

The Extent of Customers' Perception of the Ethical Commitment in the Marketing Mix (A Field Study on a Sample of Customers in the City of Irbid)

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Abstract

This research aims to identify the extent of the moral obligation of the elements of the marketing mix from the viewpoint of customers. For the purposes of this research, a questionnaire is designed and distributed on a sample of (717) customers whose responses were analyzed by the search tool to validate the assumptions. The following results emerged:

- 1. There is no high level of moral commitment to marketing activities from the point of view of customers.*
- 2. There are no statistically significant differences at the level of significance ($\alpha = 0.05$) between the views of the members of the study sample about the moral obligation to the marketing activities depending on the different variables of (gender, income, and age).*

The search recommends taking care of the information placed on the cover of goods in a sufficient way, focusing on control over sales tax imposed by vendors over products not subject to such a tax in the first place, imposing control over product packaging to reduce the way of packaging goods with large packages and taking care of providing sufficient information on goods either on its external cover or through providing manuals of use as in some products.

Key words: moral commitment, the elements of the marketing mix

Introduction

In the time of digital economy, information and competition towards profits and other benefits, both the physical concepts prevailing on communities and the consumption became the most important aspects of society in addition to the increased move towards various kinds of products on the market, diversity of products and services as well as the increased competition. Within this framework, the seller seeks to achieve more profits even sometimes this might be done without regard to the ultimate benefit of the consumer. Marketing deception has received much attention from scholars and researchers, as well as the official agencies interested in consumer protection in many countries of the world, while it did not receive the same attention in the Arab world; there are few studies that addressed this subject as a whole or even some of its aspects. Therefore, one could say that the role played by the official authorities as well as the consumer protection associations in this field locally compared to the situation in many developed countries is still limited.

Most of the previous studies addressed the unethical practices through one out of four marketing mix dimensions (product, price, promotion, and distribution). It is known that every element of the marketing mix is linked closely to one another; the product is linked with pricing, promotion and distribution. Therefore, this study includes all the elements of the marketing mix in an integrated way and examines the marketing practices exercised through this marketing mix, which represents the focus of the entire marketing process. Furthermore, this study focuses on the city of Irbid, one of the most important cities of Jordan after Amman, as a case study to identify the most unethical practices, and their impact on the purchasing behavior of consumers and thus their impact on its financial resources in particular, and society's economic resources in general.

The research problem

The technological developments and their consequences such as an increase and diversity in the number of products and services make the selection process for the consumer difficult which lead to his deception in marketing in various ways; the marketer might use marketing deception changing trademarks or information contained on the cover such as weight, nutritional value and expiry date, etc. or may manipulate in the promotion methods in order to achieve high profits and sales without much concern for the interests of the consumer, who is considered the target of the marketing process. Both the consumer and the product are the pillars of the marketing process; without the consumer, there is neither marketing nor selling and without a product and a marketer, there are no products or services; so, the relationship is complementary that no one can do without the other. Accordingly, if the marketer exploits this relationship in his favor, the consumer would then become a victim of the marketing deception, which takes various forms such as selling products that the seller wants to market or get rid of by the prices he imposes. Such a behavior might lead to achieving high profits and increased sales for the marketer in some cases but only in the short term. When the consumer discovers that he had been tricked or exploited by the marketer, which could lead to changing his purchasing decision in the future or perhaps searching for a suitable replacement, this might lead to a financial loss for the marketer and the loss of his competitive position in the market over the long term, as well as a waste of the economic resources of the community and the loss of trust between the consumer and the marketer.

Therefore, the problem of the study is to explore and assess the trends of the Jordanian customer towards realizing the extent of the ethical commitment of the elements of the marketing mix by the marketer in terms of transparency, sincerity of the media message, and the adequacy and accuracy of the information on the product taking into account the cumulative effects customers' deception might impose on his behavior and purchasing decision.

Hypotheses of the study

The first hypothesis: there is a high level of ethical commitment for the marketing activities from the viewpoint of customers:

The second hypothesis: there are statistically significant differences at ($0.05 \geq \alpha$) between the viewpoints of the study sample in the ethical commitment for the marketing activities according to the different demographic variables (sex, income, age, and study level).

The research importance

Followers of the marketing activities notice the importance occupied by the consumer in the marketing process; he is the reason for the establishment of companies and the reason for the development of markets and businesses. Therefore, if the consumer faces unethical marketing practices, this may lead to his waste of resources, thus wasting the economic wealth of the nation; the commitment with the ethics of public careers would lead to the development of employees and reflect the attention paid by the employee to comply with the elements of ethics such as transparency and integrity due to the fact that the lack of commitment would directly affect the reputation of the institution, as well as the community's confidence in the product. So, the importance of the study lies in identifying the unethical marketing practices subjected to the customer and the extent of his acceptance to them.

The current study contributes to increasing the consumer awareness of deceptive practices in different marketing areas, which helps to increase his ability to detect deception, and thus avoid it, and improve his ability to make sound purchasing decisions.

Academically, the current study enriches the knowledge of the consumer with the fields of the lack of ethical marketing commitment in the Arab environment in particular since this study is considered an attempt to raise the attention of researchers in the Arab world and the consumer protection associations with the issue of marketing deception to encourage further studies and researches on the subject, thus contributing to the improvement of the level of protection for the consumer from potential marketing deception.

Operational definitions

Work ethics: a set of values upon which the members of the community rely on to distinguish between what is good and what is bad and what is right and what is wrong; it focuses on behavior and ethics and provides evidence for both the ethical and unethical activities in addition to what is considered socially acceptable or unacceptable (Najim, 2000, p 18).

Marketing Deception: a marketing exercise by which a false impression is formed for the consumer regarding the product and the elements of the marketing mix which may lead to deciding a false decision for the consumer hurting him in one way or another. Some marketers resort to deception to influence the consumer to make incorrect purchasing decisions leading to positive consequences for those marketers that are represented in an increase of sales and profits (Abu Jum9aa, 2002, p 2).

Theoretical framework

Ethics are considered an important and essential pillar in the community exceeding, through its concept and role in community building, the role of the director from the personal level to the social level. In the past and until the present day, we find that all the monotheistic religions urged the nobility of character between people and the fact that the ethical dimension is the cornerstone of the human being; Islam was keen to give ethics a large and important role in building correct relationships (Al-Hakim, 1999, p 14).

The concept of ethics in the business world carries many meanings and implications about the rules of human behavior in terms of error; specialists and researchers may differ in defining ethics in terms of form and style, but they agree in the content and essence of ethicality (Al-Hakim, 1999, p 15).

kalar defines work ethics as: ethical issues about what is and what is not in achieving various kinds of jobs and about whether a certain behavior is right or wrong. (George kalar, 1993, 27).

Djaluuc (1999) defines ethics as a normative science of the behavior of human beings represented in the behavior people judge with right or wrong, and which people get used to in their lives.

Both Thomas and Michael indicate that most people may exhibit a high degree of ethical behavior at work, but in the personal life, they are not so; the institution which allows its employees to behave unethically, would not last long in the market. (Thomas, Michael, 2002, 35)

Usually, ethics are regarded as a psychological and spiritual state reflecting on the individual's behavior, but they are not limited to this dimension and have a great role in changing human behavior.

Work ethics

Sources of work ethics in the administration

1 - Religious Source: religions command humans with piety, obedience to God, good treatment, integrity in dealings between the official and the members of the community, and treating everyone well because they are standing before the law of God, and thus they have to obey His orders. This reflects on the ethics of any employee in his field of work, dedication and integrity with the members of his community (Ghosheh, 1996, p.46).

2 - social environment: The social environment in which humans live and move between their peoples and sectors of society which mixes with each other in addition to the habits, customs and values. It is considered one of the most important sources of ethics that affect the administration and the level of interaction between employees and customers on the one hand and staff and managers on the other (Ghosheh, 1996, p 48).

3 - civil service legislation: The rules, regulations and laws issued by the departments of the civil service and the labor offices in the countries of the world are an important source of ethics in any career through ethics and laws that define the work and behavior of the employee and urge him to stick to ethics, work on developing work and provide a great service to customers. (Al-Othaimen, 1993, p 60).

Social responsibility and work ethics

There is a similarity between work ethics and the social responsibility that the social responsibility is considered one of the aspects of work ethics. (Kirrane, 1990, 53).

The ethics are related to the internal values which is part of the cultural environment of the organization and is also related to the forms of the decisions regarding social responsibility such as the external environment where ethics affect the behavior of individuals, groups, and organizations either in a positive or negative way (Daft, 2003, P: 139).

The impact of the external environment on the work ethics

1 - the social environment: the social environment can be defined as: "the environment that combines home, neighborhood, workplace and society where the individual lives in addition to traditions, customs, beliefs and economic, social and political conditions, which contribute significantly to the formation of an individual's behavior and trends, where such trends and behavioral practices grow and develop with the development stages of growth experienced by the individual.

2 – the economic environment: the economic conditions in the community where the employee lives with richness, poverty and high standard of living compared to the level of salaries play a major role in the formation of work ethics function in terms of principles, attitudes and behavior. In addition, they lead to the emergence of multiple economic layers within the same society which leads to the fact that each group is linked with a set of principles and trends about the other group and the type of behavior that must be taken to change each layer.

3 – the political environment: There is no doubt that the political environment in which the public employee lives plays an important role in forming his attitudes and patterns of behavior that the pattern of his behavior either ethically or unethically affects, without a doubt, the nature and characteristics of the prevailing political environment and the effectiveness of control on the patterns of the administrative behavior for the public employee stimulating the ethical managerial behavior and punishing the unethical administrative behavior (Yagi, 1995, p 166).

Marketing deception and elements of the marketing mix

A) in the field of the product

1. The use of trademarks similar to the original ones which leads to the confusion of the consumer, for example, the emergence of Oshiba which is close to Toshiba.
2. not writing the information used in labeling both inside and outside the product package; many food packages do not contain information about the nutritional value on the package.
3. Enlarging the size of the package in an exaggerated manner giving the impression to the consumer that the content of the package is large, which is not the case?

B) in the field of the price

1. Exploiting the belief prevailing among some consumers that the largest package is more abundant than the small-sized package in terms of the package price.
2. Setting high prices for some products to signify they are of high quality, where it is known that the quality is associated with the price.
3. the consumer suffers a lot from the high prices on products.

C) in the field of promotion:

1. the advertising and promotional campaigns contain things difficult to be achieved by the consumer.
2. The advertisement contains insufficient information about the product being promoted.
3. Some ads are credible in some part, while they are not in the other part.
4. hiding important information about the product for the consumer.

D) in the field of distribution:

1. Some retail stores sell free samples which are in fact the right of the consumer.
2. Putting the price on a product without stating the unit weight to which the price is applied such as fruits and vegetables.
3. Lack of information on some of the products with respect to the production sources, such as fruits and vegetables (Abu Jum9aa, 2002, p 6 - 11).

Factors affecting the ethical decisions in marketing:

- 1. Individual factors:** people judge the ethical issues in their daily lives depending on their values and principles in the knowledge of right and wrong, which they learn through (community, family, religion, and education etc.); therefore, marketers' decision making is influenced by such values and principles. (Peggyau, Ferrell, 1989, P: 45)
- 2. Social factors:** people can identify the ethical issues related to marketing through their work in groups or everyday conversations in the workplace or during home visits; raising one of the ethical issues making it familiar and common would affect both marketers and decision-makers. (Joseph Wiess, 1994, p: 77).
- 3. Providing opportunities:** It means the conditions that limit the obstacles; the marketer who finds the opportunity to do an unethical behavior achieving a huge profit without being questioned would do it again and again; therefore, the salesman who is praised for his sales done by deception will continue in doing such unethical practices. (Ferrell, Freadriek, 1999, p: 51).

• Previous studies

After reviewing the references and the related studies, a group of previous studies was found, here is a glimpse on each:

Awad (2002) conducted a study aimed to present the consumer with the false marketing practices by the sellers in the city of Jeddah / Saudi Arabia to show the deceptive marketing practices exercised by sellers trying to entice consumers to buy products in various ways through phone calls or home visits. Regarding data collection, the study relied on a personal interview from a sample of brands owners. The study found that the marketing and the brand name exchange roles, and that the consumer may pay a 50% increase on the price for the brand name, and he looks for first the price, the quality then the brand name in the case of purchasing a fundamental product; however, regarding the luxurious product, the customer looks for first the brand name followed by the price then the quality.

Al-Smadi (2002) conducted a study that aimed to identify the consumer trends in the city of Zarqa about the ethics of televised commercial advertisement in terms of the integrity of the information contained therein and its compatibility with the culture of the community. The study found that most respondents believe that televised commercial advertising does not meet the aspirations in terms of integrity and credibility and that it is not consistent with the culture of the community; In addition, the commercial advertisement needs to be reconsidered by specialists and agencies. The study recommended the need to conduct research to understand the culture of the Jordanian society and take it into consideration when designing the advertisement.

(Priest, Andrew, 2002) conducted a study that aimed at knowing to what extent the unethical behavior is practiced in the institutions of marketers in Australia. It relied on a field survey of a sample of institutions. The field research focused on the levels of deception and corruption in the institutions, and asking respondents to provide information on the marketing deception catalog they suffered from. The study showed that there is a growing awareness among institutions to focus on the ethical aspects and it found out that out of 10 institutions, there are 4 that use marketing deception and that 41% of Australians practice marketing deception at work. Also, the study found that the institutions' lack of responsibility towards community was 22.1%, the weak ethical culture of such institutions was 18.3%, and the weak ethical culture of the members of the community was 12.9%.

Al-nafuri (2001) conducted a study which aimed to clarify the concept and methods of planning advertising campaigns and the factors affecting them, as well as identify the reactions of consumers and their acceptance of the idea of advertising campaigns in the city of Damascus / Syria. The study relied on the theoretical method and the questionnaire to collect data; the researcher selected a sample consisting of the producing and marketing companies as well as the consumers, who are recipients of the advertising message. The study found that most of these companies are not interested in conducting researches for the advertisement or in identifying their objectives, and that television is the most important means of advertising media. All of the respondents believe the information provided by the advertisers for the product is dishonest and they do not trust it.

Albert, J.Bitta & Others, 1999) conducted a study aiming to identify the extent of the impact of each of (family, culture, social level, age, and trends) on the consumer behavior. The researchers discussed some studies regarding the extent of the impact of commercial advertising on women and children. The study relied on the survey method by using a judgmental sample.

The study found that children in the age of seven remember commercials and learn skills from them such as cuisine and games; also, the advertising affects women more than men and that it overstates highlighting the benefits related to women so as to buy the advertised products even if they do not need them.

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Method and procedures

The study population

The study population consisted of all customers in the Governorate of Irbid.

The study sample

In order to select a sample representing the study population, a questionnaire was applied on an exploratory sample composed of (100) of the study population.

After data collection, the researcher calculated the value of the standard deviation of the answers which was (0.68), and then applied the following equation to determine the appropriate sample size according to the various answers of the questionnaire (Khalil, 2008, p 24).

$$n = \frac{z^2 \sigma^2}{e^2}$$

Where:

n: the sample size to be calculated.

z: the area of the value (1-2/a) and equals (1.96).

σ : standard deviation which equals (0.59).

e: the error rate which equals (0.05).

After applying the above equation, the value of the sample representing the population for the purposes of applying the research was (710) researchers, which is considered a good representation of the population of the study; the study tool was distributed on a sample of (725) and (717) questionnaires valid for statistical analysis were retrieved. Table (1) shows the distribution of the sample members depending on the personal variables.

Table (1): Distribution of the study sample on the personal variables (n = 717)

Variable	level	frequency	percentage
sex	Male	369	51.5
	Female	348	48.5
	Total	717	100.0
Age	20-30 years	168	23.4
	31 to 40 years	180	25.2
	41 to 50 years	173	24.1
	More than 50 years	196	27.3
	Total	717	100.0
Income	200 – 400 dinars	164	22.9
	401 to 600 dinars	179	25.0
	601 to 800 dinars	169	23.6
	801 dinars and over	205	28.6
	Total	717	100.0

Table (2) shows that the number of males in the sample amounted to (369) by a percentage of (51.5%), while the number of females was (348) by a percentage of (48.5%). Furthermore, the highest percentage for the distribution of the study sample according to the variable of age was (27.3%) for the age group (over than 50 years), while the lowest percentage was (24.1%) for the age group (41-50 years old). The highest percentage for the distribution of the study sample depending on the variable of income was (28.6%) for the income (801 dinars and over), while the lowest percentage was (23.6%) for the income level (601 - 800 dinars).

The Study tool

For the purpose of doing this research, a questionnaire was designed to survey the views of the customers about the extent of the ethical commitment to the marketing activities. Afterwards, the arbitration process was started by certain specialists. Accordingly, the necessary adjustments and improvements needed for the questionnaire were conducted so as the final picture consisted of (31) items distributed on (4) areas, which is as follows:

- deception in the product, and includes (8) paragraphs.
- deception in the price, and includes (8) paragraphs.
- deception in promotion, and includes (9) paragraphs.
- deception in distribution, and includes (6) paragraphs.

Stability of the tool

The researcher verifies the stability of the tool by calculating Cronbach's alpha coefficient to check the internal consistency of the paragraphs of the questionnaire which was (0.89), and thus the tool was ready to be distributed on the study sample.

Statistical treatments

It introduces the results of the study and the hypotheses test by using the following statistical treatments:

1. Arithmetic means and standard deviations for the answers of the respondents about the paragraphs of the study tool.
2. One Sample T-test on the areas of the study tool (deception in product, deception in price, deception in promotion, and deception in distribution) and on the instrument as a whole.
3. Independent Sample T-test on the study tool according to the variable of sex.
4. ANOVA on the study tool depending on the variables (age and income level).

The limits of the study

- The study was limited to the customers in the Governorate of Irbid.
- the results of the study regarding the tool used for the purposes of the study and for responding to its paragraphs by the members of the study sample.

The Study Methodology

The researcher depended on the descriptive method and the use of secondary office data available in the theoretical study; however, the second part was based on a field study by a questionnaire to gather the preliminary data on the subject of the ethical commitment to the marketing activities.

Statistical Analysis and Hypotheses Testing:

This section contains the research results aiming to identify the "ethical commitment of the elements of the marketing mix from the viewpoint of customers". Here are the results:

Results on the hypotheses of the study

The first hypothesis: there is a high level of ethical commitment for the marketing activities from the viewpoint of customers:

In order to validate this hypothesis, the arithmetic means and standard deviations for the answers of the study sample were calculated for all the paragraphs of the study fields. Also, One Sample T-test was applied on the fields of the study and the tool as a whole; the tables (2 - 9) illustrate this:

- The first area: Deception in the product:

Table (2): the arithmetic means and standard deviations for the paragraphs of the field, "deception in the product" in a descending order (n = 717)

Rank	number	paragraphs	arithmetic mean	standard deviation	Evaluation degree
1	4	the information shown on the cover of the product is not sufficient.	3.18	1.16	Medium
2	2	The seller hides important information about the qualities and characteristics of products.	3.16	1.50	Medium
3	3	the seller depends on mixing both the high and low products and sells them as products of high-quality.	3.06	1.48	Medium
4	7	The seller exaggerates offering the properties of the product regardless its actual quality.	3.05	1.37	Medium
5	1	The seller sales false products as genuine.	3.04	1.63	Medium
6	6	the seller depends on not showing the net weight clearly on the cover of the product.	3.03	1.28	Medium
7	8	the seller depends on hiding the product's country of origin and claims another country of origin.	2.96	1.28	Medium
8	5	The product expiration date shown on the cover of the product is not clear.	2.68	1.30	Medium

It appears from table (2) that the arithmetic means of the paragraphs of "deception in the product" have ranged between (2.68 -3.18) by a medium degree for all the paragraphs; the highest was (4) "the information shown on the cover of the product is not sufficient" and the lowest was (5) "The product expiration date shown on the cover of the product is not clear."

- The second area: Deception in the price:

Table (3): the arithmetic means and standard deviations for the paragraphs of the field, "deception in the price" in a descending order (n = 717)

Rank	number	paragraphs	arithmetic mean	standard deviation	Evaluation degree
1	4	the seller lowers the prices of products whose expiration is close to end.	3.56	1.39	Medium
2	1	The advertised price of the product is higher than the real price.	3.43	1.49	Medium
3	2	The seller displays fake sales on the products' prices.	3.39	1.29	Medium
4	3	The seller presents payment facilities for selling the product at a price much higher than the reasonable price.	3.27	1.32	Medium
5	5	the seller places high prices for some products to make the consumer imagine they have a high quality.	3.19	1.40	Medium
6	6	the seller resorts to putting exaggerated prices for some products as famous brands.	3.09	1.42	Medium
7	7	the seller displays some prices without putting the price so as to sell it at a higher price.	3.05	1.48	Medium
8	8	the seller adds the sales tax on certain products not subject to the tax in the first place.	2.83	1.36	Medium

It appears from table (3) that the arithmetic means of the paragraphs "deception in the price" have ranged from (2.83 -3.56) by a medium degree; the highest was for (4) "the seller lowers the prices of products whose expiration is close to end." and the lowest was (8) "the seller adds the sales tax on certain products not subject to the tax in the first place."

- The third area: Deception in the price:

Table (4): the arithmetic means and standard deviations for the paragraphs of the field, "deception in the promotion" in a descending order (n = 717).

Rank	number	paragraphs	arithmetic mean	standard deviation	Evaluation degree
1	1	The market announces a product with false information.	3.22	1.41	Medium
2	4	The products are packed in an attractive way to conceal their defects.	3.18	1.39	Medium
3	7	The marketer deliberately does not provide enough information about the products to lead customers into choosing certain products.	3.17	1.38	Medium
4	2	most competitions announced by the marketer are fake and unreal.	3.14	1.33	Medium
5	8	The marketer announces fake sales for some products to lure customers into other products.	3.09	1.45	Medium
6	5	The Marketer sells free samples for paying their prices.	3.06	1.32	Medium
7	3	During advertising, the marketer hides important information about the item (such as the side effects).	3.03	1.36	Medium
8	6	some products are packed with large packages, which leads customers to think that such products are large.	3.00	1.28	Medium

Table (4) shows that the arithmetic means of the paragraphs of "deception in promotion" that have ranged between (3.00-3.22) by a medium degree for all the paragraphs; the highest was (1) "The market announces a product with false information" and the lowest was (6) "some products are packed with large packages, which leads customers to think that such products are large".

- The fourth area: Deception in distribution:

Table (5): the arithmetic means and standard deviations for the paragraphs of the field, "deception in distribution" in a descending order (n = 717)

Rank	number	paragraphs	arithmetic mean	standard deviation	Evaluation degree
1	3	The marketer presents high price on the product on the plea of getting them from distant places.	3.31	1.40	Medium
2	1	The marketer increases the prices of some products claiming that they have high prices from their sources, which is not the case.	3.25	1.39	Medium
3	2	the marketer reduces the price to get rid of the stored products inappropriately.	3.25	1.42	Medium
4	4	the marketer sells poor products at a high price being sold in grand stores.	3.17	1.40	Medium
5	5	The marketer focuses on some products to make them look great, which is not the case.	3.08	1.36	Medium
6	6	The marketer displays products in a splendid way, which are not.	3.03	1.41	Medium

Table (5) shows that the arithmetic means of the paragraphs "deception in distribution" have ranged between (3.03 -3.31) by a medium degree for all the paragraphs; the highest was (3) "The marketer presents high price on the product on the plea of getting them from distant places" and the lowest was (6) "The marketer displays products in a splendid way, which are not".

Table (6): the results of One Sample T-test was applied on the fields of the study and the tool as a whole

Field	arithmetic mean	standard deviation	Evaluation degree	T	statistical significance
Deception in the product	3.02	1.05	Medium	0.16	0.87
Deception in the price	3.23	1.10	Medium	1.82	0.07
Deception in promotion	3.11	1.10	Medium	0.98	0.37
Deception in distribution	3.18	1.20	Medium	1.31	0.19
Tool as a whole	3.13	1.01	Medium	1.15	0.25

Table (6) shows that all the values of (T) for the fields of the study and the tool as a whole were not statistically significant at the significance level ($\alpha = 0.05$); the arithmetic means of the fields of the study have ranged between (3.023 -3.23) by a medium degree and the arithmetic mean for the tool as a whole was (3.13) by a medium degree too, and this indicates a lack of high level of ethical commitment to the marketing activities from the point of view of customers, thus rejecting the first hypothesis.

The researcher attributed this to a lack of control over the marketing activities used in commercial and industrial companies, lack of highlighting on sanctions on violators of marketing, as well as lack in the awareness among the employees of companies and organizations in concerning with the ethical commitment of the marketing mix elements and their impact on increasing the effectiveness of the performance of such institutions and companies; This result is consistent with studies of (Al-Smadi, 2002), and (Al-Nafuri, 2001) while it is inconsistent with (Awad, 2002).

The second hypothesis: there are statistically significant differences at ($0.05 \geq \alpha$) between the viewpoints of the study sample in the ethical commitment for the marketing activities according to the different demographic variables (sex, income, age, and study level)

In order to validate this hypothesis, Independent Samples T-test was applied on the tool as a whole according to the variable of sex in addition to ANOVA according to the variables of (income, age, and study level); the tables (7 - 10) illustrate this.

Table (7) the results of applying Independent Samples T-test on the fields of the study and the tool as a whole according to the variable of sex.

sex	arithmetic mean	standard deviation	T	statistical significance
Males	3.11	1.01	0.23	0.81
Females	3.17	1.02		

Table (7) shows no statistically significant differences at the level of ($\alpha = 0.05$) in the means of the responses of customers to the level of ethical commitment to the marketing activities due to the variable of sex, where (T) of the tool as a whole according to sex was (0.23), a value not statistically significant.

Table (8): the results of ANOVA on the tool as a whole according to the variable of age

Age	arithmetic mean	standard deviation	F	statistical significance
20-30 years	3.34	0.98	2.53	0.86
31-40 years	2.83	1.09		
41-50 years	3.02	1.06		
More than 50 years	2.66	0.87		

Table (8) shows a lack of statistically significant differences at the level of ($\alpha = 0.05$) in the means of the responses of customers regarding the level of ethical commitment to marketing activities due to the variable of age, where (F) for the tool as a whole according to the variable of age was (2.53), a statistically insignificant value.

Table (9): the results of (ANOVA) on the tool as a whole according to the variable of income

Income	arithmetic mean	standard deviation	F	statistical significance
200-400 dinars	3.34	0.98	2.07	0.11
401 to 600 dinars	2.83	1.40		
601 to 800 dinars	3.02	1.06		
801 dinars and more	2.66	0.87		

Table (9) shows a lack of statistically significant differences at the level of ($\alpha = 0.05$) in the means of the responses of customers to the level of ethical commitment to marketing activities due to the variable of income, where (F) of the tool as a whole according to the variable of income was (2.07), a statistically insignificant value.

Conclusions and recommendations

First: conclusions:

1. The results of the statistical analysis of the data related to the ethical commitment of marketers in the marketing mix elements (deception in the product, deception in the price, deception in the promotion, and deception in the distribution) showed that the degree of the ethical commitment from the point of view of the members of the study sample was slightly higher than the assumed mean. The reason for this is the conviction among respondents that there is a degree of ethical commitment by marketers in the marketing mix elements, which is not enough.
2. The results showed a convergence in the opinions of respondents about the ethical commitment of the elements of the marketing mix, regardless of the personal variables due to the spread of awareness about work ethics and the increased acquired knowledge regarding the attempts of deception used by marketers during the marketing activity.

Second: Recommendations:

1. Taking interest in the information placed on the cover and imposing control over product packaging to reduce the packaging of products with large covers.
2. Focusing on control on sales tax imposed by sellers over products not subject to the tax in the first place.
3. Providing adequate information on the product either on its cover or through providing a manual as in some products.

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