



American Journal of Economics and Business Innovation (AJEBI)

ISSN: 2831-5588 (ONLINE), 2832-4862 (PRINT)

VOLUME 5 ISSUE 2 (2026)

**PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA**

The Relationship Between False Advertisement of Online Clothing Products and Customers' Post-Purchase Behavior

Daisy May Pajaro^{1*}, Roweno Asentista², Algen Minsag², Wency Perocho², Dessairel Tumapon²

Article Information

Received: July 02, 2025

Accepted: October 29, 2025

Published: July 22, 2026

Keywords

Clothing Products, Customer Trust, Deceptive Product Images, E-commerce, False Advertising, Misleading Product Description, Online Shopping, Post-Purchase Behavior

ABSTRACT

It is not strange that in the age of digitalization, people start preferring to buy the clothing online. Yet the boom of e-commerce, meanwhile, has resulted in an increase in deception online, which can hurt feelings after people make purchase, and change their subsequent behavior. Bait And Switch False advertising (like misleading product details and false images) give hope to receiving something better than what was actually received. The study that will focus on is the effects of false advertising toward costumers post-purchase behavior among DepEd teachers in Cabanglasan, Bukidnon, Philippines. The study used a modified questionnaire, and this was administrated to teacher respondents in order to measure teachers' attitudes about false advertising as well as their knowledge of post-purchase practices. The findings reveal a weak but significant positive correlation between consumers' post purchase behavior and levels of untruthfulness in advertising ($r = 0.28$, $p = 0.031$). This implies that with a growing exposure to the misleading adverts, consumers perceive stronger post-purchase regret and disappointment. But product quality, price fairness and general shopping experience are also influential on customer satisfaction and loyalty. These results suggest that, even though false advertising messages do not always elicit very negative reactions, they still erode trust and satisfaction perceptions of customers. Businesses should give honest advertising the number one spot to build long-term customer loyalty and reduce product return; this means providing clear, accurate product descriptions and real images of a product. Moreover, more attention should be drawn to the product supervision of online platforms for protecting consumers and ensuring sound development of e-commerce. Consumers in return need to take some proactive steps such as reviews, pricing comparisons and be wary of hard selling tactics.

INTRODUCTION

The fast expansion of electronic commerce and digital advertising has complicated the production of misleading adverts, in particular on-line clothing ads. There were always customers attracted by the beautiful pictures and glowing descriptions that might have nothing to do with the product itself. The opposite but not the same thing was also true: So-called false advertising (ineffective promotion of products based on false or overstated claims) had a strong effect on how customers felt after buying clothes online. A few differences or exaggerations even in an industry, in which customers were relied on pictures and descriptions, might bring to a disappointing experience consumers from units of online store(Qiyasol *et al.*, 2017) platforms (Widayat & Irfani, 2020). When what was delivered didn't live up to expectations in terms of color, size, fabric or design it often resulted unhappiness in returns, and lost trust. These impressions may impact a customer's perception not only of the brand, but also potentially of the platform as a whole (i.e., beyond this specific purchase).

According to Dr. Madhavi Sripathi (2020), false advertising tries to sell something in an "influential manner" which is not true or sometimes conceals the real origin of the message. This dishonesty made shoppers trust less and have bad buying experience.

False advertising or misinformation about products or services was a major problem on other online shopping sites. The disappointment between what was advertised and what buyers received frequently resulted in unhappy shoppers undermining trust in the store. False advertisements also hurt companies. They created things to seem nicer than they were, employed unethical sales practices or presented misleading pictures.

The purpose of this study was to investigate the impact of deceptive advertising on post-purchase behavior. It intended to investigate whether deceptive advertising did influence on client satisfaction, trust and intention of future purchase in online clothing stores. The research also highlighted the significant of proper and honest labeling to gain the trust of consumers. As pointed out by Lin (2025), consumers were becoming more dependent on consumer-generated information that affected purchasing decision. In order for consumers to make reliable and accurate decisions, the honesty of consumer-created information was key. According to Ahmed *et al.* (2024), little research has been conducted on attitudes toward service and its attributes, customer satisfaction or service excellence. It's frequently overlooked how false advertising affects consumer purchase and faith. The present research sought to fill this void by examining: (1) the impact of false advertising on attitudes about future

¹ College of Business, Philippines

² Bukidnon State University - Cabanglasan Campus, Philippines

* Corresponding author's e-mail: 2203100073@sc.buksu.edu.ph

purchase behavior, (2) consumer vigilance as a function of past victimization experiences related to false advertising, and (3) exploitation strategies employed by marketers. These were understudied areas that are the focus of attention in this study.

LITERATURE REVIEW

Theory of Expectation Confirmation

This study draws its theoretical anchor from the Expectation Confirmation Theory pioneered by Richard L. Oliver. This model predicts customer satisfaction and post-purchase behaviour. In the theory, there were anticipated expectations from customers prior to use of a product or service as well. Their populism score depended on whether their expectations were fulfilled. Satisfaction came when expectations were met or exceeded. Unmet expectations led to disappointment. This model clarified the ways in which customers appraised their experiences and derived satisfaction. Introduction In online clothing retail, sellers often use polished images, illustrative descriptions or select reviews in adverts to create a positive expectation of the products. Once the product is received, consumers compare it to what they were promised by the advertisement. When consumers recognize that the quality of the product does not match that in its promotion, dissatisfaction may result and be expressed in complaints behaviour, return or leaving negative feedback, but also in a lack of repurchase. On the other hand, if a product fulfills or exceeds its promises, then customers tend to get satisfied and trust in the brand is created, resulting in repeat purchase. Use of Expectation Confirmation Theory in this research enables the analysis of the effects deceptive advertising has on consumers' expectations and how confirmation or violation of these expectations can influence post-purchase behaviors such as loyalty and repurchase intentions.

False Advertisement

False advertising via deceptive product descriptions and images has had a considerable impact on consumer behavior and trust, especially in the online clothing apparel shopping space. It could be assumed that false advertising in the online clothing retail arena will have a significant impact on consumers' purchase intentions. Advertising not only aids in bridging the gap between communication and knowledge about a product but also has a negative impact on consumer behavior in the marketplace when used to create or build awareness of a product. Additionally, it is a negative tool in the market when used inappropriately. For example, some businesses have used false advertising as part of their marketing strategy to promote customers to purchase their online apparel.products through investments.

Misleading Product Description

Misleading description claims were false, misleading or incomplete information from online listings that would

have deceived or misled potential customers about an item's performance, truthfulness or utility. These descriptions were not necessarily false advertising-in some cases, they were exaggerated terms that didn't actually imply the products had all those individual features or offered them at an exceptional level-but there was potential for unfair expectations and perhaps even negative buying experiences when the product didn't match its description to a potential buyer. This was particularly the case with online clothing items, where details such as size, fabric, fit and color mattered for customer satisfaction. A study by Alluqmani, A., *et al.* (2023) found that shopping websites were plagued with false and ambiguous clothing descriptions, where a majority of individuals thus depended on ir reliable search tools for referencing individual products through customer comments prior to undertaking transactions.

When a product came to look like something it wasn't, customers felt cheated and misled. This would have been anything from blatantly cheating premiums to improving grades. Some subjects were sensitive to deceptive product descriptions, even if they did not immediately detect the deception. They may have observed that the images were a little off, or the description was filled with words describing things that seemed too good to be true. These customers would not necessarily have refrained from purchasing the product, but they knew they were taking a gamble. According to Singh *et al.* (2024), consumers who perceived the deceptive claims used a vigilant information processing strategy and put themselves into concrete purchase conditions to make purchase decisions.

Sellers may have instead used fancy language or pictures to gild the lily, as it were, leading buyers to believe they were getting a great deal when in fact the opposite was true. Customers who said they felt deceived were less likely to trust the company and make subsequent purchases. They may have even spread the word about their bad experience, which doesn't help the company's reputation. Sadiqe Ali Mohsen (2023) pointed marketing deception is a type of deceitful trick that marketers use to increase their sales and profits, however this profit induced are in only short term success because customers finds out immediately and they refuse it in the later on falling down. By misleading them with false information, companies may have duped shoppers into thinking products were better than they actually were and that led to bad outcomes. Some consumers might have prevented from losing money, were dissatisfied with their purchases, and less trustful in online shopping (Ahmed & Othman, 2024).

What else better to populate an answer on misleading product descriptions than false reviews, since they are deliberate misrepresentations of the quality and effectiveness or value of a product. These were typically fake and paid-for reviews, and they misled potential buyers into assuming that a product came highly recommended by real customers. Per Naved (2024) false reviews that are published by fake companies or individuals who

were paid for or whose purpose was to manipulate the consumer viewpoint may have influenced how consumers view a product, 222 Cartoon Brew 42(3) their decision to purchase and their trust in online marketplaces in general. Fake reviews not only ate away at the credibility of online sales sites but also posed an ethical and even legal concern for companies that participated or turned a blind eye to such activity. E-commerce agreements must comply with fair trade and the laws (Zulham, 2023).

Deceptive Product Images

This article has examined the characteristic and scope of the misleading and deceptive internet advertising, discussed the extent to which the common law and legislation had kept space with false, misleading or deceptive advertising on the Internet. Misleading product images are photographs or computer-generated graphics in product marketing that give false, deceptive, or misleading impression of the quality of a given offering. (2022) suggest that deceptive marketing such as brand deception could have caused an unfavorable attitude toward the brands, which in turn would reduce consumer purchase intention. These visuals frequently distorted perception, presenting products as bigger, tastier and more polished than they really were.

According to Khan *et al.* (2024): authenticity and transparency in visual marketing have significant impact on increasing consumer satisfaction, loyalty, and decreasing negative emotional response. Clear, honest images that best represented the product made for trust and allowed the customer to feel confident in their purchase. Unethical marketing by being dishonest, deceptive, or using customers is not acceptable (Maksuti 2023). Unethical advertising practices, especially manipulation of deceptive product images influence consumer perceptions and undermine consumer trust in online shopping. These images often stretched the truth about attributes of the products- size, color, and quality, for example- and they were also given a purposeful touch-up to generate demand and drive up sales. These might have convinced shoppers to buy malfunctioning items with deceitful looking guidance, which in turn could then lead to disappointment, returns and bad reviews. Aside from its impact on consumer relationships, such deception devalued the brand and opened businesses up to unwanted legal and ethical scrutiny. Until unethical and deceptive practices in marketing started to influence buying behavior adversely, companies should have invested in an ethical form of marketing to retain consumer confidence and continue being competitive over a longer term (Gourkar, 2023).

The frustration of getting a product that didn't look like what she had seen online was depressing, especially if it's something she was super excited to see in person. This disappointment translated to negative reviews, distrust of the online store and a lack of desire to shop there again. Fatigue due to the hawking tone of the advertisements, and inconsistent applications among those that do

practise it (Beatson *et al.*, 2013), increased scepticism and reduced trust and confidence in advertised brands, effecting purchasing intention (Suleman *et. al.*, 2025). With greater awareness of these unconscionable tactics, the researchers aimed to give victims the tools they need to make better-informed online purchase decisions and protect themselves from potential harm. Untruthful advertising stripped consumers' trust and fostered unfair practices. (2023) Consumers may have misdirected buying behavior resulted from disinformation.

Post-purchase Behavior

A customer's behaviors and feelings after they secured a product or services were known as post-purchase behavior. It was what happened after the sale. Consumer behavior of shopping was an amalgamation of attitudes, preferences, intentions and decisions. These four factors which influenced a buyer in purchasing something (Ahmed *et al.*, 2023). Customers may have been satisfied, happy or otherwise regretful at that moment of the purchase. They may have also considered whether the product satisfied their expectations, if they would have purchased it again or recommended it to others. Businesses could also have improved their products and services to gain and keep customers by knowing how they behave after a purchase. It may have led to customers becoming loyal and retained or/and do word-of-mouth; the post-purchase behavior was significant for companies (dela Peña *et al.*, 2025). Happy customers were up to three times more likely to recommend products to friends and family, repurchase from your business and leave positive reviews. Dissatisfied customers, in contrast, might have stopped patronizing the company altogether or composed negative reviews. Companies could have discovered new selling opportunities, maintained long-term client relationships and increased revenue by assuming post purchase behavior. It was an opportunity for companies to show that they valued their customers' experiences and wanted to keep providing value after the sale. Post-purchase behaviours enhanced customer satisfaction, thus at the same time that e-commerce firms can become connected with customers they capture market share and revenues (Hassan *et al.*, 2021).

Post-purchase behavior was defined based on the customers' actions, feelings, and satisfaction after they have received the product or service. That's when the customers judged whether the product met their needs, expectations, and priced value. How they felt about the product might have turned them into return customers, advocates or seekers of refunds and bad mouthing... driving future purchases and referrals. Businesses might have pinpointed gaps in service, established deeper connections with customers, and prevented lost sales if only they'd been able to deliver killer experiences beyond the purchase. After usage, users rated the products and may have been satisfied or dissatisfied (Nittala & Moturu, 2023).

The Relationship Between False Advertisements and

Customers' Post-Purchase Behavior

The connection of false advertising with post-purchase behavior of customer is based on that the misleading advertisement results a distance between what the customer expected and what was indeed received. According to Hassan *et al.* (2021), the behaviour after a purchase was determined by the degree to which the products meet expectation and dissatisfaction could damage evaluations and trust. After the consumption of products, customers considered the received quality and subsequently experienced satisfaction or dissatisfaction (Nittala & Moturu, 2023). When ads overhype or misrepresent product attributes, that results in false expectations for the consumer, which are frequently then broken post-purchase. This discrepancy between expectation and reality results in frustration and regret, which then form the basis of unfavorable post-purchase behaviors like complaints or brand avoidance. False ads, as a consequence, erode brand loyalty and confidence in online merchants.

H1 There is significant relationship between false advertisement and customers' post-purchase behavior.

MATERIALS AND METHODS

This was a quantitatively conducted research.

Descriptive-cerational design was also used to paint a comprehensive picture of the phenomenon under study to obtain clear and accurate interpretations. This was done in the Municipality of Cabanglasan, Bukidnon. The respondents are DepEd teachers. They were selected as respondents because of their competence to skepticism toward advertising claims and to recollect experience after purchase. Respondents in this study were selected through a census sampling technique. This approach guaranteed that the "knowledgeable" teachers were involved and further produced a full portrait of the population's experience in purchasing clothing products on-line. In such type of sampling, the researchers select participants by their own criteria and judgment trying to get 58 subjects. The instrument was modified from different questionnaires employed in earlier studies (Chaouachi & Ben Reached, 2020; Ahmed & Othman, 2024; Lee and Cotte's, 2025) to make it contextually fit with the research objectives. The participants were given the questionnaire to complete, which provided them with an opportunity to contemplate and talk about their online shopping practices including preferences. The compiled responses were coded, tabulated and analyzed in an orderly fashion to ensure uniformity and reliability.

Table 1: Customer's perspective on False Advertisement in terms of Misleading Product Description

Items	Mean	Standard Deviation	Descriptive Statement	Interpretation
1. Advertisement allows people to provide subjective opinions, bluffing, or making vague statements not based on facts	3.95	0.22	Agree	Participant perceive a high presence of misleading advertisement
2. Online advertisers use misleading tactics to convince customers to buy their products and services.	3.97	0.56	Agree	Participant perceive a high presence of misleading advertisement
3. Advertisements try to persuade consumers to buy things they do not need.	3.90	0.48	Agree	Participant perceive a high presence of misleading advertisement
4. Advertisers' ads are not entirely truthful about their products and services.	4.02	0.66	Agree	Participant perceive a high presence of misleading advertisement
5. Advertisements exaggerate the benefits and characteristics of products and services	3.71	0,65	Agree	Participant perceive a high presence of misleading advertisement
6. The coverage and service of online operators do not match the claims made in the advertisement.	3.69	0.50	Agree	Participant perceive a high presence of misleading advertisement
7. Advertisements are not entirely truthful about products prices.	3.98	0.81	Agree	Participant perceive a high presence of misleading advertisement
8. This online ad tries to convince consumers using false claims.	3.79	0.55	Agree	Participant perceive a high presence of misleading advertisement
9. This online ad leads to misinterpretation of the information presented.	3,98	0,51	Agree	Participant perceive a high presence of misleading advertisement

10. This online ad takes advantage of less experienced online shoppers to make them purchase.	3.14	1.23	Agree	Participant perceive a high presence of misleading advertisement
TOTAL	3.81	0.62	Agree	Participant perceive a high presence of misleading advertisement

RESULTS AND DISCUSSION

the table 1 says that the mean score of false advertising in customers' perspectives was 3.72/5 (SD=0.67). This global mean was an Agree response, which reflected that the Participant experienced a high presence of deceptive or false advertising. It suggested that consumers in general were highly likely to view online ads as misleading. This confirmed Saha (2023) assertion that false advertisement in online shopping significantly influenced consumer trust and purchase intention while unethical behavior destroyed brand reputation.

The highest mean score was reported for the item of "advertisers were not entirely forthcoming with information about their products and services" (mean = 4.02). This is evidence that clients overwhelmingly believed advertisements to be overstating or misrepresenting product characteristics for the client's purpose of inducing sales. This is consistent with Alluqmani *et al.* (2023), that observed that in e-commerce

settings, online display of product features was frequently either inaccurate or unreliable information and for copies even inconsistent names. The intermediate score was obtained with the statements: "The ads were not completely clear on what price the products had" (3.98) and "This online ad made it hard to understand the information that was being presented" (3.98). A similar result was also available from Sadiqe Ali Mohsen (2023), who considered deceit as a tool that could lead to the short-term increase in sales, but it would definitely jeopardize the trust of consumers after getting reveal through his deception embodiment. The statement "With this online ad I felt taken advantage of; it encouraged me to buy something I did not want", had the lowest mean (M = 3.14). This was labeled 'Neutral' which we translated to 'Slightly Misleading'. This supported Singh *et al.*'s (2024) notion that experienced consumers are likely to be wary, which enables them not to become gullible victims of advertising.

Table 2: Customer's perspective on False Advertisement in terms of Deceptive Product Images

Items	Mean	Standard Deviation	Descriptive Statement	Interpretation
11.This online ad falsifies the actual characteristics of a product.	3.40	1.11	Agree	Participant perceive a high presence of deceptive product images
12. The quality of a product or service is different from what was mentioned in the advertisement.	3.60	0.53	Agree	Participants perceive a high presence of deceptive product images
13. This online ad tries to convince consumers by exaggerating the benefits and characteristics of its offerings.	3.72	0.49	Agree	Participants perceive a high presence of deceptive product images
14. This online ad distorts consumers' perception of reality.	3.38	0.91	Agree	Participants perceive a high presence of deceptive product images
15. This online ad misleads consumers about the actual performance of the product.	4.05	0.44	Agree	Participants perceive a high presence of deceptive product images
16. This online ad shows consumers what they want to see rather than the actual reality.	3.57	0.82	Agree	Participants perceive a high presence of deceptive product images
TOTAL	3.62	0.72	Agree	Participants perceive a high presence of deceptive product images

The overview of overall mean score for customers' perception towards deceptive product images are indicated in table 2 which was 3.62 with standard deviation of 0.72. This represented the descriptive statement Agree

and was labelled as a Participant believed that there were many deceptive product images. This meant that potential customers mistrusted product images in online advertising as likely claimed and airbrushed, creating a

false expectation of the actual product. This finding was consistent with Alqaysi and Zahari (2022) who stated that deceptive images had a negative impact on consumer purchase intention and developed an unfavourable brand perceptions. The highest average score was for the statement “This online ad deceived consumers about what the product can do”, with a mean of 4.05. This was consistent with Maksuti (2023), which observed that unethical advertising tended to download product images midfile to exaggerate the performance, earning a level of distrust and decreased satisfaction quality after receiving the product.

The statement “This online ad tried to sell its offerings by stretching the benefits and characteristics of it” was in between results wise with a mean, 3.72). It was

reaffirmed by Gourkar (2023) who highlighted deceptive marketing ploys as deterring purchasing and should have been revamped to clear marketing ploys for advancing the confidence of customers. The statement which achieved the lowest mean was “This online ad twisted people’s sense of reality” ($M = 3.38$). This suggests that while consumers agreed that advertisements could cause illusions or distorted perceptions, they did not perceive this as much deceptive as false claims regarding product quality and exaggerated attribute (Alonzo & Abellana, 2025). This was in line with the findings of Khan *et al.* (2024) who added that credibility and transparency in visual marketing is necessary to win over consumers, avoid negative perceptions.

Table 3: Customer’s perspective on Post -Purchase Behavior on Online Clothing Products

Items	Mean	Standard Deviation	Descriptive Statement	Interpretation
17. I should have chosen something else than the one I bought	3.77	0.56	Agree	Respondents experience high post-purchase dissatisfaction
18. I regret the product choice that I made.	3.64	0.81	Agree	Respondents experience high post-purchase dissatisfaction
19. I now realize how much better my other choices were.	4.28	0.45	Agree	Respondents experience high post-purchase dissatisfaction
20. If I were to go back in time, I would choose something different to buy.	3.62	0.91	Agree	Respondents experience high post-purchase dissatisfaction
21 I regret getting the product because it was not as important to me as I thought it would be.	3.81	1.10	Agree	Respondents experience high post-purchase dissatisfaction
22. I wish I hadn't bought the product because it is now useless to me.	3.31	1.26	Agree	Respondents experience high post-purchase dissatisfaction
23. I regret my purchase because the product never served its purpose.	3.48	1.05	Agree	Respondents experience high post-purchase dissatisfaction
24. I regret my purchase because I did not need the product.	3.64	0.39	Agree	Respondents experience high post-purchase dissatisfaction
25. With more information, I feel that I could have made a better decision	3.47	1.01	Agree	Respondents experience high post-purchase dissatisfaction
26. I feel that I did not put enough consideration into buying the product.	3.71	0.90	Agree	Respondents experience high post-purchase dissatisfaction
TOTAL	3.67	0.84	Agree	Respondents experience high post-purchase dissatisfaction

The average score of customers’ post-purchase behaviour was 3.67 ($sd=0.84$). This was equivalent to the descriptive statement Agree which translated into the experience of the Respondents that they were highly dissatisfied with their purchase. “Fifty-one per cent of the total respondents assumed post-purchase regret and dissatisfaction from purchasing products online on account of false or misleading advertisements, which further reiterates that customers thought that they had wrongly purchased items. This supported Ahmed *et al.* (2023), who described post-purchase behavior in term of consumer attitudes and emotions after purchase, including satisfaction or regret associated with meeting expectations. The most supported item was the statement

“I now realize how much better my other choices were” ($M = 4.28$, $SD = 0.45$). It was in agreement with Hassan *et al.* In line with previous studies as Yang *et al.* (2021), have emphasized that post-purchase evaluation had a significant impact on customer satisfaction, retention and brand loyalty.

The middle of the road finding, for “I regretted purchasing the product because it was not as important to me as I thought it would be,” the mean was calculated at 3.81, with a standard deviation of 1.10. This was equivalent to Agree and also analysed as High Level. This was in line with Nittala & Moturu (2023) who underscored that customers were said to be satisfied or dissatisfied based on whether the product fulfilled their real needs and

expectations after usage. Regarding the item “I wished I hadn’t bought the product because it had now been made useless”, which presented a mean of 3.31 (SD = 1.26). This indicated that although a few customers believed their purchase was useless, such belief was less prevalent than unmet expectations of superior effectiveness and inflated importance. This supported Hassan *et al.* (2021) thought that dissatisfied customers may stop patronising a company or spread negative word-of-mouth, damaging the reputation of a brand.

Table 4: Correlation between False Advertisement and Customers’ Purchasing Behavior

VARIABLES	False Advertisements and Customers’ Post-Purchase Behavior
Correlation Coefficient	0.28
P-value	0.031
Interpretation	Significant

The presence of false advertising was weakly positively correlated with customers’ post-purchase behaviour ($r = 0.28$, $p < 0.031$). That is, as the level of persuasive deception increased, a very small increase in post-purchase dissatisfaction or post-purchase regret was also seen. Such a result was also in line with Hassan *et al.* (2021) have pointed out that the behaviour of post-purchase was influenced by how well products met expectation, and dissatisfaction could bring negative reviews and lack in trust. The association was statistically significant ($p < 0.05$), although the moderate correlation coefficient, which suggested a weak connection ($r = 0.28$) between the two variables. This was consistent with Gokcekus (2023) who stated that false claims in advertisements could affect buying decisions and diminish consumer faith, but other factors also influenced subsequent reaction. This Finding suggested that false advertising did influence purchase follow-up, but was not the only factor in consumer dissatisfaction. Other constructs like quality of the product (Abellana & Alonzo, 2025), price fairness and overall shopping experience impacted on customer satisfaction and loyalty as well. As pointed out also by Zulham (2023), sound fair trade and ethical practices in e-commerce is the minimum that needed to be emphasized for the purpose of promoting consumer rights and prevent most of the side effects of mumbo jumbo advertising

CONCLUSION

Whilst clickbait had only moderate effects on customer behaviours, such practice did not disappear even with greater customer knowledge among participants in the web clothing retail industry. Shoppers also took the initiative by reading reviews and using personal experience, but what happened after purchase played a major role in creating loyal customers. False advertising was, in fact, common practice; on a scale ranging from 1 (least) to 7

(most), misleading product descriptions and deceptive product images received high ratings, contributed to regret and recognizing better alternatives after purchase. The relationship between untrue advertising and post-purchase behaviour, though weak, was statistically significant, indicating that false advertising destroys trust and tarnishes the purchasing experience. These results supported the Expectation-Confirmation Model and demonstrated how customers who genitalize expectation would lower their satisfaction with online retailers which so then could decreased trust and loyalty, in which case traders need to devote product quality, good service and reply timely customer complaints.

REFERENCES

- Abellana, J. J., & Alonzo, A. (2025). Factors influencing business growth among micro, small, and medium-sized (MSMEs) bakery enterprises in Northern Mindanao, Philippines. *African Journal of Food, Agriculture, Nutrition and Development*, 25(7), 27384–27409. <https://doi.org/10.18697/ajfand.144.26100>
- Alonzo, A. A., & Abellana, J. J. G. (2025). Determinants of E-Commerce Adoption among Agribusinesses in The Philippines: A Technology-Organization-Environment (TOE) Framework Perspective. *WSEAS TRANSACTIONS on BUSINESS and ECONOMICS*, 22, 2214–2224. <https://doi.org/10.37394/23207.2025.22.174>
- Ahmed, A., Kumar, M., Hassan, S., & Rahman, M. (2023). The impact of false advertising on online purchase behavior: Examining the role of trust and electronic word of mouth (e-WOM). *EAI Endorsed Transactions on Scalable Information Systems*, 10(3). <https://doi.org/10.4108/eai.4-11-2022.2329830>
- Ahmed, A. M. A., & Othman, A. K. (2024). False advertising and consumer online purchase behaviour. *Journal of Emerging Economies and Islamic Research*, 12(2), 1521. <https://doi.org/10.24191/jeeir.v12i2.1521>
- Ahmed, A. M. A., & Othman, A. K. B. (2024). The Effect of False Advertising on Consumer Online Purchase Behavior with the Mediating Effect of e-WOM: Consumers in Malaysia. *Information Management and Business Review*, 16(2 (IS)), 115–128. [https://doi.org/10.22610/imbr.v16i2\(I\)S.3774](https://doi.org/10.22610/imbr.v16i2(I)S.3774)
- Alluqmani, A., Harvey, M. A., & Zhang, Z. (2023). The barriers to online clothing websites for visually impaired people: An interview and observation approach to understanding needs. In *Proceedings of the 2023 ACM Designing Interactive Systems Conference* (pp. 753–764). Association for Computing Machinery. <https://doi.org/10.1145/3563657.3595978>
- Alqaysi, S. J., & Zahari, A. R. (2022). The effect of deceptive brand image on consumer purchase intention: Empirical evidence from the Iraqi market. *The Journal of Asian Finance, Economics and Business*, 9(6), 207–217. <https://doi.org/10.13106/jafeb.2022.vol9.no6.0207>
- dela Peña, C., Ongue, S., Redo, A. S., Abellana, J. J.,

- & Narit, S. R. (2025). Influence of Personalized Advertising towards Consumer Loyalty: The Mediating Effect of Satisfaction and Moderating Effect of Perceived Quality. *International Review of Management and Marketing*, 15(6), 126–136. <https://doi.org/10.32479/irmm.19308>
- Garbouj Chaouachi, S., & Saied Ben Rached, K. (2012). Perceived deception in advertising: Proposition of a measurement scale. *Journal of Marketing Research & Case Studies*, 2012, Article 712622. <https://doi.org/10.5171/2012.712622>
- Gokcekus, O. (2024). The extent of “deceptive” advertising by wine retailers: Caveat venditor. *International Journal of Wine Business Research*, 36(1), 122–140. <https://doi.org/10.1108/IJWBR-06-2023-0033>
- Gourkar, V. (2023). Effects of deceptive and unethical marketing on consumer behaviour (Master’s thesis). National College of Ireland. <https://norma.ncirl.ie/id/eprint/6783>
- Khan, K. A., Ali, F., Khan, U., Sun, D., & Alotaibi, S. (2024). Seeing isn’t always believing: Exploring the influence of misleading photos on consumer responses in the hotel industry. *International Journal of Hospitality Management*, 103, 103934. <https://doi.org/10.1016/j.ijhm.2024.103934>
- Khan, S. K., Sheeraz, F., & Siddiqui, M. (2024). Effect of deceptive advertisements on consumer buying behaviour in personal care products. *Business Management and Strategy*, 1(4). <https://doi.org/10.48112/bms.v1i4.979>
- Lee, S. H., & Cotte, J. (2009). Post-purchase consumer regret: Conceptualization and development of the PPCR scale. *Advances in Consumer Research*, 36, 456–462. Association for Consumer Research. https://www.researchgate.net/publication/287625919_Post-purchase_consumer_regret_Conceptualization_and_development_of_the_PPCR_scale
- Lin, X. (2025). Honest information sharing in social commerce based on ethical perceptions. *Journal of Consumer Marketing*, 40(5), 477–490. <https://doi.org/10.1080/08874417.2023.2253770>
- Maksuti, E. (2023). Unethical marketing and its consequences on customer loyalty. *European Journal of Economics and Business Studies*, 9(2). https://www.researchgate.net/publication/378475631_Unethical_Marketing_and_its_Consequences_on_Customer_Loyalty
- Mohsen, S. A., & Lina. (2023). The relationship between marketing deception and customer repurchase intention [PDF]. İstanbul Gelişim Üniversitesi. <https://share.google/ymXGdCDRp2wjUaTU6>
- Naved, M. (2024). Issues related to fake reviews and deceptive marketing practices: An analytical study. *Academy of Marketing Studies Journal*, 28(4). https://www.researchgate.net/publication/380660744_Issues_Related_to_Fake_Reviews_and_Deceptive_Marketing_Practices_-_An_Analytical_Study
- Nittala, R., & Moturu, V. R. (2023). Role of pro-environmental post-purchase behaviour in green consumer behaviour. *VILAKSHAN - XIMB Journal of Management*, 20(1), 82–97. <https://doi.org/10.1108/XJM-03-2021-0074>
- Saha, S. (2023). The truth behind consumer misrepresentation in fashion advertising. *Indian Journal of Integrated Research in Law*, 3(1), Part 2. https://scholar.google.com/r?hl=en&as_0%2C5&q=saha+2023+false+advertisement&btnG=#d=gs_qabs&t=1761290630369&u=%23p%3DNRLw2-9wXAgJ
- Singh, H. K., Gupta, A., & Panchal, H. (2024). Understanding impulse buying behavior in online fashion apparel shopping. *International Journal for Multidisciplinary Research*, 6(2). <https://www.ijfmr.com/research-paper.php?id=40593>
- Sripathi, M. (2020). A study on impact of false advertising on the consumer buying behaviour. *Journal of Interdisciplinary Cycle Research*, 12(9), 1066–1074. https://www.researchgate.net/publication/344841542_A_Study_on_Impact_of_False_Advertising_on_the_Consumer_Buying_Behaviour
- Suleman, A. S., Olorunmola, T. J., Mohammed, R. B., Akande, H. D., & Ajijola, B. A. (2025). Influence of deceptive advertisements on consumers’ purchase decision of cosmetic products among residents in Ilorin, Nigeria. *Jurnal Riset Ekonomi Manajemen (JUREKMA)*, 3(1), 1–10. <https://jurnal.faperta-unras.ac.id/index.php/JUREKMA/article/view/268>
- Widayat, & Irfani, A. D. (2020). The impact of bad experience, disappointment, and shopping intensity on digital shoppers’ anxiety. In *Proceedings of the 5th ASEAN Conference on Psychology, Counselling, and Humanities (ACPOCH 2019)*. <https://doi.org/10.2991/assehr.k.200120.041>
- Zulham. (2023). A critical review of consumer protection online shopping, false advertising, and legal protection. *Journal of Law and Sustainable Development*, 11(5), e740. <https://doi.org/10.55908/sdgs.v11i5.740>