

## **Gauging the Predictor Importance of Deceptive Advertisement Impact: An Application of Ensemble Model Accuracy Boosting**

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An advertisement plays a vital role in the purchasing behavior of every customer. It also influences the consumption pattern of customers. The main purpose of this study is to find out the predictor importance of deceptive advertising. This research explores the impact of deceptive advertisement on students with reference to cosmetics products. For achieving the objective, 4 independent variable was selected and the impact of these variables was measured. The study was conducted by collecting questionnaire from 100 students from different colleges at Kerala. And descriptive research design was used in this study. With the help of an ensemble model, the accuracy of data has been boosted. The findings provided new insights on how deceptive advertisement influences the cosmetics industry. We found that there is a fairly significant impact of deceptive advertising by cosmetics products on the students. The result showed that the deceptive advertising has more impact on consumer buying behavior through deception (Hayder, 2017). There are some laws enforced by government but not in practice to ensure consumer right and protect them from any deception in India (Hayder, 2017). Advertisement which intentionally mislead the customers by misrepresentation of nature, quality, characteristics offered by various companies are Deceptive Advertisement. The study was intended to ascertain the extent to which the deception was involved in cosmetic related advertisements and its impact on customers and the response of them to the misleading price claims and exaggerated claims.

**Keywords:** *Deceptive advertisements, Cosmetics, Impact of deceptive advertisements, Misleading price claims, Exaggerated claims, Cosmetics products*

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