



The consequences of upholding deceptive marketing practices and its effect on consumers' related attitudes including consumer loyalty and consumer trust: Evidence from the fashion industry in the UAE

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Abstract

Aim: This study aims to shed light on how dishonest advertising has harmed the fashion industry in the United Arab Emirates, particularly concerning consumer's continued patronage and faith in its practices. This study examines how misleading advertising impacts customers' attitudes and actions, particularly their loyalty and trust in a brand. This research endeavours to examine the data from prior studies and relate them to the residents of the United Arab Emirates.

Methodology: Rather than relying on quantitative methods, this study took a qualitative approach, emphasizing interviews and in-depth discussion. Respondents were interrogated in person using the interview technique. The research benefited from applying thematic analysis to comprehend the responses better and examine the answers' similarities and differences. Participants in this survey are all current U.A.E. residents exposed to fashion industry advertisements regularly.

Findings: Three respondent's insights suggest that they are well aware of the potential impact of deceptive advertising on their customers. Two of the remaining respondents, however, implied ignorance about misleading advertising. They get that customers need honest product information, significantly when it affects their purchasing decisions. The United Arab Emirates is generally safe because of its stringent laws, such as its consumer protection law, which places a premium on consumer safety. Companies can still make subtle but significant changes to their advertisements without consumers noticing.

Implications/Novel Contribution: These results highlight the importance of educating consumers about the perils of manipulative advertising. Consumers should always do their research and never accept anything at face value. As an alternative, they should do their homework to ensure the accuracy of the data they'll use to make decisions. To provide the most in-depth study based on deceptive marketing, more research into the role of deceptive marketing in the global fashion industry, including the quality of services and the company's brand image, is needed.

Keywords: Deceptive Marketing, Consumer Loyalty, Trust Consumer, Fashion Industry of UAE.

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INTRODUCTION

Companies in the fashion industry compete in crowded markets, each trying to distinguish itself from the others to attract a larger share of the consumer base. As a dirty little secret, marketing professionals have come to terms with the idea that they must present false information in their advertisements and marketing strategies to gain a larger share of the market and higher profits. Since some businesses are willing to risk misleading their customers, deceptive advertising has been around for a long time and continues to be a problem worldwide.

Definition and Evolution of Deceptive Marketing

Deceptive marketing is "the practice of using misleading claims, labels, price points, packaging, and other elements of promotion to induce consumers to make a purchase they might not otherwise have contemplated" [Al-Heali \(2020\)](#). Deceptive marketing, as defined by [Al-Bayati and Al-Rabaiwi \(2020\)](#), is presenting a product in a way that is false or misleading to consumers to increase sales.

To increase earnings, dishonest advertising tactics are sometimes employed. Many companies, especially in the Middle East, actively promote unhealthy products ([World Bank, 2019](#)).

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Since the beginning of organized human trading behaviour, marketers have struggled with the ethical dilemma of whether or not to engage in dishonest or otherwise unethical practices when implementing their strategies. At about the same time that mass production began in the late 1900s, the concept of deceptive marketing emerged in the academic literature. Deceptive marketing, aided by cutting-edge technologies, has advanced and diversified its strategies for delivering false information to consumers via various channels. Conceivably false advertising strategies have always adapted to the environment in which they were used, whether in print media like newspapers or the digital realm via social media platforms like Facebook and Twitter.

Many have attempted to define misleading advertising from a marketing perspective. But they still need to address the most pressing issue, which is why dishonest advertising is used. Freer (1949) said, "good advertising not only tells the literal truth but also avoids possible deception through subtle implication or omission." Because they know their actions can be construed as unethical, they used intentionally vague definitions of terms like "deceptive" and "unfair" to avoid discussing them. Beginning in the 1970s, academics began to impact deceptive marketing practices. A formal definition of deceptive marketing was attempted by Dillon (1973), describing the phenomenon as a gap between the advertised product's features and its actual capabilities. In addition to promoting only factual claims, Aaker (1974) added the idea that deception can be labelled as providing false aspects of the product that is being advertised. As a result, consumers may react negatively to the company that released the misleading information. Dyer and Kuehl (1974) refined the word material to represent the financial repercussions of selling a product without disclosing all relevant information. How consumers process false information and determine when they've been duped has been the subject of extensive research.

Armstrong, Kendall, and Russ (1975) proposed creating three necessary factors to identify the processes of understanding if a marketing message is deceptive.

- "The consumer must perceive or notice the message."
- "The consumer must believe the (false) content of the message."
- "The message must be salient or impact the consumer's buying decision. All three criteria had to be met, or the message was not considered deceptive, even if it contained an outright lie."

Shimp and Preston (1981) endorsed developing procedures to identify deceptive advertising. Consumer's adverse reactions to the information provided are necessary for Deception to occur, as stated by Shimp and Preston (1981). "deception occurs when the consumer acquires demonstrably false beliefs as a function of exposure to the advertisement," writes Olson and Dover (1978) to counter the notion that Deception must take place earlier in the process. Ads that exploit or promote false beliefs are deceptive, regardless of whether the consumer acts on that information. Hence, they must be as clear and concise as possible so as not to mislead them. As defined by how customers see it, Deception was supported by Gardner (1975) as well.

Research Questions

- What is the impact of deceptive marketing on consumer-related attitudes, including consumer loyalty and trust in the fashion industry?
- How would you identify misleading advertisements?

Research Objectives

- To understand the adverse effects of deceptive marketing.
- To investigate the impact of deceptive marketing on consumer loyalty.
- To examine the role of deceptive marketing in reducing consumer trust.

Essence of Research

This research has uncovered every single justification for dishonest marketing strategies. This study will shed light on how promoting false advertisements affects consumers' loyalty and trust, as well as the negative effects of such schemes on consumers, all for the company's benefit. The research aims to show how to avoid and recognize false advertising by providing examples of deceptive marketing and recommendation, as these negative market practices are continuously being used to profit from their consumers.

LITERATURE REVIEW

Deceptive Marketing

People can now share information with their friends, family, and colleagues worldwide with just the click of a button, thanks to the many technological advancements made possible by the ever-evolving nature of modern society. It's not uncommon for a conversation between two people to be a spur the moment. The impact of deceptive marketing on customer loyalty has been studied (Iqbal & Siddiqui, 2019) and the effect of deceptive marketing on revenue generation has been studied (Gaber, Labib, & Salem, 2018). In addition, it adopts online trick prices, which mislead consumers into making a purchase (Fu et al., 2019; Khan, Jam, Akbar, Khan, & Hijazi, 2011). No research, however, has examined the misleading brand while controlling for consumers' attitudes toward deception in their purchasing decisions. Results from this study, combined with those from other studies, can aid in gauging consumers' responses to dishonesty in marketing.

Comparable to talking to a person face-to-face, marketing is a form of human interaction, but it involves different factors. However, there are still deceptive marketers out there who regularly mislead their unsuspecting target audience with false information. For humans to develop and advance, daily life must include crucial components like socializing, interacting and exchanging information with others. Companies carefully examine their target markets to determine where they can use deceptive tactics to boost product sales and prevent rivals from gaining ground. Deceptive marketing aims to boost the company's brand recognition or bottom line regardless of the potential positive or negative consequences this may have to (Gneezy, 2005; Mazar & Ariely, 2006; Shahbaz, Jam, Bibi, & Loganathan, 2016).

Companies have been engaging in deceptive marketing for years, long before the advent of the internet, to outearn rivals by misleading consumers about products and services. Most businesses, however, are only thinking about how they can profit from deceitful advertising. According to Ahluwalia, Burnkrant, and Unnava (2000); Herr, Kardes, and Kim (1991), there are several ways in which unethical business strategies, such as using false information in advertisements and marketing, can be developed. Consumer loyalty and trust may suffer due to such actions (see, for example, (Ahluwalia et al., 2000; Herr et al., 1991)).

Consumer Loyalty

As cited by (Bloemer & Kasper, 1995), customer loyalty is "one of the best ways consumers express their satisfaction with the performance of the product or service they have purchased." It's not shocking that research over many years has shown that customers' level of satisfaction is a crucial factor in anticipating their future actions. When the standards customers have come to expect from a product or brand are met, customer loyalty can benefit the business. These comments can keep customers returning and increase profits (see, for example, (Ali et al., 2010; Reichheld, Teal, & Smith, 1996; Reinartz & Kumar, 2000)).

Keeping customers happy and loyal to your brand is crucial to the company's success, which will affect how consumers view your company and its products. Relationships with the intended audience can be nurtured over the long term with the help of factual information and data. On the other hand, companies that engage in deceptive marketing usually only care about making a quick buck and expanding their customer base (Faerber & Kreling, 2014; Soroa-Koury & Yang, 2010). A study based on how people determine whether or not an advertisement they are listening to contains false or reliable information; for instance, if a marketer describes the features of their product and tampers with the data provided, such as the quality of the product or the expected lifespan of the consumers who use it (Faerber & Kreling, 2014; Waheed, Kaur, & Qazi, 2016). Another clue for determining if they are dishonest or if the advertisement contains misleading or ambiguous information.

Consumer Trust

When formulating a marketing strategy, the company needs to have a solid understanding of the significance of trust, as this quality is essential to establishing a prosperous and sustainable enterprise. The social psychology subfield researched the effects of trust in any significant social interaction, and the findings were examined. Companies can easily show false information through advertisements and commercials thanks to the help of the internet (for example, (Dwyer, Schurr, & Oh, 1987; Ganesan, 1994; Geyskens, Steenkamp, Scheer, & Kumar, 1996; Morgan & Hunt, 1994)). Because of the ongoing problems with the marketing activities and practices of companies,

deceptive marketing has been gaining a lot of attention, and honest practitioners are trying to figure out how to reduce the misinformation in advertisements.

Impact of Deceptive Marketing on Consumer Behavior

Most consumers don't dig deeper into the information provided; they blindly trust that the companies providing the products are truthful, which is the primary purpose of deceptive marketing (Belch & Belch, 2004; Soroa-Koury & Yang, 2010; Waheed, Kaur, & Kumar, 2016). As a result, they buy a product after falsely believing the advertising they saw (Barwise & Ehrenberg, 1985). Most buyers have yet to learn that many businesses use misleading practices to get their money, so they have no choice but to take the word of the companies whose products they buy (Aslam, 2014). If buyers suspect they are being given false information, they can research the company online to see if it has a history of deceiving buyers. Since some consumers are incredibly cautious and do extensive research on both the product and the brand before making a purchase, while others will place complete faith in the information provided by the advertiser (Faerber & Kreling, 2014; Belch & Belch, 2004), it is clear that one's judgement is dependent on both the specifics of the situation and the individual's personality.

Green Marketing

Fairtrade and eco-labels are standard, but the products are sometimes up to snuff in terms of quality and customer satisfaction. Some vendors sidestep this issue by offering analogies of their products, which can serve as a more effective means of assuring customers that they are receiving the highest possible value for their money. Now more than ever, businesses are reorganizing themselves to become "Eco-Friendly," with the resulting "Plan A" becoming a household name. Responsible sourcing is the goal of this plan, along with waste reduction and the acquisition of eco-friendly supplies. For instance, the UK-based clothing label Gossypium adopted the tagline "Pure and Fair" to market its products. Companies outside the initial wave are beginning to participate. These companies are trying to differentiate themselves from other, less ethically-minded fashion brands by coming up with catchy slogans, which may cause consumers to misunderstand what they mean. Furthermore, shoppers have no way of knowing whether or not "Eco-Friendly" products are ethical, as cited by (Chandra & Ali, 2017; Waheed & Kaur, 2016).

Social Media Marketing

The most recent fad of the decade has been social media; virtual shopping trips on mobile devices have influenced the evolution of modern online promotion strategies. Influencers have amassed a sizable online following through various social media channels like YouTube, Facebook, Instagram, and others (Smith, Kendall, Knighton, & Wright, 2018). These social media influencers are the latest iteration of the "Third Parties" that marketers constantly reach out to for sponsorships and endorsements of their products and services. It's common to practise compensating influencers monetarily or providing them with discounts or free goods in exchange for their endorsement. These influencers can command a higher salary or other perks based on the size of their following, so they can use this to their advantage when negotiating deals with brands and other businesses (Smith et al., 2018).

There are two types of influencers: celebrities with a large social media following and minor personalities with a more niche audience. Celebrities, such as musicians, actors, and singers, often have the largest fan bases on various social media sites. Micro-influencers are just regular people who have amassed a sizable fan base. People follow these influencers for various reasons, but typically because they admire their style, content, knowledge, or other areas of expertise (Khamis, Ang, & Welling, 2017).

Legal Concerns

The United Arab Emirates is very rule-oriented, and its marketing laws are not governed by any one person or piece of legislation. The Publication and Printing Act and other regulations govern and safeguard these works. The National Media Council (NMC) enforces the laws regarding cybercrime, consumer protection, and commercial activities. According to "Section 4 of the UAE's Consumer Protection Law (No.3)," any deceptive advertising or practices carried out on social media platforms can be subject to the purview of the Consumer Protection Law, which protects the markets of the United Arab Emirates.

Conceptual Framework

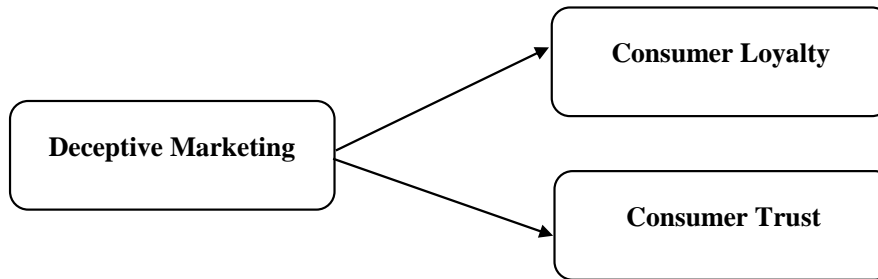


Figure 1. Conceptual Framework

The study's independent variable, "Deceptive Marketing," is meant to be analyzed so that its effects can be isolated and understood. In contrast, the independent variable in this study is the collection and analysis of primary and secondary data on the impact of dishonest marketing on consumer trust and loyalty.

Research Methodology

This investigation made use of qualitative research techniques. This approach will help gather more data on the topic at hand, which is the detrimental effects of promoting deceptive marketing on consumers, such as the erosion of consumer loyalty and trust in the UAE fashion industry. Quantitative studies can only tell us so much about the impact of deceptive marketing and information on the people who are supposed to act on it, so qualitative studies are essential. Ultimately, this will aid the researcher in achieving their goals and answering their questions about the potentially harmful effects of deceptive advertising.

Research Philosophy

By conducting a subjective evaluation of positivism, interpretivism was born. As a research methodology, interpretivism emphasizes contextual variables and elements; it distinguishes human beings from physical phenomena and recognizes the importance of the implicit assumptions and in-depth ideas that people bring to their subjective assessments of the world. "Social science research needs to be differentiated from natural science research in this way." The interpretive perspective accounts for cultural variation and different social realities.

Population

Teens and young adults in the United Arab Emirates selected for the interview were recently exposed to fashion industry advertisements (magazine spreads, billboards, TV commercials, etc.). This will supply the evidence required to demonstrate the detrimental effects of misleading practices on consumer actions.

Sample Size

The random sample size should be sufficient to prevent sampling errors or biases. Researchers frequently wonder how large a sample they need to confirm their hypotheses and interview data. Still, this answer will vary depending on the goals of their study (Johnson & Gill, 2010). There would be 5 participants in this study who would be asked to listen to fashion industry commercials.

Sampling Technique

We'll use a convenient sampling strategy for this study to get the most accurate results. Non-probability or non-random sampling is the backbone of the convenience sampling approach. It refers to the selection of study participants based on two criteria: availability and ease of access. The primary goal of convenience sampling is to interview as many members of the target population as possible because they are convenient for the researcher.

The Collection of Data

Five individuals interested in the fashion industry will be interviewed to provide the primary data. Dubai is the most populous city in the United Arab Emirates, so this will be given out there. Dubai is widely regarded as one

of the world's most progressive nations. The recent introduction of Expo 2020 has dramatically aided their tourism and global profile. Many people in Dubai have disposable income, making the city an attractive market entry target. Due to the high competition in the UAE's condensed fashion markets, some companies may resort to slightly dishonest promotion methods to stand out from the crowd. To ensure that all parties are on the same page before an interview begins, it is standard practice to have respondents sign a consent form outlining how their responses may be used. We will collect everything we need, and all your information will be kept entirely confidential so that you can feel confident in the reliability of our study. For this reason, the study's primary participants are teenagers and young adults, who are more likely to fall for deceptive marketing campaigns due to their inexperience and lack of understanding of the potential consequences of doing so.

Data Analysis

After researchers begin collecting data, analysis can begin. The initial data analysis guides later data collection, and this reciprocal process continues until no new findings are identified, as stated by [Mariano \(1995\)](#). After finishing data collection, the next step is to analyze the information. ([Mariano, 1995](#)) characterize qualitative data analysis as "challenging, labour-intensive, and guided by few standardized rules; through the techniques described here and others, the researcher explores the data to answer the questions: What is going on here? Just what does this signify? How come they're acting like this? Continued from the preceding sentence" [Polit and Hungler \(1994\)](#). Qualitative research data can be analyzed and interpreted in various ways. The researchers in this study used thematic analysis to analyze their data ([O'Dell, 2005](#)).

Thematic Analysis Method

The primary function of the thematic analysis technique is to systematically extract, categorize, and shed light on the recurring patterns of a set of themes throughout a body of data. Using the thematic analysis, the researcher can get honest feedback from people with firsthand experience or knowledge about the topic. This technique can classify respondents according to their shared perspectives on a given topic. According to [Braun and Clarke \(2012\)](#), "This analysis produces the answer to a question," even if, as in some qualitative research, the precise question being answered only becomes apparent during the analysis. Any given data set is likely to contain a wide variety of patterns; the goal of the analysis is to extract those most important for resolving the research question ([Braun & Clarke, 2012](#)).

ANALYSIS AND FINDINGS

This section presents the results of the researcher's double-checking and analysis of the interview data. In this section, we'll tie the interviewee's comments into the background information that's already been presented. The interview is how the research question and the aims of this thesis will be addressed through in-depth investigation.

Table 1: Thematic analysis

Theme	Codes	Data Extract
Consumer Trust	Manipulation	“People can be manipulated to purchase a product that Will not help them in any way.”
	Betrayal	“Deceptive marketing could make consumers feel betrayed and perceive the brand as untrustworthy.”
	Skeptical	“Consumers like me could be skeptical about their products when they’re known to have false advertisements.”
Consumer Loyalty	Doubtful	“Consumers will become cautious of their products before buying them.”
	Unbeneficial	“Promoting a certain feature or quality in their product that doesn’t work or benefit you in any way.”
	Unethical	“When companies use unethical practices just to gain an edge over the competition.”
Deceptive Practices	First-Hand Experience	“After purchasing the product, you find out that it doesn’t have all the features they mentioned.”
	Unrealistic Advertising	“Advertisements are so unrealistic that it’s too good to be true.”
	Misdirection	“Most social media marketing I’ve seen will create content that isn’t related to the product just to gain recognition.”
	Fast Fashion	“Some fast fashion brands claim their products are eco-friendly, but their whole identity contradicts it.”
Effects of Deceptive Marketing	Less Recognition	“It would mostly disappoint its consumers and prevent them from entertaining that specific brand; most importantly, the brand would lose its customers due to lack of trust.”
	Avoiding the Brand	“Consumers would lose trust in the brand and will likely avoid buying from that brand again.”
	Overlooked	“If customers discover that the company has deceived them, they might not consider purchasing anything from their company ever again.”
Promoting False Information	False Social Media Marketing	“Photos of models and the products can be manipulated.”
	Lack of Physical Evidence	“It’s easy to fool anyone without physical evidence and representation.”
	Lack of Verified Information	“Promoting non-factual statements regarding a certain brand.”
	Uncontrolled Spread of Misinformation	“Once a consumer recognizes false statements regarding a brand, one may say that the consumer might stop buying from them completely.”

FINDINGS AND RESULTS

Theme 1: Consumer Trust

According to the findings, if businesses use dishonest marketing tactics, consumers may feel duped and have a negative impression of the brand. This can result in less satisfied customers and unfavourable word-of-mouth. This demonstrates that shoppers in the UAE are aware that companies can trick them into thinking a product is worthwhile when it falls short of their expectations. Consumers will now be more hesitant to buy anything from that company. When businesses promote false information that threatens their customers’ safety rather than meeting the needs and wants of their clientele, they risk losing their customers’ trust. Customers’ perceptions of the quality of a company’s products as judged by those customers have a direct impact on that company’s trust image (Keller,

1993; Krishnan, 1996). Analysis showed that consumers would not buy a company's brand if it failed to provide accurate product information. Customers who felt duped in the past are less likely to buy from that brand again. The consequences of a consumer's or buyer's actions or lack thereof are irrelevant to determining whether or not they have been damaged by misleading information or deceptive practices. According to the definition of "material" provided by Serota (2019), "the legal environment, material means that a consumer's actions or decisions are affected in ways that are different from what would have occurred had the consumer not been deceived."

Theme 2: Consumer Loyalty

The trust of one's customers is crucial to the growth of any business, but some corporations stretch the truth to gain that trust. Instead, businesses promote that their wares are faultless and the only answer to customers' problems. The study found that consumer loyalty begins to erode once businesses engage in unethical practices like false advertising and exaggerated claims about their products. This will turn off both current and potential buyers. Losing customers' devotion is a significant setback because it will be tough to win them back.

Companies shouldn't try to mislead customers into buying their products because once they realize they've been duped, they're more likely to sever ties with the company and look elsewhere for the same or similar service or product (Sharma & Sharma, 2014).

Theme 3: Deceptive Practices

According to the survey's respondents, deceptive marketing techniques have evolved, leading to new forms of trickery. They can make it more aesthetically pleasing by modifying the design and features with technology. One of their strategies, especially on social media, is to misdirect your attention away from the product by, for example, including content that has nothing to do with the brand. The company's claim that its products are "Eco-Friendly" is often unsubstantiated and contradictory to its stated goals of reducing waste and increasing the use of natural materials in production. Some groups advocate for this advertising strategy because they stand to profit more from spreading misinformation.

Concerns about the environmental impact of businesses during production, consumption, and waste generation inspired the concept of "Eco-labeling," which has been widely adopted in the fashion and textile industries. However, companies now openly proclaim that their products are ethical and environmentally safe. Still, they believe that to benefit from going "Eco-Friendly" entirely. They use deceptive methods that can lead to uncertainty and doubt among the consumers (Chandra & Ali, 2017).

Theme 4: Effects of Deceptive Marketing

If the company promotes altered or false information to the public, it will always hurt the company's reputation and the trust of its customers. According to respondents, a company's reputation and brand image can be damaged by dishonest practices. Customers will be let down because they have been lied to about the quality of the product. If you betray the trust and loyalty of your customers, they will stop caring about your brand as a whole. In the cutthroat fashion industry, businesses that alienate their clientele often fail. Consumers' safety can be jeopardized in many ways if they are given false information.

Companies that have targeted an unregulated market are less likely to be subject to regular checks for safety and illegal activity, which increases the risk that they will employ misleading or otherwise dangerous marketing tactics. The company's primary goal is to meet its financial obligations soon, even if that means engaging in unethical practices like deceiving its customers. Dillon (1973) characterized deceptive marketing as a contradiction between a product's advertised and actual usefulness.

Theme 5: Promoting False Information

Products are being advertised with false claims of superiority or exaggerated claims of use to influence consumers into buying them. Teens and young adults rely heavily on their social media accounts, which respondents say can be used to spread misinformation. Teenagers today are glued to their phones and can be left unattended without parents worrying about what they are watching. They are more vulnerable to misleading advertising because of inexperience or carelessness. Companies are using social media to promote products that have been altered to appeal to the tastes of potential customers; because of the lack of authentication or verification, these companies

can get away with changing even minor aspects of the products without being caught; as a result, consumers are spreading false information to other potential customers, increasing the number of people negatively impacted by these unethical business practises.

They need to include some facts about the product, leading to a misunderstanding that differs from their realistic capabilities, as cited in (Rotfeld & Rotzoll, 1980). This claim-fact discrepancy is close to falsity, creating a false belief in a product (Russo, Metcalf, & Stephens, 1981). They are given some correct data, but important distinctions between products and services should be included. Moreover, Preston calls this the "expansion implication," and it serves "to imply some false widening or increasing of the value it expresses" (Preston, 1977).

CONCLUSION/RECOMMENDATIONS

Conclusion

As a result of their interviews, the researchers drew strong inferences about how consumers' attitudes and actions might be influenced by deceptive marketing. Some businesses even use dishonest advertising techniques, which are illegal and dangerous for customers. When consumers are given misleading information and act on it, they risk harming themselves or others. Once the media demonstrates conclusively that they have promoted false advertisements, consumer loyalty and trust will inevitably decline. Consumers in the UAE are unaware of the dangers of basing life-altering choices on hearsay. They have a well-deserved reputation for being able to tell the difference between truth and fiction. They will sever all ties with the company and never buy from the brand again once they realize they have been given information that needs to be understood. When customers lose faith in a company, it becomes more difficult for that company to win their business. Potential investors may be put off by the company's history, which could cost the business a lot of money.

The United Arab Emirates takes dishonesty and other forms of fraud very seriously. Laws have been enacted to regulate the dissemination of information and ensure its integrity. Section 4 of the Consumer Protection Law (No. 3) of the United Arab Emirates provides legal protection for UAE markets. Of course, this doesn't prove that no dishonesty exists in the United Arab Emirates. Unfortunately, there are still instances where companies promote their goods using false information. Validity checks should be used to hold ethical marketers accountable for promoting dishonest methods. Businesses should be forthright and honest with their regular customers to build trust with them. Whether the results of a customer's actions are positive or negative, it is unethical for a marketing team to take advantage of them without their knowledge.

Limitations

Since only teenagers and young adults were invited to participate in the surveys and interviews for this study, the sample size was naturally restricted. Research shows that most respondents understand and are familiar with the term "deceptive marketing," which is encouraging given that some teenagers may still be unaware of this form of advertising. A more nuanced version of the study could have been developed with a larger sample size of interviews and surveys, for example, by hearing from adults who pay attention to the fashion industry's trends and advertisements.

Future Directions

Before making decisions that could have a significant impact on their health or well-being, consumers should conduct thorough research. They shouldn't take a company at face value because they told them something true. Find out if the brand you're considering buying has a record of misleading customers. Advertisements aim to persuade consumers to purchase by using appealing visuals, clever editing, and credible claims. However, consumers don't just make decisions based on logic; they also factor in their emotions. Brands that are honest with their customers and give them access to accurate information should instead receive widespread public support. Like the evolution of marketing's deceitful nature, the emergence of new forms of deceptive practices will present new challenges to maintaining marketers' credibility.

There is a need for a fresh investigation into the prospect of novel forms of fraudulent behaviour. Consumers will be better prepared for future changes in deceptive trade practices due to this. This study has room for improvement by including additional factors that contribute to misleading advertising, such as the calibre of the

services provided and the reputation of the business doing the advertising. A larger sample size will also help demonstrate the detrimental effects of misleading practices on consumers' loyalty and trust.

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