

Tourists perceive marketing deception through the promotional mix

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Abstract

This study comes to identify the range of tourist's perception to marketing deception which practices from travel and tourism companies operating in Jordan through the promotional mix elements that include (advertising , propaganda , sales promotion , public relations , personal selling) . And know how tourists accept this deception when they make tour , and the study results , There is a strong relationship has a statistical significance between of each promotional mix elements (advertising , sales promotion , personal selling) and the tourist's perception of marketing deception , .and There is a weak relationship has a statistical significance between the variable of public relations and the tourist's perception of marketing deception . and There is a medium relationship has a statistical significance differences between the variable of propaganda and the tourist's perception of marketing deception . Finally There were differences have a statistical significance in the impact of all promotional mix elements to the tourist's perception of marketing deception, according to the variation of each of (sex , age , educational level , income average).

Key words: deception, tourist perception, travel and tourism companies



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INTRODUCTION

Marketing activities of the compares have been widened to get an important place in the modern economic business marketing thought has been developed greatly a social responsibility as an inevitable result for the developed of the philosophies and movements that protect the consumer in addition to caring about the elements of environment and human resources.

The idea of marketing morals which are connected with the social responsibility is based on the necessity of considering the ethical attitudes in the marketing practices in addition to the necessity of the balance between the paradoxical interests represented by the profit and the interest of the community to achieve the consumer's satisfaction and his loyalty as well pride Ferrell 2003.

The marketing ethics of the companies and the tourists perception of marketing deception is important nowadays the non ethical practices the tourist is exposed to becomes of the absence of the tourists basic rights and the practice of tricks through the multi commercials done by the travel and tourism agencies this topic has become a crucial issue which should be taken into consideration.

By such agencies when putting forwarded the commercial plans and ducking the suitable marketing and non marketing decisions the marketing deception has accepted a prominent spot within the resoled economic social and political issues in the conferences and dilates it attracted the concern of the writers and researchers in the industrialized countries becomes such countries consider carefully the consumer's right while making decisions unfortunately this issue is not concerned with by the developing counties becomes of the non activated legislations that protect the consumer which in a way or another seduced such agonies to have non ethical practices aiming at deceiving the consumer in all marketing domains this reflected badly on the relation of the consumers with such agencies resulting a big loose of dents and reputation in the marketing.

This study deals with the non ethical practices alone by the travel and tourism agencies in Jordan in deceiving the effect on the tourists perception for such practices as result the effect of on the tourists relation with the tourism agency and its reflection on the fame of agency and it validity in the market.

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PROBLEM OF THE STUDY

There are lots of non ethical marketing Practices done by travel and tourism Agencies causing the tourists non satisfaction whomever perceiving it resulting the loss of client and fame in the market for such agencies this study is different from the previous of propaganda mixture because it is concerned with its function this helps to identify most deceptive marketing ways and its effect on the tourists behavior.

OBJECTIVES OF THE STUDY

The objectives of the study include the following:

- Studying the level of the tourists perception for the non ethical practices marking dictation by travel and tourism agencies that are connected with the propaganda mixture adverts commercials sales promotion public relations personal sales.
- The extent of the tourists acceptance for marketing deception on while having the tourist tour.
- Is there deference in the tourist's Perception of marketing deception in general attributed to the demographic variables sex age income academic level.

SIGNIFICANCE OF THE STUDY

The study is significant according to the following:

1. It identifies the non ethical practices which are related to the elements of propaganda mixture to which the tourist is exposed and its effect on the consumer's future decisions in dealing with travel and tourism agencies in addition identifying the reflection of such practices on the market.
2. It contributes in increasing the consumer's awareness for the deceptive practices in different marketing domains which helps in increasing the client ability to uncover the deception and improve his right purchasing decision making.

LITERATURE REVIEW

It includes the principles and values that judge the behaviors manners and the decisions of the individuals and groups as a proof for the right way of behaving in facing dilemmas and troubles in this respect it must be distinguished between the moralistic behavior and the legal one in decision making the moralistic behavior in clouds the principles and the personal values whereas the legal one reflects the social values and rules that are within work of judges this distinguishing between these two behaviors leads to discriminate between what is legal and moralistic and legal and non moralistic from one side and illegal and moralistic and illegal and non moralistic from the other side the personal judging on such behaviors plays a big role in accepting refusing or punishing the behavior for examples limiting high wages for the doctors services for the patients is just accepted and not being questioned for in our communities whereas in of the a court in a western community may consider such practice illegal and might delete it the non ethical behavior practiced by the businessmen made different communities a study about the ethical crimes done by the white collars employees found that 90% of them practices such crimes moreover the workers in the public institutions are mostly practicing such behaviors more than those in the private sector in fact the companies of advertising commercials and the owners of car agencies are the most ones in having non ethical practices in there activities Thomas Michael 2002 this low level of ethical behavior is attributed to the variant common values in the communities to words the behaviors of the individuals this case is different among communities according to their different cultures.

The concept of ethics and marketing

Since the first process of selling in history the two parts used to consider great profits whether by working hard or other ways over years it is still the main concern for administrative theory becomes the concepts of marketing and profits which made a big revolution and changing in the managers businessmen's and marketers thoughts and opinions for instance having other criteria for success such as social responsibility that implies in order to achieve the interest of the community as having health services educational sport and cultural (Tidball 1988)..

In the age of globalization digital economy severe competition information technology progress and the increase of product and service options make the consumer more complicated which makes satisfying

him a challenge for the current stage of time what makes thing more complicated is some of marketing deception in different ways for achieving quick profit but sooner the consumer reveals such tricky practices and leaves it out causing a setback for those marketer to lose their market portion and position and lose their work with their completions. (Zeithaml & Valarie, 2003)

When were the consumers awareness about such tricks and non ethical practices increase the companies pay for their work for long term some marketers try to maximize the short learn bentest thong tricks without considering the long term result in this small village world.

Ethics are considered a basic element in the community having the guiding and discipline role on the personal and the social levels all heaven messages focus on moral and good dealing with other in play Quran god considers man this represented on earth to be committed to all responsibilities with his morals Islam gives morals a big role in building up good social relations prophet said that the was given his heavenly message to inform all people of good morals and to be their ideal morals have the role in changing the individual's behavior which is the main in this world ethic concept in the pivot world of business holds lots of implications deontology itself includes human behavior rules according to wrong and right what is acceptable and what is not some specialists and researchers might disagree in the definitions of ethics according to shop and method but they all agree on the essence of ethics for example George (George & Kaler, 1993) defined the business ethics as the issues of what should or shouldn't be done for achieving different kinds of business and of such behavior is good or not right or wrong.

Awa (1983) Defined ethics by transferring from levy brush as a science that deals with appreciation in dieting washing between good and worse the explained three different concepts for ethics.

A group of accepted orders in a period of time for a specific group of people the effort that leads to be that deals with the people's behavior aiming directly studying the behaviors that deal with those actions which are good or bad.

Also Muhammad Ali (1985) defied the ethics as a criterion for the behaviors of human beings that survive in communities and represented by behaviors that people judge as right or wrong and people get used to it to be familiar to them as inherited stereotype.

Marketing deception

Practical commerce is an exchangeable process including products and services that bring profit represented by a simple basic process selling and purchasing this is achieved by the daily practices in selling contracts if the seller uses the consumer's need or his ignorance of the real this price of the product by raising the price, Awa (1983) this is clear deception for the consumer in addition invalid food products and poisoned during should not be sold ethically the correct selling should respect the buyers freedom by not deceiving him and the price should relabeled on the product.

In the past they concerned with money deception by progeny but nowadays they imitate every time even the trade mark products which leads to fatal loss of the economy to ban such practices law and its application by force is not enough ethics are much more effective and valid and could control peoples deception not by punishment. (Sharif.1983).

People try to avoid marketing deception by handling their own inters by themselves transparency should be the main element Amory people in their dealing with each other in marketing it gives the participants in the exchangeable process a chance for accepting or refusing for any part of the deal resulting a way of avoiding being cheated in fact people who are deceived discover that very late to be come every angry and malicious and get bad impressions and attitudes in their purchase decisions. (Jaloc.1999).

For example where never presenting a product in the marketing there should be explanations about the characteristics of such product such behavior nothing could control it except for the professional ethics and the awakened conscious of the seller and his ethical responsibility twirls his community.

Hafez Abu Juma'a (2002) Considers the marketing deception as a marketing practice including a formation of negative impression personal judging topic a product price propaganda and place of delivering this might result the consumers incorrect decision censing a damage for this interest in a way or another the consumer has become more aware of what is going on around him still he exposed to marketing deception in deferent invisible ways resulting incorrect purchasing decision.

Some marketing think that they won't achieve profit winless the deceive which is a short tern sight becomes the consumer might be deceived but not so long.

As being mentioned earlier this study is concerned with the study of the non ethical deceptive marketing practices in all elements of commercial mix adverts propaganda public relation sales promotion personal sales all marketing deception domains are explained from the consumers perspective.(Brennan, 1998).

Deceptive practices though marketing mix

Marketing deception practices through the product

1. Third mark that in clouds the use if a similar trade mark of the original famous are which the consumer bys thinking it's the real one which appears in small not clear letters to mislead the consumer wake (Adidas which is written as adobas) as it is know in business world the trade mark is considered an important marketing strategy that enjoys a legal production.
2. Weight size and container the container is the visible image of the outside apparent shape of the product which is the attracted part to the consumer this container plays an important role in the modern marketing strategy which is considered by specialists as a selling silent man attracting the consumer sometimes such container might be badly designed which distort its content in particular those food products which are net in harmony with the consumer social environment as pulling images and mottos that volte the beliefs of the community or the ground morals in adoption the container might be designed of very expensive materials that highly reflects an its price such as containers of perfumes and personal caring products which are in some cases do not get along whit the climate of selling areas as the gulf countries which badly effect the food products as for waiting the total weigh on the container some marketing mislead the consumer food products as for waiting the total weigh on the container some marketing mislead the consumer by writing the total weigh in big letters and the net weight in small letters that can't be read moreover some marketing also decrease the amount of the container weigh without changing its is.(A bed, G.T,1998).
3. Quality some products do not include its quality and ingredients becomes it might have low and bad food value cause some skin diseases as in changing the technical quality of the product to cover some short comings of in decreasing the expense where nothing motioned about causing skin rash some products are shown as having the quality mark while being low quality product in addition the deception might be through computer sells when the consumer fails to know what is inside the close box until it needs maintenance to discover that all its pieces are cheap of bad quality.
4. Labeling it is supposed that all product information should be clearly wanton on the label to give the consumer a change to understand everything about the food product such as percentage of fat protein salt calories and things alkie in addition each container should include the exact weigh and the exact prices as well.(Pride & Ferrell ,2003).
5. Velocity expiry date might be put when the original date is invalid or near to be invalid by changing the date label this kind of cheating might be fatal especially in food products which leads to for poisoning and death.
6. Designing the product and mentioning the industrial country cheating might be by writing cheating might be by writing for example made in Germany and it is in another country such as electrical and electronic sets and car extra tools sometimes a phrase like Japan mode but not Japan made which misleads the consumer.
7. And pulls new 25 attracted information modernizing the container might be changed to let the consumer think that the product is now and better than the old anis to gain more price such as the containers of milk toothpaste and even cosmetics (Pride & Ferrell (2003).
8. Guarantee and post selling services it is a grantee offered by the market to the bowyer by providing especial services or maintenance for product the seller deceives by decreasing the grantee period of time or covering some parts of the device as in the mobiles where the battery or the screens are not guaranteed in maintenance.

Marketing deceptive practices in the price

1. Putting high price on the product to let the consumer think that the product has high quality but in fact it is not for example when the consumer bys two TV device and one set has higher price

where as the consumer know nothing about the quality of such devices making him think the higher price means higher quality which leads to in correct purchase decision.

2. Decreasing the product price that is valid or near to be in valid in particular the food products.
3. Selling the product in high price as it is made in a famous industrial country which is not true this deception attracts consumer's ignorance.
4. Making illusive sales or discounts by decreasing the high prices of the product which is deceptive.
5. Making a sale tax on some products by using the consumer's ignorance the seller increases the original tax of the country as in service places like restaurants. (Awad, 2002).

Marketing deceptive practices in distribution

1. The marketer cuts down the prices of the inconvenient stored products to get rid of it without considering the consumers health becomes such products might poison the people or cause them diseases especially the food products.
2. The marketer delivers the product door to door but such products might not be according to the standards a greed up on and in such way the consumer has to accept it whatever it is.
3. The marketer asks for embarrassing personal information about the consumer through the internet.

Marketing deceptive practices in advertising mix

Advertising deception

The communal announces about the seller is name and adders in addition to attracting the reader or hearer to see the advert advertising by posters mottos or by radios are legal whether it is art of funny but it should not arouse instincts of people or violate the traditions or norms becomes it print an everlasting impression in the consumers mind and takes away the trust and reliability in such products and ages down with general taste.

There are different ways used in deceiving the consumers in the adverts one of them is focusing on sense of humor shabbier and twits conducted a study in which adverts were assented to find 73% of them used marketing deceptive methods 75.5% of such deceptive adverts used sense of humor a way to conceal deception in order to mislead the probable clients become as it is know the joke takes away the humans regulations and the marketers effectively use this the findings indicated that all kinds of sense of humor are used to deceive the consumers. (Shabbir, H, & Thwaites D , 2007).

(Pakard, 1980) Indicated that the advertised companies depend in its adverts on three assumptions:

1. The consumer does not know what he wants.
2. The consumer doesn't tell the truth about what he desires or not.
3. The consumer is not rational in his marketing behavior.

(Gryser, 1972)Points out that negative social effects resulting from the misleading adverts including:

1. Increasing of the general taste in particular in TV and radio adverts that lack of the originality in the content and the creativity in the text.
2. Forming desires and ambitions for the consumer of which he could not afford which leads to instability in his social life.
3. Manipulating with the consumers emotions which encourages him to have incorrect buying decisions.
4. Getting bored of the repletion's and overacting of the advert that leads to abandoning the advertised product.

The childhood might abused by such adverts of children products that are not recessing or beneficial but the parents find themselves obliged to offer it to their children a study conducted in Jordan showed that there is weakness in focusing on the content of the children such adverts use the children innocence to press on the parents to buy it resulting a shake in the family budget the study conducted by the commercial ethics indicated that about.

As a result there are some bad effects of the adverts which are:

1. The consuming advert mostly offers in sufficient information which leads to incorrect buying decision making.
2. Overacting in using the advert leads to more expenses.

3. The commercials might create consuming desires which the consumer cannot handle leading to social life instability.

Commercial deception is carried out through the following practices.

The extent of having an evidence for the validity of the advert message content the extent the velocity of the impression taken by the individual about the advert message of the advert message for the consumers ability in analyzing and commenting.

The extent of the clarity of the advert in misleading or whether such adverts in clued misleading information aiming at forming wrong impressions. (Smadi, 2002).

Deception through personal selling and sales promotion

The commercial pressure and methods used by the trade markets to attract the clients and consumers to again their money not to be taken by other markets by using the marketing deception related to granting gifts and rewards to the marketers through festivals this method is considered useless becomes such rewards don't get along with the buying bills paid for the shop owners in those markets in addition such festivals cause crowding before such gift distribution centers among men and women that demands long waiting hours before such centers by the customers to take those gifts which are mostly from bad quality ingredient. (Musabbah 0.2002).

Marketing deception practices could be achieved in selling and sales promotion in different shops as follows:

1. Concealing important information purposefully or purpose fully that if the consumer know he might have another different buying decision like dangers of heavy misuse of the product or details of guarantee insurance etc.
2. Providing the consumer by wrong and lineal information about the product such as the made country the hypo ethical age for the product or the availability of the extra tools of the product.
3. Illusive contests for encouraging the consumers in which he might hold extra expenses to buy unnecessary products but to gain the contest reward whereas such contest is controlled by the market like collecting ingredient is not originally available or hewing a real tough term for winning etc.
4. Advertising a product in a very cheap price to attract the consumer to the shop then he discovers that the advertised product has been run out butler there is chance for buying another product and the sale was illusive.
5. Spreading selling spots in the streets and on the banks especially in feasts to make the consumer think that price is low in by different products that are not made according to the selling standards. (Musabbah 0.2002).

Marketing deception practices through public relations

The tourism agencies nowadays work in very competitive environment become of the social and economics tuitions therefore it needs the services of the public relations to be its effective marketing agent those public relation workers have a big role in trade and general works and the assured that the comities as well its is assured that the public relations are not only representative of company to the public audience but also to the general sector therefore such public relations people should help the employees to understand the public obedience attitudes towards the company.

The role of public relations is really crucial and critical and in order to have general successful relations in the non ethical marketing practices that destroy the fame of the company. (Grunig& hunt: 1984).

Why do ethics have a relation with public relations? In the domain of public relations there should be morals values validity loyalty straightness transparency respect justice and accurate communication such things are not agreed upon by all workers in public relations.

Historically a general perspective of people is connected with those in public relations of having non ethical practices and in correct and misleading messages to the consumers.

Some critics pointed out that ethics are not found in public relation a context becomes their practices are kinds of manipulations misleading convincing and propaganda.

Marketing deception practices in propaganda

Ian cook defined the propaganda as a kind of communications used to change the consumers way of thinking of to modify the consumers behaviors in most cases it is difficult to identify exactly what

propaganda means to people many modern methods imply that propaganda does not necessarily mean purposefully manipulation on the consumers but making propaganda campaigns are done without justifications (Taylor, 1995).

Noam Chomsky and Edward Hermann in their propaganda models assured that the only purpose of propaganda in mass media is companies manipulation to sell its products they considered such manipulation in the press is the highest non ethical behavior bribing some journalists and news reporters to shed light on some company counting on lies and distortion manipulation and misleading in the directed propaganda messages by the company through different mass media as commercials for a product or service are all considered forms of misleading and deception.

Propaganda kinds in clouding misleading practices are:

Black propaganda this one works on provoking the instincts emotions and using lies and fantasies without revealing its sauces attitudes or targets for example the secret radios rumors whispering campaigns and writing in news papers in non real names in addition identified publication.

Grey propaganda which is smarter than the black one and more dangerous as it is based on facts that could not be arranged lies that could not be discovered by the reader who can't easily uncover its misleading and deception. (Judt, 1998)

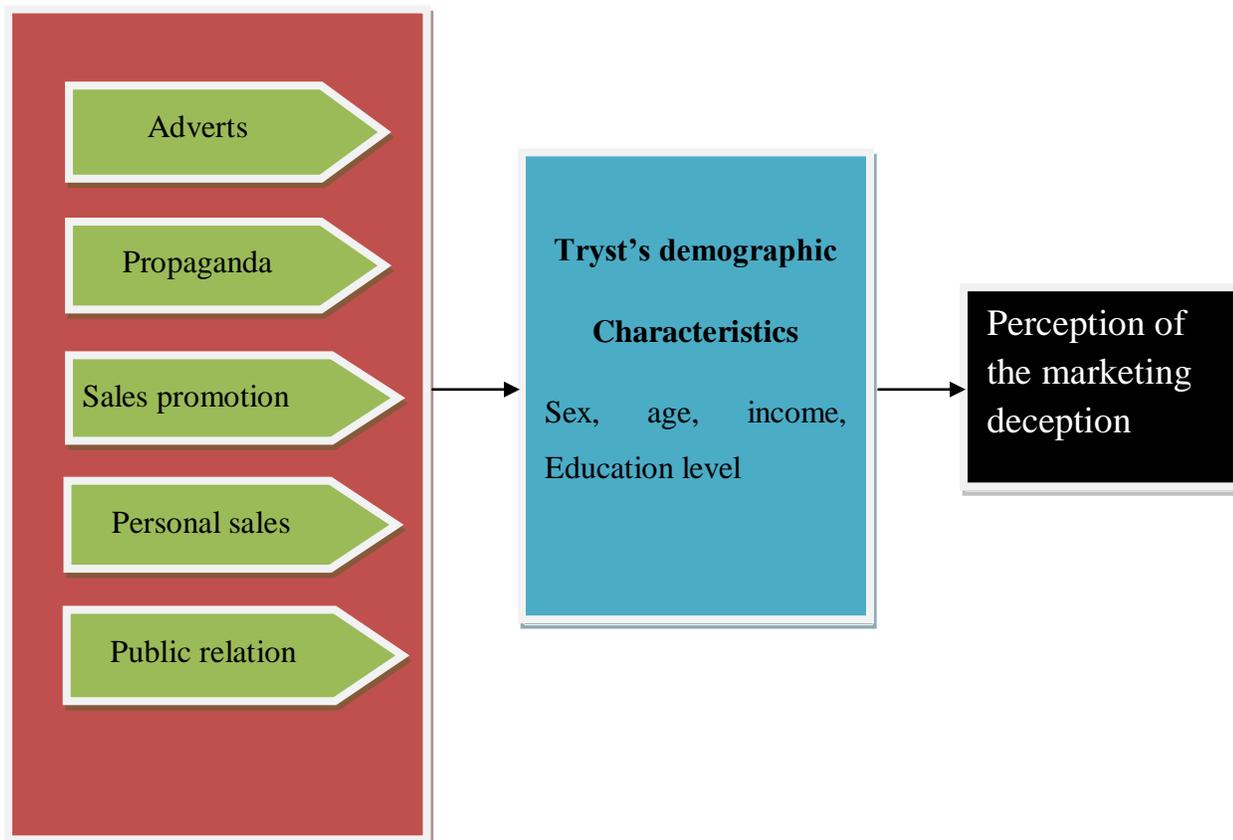
METHODOLOGY OF THE STUDY

The study model

Independent variables

Mediating variables

Dependent variables



Population and Sample of the study

Population of the study it consists of the all nationalities tourists visiting Jordan.

Sample of the study it random Sample of the tourist who visit Jordan.

A questionnaire is delivered to those participants 350 question are delivered and 316 were gathered.

Data collection

The study has the following ways in data collection.

1. Secondary data: the books periodicals previous studies published research papers that are related to the of the study have been reviewed in order to put the hypothesis of the study and to develop the instrument of the study have been reviewed in of the study in addition to the build up the theoretical back ground.
2. Primary data: The questionnaires used to collect primary data to achieve the objectives of the study 400 questionnaires were delivered to the tourists 361 are taken back 45 are extra dated because of its invalidity for data analysis only 316 are valid for analysis.

Hypotheses of the study

First main hypothesis

H1. There is a statistically significant relation between the Promotion mix elements (advertisements, propaganda, sales promotion, public relations, personal sales) and the tourists perception of the marketing deception

Sub Hypotheses

H1A: there are statistically significant differences between advertisements' and tourist's perception of marketing deception.

H1B: there are statistically significant differences between personal sales and the tourists perception of marketing deception.

H1C: there are statistically significant differences between public relations and the tourists perception of marketing deception.

Second main hypothesis

H02. There are no statistically significant difference in the effect of Promotion mix elements on the tourists perception of the marketing deception according to its demographic characteristics sex age income academic level.

Sub Hypotheses

H2A: there are statistically significant differences the tourists perception of the in marketing deception attributed to his community demographic characteristics sex age income academic level hypothesis:

The following sub hypotheses are originated from the above second main hypothesis.

H2A: there are statistically significant differences in the tourist's perception of marketing deception attributed to the tourist's sex.

H2B: there are statistically significant differences in the tourists perception of marketing deception attributed to the age of the tourist.

H2C: there are statistically significant differences in the tourist's perception of marketing deception attributed to the tourist's income.

H2D: there are statistically significant differences in the tourist's perception of marketing deception attributed to the tourist's academic level.

Validity and reliability of instruments of the study

Instruments of the instruments of the study

To verify the apparent validity of the instrument of the study a jury of specialists in marketing has been consulted to give the right modifications some times of the questionnaire have been modified and some have been deleted according to the comments of the jury.

Methods of data analysis

After collecting the questionnaires from the participants the researcher checked them up and computed the data to analyze it by using the SPSS for social science in order to achieve the following tests:

- Descriptive statistics: frequencies and percentages for measuring the demographic data of the participants were done in addition the means and the standard deviations of the participants answers were done too.
- Pearson correlation test was done to know the direction and strength of the relation between the independent and dependent variables individually or together.
- T - test was also done to know whether there is a statistically significant relation between each variable of the independent variables and the dependent one.

- F - test was done to know whether there is a statistically significant relation between all the independent variable and the dependent variable.
- Past comparison analysis test Schaffer was also done to identify the reference of the differences between the means.

DISCUSS THE HYPOTHESES OF THE STUDY

Hypotheses of the study

H1. There is a statistically significant relation between the Promotion mix elements (adiverts, propaganda, sales promotion, public relations, and personal sales) and the tourist’s perception of the marketing deception.

Table (1)

Pearson correlation between Promotion mix elements and the tourists perception for the marketing deception.

Tourists perception for the marketing deception		
Commercial mix elements	Pearson correlation	562(**)
	Sig 2-tailed	000
	N	316

- *Statistically significant at (0.05) **Statistically significant at (0.01).

It is clear from table 1 that there is a statistically significant relation at the level $(\alpha \leq 0.05)$ which means there is a relation between the independent variable Promotion mix elements and the dependent variable the tourists perception for the marketing deception table also indicates that correlation is 0.562 which means a strong relation between the two variables therefore.

The alterative hypothesis is accepted and the null hypothesis is rejected this explains the tourists perception for the marketing perception practiced by the travel and tourism agencies for all Promotion mix elements.

The first Sub hypothesis

H1A. There is a statistically significant relation between the propaganda variable and the tourists perception for the marketing deception.

Table (2)

Pearson correlation between propaganda and the tourists perception for marketing deception.

Tourists perception for the marketing deception		
Propaganda	Pearson correlation	341(**)
	Sig 2-tailed	005
	N	316

- *Statistically significant at the reference level 0.05.
- **Statistically significant at the reference level 0.01.

Table (2) shows that there is a statistically significant relation at the level $(\alpha \leq 0.05)$ which means there is a relation between the independent variable propaganda and the dependent variable the tourists perception for the marketing deception.

It is also clear that person correlation is 0.341 which implies a medium relation between the two variables from the tourists perceptive there fore the alternative hypothesis is accepted and null hypothesis is rejected this reflects the tourists approval that there is a narration and the tourists perception of the propaganda deception.

Second Sub hypothesis

H1B. There is statistically significant relation between advertising and the tourists preemption of marketing deception.

Table (3)

Pearson correlation between advertising and the tourists perception of marketing deception.

Tourists perception for the marketing deception		
	Pearson correlation	534(**)

Advertising	Sig 2-tailed	025
	N	316

- *Statistically significant at the reference level 0.05.
- **statistically significant at the reference level 0.01.

Table(3) indicates that there is a statistically significant relation at the level ($\alpha \leq 0.05$) which means a relation between the independent variable advertising and the dependent variable the tourists perception of the marketing deception it is also clear that the correlation is 0.534 which means a strong relation between the two variables from the tourists perceptive therefore the alternative hypothesis is accepted and null hypothesis is rejected this reflects the tourist approval of the relation between the advertising about the tourism service and their perception of the marketing deception practiced by the travel and tourism companies.

The third Sub hypothesis

H1C. There is a statistically significant relation between sales promotion and the tourists prepetition of the marketing deception.

Table (4)

Pearson correlation between sales promotion and the tourists perception of the marketing deception.

Tourists perception for the marketing deception		
Sales promotion	Pearson correlation	409(**)
	Sig 2-tailed	000
	N	316

- * statistically significant at 0.05. ** statistically significant at 0.01.

table 4 shows that there is a significant relation at ($\alpha \leq 0.05$) which means there is a relation between the independent variable the tourists perception of marketing deception it is also clear that the correlation is 0.409 that means a strong relation between the two variables from the tourists perception there fore the alternative hypothesis is accepted and the null hypothesis is rejected this reflects the approval of the tourist that there is a relation between the activities of the tourism companies for activating its sales and the tourists perception of the commercial deception practiced by those companies.

The fourth Sub hypothesis

H1D. there is a statistically significant relation between public relations and the tourists perception of the marketing deception.

Table (5)

Pearson correlation between Public relations and the tourists perception of the marketing deception

Tourists perception for the marketing deception		
Public relations	Pearson correlation	200(**)
	Sig 2-tailed	005
	N	316

- *statistically significant at 0.05. **statistically significant at 0.01.

table 5 indicates a statistically significant relation at ($\alpha \leq 0.05$) which means a relation between the independent variable the public relations and the dependent variable the tourists perception of marketing deception it is clear also that person correlation is 0.200 that means a weak relation between the two variables from the perspective of the tourist there fore the alternative hypothesis is accepted and the null hypothesis is rejected this reflects the tourists approval of the relation between the public relations practiced by the travel and tourism companies and the tourists perception of the marketing deception practiced in this domain by such companies.

**The fifth Sub hypothesis **

H1E. There is a statistically significant relation between personal sales and the tourist perception of the marketing deception.

Table (6)

Pearson correlation between personal sales and the tourists perception of marketing deception.

Tourists perception for the marketing deception		
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Personal sales	Pearson correlation	467(**)
	Sig 2-tailed	000
	N	316

- * statistically significant at 0.05. ** statistically significant at 0.01.

table 6 shows that there is a statistically significant relation between the independent variable personal sales and the dependent on the tourists perception of marketing deception it's also clear that the correlation is 0.467 that means a strong relation between the two variables from the tourists perspective therefore the alternative hypothesis is accepted and the null hypothesis is rejected this reflects the tourists approval of the relation between the personal sales and his perception of the marketing deception practice directly by the men of personal sales who work at the travel and tourism companies.

The second main hypothesis

H02. There are no statistically significant difference in the effect of Promotion mix elements on the tourists perception of the marketing deception according to it demographic characteristics sex age in come academic level.

The first Sub hypothesis

H02A. There are no statistically significant differences in the effect of the Promotion mix elements on the tourists perception of marketing deception according to the different sex.

Table (7)

Means standard deviations and T-test for the effect the tourists deception practiced through Promotion mix with the different tourists sex.

	Sex	No	Means	St. deviations	Calculated value	Table t-value	Degree of freedom	Statistical reference
Promotion mix elements	Male	2/2	3.67	0.116	4.650	1.645	3/6	0.000
	Female	3.80	0.199					

It is clear from Table 7 that the calculated t-value is 4.650 which is bigger than (Table T-value) therefore the null hypothesis is refused and the hypothesis there are statistically significant differences in the effect of the Promotion mix element on the tourists marketing deception according to his sex this assures the statistical reference value which is 0.000 at the level ($\alpha \leq 0.05$) these differences are in favor of the females which is interpreted as the females are more accurate in their remakes and more capable in compulsion rather than males to perceive the marketing deception practiced nu the tourism and travel companies.

The second Sub hypothesis

H02B. there are no statistically significant difference in the effect of the Promotion mix elements on the tourists perception of marketing deception according to his age.

Table 8

One variable analysis tests the effect of the tourists perception of marketing deception variable through Promotion mix according to different age.

Age	Source	Total of squares	Degree of freedom	Means of squares	f-value	Statistical reference
Promotion mix elements	Between groups	0.771	2	0.385	19.013	0.000
	Within groups	7.135	314	0.20		
	Total	7.906	316			

One way ANOVA test was used table 8 indicated that the calculated f-value is statistically significant at the level ($\alpha \leq 0.05$) which means that there were statistically significant differences for the effect of the variable of the tourists perception of the deception practiced through Promotion mix in reference to the different age of the tourists.

After using Shaffer test table 9 indicated that there were differences between the age categories in fever of 46 years and more this means that most tourists coming to visit Jordan according to the statistics of the

ministry of antiquity are within the old age relatively and most of them are retired there fore their perception of marketing deception is bigger becomes of their previous experience in this case the alternative hypothesis is accepted and the null hypothesis HO is refused table 9 explains the results of Schaffer test.

Table (9)
Shaffer test result according to the demographic characteristics of the tourist age:

		Age	No	1	2
Promotion mix elements		25 and less	0		
		26-35	36	3.64	
		36-45	97		3.78
		46 and more	183		3.79

The third Sub hypothesis:

H02C: there are no statistically significant differences between the means one variant analysis was used. Result of one variant analysis test of the variable of the tourists perception of the deception practiced through Promotion mix according to tourists different income.

Table 10

One variable analysis test the effect of the tourists perception of marketing deception variable through Promotion mix according to different income.

Average of monthly Income	Source of variance	Total of squares	Degree of freedom	Means of squares	f- value	Statistical reference
Promotion mix elements	Between groups	0.445	3	0.148	6.975	0.000
	Within groups	7.461	313	0.021		
	Total	7.906	316			

After using one way ANOVA test table 10 indicated that the calculated f value was statistically significant at ($\alpha \leq 0.05$) which means that there were statistically significant differences for the effect of the deception practices through Promotion mix with different twists in come.

After using Shaffer test table 11 showed that there were differences between the average of monthly tourists income in favor of the income more than 500\$ therefore the alternative hypothesis HO is refused table 11 explains the results of Schaffer test.

Table 11

Results of Schaffer test according to the demographic characteristics the average of the tourists income.

		Average of the tourists income	No	1	2
Promotion mix elements		Less than 500\$	7	3.56	
		500-1000\$	54		3.74
		1001-5000\$	217		3.77
		More the 5001\$	38		3.86

The fourth Sub hypothesis

Ho2D: there are not statistically significant differences in the effect of Promotion mix elements on the tourists perception of marketing deception with reference to his academic level.

To explain the statistical differences between the means one variant analysis was used.

Table 12

Result of one variant analysis for the effect of the variable the tourists perception of deception practiced through Promotion mix with reference to different academic level.

Tourists academic	Source of variance	Total of squares	Degree of freedom	Means of squares	f-value	Statistical reference
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level						
Promotion mix elements	Between groups	0.189	3	0.063	2.865	0.037
	Within groups	7.717	313	0.022		
	Total	7.906	316			

After using one way ANOVA test table 12 indicated that the calculated f-value was statistical at ($\alpha \leq 0.05$) which means that there were statistically significant differences for the variable of the tourists perception practiced though Promotion mix with reference to different academic level.

By using Shaffer test table 13 explains differences between the academic level in favor of the B.A degree therefore the alternative hypothesis is accepted and the null hypothesis HO is rejected this could be interpreted the biggest experiment in tourism and buying tourism trips in addition.

To their high incomes therefore this kind of experience enables them to judge and perceive better the commercial deception practiced by the travel companies.

Table 13 explains the results of Schaffer test.

Table 13
Results of Schaffer test according to the demographic characteristics academic level.

Promotion mix elements	Academic level	No	1	2
	Less than B.A degree	130	3.75	
	B.A degree	136	3.80	
	M.A degree	35	3.78	
	PH.D degree	15	3.78	

FINDINGS OF THE STUDY

The study has come up with the following findings:

1. There is a strong statistically significant relation between the Promotion mix elements and the tourists marketing deception.
2. There is a medium statistically significant relation between the variable propaganda and the tourists perception of marketing deception.
3. There is a strong statistically significant relation between the variable advertising and the tourists perception of marketing deception.
4. There is a strong statistically significant relation between the sales promotion and the tourists perception of marketing deception.
5. There is a weak statistically significant relation between the variable of public relations and the tourists perception of marketing.
6. There is a strong statistically significant relation between the variable of personal sales and the tourists perception of marketing deception.
7. There are statistically significant differences in the effect of Promotion mix elements on the tourists perception of marketing deception according to his sex and the differences were in favor of females.
8. There are statically significant differences in the effect of Promotion mix elements on the tourists perception of marketing deception according to different tourists age and the differences were in favor of 46 years and more.
9. There are statistically significant differences in the effect of Promotion mix elements on the tourists perception of marketing deception according to the tourists different monthly income average in favor of the monthly in come more than 5001\$.
10. There are statistically significant differences in the effect of Promotion mix element on the tourist's perception of marketing deception according to different academic level in favor of the B.A degree.

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