
INFLUENCE OF DECEPTIVE ADVERTISEMENTS ON CONSUMERS' PURCHASE DECISION OF COSMETIC PRODUCTS AMONG RESIDENTS IN ILORIN, NIGERIA

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Abstract

This study examines the influence of deceptive advertisements on consumers' purchase decisions. The objective is to find out if consumers in Ilorin have been exposed to deceptive advertisements and if such advertisement influences their purchasing decisions. Social judgment theory was used to support the relevance of the study on how consumers assess compelling messages before buying a product. A survey method was used and 150 respondents were selected from the study area; Surulere, Agbo Oba, and Adewole all in Ilorin metropolis. Deceptive advertisement is frequently encountered by respondents, with a notable average indicating that most individuals experience it every week. Social media serves as the primary communication channel through which respondents encounter deceptive advertisements, followed by radio and blogs. The frequent exposure to deceptive advertisements across social media, radio, and blogs indicates that such advertisements are both pervasive and repetitive. Furthermore, consumers' perceptions of deceptive advertising reveal a predominantly negative viewpoint, as the majority of respondents indicated that such advertisements exaggerate benefit claims, frequently employ misleading images or videos, engage in unfair comparisons with competitors, and utilize fraudulent celebrity endorsements. The study revealed that the pervasive and repetitive nature of deceptive advertising, along with negative consumer perceptions, resulted in a decline in trust and confidence in advertised products and services, ultimately influencing purchase decisions. The study concluded that consumers' purchase decisions will continue to reduce if communication platforms such as social media, radio and blogs are deceptively used to promote a product. It was recommended that advertisers and advert regulatory bodies should ensure advertisement ethics are upheld for a positive perception of a product by consumers to increase the purchase decision.

Keywords: Deceptive Advertisements, Consumers, Purchase Decision, Cosmetics Products

INTRODUCTION

Advertising is a very important tool for today's modern conventional marketing systems to create a demand for company's products in the market. Companies sometimes use deceptive advertising to sell their products and this has effects on consumer behaviours (Hayder, 2017).

Typically, advertising is considered one of the most important and powerful promotional tools in today's competitive world to create demand for products. People can gather information about the quality of products and the ingredients from the advertisements (Islam, 2021). Advertising also helps the company to increase awareness and influence the consumers' perception. However, multinational, global and local

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companies use deceptive advertisements to sell their products which has direct effects on consumers' buying behaviour. Companies use false, misleading and colourful information about their product's qualities to increase the sales volume. Advertisers publish misleading, false and fraudulent information through TV, radio, print media, outdoor media, internet and so on. Through these media and false information, marketers directly influence consumers' purchase decisions (Islam, 2021). Advertisement provides information regarding product price, manufacturing location, uses of the products, etc. Information about the products is disseminated to consumers through various traditional media such as television, radio, and newspapers and modern technology such as social media, websites, video ads, email marketing, and event marketing.

New advertising techniques are evolving to meet customer needs and customer satisfaction. Marketers and manufacturers need to study consumer buying behaviour which has become the most important factor before launching any product in the market (Hossain et.al 2014). Consumer buying behaviour includes consumer's attitudes, preferences, intentions and decisions regarding consumer behaviour in the market where buying and selling of goods take place. For the manufacturer, the study of consumer behaviour is very necessary to capture the market and to stay for long period. In the digital era, a powerful toolset by marketers to accelerate the speed of marketing is through the technique of advertisement. Misleading advertisement is a key to persuading more and more consumers which helps to increase sales and revenue for the companies. The main intention of misleading advertisements is misrepresenting the information and misguiding the claims and their effects on the buying behaviour of the consumer. The information is hidden or left out and a false claim about the benefits, characteristics and the price of the product or service in question is deliberately misrepresented. Thus, misleading advertisements contain false information which misleads the consumers in purchasing products (Alhamad et al., 2023).

Nowadays, deceptive advertising has become one of the most highly discussed and major concerns in the world. It is now more than a regular practice in any industry. Businesses are going far from the ethical issues. Most of the marketers' focus is to make money and advertising has played a major role in the business world to reach the customers more effectively and efficiently (Hayder, 2017). Advertisement plays a very significant role in influencing customer behaviour to purchase a product or service (Chibueze, 2018). With time, customers are badly affected by different marketing activities and deceptive advertising. Moreover, false advertising is a very responsive issue because most customers are unable to understand and interpret advertisements. Sometimes, advertisers exaggerate the product's benefits and advertise them in such a thoughtful way, therefore customers should be very well aware of their purchase decision. Melgar and Elsner (2016) and Cook (2011) have carried out various research on advertising but none of the studies have been able to dwell more on the influence of deceptive advertising on consumer purchase decisions among Ilorin consumers. Moreover, the extent to which false claims or promises in advert messages affect the consumers' perception of falsely advertised products, goods and services as well as the overall impact on patronage is not only a lacuna but a motivation for this research effort. Furthermore, Iqbal and Siddiqui (2019) have highlighted the impact of misleading advertisements and explored that misleading advertisement has an unfavourable effect on consumer interests. Against this bedrock, this research aims to find out the influence of deceptive advertising and consumer reaction in Ilorin.

Research question

1. How often are Ilorin consumers exposed to deceptive advertising?
2. What is Ilorin consumers' perception of deceptive advertising?

3. How has deceptive advertising influenced Ilorin's consumer purchase decision?

LITERATURE REVIEW

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some actions on products, ideas or services (Hossain et al., 2014). It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or consume that particular brand. It is also one of the two most used formats particularly by small and mid-sized businesses (and, of course, by advertising agencies) (Hossain et al., 2014). However, some advertisements usually deceive and mislead consumers to purchase products or services against the promises in the advertisement (Ukaegbu, 2020). Deception is a general phenomenon that can occur in virtually any form of communication under a conflict of interest (Ukaegbu, 2020). Deception comes in a wide array of forms other than the outright lie and among the features that differentiate them, are the amount and sufficiency of information, degree of truthfulness, clarity, relevance and intent (Ukaegbu, 2020). Whatever the type of deception, it causes several ethical questions and issues for companies, consumers and policymakers. Deceptive advertising is an advertisement or marketing practice, which is considered misleading if there is a “representation, omission, or practice that is likely to mislead the consumer” (Iqbal & Siddiqui, 2019).

An advertisement is misleading if it deceives it is presented to a person deceptively, has financial implications, or is likely to overcome competitors in the market. Deceptive advertising also refers to presenting information that is untrue to vulnerable consumers to influence their decisions or responses (Hasan & Subhani, 2011). Consumers are defenceless when they cannot recognize deceptive messages (Aslam, 2014). In the age of wider access to information, consumers should ensure that they gather as much information as possible. Gathering information or “searching” is an important stage of buying behaviour; the adage “buyer beware” still holds. Advertising consists of messages about the characteristics of the product or service. False advertising consists of claims that are purposefully made about a product or service, to mislead consumers to conclude the product or service (Hasan & Subhani, 2011). With the large number of misleading claims in advertising, the critical issue is whether consumers can discern false claims before making their purchasing decisions (Aslam, 2014). Consumers are likely to be cheated if their trust is based on advertisement. When consumers become aware of misleading advertising, they become more sensitive to any form of advertising, depending on their level of emotion. Misleading advertising has an impact on how they observe the product and the immediate environment in which the claims are presented. This is referred to as “situational contexts” (Hackley, 2011). In the case of misleading advertising, finding the truth can be a hard task that needs some level of motivation and ability. Consumers are not always interested in or are capable of, deducing claims of deception. If they are not focused on the moment of advertisement contact, they are more vulnerable to false advertisement.

Deceptive advertisement has been around since the inauguration of time and is still prevalent today. Sometimes, it is done innocently by an advocate. However, it is done with the intent in the direction of deceiving the consumers (Misra, 2015). Generally, it is perceived that deception in advertising (false claims) leads to the first purchase by consumers, tricked by the false claims made by the marketer but eventually after the first use, the consumer realizes the real quality, and value of the product and service in most cases. This realization of fallacy hinders the customer from being loyal to that particular brand (Xie et al., 2015). Some traders in the Nigerian markets, as well as some producers of various consumer goods, engage in deceiving buyers and consumers to patronize their

products by lying about what their product(s) cannot do (Krafft & Saito, 2015). This they achieve in the course of their selling activities with the consumer or through advertising messages, labelling of product packages, and handbills.

According to Hasan and Subhani (2011), deceptive advertising is a profitable activity that includes giving dishonest information, lying, deceiving, or cheating consumers to make them choose what they would not otherwise have chosen. Multiple variables make customers happy and loyal to a product. Companies that want loyalty must always ensure that they offer true and correct information in their advertising. A study on how consumers perceive an advertisement and how they identify deception reported that advertisers deceive consumers by describing fallacious features of products (Faerber & Kreling, 2014). Advertisers misled consumers by including ambiguous messages and unclear statements in their advertisements. Consumers' demands are not addressed when a product is presented in false advertisements. The customers' mind is filled with negative images of the brand (Sharma & Sharma, 2014). Some studies have explored advertising with a focus on issues of packaging, labelling, media statements, salespeople, customer interaction, and other communications relating to sales. Many scholars have highlighted the concept of deception; most have opined that deception usually benefits the sellers (Faerber & Kreling, 2014; Xie et al., 2015). Consumer behaves in certain ways to satisfy their desires through purchasing, choosing, consuming, and evaluating products or services. They go through various stages and processes when they want to buy a product or service (Patil, 2017). The reaction of the consumer is based on the service that they get. If they come across misleading marketing practices, they are likely to be disappointed. Consumers may switch completely away from the brand. Many consumers have circulated negative word-of-mouth about their bad experience with a product (Parguel et al., 2015; Faerber & Kreling, 2014).

Misleading advertising persuades consumers to buy a product not because it is the best among the alternatives, but because it is simply presented as the best. However, many consumers can notice patterns of imitation in the features of a product compared with other similar products, and they respond to them as misleading. When consumers respond to false or misleading advertising, they are likely to experience emotional and financial losses (Sheehan, 2013). They buy products and services based on misleading advertisements emotionally as well as mentally. Consumers have limited resources; hence, they lose these limited resources when purchasing products based on fraudulent advertising. Consumers experience emotional, financial, and medical losses when they are helpless, lonely, and have low self-esteem (Weber, 2015). Meanwhile, deceptive advertising (Langley, 2015) has hurt legitimate businesses by reducing patronage and overall confidence in products. Consumer confidence can make or break a market, and as the rate of deceptive advertising rises the repeat consumer declines. This break in the consumer/business relationship can go unnoticed longer the larger the market. Car sales, finance payment plans, and service agreements often have "disclosure" statements, which in very small print outline the additional charges or limitations that are not apparent to the purchase of the product or service.

Moreover, fraudulent advertisements are made to deceive consumers. There are many ways to create false impressions of goods or services in consumers' minds. Fraud plays a role in affecting consumer decisions; however, this role can be "positive," as false information tends to be more positive about the good or service being offered for sale than is real. Deceptive advertising also comes in the form of inconsistency in claimed facts (Spears, 2014). For example, when an automobile manufacturer asserts that the vehicle's fuel efficiency exceeds its actual performance. Toyota was recently penalized for the falsification of mileage data (Tanaka, 2020). It is difficult to exercise regulatory control on

the many channels for advertising where the validity of the advertisements is problematic (Doborji & Hamed, 2016).

Theoretical framework

Social Judgment Theory suggests that knowing a person's attitudes on subjects can provide you with clues about how to approach a persuasive effort. Created by Sherif and associates, the theory focuses on peoples' assessment of compelling messages (Bajaj, 2017; Aghakhani & Main, 2019). Research using this theory has often focused on cognitive processes, but there are numerous implications for communicators seeking to persuade others. Social judgment theory proposes that people make evaluations (judgments) about the content of messages based on their anchors, or stance, on a particular topic message (Ramos Salazar, 2017). In addition to an individual's anchor, each person's attitude can be placed into three categories. First, there is the latitude of acceptance, which includes all those ideas that a person finds acceptable. Second, there is the latitude of rejection, which provides for all those ideas that a person finds unacceptable. Finally, there is the latitude of non-commitment, which includes plans for which you have no opinion you neither accept nor reject these ideas. The literature and much empirical evidence hold that the advertisers and their advocates are engaged rigorously in the three types of deception when creating product awareness (Krafft & Saito, 2015). In most settings, the ability to measure deceptive advertisements requires a more detailed assessment of the incidence information (on ads, product quality, and inventories), which is challenging to conduct when using a survey (Teng et al., 2015).

In this regard, this theory is essential to this paper as it explains how residents of Ilorin critically justify cosmetics advertisements before they take action to buy the product. The advertiser might have employed some false elements in the advert's content which would make the consumers inquisitive about the credibility of the cosmetics products, hence, prospective customers will not subscribe to the false claims of such adverts. Deceptive advertisements cannot convince prospects to exercise their purchasing decision on cosmetics products since the main intention of such advertisements is to mislead and misrepresent ideas. Claims about the benefits of such cosmetics products are sometimes misrepresented; therefore, the deception in the advertisement will affect the purchasing decisions of prospective consumers.

RESEARCH METHOD

A descriptive survey method was adopted for this study and the population comprises residents of Ilorin West Local Government of Kwara State. According to the National Population Commission (2015), the 2006 census indicates that the total population of Ilorin West is 364,666; hence, the total population is 364,666. The determination of the sample size in this research follows the established tradition in social sciences, which sets a 95% confidence level as the benchmark (Krejcie & Morgan, 1970). In line with the recommendations of Krejcie and Morgan (1970) for determining the sample size in research, the sample size for this study has been set at 382. A systematic sampling technique was used to collect data from respondents from Surulere, Agbo Oba, and Adewole areas in Ilorin West, Kwara State. In selecting the respondents, the researcher decided to choose 150 respondents, 50 respondents were selected from each area; Surulere, Agbo Oba, and Adewole to give an equal chance to the number of respondents selected for the study. The justification for using this sample size figure is to allow the researcher to select the required individuals who use cosmetics products and to gather reliable information from them.

More so, two factors informed the selection of these areas for study. The first factor is the level of education of residents of these areas and their extensive exposure to commercial activities since these areas are close to various modern markets like Oja Tuntun market, Mandate market, Surulere market and other local trading in the areas. The main data collection instrument for this study is a self-administered questionnaire. The questionnaire comprises two parts: Section A and B. Section A is embedded with respondents' bio-data to elicit responses on demographic details while Section B is concerned with questions relating to the research questions. Lastly, the questionnaire was designed on Five point Likert scale in series as SA= Strongly Agreed, A= Agreed, N= Neutral, D= Disagreed and SD Strongly Disagreed as this would allow consistency and accuracy. The method of data collection for this research work was a face-to-face or interpersonal administration of questionnaire by the researcher. The researcher sought the consent of the selected respondents and distributed the questionnaire for immediate or later collection depending on the respondents' disposition. To ensure the validity of the instrument, a pilot study was conducted before the commencement of the investigation to enhance the validity of the research instrument. To ensure the reliability of the instrument test of re-test method was employed. With this, the suitability of the questionnaire was ascertained and inadequacies were rectified. However, the data collected were coded and analyzed using the Statistical Package for Social Sciences (SPSS) version 25. Results were presented in frequency and percentage counts.

RESULTS AND DISCUSSION

Table 1. Demographic Characteristics of the Respondents

Respondents' Demographic Profile	Frequency	Percentage
Age		
Under 18 years	9	6%
18-25 years	45	30%
26-30 years	23	15%
31-35 years	47	31%
36 years and above	26	17%
Total	150	100%
Gender		
Male	66	44%
Female	84	56%
Total	150	100%
Occupation		
Civil Servant	63	42%
Trading	24	16%
Artisan	13	9%
Private firm employee	46	31%
Unemployed	4	2%
Total	150	100%

The age distribution of the respondents is presented in Table 1. Analysis revealed that 6% of respondents are under 18 years, 30% are aged 18-25 years, 15% are aged 26-30 years, 31% are aged 31-35 years, and 17% are 36 years and older. All age brackets were provided equal opportunity; however, the majority of respondents fell within the 18-25 and 31-35 age ranges. This indicates that respondents possess sufficient maturity to comprehend deceptive advertising in cosmetic products. It was found that 44% of respondents were male, whereas 56% were female. This indicates that females constituted the majority of the respondents. The respondents' occupations include 42% as civil servants, 16% engaged in trading, 9% identified as artisans, 31% employed in private

companies, and 2% unemployed. This indicates a moderate number of respondents within the specified occupation in Ilorin metropolis.

Research Question 1: How often are Ilorin consumers exposed to deceptive advertising?

Table 2. Consumers are exposed to deceptive advertising

Item	Frequency	Percentage
How often do respondents see or hear deceptive advertising?		
Everyday	25	16.7
Sometimes	45	30
Weekly	80	53.3
Total	150	100
How many times a week do respondents come across deceptive advertisements?		
Just once	24	16
2 per week	83	55.3
3 per week	43	28.7
Total	150	100
Platform Do respondents see or hear deceptive advertising?		
Radio	22	14.7
TV	15	10
Billboard	9	6
Social media	73	48.7
Flyers	12	8
Newspaper/Magazine	1	0.7
Blogs	18	12
Total	150	100
How can you rate your exposure to deceptive advertising?		
Very High	24	16
High	46	30.7
Moderate	70	46.7
Low	5	3.3
Very Low	5	3.3
Total	150	100

Table 2 shows that the majority of respondents (80 persons, 53.3%) face misleading advertising every week. 45 respondents (30%) notice misleading advertising sometimes, whereas 25 respondents (16.7%) face it regularly. This suggests that misleading advertising is a typical occurrence for most individuals, especially every week. The majority of respondents, 83 persons (55.3%), report seeing false adverts twice a week on their preferred platforms. Furthermore, 43 respondents (28.7%) view these adverts more than twice a week, while 24 respondents (16%) see them just once each week. This demonstrates that fraudulent adverts are often found on various sites. Furthermore, social media is regarded as the main medium via which the majority of respondents encountered misleading advertising, with 73 respondents (48.7%) citing it as the most prevalent source. This is followed by radio (22 respondents, 14.7%) and blogs (18 respondents, 12%). Traditional media, such as newspapers and magazines, are the least prevalent platforms, as noted by just one responder (0.7%). However, question 4 reveals that the majority of respondents (70%) rank their exposure to misleading advertising as moderate (46.7%). This is followed by high exposure (46 respondents, 30.7%), and very high exposure (24 respondents, 16%). Only 5 respondents, or 3.3%, evaluate their exposure as low or extremely low.

Research Question 2: What is Ilorin consumers' perception of deceptive advertising?

Table 3. *Consumers' perception of deceptive advertising*

Items	Frequency/Percentage (%)					Total
	1	2	3	4	5	
	F/ %	F/ %	F/ %	F/ %	F/ %	F/ %
Deceptive advertising exaggerates benefit claims that a product or service can achieve realistic results.	94/62.7	15/10	8/5.3	32/21.3	1/0.7	150/100
Deceptive advertising using images or video to claim a product or service	135/90	0/0	2/1.3	13/8.7	0/0	150/100
Deceptive advertising comparing a product or service to a competitor in an unfair way	89/59.3	26/17.3	5/3.3	20/13.3	10/6.7	150/100
Deceptive advertising utilizes fake endorsements of celebrities to promote goods and services	140/93.3	1/0.7	1/0.7	7/4.7	1/0.7	150/100

The findings presented in Table 3 illustrate the analysis of consumers' perceptions regarding misleading advertising. A significant finding emerged, indicating that a majority of participants, specifically 94 individuals (62.7%), concur that deceptive advertising tends to exaggerate the benefits being claimed. A total of 32 respondents (21.3%) expressed strong agreement, providing additional support for this finding. A significant portion of respondents, 135 individuals (90%), concur that misleading advertising employs images or videos to assert claims regarding products or services. Furthermore, 13 respondents (8.7%) express strong agreement with this statement. A significant majority of respondents, totalling 89 individuals (59.3%), concur that deceptive advertising entails making unfair comparisons with competitors. A total of 20 respondents (13.3%) expressed strong agreement with this statement. A substantial majority of participants, 140 individuals (93.3%), concur that misleading advertising employs counterfeit celebrity endorsements. Furthermore, 7 respondents (4.7%) expressed strong agreement with this statement.

Research Question 3: How deceptive advertising influenced Ilorin consumer purchase decisions?

Table 4. *Deceptive advertising influences consumer purchase decision*

Items	Frequency/Percentage (%)					Total
	1	2	3	4	5	
	F/ %	F/ %	F/ %	F/ %	F/ %	F/ %
Deceptive advertising discourages respondents from buying cosmetics products	51/34	9/6	14/9.3	75/50	1/0.6	150/100
Deceptive advertising makes me to stop believing in the claims of the advertisers in cosmetics products	50/33.3	7/5	13/9	77/51.3	3/2	150/100
Deceptive advertising makes me make further enquiries from users of cosmetics products before I purchase it	99/66	2/1.3	5/3.3	44/29.3	0/0	150/100
Respondents stopped using some cosmetics products due to their deception	82/55	3/2	7/5	57/38	1/0.6	150/100

Results from Table 4 showed an analysis of how deceptive advertising influenced Ilorin consumer purchase decisions. It was revealed that 51 individuals (34%), agree that deceptive advertising discourages them from buying cosmetics products. This is further supported by 75 respondents (50%) who strongly agree. The table also showed that 77

individuals (51.3%), strongly agree that deceptive advertising makes them stop believing in the claims of the advertisers in cosmetics products. Additionally, 50 respondents (33.3%) agree with this statement. More so, most respondents, 99 individuals (66%), agree that deceptive advertising makes them make further enquiries from users of cosmetics products before they purchase them. This is supported by 44 respondents (29.3%) who strongly agree. However, a significant majority of respondents, 82 individuals (55%), agree that they stopped using some cosmetics products due to their deception. Additionally, 57 respondents (38%) strongly agree with this statement.

Discussion of Findings

The study of the survey data yields important conclusions about the impact of misleading advertising on customer purchasing decisions. The survey revealed that the majority of respondents see misleading commercials regularly, indicating a high frequency of exposure to such advertisements among them. Social media is identified as the predominant venue where respondents encounter misleading ads, followed by radio, blogs, newspapers, and magazines. The prevalence of social media as a medium for misleading advertising underscores the need for appropriate rules and oversight of online advertisements across diverse companies. The poll indicates that the majority of respondents find misleading advertising to be both widespread and repeated, potentially influencing consumers' beliefs and behaviours cumulatively. The majority of respondents judge their exposure to deceptive advertising as moderate, suggesting that consumers recognize the misleading character of several adverts, potentially affecting their overall confidence in advertising. The findings did not refute Spears (2014), who asserted that misleading advertising also manifests as inconsistencies in stated facts. The survey reveals consumer perceptions regarding deceptive advertising, indicating that such practices often involve exaggerated benefit claims, misleading images or videos, and unfair comparisons with competitors. Furthermore, deceptive advertising employs fraudulent celebrity endorsements. This aligns with Faerber and Kreling (2014), who asserted that employing tampering tactics in advertisements to capture consumer attention may be detrimental to the audience. The widespread and recurrent characteristics of misleading advertising, along with the adverse views of consumers, indicate a substantial impact on purchasing choices. Frequent exposure to deceptive advertising tends to foster scepticism toward advertising claims overall among consumers. This scepticism may result in diminished trust and confidence in marketed products and services, thereby influencing purchasing decisions. Exaggerated claims, misleading visuals, unfair comparisons, and fraudulent endorsements can generate unrealistic expectations, resulting in consumer dissatisfaction and possible backlash against brands. This aligns with Sheehan (2013), whose study found that consumers responding to false or misleading advertising are likely to incur emotional and financial losses.

Moreover, it was observed that deceptive advertising discourages Ilorin customers from buying cosmetics products. The level of deception is extremely high hence, consumers of cosmetics products in Ilorin don't rely on the advertisements of cosmetics products as deceptive advertisements make them make further enquiries from users of cosmetics products before they purchase them. More than an average number of the respondents stopped using some products due to their deception. This is about Parguel et al. (2015); and Faerber and Kreling (2014) whose study discovered that the reaction of the consumer is based on the service that they get. If consumers come across misleading marketing practices, they are likely to be disappointed. Consumers may switch completely away from the brand. Many consumers have circulated negative word-of-mouth about their bad experience with a product. For marketers and advertisers, these findings

underscore the importance of ethical advertising practices. While deceptive advertising may generate short-term gains, it can harm brand reputation and consumer trust in the long run. Marketers should focus on transparent and truthful advertising to build and maintain consumer trust. Regulatory bodies also need to enforce stricter guidelines to curb deceptive advertising practices and protect consumers.

CONCLUSION

The study concludes that a considerable portion of respondents encountering deceptive advertising every week is evident that such advertising practices are not only widespread but also deeply ingrained in the social media landscape. The high frequency of exposure underscores the necessity for both consumers and regulatory bodies to be vigilant about the veracity of advertising content. Social media has been identified as the primary platform for deceptive advertisement and raises concerns about the regulation and monitoring of online advertisements. The dominance of digital platforms in disseminating deceptive content highlights the need for enhanced oversight and stricter enforcement of advertising standards in the digital realm. The study recommended that;

1. Advertisers should reflect the advert's message by properly analysing the psychological effect of deceptive advertisements on the prospects.
2. Advertisements should be devoid of the use of misleading information, price claims, product bonuses, endorsements which can discourage the buying behaviour of cosmetics users.
3. Cosmetics products should be reliable for consumers as the law of one user tells 10 can promote and demote the product.
4. Creative department of averments agency should ensure they present their commercials without exaggeration.

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