Perception of Promotional Deception in Light of Islamic Marketing Principles
Case Study of Djezzy

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Abstract
This study aims to identify the level of consumer perception of promotional deception in light of Islamic marketing principles through a case study of Djezzy Telecommunications Company in Algeria, in light of the growing importance of ethical marketing practices and their role in building consumer trust and strengthening the relationship between the organization and its customers. To achieve the objective of the study, the descriptive-analytical approach was adopted, and a questionnaire was used as a tool for collecting data from the study sample. Their perception of manifestations of promotional deception and the extent to which promotional practices are consistent with Islamic marketing principles, particularly honesty, integrity, transparency, and justice, was measured. The results of the study showed [Here we insert the main statistical result obtained], and the results also demonstrated the importance of taking into consideration Sharia-based controls and values in promotional practices, given their role in limiting misleading practices and enhancing consumer trust. The study recommends the necessity of strengthening commitment to transparency and honesty in promotional messages and avoiding practices that may lead to misleading consumers, thereby contributing to achieving a balance between the organization's marketing objectives and its ethical responsibility toward consumers.
Keywords: Promotional deception; consumer perception.
JEL Classification: M31, M37, M14, D18.
Abstract

1. Introduction
The key to the success of any organization is linked to marketing science because this science works to understand customers' needs and desires and provides them with products that achieve the maximum possible level of satisfaction and gratification.
Marketing is therefore considered one of the tools for the success of organizations. In light of intensified competition and technological development, consumers have become exposed to marketing influences, including deceptive practices aimed at achieving immediate profit. Islam, with its eternal message, comprehensive systems, and inclusive rulings, has given considerable attention to trade by encouraging consumers to strive throughout the land for trade and seek a livelihood. Islamic Sharia has called for engaging in trade and acquiring wealth through it, as Allah the Almighty says: "O you who have believed, do not consume one another's wealth unjustly, but only [in lawful] business by mutual consent among you," and He also says: "Allah

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has permitted trade and forbidden usury." When the Messenger of Allah, peace and blessings be upon him, was asked about the best means of earning, he said: "A righteous sale and a man's work with his own hands." Here comes the role of Islamic marketing as a methodological and ethical framework that regulates marketing activity in accordance with the tolerant Islamic Sharia, with the aim of achieving a balance between economic profit and ethical commitment. Based on the foregoing, we pose the following question:

To what extent does commitment to the principles of Islamic Sharia contribute to reducing promotional deception practices?

In order to answer the main question, we formulated the following sub-questions:

What are the methods of promotional deception?

What is the relationship between promotional deception and Islamic marketing principles?

Is there a statistically significant relationship between promotional deception and the principles of Islamic Sharia?

We formulated the following hypotheses to provide an initial answer:

The methods of promotional deception in describing products are numerous.

The relationship between promotional deception and the principles of Islamic Sharia is closely connected.

There is a statistically significant relationship between commitment to Islamic marketing principles and promotional deception.

The objectives of this study are:

- To identify the concept of promotional deception and its forms.
- To shed light on the principles of Islamic marketing.
- To analyze the relationship between Islamic marketing principles and promotional deception.

The importance of this study lies in:

1. Highlighting the role of Islamic marketing principles in reducing deceptive practices toward consumers.
2. Increasing consumer awareness and explaining how to deal with deceptive practices.
3. Contributing to improving and building a market based on trust between producers and consumers.

2. Islamic Marketing

Definition of Islamic Marketing

It is a set of activities aimed at achieving general benefit for human beings and humanity. It is also defined as a set of ethical methods and activities that Islam calls for applying and adhering to, and using in the promotion of products and services provided by organizations to consumers.

2.2 Sharia-Based Controls for the Islamic Marketing Mix

The product is one of the essential elements of marketing activity. Islam has permitted production and the provision of what benefits human beings, while requiring compliance with Sharia-based controls that preserve the interests of society and prevent deviant practices (Ferqash, 2018).

Sharia-Based Controls Related to Price:

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Pricing from an Islamic perspective is based on justice and avoiding practices that harm consumers, ensuring that each party obtains its due right. Therefore, pricing practices should be conducted away from monopoly, collusion, and unlawful practices (Hazla, 2020).

Sharia-Based Controls Related to Distribution:

Distribution from an Islamic perspective is associated with meeting needs and achieving benefit, while taking into consideration the public interest and ensuring fairness in delivering products and services to consumers (Bassiouni, 2019).

Sharia-Based Controls Related to Promotion:

Promotion aims to introduce consumers to products and services, their characteristics, methods of use, and prices. Islamic Sharia does not prohibit promotional activity; rather, it regulates its practice in a manner that ensures honesty and clarity and avoids harming consumers or competitors. This makes promotion one of the fields in which the impact of commitment to ethical and Sharia-based values is clearly manifested (Nouri, 2021).

Deception in Promotion

Promotion is one of the principal tools that provides customers with information that helps them make appropriate purchasing decisions. It is also an effective means of educating and informing customers, which makes the possibility of deceiving and misleading the customer possible (Saad Hammad Abu Rumman, 2010).

It is also defined as providing misleading and inaccurate information that exaggerates the truth about the services provided, leading to incorrect purchasing decisions that serve the interests of the marketer (Mohamed, 2011).

The forms of deception in the elements of the promotional mix include (Hazem Rasheed Gaber, 2018):

1. Deception in Advertising

a. Advertising products with misleading and insufficient information.

b. Intensive advertising of certain products as an attempt to promote them in different ways, in order to encourage the customer to purchase them regardless of need.

c. Most competitions are advertised as fictitious and non-genuine, the primary purpose of which is to attract the customer.

d. Concealing important information from the customer through an advertisement.

e. David Grander proposes the following definition of advertising deception: “If the customer has prior knowledge and the advertisement or advertising campaign leaves an impression or creates a belief different from what he or she expected, this constitutes advertising deception” (Thomas L. Carson, 1985).

f. (Russo, Metcalf and Stephens, 1981) Under the behavioral approach, advertising deception refers to creating or reinforcing false beliefs about the actual performance of a product or service (Sawssen).

2. Deception in Sales Promotion

a. Organizing fictitious competitions for customers.

b. Fake price reductions.

3. Principles of Islamic Marketing

1.3 Characteristics of Islamic Marketing

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There are four characteristics surrounding the concept of Islamic marketing. These characteristics are spirituality, ethics, realism, and humanity. These characteristics can interact positively with the five pillars of Islam if they are applied appropriately, as follows (Razma and Ghazil, 2021):

1. **Spirituality:** Spirituality is based on the commitment of marketing activities to the rulings of Islamic Sharia derived from the Holy Qur'an and the Prophetic Sunnah, in a manner that directs the marketer's behavior toward commitment to honesty, integrity, and justice in marketing practices.
2. **Ethics:** The ethical dimension represents one of the most important foundations of Islamic marketing, as it requires the regulation of marketing transactions according to a set of ethical values and standards that ensure that marketing activity is practiced in accordance with the rulings of Islamic Sharia.
3. **Realism:** Realism in Islamic marketing does not mean rigidity in marketing practice. Rather, it allows the organization to employ creative and innovative methods as long as they do not conflict with the rulings of Islamic Sharia, while maintaining ethical principles under different circumstances.
4. **Humanity:** Humanity is manifested in taking into consideration the interests of individuals and society and achieving a balance between the organization's economic objectives and social and environmental interests, reflecting the responsibility of marketing activity toward various stakeholders.

Sharia-Based Controls for the Islamic Marketing Mix

2.3 The Relationship between Islamic Marketing Principles and Promotional Deception

Marketing practices from an Islamic perspective are based on a set of principles emphasizing honesty, integrity, justice, transparency, and avoidance of fraud, deception, and harm to others. Conversely, promotional deception is associated with providing information that may be misleading, exaggerated, or incomplete.

From a theoretical perspective, commitment to these principles can constitute an ethical framework for regulating promotional activity by directing the organization toward providing consumers with accurate and clear information and avoiding exaggeration, unrealistic promises, and practices that may lead to misleading them.

Accordingly, the study seeks empirically to verify the nature of the relationship between the perception of promotional deception and the principles of Islamic Sharia among customers of Djezzy, based on field data and the statistical methods adopted in the study.

3.3 Case Study of Djezzy

Djezzy is the trade name used by Orascom in the GSM telecommunications network in Algeria. The word is derived from a phrase consisting of two words, "Jazaa Al-Jazair," meaning serving the Algerian public and working to fulfill its desires and requirements. This name was announced at a press conference on November 7, 2001. Today, Djezzy GSM occupies an important position in the telecommunications sector in Algeria (Hadj, 2016).

Method and Means Used in the Field Study

In our field study, we relied on the electronic questionnaire as a scientific research instrument.

Requirement One: Presentation and Introduction of the Questionnaire

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In order to establish a link between the variables of the topic and identify the perception of promotional deception in light of the principles of Islamic Sharia, we designed a set of questions and selected a sample to answer them, after which they were analyzed using the SPSS 26 statistical package and the results were extracted.

First: Questionnaire Design and Determination of the Type of Study

1. Designing the Questionnaire Form

At this stage, we attempted as much as possible to design the questionnaire questions in a simple manner, making them easy and understandable for the respondents, so that these questions would enable us to answer the research hypotheses. The study was conducted through an electronic questionnaire, which included two dimensions in an attempt to control the study variables.

2. Questionnaire Structure

The questionnaire form contained **15 questions** divided into three dimensions. The questions were formulated according to the commonly recognized types in order to accurately determine the respondents' opinions. The questionnaire can be presented as follows:

a. First Dimension: This dimension included questions related to the personal data of the respondents (gender, age).

b. Second Dimension: This dimension included questions concerning the perception of promotional deception and contained 6 questions.

c. Third Dimension: This dimension included questions concerning the customer's perceived image and contained 9 questions.

3. Statistical Population and Sample

A purposive, non-probability sample was selected, and **50 questionnaires** were distributed to the study population, which represents the customers of Djezzy.

3. Stages of the Study

a. Study Method

The research method used in this study is the survey method.

b. Research Problem

The study we conducted requires a practical component that confirms or refutes the validity of the hypotheses presented in the introduction of the research. Therefore, we conducted an applied study based on a questionnaire, and what can be said about the perception of promotional deception.

b. Objectives of the Study

Like other scientific studies, this study seeks to achieve certain objectives that can be identified as follows:

Ø To determine the relationship between the study variables.

Ø To identify customers' opinions and attitudes regarding the deception to which they are exposed.

4. Statistical Methods Used

A number of statistical methods were used to identify the effect between the study variables, determine the strength of the relationship between them, and test the significance of this effect.

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a. Percentages and Frequencies: Frequencies and percentages were used to distribute the characteristics of the sample, compile and classify the views of the study sample, and provide indicators of the direction of responses.
b. Response Intensity: This was used to conduct a preliminary analysis of the responses using the SPSS program.
c. Pearson Correlation Coefficient: Used to detect the relationship between the variables.
d. Simple Linear Regression: This is an extension of correlation used to obtain a mathematical relationship between the independent and dependent variables.

Second: Reliability of the Questionnaire

We relied on Cronbach's alpha reliability coefficient to measure the degree of internal consistency among the questionnaire items, as this method depends on the consistency of the individual's responses from one statement to another and indicates the strength of correlation and coherence.

The Likert scale was used as follows:

Table No. (01): Likert Scale

Response	Score
Strongly Agree	**05**
Agree	**04**
Neutral	**03**
Disagree	**02**
Strongly Disagree	**01**

We calculated the range of the categories and then divided it by the number of these categories, obtaining:

4 / 5 = 0.8

Mean Range	Response	Level
1.00–1.80	Strongly Disagree	Very Low
1.81–2.60	Disagree	Low
2.61–3.40	Neutral	Moderate
3.41–4.20	Agree	High
4.20–5.00	Strongly Agree	Very High

Questionnaire Reliability

Table No. (02): Test of Questionnaire Validity and Reliability Using Cronbach's Alpha Coefficient

Reliability Statistics	Value
Cronbach's Alpha	**0.759**
Number of Items	**17**

The value of Cronbach's alpha coefficient for the questionnaire as a whole was **0.759**. This value is high and positive and greater than **0.60**, indicating the reliability of the questionnaire questions. Therefore, the questionnaire is suitable for research purposes.

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We also conclude that the measurement instrument (the questionnaire) is valid in measuring what it was designed to measure and is also highly reliable, making it an appropriate measurement instrument for this study and allowing it to be applied with confidence.

Personal Variables

1. Gender

Table No. (03): Composition of the Study Sample According to the Gender Variable

Gender	Frequency	Percentage
Males	13	26%
Females	37	74%
Total	50	100%

Source: Prepared by the researcher based on the outputs of the SPSS program.

From the table above, we observe that the surveyed sample, consisting of 50 individuals, was divided as follows: **74%** were females, representing 37 individuals, while the percentage of males was **26%**, representing 13 individuals. What is observed from these percentages is that the female group has an interest in the principles of Islamic Sharia.

2. Age

Table No. (04): Composition of the Study Sample According to the Age Variable

Age	Frequency	Percentage
From 21 to 40 years	37	74%
41 years and above	13	26%
Total	50	100%

Source: Prepared by the researcher based on the outputs of the SPSS 26 program.

From the table, we observe that the surveyed sample reached a percentage of **74%**, representing 37 individuals whose ages range between 21 and 40 years, that is, the youth category, considering them the capital of the organization, while the category aged over 41 years ranked second, with a percentage of **26%**.

Analysis of the Study Results Related to the Independent Variable

In this section, we address the analysis of the results of the dimension concerning the perception of promotional deception.

1. Analysis of the First Dimension: Promotional Deception

In this dimension, we addressed the questions related to promotional deception, and the following results were obtained:

Table No. (05): Results of the First Dimension

No.	Statement	Mean	Standard Deviation
01	Djezzy exaggerates in describing its products.	3.22	0.99
02	The product advertised by Djezzy does not correspond to what appears in the advertisement.	3.96	1.12
03	Djezzy uses exaggerated marketing expressions.	3.10	0.93
04	Djezzy makes promises that are difficult to fulfill.	3.46	0.99

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05	Djezzy conceals the defects of its services from consumers.	**2.90**	**0.83**
06	Djezzy presents misleading offers for its services.	**3.02**	**0.89**

Source: Prepared by the researcher based on the outputs of the SPSS 26 program.

From the table above, it is clear that the arithmetic means of the statements of the promotional deception perception dimension ranged between **2.90 and 3.46**, with an overall mean of **3.18**, indicating that the level of perception of the study sample individuals regarding promotional deception practices was **moderate**. The standard deviations also ranged between **0.839 and 1.121**, indicating a relative variation in the opinions of the sample members. This explains the existence of awareness among the sample members of some forms of deception in promotional practices, particularly those that conflict with the principles of honesty, transparency, and the avoidance of fraud and deception emphasized by Islamic marketing principles.

Analysis of the Second Dimension: Islamic Marketing Principles

In this dimension, we addressed the questions related to Islamic marketing principles, and the following results were obtained:

Table 06: Results of the Second Dimension

No.	**Statement**	**Mean**	**Standard Deviation**
01	I make sure to verify the information before purchasing the product.	**3.02**	**0.99**
02	Djezzy is committed to honesty in advertising, and this increases consumer confidence.	**3.20**	**1.04**
03	Djezzy applies the values of justice and fairness in commercial transactions.	**3.44**	**1.09**
04	Djezzy is keen to provide consumers with accurate and clear information.	**3.28**	**1.05**
05	Djezzy relies on marketing principles in order to strengthen consumer confidence.	**3.24**	**0.94**
06	The service provider adheres to honesty in order to avoid misleading the consumer.	**3.16**	**0.88**
07	Djezzy complies with the principle of “no harm and no reciprocal harm” with the aim of preventing deceptive promotional methods.	**3.32**	**1.03**
08	I prefer dealing with Djezzy because it adheres to ethics in marketing.	**3.16**	**1.05**
09	The institution adheres to Islamic marketing principles that reduce marketing deception.	**3.02**	**0.91**

Source: Prepared by the researcher based on the outputs of SPSS 26.

The table shows that the level of respondents’ perception of Islamic Sharia principles related to the promotional practices of the institution was moderate, as the overall mean reached **3.20**, while the standard deviations ranged between **0.88 and 1.09**, reflecting a relatively close degree of agreement among the respondents. The principle of justice and fairness emerged as the most

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highly perceived principle, with a mean of **3.44**, followed by the principle of avoiding harm and providing accurate and clear information. This can be interpreted as indicating that respondents do perceive the principles of Islamic Sharia; however, their direct reflection on reducing promotional deception remains limited.

Correlation Coefficient between Perception of Promotional Deception and Islamic Sharia Principles

In order to test the hypothesis, the **Pearson correlation coefficient** was used to confirm or reject the validity of the hypothesis, as shown in the following figure:

Correlation coefficient	**Interpretation**
0.00	No significant correlation
0.30	Weak correlation
0.50	Moderate correlation
0.70	Strong correlation
0.90	Very strong correlation
1.00	Very strong correlation

Figure 01: Graphical Scale of the Pearson Correlation Coefficient

Source: Prepared by the researcher based on statistical textbooks.

Correlations

	Perception of Promotional Deception	**Islamic Sharia Principles**
Perception of Promotional Deception		
Pearson Correlation	1	**-0.152**
Sig. (2-tailed)		**0.293**
N	**50**	**50**
Islamic Sharia Principles		
Pearson Correlation	**-0.152**	1
Sig. (2-tailed)	**0.293**	
N	**50**	**50**

Based on the above table and the results obtained, there is no notable correlation between the perception of promotional deception and Islamic Sharia principles, as indicated by the correlation coefficient, which reached **-0.15**.

The result has statistical significance at the **5% significance level (0.05)** ( ), and therefore the null hypothesis **H0** is accepted and the alternative hypothesis **H1** is rejected, which states that: **"There is a statistically significant correlation between the perception of promotional deception and Islamic Sharia principles."**

Testing the Main Hypothesis Using Simple Linear Regression

Figure 02: Scatter Plot of the Linear Regression Equation

The scatter plot illustrating the relationship between the perception of promotional deception and Islamic marketing principles at the Djezzy institution under study shows a clear dispersion

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of the observed points, with a weak inverse trend between the two variables. This indicates the absence of a clear linear pattern linking respondents' perception of promotional deception with the extent to which promotional practices are associated with Sharia principles. This indicates that the relationship is not statistically significant.

4. Conclusion

This study demonstrates that promotional deception represents one of the practices that may affect consumers' perceptions of an institution and their purchasing decisions, particularly when promotional messages involve exaggeration in describing products, making promises that are difficult to fulfill, or concealing certain information related to services. In contrast, Islamic marketing principles, based on honesty, integrity, justice, transparency, and avoidance of harm to others, represent an ethical framework that can guide marketing practices toward achieving a balance between economic objectives and responsibility toward consumers.

Study Results

The correlation coefficient reached **-0.152**, meaning that the relationship between the two variables was not statistically significant, as the significance level reached **0.293**, which is greater than the significance level of **0.05**. Accordingly, the null hypothesis was accepted and the alternative hypothesis concerning the existence of a statistically significant correlation between the perception of promotional deception and Islamic marketing principles was rejected, within the limits of the study sample. The scatter plot also showed a clear dispersion of the observed points with a weak inverse trend, without a clear linear pattern between the two variables, which is consistent with the result of the correlation test.

Study Recommendations

- The commitment to the principles of honesty, integrity, and transparency should be strengthened in the various promotional activities of institutions. Efforts should be made to provide clear, accurate, and complete information about products and services and to avoid exaggeration in advertised promises and characteristics.
- Promotional practices that may mislead consumers or unconsciously influence their purchasing decisions should be avoided.
- The ethical and Sharia-based dimension should be strengthened in the preparation and implementation of promotional campaigns in a manner that achieves a balance between achieving economic objectives and protecting consumer rights.

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