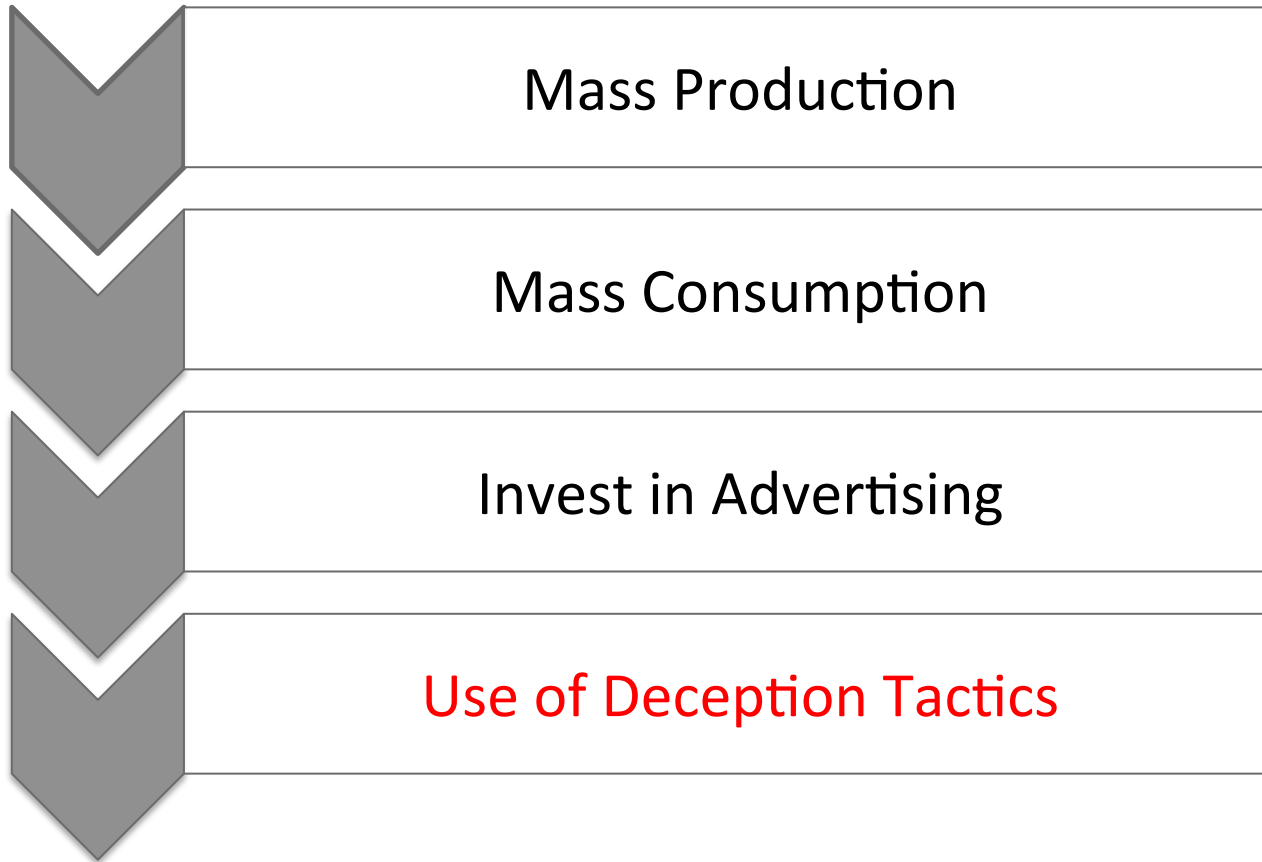


# **Deception and Internet Advertising: Tactics Used in Online Shopping Sites**

**Seçil TOROS**

2015

# There is Deception in Advertising



# Deception is Damaging

## CONSUMER

Dissatisfaction

Financial Loss

Time Loss

Health Loss

Loss of  
Self-Confidence

## TRADE

Unfair  
Competition

Trust Loss

## SOCIAL

Trust Loss

# Deception is More Complicated and Omnipresent

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Grazioli, S., & Jarvenpaa, S. L. (2003). **Deception on the Internet**: Content Analysis of Documentary Evidence. *International Journal of Electronic Commerce*, 7(4), 93-118.

Grazioli, S., & Jarvenpaa, S. L. (2003). **Deceived: Under Target Online**. *Communications of the ACM*, 46(12), 196-205.

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# Defining Deception

## DECEPTION

Deliberate

Successful or not

Create a belief that the communicator considers false

## DECEPTION

Concealing information

Fabricating information

Manipulating information

Factual and/or emotional information

Verbal or nonverbal means

# Deception Tactics - Grazioli & Jarvenpaa (2003)

Prevent an Accurate Understanding

Actively Induce Faulty Representations

**Masking**

Eliminating or erasing crucial information

**Dazzling**

Obscuring or blurring information

**Decoying**

Distracting the victim's attention away from what is really going on

# Deception Tactics - Grazioli & Jarvenpaa (2003)

## Prevent an Accurate Understanding

**Masking**

Eliminating or erasing

**Material of the product**

**Size of the product**

**Dazzling**

Obscuring or blurring information

**Special Offers**

**Decoying**

Distracting the victim's attention away from what is really going on

**Presenting images of goods that are not on sale**

**Invalid discount offers**

# Measuring Tactics

48 unique online shops, which operates under a web site

## Masking

Eliminating or erasing

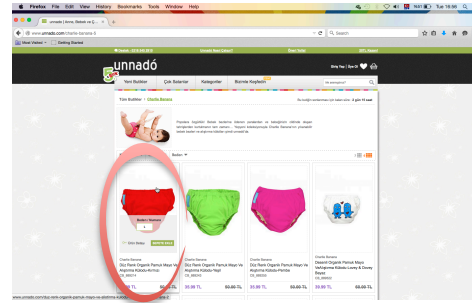
Material of the product

Size of the product

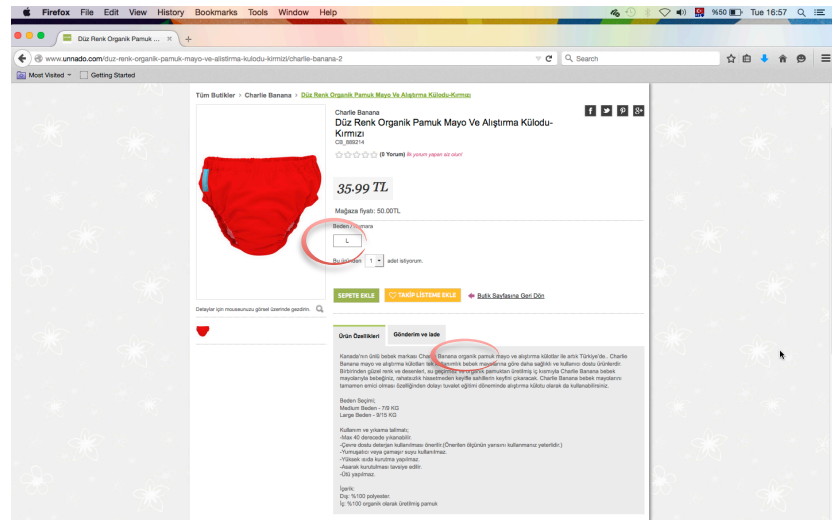
1



2



3





# Measuring Tactics

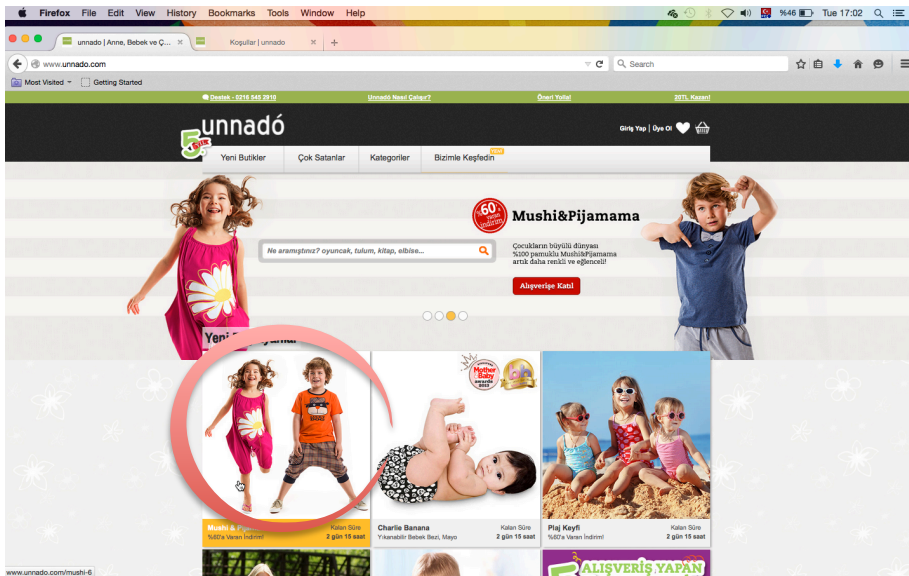
## Decoying

Distracting the victim's attention away from what is really going on

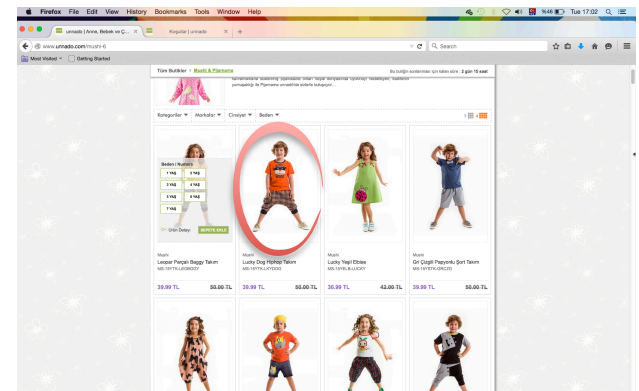
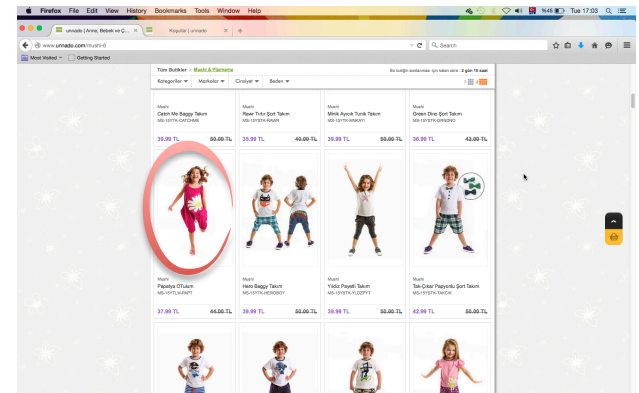
Presenting images of goods that are not on sale

Invalid discount offers

1



2



# Measuring Tactics

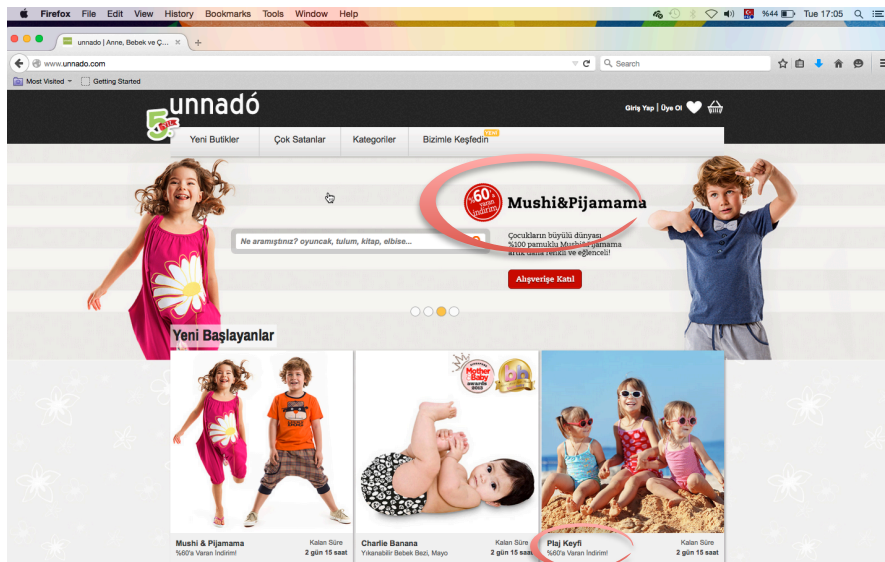
## Decoying

Distracting the victim's attention away from what is really going on

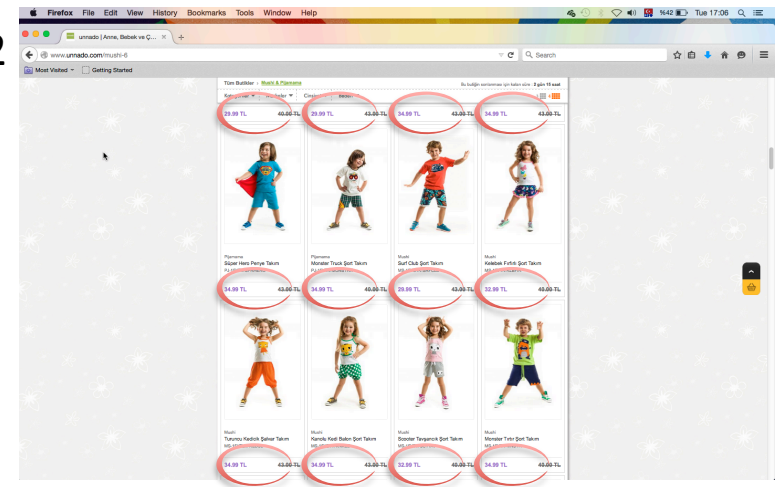
Presenting images of goods that are not on sale

Invalid discount offers

1



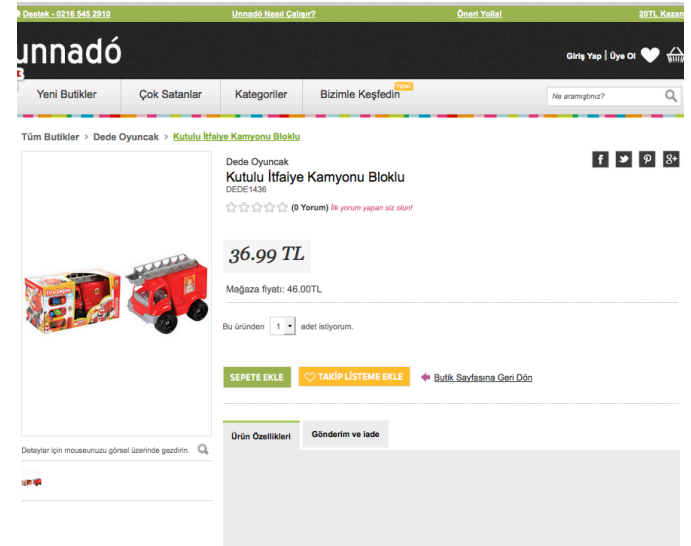
2



# Results

## Masking

- Total: **%40.7 material**
- Total: **%18 size**
- Eliminating Material
  - **%52 in shoes-bags**
  - **%50 in textile**
  - **%50 in toys**
- Eliminating Size
  - **%62 toys**





# Results

## Masking

## Eliminating Material and Size

History Bookmarks Tools Window Help

unnado x +

uffak-set/dede-oyuncak

Destek - 0216 545 2910 Unnadó Nasıl Çalışır? Öneri Yolları 20TL Kazan!

unnadó Giriş Yap | Üye Ol

Yeni Butikler Çok Satanlar Kategoriler Bizimle Keşfedin <sup>12%</sup> Ne aramıştınız?

Tüm Butikler > Dede Oyuncak > **Dört Katlı Mutfak Seti**

Dede Oyuncak  
**Dört Katlı Mutfak Seti**  
DEDE1105

☆☆☆☆☆ (0 Yorum) İlk yorum yapan siz olunuz!

**22.99 TL**

Mağaza fiyatı: 30.00TL

Bu üründen 1 adet istiyorum.

SEPETE EKLE TAKİP LİSTEME EKLE Butik Sayfasına Geri Dön

Ürün Özellikleri Gönderim ve iade

Detaylar için mouseunuzu görsel üzerinde gezdirin.

History Bookmarks Tools Window Help

unnado x +

uffak-set/dede-oyuncak-2

Destek - 0216 545 2910 Unnadó Nasıl Çalışır? Öneri Yolları 20TL Kazan!

unnadó Giriş Yap | Üye Ol

Yeni Butikler Çok Satanlar Kategoriler Bizimle Keşfedin <sup>12%</sup> Ne aramıştınız?

Tüm Butikler > Dede Oyuncak > **Dora Şef Mutfak**

Dede Oyuncak  
**Dora Şef Mutfak**  
01756

☆☆☆☆☆ (0 Yorum) İlk yorum yapan siz olunuz!

**38.99 TL**

Mağaza fiyatı: 50.00TL

Bu üründen 1 adet istiyorum.

SEPETE EKLE TAKİP LİSTEME EKLE Butik Sayfasına Geri Dön

Ürün Özellikleri Gönderim ve iade

Detaylar için mouseunuzu görsel üzerinde gezdirin.

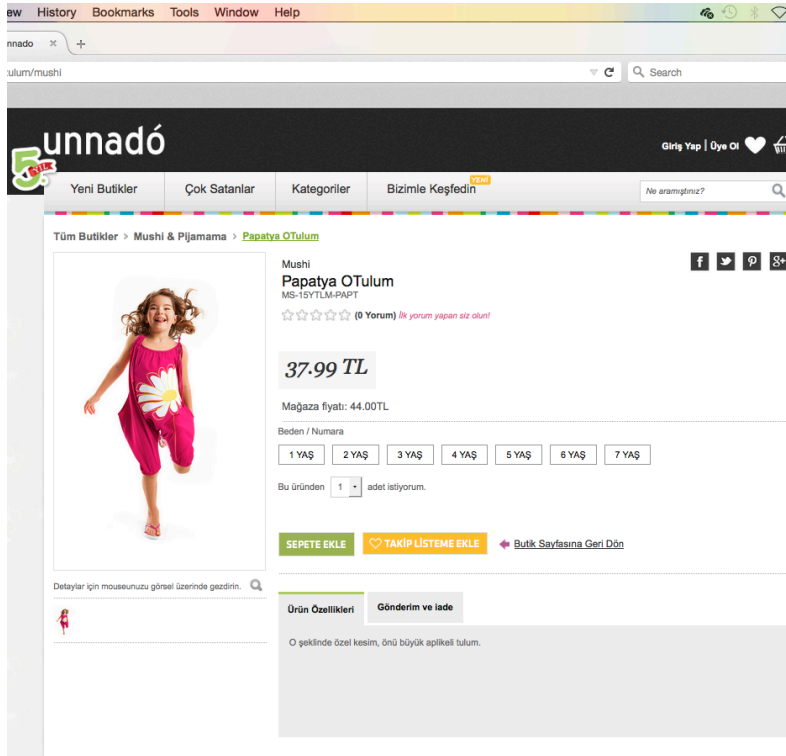
•Kızlar Dora mutfak seti oyuncakçı ile mutfaklarını bırakmak istemeyecekler ve eğlenmenin tadını çıkaracaklar.  
•Yaş grubu: 3 yaş ve üzeri.

Ürünün Ölçüleri:  
Açık Boyutu: 65 x 25 x 42 cm  
Kutu boyutu: 54 x 35 x 14 cm  
Parça Sayısı: 16 parça  
Ürün üzerindeki renkler ve baskılar assortli olup değişiklik gösterebilir.

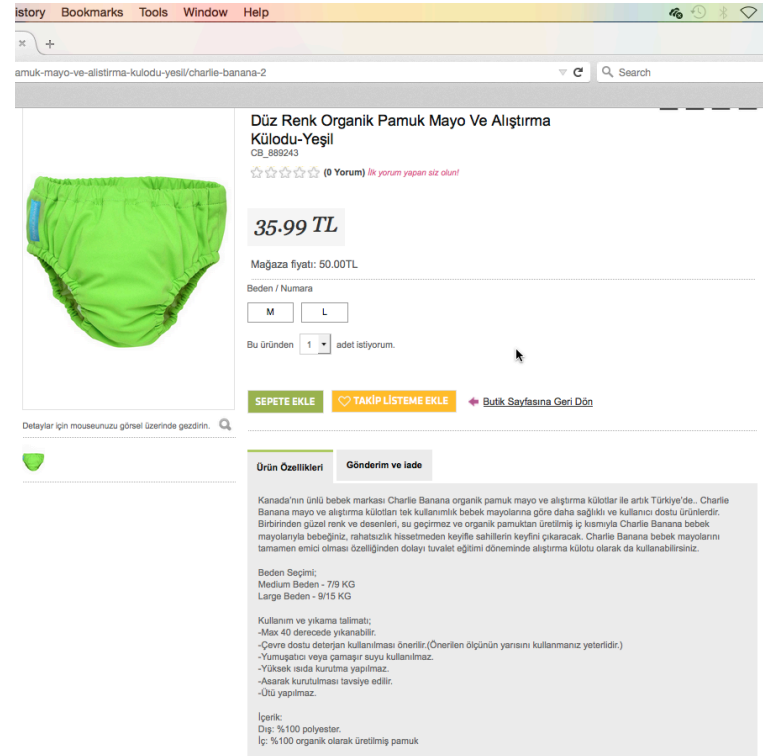
# Results

## Masking

## Eliminating Material and Size



The screenshot shows the unnodó website interface. The top navigation bar includes 'History', 'Bookmarks', 'Tools', 'Window', and 'Help'. The search bar contains 'ulum/mushi'. The main header features the unnodó logo and navigation links: 'Yeni Butkiler', 'Çok Satanlar', 'Kategoriler', and 'Bizimle Keşfedin'. The product page for 'Papatyá OTulum' is displayed, featuring a large image of a child in a pink jumpsuit. The product name is 'Papatyá OTulum' with a price of 37.99 TL and a store price of 44.00TL. The page includes a 'SEPETE EKLE' button, a 'TAKİP LİSTEME EKLE' button, and a 'Butik Sayfasına Geri Dön' link. The 'Ürün Özellikleri' and 'Gönderim ve İade' sections are visible at the bottom.



The screenshot shows the unnodó website interface for a product page. The top navigation bar includes 'History', 'Bookmarks', 'Tools', 'Window', and 'Help'. The search bar contains 'amuk-mayo-ve-alıstırma-külüdu-yesil/charlie-banana-2'. The main header features the unnodó logo and navigation links: 'Yeni Butkiler', 'Çok Satanlar', 'Kategoriler', and 'Bizimle Keşfedin'. The product page for 'Düz Renk Organik Pamuk Mayo Ve Ağıstırma Külüdu-Yeşil' is displayed, featuring a large image of a green diaper. The product name is 'Düz Renk Organik Pamuk Mayo Ve Ağıstırma Külüdu-Yeşil' with a price of 35.99 TL and a store price of 50.00TL. The page includes a 'SEPETE EKLE' button, a 'TAKİP LİSTEME EKLE' button, and a 'Butik Sayfasına Geri Dön' link. The 'Ürün Özellikleri' and 'Gönderim ve İade' sections are visible at the bottom.

# Results

## Masking

## Eliminating Material and Size

Unnadó

Yeni Butikler Çok Satanlar Kategoriler Bizimle Keşfedin

Tüm Butikler > Plaj Kayfı > 10200-Trukid Hero Stick

TruKid  
10200-Trukid Hero Stick  
UN\_547640

41.99 TL

Mağaza fiyatı: 48.00TL

Bu üründen 1 adet istiyorum.

SEPETE EKLE TAKİP LİSTEME EKLE Butik Sayfasına Geri Dön

Ürün Özellikleri Gönderim ve İade

SKT: MAYIS-2017

IBM SPSS Statistics Processor is re

Unnadó

Yeni Butikler Çok Satanlar Kategoriler Bizimle Keşfedin

Tüm Butikler > Önce Sağlık > 07002-Bed Time Vücut Şampuanı-250 ml

Johnson's Baby  
07002-Bed Time Vücut Şampuanı-250 ml  
UN\_575763

5.99 TL

Mağaza fiyatı: 9.00TL

Bu üründen 1 adet istiyorum.

SEPETE EKLE TAKİP LİSTEME EKLE Butik Sayfasına Geri Dön

Ürün Özellikleri Gönderim ve İade

Ölçü: 250 ml

Özellikleri:

- Doğal ve rahatlatıcı kokulu özel bir kangarı olan Natural Calm™ aroması içerir.
- Bebeklerin cildini nazıkçe temizlemek için idealdir.
- Kremli formülü sayesinde bebeklerin cildini temizlerken aynı zamanda da nemlendirir.

Ürün açıldıktan sonra 12 ay içerisinde tüketilmelidir.

# Results

## Masking

## Eliminating Material and Size

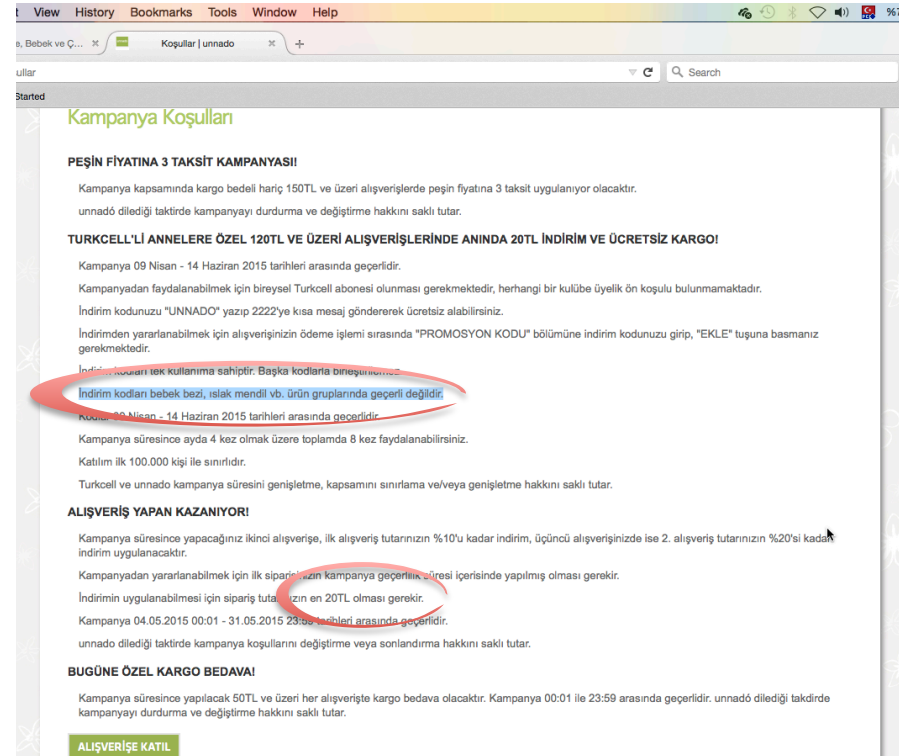
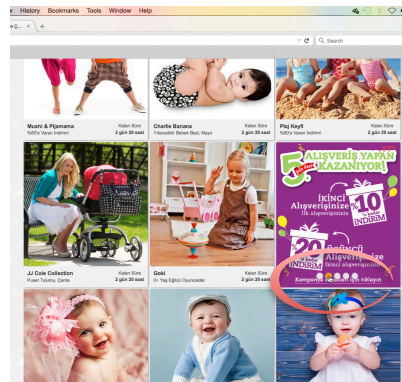
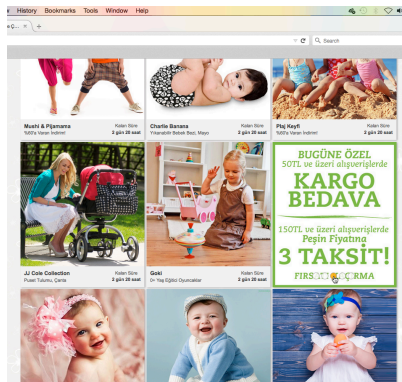
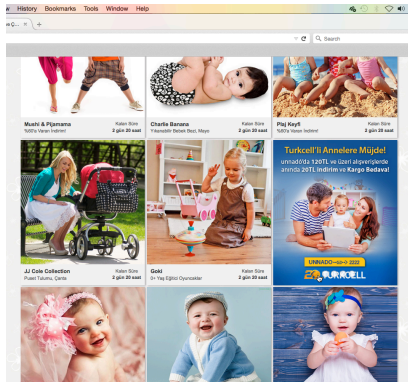
The screenshot shows a web browser window displaying the unnadó website. The page is for a car seat product: "Cybex Pallas M-Fix 9-36 Oto Koltuğu(Limestone)". The price is listed as 999.99 TL. The page includes a navigation bar with "Yeni Butikler", "Çok Satanlar", "Kategoriler", and "Bizimle Keşfedin". There are social media icons and a search bar. The product image shows a beige and black car seat.

The screenshot shows a web browser window displaying the unnadó website. The page is for a travel set product: "Travel Set-Bebek Arabası-Familyfix Baza-Pebble Anakucagi-Black". The price is listed as 2699.99 TL. The page includes a navigation bar with "Yeni Butikler", "Çok Satanlar", "Kategoriler", and "Bizimle Keşfedin". There are social media icons and a search bar. The product image shows a black travel set including a stroller, car seat, and baby car seat.

# Results

## Dazzling

## Obscuring or blurring information about special offers

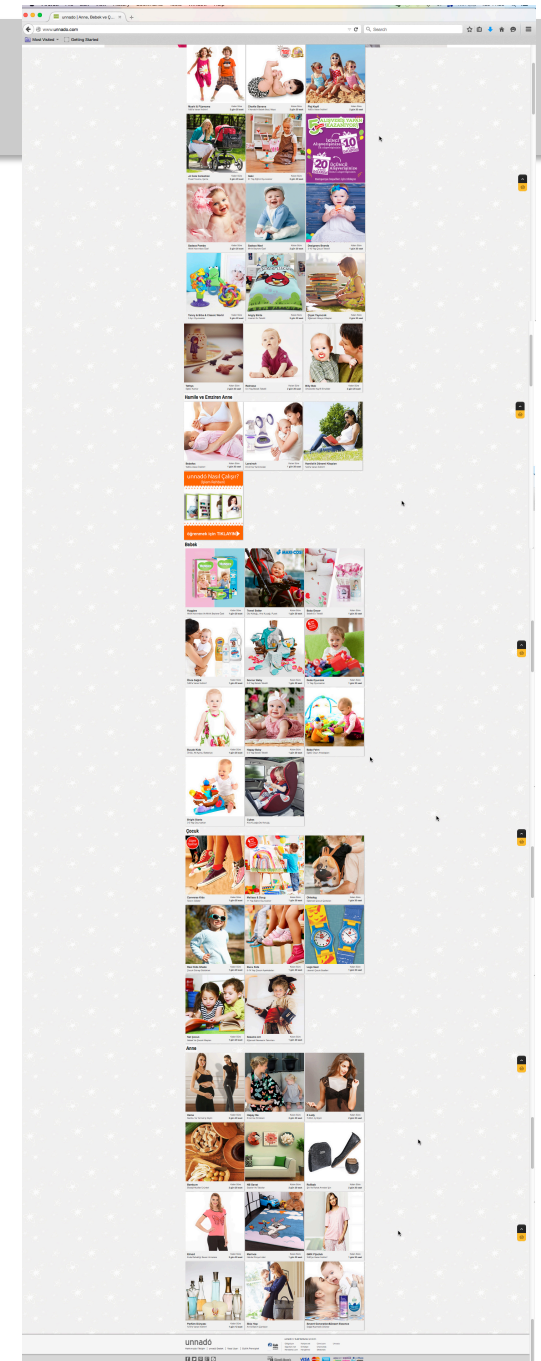


# Results

## Decoying

1. Presenting images of goods that are not on sale:

**in 13 boutiques out of 48**  
product shown or represented in the  
main page ads were not available for  
purchase





# Results

## Decoying

### 2. Invalid discount offers:

6 boutiques offering special discounts

2 applied the exact rate;

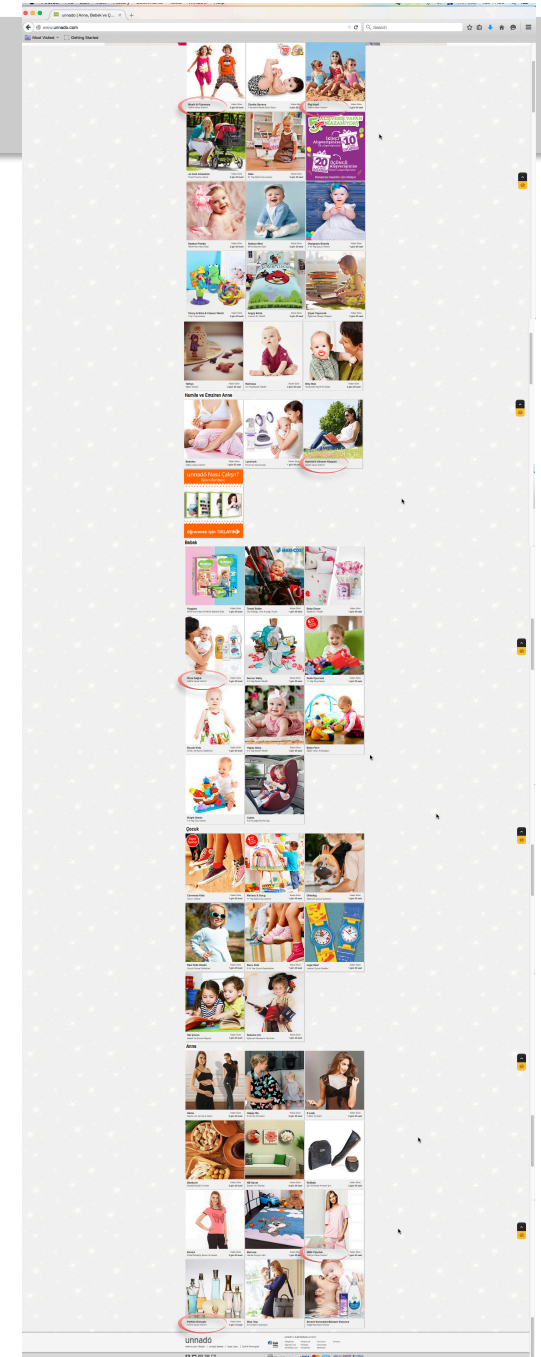
1<sup>st</sup>: the product was out of sale

2<sup>nd</sup>: the cheapest product

2 boutiques offering Low price offer:

1<sup>st</sup>: 2 out of 188

2<sup>nd</sup>: 2 out of 157



# Conclusion

This study verifies that the deceptive advertising practices are common among Internet shopping sites.

Based on the acquired quantitative data, it can be said that while some sellers, advertisers and marketers provide valuable information for consumers, some of them omit, obscure or manipulate the crucial information about their products:

1. Masking of the material is more common among the textile products, the masking of size is more common among toys.
2. It has been found that for all special offers there are preconditions given in a linked page, which can easily be missed out by the customers
3. Some discount claims are found to be not true.
4. In a number of cases the advertised commodity was not available in the shops