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# **EFFECT OF PERCEIVED DECEPTION ON WILLINGNESS TO BUY AND INTENTION TO REPURCHASE: AN EXPLORATORY RESEARCH**

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## **INTRODUCTION:**

Deception has existed for a long time and is now considered as a contemporary marketing issue which poses challenges in the consumer oriented society. It influences consumers' beliefs in a dishonest way and can have negative consequences on their financial resources and their health. Federal Trade Commission (FTC) defines deception as any "representation, omission or practice that is likely to mislead the consumer acting reasonably in the circumstances, to the consumer's detriment" (FTC, 1983).

Since, consumers are increasingly warned against such practices especially by consumers' protection agencies, which leave them less vulnerable and increase their perception of deception. The feeling of being duped influences the present and the future behavior of the consumer. Researchers and analysts have emphasized that this phenomenon is a global issue and an in-depth understanding on deceptive activities and its impact on consumer behavior is the need of the hour.

Deception is considered as one of the major ethical issues being raised in advertising context (Hyman, Tansey, & Clark, 1994) and this paper attempts to find out the effect of perceived deception on willingness to buy and intention to repurchase telecom and insurance products. These two products were selected from ASCI (Advertising Standards Council of India) forum. Based on the literature *Consumer attitude towards advertising, knowledge about the product,*