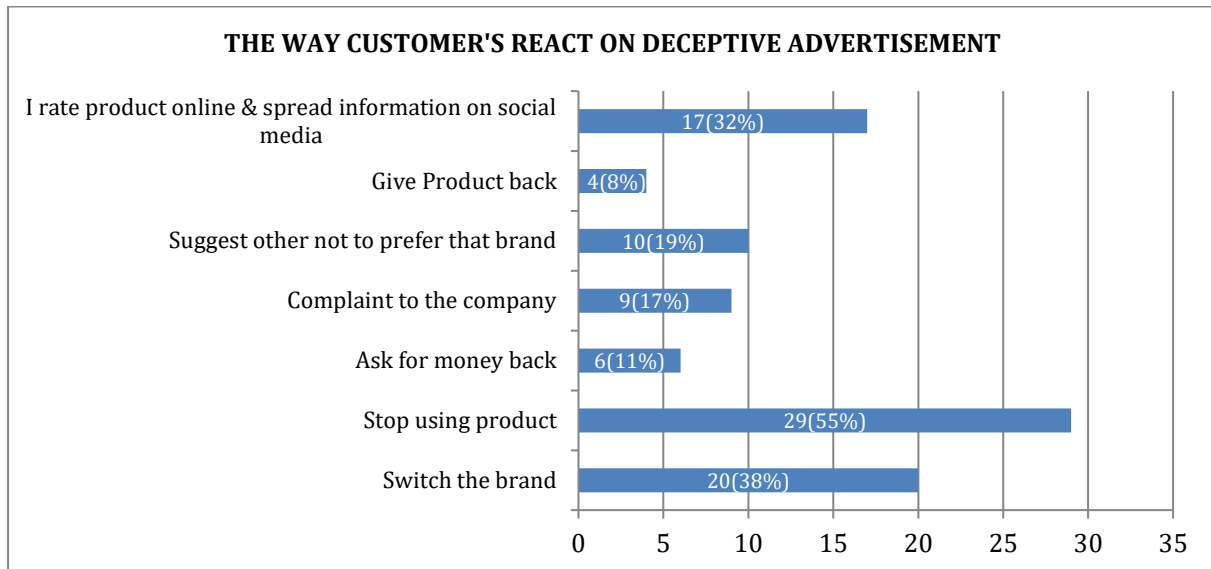
CUSTOMERS REACTION TO DECEPTIVE ADVERTISEMENTS
**Figure 6:** Customers react or doesn't react on deceptive advertisements
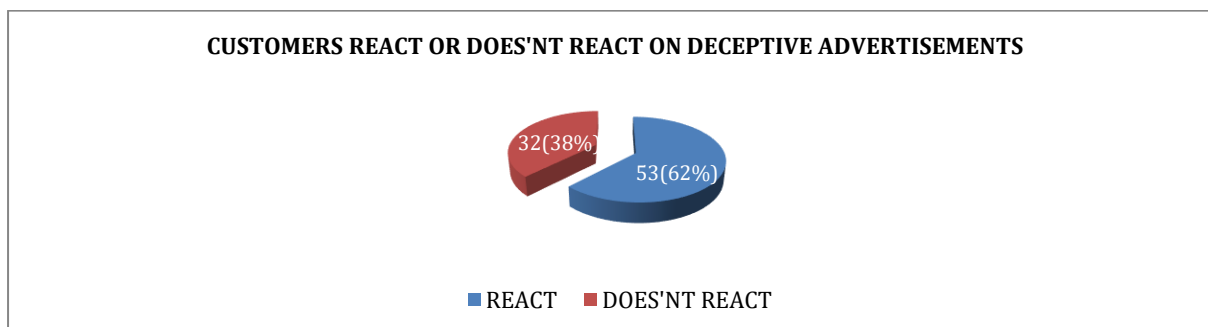
Discussion: The question asked to respondents that if you feel or identify advertisement as false, misleading, or misrepresentation of information. Do you react to it? The data clearly indicates that only 62% of the respondents seemed active & conscious about advertisements related to hair care products and reacts on the deceptive advertisements while others don't react, this shows that these 38% customers can accept the deceptive advertisements or doesn't react may be due to other reasons.

Figure 7: The way customer's react on deceptive advertisements

Discussion: Mostly customers stop using the particular brand and product for which the deceptive advertisement they have seen or they identified; however this the era of technology, smartphone, digital social interaction, social media advertisement, and digital marketing therefor customer downgrades rating of such products or brands on digital platforms. The customer who feels or identified advertisement as deceptive they also spread negative word-of-mouth and suggest others not to prefer particular brands as well as compliant to the company.

Figure 8: Reasons for Not Reacting on Deceptive Advertisements
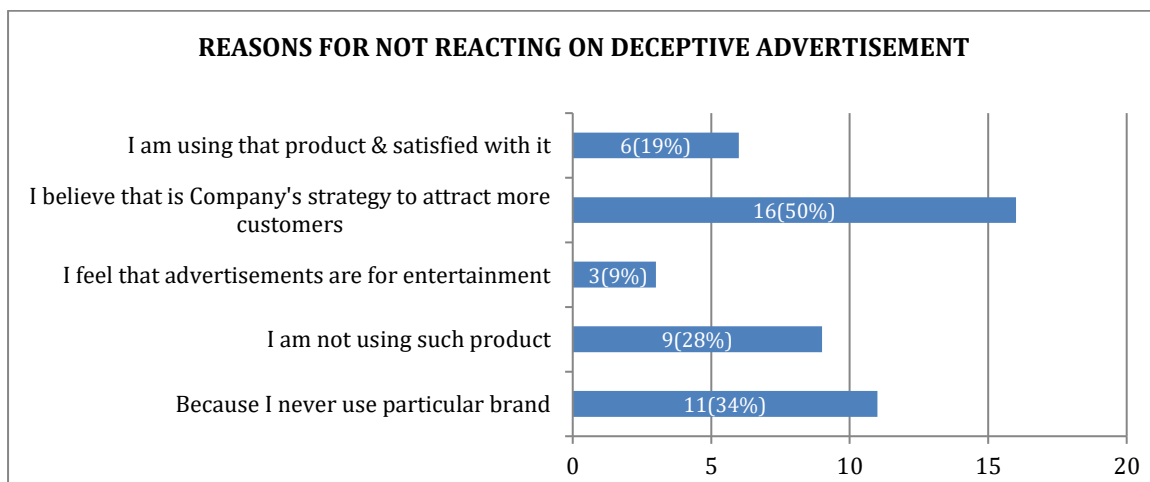
Discussion: It was found that 38% of respondents were not reacting to deceptive advertisements because mostly they (50%) believed that it's a company's strategy to attract more customers and generate more revenue by having more customer access. Another reason behind not reacting is that customers are either never used that product or still not using such kind of products. It may be possible that those 12% -16% of customers who are not using or buying hair oil and shampoo are not reacting to it or they have perceived deception of such products only that they are not using.

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Demographics V/S Reaction on Deceptive Advertisement
Table 2: Gender v/s Reaction to Deceptive Advertisements

Gender	React or Doesn't React on Deceptive Advertisement		
	React	Doesn't React	Total
Male	26 (51%)	25 (49%)	51 (100%)
Female	27 (79.4%)	7 (20.6%)	34 (100%)
Total	53 (62.4%)	32 (37.6%)	85 (100%)

Pearson Chi-Square: 7.025
P- Value: 0.008
Phi : - 0.287

Discussion: The p-value 0.008 indicates that there is a significant association between gender and reaction on advertisements. The analyzed data also shows that only 51% of total males react on deceptive advertisement as compared to the female 79.4% that is much higher; indicating females are more active and reactive for information they get about hair care products as compare to males.

Table 3: Age v/s Reaction to Deceptive Advertisements

Age (In Years)	React or Doesn't React on Deceptive Advertisement		
	React	Doesn't React	Total
16 to 25	31 (66%)	16 (34%)	47 (100%)
26 to 40	15 (60%)	10 (40%)	25 (100%)
35 to 60	7 (53.8%)	6 (46.2%)	13 (100%)
Total	53 (62.4%)	32 (37.6%)	85 (100%)

Pearson Chi-Square: 0.720
P- Value: 0.698
Cramer's V : 0.092

Discussion: The p-value 0.698 indicates that there is no significant association between age and reaction on advertisements. The analyzed data also shows that all three age groups almost react in a similar pattern nearby average reaction that is 62.4% total.

Table 4: Educational Qualification v/s Reaction to Deceptive Advertisements

Educational Qualification	React or Doesn't React on Deceptive Advertisement		
	React	Doesn't React	Total
Under Graduate	4 (50%)	4 (50%)	8 (100%)
Graduate	22 (62.9%)	13 (37.1%)	35 (100%)
Post Graduate	24 (63.2%)	14 (36.8%)	38 (100%)
Doctoral & Professional	3 (75%)	1 (25%)	4 (100%)
Total	53 (75%)	32 (37.6%)	85 (100%)

Pearson Chi-Square: 0.807
P- Value: 0.848
Cramer's V : 0.097

Discussion: The p-value 0.848 indicates that there is no significant association between educational qualification and reaction on advertisements. The analyzed data also shows that all the four categories almost react in a similar pattern nearby average reaction but they are also showing a minor increasing trend that as the level of education increases the proportion of customers reacting on deceptive advertisement increases.

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Table 5: Occupation v/s Reaction to Deceptive Advertisements

Occupation	React or Doesn't React on Deceptive Advertisement		
	React	Doesn't React	Total
Student	14 (73.7%)	5 (26.3%)	19 (100%)
Homemaker	3 (50%)	3 (50%)	6 (100%)
Private Employee	18 (62.1%)	11 (37.9%)	29 (100%)
Government Employee	12 (63.2%)	7 (36.38%)	19 (100%)
Searching for Job	1 (100%)	0 (0%)	1 (100%)
Other	5 (45.5%)	6 (54.5%)	11 (100%)
Total	53 (62.4%)	32 (37.6%)	85 (100%)

Pearson Chi-Square: 3.377
P- Value: 0.642
Cramer's V : 0.199

Discussion: The p-value 0.642 indicates that there is no significant association between occupation and reaction on advertisements. The analyzed data also shows that all the categories of occupation almost react in a similar pattern nearby average reaction but proportionate students are reacting more as compared to others on a deceptive advertisement.

Table 6: Marital Status v/s Reaction to Deceptive Advertisements

Marital Status	React or Doesn't React on Deceptive Advertisement		
	React	Doesn't React	Total
Married	27 (62.8%)	16 (37.2%)	43 (100%)
Unmarried	26 (61.9%)	16 (38.1%)	42 (100%)
Total	53 (62.4%)	32 (37.6%)	85 (100%)

Pearson Chi-Square: 0.007
P- Value: 0.933
Phi : 0.009

Discussion: The p-value 0.933 indicates that there is no significant association between marital status and reaction on advertisements. The analyzed data also shows that married, as well as unmarried customers, react in a similar pattern nearby average reaction on the deceptive advertisement.

Table 7: No. of Family Members v/s Reactionton Deceptive Advertisements

Number of Family Member	React or Doesn't React on Deceptive Advertisement		
	React	Doesn't React	Total
3 or less	6 (54.5%)	5 (45.5%)	11 (100%)
4	29 (65.9%)	15 (34.1%)	44 (100%)
5 or more	18 (60%)	12 (40%)	30 (100%)
Total	53 (62.4%)	32 (37.6%)	85 (100%)

Pearson Chi-Square: 0.593
P- Value: 0.743
Cramer's V : 0.084

Discussion: The p-value 0.743 indicates that there is no significant association between the number of family members and reactions on advertisements. The analyzed data also shows that customers having family members 3 or less, 4, 5, or more react in a similar pattern nearby average reaction on the deceptive advertisement.

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Credible Source of Information V/S React on Deceptive Advertisement

Table 8: Reaction to Deceptive Advertisements v/s Information source: Family & Friends

Reaction on Deceptive Advertisement	Factors Influencing or Credible Source of Information in Buying: Family & Friends		
	No	Yes	Total
React	20 (66.7%)	33 (60%)	53 (62.4%)
Doesn't React	10 (33.3%)	22 (40%)	32 (37.6%)
Total	30 (100%)	55 (100%)	85 (100%)

Pearson Chi-Square: 0.368
P- Value: 0.544
Phi : 0.066

Discussion: The p-value 0.544 indicates that there is no significant association between reaction on the deceptive advertisement and a credible source of information: family & friends. This means customers react in a similar pattern nearby average reaction irrespective of their source of information from family or friends or not.

Table 9: Reaction on Deceptive Advertisements v/s Information source: Social media Advertisement

Reaction on Deceptive Advertisement	Factors Influencing or Credible Source of Information in Buying: Social Media Advertisement		
	No	Yes	Total
React	30 (61.2%)	23 (63.9%)	53 (62.4%)
Doesn't React	19 (38.8%)	13 (36.1%)	32 (37.6%)
Total	49 (100%)	36 (100%)	85 (100%)

Pearson Chi-Square: 0.063
P- Value: 0.802
Phi : 0.027

Discussion: The p-value 0.802 indicates that there is no significant association between reaction on the deceptive advertisement and a credible source of information: social media advertisement. This means customers react in a similar pattern nearby average reaction irrespective of their source of information from social media advertisement or not.

Table 10: Reaction on Deceptive Advertisements v/s Information source: Newspaper

Reaction on Deceptive Advertisement	Factors Influencing or Credible Source of Information in Buying: Newspaper		
	No	Yes	Total
React	50 (65.8%)	3 (33.3%)	53 (62.4%)
Doesn't React	26 (34.2%)	6 (66.7%)	32 (37.6%)
Total	76 (100%)	9 (100%)	85 (100%)

Pearson Chi-Square: 3.611
P- Value: 0.057
Phi : 0.206

Discussion: The p-value 0.057 indicates that there is no significant association between reaction on the deceptive advertisement and a credible source of information: newspaper. The data also shows that customers not having a credible source of information from the newspaper are proportionately reacts more as compared to those who get information from the newspaper. This may be because customers have the reliability on

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information provided in newspaper and aware of the actual fact but enjoy the advertisements even if it's deceptive not react on it because he or she feels that its only to get customers attention or attract them.

Table 11: Reaction to Deceptive Advertisements v/s Information source: Television Advertisement

Reaction on Deceptive Advertisement	Factors Influencing or Credible Source of Information in Buying: Television Advertisement		
	No	Yes	Total
React	38 (69.1%)	15 (50%)	53 (62.4%)
Doesn't React	17 (30.9%)	15 (50%)	32 (37.6%)
Total	55 (100%)	30 (100%)	85 (100%)

Pearson Chi-Square: 3.014
P- Value: 0.083
Phi : 0.188

Discussion: The p-value 0.083 indicates that there is no significant association between reaction on the deceptive advertisement and a credible source of information: television advertisement. This means irrespective of the source of information from television advertisements or not customers almost react similarly nearby average reaction.

Demographics V/S Way of Reaction
Table 12: Demographics V/S The Way Customers React to Deceptive Advertisement?

Association Between Two Variables : Pearson Chi-square		Phi & Cramer's V	P- Value
Gender	Switch the brand	0.06	0.645
Gender	Stop using product	0.05	0.691
Gender	Ask for money back	0.06	0.670
Gender	Complaint to the company	0.14	0.300
Gender	Suggest others not to prefer that brand	0.09	0.525
Gender	**Give Product back**	**0.28**	**0.041**
Gender	I rate product online & spread information on social media	0.11	0.430
Age (In Years)	Switch the brand	0.15	0.536
Age (In Years)	Stop using product	0.11	0.716
Age (In Years)	Ask for money back	0.17	0.483
Age (In Years)	Complaint to the company	0.13	0.624
Age (In Years)	Suggest others not to prefer that brand	0.24	0.206
Age (In Years)	Give Product back	0.23	0.234
Age (In Years)	I rate product online & spread information on social media	0.04	0.948
$Edu^n Quali^n$	Switch the brand	0.07	0.260
$Edu^n Quali^n$	Stop using product	0.29	0.223
$Edu^n Quali^n$	Ask for money back	0.15	0.748
$Edu^n Quali^n$	Complaint to the company	0.18	0.635
$Edu^n Quali^n$	Suggest others not to prefer that brand	0.16	0.704
$Edu^n Quali^n$	**Give Product back**	**0.55**	**0.001**
$Edu^n Quali^n$	I rate product online & spread information on social media	0.26	0.294
Occupation	Switch the brand	0.33	0.322
Occupation	Stop using product	0.22	0.748
Occupation	**Ask for money back**	**0.48**	**0.028**
Occupation	**Complaint to the company**	**0.52**	**0.014**
Occupation	Suggest others not to prefer that brand	0.23	0.731
Occupation	Give Product back	0.38	0.189
Occupation	I rate product online & spread information on social media	0.28	0.537
Marital Status	Switch the brand	0.01	0.914

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Marital Status	Stop using product	0.18	0.205
Marital Status	Ask for money back	-0.06	0.670
Marital Status	Complaint to the company	0.16	0.246
Marital Status	Suggest other not to prefer that brand	0.20	0.141
Marital Status	Give Product back	0.00	0.968
Marital Status	I rate product online & spread information on social media	0.05	0.697
N^n Family Mm^b	Switch the brand	0.09	0.769
N^n Family Mm^b	Stop using product	0.20	0.352
N^n Family Mm^b	Ask for money back	0.17	0.452
N^n Family Mm^b	Complaint to the company	0.11	0.696
Number of Family Members	**Suggest others not to prefer that brand**	**0.37**	**0.024**
N^n Family Mm^b	Give Product back	0.13	0.659
N^n Family Mm^b	I rate product online & spread information on social media	0.15	0.558

Discussion: The data analyzed to know whether customers' demographics and the way customers react to deceptive advertisements having any significant association or not. For this purpose, the Pearson chi-square test applied to the collected data and founded results p-value and phi or Cramer's V presented in the above table.

➤ The results show that gender has a significant association with giving product back; in addition to this, it can be said that females give proportionately more product back as compared to male if they found the information provided were wrong or misleading.

➤ The results also indicate that educational qualification has a significant association with giving product back; in addition to this, it can be said that as the level of education is higher the proportionately customers' frequency of giving products back increases.

➤ The results also indicate that occupation has a significant association with ask for money back and complaint to the company.

➤ The results also indicate there is a significant association between the number of family members and suggest others not to prefer that brand further it can be said that as the number of family members increases they suggest others not to prefer that brand representing false or misleading information in advertisements.

➤ The data also shows that age and marital status of customers have no association with the way in which customer reacts on deceptive advertisements.

FACTORS DETERMINING CUSTOMERS PERCEPTION FOR RELIABILITY OF ADVERTISEMENT

A multiple regression analysis has been carried out to know the factors that impact customers' perception for the reliability of advertisements. The dependent variable is the statement that asked respondents in Likert scale "Advertisements provides reliable information"; independent variables predicting the dependent variables are as follows:

Dependent Variable: "Advertisements provides reliable information"   = APRI

Independent Variables:
Loyal to Brand	=	LTB
Reaction: Stop Using Product	=	RSUP
Reaction: Switch the Brand	=	RSTB
Credible Source of Information	=	CSIN
Educational Qualification	=	EQ

Table 13: Multiple Regression model

R	R Square	Adjusted R Square	SE of the Estimate	Durbin-Watson
$.696^e$	.484	.430	.778	1.890

Table 14: ANOVA

Model	Sum of Squares	Degree of Freedom	Mean Square	F	Sig.
Regression	26.728	5	5.346	8.833	$.000^f$
Residual	28.442	47	.605		
Total	55.170	52			

Table 15: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	Significant	Collinearity Statistics	
	Beta	SE	Beta		Tolerance	VIF
Constant	-.290	.507		.570	.884	1.132
LTB	.468	.110	.472	.000	.863	1.159
RSUP	.847	.232	.411	.001	.927	1.079
RSUB	.619	.229	.294	.009	.849	1.178
CSIN	-1.217	.502	-.276	.019	.921	1.086
EQ	.371	.155	.261	.021	.884	1.132

THE MULTIPLE REGRESSION MODEL

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

APRI = -0.290 + 0.468LTB +0.847RSUP + 0.619RSUB – 1.217CSIN + 0.371EQ + e

Discussion: The output indicates that these five factors explain 48% variation in the dependent variables that means the perception about the reliability of advertisement can be predicted through this model. It is clearly observed that the p-value is 0.000 which means the model is significant in use the value of R-square clearly shows that still there are certain variables left out and that can be included to make the model more accurate. These variables can be cultural background, friends & family's opinion, past experience, the usefulness of the product, Brand Ambassador, Advertisement by celebrities, type of advertisement (e.g. funny, informational, emotional, cause-related), etc.

FINDINGS AND DISCUSSION

The main objective of the study is to know customers' perception and reaction on deceptive advertisements to meet this objective a questionnaire has been framed in the Google form and data were collected using a purposive sampling method from 85 customers of hair care products. The data were coded in excel, exported to SPSS for further analysis; and statistical tools like cross-tabulation, charts, graphs, Pearson chi-square test, Phi and Cramer's V were calculated using IBM SPSS Statistics 20 to make data more meaningful and understandable.
The analyzed data found that:

➢ Majority of (84% - 88%) consumers uses hair oil and shampoo in hair care products,
➢ More than half of (58%) the customers believe that advertisements provide reliable information
➢ Majority of (76%) customers are of the opinion that sometimes advertisements present false or misrepresentation of information to catch customers attention
➢ Most of (62%) customers are loyal to the hair care brand they use
➢ Some (38%) customers don't react to deceptive advertisements because most of them are of the opinion that it is the company's strategy to attract more customers.
➢ The majority of (62%) customers react on deceptive advertisements and most of them stop using the particular brand and product for which the deceptive advertisement they have seen or identified. Some customers also downgrade ratings of the product on a digital platform or suggest others not to prefer that product or brand.
➢ Females (79.4%) are more active and reactive for information they get about hair care products as compare to males (51%).
➢ The minor increasing trend can be seen as the level of education increases the proportion of customers reacting to deceptive advertisement increases.
➢ Females give proportionately more product back as compared to male if they found the information provided were wrong or misleading about the product.
➢ As the level of education is higher the proportionately customers' frequency of giving products back increases.
➢ As the number of family members higher they suggest others not to prefer the brand or product representing false or misleading information in advertisements.
➢ Age and marital status of customers have no association with the way in which customer reacts on deceptive advertisements.

CONCLUSION

From the findings, it can be suggested that ASCI & Government should spread more awareness among customers about the ASCI campaign for "don't believe in what you see", and file complaint about the ads that people feel or identify false or misleading. From the findings it is suggested to marketers and businesses that they should more focus on hair oil and shampoo in hair care product segment, The study indicates that some customers are not loyal to the brand or product; however, if they feel or identify advertisement as deceptive they will stop using the product and can switch the brand or product; also downgrade the rating on digital platforms and spread negative word of mouth and through this so many customers can be negatively affected. This can harm the reputation and revenue of the business. It can be concluded that if the customer feels or identify any deceptive advertisement he/she will stop using the product or brand and spread negative word of mouth that can harm business's reputation and revenue, therefore, it's suggested that marketers should not use any unethical practices and provide the appropriate and right information to customers.

CONTRIBUTION TO INDUSTRY

This study is helpful to the marketers and business; they should consider exclusion of deception in the marketing campaigns as the results suggests that if not so done customers can switch the product, downgrade the online ratings and spread negative word of mount that can harm both revenue and reputation of the entity. This study is helpful to the Government & Advertisement Standards Council of India (self-regulatory body) to spread awareness that deception in the advertisement is an unethical practice and should not be tolerated by the customer; they must file complaints about such advertisements.

CONTRIBUTION TO ACADEMICIANS AND RESEARCHERS

This study is helpful to the **researchers** for further study as provided and for better understanding of the customer's opinion about deceptive advertisements. This study is also helpful to the **academicians**; they can include the following topics in marketing education:
➢ Demographics of respondents reacting to deceptive advertisements.
➢ Why people don't react to deceptive advertisements?
➢ How peoples react to deceptive advertisements?
➢ The relation between demographics and the way people react to the deceptive advertisement.
➢ What are the factors that frame customers' perceptions about reliability of advertisement?

FUTURE SCOPE OF THE STUDY

This study can be further extended;
➢ To explore the opinion of specifically male customers on deceptive advertisements as the analysis indicates that they are less reactive as compared to females on deceptive advertisements.
➢ To know whether the customers are able to identify deception in advertisement rightly or the identified deception is mere a perceived deception or objective deception?
➢ By considering marketers and businessman's opinion; to know whether it's intentionally done and part of marketing strategy to attract customers through deceptive advertisements or it's unintentionally an error or mistake committed by them?
➢ By analyzing the deceptive advertisements; directed to know about the major types of deception in advertisements and to identify the types of advertisements (funny, informational, emotional, etc.) in which more deceptions are found.
➢ To explore the remaining factors that predict or determines the customers' perception of the reliability of advertisements.
➢ By considering customers' opinions on other segments of products viz. beauty products, food products, electronic products, garments, and others.

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