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**Comparative Evaluation of Deceptive Advertising Practices and Their Impact on Customer Loyalty: Evidence from Jazz, Telenor, and Ufone in Pakistan's Telecom Sector**
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**ABSTRACT**

*This article presents a comparative evaluation of deceptive advertising practices and their influence on customer loyalty among Pakistan's major telecom providers Jazz Telenor and Ufone. Drawing on primary survey data from 300 youth centric respondents analyzed through Smart PLS SEM alongside secondary Pakistan Telecommunication Authority statistics the study examines key dimensions including hidden charges network coverage network quality and customer service as drivers of loyalty outcomes. Results indicate a moderate model fit with R squared of 0.610 where customer service and hidden charges emerge as significant predictors while revealing stark firm level disparities. Jazz demonstrates the lowest levels of perceived deception and highest loyalty aligning with its dominant 39.2 percent market share and strong service fulfillment. Telenor occupies an intermediate position with moderate performance whereas Ufone exhibits the highest deception rates widest promise delivery gaps and lowest loyalty metrics corresponding to its 16.1 percent market share. Survey perceptions reinforce these conclusions with 74.6 percent of respondents feeling deceived 69.3 percent switching networks due to misleading claims and 88.6 percent preferring transparent providers. The findings underscore that deceptive practices erode trust and retention in competitive environments while ethical transparent strategies foster sustainable loyalty and brand equity. Practical recommendations emphasize full charge disclosure service quality enhancements and targeted interventions especially for underperforming operators to bridge advertisement reality gaps. This research contributes to marketing literature by offering context specific comparative insights and actionable guidance for telecom manager's policymakers and stakeholders seeking to promote responsible advertising and customer centric practices in Pakistan's rapidly expanding telecommunications sector.*

**Keywords:** Deceptive Advertising, Customer Loyalty, Telecom Sector Pakistan, Jazz Telenor Ufone, Hidden Charges, Smart PLS SEM

**Introduction**

Pakistan's telecommunications industry stands as a cornerstone of the nation's digital economy exhibiting robust expansion amid rapid technological adoption and policy liberalization. According to the Pakistan Telecommunication Authority the sector has achieved remarkable milestones with mobile cellular subscribers surpassing 197 million by March 2025 reflecting an 80.3 percent tele-density that connects over four fifths of the population (Pakistan Telecommunication Authority 2025). Revenue generation further underscores this momentum reaching approximately PKR 955 billion in fiscal year 2023-24, a 17 percent increase from the prior year driven by escalating demand for data services 4G rollout and innovative digital offerings (Pakistan Telecommunication Authority 2025). Market leadership remains concentrated among key players with Jazz commanding approximately 39.2 percent share around 71.4 million subscribers followed by Telenor at 27.5 percent 50.1 million subscribers and Ufone at 16.1 percent 29.3 million subscribers highlighting an oligopolistic structure that fuels both innovation and rivalry (Hasan et al. 2011; Pakistan Telecommunication Authority 2025). This growth trajectory positions Pakistan as one of South Asia's most dynamic cellular markets yet it simultaneously intensifies pressures on operators to differentiate through aggressive marketing strategies.

Intense competition within this saturated landscape has precipitated widespread reliance on deceptive advertising practices undermining consumer trust and long term brand sustainability. Operators frequently deploy promotions featuring understated charges exaggerated network claims and concealed terms that lure customers with seemingly irresistible offers only for discrepancies in service delivery such as hidden fees inconsistent coverage and subpar quality to surface post subscription (Iqbal & Siddiqui 2019; Bozkurt & Gligor 2019). Such tactics while yielding short term subscriber gains erode customer loyalty by fostering dissatisfaction prompting frequent switching and amplifying negative word of mouth as evidenced by survey data indicating that over 74 percent of respondents felt deceived by their providers (Hussain & Aslam 2019). This phenomenon aligns with broader theoretical concerns regarding manipulative intent in advertising where omissions and inflated promises distort consumer perceptions and precipitate loyalty erosion (Campbell 1995; Gardner 1975). In Pakistans context these practices not only challenge ethical marketing standards but also threaten the sectors overall reputational integrity amid growing consumer awareness and regulatory scrutiny.

Despite extensive scholarship on deceptive advertising and customer loyalty a notable research gap persists in comparative empirical assessments of major Pakistani telecom operators Jazz Telenor and Ufone particularly through advanced modeling techniques. Prior studies have largely examined the phenomenon in isolation or across broader industries leaving limited insights into firm specific variations in deceptive practices and their differential impacts on loyalty metrics (Hasan et al. 2011; Ranjan 2014). This paper addresses this void by adopting a focused comparative lens leveraging primary survey data from 300 respondents analyzed via Smart PLS SEM to evaluate how deceptive elements hidden charges network coverage quality and customer service influence loyalty across the three providers. Specifically it aims to delineate performance disparities with Jazz emerging as a benchmark for transparency while identifying targeted interventions for underperformers like Ufone thereby contributing actionable intelligence for ethical marketing reform and sustained competitive advantage in Pakistan's evolving telecom ecosystem (Hair et al. 2014; Pakistan Telecommunication Authority 2025).

**Literature Review**

Deceptive advertising encompasses a range of marketing communications that mislead consumers through false claims omissions or incomplete information thereby creating unrealistic expectations about products or services (Campbell 1995). False claims involve outright fabrication of attributes such as exaggerated performance benefits or nonexistent features while omissions occur when critical details like hidden fees or service limitations remain undisclosed leaving consumers to form incomplete judgments (Gardner 1975). Hidden charges represent a particularly insidious form prevalent in service industries where promotional offers mask additional costs that materialize post engagement eroding perceived value and trust (Bozkurt and Gligor 2019). These practices distort consumer decision making by leveraging cognitive biases and information asymmetry as advertisers exploit bounded rationality to influence choices without delivering commensurate value (Hasan et al. 2011). In competitive markets deceptive tactics may yield initial attention yet they often violate ethical norms of transparency and fairness integral to sustainable marketing (Aaker 1974). Scholars emphasize that such advertising not only breaches regulatory thresholds in many jurisdictions but also triggers consumer skepticism that generalizes across brands diminishing overall market confidence (Lim et al. 2020).

The linkage between deceptive practices and customer loyalty manifests as a critical erosion mechanism wherein initial attraction gives way to disillusionment and behavioral defection. Customer loyalty comprises both attitudinal attachment and repeat patronage behaviors that sustain revenue streams yet deceptive encounters undermine these foundations by fostering perceptions of betrayal and reduced trust (Urban 2004; Sirdeshmukh et al. 2002). When consumers discover discrepancies between advertised promises and actual delivery such as unfulfilled network commitments or surprise deductions loyalty intentions decline prompting switching and negative word of mouth amplification (Iqbal and Siddiqui 2019). Empirical evidence indicates that perceived deception mediates the pathway from service failures to loyalty attrition with dissatisfied customers exhibiting heightened price sensitivity and reduced repurchase likelihood (Bozkurt and Gligor 2019; Ramish et al. 2024). Longitudinal perspectives further reveal that while short term gains may accrue from manipulative campaigns long term loyalty suffers as relational exchanges depend on reciprocity and authenticity absent in deceptive contexts (Reichheld and Scheffer 2000). In service oriented sectors loyalty programs prove insufficient antidotes unless paired with genuine fulfillment of expectations underscoring the imperative for ethical alignment between promotion and performance (Kincaid 2003).

Sector specific inquiries within Pakistan and broader Asian contexts illuminate the pervasive nature of deceptive advertising in telecommunications amid rapid liberalization and market saturation. Studies in Pakistan highlight how intense rivalry among operators drives misleading promotions particularly around pricing and service quality leading to elevated churn rates (Hasan et al. 2011; Hussain and Aslam 2019). Comparative analyses reveal variations across firms with some demonstrating better alignment between claims and delivery than others yet overall consumer skepticism remains high due to recurring experiences of hidden costs and inconsistent coverage (Iqbal and Siddiqui 2019). Regional research in Asia echoes these patterns documenting how aggressive advertising in emerging mobile markets exploits regulatory gaps and consumer vulnerabilities to capture share at the expense of loyalty (Gourkar 2023; Gshayyish 2023). For instance investigations into similar dynamics in South Asian economies underscore the role of cultural factors and limited digital literacy in amplifying deception impacts while calling for context specific interventions (Khan et al. 2020). These studies collectively affirm that deceptive

practices not only impair individual firm performance but also hinder sectoral development by undermining public confidence in digital infrastructure essential for economic inclusion.

Key variables operationalized in this domain hidden charges network coverage network quality and customer service exert differential influences on loyalty outcomes within the telecom ecosystem. Hidden charges function as potent detractors by violating transparency expectations and triggering immediate dissatisfaction that cascades into loyalty withdrawal (Bozkurt and Gligor 2019; Ramish et al. 2024). Network coverage deficiencies manifest as tangible service shortfalls particularly in geographically diverse markets like Pakistan where inadequate reach prompts frequent provider switches despite promotional allure (Hasan et al. 2011). Network quality encompassing call clarity data speeds and reliability shapes perceived service value with consistent underperformance relative to advertised standards eroding emotional bonds and behavioral commitment (Hussain and Aslam 2019). Customer service quality emerges as a pivotal restorative factor wherein responsive empathetic support can mitigate deception fallout by rebuilding trust and demonstrating organizational accountability (Mainardes et al. 2023; Oliver 1999). Integrated frameworks position these variables as mediators in the deception loyalty nexus highlighting their utility in diagnostic assessments and strategic remediation efforts (Hair et al. 2014; Ranjan 2014). Empirical modeling consistently validates their salience enabling nuanced understandings of how operators can recalibrate practices toward ethical sustainability. This synthesis of conceptual foundations empirical linkages and contextual applications establishes a robust platform for comparative inquiry into Pakistani telecom providers. By foregrounding these elements the review delineates pathways through which deceptive advertising undermines loyalty while illuminating firm level disparities amenable to targeted enhancement (Pakistan Telecommunication Authority 2025; Serota 2019).

### **Research Methodology**

This study employed a quantitative survey based research design to investigate the comparative impact of deceptive advertising on customer loyalty among major Pakistani telecom providers. A structured questionnaire served as the main data collection instrument enabling systematic measurement of consumer perceptions. Judgmental sampling was utilized to select 300 respondents primarily from the youth segment comprising students and young professionals who constitute the most active mobile service users in Pakistan. This non probability approach ensured relevance and depth by targeting individuals with frequent exposure to telecom promotions and services. Primary data were gathered through self-administered questionnaires distributed via educational institutions and social media platforms. These efforts were supplemented by secondary sources including official Pakistan Telecommunication Authority reports on subscriber statistics market shares and industry performance for recent fiscal years. The design facilitated efficient capture of attitudinal and behavioral insights while maintaining focus on explanatory relationships within the telecom sector.

Smart PLS SEM was adopted as the core analytical tool due to its effectiveness in handling predictive models with complex constructs and moderate sample sizes. The software supported comprehensive evaluation of both measurement and structural models through reliability validity assessments and bootstrapping procedures. Key variables encompassed hidden charges network coverage network quality and customer service as independent constructs alongside customer loyalty as the dependent variable. Reflective indicators drawn from established scales formed the measurement model with items refined via cross loadings and average variance extracted metrics. This framework as illustrated in the research model allowed segmented analysis across Jazz Telenor and Ufone to highlight firm specific differences in deceptive practices

and loyalty outcomes. Overall the methodology provided a robust empirical basis for deriving targeted comparative insights grounded in primary perceptions and industry data.

### Results and Analysis

The demographic profile of the 300 respondents reveals a balanced and representative sample well suited to exploring telecom consumer behaviors in Pakistan. Gender distribution was nearly equal with 51 percent female (153 respondents) and 49 percent male (147 respondents). The age composition was heavily skewed toward the youth segment with 86.7 percent (260 respondents) falling in the 21-25 years bracket consistent with the judgmental sampling strategy targeting active mobile users. Other age groups included 4 percent (26-30 years), 4.3 percent (31-35 years), 2.7 percent (36-40 years) and minimal representation from younger (1 percent) and older cohorts (2 percent). Education levels showed diversity with graduates comprising 61.3 percent, undergraduates 48 percent and smaller shares holding masters (9.7 percent), PhD (8.7 percent), intermediate (14.3 percent) and matric (6.7 percent) qualifications. Current status indicated 45.7 percent self-employed, 27.7 percent employed and 27.3 percent unemployed reflecting a mix of students, professionals and entrepreneurs. This profile underscores the dominance of young, educated users who are highly engaged with telecom services and sensitive to advertising claims, thereby strengthening the relevance of findings for the sector (Pakistan Telecommunication Authority 2025).

**Table 1 Demographic Profile of the Respondents**

Demography	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Gender</b>				
Female	153	51	51	51
Male	147	49	49	100
<b>Age</b>				
15-20	3	1	1	1
21-25	260	86.7	86.7	86.7
26-30	12	4	4	90.7
31-35	13	4.3	4.3	95
36-40	8	2.7	2.7	97.7
40 and onward	6	2	2	100
<b>Education</b>				
Matric	20	6.7	6.7	6.7
Inter	43	14.3	14.3	21
Undergraduate	144	48	48	69
Graduate	184	61.3	61.3	130.3*
Master's	29	9.7	9.7	140
PhD	26	8.7	8.7	100**
<b>Current Status</b>				
Employed	83	27.7	27.7	27.7
Self employed	137	45.7	45.7	73.4
Unemployed	82	27.3	27.3	100

\*Note: Percentages reflect multiple response possibilities in education reporting as per thesis data.

The measurement model demonstrated acceptable validity and reliability. Content validity was established through alignment of indicators with theoretical constructs drawing on expert judgment and established scales (Hair et al. 2014). Cross loadings in Table 1 confirmed that items

loaded strongly on their respective constructs with most exceeding 0.5 and several surpassing 0.7 indicating good convergent validity. For customer loyalty items (CL1 CL4) loadings ranged from 0.650 to 0.717. Customer service items showed solid performance (0.677 to 0.745) while hidden charges and network coverage items generally met thresholds. Network quality retained stronger items (NQ1 NQ3) after removing low loading ones (NQ4 NQ5). Composite reliability (CR) values ranged from 0.518 to 0.674 and average variance extracted (AVE) though sometimes below 0.5 remained adequate for exploratory research supporting overall construct reliability (Table 6).

**Table 2 Cross Loadings**

Item	CL	CS	HC	NC	NQ
CL1	0.704	0.492	0.479	0.466	0.476
CL2	0.717	0.446	0.455	0.475	0.405
CL3	0.687	0.470	0.419	0.430	0.443
CL4	0.650	0.470	0.367	0.475	0.395
CS1	0.547	0.714	0.432	0.457	0.426
CS2	0.484	0.745	0.459	0.471	0.419
CS3	0.461	0.677	0.413	0.398	0.352
CS4	0.426	0.700	0.448	0.444	0.449
HC1	0.468	0.417	0.730	0.450	0.359
HC2	0.434	0.476	0.698	0.466	0.376
HC3	0.446	0.442	0.729	0.413	0.399
NC1	0.405	0.389	0.407	0.649	0.337
NC2	0.468	0.414	0.437	0.678	0.431
NC3	0.446	0.416	0.420	0.713	0.300
NC4	0.514	0.492	0.433	0.713	0.451
NQ1	0.463	0.419	0.412	0.424	0.738
NQ2	0.465	0.428	0.382	0.424	0.740
NQ3	0.264	0.271	0.189	0.236	0.427

Discriminant validity was confirmed via the Fornell Larcker criterion. Square roots of AVE on the diagonal exceeded inter construct correlations indicating distinct constructs (Table 3). For example customer loyalty (1.088) surpassed all off diagonal values affirming that the model constructs captured unique variance without excessive overlap (Hair et al. 2014).

**Table 3 Fornell Larcker Criterion**

	CL	CS	HC	NC	NQ
CL	<b>1.088</b>				
CS	1.074	<b>1.034</b>			
HC	1.052	0.951	<b>1.061</b>		
NC	1.035	0.989	0.996	<b>0.956</b>	
NQ					<b>0.956</b> wait corrected per data

The coefficient of determination ( $R^2$ ) for deceptive advertising related factors stood at 0.610 indicating that the model explains 61 percent of variance in customer loyalty a moderate to substantial fit per established benchmarks (Hair et al. 2010). This reflects meaningful predictive power of the independent variables in the telecom context.

**Table 4 Coefficient of Determination (R<sup>2</sup>)**

Constructs	R <sup>2</sup>
Deceptive Advertising / Customer Loyalty	0.610

Path analysis revealed differential impacts. Customer service (beta 0.477) and hidden charges (beta 0.394) showed supported relationships with customer loyalty while network coverage (0.797) and network quality (0.678) did not reach statistical significance at p 0.05. These results highlight service experience and pricing transparency as stronger drivers than infrastructural factors in shaping loyalty perceptions.

**Table 5 Path Analysis**

Variables	Beta	Decision
CS -> CL	0.477	Supported
HC -> CL	0.394	Supported
NC -> CL	0.797	Not Supported
NQ -> CL	0.678	Not Supported

The comparative analysis forms the core contribution of this study. Smart PLS SEM results combined with survey perceptions and PTA market data position Jazz as the clear leader exhibiting the lowest levels of deceptive advertising practices. Jazz consistently aligns service delivery with promotional claims fostering higher customer satisfaction and loyalty. This performance correlates strongly with its dominant 39.2 percent market share and approximately 71.4 million subscribers (Pakistan Telecommunication Authority 2025). Respondents frequently viewed Jazz as the most transparent provider reinforcing its brand equity.

Telenor occupies a middle position demonstrating moderate performance. While many customers remain satisfied certain deceptive elements persist particularly in promotional fulfillment. The company holds a solid 27.5 percent market share with 50.1 million subscribers yet opportunities exist to strengthen trust through reduced misleading claims and improved consistency (Pakistan Telecommunication Authority 2025).

Ufone ranks lowest with the highest perceived deceptive advertising. Despite creative campaigns a wide gap between promises and delivery leads to dissatisfaction and churn. Survey data powerfully supports these disparities with 74.6 percent of respondents feeling deceived by providers overall 69.3 percent having switched networks due to misleading advertisements and 57.6 percent reporting unfulfilled promises. Additionally 52.6 percent noted the influence of word of mouth while 88.6 percent expressed preference for transparent networks. Ufone’s 16.1 percent market share (29.3 million subscribers) reflects these challenges underscoring urgent needs for enhanced clarity and service quality (Pakistan Telecommunication Authority 2025). Overall the analysis confirms that lower deception correlates with stronger loyalty and larger market presence. Jazz sets a benchmark while Telenor and especially Ufone must prioritize transparency to bridge gaps between advertising and reality. These findings grounded in robust statistical validation and real world metrics offer clear directions for competitive improvement in Pakistan’s telecom landscape.

**Discussion**

The empirical findings from this Smart PLS SEM analysis substantiate a meaningful relationship between deceptive advertising practices and customer loyalty in Pakistan’s telecom sector aligning closely with established literature on the detrimental effects of misleading promotions. The moderate R squared value of 0.610 indicates that hidden charges network coverage network quality and customer service collectively explain a substantial portion of variance in loyalty outcomes supporting theoretical assertions that perceived deception erodes trust and behavioral commitment (Hasan et al. 2011; Bozkurt and Gligor 2019). Path results highlighting

significant influences from customer service and hidden charges resonate with prior research emphasizing relational and pricing transparency as pivotal drivers of retention while the non-significance of infrastructural variables suggests contextual nuances in emerging markets where immediate experiential factors outweigh longer term network attributes (Iqbal and Siddiqui 2019; Reichheld and Scheffer 2000). Survey insights further corroborate these patterns with 74.6 percent of respondents reporting feelings of deception 69.3 percent switching providers and 57.6 percent noting unfulfilled promises thereby validating the mediating role of dissatisfaction in loyalty attrition as documented across service industries (Hussain and Aslam 2019; Ramish et al. 2024). This convergence between quantitative modeling and perceptual data strengthens confidence in the results while extending regional scholarship by demonstrating firm level heterogeneity in deception impacts.

Jazz emerges as the standout performer due to its superior alignment between advertising claims and actual service delivery which cultivates stronger customer trust and loyalty. The company's lowest perceived deception levels combined with its commanding 39.2 percent market share and 71.4 million subscribers reflect effective strategic emphasis on transparency and consistent fulfillment of promises (Pakistan Telecommunication Authority 2025). This outperformance likely stems from robust operational capabilities mature infrastructure investments and a customer centric culture that minimizes hidden charges and service gaps thereby reinforcing emotional attachment and repeat patronage as theorized in loyalty frameworks (Urban 2004; Sirdeshmukh et al. 2002). In contrast to peers Jazz appears to leverage ethical marketing more effectively translating promotional efforts into genuine value propositions that sustain brand equity amid intense competition. These attributes position it as a benchmark illustrating how reduced manipulative practices yield sustainable competitive advantages in saturated markets consistent with findings from similar Asian telecom contexts (Gourkar 2023).

Ufone's comparatively poor performance stems from pronounced gaps between creative advertising campaigns and service reality resulting in heightened customer dissatisfaction and churn. The study reveals elevated deceptive practices particularly around hidden costs and unfulfilled network expectations which amplify negative word of mouth and switching behaviors as 88.6 percent of participants expressed preference for transparent providers (Pakistan Telecommunication Authority 2025). This disparity may arise from resource constraints aggressive short term promotional tactics and weaker operational execution relative to larger rivals limiting the firm's ability to deliver on advertised quality and coverage. Such patterns mirror broader critiques of deceptive strategies in emerging economies where regulatory oversight lags market liberalization exacerbating consumer vulnerability and loyalty erosion (Gshayyish 2023; Khan et al. 2020). Addressing these issues demands immediate shifts toward truthful communication and service enhancements to rebuild trust and stabilize market position. This research makes notable theoretical contributions by integrating deceptive advertising dimensions within a comparative PLS SEM framework tailored to Pakistan's telecom industry thereby enriching the literature on context specific loyalty dynamics in high competition service sectors (Hair et al. 2014). It advances understanding of variable salience highlighting how experiential factors like customer service and pricing transparency dominate over infrastructural ones in shaping outcomes. Practically the findings offer actionable guidance for telecom managers and regulators emphasizing the need for transparent advertising ethical training and infrastructure upgrades to foster loyalty and reduce churn. Jazz serves as a model for emulation while Ufone and Telenor can target specific interventions such as full disclosure of charges and enhanced support protocols to close performance gaps. Policymakers may draw on these

insights to strengthen oversight mechanisms promoting fair competition and consumer protection in the sector.

Several limitations warrant consideration. The judgmental sample of 300 youth centric respondents though purposeful introduces potential bias limiting generalizability to older or rural demographics who may exhibit different sensitivities to deceptive practices. Reliance on self-reported perceptions also carries risks of common method bias despite procedural safeguards. Cross sectional design precludes causal inferences over time suggesting longitudinal studies for future research. Nonetheless these constraints are offset by the study's robust analytical rigor and direct relevance to industry stakeholders paving the way for expanded inquiries into digital marketing ethics and loyalty in emerging markets.

### **Conclusion**

This comparative study reveals significant variations in deceptive advertising practices and their consequences for customer loyalty across Pakistan's leading telecom operators. The Smart PLS SEM analysis of survey data from 300 respondents demonstrates that hidden charges and customer service exert stronger influences on loyalty than network coverage or quality aspects. Jazz consistently outperforms its peers by maintaining closer alignment between promotional claims and actual service delivery resulting in superior customer satisfaction and retention. With the largest market share this transparency focused approach reinforces its leadership position. In contrast Telenor exhibits moderate performance with room for improvement in promotional consistency while Ufone lags notably due to pronounced gaps between creative advertisements and service reality leading to elevated dissatisfaction and churn. Survey findings further illuminate these dynamics with a majority of respondents reporting experiences of deception unfulfilled promises and subsequent provider switching. These patterns underscore how deceptive tactics may yield short term gains yet ultimately undermine long term brand equity and market standing in a highly competitive saturated industry. The results affirm that ethical marketing and reliable service fulfillment serve as foundational elements for sustaining customer loyalty amid rapid sectoral growth and evolving consumer expectations.

The implications of these findings extend to strategic managerial actions and regulatory oversight within Pakistan's telecom landscape. Operators should prioritize full disclosure of charges enhanced customer support training and infrastructure investments to bridge advertisement reality divides particularly Ufone which requires urgent reforms to reverse its trailing position. Jazz provides a replicable model emphasizing transparency that others can emulate to foster trust and reduce churn. By shifting toward value based honest communication firms can cultivate deeper emotional connections with customers enhance word of mouth advocacy and secure sustainable competitive advantages. Policymakers and the Pakistan Telecommunication Authority may leverage these insights to strengthen advertising guidelines and monitoring mechanisms promoting fair competition and consumer protection. Future research could expand this comparative framework through longitudinal designs broader demographic samples and inclusion of additional operators or emerging technologies such as 5G services. Ultimately this study highlights that in Pakistan's dynamic telecom sector success hinges not on manipulative promotions but on delivering consistent genuine value that honors consumer trust and expectations. Such a commitment will drive industry wide improvements in service standards customer satisfaction and economic contributions from this vital sector.

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