

## **Abstract**

The study aimed to investigate the marketing deception practices by social media influencers, it investigates these practices in price, place, product and promotion. Marketing is responsible for meeting customer requirements, needs, desire profitably and providing positive and unforgettable experiences for customers. Marketing deception is one of the unethical conventional approaches that business organizations and companies seek to increase their products, demand. Some marketers try to achieve their goals using types of marketing deception despite its detrimental effects. Deception is considered as one of the major negative issues to be raised in marketing. Influencers generate regular social media updates in their specialist areas, they disseminate essentially persuasive messages to their followers, containing both informational and entertainment value, otherwise the use of social media influencers as a marketing deception tool violates marketing. Additionally, this study aimed to analyze the impacts of marketing deception practices on the customer trust, repurchase decision and influencer reputation.

The descriptive analytical methodology was used to achieve the study objectives. The questionnaire was used as a tool of the study and it was analyzed using the SPSS (Version 25.00) program. The study population consisted of 600 male and female of social media influencers' followers and travel agencies' customers. A total of 513 questionnaires were returned, but only 500 were valid for the analysis. The response rate is (83.3%). The results indicate that there are significant and negative impacts of marketing deception practices on the customer trust, the repurchase decision and influencer reputation. Based on the results, the study presented a set of recommendations, including that travel agencies and influencers must mention the true pricing through comments on their social media accounts'. Encouraging consumers to write their comments and reviews on influencers' social media accounts. Travel agencies should include compensation arrangements for clients and followers when exposed to a marketing deception by an influencer.

**Keywords:** Marketing Deception, social media, Social Media Influencer, Travel Agencies.