

Measuring the Effect of Consumer Protection Laws on Consumer Purchase Intention with Consumer's Attitude toward Deception as a Mediator

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Abstracts: Marketing deception in Iraq is different from other countries due to the absence of governmental control, corruption, the political composition and structure of the country. This study aims to test the effect of consumer protection laws on consumer purchase intention. The data were collected by a questionnaire distributed randomly to customers local Supermarkets in Erbil, Kurdistan Region of Iraq. A random sampling technique was used. Accordingly, 300 respondents participated in the survey, and 275 valid responses were received, demonstrating a 92% response rate. The hypothesis was tested by employing Partial least squares structural equation modelling (PLS-SEM). The finding showed consumer protection laws have significant effect on consumer purchase intention. Also, the relationship between consumer protection laws and consumer buying intention was mediated by consumer attitude. The outcomes propose that strong laws and regulation by the government favor both consumers and marketers and will increase the attitude of consumers toward purchasing a product.

Keywords: Marketing, Deceptive Marketing, Consumer Protection Laws, Consumer Attitude, Consumer Purchase Intentions.

1. INTRODUCTION

The marketing field in today's digital transformation revolution has been challenged by an intense transformation due to social media influence on consumers everywhere (Gaber & Wright, 2018). Despite the realism of digital marketing techniques, many marketers and business owners are finding new ways to cheat their customers. These practices can harm the reputation of firms in the future (Epley & Kumar, 2019; Lee & Jin, 2019). According to Ray (2018) marketing deception by firms and businesses are not a sustainable and dependable strategy since it will alter the consumers' behavior to switch to alternative product or services. Consequently, businesses will lose their competitive advantage and will be labeled as an unethical firm, which will result in diminishing profit in the long run (Wilkins et al., 2016). Likewise, the influence of misleading and deceptive tactics on shoppers is considered the poorest aspect about marketing. If businesses don't deliver truthful information about their products, consumers purchasing decisions relating to these products will be very poor (LaMarco, 2018).

In Iraq, marketing deception practice differ from the rest of the world. The infestation of these practices is related to due to the nonexistence of legislative control, bribery, the government political structure (Lafta, 2016). Khalil (2019) blames corruption and deception on weak faith and the absence of Islamic religion teaching by numerous Iraqi businesses. Likewise, Wadi (2015) specified the reason to the lacking of ethical principles among businesses, since greediness dominated the business environment. Assi (2015) puts the responsibility on the absence of regulatory agencies and incompetence of consumer protection groups. Taboush & Bokedron (2017) stated that consumers' pessimism and the cultural illiteracy in reporting deceit and fraudulent activities also play a significant role in the spread of deception. Educating customers to demand action by going to court and ask for punitive damages as a result of marketing deception. Therefore, the government of Iraq has to move fast to curb this phenomenon to shield citizens from the consequences of deceptive marketing.

This study sheds the light on the spread of dishonest marketing practices in Iraq, and the nonexistence of governmental and regulatory laws and groups to limit these practices (Lafta, 2015). Earlier literature presented very

few of the previous studies that scrutinized the mediating role of consumer attitude toward deception in regard to consumer protection laws and consumer purchasing intention. This study inspects the significance of consumer protection laws on attitude toward purchasing intention by Iraqi consumers in Kurdistan Region.

2. REVIEW OF LITERATURE

This segment is devoted to the preceding studies related to consumer protection laws and its connection with consumers purchase intention.

2.1 Consumer Protection Laws

Consumer protection laws exist to guard against unfair marketing practices that harm consumers in marketplace. (Ribeiro, 2021). As well as protection from unfair trading, consumers are protected by statutory rights and regulations against unfair contracts. It pursues the prevention of unfair, misleading, or fraudulent practices in sales. Therefore, products sold to customers should satisfy the quality and not enforcing unfair terms and conditions hidden in the small print of a contracts (Van Loo, 2019).

Consumerism is a broad concept that focus on many important issues including consumer protection rights. Consumerism is the promotion of trustworthy information delivered to consumers to become a decision maker in the marketplace (Roach et al., 2019). It is also called consumer social movement or activism. It is observed as a key political influencer in many countries around the world. According to United Nations Conference on Trade and Development (2019) It is the actions of several organizations with the goal of protecting basic consumer rights. Consumerism is a notion in promoting the activities of customers, organizations, governments and additional social groups to shield customers' constitutional rights and welfares. The movement was initiated in United States as a social movement and moved to cover the entire world (Bello et al., 2016; Donoghue et al., 2015; Hima, 2016).

According to Makanyeza et al. (2021) consumer safety specifies that customers have the right to be protect his health and life in contradiction of the harmful activities created by marketing. The right of product information instructs that customer has the right to be presented with factual information to decide on purchasing a product at the marketplace. Thus, protection against deceptive and misleading marketing communications (Smith et al., 2022). In this study, consumer protection laws can be defined as government actions to stop misleading or unethical business practices, such as false promotion or defective products; as well as, shield consumers from partial transaction. These laws protect consumers by constitutional rights and rules contra deceptive business practices.

2.1.1 Overview of Iraqi Consumer Protection Law

Government legislation reflects the reality of the social and economic society and keeps pace with developments affecting its various aspects, the importance of protecting the consumer's right from deceptive adverting appeared to be an essential issue in Iraqi society. Embodying this, Iraqi Consumer Protection Law No. (1) Of 2012 was found in order to protect consumers from all sides, including deceptive commercials. Nonetheless, despite the passage of ten years since the issuance of this law, it was found that it did not succeed in preventing the huge amount of the deceptive commercial advertisements that we see and hear daily (Baez, 2012). Today, we find that Iraqi citizens still have big problems with commercial ads. This is what prompted us to write on this topic and the reason we chose it. As many wonders: Where is the Consumer Protection Law that was issued eleven years ago to prevent deceptive commercial advertisements and protect consumers from their harmful effects, which has become a major problem faced by the consumer public? As deceptive commercial advertisements that promote inferior services and goods, and has no international standard specifications, it is constantly displayed and broadcast through various electronic and non-electronic means, audio and video around the clock.

Regarding the legal control of commercial advertisements in Iraq, the reality point that after the issuance of the Iraqi Consumer Protection Law No. (1) of 2012, there is still a significant shortcoming in the control of commercial advertisements, despite the passage for ten years since the application of this law, as the phenomenon of deceptive marketing has not ended yet and we still find many victims of these advertisements, which led many to wonder

where is the law of Consumer Protection which was issued long time ago? Where are consumer rights when exposed?

According to Baez (2012) in the deceptive world? As deceptive commercial advertisements are still shown in different ways including local and satellite television channels, radio stations, and web pages in the Internet, as well as published in various newspapers and magazines and presented in all places. And if we look at what preceded the issuance of this law, we find in the Iraqi reality that there is no existence of a body with clear and practical powers in the field of commercial ad control, as at the level of the organizational aspect represented in the enactment of laws and regulations. It does not exceed the Law of Publicity and Advertising Offices No. (31) For the year 2011 announced. When researching the content of this law, it is noted that there is a significant shortcoming in the regulation of the subject censorship of commercial advertisements in general. Only one article in this regard, which states that (publishing offices are subject to censorship and inspection by the Ministry of Culture and Information (Article 7 of 1994). It is noted here that this law has given the authority of oversight to the Ministry of Culture without specifying how to exercise it and the advertisements included in it. And when instructions were issued to organize advertising and publishing offices serving this aspect (Alrabiy, 2001).

As for the executive body institutions, we also did not find a specialized and effective institution that control the commercial advertisements. Even though in the year 1997 The Center for Market Research and Consumer Protection was established as the first party to contribute in protecting the consumer from fraud and deception (Market Research and Consumer Protection Center No. 3. 2001). The center's job was limited to preparing academic studies and submitting proposals to the concerned authorities, develop bills for consumer protection in general and protect it from especially deceptive ads (Baiz, 2012).

From the foregoing, it becomes clear to us that there is a major defect in the field of control over advertisements commercial activity in Iraq and that the reality of commercial activity in Iraq is in dire need of such control, due to the prevalence of manifestations of fraud and deception, which does not seem to stop even after The Consumer Protection Law was issued in the year 2010, which was expected to achieve a lot In fact, a lot of hopes were hanging on it, but nothing changed in the field of controlling commercial advertisements and stopping deceptive practices.

2.2 Attitude

Planned behavior theory proposes that favorable consumer attitude concerning an ethical product will lead to buying the product (Sun, 2019). On the other hand, Verstraten (2015) stated that ambiguous and deceptive information in the marketing campaign will alter the customer's view toward the data received, consequently will influence his attitudes towards any ad concerning the advertised brand. A survey in Taiwan investigated the purchase intention and attitudes concerning organic food showed significant relationship between attitude and purchase intention toward organic food (Chen, 2007). Additional studies by (Darke & Ritchie, 2007; Riquelme & Román, 2014) concluded that applying unethical and misleading marketing campaigns will have a diverse effect on the consumer and lead to losses of money and customers.

The undesirable impact of deceptive practices will lead to lessening of the intention repurchase a product. Evidence from a study by Held & Germelmann (2018) designates that the sentiments of deceived consumers generate a negative results to deceptive marketer. A methodical study related to perceived deception by consumers and buying intention is still scarce. Numerous studies also have concluded a negative relationship between marketing deception and consumer loyalty (Iqbal & Siddiqui (2019), as well as decrease in sale (Gaber et al., 2018). Also, misleading consumers by using tricky prices will have negative consequences to any firm applying deceptive marketing tactics. Still, literature related to examining deceptive marketing practices relationship with buyer buying intention with the mediating effect of attitude toward deception is very rare.

2.3 Consumer Purchase intention

After a several inducements of the targeted consumers, buying intention become the final step in the purchasing process (Wijekoon & Sabri, 2021). Similarly, Takaya (2016) specified that in online purchasing, consumer purchase indentation is considered the ultimate goal of marketers. For that reason, purchase intention plays an essential role in inducing customer's behavior. A study by Raza et al. (2014) defined purchase intention as a situation between the vender and customer, this state is triggered when the buyer is ready to consent to the seller's offer. In their study, Garcia et al. (2020) defined the purchase intention as customer's aspiration to purchase a product or service, consequently the customer express an intention to discover any benefit related to the product that will meet his desire and need. Similarly, Kim (2020) explained purchase intention as a consumer's tendency to do the purchasing act after stimulating his behavior. In the study, the authors define purchase intention as customers' willingness to purchase certain product or service online or from any store. Nevertheless, the choice of purchasing rest on the behavior of the customer.

2.4 Hypothesis Development

2.4.1 Consumer's protection laws and purchase intention

Many studies over the past decade focused on the impact of government legislations and protection laws in regard to buying intention including; Bukhari & Aqdas (2017); Ha et al. (2021); Liu et al. (2021); Qader & Zainuddin (2010); Zhuang et al. (2021). A study by Qader & Zainuddin (2010) focused on the significances of government protection legislation on intention to purchase green products with attitude as a mediator. The outcome of the study showed government protection law and attitude have no impact on consumer purchase intention, while media exposure had a significant influence on purchase intention. Another study by Ha et al (2021) showed the absence of government protection laws as a factor in influencing purchase intention when consumers purchase online. On the other hand, a study by Bukhari & Aqdas (2017) showed that environmental protection laws have significant impact on green product purchase intention by customers. Liu et al. (2021) suggested that governmental financial assistance and other policies can also increase consumers' willingness to purchase energy vehicles. Zhuang et al. (2021) suggested that popularize environmental laws and problems among consumers influence green purchase intention. Gong et al. (2022) concluded that obsolete consumers' protection laws by policymakers such a as privacy and trust has negative effect of consumers' online purchase intention. From the above argument, the researcher postulates the following hypothesis

H1: Consumer protection laws has a negative effect on purchase intention among Iraqi consumers.

2.4.2 Consumer protection Laws and attitude

There is scarcity in empirical literature on the consequence of consumer rights responsiveness on consumer attitude. Yet, we can apply the Theory of Planned Behavior to clarify the impact of the awareness of consumer rights on consumer attitude. For instance, a study by Ishak & Zabil (2012) indicated that awareness impacts customer behavior. In current study, it is supposed that understanding of consumer rights are important in inducing customer behavior. Consumer protection laws allow customers to choose a comprehensive decision when they try to purchase a product or service. Consumers knowledge of their rights play an essential role against fraudulent and deceptive business practices (Bello et al., 2016; Donoghue et al., 2015). A study conducted in Malaysia by Ishak & Zabil (2012) showed a positive link and relationship between consumer awareness of the rights and customer activities to be taken in particular conditions in accordance with the law.

On the other hand, many studies exploited the defect in consumer protection (Arto, 2017; Jennings, 2014; Suherman, 2021). Suherman, (2021) stated that consumer protection laws sometimes don't accommodate the complains of the customers. The frail employment of protection laws created distrust in the mind of the consumers (Cagdas et al., 2021). This situation is exacerbated by insufficient education and illiteracy by consumers. The absence of consumer protection laws has a negative effect on consumer attitudes toward products (Van Loo, 2019). According to Becher (2018) weak consumer protection law have negative effect on consumer. In addition, Belwal et

al. (2021) concluded in their study that consumer protection is an essential issue confronting the Middle east region. The lack of protection rules and protection guidelines is depriving consumers of a feeling of security, which consequently affects their buying behavior (Belwal et al., 2021). According to the above discussion, the researcher postulates the following hypothesis:

H2: Consumer protection laws has negative effect on deceptive Attitude toward product.

2.4.2 Consumer attitude and purchasing intention

The influence of attitude on purchase intentions was recognized by numerous studies. The link between attitude the purchase intention has been rooted in the Theory of Planned Behavior and prior by the Theory of Reasoned Action. Chiu and Leng (2016) constructed their hypothetical model on the Theory of Planned Behavior, and examined the relationship between TPB paradigms: attitude, subjective norm, and behavioral control and purchase intention. In their study, Chiu & Leng, (2016) they concluded a significant impact of attitude on purchase intention. Likewise, Haefner et al. (2016) specified that attitude is the chief player once you study purchasing intention. Despite the fact they presented attitude as the trigger for purchase, other factors also played a role in purchasing intention such as fondness and liking as a substitute for attitude (Haefner et al., 2016). Likewise, Halkias et al. (2016) studied the linking between attitude and purchase intentions. the study examined the consequence of domestic and global brand awareness, competence and cordial attitude, their result revealed that attitude has a major influence on intentions. Related conclusion by Jung & Seock (2016) , showed a positive relationship between attitude and purchase intentions in the apparel sector. Also, Mobrezi & Khoshtinat (2016) inspect the impact of attitude on organic products purchasing. The results recognized that attitude unquestionably influences the inclination to purchase the product. After review of previous literature, the authors propose that marketing deception has positive influence on purchasing intention. Thus, postulates that:

H3: Attitude toward marketing deception has a positive impact on Iraqi consumers purchase intention.

2.4.4 The mediating role of attitude

The concept of attitude according to the TPB is learned rather than inborn trait (Fishbein & Ajzen, 1975). This concept is in line with marketers' view that attitude may be influenced by marketing activities. TPB also supported this claim that attitude may influence purchase intentions. Preceding studies including (Held & Germelmann, 2018; LaTour & LaTour 2009; Shanahan & Hopkins 2007) confirmed that the absence of protection laws adversely effects attitude towards advertisements. According to Darke & Ritchie, (2007) This technique is mostly practiced when consumers had a negative past involvements with marketers. Najar & Hamid (2021) confirmed a satisfactory link between customer attitude and purchase intentions during the purchasing of energy-efficient household appliances. In addition, positive attitude was linked to the customer's energy –efficient intentions due to government strict laws and regulations.

A study by Anridho & Liao (2013) revealed a substantial link between ethical product and consumer attitude toward purchasing intentions. They suggested that customer's awareness of governmental laws that protect consumers will generate a satisfactory attitude toward the product, therefore it will lead to a positive intention to purchase. The authors believe that there is a probability in employing consumer attitude as a mediator in explaining the association between protection laws and consumer purchase intention.

H4: Attitude has a mediating role between consumer protection laws and purchase intention

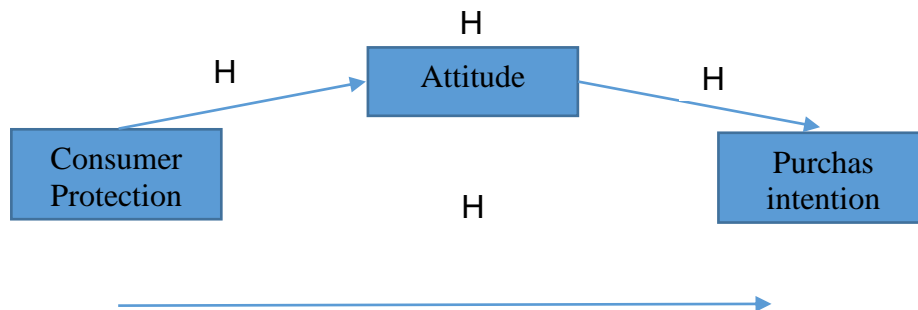


Figure 1: Conceptual Framework

3. METHODOLOGY

The study aims to inspect the influence of consumer protection laws on consumer purchase intention, with consumer attitude as mediator. The study applies a quantitative approach with a random sampling technique in the form of a questionnaire form distributed to Iraqi consumers in the province of Erbil, Iraq. The sample of the study was 300 respondents, after screening the questionnaire forms, 275 valid questionnaires were used in the analysis, signifying a 92% response rate. Accordingly, a theoretical framework is formed, as presented in Figure 1 above.

In measuring consumer protection laws, the authors selected 6 statements adapted from Suherman, (2021). The variable attitude was adapted from Wilkins et al. (2016) with 6 statements. The dependent variable purchase intention was adapted from Duffett (2015) with 6 statements. The instruments were measured by 5-point Likert scale.

A Partial least squares structural equation modeling (PLS-SEM) was applied to test the hypothesis of the study. It is well-known scheme for investigating complex relationships between detected and latent variables. PLS-SEM is highly appreciated by scholars due to the benefits it offered, including the estimation of complicated models and methods in relationships to specified and measured data (Hair et al., 2019).

The respondents' demographics revealed that 55% of respondents are women, the majority of the respondents ages are between 29–39. A 38% of respondents were frequent shoppers. Also, 46.9% of the respondents were educated with a bachelor's degrees. Finally, 51% of respondents appeared to shop at least once a week.

4. ANALYSIS RESULTS AND DISCUSSION

4.1. The Measurement Model

The first phase of the analysis is to inspect the outer loadings. Hair et al. (2019) specified that each item loading must be 0.70 or better. Table 1 below illustrates that all the items' loadings did surpassed 0.70. They range between 0.804 for purchase intention and 0.919 for consumers' attitude.

In the second phase, the authors tested the internal consistency and reliability. Typically, reliability is measured by composite reliability and Cronbach's alpha. According to Hair et al. (2017) the cut off level of both criteria must be >0.70. As shown in Table 1, the CR, and CA indicated a high internal consistency with value more than 0.70.

In the third phase, the authors measured the convergent validity for each construct. CV measures the average variance extracted for every construct. Moreover, the AVE score according to Hair et at. (2019) must be 0.5 or higher. The results in Table 1 showed all AVE constructs surpassed the score of 0.5. Consequently, no irregularity was shown the CV model.

Finally, in phase four, the study measured the discriminant validity. DV according to Hair et al. (2019) is the degree of uniqueness of a variable in the structural model from other variables. Two criteria measure this step: Fornell & Larcker (1981) and heterotrait-monotrait (HTMT). According to Fornell & Larcker (1981), the construct AVE must be correlated with itself higher than other constructs. As shown in Table 2, each construct correlated higher than the other. Thus, there is no discriminant validity issue raised in this model.

Alternative criterion to measure the discriminant validity is HTMT. To confirm no appearance of any discriminant issue, Hair et al. (2019) indicated that the HTMT for each construct must be lower than 0.90. Table 3 demonstrates that all the value of all constructs was lower than 0.90. Accordingly, the proposed model had no issue in regard to validity, reliability, convergent and discriminant validity. Therefore, the analysis will proceed to the structural model in the next section.

Table 1. Reliability and Validity

Constructs	Items	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Attitude (ATT)	ATT1	0.931	0.902	0.939	0.829
	ATT2	0.922			
	ATT3	0.899			
	ATT4	0.895			
	ATT5	0.911			
	ATT6	0.959			
Purchase Intention (PI)	PI7	0.785	0.888	0.913	0.648
	PI8	0.793			
	PI9	0.722			
	PI10	0.823			
	PI11	0.815			
	PI12	0.891			
Consumer Protection Laws (CPL)	CPL13	0.833	0.912	0.944	0.755
	CPL14	0.875			
	CPL15	0.844			
	CPL16	0.799			
	CPL17	0.871			
	CPL18	0.911			

4.2. The Structural Model

According to Hair et al. (2017) a bootstrapping with 5000 subsamples is proposed. Bootstrapping is applied to compute the estimations' standard errors to test the hypothesis of the proposed model. To do so, the coefficient of determination (R^2) is evaluated. R^2 refers to the measurement of the variance of endogenous to exogenous. Chin (1998) stated that if the R^2 ranges are less than 0.19 it should be rejected. If the ranges between 0.19 to 0.33 it will be considered weak. If it ranged from 0.33 to 0.67 it will be considered moderate. Finally, if R^2 ranges above 0.67 it is considered high. As shown in Table 4, the R^2 is 0.347 and 0.559 for ATT and PI correspondingly. Consequently, the R^2 is considered moderate for this model. Next, Q^2 is assessed, the aim of this phase is to evaluate the proposed model projected capability.

The Q^2 was run by the blindfolding step in Smart-PLS, according to Hair et al. (2022) the value of this criteria must be greater than zero. Table 4 showed the Q^2 value is 0.334 which is greater than zero. Hence, this criterion has been achieved without any concern.

Table 2. Fornell & Larcker Criterion

	Attitude	CPI	DBI
Attitude	0.906		
Purchase Intention	0.674	0.789	
Consumer Protection Laws	0.598	0.646	0.872

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	Attitude	CPI	DBI
Attitude			
Purchase Intention	0.727		
Consumer Protection Laws	0.623	0.699	

Table 4. R Square and Q²

	R Square	R Square Adjusted	Q ²
Attitude	0.347	0.342	0.271
Purchase Intention	0.559	0.543	0.334

To test the hypothesis of this study, the authors measured the direct and indirect effect of the proposed model in Table 5. The results of table 5 indicated that consumer protection laws (CPL) has a significant effect on purchase intention (PI) with a P-value of $0.00 < 0.05$ and T-values of $10.759 > 1.96$. Therefore, H1 is confirmed. Also, the table showed that consumer protection laws (CPL) has a positive significant impact on attitude (ATT) toward the product with a P-value of $0.00 < 0.05$ and T-values of $9.712 > 1.96$. Therefore, H2 is confirmed. Likewise, the results in table 5 indicated that attitude toward marketing deception has a significant effect on purchase intention among Iraqi consumers. This is due to the p-value < 0.05 and the T-value of $5.811 > 1.96$. Thus, H3 is confirmed. Finally, the indirect effect path showed consumer protection laws have a positive and significant effect on consumer purchase intention through the mediating role of attitude with p-the value of $0.00 < 0.05$ and a t-value of $4.911 > 1.96$. Thus, H4 is confirmed.

Table 5. Total Effects

Proposed Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Decision
CPL → PI	0.647	0.649	0.062	10.759	0.000	Supported
CPL → ATT	0.589	0.588	0.061	9.712	0.000	Supported
ATT → PI	0.451	0.451	0.081	5.811	0.000	Supported
		Specific Indirect Effects				
CPL → ATT → PI	0.266	0.265	0.055	4.911	0.000	Supported

4.3. Discussion of the Result

The analysis of this study has been established, therefore, the objectives of this study have been attained. The primary hypothesis measured the influence of consumer protection laws on purchase intention was supported. This result is in line with previous studies such as Zhuang et al. (2021). The finding showed that awareness of laws and regulation play a vital role in describing buyer’ intention to purchase. The finding of the second hypothesis was supported also, where consumer protection laws have a significant influence on consumer attitude. The finding is similar to Van Loo, (2019) who found that consumer protection laws positively impact attitude. This suggests the absence of protection laws create a loss of customer and any future purchase if the two variables were reduced. Hypothesis three tested the influence of attitude on purchase intention. The finding presented a significant effect of attitude with purchase intention. This result corresponds with (Charton-Vachet et al., 2020; Zaremohzzabieh et al., 2021). Confirming the importance role of attitude in consumer decision to purchase. Finally, hypothesis four also confirmed, the variable attitude mediates the relationship between consumer protection laws and consumer purchase intention. The outcome of this hypothesis does correspond with Sheeraz et al. (2016). This prove that consumer protection laws can alter customer’s attitude, also, attitude influence the buying intention of consumers.

CONCLUSIONS

This present study links the status of consumer’s protection laws to consumer’s purchase intention with consumer attitude as a mediator. The analytical result indorses the fact that the absence of consumer’s protection laws and regulations will negatively alter consumer’s attitude toward products, consequently, influence the purchase intentions of consumers. The results propose that strong protection laws and government enforcement plays a significant role in stimulating consumer attitude. Thus, raise the desire of consumers to purchase a brand.

therefore, marketing manager and sales personnel should adhere to government laws and regulations that is related to customer's protection to create more sales. Study concerning the influence of consumer's protection laws in relationship with purchasing intention is still scarce. The indication of this study showed that a the absence of consumer's protection laws generates an undesirable outcome for businesses.

Theoretical and Practical Implications

According to previous literatures, a few studies gave a resourceful indication of the implication of consumer protection laws on Iraqi consumers' purchase intention. Similar prior finding can advise marketers of the negative consequences related to ignoring protection laws. The finding of this study closes the gap in the literature by offering a comprehensive clarification of consumer protection laws in Iraq effect on customer behavior in the direction of purchasing decisions after the discovery of deception by the retail and marketing personnel.

The practical implications of this study may educate consumers to be aware of protection laws that force marketers to be ethical in their dealing with marketing practices. Also, the ability of consumers to differentiate between untrue and false advertisement and marketers' unethical claims. Furthermore, the finding allows marketers to avoid consumers' complaints by implementing a strategy to coincide with government protection laws in an objective manner. Consumers accusations of deception will be spread to other consumers through word of mouth or social media, consequently, a loss of business and income will occur. Likewise, marketer's knowledge of the dire consequences of any unethical practices might possibly prevent marketers from engaging in unethical behavior. Finally, this study presents the policymakers in Iraq with a suggestion to enforce consumer protection laws and legislate modern laws that will eliminate the deception altogether.

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