

Protecting the Consumer from Misleading Advertising in the Light of ISO 26000 Recommendations:

The Case of Study Condor's Electronics Consumers in Algeria

Tarek Bourennani ¹, Naoufel Smaili ^{2*}

¹University of Larbi Tbessi, Environment and Sustainable Development Laboratory (Algeria),

tarek.bourennani@univ-tebessa.dz 

²University of Larbi Tbessi, Environment and Sustainable Development Laboratory

(Algeria), Naoufel.smaili@univ-tebessa.dz 

Received: 23/05/2021

Accepted: 21/06/2021

Abstract:

The study aims at examining, from the customers' points of view, the responsiveness of the Algerian Condor Electronics company, which integrates ISO 26000, to the standard recommendations about the customers' protection from misleading advertising. The study is based on a recent typology of truthful but misleading advertising to set the dimensions of the phenomenon. The study is positioned within the descriptive, analytical and statistical methods. It is a case study which consists of a sample of 208 customers who have already consumed the products of the company. The study concludes that Condor Electronics moderately responds to the mentioned recommendations. The study recommends the company to provide more information about its product in its advertisements.

Keywords:

Corporate Social Responsibility;
ISO 26000;
Marketing Deception;
Misleading Advertising;
Consumer Protection.

JEL Classification Codes: M14, M31,
M37

*Corresponding author

1. INTRODUCTION

The corporate social responsibility (CSR) is one of the most critical topics addressed by writers, researchers and critics in the previous century. Tackling this topic started early since 1930, where some studies were published with an emphasis on the social performance of business organizations (Carrol, 1999). Over time, the concept started to crystallize and expand more, so a debate was emerging between proponents and opponents of the CSR concept and its areas and limits.

The International Standardization Organization (ISO) is one of the important bodies which adopted this CSR concept, and its interest in this domain was crowned by issuing ISO 26000 for social responsibility in 2010 that dealt with many social, humanitarian, ethical, environmental and political cases with the participation of many states, organizations and experts. Due to the importance of ISO 26000, many companies around the world took it in as it may facilitate the access to global markets, and may also contribute to improving the corporate image among the stakeholders especially the consumers.

ISO 26000 considers customers as stakeholders, and it pays attention to their issues when they buy goods and services and interact with the company. The marketing department is the link between companies and their customers. Marketers are interested in studying the customers' needs and desires, and in following their purchasing behaviors. On the one hand, marketers collect information on customers from different available resources among which ICTs make the consumers' privacy vulnerable to violation. So the standard recommends companies to respect this privacy and not to collect any personal information for marketing purposes except for what is allowed by the law and approved by the consumer. On the other hand, companies display to their customers information about the brand, products, services and offers through advertising in order to catch the customers' attention to their products, services or offers, and in order to try to persuade them and influence their purchasing behavior. However, some of these advertisements mislead and deceive the consumer. ISO 26000 carefully addresses this customer issue by emphasizing the commitment to a truthful and non-misleading ad, and by stating a set of procedures and recommendations that companies have to comply with in this regard.

Condor electronics is one of the Algerian companies who adopt the CSR approach, and it has integrated ISO 26000, which led us to ask the following question being the problem statement of this paper: **To which extent does Condor electronics respond to the recommendations of ISO 26000 about protecting customers from misleading advertising?**

In order to answer the aforementioned question, the study proposes the following hypotheses:

H₀: Condor electronics does not respond to the recommendations of ISO 26000 about protecting customers from misleading advertising.

H₁: Condor electronics responds to the recommendations of ISO 26000 about protecting customers from misleading advertising.

2. Theoretical framework

2.1 Social responsibility concept

There is more than a unique concept to CSR due to the disagreement between sporadic points of view which this study tries to highlight first; then, it suggests a rational definition to balance them.

On the one hand, Friedman (1979) completely denies this concept and considers it artificial. He claims it as a trap plotted by socialists, and the businessmen who were behind this warm-hearted talk are as puppets of the intellectual forces that have undermined the basis of the free society decades ago. Milton Friedman denied in the beginning the existence of the so-called CSR, but he was fond of saying that there is a social responsibility of executives since people have withal sense of responsibility towards their families, their cities and their countries. Nonetheless, the executives' mission in the company is to maximize owners' corporate profits. Thus, executives are prohibited from acting consistently with the employers' interests. Some examples include refraining from increasing the price of the product in order to contribute to the social objective of preventing inflation, although the increase in prices would be in the interest of the company. Another example concerns spending on reducing pollution beyond the amount that serves the interests of the institution or as required by the law in order to contribute to the social goal of improving the environment. A third example stands for employing the unemployed 'militants' instead of qualified workers to contribute to the social objective of poverty reduction at the expense of the company.

On the other hand, it appeared to Carroll (1999) that the CSR concept has a bright future because, at its core, it addresses and captures the most important concerns of the public regarding business and society relationships. Furthermore, Moir (2001) saw an increase in the companies' desire and concentration to examine their social responsibilities, and that there were several initiatives aiming at measuring the companies' social impact. Moreover, the author added that the areas determined by social responsibility opponents are affecting a wide range of issues such as the closure of factories, staff relations, human rights, corporate ethics, community relations and the environment. It has been shown in the guidelines for the disclosure of the Organization of CSR Europe, an organization involved in the membership of a large group of companies across Europe, that it considers the following areas: the workplace (employees), the market (customers, suppliers), the environment, the society, ethics and human rights. Among the definitions provided by the proponents of social responsibility, we can mention Lantos's (2001) **"the organization's commitment to maximize the positive impact and minimize its negative effects, being a contributing member of society, with attention to the needs and desires of society in the long term"** (p. 8).

Besides, “**CSR means to be a good supervisor for economic and social resources of the community.**” It is also “**the company's obligations towards the interest of stakeholders**” which are “**any group or individual who can affect or is affected by the achievement of the organization objectives**” (Fontaine, Haarman, & Schmid, 2006, p. 3). These obligations go beyond the company’s legal requirements and duties to its shareholders. The aim of meeting these obligations is intended to minimize the damage and maximize the positive impact of the company on the society in the long term. These conflicting views on social responsibility as a concept and scope of application invite us to follow the dialectical approach that is not biased toward any party, but it is objectively trying to combine what we see as right and dispense with what we see as extremist. One of the definitions that we consider relatively rational is the definition proposed by The World Bank: “**Corporate Social Responsibility (CSR) is the business's commitment to contribute to sustainable economic development, working with employees, their families, the community and society as a whole to improve quality of life, Trade and development at the same time**” (The World Bank, 2003, p. 1).

The Triple Bottom Line (TBL) is a framework that distinguishes three dimensions of performance: social, environmental and financial. The TBL dimensions are also known as the three Ps: profits, planet and people (F. Slaper, 2011). People are split out into different groups, including customers, which are clarified in the famous theory of stakeholders. Nowadays, companies often produce products that meet their customers’ needs and desires, being the starting point for their production and marketing activities. When these desires are compatible with the benefit of the society and the environment, companies can achieve the balance between the three dimensions. For instance, Alejos Góngora’s and Claudia Lucia’s study (2013, p. 7) assumes that community has also become aware, and a new type of consumer has emerged: A “smart consumer” who prefers environmentally, friendly and socially responsible products. Otherwise, it is hard to balance the three dimensions when the customers’ needs and desires do not match the company’s benefits.

The company can influence these needs and desires by advertisement, but it is forbidden according to the social responsibility approach to use a misleading advertising that harms the customers in order to maximize the benefits. Thus, this research examines the existence of misleading advertising in a company that adopts social responsibility in order to know if it would face this controversy.

2.2 Stakeholders’ theories and groups

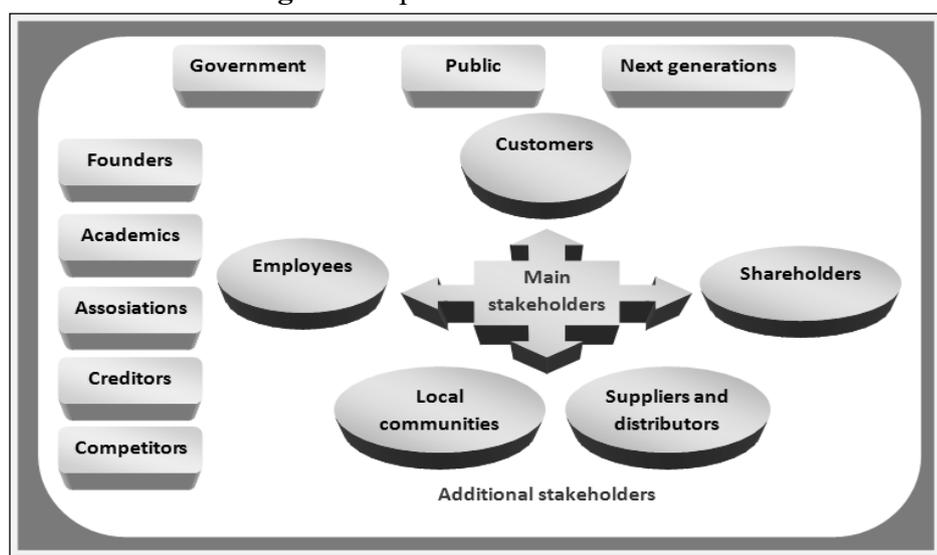
There are three approaches to conceive the concept of stakeholder theory. The first is normative stakeholder theory which contains theories of how managers or stakeholders should act and should view the purpose of organization based on some ethical principles. The second is the descriptive stakeholder theory concerned with how

managers and stakeholders are actually behaving, and how they view their actions and roles. The third one is the instrumental stakeholder theory which deals with how managers should act if they want to favor and work for their own interests (Fontaine, Antoine, & Schmid, 2006, pp. 13-20).

These theories are applicable to all stakeholders, but it is worth distinguishing the different categories of stakeholders. According to (Fontaine, Antoine, & Schmid), such a differentiation can be achieved through a set of classifiable relationships among groups of people in the organization. The main groups of stakeholders are:

- Customers;
- Employees;
- Local communities;
- Suppliers and distributors;
- Shareholders. (pp. 6-7).

Fig.1. Groups of Stakeholders



Source: Authors' design adapted from (Fontaine, Antoine, & Schmid, 2006, p. 4).

In this research, the focus is on the impact of advertising as a marketing activity in an Algerian company adopting social responsibility and integrating the CSR standard ISO 26000 on its customers.

2.3 Deceptive advertising concepts Advertising

a means of communication with the users of a product or a service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. Advertisers do this via television, print (newspapers, magazines, journals etc), radio, press, the internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people (The Economic Time). Therefore, advertising is any paid form of non-personal communication directed to target audiences through various media in order to present

and promote products, services and ideas. Advertising may be used to provide detailed information to customers about the company's offers, products and services in order to persuade the potentials, or to remind the currents, or to create uncertainty about competitors. Moreover, advertising may seek reinforcing satisfaction and winning the loyalty of customers (Jill Verstage, 2005, p. 142).

Deception: From a legislative view, the Algerian legislator figured out this type of practices with few details as it is mentioned in the article 429 of the Penal Code: **"Anyone who deceives or attempts to deceive a contractor shall be punished"** (General Secretariat of the Algerian Government, 2015). Besides, the article 68 of law 03/09 states: **"Anyone who deceives or tries to deceive the consumer shall be punished."** (Algerian Ministry of Commerce, 2009). Under U.S law, companies must avoid false or deceptive advertising. Advertisers must not make false claims, such as stating that a product cures something when it does not (Kotler & Keller, 2015, p. 591). For instance, the Federal Trade Commission (FTC) considered the representation, omission, or practice as deceptive if it is likely to mislead the consumer and affect his/her conduct or decisions with regard to a product or a service.

Deceptive advertising: It refers to promotional techniques designed to influence buyers with false or misleading claims (BusinessDictionary). It also refers to advertising products with misleading and insufficient information (Gaber, Labib, & Salem, 2018, p. 13). Deceptive advertising harms people in much the same ways as deception in sales, and tends to be wrong for the same reasons. Deceptive ads harm consumers by causing them to have false beliefs about the nature of the products being advertised, and thereby causing them to make different purchasing decisions than they would have made otherwise, and to purchase things unsuitable for their needs (Carson, 2010, p. 9). In deception, what is false is not said, which is beneficial to the advertiser whereas harmful to the customer. The responsibilities of the consequences are transferred to the victim (Bekouch, Cherfaoui, & Krochi, 2018, p. 634). Armstrong and others figured out that deceptive advertising definitions fell into two general categories which are: **"the act of deceiving"** and **"the fact or condition of being deceived"** (p. 19). They attempted to give the following definition that is both operationally and behaviorally oriented: **"If an advertisement (or advertising campaign) leaves the consumer with an impression(s) and/or belief(s) different from what would normally be expected if the consumer had reasonable knowledge, and that impression(s) and/or belief(s) is factually untrue or potentially misleading, then deception is said to exist"** (Armstrong, Gurol, & Russ, 1980, p. 20).

The study assumes that deception in advertising is intentional practices that seek to influence the customers' behaviors in order to lead them act in a way that harms them, but that allows the advertiser to have short term benefits.

2.4 Misleading advertising types

This research depends on a typology which distinguishes five types of deceptive advertising (Hastak & Mazis, 2011):

Omission of material facts: Some marketers tend to convince consumers that their product labels are purely truthful. In fact, these claims may probably be misleading due to the omission of some material facts. This omission would either be partial; offering the costumer inadequate information about the product, or entire where no information are provided to the latter.

Misleading due to semantic confusion: Consumers may fall in the trap of deception owing to their miscomprehension of the claims in advertisements or in packages. This is called semantic confusion. It takes place when marketers intentionally use a confusing language that is not meant to reveal the presumed fact.

Intra-attribute misleadingness: When an attribute is claimed to lead to misleading inferences about its own, this is generally known to be intra-attribute misleading. It is split out into two types of inferences which a costumer might deduce when faced with advertising or labeling claims. The first type occurs when marketers wrongly claim that the advertised brand is uniquely linked to a specific attribute: This is called attribute uniqueness claims. The second one, known as attribute performance claims, takes place when marketers incorrectly imply how well a brand performs on a certain attribute or feature.

Inter-Attribute Misleadingness: Believing that two particular attributes are correlated, consumers would be misled when they depend on the claims about one of these attributes to infer a certain claim about the other one. This is known as inter-attribute misleadingness.

Source-Based Misleadingness: Consumers are sometimes misled when they are exposed to the endorsements of experts or to those testimonials by ordinary users of the product. This occurs when the expert's opinion is far beyond their expertise, and when the expert provides a biased opinion due to a relationship with the marketer. A consumer may also be misled when marketers ensure that a majority of relevant experts approve the product. Consequently, consumers are likely to suppose that experts are offering a representative sampling. Nevertheless, a marketer may probably present only those opinions of experts who approve the product. In addition, when a marketer mentions a credible organization on a product label, consumers may mistakenly suppose that the product has been endorsed by this organization. Finally, when marketers present only the opinions of satisfied users or those of family members and friends, consumers would suppose that a representative sampling of users is offered based on these testimonials.

2.5 Protecting the customer in the light of ISO 26000

ISO 26000 sheds light on the consumer issues in the clause 6-7 through the United Nations Guidelines for consumer protection. It basically mentioned seven principles which are: safety, being informed, making choice, being heard, redress, education and healthy environment. These principles were adapted in the standard to seven issues (International Organization for Standardization, 2010). In order to enrich the subject studied, the researchers picked up actions and expectations from the standard, that help companies to avoid misleading advertising as it is shown in (Table 1).

Table 1. Recommendations to Avoid Misleadingness

Types of Misleadingness	Actions and expectations to protect the customer from misleadingness
Omission of material facts	<ul style="list-style-type: none"> • Avoiding unclear or ambiguous, including omission of critical information; • Disclose total prices and taxes, terms and conditions of the products and services and delivery costs; • Inform consumers how they can access after-supply services
Semantic confusion	<ul style="list-style-type: none"> • Use an official or commonly used understandable language; • Do not use text, audio or images that perpetuate stereotyping in regard to, for example, gender, religion, race, disability or personal relationships; • use contracts that are written in clear, legible and understandable language; • Convey vital safety information to consumers using symbols wherever possible, preferably those that have been internationally
Intra/Inter-attribute	<ul style="list-style-type: none"> • Sharing information which allow for easy access and comparisons between products, services and brands; • provide clear and sufficient information about features, contents or ingredients; • Labeling Clearly the chemical components and their risks on health and environment ; • Provide information on weights and measures, prices, quality, • Provide unbiased information;
Source-based	<ul style="list-style-type: none"> • Promote effective education empowering consumers to understand the impacts of their choices of products and services on their well being and on the environment.

Source: Authors' design based on (International Organization for Standardization, 2010) & (Manoj & Michael, 2011)

3. previous studies

3.1 Deception by Implication: A Typology of Truthful but Misleading Advertising and Labeling Claims

This study was developed in 2011 by Manoj Hastak and Michael B. Mazis. The typology relies on legal cases as well as on a diverse set of psychological theories to provide a richer and more comprehensive understanding of why consumers are likely to be misled by a particular type of deception. The study provided numerous examples from the American marketplace to demonstrate each type of deceptive practices

3.2 Customer Protection under Free Competition

This study was developed in 2011 by Zoubir Arezki. The study aimed at spotting the light on mechanism and legislative requirements to protect the Algerian customer during the conversion to the free market. It concluded that the control bodies were not able to protect the customer. Some recommendations were suggested including creating new legislations and mechanisms to cope with the advancements and changes in the economic environment, as well as organizing concurrence. However, the researcher pointed out that the first responsible of customer protection is the customer himself.

3.3 The Role of Social Responsibility in Achieving Competitive Advantage

This study was developed in 2013 by Moussa Qasim Al-Quaryouti and others. The study aimed at identifying the effect of social responsibility, with its different dimensions, on achieving competitive advantage at Zain telecommunication firm in Jordanian market. The study concluded that social responsibility had a positive effect on achieving competitive advantage at Zain telecommunication firm. It also had significant influence on the employees' focus, focus on clients, solving social problems, interest in environment, fair competition and participation in governmental development plan. The study confirmed the importance of collaboration between the telecommunication sector firms in Jordan to implement clear national strategy to enforce its responsibilities towards the environment and the society.

3.4 Corporate Social Responsibility through the Application of the International Standard ISO 26000 for Social Responsibility

This study was developed in 2014 by Wahiba Mokadem and Bekkar Bachir: The aim of this study was to highlight the concept of corporate social responsibility through the integration of ISO 26000 standard as well as to identify its application and its environmental and social impacts. The study concluded that the practice of social responsibility in Algeria required large efforts, and the application of ISO 26000

standards is a framework of companies to adopt this approach and to respond to the sustainable development issues.

3.5 The Impact of Marketing Deception on Building the Mental Image of the Consumer

This study was developed in 2015 by Fatima Mohammed El-Asi. The study aimed at examining the impact of deceptive activities on consumers' mental image about internet provider companies in the Gaza Strip. The study concluded that the deception practiced in marketing affected the construction of a negative image in the customers' mind. The researcher recommended to the internet providers and to the Ministry of Communication and Information Technology to contribute to the protection of the customer from marketing deception, to help them build the real image on the services and internet provider companies, as well as to activate the role of consumer protection association.

3.6 The Perception of the Algerian Consumer Regarding the Social Responsibility of Condor Home Appliance Company

This study was developed in 2017 by Taib Sliman Malika. The purpose of this study was to measure the Algerian consumers' perception considering the adoption of social responsibility by Condor company and the commitment of the latter to protect consumers. The study basically concluded that the consumers of Condor products were aware of different degrees about the dimensions of social responsibility. One of the most important results concerning the study was that the advertisements of Condor are somehow not truthful.

3.7 Marketing Deception in Mobile Services

This study was developed in 2018 by researchers Karima Bekouche and others. They studied the phenomenon of marketing deception in the mobile sector in Algeria. The study was based on the analysis of correlation between marketing deception and the components of marketing mix. The researchers concluded that the companies were based on the components to different degrees. The researchers suggested that these practices could be reduced by spreading awareness, activating the role of consumer protection associations, as well as reinforcing authorities' control.

3.8 Deceptive Marketing and its Impact on the Customers Happiness through the Hype marketing of new products

This study was developed in 2018 by Hakim Alkhafaji. This research aimed at analyzing and exploring the nature of the correlation and impact relationship between deceptive marketing, hype marketing, and customers' happiness through studying a sample of Samsung Customers in Iraq. Results showed the presence of two types of relationships between the variables of the research; one variable was directly related to the effect of deceptive marketing on customers' happiness, and the other one had an

indirect impact relationship between deceptive marketing and customers' happiness through the Hype marketing. The study suggested a number of recommendations about how to protect the customer from these types of practices.

The attribute of this study is that it spots light on a recent typology, to the best of our knowledge, which distinguishes five types of deceptive advertising practices. Therefore, this study will examine these practices from the customers' points of view in a company that integrates ISO 26000.

4. Methods, materials and data

4.1 Methods

In order to answer the problem presented, the researchers make use of the descriptive and analytical method in the theoretical side of the research, which contributes to the formation of a scientific background that can benefit in enriching the different aspects of research.

As for the practical side, the analytical, experimental and statistical method is adopted.

4.2 Sample and Data

A total of 208 questionnaires are obtained, among which 177 are valid for analysis. The collection of data was between November the 25th, 2019 and December the 29th, 2019.

4.3 Material

The questionnaire takes the form of a likert scale which has five degrees, from (1) to (5), representing the respondents' opinions, from strongly disagree to strongly agree respectively, as far as the responsiveness of the company to the recommendations is concerned. This questionnaire is divided into five sections; each one is dedicated to a specific type of misleading advertising (Mis), which represents the variable of the study, besides the demographic information, as shown in Table 02. The (SPSS V25) is used to analyze the obtained data.

- **Reliability:** The reliability of the scale using Cronbach's Alpha is **0.915** which is considered excellent; however, the reliability of sections is between **0.64** at minimum and **0.82** at maximum which is considered acceptable in general. **Table 04.**

- **Construct validity:** In order to assure the validity of the scale, the researchers used Pearson's correlation at **sig ≤ 0.05**.

The results of Pearson's correlation coefficient test show that there are statistically significant correlations between each item and its dimension (**Table 5**) since **sig=0.00** which is much lesser than **0.05**. Besides, the correlation coefficients range between **0.572** and **0.828**, which indicates that the items and their dimensions positively correlate. As far as each dimension and the variable (**Table 6**), analyses evince that there is a

statistical significance **sig=0.00**, which denotes that the dimensions and the variable positively correlate with a strong correlation coefficient ranging between **0.805** and **0.857**. This means that the scale is valid.

4.4 Results and Discussion

Descriptive statistics (**Table 7**) show the responsiveness of Condor electronics to the recommendations of ISO 26000, from which we find that the highest level awarded to the protection from semantic confusion with **mean=3.50**, followed by protection from omission of material fact in the moderate level with **mean=3.06**, followed by protection from intra and inter attribute misleadingness in the moderate level with **mean=3.22**, while the lowest average awarded to the protection from source based misleadingness is **mean=2.86**. The overall weighted average which represents the responsiveness of condor electronics to the recommendations of ISO 26000 about protecting the customer from misleading advertising was in the moderate level with **mean =3**.

The one-sample t-test (**Table 8**) shows a significant statistic relationship between the dimensions and the variable of the study since **Sig 0.00 < 0.05** at a degree of freedom **176** and a confidence interval of **95%**. Therefore, we reject the null hypothesis (**H₀**: Condor electronics does not respond to the recommendations of ISO 26000 about protecting customers from misleading advertising), and we accept the alternative hypothesis (**H₁**: Condor electronics responds to the recommendations of ISO 26000 about protecting customers from misleading advertising).

5. CONCLUSION

Misleading advertising is one of the harmful practices used by companies in order to maximize their benefits, but it is an unethical behavior as it harms customers. Due to the spread of this kind of practices around the world, the ISO put forth recommendations in its guide for social responsibility ISO 26000, to orient companies toward a socially responsible advertising in order to protect customers from misleadingness. This study examined the extent to which the Algerian company integrating ISO 26000 (Condor Electronics) responds to the recommendations of the standard.

The study concluded that Condor electronics moderately responds to the recommendations of ISO 26000 about protecting customers from misleading advertising; therefore, we recommend the company to provide more detailed information about its products for a better communication with its customers.

6. Appendices

Table 2. The Second Part of Questionnaire

Dimensions	Items	Strongly disagree	disagree	Neutral	Agree	Strongly agree
Omission of material facts (Om)	Om 1 Condor avoids unclarity or ambiguity, including omission of critical information					
	Om 2 Condor discloses total prices and taxes, terms and conditions of the products and services and delivery costs					
	Om 3 Condor informs consumers how they can access after-supply services					
	Om 4 Condor informs about dispute resolution and redress mechanisms					
	Om 5 Condor's advertisements do not leave the consumer with impressions or beliefs different from what would normally be expected					
Semantic confusion (Sem)	Sem 1 Condor's advertisements use an official or commonly used language					
	Sem 2 Condor's promotional claims use phrases that have a unique understandable meaning					
	Sem 3 Condor uses contracts that are written in clear, legible and understandable language					
	Sem 4 Condor avoids exaggeration in the description of its products					
	Sem 5 Condor avoids unclear symbols in the packages of its products					
	Sem 6 Condor does not use text, audio or images that perpetuate stereotyping, which lead to offense					
	Intra1 Condor shares information which allow easy access and comparisons between products					

Intra-attribute misleadingness (Intra)	Intr a2	Condor provides clear and sufficient information about features, contents or ingredients and weights
	Intr a3	Condor avoids promoting features which have weak performance in fact
	Inr a4	Condor does not promote features which do not exist in fact
	Inr a5	Condor provides clear information about some chemical components in its products and their risks on health and the environment
Inter-attribute misleadingness (Inter)	Inte r1	Condor promotes features which have the same performance as expected
	Inte r2	Condor makes claims of safety of its product from some risks without hiding other risks
	Inte r3	Your impression about the product after watching the AD was the same after checking the information on the packaging
	Inte r4	After buying the product in the point of sale, you didn't feel that you have been deceived
Source-based misleadingness (Source)	S1	condor provides unbiased information from experts who provide objective testimonials
	S2	Condor provides endorsements and testimonials from unbiased organizations
	S3	Condor refers to real and honest customers who have really tried the product to present testimonials
	S4	Condor provides unbiased information and tips in order to protect the customer and the environment

Source: Authors' design

Table 2. Demographic variables

	Gender		Age			Income				Educational level					
	Female	Male	Less than 18	18-30	31-50	No income	Less than 18000	18001-30000	30001-50000	More than 50000	Primary School	Middle school	Secondary school	University	Administrative or vocational training
Freq	85	92	04	95	78	56	16	19	53	33	01	01	8	162	5
Total	177		177			177				177					
%	48	52	2.3	53.7	44.0	31.6	9.0	10.7	29.9	18.6	0.6	0.6	4.5	91.5	2.8
Total	100		100			100				100					

Source: Authors' design based on SPSS Output

Table 4. Reliability (Cronbach Alpha)

Section	Number of items	Reliability
Om	05	0.78
Sem	06	0.74
Inter	05	0.64
Intra	04	0.68
Source	04	0.82
Overall reliability(Cronbach Alpha)	24	0.91

Source: Authors' design based on SPSS Output

Table 5. Validity of sections

Dimension	Items	Correlation	Sig
OM	OM1	0.704	0.00
	OM2	0.721	0.00
	OM3	0.796	0.00
	OM4	0.768	0.00
	OM5	0.669	0.00
Sem	Sem1	0.720	0.00
	Sem2	0.615	0.00
	Sem3	0.723	0.00
	Sem4	0.641	0.00
	Sem5	0.665	0.00
	Sem6	0.619	0.00
Inter	Intra1	0.668	0.00
	Intra2	0.747	0.00
	Intra3	0.601	0.00
	Intra4	0.652	0.00
	Intra5	0.572	0.00
Intra	Inter1	0.658	0.00
	Inter2	0.631	0.00
	Inter3	0.784	0.00
	Inter4	0.771	0.00
Source	S1	0.828	0.00
	S2	0.777	0.00
	S3	0.805	0.00
	S4	0.807	0.00

Source: Authors' design based on SPSS Output

Table 6. Validity of the scale

Variable	Dimensions	Correlation	Sig
Mis	OM	0.805	0.00
	Sem	0.835	0.00
	Intra	0.857	0.00
	Inter	0.815	0.00
	Source	0.822	0.00

Source: Authors' design based on SPSS Output

Table 7. Descriptive statistics for responsiveness to recommendations of ISO 26000

Dimension	Items	Mean	Std deviation
OM	Omission 1	3.25	0.980
	Omission 2	3.29	1.024
	Omission 3	3.01	1.,128
	Omission 4	2.64	0.980
	Omission 5	3.13	0.923
OM		3.06	0.73926
Sem	Sem1	3.84	0.777
	Sem2	3.42	0.921
	Sem3	3.31	0.941
	Sem4	2.86	1.073
	Sem5	3.54	0.911
	Sem6	4.00	0.819
SEM		3.50	0.60118
Intra	Intra1	3.19	1.002
	Intra2	3.54	1.028
	Intra3	3.33	1.111
	Intra4	3.41	0.980
	Intra5	2.64	0.950
Intra		3.22	0.65743
Inter	Inter1	3.41	0.842
	Inter2	2.98	1.033
	Inter3	3.15	1.052
	Inter4	3.35	1.114
Inter		3.22	0.72832
Source	S1	2.80	0.886
	S2	2.92	0.818
	S3	2.84	0.982
	S4	2.89	0.999
Source		2.86	0.74137
Overall (Mis)		3.1733	0.57263

Source: Authors' design based on SPSS Output

Table 8. One- sample t test

Dimensions	t	df	Sig (2-tailed)	Mean difference	Lower	Upper
OM	55,14	55,14	,000	3,06	2,95	3,17
Sem	77,37	77,37	,000	3,49	3,40	3,58
Intra	65,21	65,21	,000	3,22	3,12	3,32
Inter	58,85	58,85	,000	3,22	3,11	3,32
Source	51,35	51,35	,000	2,86	2,75	2,97
Mis	73,72	73,72	,000	3,17	3,088	3,25

Source: Authors' design based on SPSS Output

7. Bibliography List

Algerian Ministry of Commerce. (2009, 03 08). *Article 68 of law 03/09*. Algiers, Algeria.

- Armstrong, G. M., Gurol, M. N., & Russ, F. A. (1980). Defining and Measuring Deception in Advertising: A Review and Evaluation. *Current Issues and Research in Advertising* , 20.
- Bekouch, K., Cherfaoui, M., & Krochi, H. (2018). Marketing deception in mobile services-study of a sample of mobile phone market operators in Ain El Defla, Algeria. *El-Bahith review* , 634-643.
- BusinessDictionary(n.d.), *Deceptive Advertising*, detailed web site: <http://www.businessdictionary.com/definition/deceptive-advertising.html> (consulted on 26/03/2019).
- Carrol, A. B. (1999). Corporate Social Responsibility Evolution of a Definitional Construct. *Business and Society* , 38 (3), 268-295.
- Carson, T. L. (2010). *Lying and Deception: Theory and Practice*. New York: Oxford University Press Inc.
- F. Slaper, T. (2011). The Triple Bottom Line: What Is It and How Does It Work? *Indiana Business Review* , 4-8.
- FEDERAL TRADE COMMISSION. (n.d.). *Enforcement Policy Statement on Deceptively Formatted Advertisements*, p 01. Fontaine, C., Antoine, H., & Schmid, S. (2006). The Stakeholder Theory. In C. Fontaine, H. Antoine, & S. Schmid, *The Stakeholder Theory*. Edlays education.
- Friedman, M. (1979, September 13). The Social Responsibility of Business is to Increase its Profits. *The New York Times Magazine* , pp. 1-2.
- Gaber, H. R., Labib, A. A., & Salem, K. O. (2018). The Effect of Marketing Deception on Consumer Buying Decision on Facebook. *European Journal of Business and Innovation Research* , 12-18.
- General Secretariat of the Algerian Government. (2015). Penal Code. Algiers, Algeria.
- Góngora, C. L. (2013). GREENWASHING: SER VERDE O PARECERLO. *la Caixa” de Responsabilidad Social de la Empresa y Gobierno Corporativo* (21).
- Hastak, M., & Mazis, M. B. (2011). Deception by Implication: A Typology of Truthful but Misleading Advertising and Labeling Claims. *Journal of Public Policy & Marketing* , 30 (2), 157-167.
- International Organization for Standardization. (2010). International Standard ISO 26000. *Guidance on Social Responsibility* .
- Jill Verstage. (2005). *Marketing: ICSA Diploma in Business Practice*. London: ICSA Publishing Ltd.
- Kotler, P., & Keller, K. I. (2015). *Marketing Management, Millenium Edition*. Boston: Pearson Custom Publishing.
- Lantos, G. P. (2001, June). The Boundaries of Strategic Corporate Social Responsibility. *Journal of Consumer Marketing* , 8.
- Moir, L. (2001). What do we Mean by Corporate Social Responsibility? *Corporate Governance: The international Journal for Business in Society* , 16-21.
- The Economic Time (n.d.), *Definition of 'Advertising*, detailed web site: <https://economictimes.indiatimes.com/definition/advertising> (consulted on 27/03/2019).
- The World Bank. (2003). *Public Policy for Corporate Social Responsibility*. Washington, DC: the World Bank Institute.