



BINGOL UNIVERSITY

GRADUATE OF SOCIAL SCIENCES

BUSINESS ADMINISTRATION DEPARTMENT

**THE IMPACT OF MARKETING DECEPTION IN
BUILDING A MENTAL IMAGE OF THE CONSUMER
IN THE SERVICES MARKET**

Prepared By

Mihabad Abdulkareem Haji AL HABASH

MASTER'S THESIS

Supervisor

Asst. Prof. Dr. Yavuz TURKAN

BINGOL – 2019

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ETHICAL AND SCIENTIFIC NOTICE

This work is prepared in accordance with the rules of thesis writing which I have prepared according to scientific ethics, traditions and all informations contained in the letter, which met with scientific ethics and rules of academic carefully until the completion of the recommendation phase of the masters thesis (The Impact of Marketing Deception in Building a Mental Image of the Consumer in the Services Market).

I announce that work has shown and utilized for each citation it consists of those that appear in the source.



Mihabad Abdulkareem Haji AL HABASH

11/01/2019

THESIS ACCEPTANCE AND APPROVAL

BINGOL UNIVERSITY

SOCIAL SCIENCES INSTITUTE

This work entitled (The Impact of Marketing Deception in Building a Mental Image of the Consumer in the Services Market). Prepared by (**Mihabad Abdulkareem Haji AL HABASH**), was found to be successful as a result of the thesis defense examination held on the date of Defense Examination and accepted by our juror as the Master's Degree in the Department of Business Administration.

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CONFIRMATION

The jury determined in the (11/1/ 2019) have accepted this thesis. Session of the board of Directors of the Institute of Social Sciences of Bingol University.

Director of the Institute

Doç. Dr. Yaşar BAŞ

ACKNOWLEDGEMENT

I would like to thank my God for giving me the strength to complete this thesis.

I would like to thank my supervisor (Asst. Prof. Dr. Yavuz TURKAN) at Bingol University, for the patient guidance, encouragement and advice he has provided throughout my time as his student. I have been extremely lucky to have a supervisor who cared so much about my work, and who responded to my questions and queries so promptly.

Finally, I must express my very profound gratitude to my parents and to my brothers and sisters for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them. Thank you.

Researcher

Mihabad AL HABASH

11/01/2019

DEDICATION

I dedicate this thesis to: My parents which God said concerning them " And lower unto them the wing of submission and humility through mercy, and say: " My lord! Bestow on them Your Mercy as they did bring me up when I was young " Surah Al-Isra' 24

The flower which never die ... The eye of love and kindness ... Who supported me and stayed in front of me till I reached this stage of success and progress ... To whom which words can't described her and whom the sea waves calm down by hearing her name ... To my mother

The earth angle ... The red rose ... Who put me under her arms and planted flowers in my way ... To my brothers and sisters

Friends of my path ... The futures constructors ... To the most faithful, great and noble people ... To my truly friends

Who rise and hold the science and teaching flag and put off the ignorance to my most respectable teachers, and specially Asst. Prof. Dr. Yavuz TURKAN

I dedicate this humble effort to all who said " I bear witness that there is no God but Allah and I bear witness that Muhammad is the Messenger of Allah "

ABSTRACT

Bingol University Social Science Institute Master's Thesis

Title of the Thesis: The Impact of Marketing Deception in Building a Mental Image of The Consumer in The Services Market

Author: Mihabad Abdulkareem Haji AL HABASH

Supervisor: Asst. Prof. Dr. Yavuz TURKAN

Department: Business Administration

Date: 11/01/2019

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Our aim in this study is to shed light to the marketing deception by introducing the deception through the subjects related to the services product such a physical environment, distribution, promotional information and prices in the service sector. We highlight the effective role that consumer protection organizations can implement in order to protect the impact of the marketing deception forms and marketing deception on every kind of creation that constitutes the mental image of the client, as well as to protect against counterfeiting and deception. This subject of the study is the spread of counterfeiting and marketing deception in general trade issues. In addition, a strong marketing deception culture has become widespread in the service sector and this is a growing phenomenon in the service sector. Most believe that success depends on these fraudulent practices.

We designed a survey to measure the variables of the study. Preliminary data were collected through a questionnaire distributed to the working community of the customers of the private sector companies in Duhok. Private sector companies in the study consist of university education, internet, commitment, hospitals, hotels and banking sector. The sample of the study consisted of (150) questionnaires distributed to the study community, of which (110) were analyzed. We used statistical analysis methods to calculate arithmetic averages, standard deviations, regression coefficients, repeats and percentage ratios of data.

In this study, it was determined that there were marketing deceptions in different sizes and negative effects on the customers in Duhok province. These deception have a negative impact on the mental image of customers. In the same way, companies are also among the determinants of marketing deception at high levels and in different sizes. The reason for the widespread use of marketing deception is the fact that the legislative organs are insufficient in this regard and the legal procedures in this field are gradually carried out by the working organizations.

In order the provide consumers with effective protection against deception and misinformation, a series of recommendations were presented, most notably the need to enable cooperation between interested parties and consumer protection organizations and consumers. Finally, this study suggests that is necessary to apply to Islamic law. Because of the prohibited sales transactions, the Islamic law has made extensive statements. In this study, it is stated that banned sales operations are among the applications that companies are currently conducting and then people should be warned about such sales that are prohibited by Islam.

Keywords: Marketing deception, mental image, consumer protection.

ÖZET

Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Yüksek Lisans Tez Özeti

Tezin Başlığı: Hizmet Piyasası Ortamında Tüketicide Zihinsel İmajın Oluşturulmasında Pazarlama Hilesinin Etkisi

Tezin Yazarı: Mihabad Abdulkareem Haji AL HABASH

Danışman: Yrd. Doç. Dr. Yavuz TÜRKAN

Sosyal Bilimler Enstitüsü

İşletme Anabilim Dalı

Kabul Tarih: 11/01/2019

Sayfa: 154

Bu çalışmadaki amacımız, hizmet sektöründe uygulamalar, prosedürler, fiziki çevre, dağıtım, tanıtım bilgileri ve fiyatlar üzerinden hileyi tanıtarak pazarlama hilesine ışık tutmaktır. Hizmet organizasyonlarında pazarlama hilesi biçimlerinin ve pazarlama hilesinin müşterilerin zihinsel imajını oluşturan her türlü yaratım üzerindeki etkisini tespit etmenin yanı sıra sahteciliğe ve aldatmaya karşı korunmak için tüketici koruma kuruluşlarının oynayabileceği etkin rolü vurguladık. Çalışmanın konusu, genel ticaret konularında sahteciliğin ve pazarlama hilesinin yaygınlaşmasıdır. Yine bunun yanında hizmet sektöründe güçlü bir pazarlama hilesi kültürünün yaygınlığı ve bunun hizmet sektöründe büyüyen bir olgu olmasıdır. Nitekim çoğu kimse, başarının bu hileli uygulamalara bağlı olduğuna inanmaktadır.

Çalışmanın değişkenlerini ölçmek için bir anket tasarladık. Ön veriler, Duhok ilinde özel sektörde faaliyet gösteren şirketlerin müşterilerinin oluşturduğu çalışma topluluğuna dağıtılan bir anketle toplanmıştır. Özel sektör şirketleri üniversite eğitimi, internet, taahhüt, hastaneler, oteller ve bankalar gibi sektörlerden oluşmaktadır. (150) adetten oluşan ve çalışma topluluğuna dağıtılan anket çalışma örnekleminin (110) adedinden geri dönüş sağlanmıştır. Verilerdeki aritmetik ortalamalar, standart sapmalar, regresyon katsayıları tekrarlar ve yüzdelik oranların hesaplanmasında uygun olan istatistiksel analiz yöntemlerini kullandık.

Çalışmada, özel hizmet sektöründe farklı boyutlarda pazarlama hilelerinin varlığı ve Duhok ilindeki müşterilere olumsuz etkilerinin olduğu tespiti yapılmıştır. Bu hileler, müşterilerin zihinsel imajında olumsuz yansımalar yapmaktadır. Aynı şekilde hizmet şirketlerinin yüksek düzeyde ve farklı boyutlarda hile yaptıkları da tespitler arasında yer almaktadır. Pazarlama hilesinin yaygınlaşmasının nedeni ise yasama organlarının bu hususta yetersiz kalmaları ve bu alandaki yasal prosedürlerin yavaş yavaş çalışma örgütleri tarafından yerine getirilmesidir.

Çalışmada, tüketicilere hile ve yanlış bilgilendirme noktasında etkili bir koruma sağlamak amacıyla, ilgili taraflar ile tüketici koruma kuruluşları ve tüketiciler arasındaki işbirliğini etkinleştirme ihtiyacının en önemlileri olan bir dizi öneri sunuldu. Son olarak bu çalışma, İslam hukukuna başvurmanın gerekli olduğu önerisini yapmaktadır. Çünkü yasaklı satış işlemleriyle ilgili olarak İslam hukukunda geniş açıklamalar yapılmıştır. Çalışmada, yasaklı olan bu satış işlemlerinin şu anda şirketlerin yaptığı uygulamalar arasında yer aldığı ve daha sonra da İslam'ın da yasakladığı bu türden satışlarla ilgili olarak insanların uyarılması gerektiği belirtilmiştir.

Anahtar Kelimeler: Pazarlama hilesi, zihinsel imaj, tüketici koruma.

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INTRODUCTION

The marketing, it is accepted as a basic activity by working organism. At the same time the marketing, it's one of these basic activities and main event the most important for organism's targets and to perform their successes. The marketing events is showed a perceived progress in recently. Even this progress, orient to get working organism for achieve their numeric and other targets. Nevertheless, some working organisms (without morality of marketing) are front to cheat marketing area. This behaviours are caused to application marketing negatives. Also, to cause loss customer and to finish the relation by clients who they have negative opinions¹.

Some times occur negative meanings reflection from marketing concept that one of things mind manipulation and cheating. Unfortunately those reflections of cheats are occur problems for consumers. Seemingly the marketing, to provide services customers and meet their desire and need. But in reality it is target to achieve the greatest possible profit and exploiting the customer. This distressed situation is take attention for customers exploiting, material and spiritual damages to a lot of people, formal and informal establishment.

The subject of marketing is one of the most important topics and take attention by a lot of researches. Finally, attach importance to marketing with scientific Works by a lot of countries and relevant persons. Also, this relevant persons and countries trying to make ethical rules for about the cheating profession. All of these for protect the consumer from lies and cheating. At the same time, the cheat reality of marketing, negative appearance provide on the special services sectors. Because, in this sector is target to cheat about cost of service or exaggerated information services with advertisements, Right here, consumer protection concept is get to the foreground attempted by the related persons the consumer rights.

Desired to tell about the term of marketing cheat is that; awaken personal, faulty verdict and imperpression to customer for marketed product. Same way the mentioned effect: awaken in the ease of application, workings, materiality, distribution, introduce and cost scopes. Naturally those effects is result in incorrect

¹ Ali Muhammed Al-Khatib, *The Impact of Marketing Deception in Building The Mental Image of Consumers in The Jordanian Services Market*, Middle East University, College of Business, Master's Thesis, Jordan 2011, p. 2.

decision making themselves. The marketing cheat, directive to persons who working this marketing without need ethic. Where as this attitude, at the legal dimension with channels of investigation to cause big suffer for marketers.

We will consider thesis as a lot of chapters. In the 1st chapter is mixed method in marketing, the marketing cheat term and variants. 2nd chapter; mental image concept and their extents, the interest between marketing and mental image, the effect of cheat create in consumer mental image, the Islamic low viewpoint to cheat, the roles of societies about protect the consumer to the marketing cheat. 3rd chapter; will be informed about sampling of working and working's methodology will discuss. Again in the 3rd chapter is will be the result for presentetion and devepolment stages subtraction above; working tools, type of working, statistically analysis method, the stages of development, the stages of devolpment of to the statistically analysis and poll, the testing hypothesis for working.

Study Problem

Difficulties Encounteres in Thesis Working

The culture of marketing deception is grow up to in service industry for many person who they are believe that the market difficult without marketing deception and possible the success with the deceptions. This evaluation is giving increase to this faith and this culture for many person who concerned with marketing deception. Service, information-contact-price and advertising are some of them types of deception and the people are share the news more day after day about marketing deception. We can say that there is a reality what everyday growing and developing. This reality is warning to us about being to a mature the culture of marketing deception.

We will examine to the marketing deception in this thesis. Also, we will examine to based on the under questions about the effect of marketing deception on the mental image.

1. Main question 1: Does the consumer know immoral practices (marketing deception) represented by marketing mix elements (product, promotion, prices, physical environment, distribution, worker and operations) in the services sector? It has the following questions:?

This question is getting to uncover under inquiries;

Sub-Question 1: Does the consumer accept the marketing deception related to the products offered in the service sector?

Sub-Question 2: Is there marketing deception in the prices applied in the service sector?

Sub-Question 3: How does the consumer recognize marketing deception in promotional information in the service sector?

Sub-Question 4: How does the consumer recognize marketing deception in distribution in the service sector?

Sub-Question 5: How does the consumer accept marketing deception in physical environment in the service sector?

Sub-Question 6: How does the consumer recognize marketing deception in worker and operations in the service sector?

2. The second main question: Does the marketing deception in the field (product, promotion, prices, physical environment, distribution, worker and operations) affect the building of a specific mental image of customer?

Sub-Question 1: Does the marketing deception in the service product affect the building of a certain mental image of customers?

Sub-Question 2: Does the marketing deception in the prices affect the building of a certain mental image of customers?

Sub-Question 3: Does the marketing deception in the promotion affect the building of a certain mental image of customers?

Sub-Question 4: Does the marketing deception in the distribution affect the building of a certain mental image of customers?

Sub-Question 5: Does the marketing deception in the physical environment affect the building of a certain mental image of customers?

Sub-Question 6: Does the marketing deception in the worker and operations affect the building of a certain mental image of customers?

The Purpose of Thesis Study

The purpose of this study is to examine process of the keep light to customer's mental image about (high education, hospitals, telecommunication, hotels, banks and contracting) marketing deception in private sector. The purposes are as follows:

1. Attention customer views about scam or unethical the elements of mixed marketing services (product, price, promotion, concrete frame, distribution, workers and application).

2. Explicate with all variant (product, promotion, prices, physical environment, distribution, worker and operations) the marketing deception in the special service.

3. Explicate with all variant (product, promotion, prices, physical environment, distribution, worker and operations) the effect of marketing deception about the formation a mental image on customer.

4. The reasons of why less importance to consumer protection association and other association.

The Importance of This Thesis Study

We will describe the importance of scientific plan and application plan:

1. We will try to correlate between mental image and marketing deception as theory and application. And we will research and detect for reveal to marketing deception.

2. We will take the each of mixed marketing which located within the marketing deception.

3. The information will be offer about applied of kind of deception (and the role of customer awareness). we will offer those to contribute customer awareness, immoral and to increase consciousness a case out of civilization.

4. Stimulate to marketers a positive consciousness and how dangerous the deception.

5. This study, eximaned to the marketing deception with the Islam law. Description of banned situations made about the marketing deception based on

concrete examples by Islam Law. This is also a imparting to importance fort this thesis.

The Scientific Frame of Thesis

Spatial Frame: The Companies which are private sector in Duhok.

Human Frame: The workers who they are working in the Companies of private sector in Duhok.

The Hypotheses in This Thesis Study

This tesis is based as follow hypotheses;

1. According to customers, there is ($\alpha \leq 0.05$) the marketing deception on the private sector's studies (service products, promotional informations, distribution, workers, procedures and service company applications). According to this; the fallow hypothesis has been proposed:

First sub-hypothesis: There is no the marketing deception on the products which presented to consumer by private service sectors.

Second sub-hypothesis: There is no the marketing deception on the informations which presented to consumer by private service sectors.

Sub-hypothesis 3: There is no the marketing deception on the prices which presented to consumer by private service sectors.

Fourth sub-hypothesis: There is no the marketing deception on the distribution which presented to consumer by private service sectors.

Sub-hypothesis 5: There is no the marketing deception on the concrete frame which presented to consumer by private service sectors.

Sub-hypothesis 6: There is no the marketing deception on the workers, applications and procedures which presented to consumer by private service sectors.

2. According to customers, there is no ($\alpha \leq 0.05$) the marketing deception on the private sector's studies (service products, promotional informations, concrete frame, distribution, workers, procedures and service company applications). According to this; the fallow hypothesis has been proposed:

First sub-hypothesis: There is no statistical data on the effect of the use of mental image fiction in service-oriented products of the private service sectors on the marketing deception.

Second sub-hypothesis: There is no statistical data on the effect of the use of promotion information fiction in service-oriented products of the private service sectors on the marketing deception.

Sub-hypothesis 3: There is no statistical data on the effect of the use of services price fiction in service-oriented products of the private service sectors on the marketing deception.

Fourth sub-hypothesis: There is no statistical data on the effect of the use of distribution fiction in service-oriented products of the private service sectors on the marketing deception.

Sub-hypothesis 5: There is no statistical data on the effect of the use of concrete frame fiction in service-oriented products of the private service sectors on the marketing deception.

Sub-hypothesis 6: There is no statistical data on the effect of the use of workers fiction in service-oriented products of the private service sectors on the marketing deception.

Terms Used in This Thesis

Marketing deception: Initiatives wrong decision of marketers in marketing places. How it affects consumers to force buy products in wrong environment bring back to us later on bigger problems for our Society².

Changing of product's quality, contains or service quality present Consumers but in facts for Consumers are not satisfying in this way this is also one of the marketing deception³.

It is also another marketing deception is that the aim is to mislead the public and negatively it makes some people's right lose around public society and also presenting some none social ethics environment.

² Suha Jamal Mouloud, *Marketing Deception*, Baghdad University, Faculty of Administration and Economics, Research Presented to Baghdad University, Iraq 2016, p. 6.

³ Al-Khatib, Former Source, p. 17.

Price deception: After making the commercial of goods that makes consumers to feel comfortable then makes people think that they're having good discount than other products that they will be buying from other companies' goods it makes consumer its normal for them but in fact company has been charging additional to consumers that they should not be doing it a side from this if the producer will charge this expense to consumer they should be charging after they sold it⁴.

Promotion deception: Providing services is just exaggerating that knowledge might be useful for marketers but gives wrong marketing product to consumer.

Deception of Perceptible Frame: Presented Furniture, Construction and design physical image(They might be presenting it) might also be recognize by people that this is a high quality products in this study what we mean is in domestic marketing organization limited tangible objects. This realized by consumers These are things that you can smell in service organization environment or its visible that you can see or touch it.

Mental image: It is the sum of the masses' own impressions about the organization. This is actually mental impression of person but depends on person how they will be going to react that. Presented goods, are the emotions created by the organization with the production and administrative view that they have revealed with the social relations and relations established with the masses⁵, this individual impressions are including organization general image a side from this they become combine to form mental image of the commercial in organization. In this study, we try to explain the image of the customers in their minds related to a product or a service, while the brand-oriented buying behavior will mention as positive or negative trends.

Different Dimensions of Mental Image:

1. **Conscious Dimension:** Humans have different strength and activities that makes them to have experience in their life. The behavior and directives of the mind behavior arising from the directives to people's attitude. procedure refers to the behavior meaning of the individual, based on the will of the conscious. If the person

⁴ Mauloud, Former Source, p. 6.

⁵ Asma Sham Hasan Sarsour, *The Mental Image of The Council of Islamic Students*, Islamic University, Faculty of Arts, Research Bachelor, Gaza 2010, p. 42.

behavior to take his position with his mind and experience he got, he/she try to catch up different objects and trends.

2. **Conscientious Dimension:** joy, sadness, anger, feelings directed person attitude⁶. In Practice, this behavior getting back of anger and joy that means you might be positioning it.

3. **Behavioral Dimension:** a set of initiatives and saving for satisfaction in a person's material or spiritual needs⁷. In the implementation plan implementing person's property and service reach desire to person satisfying while they're buying goods.

The following terms completed from below concept of image:

1. **Perception:** Perception, By understanding comes the characteristics of mind, cognition should be given the appropriate meaning to the stimuli previous experiences of person.in implementation plan it is meant that the person positions himself / herself positively or negatively against objects and others⁸. Perceptions meaning is; How knowledge is created, how to organize and how to creating with special meaning.

2. **Trends:** Person's environment, Positive or negative reaction to human or topics that they're having with his environment and he is ready for personal and nervous⁹, and in implementation plan it is meant that the person positions himself / herself positively or negatively against objects and others.

⁶ Khaled Ibrahim Hasan Al-Kurdi, *The Mental Image of The Traffic Man in The Arab Societies*, Naif Arab University For Security Sciences, Saudi Arabia 2014, p. 33-34.

⁷ Ali Al-Salma, *Human Behavior in The Administration*, Gharib Printing House, Cairo without publishing year, p. 162.

⁸ Talaat Mansour etc., *Founded The General Psychology*, The Anglo-Egyptian Library, Cairo 2003, p. 472.

⁹ Mahmoud Al-Sayed Abou Al-Nil, *Social Psychology*, Anglo-Egyptian Library, Cairo 2009, p. 353.

CHAPTER ONE

MARKETING DECEPTION

In this chapter, elements of marketing mix (Service, Price, Promotions, Distributing, Customer, Process, and how to Implement it) aside from this types of person life got negative and positive affected by marketing deception.

1.1. SERVICE

1.1.1. Service Definition

Service Description: It is an abstract factor that doesn't have any connection with the terms of selling any service that meet customers demand¹⁰.

Storage and none transportation goods, direct transfer producer to consumer abstract products, but also products that disappear faster. Sometimes it's hard to limit product and describe it because it appear during selling and consuming the product. Because of this services are creating relevant abstract. The realization of the service doesn't have for the most part, involve the client's initiative. Because the service cannot be move, there is no title or agreement of the service¹¹.

In industry places first consumers of product and last consumers of the products and events, which aim to meet the needs of everyone in the customer segment up to the end consumer, occur only for a certain financial payment without any additional service with the merchandise sold¹².

The definition of a service is defined as actions of abstract that perform the service, but disappear relatively objects. These service transactions, which take place quick and occur during aimed at meeting customer expectations and satisfaction, don't result in transfer between two parties (ownership)¹³.

The definition of a service is defined as actions that perform the service and abstract (meaning existing in thought or as an idea but not having a physical or

¹⁰ Ayad Shawkat Al-Mansour, *Customer Service Management*, Treasures of Scientific Knowledge For Publishing and Distribution, Saudi Arabia 2008, p. 179.

¹¹ Musa Swaidan Nizam, *Contemporary Marketing*, Hamed Publishing and Distribution House, Amman 2012, p. 224.

¹² Muhammed Saleh Al-Muezzin, *Marketing Principles*, Dar Al-Culture For Publishing and Distribution, Amman 2008, p. 207.

¹³ Ghassan Faisal Abed, "Service Marketing Mix and its Implications For The Mental Status", *Journal of Kirkuk University For Administrative and Economic Sciences*, vol. 1, No. 1, Iraq 2011, p. 7.

concrete existence) or theoretical, but disappear relatively quickly. These service transactions, which take place quickly and occur during activities aimed at meeting customer expectations and satisfaction, do not result in transfer of ownership¹⁴.

Under normal circumstances is an abstract chain of activities. However, it is not necessary that these activities take place as a solution to customer problems, but also through the transaction between the consumer and service personnel, material resources, commercial goods and establishments.

It is possible to describe the service as follows:

It is the abstract activity and operations that one side offers to the other side, which aims to satisfy the needs of all consumers until the last field and at the same time does not create any proprietorship rights.

The services are divided into groups according to the characteristics that make the goods different. Because these differences are effective in the need for different marketing methods. Likewise, the differences in property in merchandise may require a special marketing method. Naturally, the services in the merchandise vary depending on the organization of properties that give rise to the disconnection of services. All organizations need to take these differences into account, which will have an impact on the consumer and provide an effective service.

It is possible to summarize these points as follows:

1. Service is Abstract: When the tangible and visible concrete product is revealed, we see that the service is abstract and therefore there is no possibility to present the service to the consumer in an informative manner. In the same way, the service is not something that can be realized by the five senses¹⁵.

2. It is not possible to store the service upon request: Due to the different service demands, it is not possible to increase the service production power by increasing the number of service providers¹⁶.

¹⁴ Hani Hamed Al-Damour, *Marketing Services*, Wael Publishing and Distribution House, Amman 2002, p. 17.

¹⁵ Rudeineh Othman Yousef, Mahmoud Jassim Sumaida'ie, *Marketing Banking Strategic/Quantitative/Analytical Portal*, Dar Al-Manahief For Publishing and Distribution, Amman 2001, p. 26.

¹⁶ Abed, Former Source, p. 8.

3. It is not enough to differentiate the service provider: The service is linked to the provider of the service, as is the provision of services by the doctor. Of course, the medical service provided here is linked to the performance of the service provider. The situation is the same in individuals such as barber and car mechanic whose service delivery varies from one person to another. Therefore, the pricing of the service is different according to the difference of the service providers.

4. Customer's personal involvement in the service: In some people's opinion, the customer has a very significant effect on the distribution and development of the service until they receive the desired level of service. This is an example of a work done by the barber. As a matter of fact, the customer joins the barber's service by stating his opinion on how to shave. Other examples may also be provided.

Likewise, it should be noted here that there is also a link between the production and consumption of the service. Because to benefit from the service itself is expected to be in the middle of what is used. When the service given by the officers in the Bank is produced; or the nurse at the hospital and the doctor or the receptionist at the hotel are always from this tribe. In such services, the situation is the reverse of the commodity. Because the merchandise is sold somewhere else when they are produced. Sometimes the consumer may not see who produced the commodity's production stages or commodity.

5. Different service units: Commercial commodity is clearly different from service. There is a certain type of commodity. For example, when we do a research on packaged carbonated beverages of the same variety, they are similar in price, taste and similar aspects.

However, when we come to the service, we see that the work is completely different. The service varies depending on the people who offer it. In the same way, the service also varies according to the conditions. Therefore, it is expected that service marketing strategies 'do not show similarities in trade goods but different from each other'¹⁷.

6. Request for service: Service demand has been highly variable, like cinema the demand and acceptance are always change. As a matter of fact, that cinema

¹⁷ Philip Kotler & Kevin Lane Keller, *Marketing Management*, Library of Congress Cataloging, New Jersey 2012.

services highly increase during the weekend and holidays. However, there is a decrease in cinema during the examination periods of schools and universities. We can also see it in hotels related to demand. The demand is increasing during the summer months, but there is a decrease during the winter season.

7. Variability in terms of service quality: The service is variable because of service quality, sometimes this can be high quality, sometimes it is not. I have criticisms to raise this together. However, if the quality of service is high consumer got accepted but if it decreases, the consumer avoids receiving services from there.

8. There is no refund for the service has been sold: Unlike the consumer got service that defective, it is not possible to return this service after receiving that. As a matter of fact, the customer can return the defective goods to the seller as well as demand refund it¹⁸.

1.1.2. How Does Customer Determine Service Quality?

The person who achieved good quality of service and the quality obtained in the concrete commercial goods are different from each other. In fact, catching up service quality of the goods is based on the quality of the service delivery processes. In addition to this customer's decision are based on the benefit they receive from the service. as we can see that the service quality is based on two bases. These are;

1. Producing quality: The service is to carry out the production quality forwards facilitated service. This is how the quality of production at the service provided to the customer satisfaction.

2. Task quality: The transfer of service quality of the service to the beneficiaries of the service.

This makes us to have compared two-axis these:

a. Ones it is related to the service quality customers point of view.

b. We can relate this between given service quality and customer satisfaction.

Based on these principles, quality of the services and the quality of the services are compared by customers. These examples illustrate us that there are still a lot of

¹⁸ Fatima Muhammed Ahmed Al-Assi, *The Impact of Deception Marketing in Building The Mental Image of The Consumer in The Services Market of The Internet Companies in The Gaza Strip*, Islamic University-Ghaza, Faculty of Commerce, Master's Thesis, Gaza 2015, pp. 45-46.

things that should be fixed in service places because there are many reasons behind these service problems.

These can be listed down as:

- a. Full identification of customer impressions.
- b. Ignoring the customer's concern and problems that lack of communication to solve these problems.
- c. The high level of the criteria's.
- d. A company provides services it is not expected by their customer.

This is called the blanks area in contracts. These blanks are one of the main reasons that make customers feel dissatisfied.

Eliminating lack of service quality as much as possible under these two functions:

The service should be available for valid quality

1. Customer expectations: These are the criteria for doing business are convincing to customer for your service. Data supplied. These expectations are available at different levels that desired by customer level that appropriated to service.

2. Customer awareness: It is the point perceived by the customer for the actual and service purposes. Because customer judge your service after you have been done it¹⁹.

1.1.3. Manipulating of The Service Quality

According to your agreement with customers and provide inappropriate and poor service quality without declaring the negatives in the service. Hospitals, public transport and hotels are expected to be deny that they have been doing good service to their customers can be one of the example for it. In the telecommunication services, the situation services were continued for a while²⁰.

¹⁹ Assi, Former Source, pp. 46-47.

²⁰ Terence A. Shimp, *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*, Library of Congress, Thomson South Western, USA 2007, p.77.

1.1.4. Marketing Deception

The term "marketing" sometimes has a negative connotation that reflects the idea of deception and manipulation of minds. Unfortunately, the consumer suffers from marketing deception from long periods and at different times, through the goods and services provided to him, which seem to seek to serve him and satisfy his needs and desires, but in its reality it aims to exploit it and achieve as much profit as possible. This has been exacerbated to the point where many individuals, groups and bodies, both formal and informal, have been alerted to the large-market exploitation and deception of consumers and the consequent material and moral damage. It has also led those interested in marketing to play an important role in this regard with their guidance and recommendations to ensure consumer protection in dealing with the producers and distributors of goods and services.

Marketing Deception is one of the immoral practices in the business world, which carries many meanings and connotations, most of which fall under the practice of human behavior and the rules and standards that govern such behaviour, pushing many sellers to pursue cheating and deception in order to attract a lot of buyers to get on high profits, so there is a need to shed more light on such deceptive marketing practices, which fall under the name of marketing deception²¹.

1.1.4.1. Marketing deception Concept:

In the dictionary ‘‘the secret terms opposition is bring out the secrets’’ in this marketing deception it is not accepted for business ethics that impress by your customers. This unethical things has a negative impact on human behavior. The lie used to access a privilege or benefit²².

Marketing deception; it is a transaction or initiative between the consumer and the salesman who personally has a negative impression on the consumer. This process is related to marketing (goods), before or after marketing process. The marketing deception often comes with the intention of cheating point of marketing.

²¹ Latifa Blwazh, *The Impact of Marketing Deception on The Building of The Company's Capacity in Customers*, Mohammed Boudiaf Al-Messila University, Faculty of Economic, Commercial and Management Sciences, Master Thesis, Algiers 2017, p. 23.

²² Tabosh Rasbqa, Bodrun Noora, *The Effect of Marketing Deception on The Consumer's Perceived Value*, University of The Jillali Bonamma-Bikhamis Melyana, Faculty of Economic, Commercial and Management Sciences, Master Thesis, Algiers 2017, p. 9.

Because the decision about the wrong sales consumer depends on the intention of the seller.

Marketing deception: A wrong personal impression on the customer, beliefs, marketing, judgments or marketing evaluations for goods²³, or related to the pricing, promotion and distribution elements in mixed marketing. Naturally in these areas, the customer's inaccurate decisions result and somehow damages the customer. The fact that there is a deception in marketing constitutes evidence that non-moral marketing does not pay attention. This inattention leads to great losses, including legal investigations.

Likewise, the methods used in the marketing of branches (dealers) and companies manipulating the facts, the customer is getting confuse what he is going to buy it makes customer wrong purchase decisions under these circumstances. In addition to this information about the size and characteristics of the commercial commodity or the service provided is of a high level²⁴.

There are so many marketing initiatives influence the consumer with their marketing deception, by taking sales decisions that are not correct in terms of themselves. However, there are some positive results for those who do this, even if they do believe that there are errors. Because, they can increase their sales with these methods it means they earn a lot in this way.

Actually in this point it is kind of dangerous in short-term. The consumer can be deceived but cannot be deceived every time. In addition marketers who choose cheating can accomplish their goals. But this is extremely for short term. When you consider for the long-term results, how many tactics you have on which are based on do not have applicability especially in the business world at this time. The negative impact of this tactic will not be limited to the consumer who is the victim of marketing deception. In addition, as a result of the word used in the deception will be reaching many consumers. Because this fraudulent expression will reach harm similar consumers. It will be disseminated directly or indirectly to anyone who has a connection to the subject.

²³ Naeem Hafez Abu Juma, *Marketing Deception in The Arab World*, Research Presented to The Forum Marketing in The Arab World, Sharjah 2002, p. 2.

²⁴ Thamer Al-Bakri, *Marketing Fundamentals and Contemporary Concepts*, Aliazouri Scientific Publishing and Distribution House, Amman 2006a, p. 252.

The marketing deception can be considered a bad moral image that leaves negative in human behavior. In order to obtain a privilege and a benefit, all kinds of deception, falsehood, and deceit are considered as bad moral for society²⁵.

Some people describe it a problem on the customer. This effect has the ability to deceive the customer relationship to the reality in the vertical service. Because the service contains one side and prejudiced information, and. Again, marketing deception, service or information needed to be sold to the customer²⁶. These process are carefully selected. Marketing deception; ensuring that the service, the merchandise and the goods are obtained from them²⁷. In addition to, although deliberate, the customer should be deprived of the deception and the characteristics and services of this deception, service and commercial property should be make.

The marketing deception is a kind of cheating and deception. These are aimed at the realization of a long-term illegitimate resource or it is initiatives for the attempt of the seller or the salesperson to gain interest. These people apply this to the customer and even do they know that it's dangers coming the customer.

1.1.4.2. Forms of Deception

There are a number of deception that we apply in daily in our life, mentioned in below:

1. Cognitive deception: A person is deceived in a mixed dimension. Like wants you reach some information but at the same time hiding it²⁸.

2. Visual deception: Visual deception event, changes in image volume and shape. Visual deception can change the way we understand how things happen. Because if we observe a piece of crystal placed on a platform under a microscope in a microscope, the eye sees polarization. It was opened with 360 degrees rotation of the crystal. Inverse occurrence, unresolved polarization²⁹.

Whoever care result of what he is seeing and being realistic you can see the object different, this difference is just a deception of your eyes. visual deception

²⁵ Assi, Former Source, p. 47.

²⁶ Shimp, Former Source, p. 74.

²⁷ Philip Kotler, , Gray Armstrong, , *Principles Of Marketing*, Library of Congress Cataloging, New Jersey America 2006, p. 642.

²⁸ Assi, Former Source, p. 48.

²⁹ Al-Khatib, Former Source, pp. 17-18.

comes out wrong solution of person brain is actually what he/she is seeing around and these reflections comes out cognitive and natural.

We can list down these deception that we mentioned in below;

- Reflection: Light, soft objects according to the falling angle. In these cells, they rotate quickly to expose them to light as in the chameleon.

- Breaking: Breakage, which consists of various image errors, is caused by the presence of defects in the optical system. This flaw is caused by mis-orientation of the optical system by the light beams sent by any object.

-Distribution: if you see rainbow or spread from it you will recognize details and colors similar to white colors.

- Double Refraction: In the nature of some words related to the emergence of a fracture and if this breaks that two images appear double breaks (double refraction).

1.1.4.3. The reason behind marketing Deception:

It is possible to relate this with other main reasons

Faith weakness and not fear of Allah consists of these. According to Enes (ra)’’prophet of God when he was in Hutba he said; Whoever doesn’t protect his friends, family or someone subject that he received from he doesn’t have faith to Allah or who is not loyal he/she has no belief’’. Specially in business ethics and principles if he is considering his trade (business) tangible and not satisfying with what Allah gives to him/her. If he is giving more value to money than business principles of Islam .

Business might encourage people to push way that he is going to have ambition to force himself to earn illegal money stealing from people and adding his richness it is one of the way will push you bad things³⁰.

- Marketing entrepreneur’s deception on the consumer. They are making unsuitable sales decisions for the consumers. However, they initiative to have some implications for entrepreneurs who are striving to increase their profits, and who does it by knowing that this is a mistake. Such as some entrepreneurs take shelter in the view that the increase their sales and profits will not occur without these

³⁰ Rezabqa, Noora, Former Source, p. 11.

initiatives. this perspective is fault is also for short-term. The customer can be deceived once, but they can't be deceived for the second time. In addition, marketers who use the deception they receive on their agendas can sometimes achieve these goals, but this may apply for a short period. Short-term results are the same with long-term results.

- Protection of consumer's organizations (foundations) lack of effectiveness and Power.

- The negative effect of marketers has big role on the consumer while they are clamming the legal compensation for the damage he has been suffered he can't get return his compensation in legal way or the process takes time to completed.

- The inadequacy of law and the activities of working organizations. This does not matter whether it is punished by the marketing deception itself or by banning it, or by those who are certain to resort to deception. In addition, there is a lack of existing legal application.

- The consumers can't understand easily marketer's deception on consumer aside from this consumer has no option to catch up what marketer's deception to consumer unless they have been suffered with it then second time for sure they are not going to repeat it.

- Some of the developed countries, the level of customer awareness seen low. The customer doesn't have an idea about goods he/she wants to buy. If the customer is buying product first time he has no option to compare product with another one. Under this circumstances consumer buy the product with condition he is in then producer can be deception to consumer. introduced or presented to the customer can be the second hand you may be defective or have other forms of cheating.

It should be taken into consideration that the impact of the fraudulent marketing event is not only limited to customers, but also affects marketing organizations in the long term. This can be considered as bad a sign of marketing³¹.

³¹ Abdunaser La-Allam, *The Effect of Marketing Deception in Advertising on Internet Users*, The University of Qased Merbah, Faculty of Economic Sciences, Commercial Sciences and Management Sciences, Thesis Master, and Orgla 2016, pp. 4-5.

1.1.5. Examples of Marketing Deception in Service as;

1. According to Al-hatib's study for marketing deception in Amman and Jordan (banks, insurance companies, transport companies, communication, transportation, health, education, construction, publicity and advertising companies) in the private service establishments the clients of these service organizations believe that these organizations have important roles in deception and these service areas listed below, that deception have important roles based on deception to the customers:

-These companies offer services to customers out of what they promise to their consumer.

- These companies create a positive image by using the promotional information they provide about their services, when they provide services to the customer, customer received an opposite situation.

- Companies make the customer feel that the services offer are in limited period then they rush the customer to purchase their product.

2. According to Abdu Rumman and Ziyadat study Jordan tourism industry (hotels, restaurants other marketing places) their deception listed in below;

- Traveling assistance is the possibility of beneficiary catering services in hotels and travel places, the effect of a competitor. But the truth is different.

- Who is working with this kind of hotels like travel agent's information is definitely wrong like their price, luxury hotels and which is for elite class people restaurant.

- Use of advertising and promotional agencies to mislead the tourist and make them to believe that they will have good vacation and hotel.

- Optimal upgrade of hotels, restaurants and other travel points make tourist believe that they're fee is so expensive. However, this is not the truth.

- The content and special details of the services offered at the hotel and restaurants are not fully specified. It is now possible to use the food has no taste or bad. Or the appropriate furniture in the hotel rooms are keep changing around. They say that their hotels have the ISO standard and provide high quality service. After

they got their Quality certificate they change their quality standard has been written in their certificates.

1.2. PRICE

Thinking as a marketer, the price is one of the main value can be limited. The price is the essence of the business (trade). This is actually determine based on marketer's benefit because of value of the service and commercial commodity that how customer reach offers to the marketers and at the same time customer benefit should be equal to his payment³².

1.2.1. Price Description

The meaning of price is based on the service or product that you have gotten from company³³.

Price is the purchasing power of consumer in order to reach the desired service or commercial commodity. The consumer expresses this power of payment on the condition with significant benefits or other criteria of the commercial commodity or service³⁴.

Aside from this price can be defined as the amount of material or moral that any person can face on the way to reach service or commercial commodity. We can describe Pricing is name of the transaction through which the organizations, establishments, companies etc. can determine the price of the service or commercial³⁵.

Price statement is one of the cash way. Or the value of product company gives. Sometimes the value can't be only cash or you can't compare it with cash. In this case, consider the price of that thing in terms of considering benefit of product³⁶.

³² Ahmed Shaker Asker, *Industrial Marketing*, Wael Publishing and Distribution House, Amman 2005, p. 129.

³³ Naji Maalla, Raif Tawfiq, *Fundamentals of Marketing Analytical Portal*, Wael Publishing and Distribution House, Amman 2003, p. 196.

³⁴ Rudeineh Osman Yousef, Mahmoud Jassim Al-Sumaida'ie, *Marketing Technology*, Dar Al-Manahief For Publishing and Distribution, Amman 2004, p. 238.

³⁵ Kosa Layla, *The Reality and Importance of Advertising in The Algerian Economic Foundation*, Mentori University, Faculty of Economics and Management Sciences, Thesis Master, Algeria 2008, p. 40.

³⁶ Ahmed Muhammed Fahmy Al-Barzanji, Nizar Abdulmajeed Al-Barwari, *Marketing Strategies Concepts-Foundations-Careers*, Wael Publishing and Distribution House, Amman 2004, p. 184.

The price can be defined as the monetary value paid by consumer for the product or service it is the product acquisition by the customer these are product or service, as well as the exchange value of the product or service acquired by the customer³⁷.

And also another way, the price can be defined as the value consumer pays to access the service or merchandise it from dealer. What we mean saying price is also purchaser consents to the value determined by the seller³⁸.

The price refers to the amount of money to be exchanged for service material and objective characteristics in the commercial goods. These components include such as the determination of pricing method and decisions regarding the selection of the policies in pricing, as well as two parties are agree and trusting each other or having trust issue.

According to price description it is possible to say that the most important element of the combination is marketing price. Because the price has been needing sustainability to direct impact on the assets of company. In fact, the products offered by the company require input for the realization and continuity this interaction. Probably this is determines the price depth of revenues and it is used to make transactions between them.

Price, it is one of the important combination of some establishments market and these reason is given below as:

- a. Price should be open to change and Flexible.
- b. Price is the first biggest problem among the problems they're having by the marketing managers in the organizations.
- c. Price can consider as source of profit and income.

³⁷ Humaid Al-Taie etc., *Scientific Foundations of Modern Marketing*, Aliazouri Scientific Publishing and Distribution House, Amman 2006, p. 218.

³⁸ Ahmed Shaker Asker, *Marketing Strategic Introduction to Marketing Environment*, Consumer Behavior and Marketing Mix, Al-Shorouk Publishing and Distribution House, Amman 2000, p. 173.

The price word has many similar meaning according to these perspectives the price emerges as follows³⁹:

- Response to access to the service.
- Interest in exchange for access to debt.
- Fees for using the residence.
- Fees corresponding to the amount paying to employee.
- Fees for accessing the service.

1.2.2. Flexibility Concept For Request

This concept is defined sensitivity to change demand⁴⁰. We can determine the price of the goods or service brand. As a matter of fact, the flexibility in the demand for price change varies between the goods itself and the efficiency of the goods.

Types of Price Flexibility:

1. Flexible Demand: It's a large degree of the desired quantitative response in the price change.
2. Non-Flexible Demand: Its small degree of the desired quantitative response in price change.
3. Unilateral Flexibility Demand: The desired quantitative response is equal degree with demand.
4. Solid Demand: In this case the desired quantitative goods can not be accepted changes in the price.
5. Infinite Flexible Demand: The quantitative commodity in this case accepts a large changes in price⁴¹.

1.2.3. The Importance of Price

1. Price decisions objectives and strategies are made by Manager department.

³⁹ Zakaria Ahmed Azzam etc., *Principles of Modern Marketing Between Theory and Practice*, Dar Al-Massira Publishing, Distribution and Printing, Amman 2009, p. 278.

⁴⁰ Azzam etc., *The Same Source*, p. 286.

⁴¹ Al-Shammari, Hussein Abbas Hussain, (27/12/2015), Elasticity of Demand, Study Date: 16/3/2018, <http://www.uobabylon.edu.iq/uobColeges/lecture.aspx?fid=9&lcid=47467>.

2. Types of systematic theory marketer's analyst their price with other price and their communication.

3. When you get decision to change price always consider other competitors.

4. Changing decision about cost shouldn't always relate price, making these plans environmental assurance should be taken consideration and planning.

5. Decisions related to price is not only taken from the accounting department. When we present the product we should be agreeing with other departments which are related then we should determine strategy⁴².

1.2.4. Targets In Pricing

1.2.4.1. Survival

The main purpose (objective) of companies are is being durable. Because this is a success in the market it is actually durability and sustainability of market. Therefore main goal of company is how can they survive more in market places. That's why company can change their strategy and plans on surviving in market place and catching up success in fact if the company will lose all of these I mentioned above company might go to bankrupt.

1.2.4.2. Maximum Current Profit

In this aim and request of company, will be guessing alternative way to increase price and at the same time company's profit and after doing this they choose having cash instead having credit then they get more profit on it. but it is not easy to apply this strategy because of internal factors.

1.2.4.3. Maximum Current Revenue

Some companies believe if they increase their price they are going to increase their profit too. Achieving all of it company will be having good profit for long-term on their sells.

1.2.4.4. Maximum Sales Growth

Sometimes it is called market share because some companies try to increase per unit selling therefor opportunity to increase sales volume long-term profits with a

⁴² Bakri, 2006a, Former Source, p. 171.

sharp decline in unit costs. It has a greater sensitivity to change with the price of the market.

1.2.4.5. Product Quality Leadership

Some company operations are looking to lead the market's products. This kind of company price strategy is more on product variety. They also set higher prices than their competitors. Because the products they produce are similar product with others but containing different details and high quality.

1.2.4.6. Other Targets Related To Price

For these targets, which are company is not considering only profit. As a matter of fact, universities charge students service fees for their expenses⁴³.

1.2.5. Factors Influencing Pricing Decisions

There are several factors to be considered setting price. Perhaps prices have a dominant effect decision. It is possible effective pricing decisions as follows:

1. The Company's Marketing Target: The Company aims to compete on high quality services in order to provide high prices. In the future, some common decisions of companies pricing decisions will be discussed⁴⁴.

2. Increasing Profits: Companies always try to increase their profits. But this expressed in a period. Because the short-term marketing strategies to increase profits, there may be some dangers in the long-term profit. The increasing prices may seem attractive to those entering the market, but this also affects long-term profit⁴⁵.

3. Survival: Sometimes main purpose survive in market instead of getting more profit therefore in the short term, the price is determined at a very low in order to solve the problems faced by the company in terms of reaching cash.

4. Leadership in Product Diversity: Some companies try to make their products more qualified than their competitors in the market. For this, they tries to set high prices compared to their competitors⁴⁶.

⁴³ Bakri, 2006a, Former Source, pp. 172-173.

⁴⁴ Al-Mualla, Tawfiq, Former Source, p. 198.

⁴⁵ Bashir Al-Allaq, Humaid Abdalnaby Al-Taie, *Marketing Services*, Zahran Publishing and Distribution House, Amman 2007, p. 279.

⁴⁶ Al-Alaq, Al-Taie, The Same Source, p. 280.

5. Social Evaluations: As the services progress in the market environment, they can be the most effective in price decisions in social evaluations. Hospitals receive special room rates from those who can pay the bill which were previously used by ordinary users free of charge, become resource of hospitals.

6. Expense: Expenses are among the most influential factors in pricing. Therefore, it should be considered continuously⁴⁷.

7. Evaluations by Organizations: The highest management unit of organizations is the unit that sets price targets. These price targets also set price strategy.

8. Competition: In price comparisons, competitive price should be evaluated well. If the company has produced a quality service rate while providing good service then service have gained the appreciation of the users, then it may increase to price than its competitors.

9. Law and Regulation Condition: It is possible to say external factors influence price. For example, social and economic factors, state decisions, applicable laws, inflation, interest rates, and rivals' increasing or decreasing interest rates and prices.

1.2.6. The Effect of Service on Pricing

The main features in the service influence setting price in the service markets. It is possible to classify these affects as follows:

1. Services are just like Gelatin: Services don't accept storage. Therefore, it is not possible to use the recycling as storage. Therefore, price issues, special price offerings and lowering prices are effective element on precautionary power at services. The use of such pricing paths leads customers to more attentive behavior. However, in another respect, this situation affects customers postpone their purchase decisions in some service areas to the discount season. As a result, some sellers offer discount prices for early customers from the beginning of the season comes⁴⁸.

⁴⁷ Mahmoud Jassim Sumaida'ie, Rashad Muhammed Yousef Al-Crank, *Marketing Department (Analysis, Planning, Control)*, Dar Al-Manahief For Publishing and Distribution, Amman 2006, p. 246.

⁴⁸ Hani Hamed Al-Damour, *Marketing Services*, Wael Publishing and Distribution House, Amman 2008, p. 280.

2. Abstract: The abstraction of services has a great effect on price. First of all users of the service are having a hard time understand what they paid for. Therefore, material content increases, price setting over the cost increases and when price is placed. On the other hand, the abstraction feature in services describes a price based on the mutual agreement between the seller and the buyer.

3. How Features of service Influence the Customer: There is a huge difference between Service and Service providers. Therefore Companies search other option that provides them additional time and geographic boundaries where service delivery is possible. On the other hand, customers look for ways to access the service within a certain time and geographical area. The degree of competition within these limits influences the financial position of the companies⁴⁹.

4. Modularity: Variety and quality of the service are effective steps for the customer. However, the short or long time period affects the pricing of the fees requested by the suppliers, it also affects acceptance or rejection of the price from buyer when he/she receive notification fee (invoice).

1.2.7. Deception With Charging Fees

It is deception to show customer that product is better than other class goods in market and selling it high prices as high quality service fee. Or increase prices above reasonable limits and then to offer the service at a normal price is also deception price.in some cases, such as making virtual and unrealistic discounts. As a matter of fact, companies do not disclose the truth of the taxes applied to the service or sometimes write small on stickers that cannot be read easily⁵⁰.

1.2.8. Initiative Marketing Deceptions

In unfair price area, producing low quality product and selling it same price in marketing are which is actually lower quality features than other product just hading the fact against to customer can only show you with good impression on your product until reality will come out and those products will have problems. Somehow such as making virtual and unrealistic discounts. As a matter of fact, companies do not disclose the truth of the taxes applied to the service or sometimes write with

⁴⁹ Al-Damour, Former Source, p. 281.

⁵⁰ Kotler, Armstrong, Former Source, p. 623.

small writings that cannot be read easily. It is also one of the methods in marketing deception as follows below:

1. In order to increase prices of food and beverages in percentage and quantity. For example, changing meat and all kinds of beverages (drinks) grams on the sticker. For example, (80) grams of meat servings became (70) grams now in some Hotels include breakfast in single room but in fact they already charged it to customer.

The deception has a large place during when tourists or people wants to stay somewhere like hotel, transient house, bed and breakfast etc. some people believe if the place or product has expensive price it is good service place or product but actually somehow it is opposite some hotel price for one night is more expensive than what customer was thinking on it but according to place staff it is because of design and decoration of room and some of them give online discount.

2. Black Market Policy: Products price are setting according to cost and demand on market price should be set as society when pricing high interest rate in the market people can't accommodate to buy it but consumers are still be needing it this products like medicine as a consequence, it is exposed to financially damaging prices and reflections.

3. Complementary Products: Consumer are having additional payment when they buy new product it means consumer are receiving product that's not necessary for them. Consumers should buy product its necessary for him/her they should not be accepting additional things beside their need you have to make a decision for this road square. Like when a consumer buys an electronic device he realizes that he has to pay also service fee for damage he had.

4. Fake discount advertisements and often changing price some number of prices occur in the liquidation process. According to this, the price which is the cost is written below assumed to be the original price before the discount. This called discount price. However, this discounted price may have more than the original price written on. Or, the price is stated as the cost price and the price as the original price does not have any basis. Here, this price is only to convince the customer to shop

their product . Sometimes there is no discount but the discounted price may be higher than the real amount (cost)⁵¹.

1.3. PROMOTION

1.3.1. Definition of Promotion

Product promotion is defined as a communication process it define behaviors between the seller and the buyer.

Product presentation is an element that aims to establish a successful communication between the products, services or ideas of the organizations⁵².

In addition, product presentation is the effort to convince buyer and take attention on product you are selling this a type of producer communication⁵³.

At the same time, Product promotion is a communication balloon that is produced by the manufacturer benefits, services to the consumer, to make an impact on the consumer, to convince and to make the consumer shop your product⁵⁴.

On the other hand , Product promotion is the effort made by the seller to convince the customer who can able a return or bring another customers for the company⁵⁵.

Product presentation is actually called Marketing effort on customer defined as convince them to shop it⁵⁶.

About promotion, we can say encourage rest of the cooperation or marketing elements in order to achieve more consumer for the company's benefits.

1.3.2. The Importance of Product Promotion

1. Seller and Consumer geographical distance problem can be reduce finding best option like having good vehicles to make it easier and fast delivery this can make a good communication between them.

⁵¹ Ato Abdulkareem, Mutta Fathi, *The Effect of Marketing Deception in Building a Mental Image*, University of Dr. Taher Moulay-Saida, Faculty of Economic, Commercial and Management Sciences, Master's Thesis, Algeria 2016, pp. 21-22.

⁵² Naeem Al-Abed Ashour, Rashid Nemer Odeh, *Marketing Principles*, Aliazouri Scientific Publishing and Distribution House, Amman 2006, p. 16.

⁵³ Bashir Abbas Al-Allaq, Ali Muhammed Rababba, *Promotion and Commercial Advertising (Basics-Theories-Applications)*, Al-Yazouri Scientific Publishing and Distribution House, Amman 2002, p. 9.

⁵⁴ Sumaida'ie, Former Source, pp. 301.

⁵⁵ Maalla, Tawfiq, Former Source, p. 294.

⁵⁶ Al-Taie etc., Former Source, p. 291.

2. Products can increase persons number and variety of products. Just having the market does not mean that the product reaches the consumer simply; on the contrary, it is expected that the product will reach the entire market by entering the market. It is also expected to reach retailers. This situation also varies according to the market being an industrial and trade market.

3. The product geographical market where the product is traded adds a new problem to the event when the product enters the competitive environment. Therefore, the importance of product promotion, the implementation of the plans and the programs of the competing parties come.

4. The promotion has a great effect on the customer's decision when they are going to purchase. In some cases, customer gets into the market only for the purpose of buying what they have in their mind but with the effect of the promotion, he/she buy something other than what he/she planned to buy on market.

5. If the goods allocated for the promotional activity in marketing place are offered together with the marketer stock more goods for marketing activities for promotion. Even the goods stocked for marketing presentation is in the 2nd place after all the expenses of the organization and the production expenses⁵⁷.

1.3.3. Target of Product Promotion

The objectives in the promotion has a lot of variety. These objectives are to improve the market in terms of informatics, to make the products privileged; it is possible to emphasize the value and importance of the product for the customer. Likewise, it is possible to aim to change negative impressions by changing the views. Although these objectives may change, they can be classified in their nature as follows: publicity goals, awareness goals and behavioral objectives⁵⁸.

1.3.3.1. Targets of Productions

The promotion objectives are related to bring out a new product, new brand and a new price related to the product, or the changing of the information content about the product in order to promote the promotion as the products are further developed product make it different than other products in market. In this case, the

⁵⁷ Bakri, 2006a, Former Source, p. 153.

⁵⁸ Layla, Former Source, pp. 45-46.

organization aims to accumulate the information knowledge of the target audience. In order to improve the reputation of products, services and brands, there are many targets that are repeated of communication strategies. Likewise, it is also possible to add different audiences to the informatics environment with the promotions carried out by the commercial activities and organizations.

1.3.3.2. Awareness Targets

Increasing the Awareness targets are for consumer and customer persuasion. These goals can be expressed as the improvement of brand image, privilege of product, service, organization. Therefore, the target is the organization or service or separation of the mass of communication in the product or brand.

1.3.3.3. Behavioral Targets

It is sometimes very difficult to achieve behavioral goals. While these goals have changed behaviors, these goals are a key factor for increasing the organization's sales. This effect is the same as promoting new customers or increasing customers in the consumer class.

1.3.4. Concept Mix Promo

Knew promotion mix, it is possible to say that is the sum of marketing items and tools that can be realized within the probabilities. The include service price, define promotion and place and the establishments determine their decision with this. This can create a collection of elements that the organization can use to communicate with consumers and manage, thus gain the consumer's appreciation.

Another definition is the whole of the elements that can be developed and regulated in the targeted market by controlling, regulating and managing possible variables⁵⁹.

1.3.4.1. Factors affecting in Selection of the Promotional Mix

1. Financial resources allocated for promotions: While the financial resources are limited. Expense increase its really hard to choose any tools for these expense

⁵⁹ Darman Suleiman Sadiq, Khairi Ali Osu, *Marketing Fundamentals and Advanced Trends*, University of Duhok Press, Duhok 2011, p. 57.

therefore, promotional and publication tools are used in sales for individual and general sales⁶⁰.

2. Life Cycle: The promotional tools used in every stage of the life cycle and these are different. During the presentation of the product, only the service or the promotion of the commodity is fulfilled. At this stage, promotion and advertising is the most referenced tool. This is followed by sales incentives for the customer to enjoy the experience. Afterwards, salespeople are engaged in the search for suitable market.

However, at the stage of development it convince consumer to buy the promotion product. As a result, the adoption of the goods (focusing on the creation of an optional demand for a particular brand). In this case, the most appropriate selling method is individual selling.

In the last period of developed product, sales, advertising and individual sales activities are used. In fact, the role of this stage is about trying to convince more goods or services of the organization.

However, when the sales is decreasing, the role of advertisement and promotion will decrease too. Sales staff will also give less importance to the commercial property in this period.

3. The Nature of the goods: The companies that produce for consumption their production and attention on advertising. The turn comes later to activate sales. After that, individual sales in turn; followed by activation of sales and advertising.

4. The Nature of the target consumers in the marketing mix: The number of product consumers is large. Therefore, the manufacturer takes shelter in comprehensive sales and sales activity. At the same time, retail sales method is used as an effective selling method by retailers.

In the industrial sector, it is seen that producers use individual sales. It is possible to say that distributors in this sector use the individual sales method because it is suitable promotional tool in this type of market place.

⁶⁰ Muhammed Al-Basha etc., *Principles of Modern Marketing*, Safa Publishing and Distribution House, Amman 2000, p. 141.

5. Dominant Competition: The comprehensive sale method is used in black market. Comparative advertising and price reduction is just full of competition in the market.

6. Strategy of Market the product and Review the product on market: The strategy is primarily to sellers to the market and the seller to the wholesalers through the distribution channels of the goods; from there to retailer and retailer to the consumer. So here everyone has to present the product next one.

Product Review requires large advertising to generate demand for the product. The consumer directs the goods to buy from the retailer. The retailer merchant is also directing the product to buy from wholesaler⁶¹.

1.3.4.2. Components of The Promotion (Promotion Blend)

1. Advertisin

Advertising is an important and privileged place. They even use the term for the introduction. The point of view here is that this representation is huge historical past rather than those of other presentations tools.

Advertising Description: Advertising is one of the most applicable promotions in modern organizations.

Accordingly, advertising is set price of idea and it is not a non-personal communication tools⁶².

Advertisement, Goods and Services identifies various fields of facilities that lead to the public announcement and dissemination of audio and video is now fast way to reach a lot of people rather than using other advertisement tools to reach customers.

This definition on the fact that advertising can be used in daily life in a variety of cultural, social and economic terms. Because if the advertisement aims to influence individuals in the target, convince them with the information provided, take a purchasing decision, introduce the product what you produce to your business partners, and let consumers to know why do they need to buy your goods.

⁶¹ Ashour, Odeh, Former Source, pp. 120-121.

⁶² Tayseer Al-Ajarmeh, *Bank Marketing*, Al-Hamed Publishing and Distribution House, Amman 2005, p. 231.

After presenting these definitions, we see that the advertisement focuses mainly on the following areas:

1. Advertising is a non-personal tool that can promote a product, service, idea to establishment.
2. Advertising helps consumers to introduce advertising and to take their attention and influence their purchasing decisions.
3. When the work done by the advertising company he/she present the payment the product owner who wants to make his product advertisement.
4. The personality of the advertiser should be known because this information may help to determine advertising message to consumer.

The purpose of the advertising does not change in the promotion objectives. As long as the purposed is to communicate, However, the change in the advertisement may be different depending on the level and importance determined by the advertisement management in the organization⁶³.

The success of the advertising campaign and its ability to influence the target audience depends on the possibility of developing a program and objectives of the organization. The importance of introducing an advertising program is clearly indicated below:

- Goals of the Advertisement: When the producer find the market place for his product and the service do they compare it with other similar products? Or is it just required to be reminded of goods brand in certain trade-mark? When we consider all of these, it is possible to determine the targeted mass in the advertising campaign, the characteristics of this audience, the habits and the factors that lead to this mass. All of these focus you to determine point of the advertisement.

- Estimated Budget of Advertisement: Advertising for a trade name is based on the phase during the product has more demand. For example, during the presentation phase, advertising requires a great balance to attract customers' attention and encourage them to use the product.

⁶³ Afaf Khuwaylid, *The Effectiveness of Promotional Activity Under Information Technology and Communication in Algerian Institutions*, University of Qahad Merbah-Worgla, Faculty of Law and Economics, Master's Thesis, Algeria 2009, p. 12.

- Advertising Design: Advertisement is considered to be one of the most important stages as long as the project succeeds. Advertising message that describes the target of the campaign well. And especially if it advertisement contains a clear idea, it can attract the customer's attention and communicate well with customers. if the advertising campaign has enough effect on the target audience.

- Determining the advertising tool: It is one of the important things to know the planning of advertisement, Advertisement has a big role during the customer looking for the qualities and characteristics of product.

Since there are a lot of various and many tools for advertising to be effective on mass; then the marketing manager determine the most appropriate one to the establishment.

The Presentation of the Advertising Result Program: The selection of the advertising program occurs with the results effect of the communication or the impact on the sales. This can be done large-framed advertisement campaign. Effectiveness of the advertising can measure by making a pre-selection in the narrow frame for advertising purposes in order to know the opinions of the customers. There is also possibility to make generalizations. The effectiveness of the advertisement may also occur during the advertising campaign. Result of Advertisement and sales form the product give producer information that its good return for company⁶⁴.

Reminds Goals, How Advertisement Convince the Consumer for Product are as follows below:

- Interactive Advertising: Advertising-advertiser or messenger idea, tries to create the first demand and service. This often happens when the organization enters the market for first time or when they offer a new product to the market. The goal is to inform about the product in the market. For example, the price of the product, features, sales locations. Therefore, this is the first steps when the product enter market⁶⁵.

- Persuade Advertisement: This type of advertising encourages customers to persuade and buy the product that the organization promotes. The main goal is here

⁶⁴ Assi, Former Source, p. 64.

⁶⁵ Thamer Al-Bakri, *Marketing Communications and Promotion*, Dar Al-Hamed For Publishing and Distribution, Amman 2006b, p. 202.

to concentrate on the product and to reinforce the features of the product, prove the products for other competitors. This advertising style is the most important advertising style in the competitive environment and that gives the most confidence in the development period of the product.

Reminder Type of Advertisement: This type of advertising struggles to remind the customer. The aim here is reinforcing the promotional activities of consumers and make them believe that this product is the best. This type of advertising is used in the last stages when the sales of the company has decreased and the product life has been satisfied by consumer⁶⁶.

2. Individual Sales - Personal Selling

Modern marketing organizations allocate substantial sums to spend on the efforts of those involved in personal selling compared to what is spent on other elements of the promotional mix.

It is defined as a face-to-face contact between the seller and the prospective customer, where the personal sale gives an opportunity to the selling man to identify the client's reactions directly allowing him to adapt the marketing mix according to the needs of each market⁶⁷.

Personal selling is defined as a set of steps to identify and persuade a group of prospective buyers to purchase the item or service, or to answer their enquiries to complete the sale through an oral communication⁶⁸.

Through the definition it is clear that personal selling is a direct and important communication technology between the organization and its customers and is the most reliable to reach the degree of convincing the customer to buy, and can be considered as a source of receiving the organization through many customers.

One of the most important specifications of the selling man is the interest in the public appearance which is part of the overall image of the company, and to be aware of the company's products, prices and customers and their size, the company's policy and laws, market laws and the knowledge of competitors well.

⁶⁶ Khuwaylid, Former Source, p. 17.

⁶⁷ Awad, Bedeir Al-Haddad, *Marketing of Banking Services*, Bayan Printing and Publishing, Cairo 1999, p. 253.

⁶⁸ Khuwaylid, Former Source, p. 17.

Through The Definitions Shown, The Personal Sale Includes The Following Elements:

- It is a promotional activity based on the direct contact process and in two directions, the seller and the buyer.
- The essence of the promotional contact is made on the basis of providing a commodity, service, idea to the prospective customer.
- A promotional method based on persuasion and creating a positive impact on the consumer to achieve the procurement process.

3. Sales Activation

It refers to all promotional activities that support personal selling, advertising and advertising that encourage customers to purchase such as samples, exhibitions, legends, gifts, competitions.

4. Public Relations

These are all the programmes organized and aimed at improving the image of the organization, in front of the media and advertising, information and communication institutions... etc, to build good relationships with its customers⁶⁹.

5. Publicity

It is any non-personally identifiable means of offering ideas about goods and services and aims to influence the opinions and attitudes of customers towards goods or services.

6. Posters

Characterized by its low cost and the length of its existence, where printed advertisements and large volumes are attached to wood or metal plates prepared for this purpose.

7. Motivation at The Point of Purchase

It is intended to display goods in the internal and external supply interfaces of the organization's stores in a manner that is of interest to potential consumers and motivates them to purchase⁷⁰.

⁶⁹ Khuwaylid, Former Source, p. 23.

⁷⁰ Ashour, Odeh, Former Source, p. 119.

1.3.5. Promotion Process

All promotional activities are counted from the promotion process. Although the user method in these studies is subject to change, it is necessary to deal with the process of understanding communication process will end and the elements of this process. It consists of the following elements:

1. Sender: Communication system is basis of Generally, the director or marketing manager of the sending organization or who has authority to send to others in the organization. The sender has wide impact on the effectiveness of the process. The transaction is not complete without a destination behind the dispatch. Here, there should be goals such as giving notice, finishing a job and reacting to previous demand. It is also possible to say that the sender is the initiator of the communication process.

2. Message: The shipment is the content of sender wants to transfer to the recipient. Shipment as the subject of communication; It contains ideas, opinions, and oral or written information. At the same time, the shipment must include the following to create a major impact⁷¹.

- The attention and interest of the sender; the consumers have some needs, desires and lead to a proper fulfillment.

- Simplicity and clarity make the sending understandable by the recipient and the sender.

These considerations are reliable stages during the consumer's decision to buy and have a belief. This suggestion is called strong recommendation, which is:

- Caution: It should take customer's attention.

- Painstaking: Introduction takes attention and view of the consumer as a function of the consumer's commodity or service.

- Demand: Awaken consumer interest. The message triggers the request in the consumer. If the consumer believes that the product will satisfy his need, the message triggers the consumer's request in this case.

⁷¹ Hani Hamed Al-Damour, *International Marketing*, Wael Publishing and Distribution House, Amman 2007, p. 294.

- Purchasing decision: The delivery of the message to the consumer directs the consumer to the purchase decision or leaves a positive impression about the service that he/she will receive it later.

3. Communication Tools: You will not need to give perform to the customer. Advertising tools, salespersons, mass media, sales activities, choosing of the tools that appropriate product, communication process, relationship between the place and the speed of the communication tool is very high.

4. Receiver: Which is receiving message from sender (Recipient), send source.

5. Feedback: Response the message or replying by receiver. This responder needs, according to the traditions and belief of the buyer. It actually changes consumer like buy or not to buy product.

6. Opposite Feedback: The opposite feedback is an expression of the clear understanding of the message, whether it is referring to the response obtained in the future when re-communicating with the sender.

7. Noise: The message is incomprehensible or the method is not suitable⁷².

1.3.6. Promo Deception

The role in the mental formation image in the services offered is one of the most important elements of the mixed marketing that applies to the delivery of an idea to the customer. The promotional deception is done through advertising. This is because such advertisements produce unrealistic mental images that damage customers and impression of product.

There are some companies used to don't give information or the right information about product and service⁷³. Or there is some information animate the emotions of the customer.

1.3.7. Marketing Deception Practices in The Field of Promotion

1. Deceptive and Misleading Advertisements: In this type of advertising, information is missing, incorrect information, promises that are difficult to fulfill, and features of advertisements similar with other advertising. As a matter of fact,

⁷² Khuwaylid, Former Source, p. 9.

⁷³ Shimp, Former Source, p. 72.

some of the content of advertising contains a lot of exaggeration and useless that can be deceptive and misleading by customer.

2. Using Names That Resemble Famous by Consumer: In this case, the consumer purchases the fake product like an original product. Examples include TOSHIBA instead of OSHIBA; We can use PANAPHONIC brand instead of PANASONIC.

3. The Missing Information in Explanation: This information does not matter whether it is face-to-face, in the package or out of the package. Often on food packaging products (such as protein and salt content) there is no content about the food value of the product. Like the substance in the content of the product is not harmful to the consumer (artificial sweeteners) as well as the industrial sweetener is not written. Moreover, it is also possible for these substances to cause cancer.

4. Virtual Changes in the Product: The only way to change the packaging of the product is to introduce the product with new or improved packaging. In this way, Consumer believes that latest product is better than older one.

5. Online Commercial Discounts and Price Frauds: Generally, this process happens during shipping the product. after a high price is written on the product which is assumed to be the original price before the discount and discounted price is written below this price. Perhaps the written price is actual price of the product, or the discounted price may be higher than the original price. It is used as an element of persuasion while directing the customer to shop through the perception that the price is discounted. In reality, there is no discount, but the price is said to be discounted price.

6. Vegetables and Fruits sellers or Some supermarkets illuminate vegetables and fruit's color giving high lights and making it brighter it effects on the consumer: In this sense, a certain color is used to match the color that should be found in the product.

7. Promote consumers who do not buy the product in order to promote shopping or to increase the amount purchased in the hope of winning there are no competitions and prizes in. However, the consumer tries to send the product

packaging to the address given them or make a connection to the phone in order to fulfill the conditions for joining the competition.

8. Making a competition that cannot be won by anybody or to make competitions that can be controlled by the winner.

There are many of this kind of method which are used by marketers, sellers and commercial owners. Unfortunately, these methods are a very efficient method on consumer's spending and power in creating innovation and creativity to get the money in their pocket⁷⁴.

1.4. DISTRIBUTION

Distribution is a privileged area with its special place in marketing. The advertisement in an attractive manner and which stands out with its reasonable price does not have any meaning in the consumer unless it is presented in a suitable time and place.

Distribution is the delivery of the product to the consumer as a service. Distribution aims to keep these services ready and make easy shopping for all consumers. The distribution network means a collection of marketing organizations that provide the right service and commodity flow from the production center to the marketing areas. Or it is a collection of structures within the production work of the commodity to be offered to service or consumption⁷⁵.

1.4.1. Description of Distribution

It is an attempt to deliver the product, which is abstract or not, to the user's effort to the consumer by using the distribution channel which is also important here is time and place⁷⁶.

We can also define this as the main task of marketing. It aims to produce from this kind to the institute customer or main goal is here also to catch up even the last consumer⁷⁷.

⁷⁴ Allam, Former Source, pp. 5-6.

⁷⁵ Ayad Abdulfattah Al-Nisor, Mubarak bin Faeed Al-Qahtani, *Consumer Behavior*, Safa Publishing and Distribution House, Amman 2014, p. 142.

⁷⁶ Wahabi Kulthum, *Marketing in Non-Profit Organizations*, University of Boumerdes, Faculty of Economic, Commercial and Management Sciences, Master Thesis, Algiers 2011, p. 61.

⁷⁷ Osman, Jassim, Former Source, p. 276.

As a further definition of distribution, it is the process of transporting the commodity from the production to the industrial consumer⁷⁸.

The distribution activity helps the service and commodity to be delivered from the producer to the consumer or the user in an adequate and effective manner and all these are performed by considering the quantity, quality and time through the distribution⁷⁹.

While offering services to consumption as distribution, services procurement, it demands high distribution capability and high qualification. This element of marketing also includes decisions to determine the types and the number of reliable and safe distribution channels for their consumers.

While offering services to consumption as distribution, services procurement, it demands high distribution capability and high qualification. This element of marketing also includes decisions to determine the types and the number of reliable and safe distribution channels for their consumers.

Unethical Distribution are as follows:

- a. The product is not in the desired time and place.
- b. They don't consider the appropriate distribution for consumer comfort.
- c. Brokers don't help for service and product to the consumer.
- d. Stock the product for short time. Main purpose here is sellers wait for the product will get higher price so they expect to earn more profit holding their stock.

1.4.2. Service of Distribution Channels

A lot of producers in present time, they do not sell it through consumer. Then brokers are having a lot of benefits from distribution channel since producer is not contacting with consumer. Some of them are trade man and they buy the product that they traded as wholesaler and retailer and they include them into their ownership. Some of them do not buy the product and find a business partner and sell the product on behalf of the producer just like the sales agents. Others are instrumental in product

⁷⁸ Azzam etc., Former Source, p. 309.

⁷⁹ Assi, Former Source, p. 74.

marketing. We can give examples of advertising agencies, banks, storage and transportation companies(Logistic).

Decisions on distribution are among the most important decisions in sales and directly influential in marketing decisions in such areas as pricing, promotion and product planning. Similar decisions on the selection of distribution channels include a long-term commitment to distribution organizations and product planning. It is not easy to change when the distribution organization needs a long time to set up.

Distribution Channels, as a collection of independent intermediary organizations to offer the product and service to the users or consumers. (This means that these organizations place a distribution of the product or service from the place of production to the place of use and consumption).

However, when it comes to the distribution channel or distribution line, this is the path that the product or service follows from the manufacturer towards the consumer or institutional⁸⁰.

1.4.2.1. Description of Distribution Channels

Distribution channels, organization performs appropriate transportation of products to the customers at the appropriate time for their consumer.

Distribution channels are "it is a chain of individuals and organizations and they cooperate in delivering products from the manufacturer to the customer or industrial user" is described⁸¹.

Another definition of distribution channels is: The distribution of services and products is made through them as a organization units. This group of organization units is subject to an organization. In addition to the distribution there are organizations that work independently and outside the organizations. These are agencies, retail and wholesale distribution companies.

⁸⁰ Ashour, Odeh, Former Source, p. 103.

⁸¹ Azzam etc., Former Source, p. 309.

Distribution channels Separated in two basic groups:

1. Direct Distribution Channels

Salespersons, retailers, Fairs (Exhibition) and branches of the organization are the direct delivery of products from the producer to the consumers. The appropriate delivery route depends on some cases: if the product degradation, such as milk and similar products, or if the product is high technologic product. Direct distribution channels are the most important: Mail distribution and automatic distribution.

2. Indirect Distribution Channels

This type of distribution, producer make their distribution with agent and brokers. Here, the products of intermediaries such as wholesale and retail printing, agencies and brokers are distributed. These intermediaries can deliver the product to the consumer; offer the products needed to satisfy consumers' needs and desires. The most important of the indirect distribution channels are:

- Retailers (This kind of shops, supermarkets, free market stores or stores selling the general products, selling certain products, selling special products).
- Wholesaler sellers.
- Intermediaries (manufacturer, sales agent, broker)⁸².

Advantage and Disadvantage of Direct and Indirect Distribution Channels:

First: Direct Distribution

- Advantage

1. Manufacturer: The manufacturer has control in determining and distributing the prices of the product.
2. Manufacturer has potential customers through data collected in the company.
3. They can bring limits to the profit of distributors and brokers.

- Disadvantages

1. The Only Manufacturer who maintains and distributes the product.

⁸² Al-Barzanji, Al-Barwari, Former Source, p. 207.

2. Since the manufacturer is far away, it may not be possible for the customer to see and inspect the product. It is also possible that there might be problems in the product after sales⁸³.

Second: Indirect Distribution

- Advantages

1. Wholesalers require big quantities of products from customers. Then They sell this product in small quantities to distributors. This increases the sales of companies.

2. Distributor, they shall cover a wide geography for the supply of the service and the product.

3. The manufacturer focuses on research and development. They don't waste their time and income to just sell.

- Disadvantages

1. Distribution chain gets slow.

2. The marketing policy and the final decision on sale remain of the distributors. Manufacturer shall not be the dominant party that in determining the price of the products.

1.4.2.2. Duties of Distribution Channells

The marketing channel's mainly concerned with the process of transporting goods from the factory to the consumer at the right time. There is no gap between demand and need. In order for the distribution channels to appropriate their duties they have some other issues should also be pointed out⁸⁴:

1. To collect and group the information obtained by conducting marketing research on existing and potential customers, competitors and the forces that are effective in the market.

2. Promotion : To design and develop effective and convincing communication on customers.

⁸³ Kotler, Keller, Former Source.

⁸⁴ Bakri, 2006a, Former Source, pp. 190-191.

3. Negotiation: two parties should have final agreement under the conditions of price and other conditions related the product for the transferring of the ownership of the goods.

4. Ordering: It is one of the purpose the communication of the marketing channel aiming to buy the product.

5. Financing: It is the process of collecting the funds needed to finance the various the cash register.

6. Risk: Take action to any potential risk and if it necessary they shall exit from the marketing channel.

7. Physical possession : Processes to the accumulation and transport of physical products and raw materials in the stock by consumer.

1.4.2.3. Factors Affecting The Selection of The Distribution Channel:

1. Market Consideration

The organization texture comes to the fore as issues related to the market in which they actually operate. Therefore, the limitation of the marketing channel depends on the dealers and the degree of population density in the market and the Distribution channel is distributed to different parts of the market. In addition, the volume of demand for the products distributed the income of these markets are also effective in this limitation.

2. Product Consideration

In addition to the qualifications and features that make the product generally superior to others the primary value of the unit and the degree of the property are effective in the selection of the marketing channel. In addition, the technical features and the after-sales service that make the property privileged and need for information services on how to use the goods are effective in selection of the channel.

3. Middlemen Consideration

Intermediaries between the product and the consumer or institutional user are highly influential in the choice of the marketing path. However, any negative effect is reflected on the organization this situation affects the realization of the planned product. This is evident at the service level that is possible to offer and the higher

speed at which the customer responds to the demand. degree of compliance with product policy, the dimensions of interest and the manufacturer to reinforce its place in the market emerges. In addition, the number of intermediaries in the market consider volume of product and their profit.

4. Company Consideration

It is a collection of internal elements that is also effective in the organization regarding the financial means that hold the decisions about the selection of the marketing path and the freedom to choose a particular distribution route. It is also necessary to take into account its expertise, administrative competence in marketing, need for others' efforts, other aspects. The ability to control distribution route of the product, control the movement of the product and correct the errors in the distribution process should also be added⁸⁵.

1.4.3. Deception In Distribution

The distribution of product's place is far way to reach by consumers. it means consumer has to spend a physical and psychological effort to meet the needs and demands for these products⁸⁶.

1.4.4. Initiatives of Marketing Deception In Distribution

1. In order to provide the customers advantages they will have in terms of sales viability by the wholesalers and retailers, retailers give some products without charge. In particular initiatives have become widespread in the shampoo and perfume sector. As a matter of fact, products called testers for customers they offer for sale in exchange for a sum. For the most important part of the price these products is lower than the cost price of product and it is used to awaken the customer's desire to make purchases, so that they do not receive the normal product package.

2. In order to increase the visual impact of the products, some supermarkets which sell vegetables and fruits are applied different lighting methods and make it shine. For example, red light on tomato and red apple, green vegetables cucumbers and green pepper are expected to appear green. In addition, the use of such light

⁸⁵ Thamer Al-Bakri, *Marketing Department*, Enrichment For Publishing and Distribution, Amman 2011, pp. 363-364.

⁸⁶ Islam Abdulla Shaikh Muhammed etc., *Marketing Deception and its Impact on The Mental Image*, Sudan University of Science and Technology, Faculty of Business Studies, Bachelor Research, Sudan 2016, p. 7.

makes the product look different from what it is. The consumer can understand the image of the product presented in the store after the exchange of the same product leaving from the store. Sometimes it has no difference when putting the product in the refrigerator or during the use of the product. But it is inevitable for the consumer to make a purchase. This is because the consumer is no longer affected by the appearance of the product, light is more attractive than the fact.

3. The prices of some supermarkets to the products without writing a unit price: The price of the product in kilograms or in dozens or bunches is not. An example of a price tag on a lettuce as one thousand dinars and the label on the price of the bundle.

4. To sell imitation products and it is bearing the name of original and famous brands: This kind of fraudulent sales applications are mostly made through retail stores that sell electronic products. For example, shows product such as National, Toshiba and Sony but these are just imitation products they are not actually belong of these brands. Mostly these electronic products are sell at a very low price difference from their original⁸⁷.

1.5. PHYSICAL EVIDENCE

The physical environment consists of all the service organization it is used as a tool in the provision of services and helps the consumer have benefit from the service. to make an awareness and make an assessment about the service. Computers, furniture, decorations, telephones, logo and etc⁸⁸.

Physical Deception

Companies attach importance to the physical environment for the customers. Being realistic physical environment reflects reality. The physical environment also covers the outside looking of the service organization. These include colors, presentation tools, lighting, heating and air conditioning. Because all of these are implementing by the quality of the service, and in fact, it is attempted to reflect a

⁸⁷ Abu Juma, Former Source, pp. 11-12.

⁸⁸ Al-Taie etc., Former Source, p. 207.

positive image to the consumer. Physical environment is the main factor is separated organization from others⁸⁹.

1.6. PERSONNEL

The people who give service to the companies, they have a big role on the companies to market their products to the customer. They help companies to find a customer it's like a bridge between companies and customer. they have a big effect on customer to acceptance the product.

1.7. PROCESS

It is defined as all the necessary service for the customer.

Process: It is defined as the service on companies.

The Process, it stars when the customer gets in the company to the exit from the company.

The company has to plan all the process for customer satisfaction until the product reach his/her hand⁹⁰.

Effective Factors in Process Management:

Respect to the System: The satisfaction of the customer from the quality of the service provided by the company and also realization of the justice for the customers is one of the most important things in this system.

Ease of operations: When all of the transactions are done concisely and simply, without violating the working principles of the company, with care in a trustworthy manner and honesty in relation.

Place of service: This process is related to distribution channels. Because the customer needs to reach service easily.

The service delivery process and the behavior of service providers one of the effective element on the customer satisfaction. The service providers have to minimize waiting time for customer and accuracy of the maximum assistance provided by the service, all of these are convince customer to get service.

⁸⁹ Fathi, Ato, Former Source, p. 25.

⁹⁰ Al-Taie etc, Former Source, p. 207.

An example of this is some banks make deception in the services they offer:

- They do not follow their appointment determined during the service delivery.
- While waiting to receive the desired service Customer is having an emerge problem⁹¹.



⁹¹ Fathi, Ato, Former Source, p. 26.

CHAPTER TWO

MENTAL IMAGE

The interest and importance of mental imagery has increased considerably due to the important role it plays in the formation of thoughts, making decisions, and shaping behaviours. The creation of the desired image has become the main target that everyone aims to achieve. In this section, we are going to try to talk about the concepts of mental image and the dimensions of this image. Then, we are also going to try to explain the relationship and effect of creating the mental image in the consumer with marketing deception. Meanwhile, we will try to explain the point of view of Islamic law. Then, we will talk about the concepts of consumer protection.

2.1. MENTAL IMAGE

When the importance of mental image increases, on the other hand, the interest of societies and companies also increases. This increase is due to the effective value of mental image and thoughts, personal impressions, and companies performing positive attitudes towards individuals. Creating a good mental image has become the main goal of many companies striving to succeed. Companies have grasped the importance of measuring the image of education and the minds of the masses. For this reason, the mental education of the masses and the plans and strategies that care about leaving a good impression are formed accordingly. Thus, it is created a suitable environment for carrying out various activities of the company in every field.

2.1.1. Definition of Mental Image

Mental image is defined as “the real impression/image of people's minds about different institutions and organizations”. This image sometimes consists of direct or indirect experiences. Sometimes it can be rational and unreliable talks. But ultimately, this image represents a reality that is right for those who adorn the image in their minds. This concept is described in the dictionary titled by "*Al-Mujam'u'l-waith and Al-Mujam'u'l-Arabiyy'l-Basi*" as follows: "The image, shape and cliché found in mind or mind as fictitious”.

In the dictionary called "*Al-Mawrid*", it is defined as “the reflection of an impression in the mind, a copy, symbol or representation”. "*Larousse*" dictionary defines as “shape and body”.

The definition of the dictionary called "*Mucemu'l-Mustalahati'l-Islamiyye*" is as follows: "A mind is a thought, an image, or an impression, and sometimes something is related to a person. This is the idea that the mind has revealed about the person, the image that he drew for him in his mind, and his impression about him"⁹².

Another definition of mental image is the following: "Image is an impression in mind and is a mental perception of a person or something specific. When you hear the name of these things or see a photo or a product that represents them, this impression in your mind fits all your experience with certain expressions and perceptions that pass through your mind"⁹³.

Dr. "Ali Al-Ajwa", describes the image as follows: "Mental image is a final result of personal impressions of a particular person, a system, a ring, a certain species, an institution or organization, a local or national organization, a certain profession, or anything else that affects human life. These impressions occur through direct or indirect experiences. These experiences are also linked to people's feelings, preferences and beliefs"⁹⁴.

"Ali Al-Ajwa" defines the image as the real image/symbol formed against different institutions and organizations in the minds of individuals. The image may consist of direct or indirect experiences, or sometimes it may have occurred in a rational and sometimes erroneous manner. The image is once again, sometimes based on evidence and documentation, and sometimes it can be based on rumour and untrue words. But no matter how it occurs, as a result, it represents the realities of the people who carry it in their minds"⁹⁵.

Cloud Boston and Luter Parlier's definition is as follows: "Simply put, image is a mental image formed against different institutions and organizations in the minds of individuals. Sometimes it is based on evidence and documentation, and it can be

⁹² Nuran Naji Abu Obeid, *The Mental Image of The Palestinian Public Towards Mobile Companies*, University of Palestine, Faculty of Media and Information Technology, Bachelor Research, Palestine 2014, p. 36.

⁹³ Kurdish, Former Source, pp. 33-34.

⁹⁴ Sersor, Former Source, p. 42.

⁹⁵ Ali Alajwa, *Public Relations and Mental Image*, World of Books, Cairo, 1983, p. 10.

based on rumours and untrustworthy words. However, it represents the real point of view of the people who carry it⁹⁶.

Some other definitions of mental image are as follows: “the sum of one's perceptions about something⁹⁷”.

“It is a rational picture in the minds of customers related to institutions. It can occur from direct or indirect experiences, and sometimes it can occur from rational and sometimes wrong. It's based on evidence and documentation. It represents the realities of the people who carry this in their minds ”⁹⁸.

Mental image is a perception of something or an event that is permanently found in people's minds by going beyond time and space. The mind revives this perception when there is a connotation of the relevant thing or event⁹⁹.

After all these definitions, we can say: “Mental image, a certain attitude in a person's mind, witnessing an event or a problem affecting his life is the impression that matured in his mind. In this way, the information is accumulated in the person's mind, resulting from an event, and the person calls this information from his/her mind and uses it when determining some attitudes towards the future. Therefore, the person keeps his/her image about a certain thing in his/her mind. This is the main factor that influences one's attitudes, behaviour and decisions about certain situations. The image is influenced by the person's perception and the ability to evaluate events. As a result, the image is that the person applies to the information he has acquired with the sensory organs in the past in order to judge the course of events”.

2.1.2. Importance of Mental Image

Mental image has gained the special interest of the institutions because of its impact on public opinion on the social aspects of the institutions. At the same time, it

⁹⁶ Al-Zuber Ziouani, *The Impact of The Mental Image of The Service Institution on The Decision of Purchasing Customers*, University of Qased Merbah, Faculty of Economic and Commercial Sciences and Management Sciences, Thesis Master, Algeria 2016, p. 3.

⁹⁷ Eman Razra, *Customer Relationship Management in The Improvement of The Mental Image of The Foundation*, University of Qased Merbah, Faculty of Economic, Commercial and Management Sciences, Master's Thesis, and Orgla 2015, p. 14.

⁹⁸ Al-Khatib, Former Source, p. 30.

⁹⁹ Waqnoni Baye, *The Impact of Public Relations on The Behavior of The Final Consumer*, The University of Ahmed Bouguerra Boumerdes, Faculty of Economics, Management Sciences and Business College, Master's Thesis, Algeria 2008, p. 126.

plays a key role in creating and directing public opinion through its psychological and social tasks undertaken because it is considered the source of people's views and tendencies.

With the interest of creating public opinion in the society, we can say that institutions should pay attention to research about the common image of themselves in different parts of society. However, in this way, they can determine strategies that guarantee to create a positive image of them in society, help to solve problems, and provide support in various situations¹⁰⁰.

Factors affecting the importance of the image created against institutions in different segments of society, the factors that have to do with it, the research of the necessary programs to improve the image, especially the advertising campaigns that companies face inside and outside the country, have increased¹⁰¹.

2.1.3. Characteristics and Features / Qualities of Mental Image

There are many different qualities and features in which the image is characterized. We can say some of these things like this¹⁰²:

1. No Certainty: According to most researchers, the image does not have certainty. Probably the main reason for this is that the image is merely impressions, whether it is not placed on an objective and scientific basis, or even accepted as a generalization. In the same way, the image does not fully reflect the overall reality. But most of the time it reflects part of the general truth. In particular, individuals tend to have a comprehensive understanding of other individuals through their knowledge crumbs, where there is no possibility of access to holistic information related to other individuals.

2. Resistance to Change: Mental image usually tends to be permanent and resist change. There are various factors that affect and determine how and how likely changes are to be made on the image. Some of these variables are related to the image itself and some of them are related to the messages coming through the image.

¹⁰⁰ Abdulkareem, Fathi, Former Source, p. 29.

¹⁰¹ Assi, Former Source, p. 81.

¹⁰² Ahmed Said Taha Kurdi, *Managing of Mental Image of Organizations in The Framework of Social Responsibility*, Banha University, Faculty of Commerce, Egypt 2011, pp. 22-23.

3. Generalizes and Ignores Individual Details: The image relies heavily on generalization. In this case, people think that the image of a society in their minds is valid for all members of that society, and they do not pay attention to individual differences and changes in that society. People flee to judge against them by making other people different. As a result, they sometimes ignore the differences in the essence and origin of the work and create images that include generalization about different groups, communities and professions.

4. Includes Prejudice: Images cause prejudices in people. In fact, the phenomenon of image is based on a degree of bigotry/fanaticism. Thus, prejudiced and conservative ideas arise. Therefore, despite seeing some aspects of reality through their image, people neglect some aspects that do not conform to their preconceptions and tendencies.

5. Gives Future Information: The image helps people to know in advance their attitudes and behaviours towards different situations, events and problems. Because the image that is settled in people's minds may also foresee in the future the behaviours that they present in the future because they represent their tendencies and impressions towards subjects, events and people¹⁰³.

6. Exceeds Time And Space Limits: Image has the ability to exceed time and space limits. The person does not stop at a certain boundary when creating an image in his mind and the image that he creates sometimes extends beyond the galaxy in which he lives, sometimes as it covers the whole world. The image can exceed the space limit and the time limit cannot limit it. Because people create images about the past and the present, as well as images about the future. This shows that people can create images of different times and places in accordance with their knowledge, perceptions and views as well as their imagination and thought.

¹⁰³ Mana Fatima, "The Importance of Public Relations in Improving The Mental Image of The Institution", *New Economy Magazine*, Volume 1, Issue 10, Algeria 2014, p. 282.

Features of Corporate Image

Corporate image is the personal impression of an institution in the minds of individuals or society. These impressions determine the tendencies, judgments and attitudes of individuals towards this institution.

Corporate image is dynamic and influenced by various variables of the society, as well as variables of individuals, related institutions, or competing companies and also is constantly in interaction with and open to change.

Corporate image gives a preliminary idea of all the things that are relevant to the public. This preliminary idea is sometimes limited to the management, commercial relations or products of the organization, and sometimes involves all components and sizes of the organization in a comprehensive manner.

Corporate image is a targeted thing for corporations and is carefully planned. In this sense, the image differs from its prejudices (or, more precisely, from stereotypes) based on false information and often based on intentional media propaganda, regardless of the source of the people¹⁰⁴.

2.1.4. Sources of Mental Image

1. Direct experience: People, institutions, systems and rules idea or state that a person contacts on a daily basis are considered the main sources of influence in creating his or her mental image of any person. If this direct experience is used well, the person's influence on the world of mind and emotion becomes much stronger.

2. Indirect experience: Information about institutions, individuals, events and states obtained by following to some different press or friends that one has never seen and heard from the real source is considered indirect experience. In this kind of experience, auditory and visual media play a fundamental role in the formation of my impressions of the mental image as a result¹⁰⁵.

In this context, draws attention to the first impressions and thinks that they are extremely important. Because when people first contact an institution, they quickly

¹⁰⁴ Abdulkareem, Fathi, Former Source, p. 31.

¹⁰⁵ Brady Aziz, *The Importance of Personal Marketing, The Mental Image Formation of a Lawyer*, The University of Qaarbah-Wargla, Faculty of Economics, Commercial Sciences and Management Sciences, Thesis Master, Algeria 2016, p. 3.

create a mental image. This contact usually occurs in the form of a telephone call, a personal visit, a purchase of a product or a service¹⁰⁶.

According to researchers, the human mind is exposed to some internal and external factors that challenge its mental image. We can list them like this:

- Perception: Perception is based on two basic processes. These are senses and attention. The sense of being stimulated and affected by a certain stimulus from the inside or outside of the sensory organs is called sense. But on the other hand, whether the external sensory organs or internal sensory organs of a person is a stimulant to transmit/receive sense is called attention.

The perception is a personal active/dynamic process and is responsible for obtaining, organizing and disclosing the information. It often occurs independently without a conscious planning. The perception gives us information about our outer world as a result of the interpretation of the sensations obtained through the sensory organs¹⁰⁷.

There are many effective factors in the formation of perception. The most important of these are the nature of the person, the situation of learning and the experiences he experienced before. What we call learning is an ongoing process and that affects all the way we understand, perceive, and react to things.

- Trends, tendency/orientations: Tendency is a mental state shaped by the person's beliefs and behaviours related to a particular person or a subject.

-This situation often pushes the person to react to specific individuals and issues and to show certain behaviours. Because of these reactions, it is determined that the person is in a positive and negative attitude towards the relevant individuals and the subject¹⁰⁸.

Trends are attitudes that a person takes, and represent positive or negative reactions to a particular event or situation. Trends occur when a person experiences

¹⁰⁶ Khaled Waleed Al-Sharqawi, *Composition and Change of Mental Image Through Social Media Technologies*, University College of Applied Sciences, Department of Humanities, Palestine 2012, p. 5.

¹⁰⁷ Faraj Abdulqader Taha, *Origins of Modern Psychology*, Dar Qubaa For Printing, Publishing and Distribution, Cairo 2002, pp. 197-199.

¹⁰⁸ Siham Ibrahim Kamel Muhammed, *Directions of Nurseries Teachers Towards Working With The Child in Light of Some Psychological and Demographic Variables*, Cairo University, Kindergarten College, Master's Thesis, Compelling 2008, p. 17.

an event or something, or when certain situations or circumstances occur. Therefore, trends reflect the general nature of the person's reactions¹⁰⁹. Trends are hypothetical or completely variable or moderate between impact and response.

According to the majority of psychologists and sociologists, trends are a mental state or a psychological and nervous state that has settled in the person due to previous experiences. This situation has the effect of directing the person's reaction to all events and situations¹¹⁰. For some other psychologists, trends are based on personal experience, mental and nervous preparation/caution, and the person acts cautiously in response to related events and situations¹¹¹. According to another definition, trends are the state of mental or intellectual caution about events, situations, things or positive or negative reactions to people that occur around the person and cause them to react¹¹². Trends may be specific or general. The tendencies gained by people are different sizes and people react positively or negatively with certain styles when they are exposed to them.

Formation of Trends

The trends in the human being are gradually based on the following hypothetical patterns¹¹³:

1. The tendencies that occur when a person needs it.
2. The trends a person formed according to the information he/she has. Such trends include information on the basis of the formation of trends. Without information, there is no inclination.
3. The trends as a result of the beliefs and values of the person in social environment.

Trends consist of the following three elements:

1. Knowledge: It includes information and beliefs about a subject that a person has gained through education, culture and environment since the first stage of

¹⁰⁹ Hassan Shehata, Zainab Al-Najjar, *Dictionary of Educational and Psychological Terminology*, Egyptian-Lebanese House, Cairo 2003, p. 16.

¹¹⁰ Al-Khatib, Former Source, p. 34.

¹¹¹ Farouk Abdo Philae, Ahmed Abdulfattah Zaki, *Glossary of Education Terms and Terminology*, Dar Al-Wafa For Printing and Publishing, Alexandria 2004, p. 46.

¹¹² Abu Al-Nil, Former Source, p. 353.

¹¹³ Al-Salma, Former Source, pp. 162-163.

development. These beliefs are the points of view that a person has gained from his old experience about a subject¹¹⁴.

2. Psychology/Mental State: This is a person's feelings, thoughts and emotional responses to something. They determine the general state of the person's tendencies, whether positive or negative¹¹⁵. Trends are influenced by things that affect psychology, such as joy and distress that occur in people at the time of interaction with different situations.

3. Behaviour: Although behaviour represents the external aspect of the tendencies, it reflects the individual's values, tendencies, expectations from others, feelings and thoughts in terms of showing the positive or negative responses. Trend is linked to behaviour. Because the person's present behaviour gives clues about his future behaviour. After the person's perception aspects are completed, the person adds information that helps to create their experiences, feelings and reactions, and shows behaviours and reactions that are compatible with these experiences, information and emotions¹¹⁶.

Mental image in marketing is a multidimensional concept. Because the images in this area refer to lots of mental and emotional situations. One of these images is the person's image of an institution through material things such as buildings, equipment, offices and aesthetics. These material things play an important role in the formation and placement of a mental image in the minds of customers about institutions. Another image in this field is the product image, which is an image of the perceptions of the service, goods and products offered by the institution in the minds of the customers. It is based mainly on functional elements which are dependent on the properties of the products¹¹⁷.

Another mental image is related to the brand. This is the mental and emotional impression of a person in relation to any brand. Functional and intellectual elements related to a product make it possible to remind the mental image of the company or brand to which the product belongs and to revive the mind. This recall occurs from different sources, such as seeing the product itself, its advertisement or its exhibition.

¹¹⁴ Muhammed, Former Source, p. 22.

¹¹⁵ Abu Al-Nil, Former Source, p. 355.

¹¹⁶ Muhammed, Former Source, p. 23.

¹¹⁷ Al-Khatib, Former Source, p. 51.

The mental image is linked to two elements: perceptions and trends. Perception is considered the essential function of the human brain. Perception is responsible for organizing and explaining one's experiences and impressions. Perception is also a thought action that involves selecting information and adding meaning to it. It is possible to perceive and explain a phenomenon presenting different images to all of the audience in different ways depending on the perception levels of those who see it.

2.1.5. Types of Mental Image

A. Classification of Beach: According to Beach, there are four types of mental images¹¹⁸.

1. Self Image: This kind of image consists of beliefs, moral judgments, standards, values and customs that are generally accepted within a corporate. Corporate related targets and evaluations are established on this basis. This type of image is largely close to the concept of subjectivity and is shaped by the internal majority of the organization or the situation of the workers working in the corporate.

2. A Mental Image of the Future of the Corporate: This kind of image is based on the targets, plans, programs and the agency's agenda that the institution is trying to achieve.

3. Image Related to the Work of the Corporate (Real Image): This is based on the goals and real behaviours of the organization.

4. Image of Corporate Projects: This image is based on projects that are expected to contribute to the realization or realization of the organization.

B. Classification of Jefkins: According to Jefkins, there are five types of mental images.

1. Mirror Image (reflected image): This image is the image that corporate sees in itself.

2. Real Image: The image that other people see in institutions.

3. Desired Image: The image that institutions want to relate to themselves in the minds of people.

¹¹⁸ Al-Mu'izz Hamouda Ali Hamouda, *The Effectiveness of Public Relations in Building The Mental Image of Institutions in Sudan*, Sudan University of Science and Technology, College of Communication Sciences, Master's Thesis, Sudan 2015, pp. 51-52.

4. Ideal Image: The ideal image that can be achieved when the efforts of other institutions to influence competition and society are taken into consideration¹¹⁹.

5. All-round Image: When many employees, branches and representatives of an organization come together, each of these elements create a different image than the overall image of the organization¹²⁰.

2.1.6. Dimensions of Mental Image

There are three basic dimensions of the mental image. These are:

1. Knowledge Dimension: (Cognitive Component) this aspect of the mental image refers to the person's information about a subject, event or person. It is accepted that the mental image of a person to different events is based on this premise. Therefore, the certainty of the mental image of others depends on the accuracy of the information obtained from them. As a result of this, the wrong mental image created about other people is actually due to the wrong information obtained about them. So, it is accepted that people's behaviour and reactions are not only related to environmental factors and their interaction with other people, but also to information related to the behaviours and reactions of the person. Examples of these factors are the ability to understand one's culture, self and experience, education, training and rational or irrational thinking¹²¹.

2. Emotional/Conscience Dimension (Affective Component): It is meant as a positive or negative tendency towards a subject, event, person, public or a state within the framework of the mental images created by individuals with emotional dimensions. Emotional dimension occurs along with information, but over time, the information that the person has created disappears and the emotional direction that represents his or her tendencies towards different events, situations and individuals remains. Emotional dimensions of the person can sometimes be positive and sometimes negative. There are many factors that affect emotional dimensions, especially limited information resources. For example, a person's emotional dimension towards to the public is influenced by those such as the colour, race, and

¹¹⁹ Irade Zidane Al-Jubouri, "Concept of Mental Image in Public Relations", Media Researcher Magazine, Issue 9-10, Baghdad University 2010, p. 172.

¹²⁰ Fawzi Fine, *The Role of Quality Services, Mental Image and Intangible Benefits in The Quality of Relationship With Beneficiary Members*, Islamic University-Gaza, Faculty of Commerce, Master's Thesis, Gaza 2016, p. 28.

¹²¹ Blwazh, Former Source, p. 40.

language of the people. These characteristics are different from the personality which causes negative tendencies, as well as the same cause positive tendencies¹²².

Emotional state/definition of conscience: A person's certain feelings with certain thoughts, psychological state and the tendency to show different behaviours that point to the emotional state is called. According to another definition, emotional state is a disturbance in one's mind, feelings and emotion.

According to another definition, emotional state is the state that expresses feelings such as sadness and joy in the inner world and physiological changes that occur with them. The physiological changes that we call reaction/reaction are defined as "the person's reaction to an emotion or the tendency to protect or lose it".

As a result, the emotional state is composed of two parts. One of these two parts is directed to the outside world of the person, and other people around the person can see it. An example of this is the expression of a person's emotion. The second part is directed towards the inner world of the person and other people around the person cannot see it. Because it's a special experience¹²³.

3. Behavioural Dimension (Behavioural component): The behaviour of the person reflects the essence of the mental image that is formed for various areas of life. Therefore, one of the dimensions that makes mental image important is that the person's behaviour is predictable through mental image. People's behaviour reflects their life-related tendencies¹²⁴.

Human behaviour is based on the idea that human beings are not in a single structure and that they are composed of various elements in their essence. Therefore, behaviour, taking into account the space element should be understood, resolved, measured, researched and treated when and where it occurs. If the factors that make up the behaviours can be controlled, the behaviours and situations that will cause the behaviours can also be controlled. This method, which has varieties such as auto-control and support, is called the rules of organizing behaviour.

¹²² Saleh Al-Shaikh, *Formation of Corporate Mental Image and Public Relations Role in it*, Syrian International Academy, Public Relations Diploma, Syria 2009, pp. 8-9.

¹²³ Assi, Former Source, p. 84.

¹²⁴ Sheikh, Former Source, pp. 8-9.

Human behaviour is defined as all actions and activities that a person presents openly or in secret. However, behaviour is not a constant and is variable. It does not appear without anything, it appears in an environment. In fact, sometimes it is possible to learn such behaviours unintentionally by the influence of factors in the environment in which a person lives.

As a result, human behaviour refers to “the whole of the internal and external attitudes acted by the person during his daily work in order to fulfil his wishes and needs”¹²⁵.

2.2. THE POINT OF VIEW OF ISLAMIC LAW TO COMMERCIAL DECEPTION

Allah has made it obligatory for his servants to be truthful and trustworthy in all affairs. Because Allah says about the truth: “*O you, who have believed, fear Allah and be with those who are true*” (At-Tawbah, 119). If it is related to the trustee, he will say: “*Indeed, Allah commands you to render trusts to whome they are due...*”. (An- Nisa, 58).

As is known, trading transactions are made for the purpose of making money and making profit. However, greed for making too much money betrays many people to lie in these transactions and to Allah's commandments of truth, credibility and openness. However, Allah-u Teala says: “*So fulfil the measure and weight and do not deprive people of their due...*” (Araf, 85) and “*And if one of you entrusts another, then let him who is entrusted discharge his trust [faithfully] and let him fear Allah, his Lord. And do not conceal testimony,*”(Al- Baqarah, 283).

The messenger of Allah (peace and blessings of Allah be upon him) said: “*Each of the shopper is free for a friend’s selling or buying, as long as they are separated from each other. If they are truthful and straightforward, their shopping will be fruitful. If he lies and conceals (flaws), the abundance of his shopping will disappear*”¹²⁶.

As understood from these verses and hadiths, being truthful and straight forward is the most powerful reason that adds abundance to sustenance and property. Lying and not being

¹²⁵ Blwazh, Former Source, p. 41.

¹²⁶ Imam Abi Abdallah bin Ismail Al-Bukhaari, *Sahih Al-Bukhaari*, Ibn Katheer House For Printing, Publishing and Distribution, Damascus 2002, p. 501.

honest is the most powerful cause of wealth and sustenance. However, the messenger of Allah (peace and blessings of Allah be upon him) found lying in shopping heinous and forbade cheating in shopping and said: "There are three people who do not speak to them on the day of resurrection, nor look at them, nor clean them all; for them is a painful punishment. They are those who walk on the ground with pride, who perjure in shopping, and take over what give to poor"¹²⁷. It is told that the prophet came to a wheat seller in the bazaar. When he plunged his hand into a pile of wheat, his fingers got wet. When he asked the seller, "what is this wetness"? he said, "O Messenger of Allah! The rain waked". The messenger of Allah (peace and blessings of Allah be upon him) said: "Why did you take the wet part of the plant so that people would not see it and be fooled? The Prophet Muhammad (peace and blessings of Allah be upon him) said, "*The one who deceives us is not one of us*"¹²⁸. All of these hadithes in the public sense and are valid in all commercial transactions such as trading, leasing and partnership. So be truthful in shopping transactions and explain the defect of the goods are vacip/necessary and it is forbidden/haram to deceive, cheat and conceal the defect of the property¹²⁹.

The messenger of Allah (peace and blessings of Allah be upon him) said: "One of you does not believe unless he wants it for himself and his brother".

The messenger of Allah (peace and blessings of Allah be upon him) said: "One of you does not believe unless he wants it for himself and his brother"¹³⁰. Imam Ghazali says that the honesty in the shopping process is four things: the seller does not praise the product in a product that is not in the product, never hide a defect or an invisible bad feature of the product; never cheats the measure and weighing, the price of the product that the customer will not receive if he learns the product is more expensive from the beginning¹³¹. This statement covers all aspects of the accuracy, clarity and reliability of the transaction. The person should also be fully truthful and

¹²⁷ Al-Haafiz Abi Abdallah Muhammed ibn Yazid Al-Qzououni, Achieved By Mohamed Fouad Abdulbaqi, *Sunan ibn Maajah*, Arab Books Revival House, Cairo without publishing year, p. 745.

¹²⁸ Al-Bukhaari, Former Source, p. 749.

¹²⁹ Imam Abi Hamed Muhammed bin Muhammed Al-Ghazali, *Revival of Religious Sciences*, Ibn Hazm Printing, Publishing and Distribution House, Beirut 2005, pp. 519-520.

¹³⁰ Muhammed ibn Ismail Abu Abdallah Al-Bukhaari, Muhammed Zuhair bin Nasser Al-Nasser, *Saheeh Al-Bukhaari*, Dar Al-Najat, Beirut 1422, 12, p. 19.

¹³¹ Al-Ghazali, Previous source, p. 519.

reliable in shopping¹³². Therefore, Imam Ahmad B. Hanbel forbids a crowd of words in shopping because there is deception in these words and there is no clarity. However, shopping needs to be said openly. This applies not only to shopping but also to all transactions. Shaykh al-Islam Ibn Taymiyya said: "It is forbidden to talk closely in every place where it is trivial. Because there is confidentiality and cheating in such a speech"¹³³.

Islam has brought a moral framework to the whole life, especially the religious trade life, and has imposed sanctions protecting consumers from being deceived and encouraged the Ummah to be trustworthy. Because Allah Ta'ala says: "*Woe to those who give less [than due], Who, when they take a measure from people, take in full. But if they give by measure or by weight to them, they cause loss*". (Al- Mutaffifin, 1-2-3). According to Ahmed b. Hanbal, the messenger of Allah (peace and blessings of Allah be upon him) said that some people engaged in trade had perjured themselves and that they did not repent and lied while they were talking. Therefore, Allah's Messenger (peace and blessings of Allah be upon him) used the term "sinful merchant" for these people¹³⁴.

Islam has made it imperative that prices be checked and in some cases, limit prices so that people can meet their shopping needs. In addition, when excessive demand is made to make more profit and to make stoppage have been titled as haram.

Islam has forbidden misleading, deceptive advertising and deceptive ways of shopping. Hence, the seller will answer to Allah on the day of resurrection. Therefore, Allah asked the seller to reveal the hidden and obvious defects of his products the buyer¹³⁵. Islamic law encourages product promotion to be carried out with moral values and avoidance of errors that will harm society. The one who is not devoted to righteousness in the trade reaches the highest ranks in the sight of Allah-u Ta'ala. According to Tirmidhi, the messenger of Allah (peace and blessings of Allah

¹³² Hamza Sagyo, Najwa Jdele, *The Impact of Marketing Deception on Consumer Trends*, Al-Arabi University, Faculty of Economics, Commercial Sciences and Management Sciences, Thesis Master, Algeria 2017, p. 20.

¹³³ Al-Khatib, Former Source, p. 38.

¹³⁴ Imam Abi Bakr Ahmed ibn Al-Hussein bin Ali Al-Bayhaqi, Achieved By Muhammed Abdulkadader Atta, *Sunan Al-Kubra*, Scientific Books House, Lebanon 2003, Part V, p. 437.

¹³⁵ Abdul-Hafiz Farghaly Ali Al-Qarni, *Sales in Islam*, Al-Sahwa House For Publishing and Distribution, Cairo 1987, p. 49.

be upon him) said: "The faithful and honest merchant (in the hereafter) is with the prophets, the siddiq, the martyrs and the righteous"¹³⁶.

2.2.1. Types of Selling Forms Prohibited By Islamic Law

Islamic commercial law sets many rules for trading transactions, such as in buying and selling, to prevent one from unfair to the other to protect the rights of the parties engaged in trading.

In this context, Islamic scholars also mention some of the practices of shopping prohibited by Islamic religion. These are actually some of the deception that are practiced today. We can refer to these sales figures as follows:

1. **Bey'i Najash/Sales Made With Price Escalation:** It means that a person raises the price of a commodity that is offered for sale to deceive another buyer, even though it is not a real buyer (Ibn Qudama). This way of shopping is prohibited. Allah's Messenger (peace and blessings of Allah be upon him) said: "Let no one sell on the sale of his brother. Don't exacerbate the price. Don't let the local peasant sell his property"¹³⁷. The reason why this is banned is that the customer is deceived. Today, some commercial companies are making this application through advertisements. In other words, they give the impression that the product is popular in advertisements and enable people to buy that product¹³⁸.

One of the aims of (Najash) application is to hide the flaws and negative properties of the product. But this is forbidden. The messenger of Allah (peace and blessings of Allaah be upon him) said: "*When a Muslim sells defective goods to his brother, it is not lawful for him not to say the wrong thing*"¹³⁹. Today, pharmaceutical and food companies hide the negative effects of their products on human health. In the same way, some banks and telecommunications companies produce some expenses that are not clearly mentioned in the contracts and that customers are not expecting at all. Some companies also train their employees to promote a new product and ask them to glorify the product in an exaggerated way with features that are not themselves. Imam Al-Ghazali said that about that issue:

¹³⁶ Skyo, Gdele, Former Source, p. 20.

¹³⁷ Bukhari, *ibid.* p.518.

¹³⁸ Sheikh Hassan Ayoub, *Jurisprudence of Financial Transactions in Islam*, Dar Al-Salam for Printing, Publishing, Distribution and Translation, Cairo 2003, p. 93.

¹³⁹ Ibn Mace, *ibid.*, p. 755.

“To praise the product in a particular that is not in itself is to lie. If the customer accepts the goods in this way, the seller will not deceive or persecute the customer, but will lie. However, if the customer does not accept the goods, the seller can not sell the goods on the other hand he would tell a lie¹⁴⁰ .

2. Sales Made by Perjury: Islamic religion forbids perjury to promote a product and to increase its popularity. The messenger of Allah (peace and blessings of Allah be upon him) said: *“Beware of many swearing in commerce. Because it increases the version of the oath, but it destroys the abundance”*¹⁴¹ .

3. Sales To Damage Competitors: Islamic religion, forbids actions like adverts for harming competitors, etc. That is, it harms a seller to abuse other seller's goods or to do other things to prevent customers from buying from him. Islam does not forbid competition. In fact, it is a good thing to compete in a way that is far from the badness. The best competition is to offer the best service to the customers. Allah informs us that there is competition in Islam. “The last of it is musk. So for this let the competitors compete”. (Mutaffifin, 26). According to Tirmidhi, the messenger of Allah (peace and blessings of Allah be upon him) said: “There is no harm in Islam. Because *Islam wants to create loyalty and solidarity among Muslims*”.

4. Shopping By Cutting in A Person Going To Bazaar/Broker: According to Islamic lawyers, it is forbidden for a person to stop the seller who has not reached the market and to lie to him about the situation of the market and buy the product he holds¹⁴². Today, we see that some of brokers do this. These brokers stop selling their goods to the market and tell them lies about the situation of the market. The seller trusts them and sells them their goods at a cheap price. This behavior is one of the worst attitude that must be avoided and warned by anyone who does it.

Nowadays, lottery of many shopping centres, products and services are similar to those made by people. They give each customer or every visitor a ticket with figures on it, and then arrange the lottery to determine the winner. Those who give these tickets form the perception that each ticket will win in the customer they give.

¹⁴⁰ Ghazali, *ibid.* p.519.

¹⁴¹ Bukhari, *ibid.* p.502.

¹⁴² Muhammed Abu Khelif, (18/08/2015), forbidden sales in Islamic Sharia, Study Date: 20/4/2018: <http://webcache.googleusercontent.com/search?q=cache:RsxMiik-hMJ:mawdoo3.com> .

This is similar to the attitude of anyone who cut off customers before they reach the market and lied to them about the situation of the market.

5. Tasriye/Fraudulent Sale: This prevents a person from sucking milk of sheep or female camels, keeping milk in the animal, and makes the animal look like it always gives plenty of milk. In this way, the customer thinks that this animal has accumulated so much milk in a short period of time and the seller demands more money from him. The reason why this transaction is banned is because the seller deceives the customer by pulling the wool over a customer's eyes. Because the seller in this way makes the customer think that this product is very good quality. This means that the product sold or service given is fraudulent.

The messenger of Allah (peace and blessings of Allah be upon him) said “Don't block the customers. Let no one sell on the sale of his brother. Don't increase the price. Don't let the local peasant sell his property. Don't try to show the sheep's milk too much by preventing their babies from sucking milk. Whoever buys the sheep that is not suckled by milk and which is stored in her breast, he is a dweller. If he agrees, he'll take the sheep. If he doesn't, he'll return the sheep. It is given a handful of dates instead of that sheep”¹⁴³. Today, the elements that make the interior and exterior spaces look good, such as decoration and lighting, are present in some shopping places, and the products and services offered in the interior are thought of high quality. However, the situation is the opposite. This leads to customers being deceived. Again, it is similar to this that some companies put their good sides to the fore and hide their flaws so that they can see their products and services in demand.

6. Bey'i Ghurar/Uncharted Sales: This is because someone sells something that they can't afford to deliver. This is also prohibited. It has been reported that the messenger of Allah (peace and blessings of Allah be upon him) forbids such sale¹⁴⁴. Today, some educational institutions are doing this. Although these offices know they can't, they agree to send students abroad for education and receive their money.

7. Sales on Completed Sales: This is also prohibited. The messenger of Allah (peace and blessings of Allah be upon him) said: “Let no one sell on the sale of his brother

¹⁴³ Bukhari, *ibid.* p.516.

¹⁴⁴ Ibn Mace, *ibid.*, p.739.

(Muslim). Don't let him negotiate his deal”¹⁴⁵. This situation is that a man has bought goods from someone else, but yet has time to return the same goods or “I'll give you the same price, cheaper than I'll give you better goods”, saying that he will give up the first shopping. In the same way, a person who bargains for a commodity, “don't buy from him, I'll give it cheaper” or “I'll give it better” and the customer will be attracted to the side of this kind of shopping¹⁴⁶.

8. Selling Under The Price Of Current Rate: Selling the product below the market price is also prohibited in order to damage other sellers in the market. When a person does this, they are very interested in the products in their hands, but because customers do not shop from other vendors, they are damaged. Today, the sales of some companies under the known prices are also covered in this scope.

9. Selling a product or service that a person does not have yet: Such a sale is also prohibited. Because if the product or service being sold cannot be obtained, the seller and buyer will also be damaged. The Messenger of Allah (peace and blessings of Allah be upon him) said: "Do not sell something that is not next"¹⁴⁷. Some companies sell a particular product or service in exchange for a fee as if they were in their hands. Because this is the sale of something that is based on the assumption that it is being procured, which is deceit and deception.

10. Transfer Of Debt Against Debt To Another: In the narrated from Abdullah B. Umar, it was reported that this was forbidden¹⁴⁸. Today, some banks and financial companies buy the debts of their customers who are in a difficult situation. Some banks and companies affected by the recent global crisis have done so.

11. Conditional Sale: When the seller sells the goods to the customer, it is a condition for the sale of the product. An example of this is that someone who sells fabrics says to the seller, “You will process and weave this fabric with me”. This type of sale has the possibility of deceiving the customer and holds responsibility for the extra cost¹⁴⁹. The evidence for this is the following hadith narrated from the messenger of Allah (peace and blessings of Allah be upon him): “It is not lawful for

¹⁴⁵ Imam Abi al-Husayn Muslim Ibn al-Hajjaj al-Qaysiri al-Nisaburi, *Saheeh Muslim*, Dar al-Taiba for publication and distribution, Riyadh 2006, p. 707.

¹⁴⁶ Ayoub, *ibid.*, p.70.

¹⁴⁷ Ibn Mace, *ibid.*, p.737.

¹⁴⁸ Beyhaki, *ibid.*, p. 474.

¹⁴⁹ Hussain bin Mohammed Shawat, Abdul-Hameed Hamish, (21/8/2013), sales ceased .. corrupt sales, the date of study: 25/4/2018, [http:// www.alukah.net/sharia/0/58922/](http://www.alukah.net/sharia/0/58922/).

you to sell something that is not with you and profit of the goods that are not able to bear the loss of the goods on sale, provided that you give them a debt (money)¹⁵⁰. Today, it is similar to the fact that some telecommunications companies take commitments from customers for a certain period of time while offering services. In the same way, some hospitals require that they not bring any medication or medical supplies from outside to treat patients.

12. Linking A Sale To Another: For example, a person who wants to buy a house is saying, “I sold my house to 1000 dinars in exchange for selling it to me 900 dinars”. Allah's Messenger (peace and blessings of Allah be upon him) forbade this form of sale because there is a pressure on the other side¹⁵¹.

Today, while some telecommunication companies sell phone lines, the condition that customers receive the phone from the same company can be mentioned as an example. Similarly, transportation companies require passengers to eat and rest in special places designated by them. Because transportation companies and the owners of this venue have agreed on some of the profits obtained from the customers. That result in an increase in the prices of services offered to customers.

2.2.2. Consumer Rights: The Point of View of Islamic Trade Law

In this section, consumers' rights in terms of marketing and Islamic trade law are discussed. Both perspectives oppose the deceit and deception of the consumer in any way, and try to protect the consumer from all kinds of material and moral injustices:

1. Consumer Rights In Terms of Islamic Law

a. Condition of Choose: In the dictionary, muhayyer means “choosing between two things”. So the person is given the options and he has chosen one of two

¹⁵⁰ Abi Dawood Sulaiman ibn al-Ash'ath al-Sijistani, *Sunan Abi Dawood*, House of Ideas International, Amman without the Year of Publication, p. 389.

¹⁵¹ Saad bin Turki Al-Khathlane, *Fiqh of contemporary financial transactions*, Alsumaie publishing and Distribution house, Riyadh 2012, pp. 116-117.

things¹⁵². In Islamic law, it is the right to choose one of the options to be valid or terminated¹⁵³.

If one of the parties has the right to terminate the contract or to make the contract valid for a certain period of time, it is a fixed right in *Right to Choose*. “Each of the shoppers, except for the right to choose, is free against his friend, as long as they are separated from each other¹⁵⁴. This agreement shall apply to all investments made by investors of one contracting party in the territory of the other contracting party in accordance with the laws and regulations of the latter contracting party. The duration of *right to choose*, is three days¹⁵⁵.

b. Vision Selection/Right To Give Up When Seen: The customer who has not seen the product at the time of the contract is entitled to terminate the contract or stay valid. Islamic law pays utmost attention to protecting the right of the client. The reason why it gives this right to him is to prevent him from being unfair when buying a product he does not see or when buying many products through an agreement. The blind customer has the right to give up when buying a product that does not know its characteristics. The Hanafi, Maliki, and Hanbali sects accept the vision of seeing. The evidence of this hadith: "Whoever buys something he does not see, he has the right to give up when he sees it¹⁵⁶.

In view of the right to give up is subject to the sale of the thing that is valid and the right to give up because it is fixed in order to be valid in terms of contract is not required to be mentioned again¹⁵⁷.

c. Right to Refuse Defective Product: In the expressions of people engaged in trade, all kinds of deficiencies that decrease the value of the product are called defective/ flaw¹⁵⁸. The right to leave the defective product is the right of the customer to validate or terminate the sales contract if he sees this defect in the product purchased after the sale. This is the verse that proves that it is legitimate. “*O you who have believed, do*

¹⁵² Ahmed bin Muhammad bin Ali Al-feyumi Al-Muqri, *Al-Misbahu'l-Munir* (Arabic – Arabic dictionary), Lebanese Pub. Beirut, 1987, p.71.

¹⁵³ Abdulkareem Zeidan, *Introduction to Islamic Sharia*, Al-Thesis Publishers, Beirut 2005, p. 359.

¹⁵⁴ Bukhari, *ibid.* p.508.

¹⁵⁵ Zeydan, *ibid.*, p.359.

¹⁵⁶ Beyhaki, *ibid.*, p.330.

¹⁵⁷ Zeydan, *ibid.*, p.366.

¹⁵⁸ Imam Alaa Eldin Abi Bakr bin Masoud Al-kasani Al-hanafi, *The Deeds in The Order of The Canons*, Scientific Books House, Beirut 1986, p. 274.

not consume one another's wealth unjustly but only [in lawful] business by mutual consent. And do not kill yourselves [or one another]. Indeed, Allah is to you ever Merciful". (An-Nisa, 29) This hadith is evidence of this: "Someone has to say everything (flaw) in the product they sell. Otherwise, it's not halal"¹⁵⁹, Because a defect may occur in the goods purchased at the time of delivery or before delivery, which affects the value of the goods. Customer has the right to cancel the sale after receiving this defect¹⁶⁰.

d. Right to Give Up While in a Community: It is a religious right granted to each of the contracting parties and gives the right to terminate the contract as long as it is not separated from the group or the place occurred a shopping¹⁶¹. This is proof of this hadith: "Each of the shopper is free for a friend's selling or buying, as long as they are separated from each other. If they are truthful and straightforward, their shopping will be fruitful. If he lies and conceals (flaws), the abundance of his shopping will disappear"¹⁶². This shows that Islamic law pays utmost attention not to leave a closed spot on both the delivery of the product and the payment of the fee in order to prevent the deceit of both sides.

e. Right to Give Up Feature Lost Product: If a product that is not in the dealing place misses a significant feature, the customer will accept the product with the price specified previously or terminate the contract completely. This means that if the customer finds out that there is not one of the qualifications mentioned in the product or service which he/she does not see at the time of the contract, he/she has the right to void the contract¹⁶³. The evidence of this is that the messenger of Allah (peace and blessings of Allah be upon him) said: "Muslims depend on their condition".

With all these rights, Islam shows that how important it attaches to the right of the buyer and seller. It is tried to be prevented non-moral practices that do not comply with Islamic law, all deception and deceit by all these rights.

¹⁵⁹ Al-Beyhaqi, Former Source, p. 524

¹⁶⁰ Al-Kasani, Former Source, p. 281.

¹⁶¹ Al-Qarni, Former Source, p. 54.

¹⁶² Al-Bukhari, Former Source, p. 501.

¹⁶³ Zhili, Former Source, p. 522

2. Consumer Rights In Terms Of Marketing : We can count them like this:

a. The right to meet basic needs: This right represents the right of consumers to meet basic needs such as nutrition, dressing, housing, health, education, water and infrastructure (sewerage).

b. Safety/Protection right: This means protecting consumers from harmful products and services to human life or health ¹⁶⁴.

c. The Right to Acquire Information: The right to acquire information is set forth in order for the customer to make more accurate decisions, to protect against misleading advertising and trademarks and to know their rights.

d. Selection Right: It means that the customer chooses what he wants, taking into account the price and quality elements among many products and services.

e. Indemnity Right: In some cases, the customer demands a fee equivalent to the damage. This is sometimes the customer's deceit, sometimes reputation is damaged, sometimes because of a problem in the services he receives/gets.

f. Education Right: Consumers have the right to acquire consumer education in order to learn the skills necessary to create consumer awareness, basic rights and responsibilities related to products and services, and how to behave accordingly.

g. The Right to live in a Healthy Environment: People have the right to live in a healthy environment for the health and well-being of their own health and generations ¹⁶⁵.

h. Right to Consider a Look: When governments determine their policy on shopping and consumer rights, consumers need to take into account their opinions and recommendations, pay attention to the implementation of these laws, and rely on consumer communities to deliver consumers' voices to relevant locations. It is understood from the content of this thesis that this issue is of utmost importance in the process of protecting the rights of consumers. In particular, this issue has become a slogan in many states, even politicians and law-makers, because it is a priority among the middle-income people who make up the majority of consumers. Finally,

¹⁶⁴ Tariq Al-Khair, "Consumer Protection and its Role in Raising The Level of Consumer Awareness in The Syrian Citizen", *Damascus University Journal*, vol. 17, No. 1, Damascus 2001, p. 12.

¹⁶⁵ Muhammed Ibrahim Obeidat, *Social Marketing*, Wael Publishing and Distribution House, Amman 2004, pp. 188-198.

these principles that ensure the protection of consumer rights have become the cornerstone of today's law¹⁶⁶.

2.3. CONSUMER PROTECTION

Consumer Protection Association is a private institution with an independent and legal statue and is within the scope of private institutions and organizations law. The foundation of these institutions is the Consumer Protection Law. The task of these institutions is to supervise and raise awareness. They have no powers to enforce the law.

2.3.1. The Definition of Consumer

The consumer is called the purchaser, not to resell or use a product in production; or in other words, the consumer is called the purchaser for direct use. In other saying, the customer uses a product or service to meet his personal needs; he does not buy it for resale, convert it to something else or use it in his profession¹⁶⁷.

The concept of consumer protection is defined as follows: "Organized action that not only limits the business of protecting consumers but extends the product and services to production and consumption"¹⁶⁸, aims to teach consumers rights by giving them the right and useful information they want to attain regarding products and services¹⁶⁹, carried out by many official and informal units¹⁷⁰, and created for the purpose of protecting the economic benefit of consumers¹⁷¹.

The concept of consumer protection is a set of regulations and laws aimed at protecting consumer rights as well as providing important information about fair trade, competition and market. These laws are designed to prevent cheating, cheating and some other unfair practices in order to gain more profits than their competitors. These laws are designed to prevent cheating, deceiving and some other unfair practices in order to gain more profits than their competitors. In addition, these laws protect consumer society, which is extremely weak in society, on other issues.

¹⁶⁶ Zuber Arzaki, *Consumer Protection Under Free Competition*, Mouloud Mammeri University-Tizi Ouzou, Faculty of Law and Political Science, Master Thesis, Algiers 2011, pp. 23-24.

¹⁶⁷ Najah Al-Madani, *Consumer Protection Mechanisms in The Islamic Economy*, Haj Khader University, Faculty of Social High and Islamic Sciences, Master Thesis, Algeria 2008, p. 15.

¹⁶⁸ Al-Madani, Same Source, p. 16.

¹⁶⁹ Al-Barzanji, Al-Barwari, Former Source, p. 120.

¹⁷⁰ Al-Madani, Former Source, p. 16.

¹⁷¹ Al-Barzanji, Al-Barwari, Former Source, p. 121.

Consumer protection law is a state-controlled law that aims to protect consumers' rights. For example, within the scope of this law, the state expressly asks companies to provide all information relevant to products, particularly food, which concern the health and safety of the community.

Consumer Protection has a connection with consumer rights and consumer protection associations established to help the consumer get the best service on the market and to help with complaints¹⁷².

2.3.2. Aims of Consumer Protection Movement

The consumer protection movement focuses on reducing the direct impact of certain risks on the consumer and defending the consumer based on preventive measures. It does this by protecting the consumer from deception that is applied in various transactions, from the deception that companies do in their production and marketing activities, and from the misleading disclosure of risks arising from the use of different products.

Accordingly, the Consumer Protection Movement is always connected with the problems in the market and the reflections of these problems to the society. Therefore, the objectives of Consumer Protection Movement are:

1. Protecting the consumer against unfair, misleading and deceitful methods caused by different accepted method practices in the field of sales. There is no difference between the implementation of these methods by manufacturers or by intermediaries.
2. Committing to adhering to consumer rights and protecting the consumer from the manipulation of the goods that the consumer needs.
3. Assisting narrow income and, in particular, society's needy families, and reaching the basic products they need.
4. Being in solidarity with labour organizations in providing information about consumers, and in providing information about organizations that do not have access to this information due to their limited capacity to establish a broad and in-depth relationship with consumers.

¹⁷² Assi, Former Source, p. 98.

5. Assisting the consumer in reaching what the consumer needs in case of the huge complexity of the markets due to the abundance and variety of products available in the market¹⁷³.

These goals are not the end of the matter for this movement. On the contrary, this movement has become part of itself, as well as other different dimensions that arise in its activities and responsibilities. Thus, the change in consumer trends and the values of trends related to the product and environment has become the new area of this movement. Moreover, this area emerged as a result of its influence on the largest part of society by avoiding the political influences that spread throughout the society. Thus, it will help to increase consumer share in supporting and implementing public policies. By increasing awareness and sensitivity of consumers towards their citizenship and by increasing their interaction with the current economic system, this contribution is also provided in a variety of fields and economic activities in line with my state's general trends¹⁷⁴.

2.3.3. The Role of Consumer Protection Association

The Consumer Protection Movement aims to establish an acceptable balance between consumers' rights on the one hand and sellers' rights on the other. This is carried out under the supervision of the state institutions authorized to issue legislation, which regulates the relationship between the producers, sellers and consumers, and all circles of the exchange process. Again, it is one of the targets of this movement to attract attention to the people who need a deep solution to the chronic problems and problems that consumers have suffered all over the world¹⁷⁵.

2.3.4. Role of Consumer Protection Associations in Reducing Marketing Deception

The Consumer Rights Acts have emerged as a result of lack of access to consumer rights and neglect. These rights include the protection of the consumer

¹⁷³ Masan Krume, *Social Responsibility and Consumer Protection in Algeria*, Abu Bakr Belkaid University-Tlemcen, Faculty of Economics and Management, PhD Thesis, Algeria 2014, p. 100.

¹⁷⁴ Thamer Al-Bakri, *Marketing & Social Responsibility*, Wael Printing & Publishing House, Amman 2001, p. 118-119.

¹⁷⁵ Mufid Abu Zant, *the regulatory role of the Palestinian Consumer Protection Association For Consumer Goods in The Palestinian Market*, Research Presented to The Economic Conference of Al-Quds Open University Towards Enhancing The Competitiveness of Palestinian Products, Al-Quds Open University, Palestine 2012, p. 17.

from the means of diverting the consumer, marketing deception and the way in which the consumer can turn the products and services he needs into opportunities. In addition, the material-moral risks and damages that the consumer is exposed to have led to the emergence of consumer protection movements. As a result, these movements play a role in creating consumer awareness, as well as in protecting it from deception, deceit and marketing neglect. The Consumer Protection Movement represents the social action created by consumers in exchange transactions with the aim of guaranteeing them to recover their rights damaged due to the deficiencies caused by different circles (producers, marketers and distributors) in terms of meeting the needs and needs of consumers and regulating the right of announcing the voices of these consumers¹⁷⁶.

2.3.5. Definition of Consumer Protection Law

It is the law regulating private legal relations between individual consumers and companies that sell products and services.

Consumer protection covers a wide range of issues. For example, products cover unfair commercial practices, deception, and other consumer/business interactions¹⁷⁷.

2.3.6. Responsible Structures for Protecting Consumers from Marketing Deception

1. Governments

The role of many governments in different countries has also increased since the rise of actions that have taken on the role of protecting consumers and defending their interests. This is due to the governments' responsibilities in various areas against their citizens. Governments shall carry out this responsibility by activating the functioning of the following state institutions:

- Legal Structures in Ministries

Consumer protection is responsible for taking decisions that guarantee protection and supervising special practices in violation of protection.

¹⁷⁶ Blwazh, Former Source, p. 30.

¹⁷⁷ Assi, Former Source, p. 98.

- Verification and Control Mechanisms

It plays a role in auditing and controlling commercial practices of manufacturers, sellers and distributors. The audit role covers everything related to the process of change, such as the quality and suitability of products for use, in addition to the role of auditing the conduct of marketing researches.

- Judicial Bodies

They perform the decision-making task in cases related to consumer protection.

2. Individuals

Individuals play an important role in activating protection because they are key stakeholder. They do this by identifying fraudulent marketing practices and spreading them among themselves¹⁷⁸.

3. Consumer Protection Associations

Civil organizations interested in the interests of the consumer in all areas where services and products that endanger the health, safety and property of the consumer can be put on the market.

The consumer protection movement has emerged as a result of failure and neglect to implement both modern and social marketing understanding.

It fulfils its duty to protect the consumer in the consumption process, to eliminate the weakness of the consumer and to improve the conditions. Since then, the consumer has faced the risk of counterfeit goods, despite the narrow space of living needs and consumption practices. With the current data perspective, consumer protection means protecting consumers and helping them achieve the products and services they need. This is done by eliminating the risks and factors that damage the consumer's interests or cause him or her to be deceived and deceived by providing reasonable prices at any time and under any circumstances. In general, protecting the consumer is related to guaranteeing the consumer's rights in the field of consumer consumption. This is possible through appropriate means that guarantees to balance the contract between the consumer and the other party in the consumption contract.

¹⁷⁸ Krume, Former Source, pp. 110-111.

Consumer protection law should be effective, such as associations that undertake to protect the consumer. Anyone who carefully reviews the effectiveness and role of the consumer association can immediately understand how effective the Consumer Protection Act is. This law repeats itself in spite of much available legislation, such as counterfeiting, cheating and procurement law. We see that the new law, which gives consumers the right to be tried before the courts and courts, has not been operated despite its importance. On the one hand, due to the routine and complex procedures required by the court, on the other hand, the law is not possible to operate because of the lack of strong associations to represent the consumer and defend him by standing behind him in the case of prosecuting criminals and violators of the law. The biggest problem with this is that there is no authorities to pay the costs of legal cases that make the consumer avoid entering the court of Justice. Because generally legal costs are more than the consumer's right to be violated¹⁷⁹.

4. Media

All kinds of media play an important role in ensuring consumer protection. In addition, deciphering fraudulent practices, conducting press research plays an important role in the dissemination of social awareness by creating social awareness about the rights and interests of society. In this way, the media will defend the rights of the consumer by taking into social issues.

2.3.7. The Dimensions of Consumer Protection

It should be noted that the concept of protection covers not only the individual but also the society. Because protecting the consumer is also safeguarding society and guaranteeing its rights. According to this, preventive protection for the consumer is more effective than preventive protection after the disease. There are usually two aspects to protecting consumers¹⁸⁰.

1. Protecting the Consumer from His Own

Although the consumer knows the damages caused by the consumption of any harmful product, it protects the consumer personally as a result of the desire to use or consume the product. For example, damages arising from the consumption of

¹⁷⁹ Sheikh, Al-Daoui (1/1/2013), Analysis of Consumer Protection Mechanisms Under Deception and Marketing Fraud, Study Date: 20/3/2018, www.pcp.ps/article/501.

¹⁸⁰ Al-Khair, Former Source, p. 94.

cigarettes or certain products that are legally prohibited. Thus, despite the explanations on the packaging, the consumer does not know how to use that product that's why the consumer can be protected. Or in case of violation of the product or any of the terms of the sales contract, the consumer is protected. On the other hand, it guides the consumer when he/she neglect to search for his/her rights if he/she purchases inappropriate products. This is the case, although it is understood from the low price that the product is unsuitable for us.

2. Protecting the Consumer from Other Situations

There may be intentional or unintentional damage to the consumer's interests. Product and service server, which refer to deception or counterfeiting methods in the components of products offered to consumers, can be an example of some situations. There may be many ways to mislead the consumer by convincing and persuading the consumer of the importance of products and services offered using various methods, such as personal communication, misleading communication, or incompatibility with the nature of product use.

This type of protection is to protect the consumer from the monopoly problem that will arise in order to sell the products at a high price, and also to increase the prices of the products and services offered to the consumer.

2.3.8. Infringement Areas of Consumer Protection

Consumers are having trouble violating the legal rights of organizations and organizations competing for the greatest profit they can get. For this reason, the consumer always needs an effective control mechanism that can protect it when it is exposed to a violation in any area. The areas where the consumer is exposed to a violation are:

1. Advertising: Some organizations used deceptive methods in advertising messages to mislead consumers and to stimulate meaningless emotional behaviour in order to buy products that consumers do not need. If the information in advertisement messages that create mental image in the consumer is false, these advertisements are misleading and deceptive. Deceptive advertising has a negative impact on the consumer.

2. Warranty: When the consumer purchases any product, the manufacturer must guarantee that the product is valid and is not defective. Most of the imported products are not in any guarantee container. This is due to the difficulty of reaching the company that produces and exports the product or the person who imports the product.

3. Notification: This is the right to access information about the products. Because many consumers still have problems with how to use the products because there is no explanation for the product or because they do not know how to use the product. This is sometimes due to the lack of consumers, and sometimes manufacturers do not make this statement to avoid liability¹⁸¹.

4. Price: There are many situations in which consumer protection is violated due to price problems. In these cases, the consumer suffers from price applications that do not match the budget power. Moreover, they are cunning at prices determined by manufacturers with illegal methods such as instalments sales or apparently discount. Consumers suffer if the product is small in the market and the consumer is obliged to buy it. This is also the case for the sale of subsidized products on the black market.

5. Distribution: If the product is not distributed at certain places and times, the consumer is faced with a monopoly problem and may have to spend more time and effort to reach the product.

6. Packaging: Working organizations may use unhealthy products in the packaging and packaging business. Such applications can cause more damage to the consumer.

7. Measurements and Scales: Because the lack of adequate control, weight, size and lack of components of the product, in this situation, the consumer can be victimized.

8. Cargo and storage: The failure of labour organizations to use the best methods of transportation and storage may expose the consumer to health problems.

¹⁸¹Sheikh, Al-Daoui (1/1/2013), Analysis of Consumer Protection Mechanisms Under Deception and Marketing Fraud, Study Date: 20/3/2018, www.pcp.ps/article/501.

In particular, food products such as fast deteriorating products, this situation is more¹⁸².

2.3.9. Consumer Protection from Islamic Perspective

Protecting the consumer is the essence of Islamic law. Islamic law attaches importance to the use of legal instruments that protect the current and future interests of the consumer by society. The Prophet (PBUH) said that in his last khutbah "Verily your blood, your property and your honour are as sacred and inviolable as the sanctity of this day of yours, in this month of yours and in this town of yours. Verily! I have conveyed this message to you".

Dr. Mohammed Habib allocates consumer protection to three in broad perception:

Part One: Protecting the consumer of services and products, whether they are production or marketing. Therefore, the task of the producers is to increase the quality of the product by producing and installing in the best way and choosing the quality raw material well. The Prophet (PBUH) said that: *"The one who deceives us is not one of us"*. In another hadith, he says: "Allah loves those who do their job in the best way". (Tirmizi) In order to be useful for human beings, it is necessary to take into account the technology and science that is developing in order to save money and lower prices. The Prophet (PBUH) says that: *"The blessed of mankind is the one who is the most beneficial for mankind"*.

Part Two: Protecting the consumer from ugly images and landscapes. In some Islamic countries, the establishment of technical inspection committees to legally inspect the media is one of the methods used to protect the consumer in this field. Allah said about waste: "Indeed, the wasteful are brothers of the devils, and ever has Satan been to his Lord ungrateful". (Al-Isra, 27).

Part Three: When it comes to protecting consumer thoughts, there has been a clash of civilizations and cultures throughout history. The colonialists, on the other hand, realized that only power would be enough to win this conflict, and realized that the invasion, which is now clearly visible through science, technology and satellite

¹⁸² Salah Sheikh Deeb etc., "The Extent to Which Food Consumers are Aware of The Practices of Fraud and Marketing Deception", *Journal of The University of October Research and Scientific Studies-Economic and Legal Sciences Series*, vol. 35, No. 1, Syria 2013, p. 187.

channels, was necessary. This prediction aimed at cultural immunity of Islamic civilization has been realized since the beginning of the previous century through missionary, colonialism, plundering of resources and linguistic westernization. Arabic has been pushed to the second stage in some Arabic countries and secular countries that have pushed a religious corner. Interest spread under the name of bank profit. It has only become power over events on Earth. The tectonic cultural model was adopted and other cultures were pushed to the second stage. Allah said: "And [remember, O Muhammed], when those who disbelieved plotted against you to restrain you or kill you or evict you [from Makkah]. But they plan, and Allah plans. And Allah is the best of planners." (Al- Anfal, 30)¹⁸³.

Other Thesis Studies Which is Also Related To Our Thesis Study

Ebu Cuma's Study "2002 Marketing Deception In Arap World "

This study aims to present marketing deception in the Arab world this study include some marketing items related to mixed marketing as product, price, promotion and distribution location. The study showed that marketing deception was done also in the Arab world and these deception were made on items, price, promotion and distribution location which are the elements of mixed marketing.

Ebu-Cuma's in 2003 "Wrong Marketing Cases in Arap World " Study

This study aims to change and light on the wrong marketing cases and decisions in the Arab world.

This study, results of wrong marketing decision are seen and this case is like big mountain which is against to right decision of marketing development; analysis of these results; the reasons leading to problems and the necessary suggestions to be addressed in the context of these false facts have been studied. Again, this study also deals with many marketing phenomena that may be considered wrong. Because there are many cases that are likely to be wrong and However, it is including the market places these cases are for long-termed. As a matter of fact, some of them still remain in the market. Perhaps the emergence of these wrong facts depends on the developments and encouraged in shopping.

¹⁸³ Skyo, Gdele, Former Source, p. 21.

Al-Zu'bi's In 2003 'Unethical Marketing Context of Marketing Deceptions'

This study aims to introduce the awareness of citizens in Irbid province of Jordan in unethical initiatives in marketing and the level of awareness about deceptive aspects various of mixed marketing (price, commodity, promotion, distribution). The purpose of the study Jordanian customers has a very high level of marketing understanding and culture. Because, according to the data we received from Jordanian customer knows well the marketing deception in almost every area of the mixed marketing and does not generally accept the fraudulent marketing that is specific to the elements of the market. it accepts the marketing deception only because of the high quality of product that they compared with their competitor's products.

Evso's Study In 2007 'Mixed Marketing Increase Hotel Services'the Concern of Hotels Customer In Duhok City And Their Analytic Study

This study, mixed marketing and hotel services their issues of hotel services in the city of Duhok. Survey was conducted and the survey questions were distributed randomly 57 people interested in a number of first class hotels in Duhok.

Bayeh's Study In 2008 'Effect of Public Relations On Consumer's Behavior "

This study is aiming to explain the impact of public communication and its reflections in the formation of mental image in the customer services provided by telecommunication organizations. In this study effort offered by these companies is handled within positive reflection of the service to the customers. The study reveals that the effectiveness of public relations has an impact on customers' positive attitudes and other positive reflections.

El-Saleh's Study In 2008 ' Effect Of Commercial Brands on Consumer's Behavior''

Main purpose here is to see the trademark on consumer's behavior impact of the trademark Explanation is through the quality of the trademark and the brand's on mental image. Accordingly, as long as the trademark has a global reputation, the

mental image of the customer is strong; therefore, this enables easy access to the product or service.

Al-Sheikh's Study In 2009 ‘Deception of Marketing And Analysis of Consumer Protection Mechanism on Market’

This theoretical study aims to analyze the concept of consumer protection. Presented the objectives and dimensions of consumer protection; then we tried to give knowledge about principle of consumer protection. In addition, we include protection mechanism to consumer from marketing deception and deception. Because it is usually possible to enter into marketing deception. In final, this study presented general situation in Algeria.

Sarsour's Study In 2010 ‘In The Islam University Girls Community Study About The Mental Image in Girls’

This study aimed to answer the questions: What is the mental image of the Islamic Students' Committee regarding the female students? What is the satisfaction level of female students from the service offered by the Committee? What are the expectations of girls from the community?

The Study (Abu Rumman and Al-Ziyadat, 2010) Titled "Extent of Awareness by Jordanian Tourists of The Marketing Deception Practiced By Travel and Tourism Agencies" Rafidain Development Magazine Issue 100 Volume 32

This study aimed to focus on the importance of unethical practices in the tourism sector and specifically on Jordanian tourists, through travel agencies, through the dimensions of the marketing mix (product, price, promotion and distribution), where the results showed that the Jordanian tourist is deceived in the field of price, which Higher contrast compared to product deception, promotion and distribution respectively, and results showed that more than (70%) of tourists who have been deceived by travel and tourism agencies have not complained to the relevant authorities, and this justifies the tourist feeling that there is no need to complain as long as he owns the alternative is to go to another competitor, and the complaint procedures are often complex and routine, and the study found the need to pay attention to marketing deception by the Consumer Protection Association, which

has a weak role and lack of follow-up to many of the problems suffered by the Jordanian tourist and even The Foreigner.

Study (Ben Haddou and Damour, 2011) Titled "The Perception of Petra as a Tourist Destination From The Viewpoint of Foreign Tourists"

The study aimed to demonstrate the underlying factors that affect the understanding of the perception of the Petra-aware mental image of positive and negative aspects, the study showed that there are gaps between the expectations of tourists about Petra before and after the visit, the study showed that there is an intensification of the media about Petra, as well as the quality statement Services offered in Petra.

Study (Al-Khatib, 2011) Titled "The Impact of Marketing Deception in Building The Mental Image of Consumers in The Jordanian Services Market"

This study aimed to demonstrate the impact of marketing deception in its dimensions (deception in service products, deception in promotional information, deception in pricing and deception in the physical environment, deception in distribution, workers and operations) in building the mental image of the clients of companies operating in the service market. Jordanian in Amman According to the cognitive, emotional and behavioral dimension where the researcher used the descriptive method, this was done through the design of a questionnaire to measure the variables of the study distributed to the study community, which consists of customers of companies operating in the Jordanian private sector (school education , university, hospitals, communications, Internet, transport, hotels and tourism), the random sample (992) consisted of a questionnaire distributed to the study community.

Study (Abed, 2011) Titled "The Service Marketing Mix and its Reflections on The Mental Status" an Analytical Study of The Views of Five Star Hotel Pioneers in Baghdad

The study aimed to determine the impact of the service marketing mix on improving the mental position of the services provided where the researcher used the descriptive analytical approach, and a questionnaire was designed to measure the

study variables distributed to the study community consisting of (78) five-star hotel pioneers.

Study (Al-Ameri and Hashim, 2012) Titled "The Role of Electronic Media in Consumer Protection" a Field Study of Misleading Advertisements in The Internet

The study aimed to identify the most important forms of deception and misinformation that could be carried by misleading advertisements over the internet, where the researchers used the descriptive method in analyzing this study, and the study was applied to sample using the method of the sample of computer users who deal with the internet from The University of Baghdad, which has a total of 400 students, is used for internet service.

Study (Abu Zant, 2012) Titled "The Oversight Role of The Palestinian Consumer Protection Association for Consumer Goods in The Palestinian Market"

The purpose of the study was to protect the consumer from the methods of cheating and deception practised against them and to protect them from various forms of manipulation and the possible image of their occurrence in the goods and services they need and to activate coordination and cooperation with business organizations in order to enable them to provide information concerning consumers; The researcher also used the descriptive method, and the study relied on the questionnaire as a tool for obtaining information, applying the study to a random sample of (200) consumers from the city of Tulkarm.

Study (Al-Mustafa, 2013) Titled "The Role of Consumer Protection Society in Creating Consumer Awareness"

This study aimed to highlight the effective role that the consumer Protection Association can play in the Syrian market to protect consumers from cheating and marketing deception, and to know the reasons for the weak interest in the role of this association by the government in supporting consumers and creating awareness of their rights and duties contributes to the development of society and its development. The researcher used the descriptive analytical approach and relied on the

questionnaire as a tool in the collection of his data, applying the study to a sample of (384) Syrian consumers who purchase goods and services of various kinds.

Study (Alkufahi, 2015) Titled "Impact of The Elements of The Bank Marketing Mix in The Formation of The Mental Image of Arab Islamic International Bank Customers in Jordan" Field Study in Irbid City

This study aimed to identify the impact of the elements of the bank's marketing mix, in the formation of the mental image of the clients of the Arab Islamic International Bank in Irbid City. The researcher used the descriptive analytical approach, and the questionnaire was designed and distributed randomly to the sample of the study which consisted of (300) members of the Arab Islamic International Bank.

Study (Abdulkareem and Fathi, 2016) Titled "The Effect of Marketing Deception in Building a Mental Image"

This study aimed to shed light on the marketing deception by identifying deception in service products, promotional information, prices, distribution and physical environment in the services sector, and knowing the impact of the marketing deception in the building of a mental image of customers according to the cognitive dimension, empathy, Behavioral, knowledge of marketing deception in service institutions from the customer's point of view, highlighting the effective role that the consumer Protection Association can play to protect consumers from cheating and deception. The researcher used the descriptive analytical method and a questionnaire was designed to measure the study variables distributed to the study community, which consists of (289) individuals.

Study (Ziouani, 2016) Titled "Impact of The Mental Image of The Service Institution on The Purchasing Decision of Customers"

The purpose of this study was to determine the impact of the mental image of the service institution on some of the future purchasing decisions of its customers, and to identify the relationship of some of their personal relationships with their mental image, in order to assist the decision makers in the service institution with the findings and recommendations for the management. The mental image is well and effective to guide the behavior of customers positively towards this institution. A

questionnaire was designed and distributed randomly to the sample of the study, which consisted of (450) students from the University of Wargla, and it was concluded that there is a moral effect of the mental image of the service institution on all future purchase decisions (customer confidence in the enterprise, customer's commitment to the enterprise and customer's intention Recommending the institution to others) to the clients of the study, and that the customer's assessment of the mental image of the service institution differed according to the different years of participation, type of contribution and income.

Abstract Previous Studies and What Distinguishes Our Study From Previous Studies

The majority of previous studies have dealt with marketing deception on the one hand and the mental image in the service institutions on the other, the studies have aimed to find out the impact of marketing deception on customers and most of the studies have confirmed the unethical practices in marketing deception practised on the consumer by marketers and producers in different aspects of the elements of the marketing mix of (service, price, promotion, distribution, physical environment) previous studies have also addressed the views of customers towards deception and the fact that this deception is deliberately and unintentionally practiced by producers, and that the consumer does not have enough experience about methods marketing deception.

The majority of previous studies have made recommendations to curb these immoral practices of deception, including the role of social and ethical responsibility towards the client and society to protect it from deceptive, misleading and fraudulent practices and to preserve the environment in which the client lives and has a positive impact on society as a whole.

This study combined the marketing deception in the elements of the marketing mix (service, price, promotion, distribution, physical environment, employees, and operations) and its impact on the consumer's mental image directly, as well as the forms and types of deception, and the statement of the Islamic sharia of deception.

CHAPTER THREE

ANALYSIS OF METHODOLOGY AND HYPOTHESIS USED IN THE WORK

This section describes the methodology of the work that has been approved, style and types of the work; It aims to identify and experience the boundaries of the sample covered by the study of society. It means collecting data; testing the accuracy and stability of the data collection tool statistical methods used the nature, analysis of the study sample because discussion of the hypotheses and answering the questions of the study and these are also main objectives in this study.

3.1. WORKING METHODOLOGY

3.1.1. Working Methods

In this study researcher used the qualitative method. This was done by referring to the books, articles and theoretical studies in the previously published literature. In addition, he applied to the analytical method to analyze the variables of the study in the statistical field. The researcher used the analytical method to reveal the relationships between the data analysis and the variables of the study.

3.1.2. Study Community

The working community in the private sector and in Duhok city (universities, health, banks, hotels, contracting, and the internet).

3.1.3. Working Sampling

In the working sample, randomly sampling was used to take the working community into layers. The formation of these layers is not intertwined. A few units were chosen from each layer.

And (150) questionnaire was distributed to the working community. As shown in table (3.1), the working community is divided into some groups. The survey distribution was made people who are already age (18) years old and above. included in this study sample in the public areas mentioned in Table (3.1). The feedbacks that should be provided and also have collected by survey team. The same team made statements to the citizens on the objectives of the study. After the final distributions for the survey were conducted, the researcher received a total of (122)

questionnaires. It is also known that (12) questionnaires are excluded then we analyzed (110) questionnaires and table (3.1) shows the details due to the random response of the questionnaire.

**Table 3.1: Shows The Distribution of Questionnaires to Customers
Sample Study**

Service Sector Name	Place of Distribution	Number of Questionnaires Distributed	Number of Questionnaires Recovered
Tourism Sector	Zhian Hotel-Nobel Hotel	25	18
Contracting Sector	The questionnaires were distributed to the apartment owners in the following areas: Dabin Group-Avro City	30	25
Internet Sector	Nawroz 4G	20	16
Education Sector	Jihan University-Nawroz University	20	17
Banking Sector	Middle East Bank-Jihan Bank	30	26
Health Sector	Zhian Hospital-Dalal Hospital	25	20
Total		150	122

3.1.4. Working Tools

The study is based on two sources of data acquisition:

a. Secondary Sources: In addition to academic studies, books, journals and internet pages were used in order to obtain information about the theoretical aspects of the study. All this was used to construct the theoretical of this study.

b. Primary Sources: These are gathering data. These data were reached through a step-by-step questionnaire that was planned and progressed on the subject of the current study.

3.1.5. Stages Process of the Survey

The researcher after applying to the theories about marketing deception and mental image, the researcher will serve the objectives of the study and has the opportunity to develop the style of expression and the topics to be used in the survey. Finally, the questionnaire has taken its final form as shown in Annex (2). Accordingly, the survey consists of the following sections like;

Part I: Deals with individual factors that collecting customer-specific identification data. As a matter of fact, four expressions are included in this section (gender, age, education level and income).

Part II: This section covers (47) dimensions are including this deceptions (deception in services, deception in advertising, deception in distribution, deception in the physical environment and deception about employees and practices).

Part III: Includes the variability of the mental image and (10) statements based on it.5-dimensional Likert Scale was adopted. Accordingly, grade 1: "Very suitable". For the analysis and Table (3.2), the 5-item scale was subjected to analysis and 5-grade pricing for the purposes of Table (3.2). The table is as follows.

Table 3.2: Assessment of The Study Scale

Category	Level of Evaluation
Very High	4.20 – 5
High	3.40 – 4.19
Medium	2.60 – 3.39
Low	1.80 – 2.59
Very low	1 – 1.79

3.1.6. Reliability of Working Material

The questionnaire was submitted to the refereeing of a group of faculty members with a total of (8) experts in business management at Bingol University, Duhok University and Zakho University. This presentation was conducted to examine the questionnaire and make sure that the items were compatible with each other and to ensure that they were healthy to examine the questionnaires. The researcher responded to the opinions of the arbitrators and carried out the necessary deletion and also replacement procedures in the light of the proposals submitted the questionnaire was finalized. Supplement No. 1.

3.1.7. Stability of Working Material

In order to ensure the stability of the measurement tool used in the study, Alpha Kronbach was calculated. The results of the statistical analysis reveal that the scale is high in stability and conforms to the known statistical scales. Table (3.3) shows them clearly.

Table 3.3: Alpha Kreuznbach Values For Study Variables

Variable	Number of Paragraphs	Alpha Value
Deception in The Service Product	9	.890
Deception in Price	9	.905
Deception in Promotion	16	.952
Deception in Distribution	5	.753
Deception in The Physical Environment	3	.732
Deception in Personnel and Operations	5	.805
Mental Image	10	.826

3.1.8. Statistical Methods in Working

Descriptive and analytical statistical methods were used in this study to define the variables and related to the demographic characteristics of the study and to analyze the dimensions of mental image and marketing deception through (SPSS) Program. This program includes the following items:

1. Standard deviation and arithmetic averages.
2. Repeats and percentage ratios in the definition of study sample.
3. Analysis of simple regression.
4. Analysis of variance (ANOVA).
5. F test.

3.1.9. Variables of the Work

Independent Variables: The dimensions of the marketing deception on which is this study is based on (service, price, promotion, distribution, physical environment, employees and practice).

Dependent Variables: Mental image.

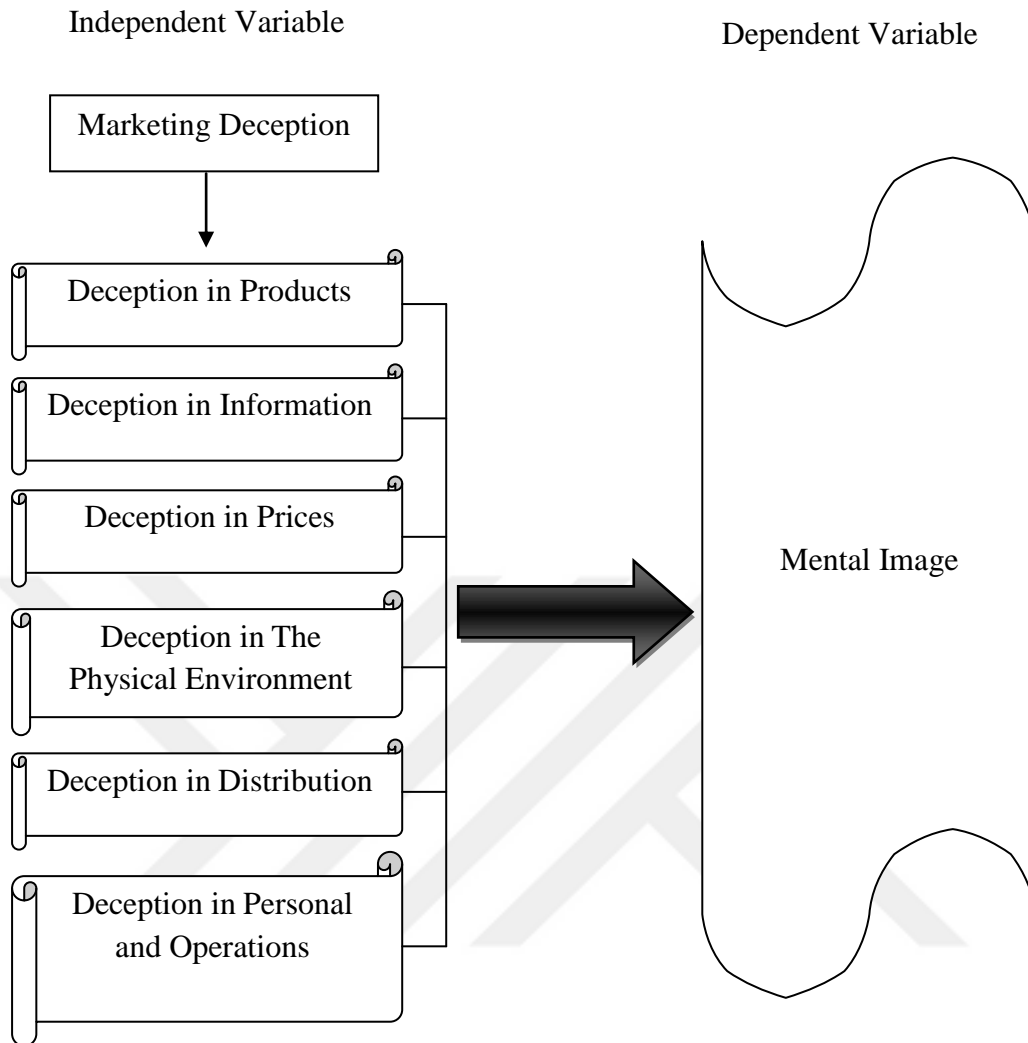


Figure (3.1): Study Model: (Prepared by the researcher)

3.2. HYPOTHESES ANALYSIS, RESULTS AND RECOMMENDATIONS

In this study, many issues are considered in relation to the data collected through the study tools. Explanation of the sample analysis, discussion of the hypotheses and answers to the questions are included.

Table 3.4: Demographic variables of individual samples

No.	Variable	Category	Iteration	Percentage%
1	Sex	Male	67	60.9
		Female	43	39.1
Total			110	100
2	Educational Level	Secondary General or Less	12	10.9
		Diploma	36	32.7
		Bachelor	46	41.8
		Graduate	16	14.5
Total			110	100
3	Age	Less Than 20	3	2.7
		Less Than 30	51	46.4
		Less Than 40	34	30.9
		More Than 40	22	20
Total			110	100
4	Income (Dinar)	300000 and Less	8	7.3
		301000 – 500000	27	24.5
		501000 – 700000	28	25.5
		701000 and Above	47	42.7
Total			110	100

Table (3.4). According to the demographic variables of the sample individuals, the total number of males is (68) and the highest is (60.9%); The total population of the female population is (43), reaching around (39.1%). For the education levels; the number of those with a bachelor's degree is (46) and (41.8%); high school graduates have a minimum level of (12) people and (10.9%). Those who are less than (30) years old reach the highest rate while this ratio corresponds to (46.4%); In the income category, income is equal to (701.000) Dinars and corresponds to (42.7%) of the total sample population.

Testing the Hypotheses of Study

First of all the hypothesis of the study was tested then arithmetic averages and regression were revealed in order to answer the inquiries of the study to reach the target and explain the study sample. In addition to these, the extraction coefficient

and regression coefficient were determined. To make comparisons about each of the hypotheses of the study, the results of all the expressions in the questionnaire were presented. And the details are as follows:

3.2.1. Primary Hypothesis

When it comes to the private service sectors in Duhok City, it is stated that there are no marketing deception events (service products, service prices, promotional information, distribution, physical environment, employees and service companies in terms of procedures). So in order to answer the first main question of the study, it should be stated that according to the point of view of the customers in the special service sector in Duhok City (in service products, service fees, promotional information, distribution, physical environment, employees, procedures and the services of companies) is there a deception here?

Standard arithmetic and standard averages were calculated to test this hypothesis. These transactions are applied to the responses of the individuals of the working sample in the plane of each of the marketing deception applied by the private service companies. In addition, "One Sample t-Test" was applied. Table (3.5) describes the arithmetic and standard averages. It is also meant to reveal all types of marketing deception that have been studied.

Table 3.5: Arithmetic Averages, Standard Deviations, and Test Values (t) of The Sample Answers to The Marketing Deception of its Types

No.	Phrases	Arithmetic Mean	Standard Deviation	Value (t)	Statistical Significance
1	The company invite that its services are of high quality other than what is actual	3.79	1.076	36.952	0.000
2	The company offers other services but actually it is not what company promises to customers	3.42	1.237	28.984	0.000
3	Companies offer promotional information other than those that are actually offered when they get the service	3.59	1.199	31.422	0.000
4	States that the company makes the feeling the service framework offered to encourage customers to shop is limited survey	3.82	1.077	37.192	0.000
5	Don't consider company's commitments with the customers	3.22	1.237	27.288	0.000

6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise	3.56	1.071	34.894	0.000
7	Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement	3.34	1.206	29.013	0.000
8	The service is offered in an attractive and elegant way to hide its flaws	3.75	1.145	34.311	0.000
9	A lot of marketers are practiced deception and misinformation	3.62	1.149	33.020	0.000
General Arithmetic Mean of Deception For The Service Product		3.56	—	—	0.000
10	The company stimulates free subscription in some offers and then begins to deduct part of the balance	3.60	1.127	33.508	0.000
11	Advertised prices do not suggest quality of service	3.79	0.978	40.667	0.000
12	The company offers services at a high price to suspicion the customer's have the high quality services	3.71	1.176	33.085	0.000
13	The customer participates in the service for a limited period and then upon expired the subscription continues without asking the service	3.43	1.169	30.753	0.000
14	The company uses price announcements with discounts that do not match the reality when purchasing	3.48	1.139	32.055	0.000
15	Seems like the price of service is the lowest level but actually it is highest level during the advertisement	3.27	1.292	26.577	0.000
16	The marketer offers a low quality service at a high price, being sold in upscale stores	3.72	1.158	33.664	0.000
17	The company provides unclear and accurate information about the real costs of the services provided	3.58	1.160	32.375	0.000
18	That the high price is to expand the consumer's need in our survey	3.87	1.205	33.713	0.000
General Arithmetic Average of The Pricing Deception		3.60	—	—	0.000
19	The company makes virtual discount advertisements in order to include customers in the market cycle	3.75	1.267	31.014	0.000
20	The company conducts virtual or non-realistic competitions with their advertising	3.29	1.350	25.564	0.000

21	Salespeople deceives the customers with misleading information display methods to conceal defects and push customers to buy	3.55	1.282	29.078	0.000
22	The company provides misleading advertising information to customers	3.45	1.122	32.212	0.000
23	Having subscribed to the services provided by the companies, he discovered that many of the benefits promised by them had not materialized	3.59	1.183	31.831	0.000
24	Sales men are interested in the service marketing without paying attention to the accuracy of the information provided	3.43	1.192	30.151	0.000
25	The information contained in the advertisements is characterized by exaggeration and description of the reality of the service without what it is	3.55	1.162	32.083	0.000
26	The company informs you that you won an award and then discovers that the profit is accompanied by an unspoken requirement to subscribe to the service	3.36	1.304	27.046	0.000
27	The company uses misleading promotional methods of information in order to conceal defects and to pay customers to participate	3.69	1.147	33.739	0.000
28	Sales representatives in the company deal in a manner that suggests that the service provided is of high quality and the reality is not	3.55	1.162	32.083	0.000
29	The company exaggerated their service offers in various ways but the quality of the product is just ordinary	3.75	1.079	36.411	0.000
30	The company uses price announcements with discounts that do not match the reality when subscribing	3.58	1.112	33.785	0.000
31	The company offers non-sincere promotional advertising information to customers such as change in prices, services and conditions	3.38	1.211	29.279	0.000
32	The company is trying to promote its services in various ways in order to attract new customers regardless of the honesty in the transaction or the advertising tool used	3.61	1.118	33.864	0.000
33	The company highlights some of the services so that they look distinct from others and they are not	3.73	1.172	33.344	0.000
34	The company promotes the service as	3.70	1.193	32.532	0.000

	the best in comparison to the services of competing companies and it is not so				
The General Arithmetic Mean of The Promotional Deception		3.56	—	—	0.000
35	The company has branches for support services and enquiries, but the quality of the service may vary from one branch to another	3.71	1.095	35.527	0.000
36	Although the company claims that the service offers fast, but in reality it is not	3.49	1.171	31.264	0.000
37	The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality	3.87	0.910	44.646	0.000
38	The marketer highlights some of the features of the service in order to look attractive and it's not	3.70	1.122	34.601	0.000
39	Company branches are located at all points announced by the company	3.50	1.047	35.059	0.000
General Arithmetic Mean of Distributive Deception		3.65	—	—	0.000
40	The company attaches importance to image of their employees in order to give the feeling that their service is high quality	3.89	1.103	36.986	0.000
41	A quality environment has been provided for air conditioning and lighting, but service provided the reverse	3.77	1.020	38.807	0.000
42	The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level	4.12	0.916	47.151	0.000
General Arithmetic Mean of The Physical Environment		3.92	—	—	0.000
43	Employees of the company resort to communicating with the consumer in a comfortable language in order to mislead him	3.75	1.151	34.216	0.000
44	The marketer deliberately does not provide sufficient information on alternative services to guide the consumer to a specific option	3.68	1.031	37.454	0.000
45	Owners of commercial enterprises seek to establish certain practices in order to make more profits	4.00	0.938	44.703	0.000
46	Business owners reduce the cost of	3.89	0.961	42.459	0.000

	services and provide them without considering the quality of services and others				
47	The procedures of the business owners are not correct, clear and reliable	3.66	1.016	37.813	0.000
	General Arithmetic Average of Workers ' Deception and Operations	3.796	—	—	0.000

As we can see in Table (3.5), the arithmetic average and responses of the people in this study sample ranged between (3.22 – 4.12). With standard deviations, these figures are between (0.910-1.350). The highest evaluation average is revealed in question (42) and (4.12). Article (42) of the survey states that "the company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level." The next (45)th item is (4.00). Article (45) states that "owners of commercial enterprises seek to establish certain practices in order to make more profits". The lowest arithmetic average item is (5) and (3.22). This article "don't consider company's commitments with the customers". The arithmetic average of the items related to marketing deception reaches to (3.681). It means a high level of rating. It also complies with the criteria used here, as shown in Table (3.2). values are statistically traded for all survey items. The average value of all types of marketing deception is statistically significant at (0.05) level. This shows that the marketing deception practices of the companies in the marketing of services are high. It therefore leads to the rejection of the first hypothesis and the adoption of the alternative hypothesis that confirms the existence of all cases in marketing deception (service, publicity, price, distribution, physical environment, employees and practices) in the special service sector in Duhok City.

Table 3.6: General Arithmetic Averages of Services Sectors in Private Companies

No.	Sector Name	Preparation of Questionnaires from-to	Number of Questionnaires Distributed	Number of Recovered Questionnaires	Number of Resolutions Not Recovered	General Arithmetic Average
1	Education	1 – 20	20	17	3	3.555
2	Hotels	21 – 45	25	18	7	3.359574
3	Banks	46 – 75	30	26	4	3.949787
4	Health	76 – 100	25	20	5	3.262340426
5	Contracting Services	101 - 130	30	25	5	3.76893617
6	Internet	131 - 150	20	16	4	3.77734043
Average			150	122	28	3.612163004

In table (3.6) we can see that the arithmetic averages of companies in the service sector play between (3.262340426 - 3.949787). The highest average is (3.949787), which is the average also in the banking sector. The lowest average is (3.262340426) in the healthcare places. According to result of our survey most of the deception is in the banking sector. The reason behind it is not possible for customers to give direction to the services provided in banks.

Table 3.7: Arithmetic Average And Standard Deviation In The Banking Places Show All Types Of Marketing Deception

No.	Phrases	Arithmetic Mean	Standard Deviation
1	The company invite that its services are of high quality other than what is actual	4.04	.978
2	The company offers other services but actually it is not what company promises to customers	3.56	.917
3	Companies offer promotional information other than those that are actually offered when they get the service	3.72	1.021
4	States that the company makes the feeling the service framework offered to encourage customers to shop is limited survey	4.24	.723
5	Don't consider company's commitments with the customers	3.60	1.041
6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise	3.60	.816

7	Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement	3.56	1.121
8	The service is offered in an attractive and elegant way to hide its flaws	3.84	1.179
9	A lot of marketers are practiced deception and misinformation	3.68	.988
10	The company stimulates free subscription in some offers and then begins to deduct part of the balance	3.88	.971
11	Advertised prices do not suggest quality of service	3.88	.726
12	The company offers services at a high price to suspicion the customer's have the high quality services	3.88	.881
13	The customer participates in the service for a limited period and then upon expired the subscription continues without asking the service	3.76	.879
14	The company uses price announcements with discounts that do not match the reality when purchasing	3.96	1.136
15	Seems like the price of service is the lowest level but actually it is highest level during the advertisement	4.04	1.098
16	The marketer offers a low quality service at a high price, being sold in upscale stores	4.08	.909
17	The company provides unclear and accurate information about the real costs of the services provided	4.20	.913
18	That the high price is to expand the consumer's need in our survey	4.12	1.013
19	The company makes virtual discount advertisements in order to include customers in the market cycle	4.12	1.013
20	The company conducts virtual or non-realistic competitions with their advertising	3.92	1.038
21	Salespeople deceives the customers with misleading information display methods to conceal defects and push customers to buy	4.00	1.041
22	The company provides misleading advertising information to customers	3.80	.913
23	Having subscribed to the services provided by the companies, he discovered that many of the benefits promised by them had not materialized	3.92	1.038
24	Sales men are interested in the service marketing without paying attention to the accuracy of the information provided	3.80	.866
25	The information contained in the advertisements is characterized by exaggeration and description of the reality of the service without what it is	3.84	.898
26	The company informs you that you won an award and then discovers that the profit is accompanied by an unspoken requirement to subscribe to the service	3.76	.879

27	The company uses misleading promotional methods of information in order to conceal defects and to pay customers to participate	4.12	.927
28	Sales representatives in the company deal in a manner that suggests that the service provided is of high quality and the reality is not	3.80	.866
29	The company exaggerated their service offers in various ways but the quality of the product is just ordinary	3.92	.759
30	The company uses price announcements with discounts that do not match the reality when subscribing	4.04	.790
31	The company offers non-sincere promotional advertising information to customers such as change in prices, services and conditions	3.92	.909
32	The company is trying to promote its services in various ways in order to attract new customers regardless of the honesty in the transaction or the advertising tool used	4.16	.746
33	The company highlights some of the services so that they look distinct from others and they are not	3.96	1.020
34	The company promotes the service as the best in comparison to the services of competing companies and it is not so	3.88	1.054
35	The company has branches for support services and enquiries, but the quality of the service may vary from one branch to another	3.64	1.036
36	Although the company claims that the service offers fast, but in reality it is not	3.88	.833
37	The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality	3.96	.889
38	The marketer highlights some of the features of the service in order to look attractive and it's not	4.12	.927
39	Company branches are located at all points announced by the company	3.80	.913
40	The company attaches importance to image of their employees in order to give the feeling that their service is high quality	4.16	.746
41	A quality environment has been provided for air conditioning and lighting, but service provided the reverse	4.24	.723
42	The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level	4.40	.707
43	Employees of the company resort to communicating with the consumer in a comfortable language in order to mislead him	4.20	.816
44	The marketer deliberately does not provide sufficient information on alternative services to guide the consumer to a specific option	4.12	.833
45	Owners of commercial enterprises seek to establish certain practices in order to make more profits	4.24	.663

46	Business owners reduce the cost of services and provide them without considering the quality of services and others	4.28	.737
47	The procedures of the business owners are not correct, clear and reliable	4.00	.707
General Arithmetic Average		3.949787234	

According to the table (3.7) shows that result given us in the survey of the people in this study sample arithmetic average ranged between (3.56 - 4.28). This ratio varies from (0.669 to 3.19) with the standard deviation. This is high value. As I mentioned earlier, Article (46) of the survey states that "business owners reduce the cost of services and provide them without considering the quality of services and others". The second item of the questionnaire is at the lowest arithmetic level, as follows: "The company offers other services but actually it is not what company promises to customers". And article (7) as follows "Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement". The arithmetic mean average of the banking sector reach (3.949787234).

Table 3.8: Aritmetic Averages and Standard Deviation Show all the Deception about Hotel's Marketing

No.	Phrases	Arithmetic Mean	Standard Deviation
1	The company invite that its services are of high quality other than what is actual	3.47	1.505
2	The company offers other services but actually it is not what company promises to customers	3.35	1.498
3	Companies offer promotional information other than those that are actually offered when they get the service	3.18	1.237
4	States that the company makes the feeling the service framework offered to encourage customers to shop is limited survey	3.71	.849
5	Don't consider company's commitments with the customers	2.47	1.375
6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise	3.00	1.323
7	Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement	3.24	1.522
8	The service is offered in an attractive and elegant way to hide its flaws	3.76	.903

9	A lot of marketers are practiced deception and misinformation	3.35	1.169
10	The company stimulates free subscription in some offers and then begins to deduct part of the balance	2.71	.920
11	Advertised prices do not suggest quality of service	3.71	1.263
12	The company offers services at a high price to suspicion the customer's have the high quality services	3.53	1.328
13	The customer participates in the service for a limited period and then upon expired the subscription continues without asking the service	3.12	1.269
14	The company uses price announcements with discounts that do not match the reality when purchasing	2.88	1.111
15	Seems like the price of service is the lowest level but actually it is highest level during the advertisement	2.82	1.185
16	The marketer offers a low quality service at a high price, being sold in upscale stores	3.59	1.278
17	The company provides unclear and accurate information about the real costs of the services provided	2.94	1.391
18	That the high price is to expand the consumer's need in our survey	3.47	1.179
19	The company makes virtual discount advertisements in order to include customers in the market cycle	2.94	1.088
20	The company conducts virtual or non-realistic competitions with their advertising	1.88	.928
21	Salespeople deceives the customers with misleading information display methods to conceal defects and push customers to buy	3.06	1.560
22	The company provides misleading advertising information to customers	3.06	1.029
23	Having subscribed to the services provided by the companies, he discovered that many of the benefits promised by them had not materialized	3.35	1.115
24	Sales men are interested in the service marketing without paying attention to the accuracy of the information provided	3.18	1.074
25	The information contained in the advertisements is characterized by exaggeration and description of the reality of the service without what it is	3.29	1.263
26	The company informs you that you won an award and then discovers that the profit is accompanied by an unspoken requirement to subscribe to the service	3.29	1.448
27	The company uses misleading promotional methods of information in order to conceal defects and to pay customers to participate	3.65	1.222
28	Sales representatives in the company deal in a manner that suggests that the service provided is of high quality and the reality is not	3.29	1.160
29	The company exaggerated their service offers in various ways but the quality of the product is just ordinary	3.65	.862

30	The company uses price announcements with discounts that do not match the reality when subscribing	3.24	1.091
31	The company offers non-sincere promotional advertising information to customers such as change in prices, services and conditions	2.71	1.213
32	The company is trying to promote its services in various ways in order to attract new customers regardless of the honesty in the transaction or the advertising tool used	3.41	1.121
33	The company highlights some of the services so that they look distinct from others and they are not	3.53	1.007
34	The company promotes the service as the best in comparison to the services of competing companies and it is not so	3.29	1.105
35	The company has branches for support services and enquiries, but the quality of the service may vary from one branch to another	3.29	1.448
36	Although the company claims that the service offers fast, but in reality it is not	3.12	1.364
37	The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality	4.18	.883
38	The marketer highlights some of the features of the service in order to look attractive and it's not	4.00	1.000
39	Company branches are located at all points announced by the company	4.12	.697
40	The company attaches importance to image of their employees in order to give the feeling that their service is high quality	4.24	.752
41	A quality environment has been provided for air conditioning and lighting, but service provided the reverse	3.65	1.169
42	The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level	4.24	0.664
43	Employees of the company resort to communicating with the consumer in a comfortable language in order to mislead him	3.88	1.111
44	The marketer deliberately does not provide sufficient information on alternative services to guide the consumer to a specific option	3.53	.800
45	Owners of commercial enterprises seek to establish certain practices in order to make more profits	3.65	1.169
46	Business owners reduce the cost of services and provide them without considering the quality of services and others	3.59	.939
47	The procedures of the business owners are not correct, clear and reliable	3.29	1.160
General Arithmetic Average		3.359574468	

In table (3.8) we can see that individual arithmetic averages in this study sample ranged between (1.88 - 4.24) according to the result we get from the

questionnaire. The standard deviation is between (0.664 and 1.560), which means a moderate assessment. The previous statement of survey in article (40) as follows: "the company attaches importance to image of their employees in order to give the feeling that their service is high quality" and then in article (42) "The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level". The lowest arithmetic mean here is related to survey of article (20). This article provides: "The company conducts virtual or non-realistic competitions with their advertising", and the arithmetic averages of the hotel industry related items is like reaching (3.359574468).

Table 3.9: Shows The Arithmetic Averages and Standard Deviations of The Marketing Deception and its Types in The Internet Sector

No.	Phrases	Arithmetic Mean	Standard Deviation
1	The company invite that its services are of high quality other than what is actual	4.00	.926
2	The company offers other services but actually it is not what company promises to customers	3.13	1.506
3	Companies offer promotional information other than those that are actually offered when they get the service	4.07	1.033
4	The company suggests that available services are limited to motivate customers to buy	4.33	.900
5	Don't consider company's commitments with the customers	2.80	1.265
6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise	4.07	1.033
7	Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement	3.33	1.291
8	The service is offered in an attractive and elegant way to hide its flaws	4.33	.900
9	A lot of marketers are practiced deception and misinformation	4.00	1.254
10	The company stimulates free subscription in some offers and then begins to deduct part of the balance	3.87	1.246
11	Advertised prices do not suggest quality of service	4.20	.775
12	The company offers services at a high price to suspicion the customer's have the high quality services	3.87	1.302
13	The customer participates in the service for a limited period and then upon expired the subscription continues without asking the	3.33	1.397

	service		
14	The company uses price announcements with discounts that do not match the reality when purchasing	3.33	1.175
15	Seems like the price of service is the lowest level but actually it is highest level during the advertisement	3.07	1.280
16	The marketer offers a low quality service at a high price, being sold in upscale stores	4.00	1.069
17	The company provides unclear and accurate information about the real costs of the services provided	3.53	1.187
18	That the high price is to expand the consumer's need in our survey	4.60	.632
19	The company makes virtual discount advertisements in order to include customers in the market cycle	3.73	1.438
20	The company conducts virtual or non-realistic competitions with their advertising	3.40	1.404
21	Salespeople deceives the customers with misleading information display methods to conceal defects and push customers to buy	3.93	.884
22	The company provides misleading advertising information to customers	3.73	.799
23	Having subscribed to the services provided by the companies, he discovered that many of the benefits promised by them had not materialized	3.73	1.223
24	Sales men are interested in the service marketing without paying attention to the accuracy of the information provided	3.60	1.242
25	The information contained in the advertisements is characterized by exaggeration and description of the reality of the service without what it is	4.00	1.000
26	The company informs you that you won an award and then discovers that the profit is accompanied by an unspoken requirement to subscribe to the service	3.47	1.767
27	The company uses misleading promotional methods of information in order to conceal defects and to pay customers to participate	4.13	.915
28	Sales representatives in the company deal in a manner that suggests that the service provided is of high quality and the reality is not	3.87	1.302
29	The company exaggerated their service offers in various ways but the quality of the product is just ordinary	4.07	1.223
30	The company uses price announcements with discounts that do not match the reality when subscribing	3.53	1.187
31	The company offers non-sincere promotional advertising information to customers such as change in prices, services and conditions	3.73	1.335
32	The company is trying to promote its services in various ways in order to attract new customers regardless of the honesty in	3.73	1.100

	the transaction or the advertising tool used		
33	The company highlights some of the services so that they look distinct from others and they are not	4.00	1.134
34	The company promotes the service as the best in comparison to the services of competing companies and it is not so	4.27	1.280
35	The company has branches for support services and enquiries, but the quality of the service may vary from one branch to another	4.20	.775
36	Although the company claims that the service offers fast, but in reality it is not	3.67	1.175
37	The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality	3.87	.834
38	The marketer highlights some of the features of the service in order to look attractive and it's not	3.47	1.407
39	Company branches are located at all points announced by the company	3.07	.961
40	The company attaches importance to image of their employees in order to give the feeling that their service is high quality	3.87	1.187
41	A quality environment has been provided for air conditioning and lighting, but service provided the reverse	4.13	.516
42	The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level	4.13	1.246
43	Employees of the company resort to communicating with the consumer in a comfortable language in order to mislead him	3.27	1.438
44	The marketer deliberately does not provide sufficient information on alternative services to guide the consumer to a specific option	3.80	1.146
45	Owners of commercial enterprises seek to establish certain practices in order to make more profits	3.87	.915
46	Business owners reduce the cost of services and provide them without considering the quality of services and others	4.13	.834
47	The procedures of the business owners are not correct, clear and reliable	3.27	1.163
General Arithmetic Average		3.777234043	

Table (3.9) confirms that the arithmetic averages of the respondents' responses ranged from (2.80 – 4.60) to standard deviations between (0.516 - 1.506) and to a high degree of appreciation, and above to paragraph (18), which states that "the high price is often used for consumer needs", while The lowest arithmetic average was for paragraph (5), which states that "the company defaults on its promises with

customers", while the arithmetic mean of the internet sector paragraphs as a whole is (3.777234043).

Table 3.10: Aritmetic averages and Standard Deviation Show all the Deception About the Healthcare Places

No.	Phrases	Arithmetic Mean	Standard Deviation
1	The company invite that its services are of high quality other than what is actual	3.89	.994
2	The company offers other services but actually it is not what company promises to customers	3.05	1.268
3	Companies offer promotional information other than those that are actually offered when they get the service	3.32	1.416
4	States that the company makes the feeling the service framework offered to encourage customers to shop is limited survey	3.26	1.284
5	Don't consider company's commitments with the customers	2.84	1.119
6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise	3.21	1.182
7	Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement	2.79	1.228
8	The service is offered in an attractive and elegant way to hide its flaws	2.95	1.268
9	A lot of marketers are practiced deception and misinformation	3.11	1.329
10	The company stimulates free subscription in some offers and then begins to deduct part of the balance	3.53	1.264
11	Advertised prices do not suggest quality of service	3.21	1.032
12	The company offers services at a high price to suspicion the customer's have the high quality services	3.11	1.329
13	The customer participates in the service for a limited period and then upon expired the subscription continues without asking the service	3.00	1.247
14	The company uses price announcements with discounts that do not match the reality when purchasing	3.05	1.079
15	Seems like the price of service is the lowest level but actually it is highest level during the advertisement	3.05	1.268
16	The marketer offers a low quality service at a high price, being sold in upscale stores	3.37	1.342
17	The company provides unclear and accurate information about the real costs of the services provided	3.21	1.182
18	That the high price is to expand the consumer's need in our survey	3.16	1.344

19	The company makes virtual discount advertisements in order to include customers in the market cycle	3.32	1.529
20	The company conducts virtual or non-realistic competitions with their advertising	3.16	1.675
21	Salespeople deceives the customers with misleading information display methods to conceal defects and push customers to buy	2.89	1.449
22	The company provides misleading advertising information to customers	3.11	1.595
23	Having subscribed to the services provided by the companies, he discovered that many of the benefits promised by them had not materialized	2.84	1.344
24	Sales men are interested in the service marketing without paying attention to the accuracy of the information provided	2.89	1.370
25	The information contained in the advertisements is characterized by exaggeration and description of the reality of the service without what it is	2.89	1.410
26	The company informs you that you won an award and then discovers that the profit is accompanied by an unspoken requirement to subscribe to the service	3.00	1.155
27	The company uses misleading promotional methods of information in order to conceal defects and to pay customers to participate	3.05	1.353
28	Sales representatives in the company deal in a manner that suggests that the service provided is of high quality and the reality is not	3.21	1.437
29	The company exaggerated their service offers in various ways but the quality of the product is just ordinary	3.21	1.398
30	The company uses price announcements with discounts that do not match the reality when subscribing	3.26	1.098
31	The company offers non-sincere promotional advertising information to customers such as change in prices, services and conditions	2.84	1.214
32	The company is trying to promote its services in various ways in order to attract new customers regardless of the honesty in the transaction or the advertising tool used	3.11	1.243
33	The company highlights some of the services so that they look distinct from others and they are not	3.11	1.370
34	The company promotes the service as the best in comparison to the services of competing companies and it is not so	3.11	1.286
35	The company has branches for support services and enquiries, but the quality of the service may vary from one branch to another	3.63	1.300
36	Although the company claims that the service offers fast, but in reality it is not	3.11	1.286
37	The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality	3.74	1.046

38	The marketer highlights some of the features of the service in order to look attractive and it's not	3.32	1.204
39	Company branches are located at all points announced by the company	3.11	1.100
40	The company attaches importance to image of their employees in order to give the feeling that their service is high quality	4.21	.535
41	A quality environment has been provided for air conditioning and lighting, but service provided the reverse	3.58	1.121
42	The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level	4.00	.816
43	Employees of the company resort to communicating with the consumer in a comfortable language in order to mislead him	3.63	1.116
44	The marketer deliberately does not provide sufficient information on alternative services to guide the consumer to a specific option	3.42	.769
45	Owners of commercial enterprises seek to establish certain practices in order to make more profits	4.00	.816
46	Business owners reduce the cost of services and provide them without considering the quality of services and others	3.68	1.003
47	The procedures of the business owners are not correct, clear and reliable	3.79	.918
General Arithmetic Average		3.26234026	

As we can see in Table (3.10) arithmetic average of individual responses in this study sample ranged from (2.79 - 4.21) With the standard deviation, these values are between (0.535 - 1.675). Article (40) of the survey states that "the company attaches importance to image of their employees in order to give the feeling that their service is high quality". In the 7th item, the arithmetic average is at lowest level. Article (7) as follows: "Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement". The arithmetic average of the healthcare places according to result we reach (3.26234026).

Table 3.11: Aritmetic Averages and Standard Deviations Show all the Deception about Universities' Marketing

No.	Phrases	Arithmetic Mean	Standard Deviation
1	The company invite that its services are of high quality other than what is actual	3.56	1.031
2	The company offers other services but actually it is not what company promises to customers	3.50	1.155
3	Companies offer promotional information other than those that are actually offered when they get the service	3.38	1.258
4	States that the company makes the feeling the service framework offered to encourage customers to shop is limited survey	3.75	1.342
5	Don't consider company's commitments with the customers	3.31	1.078
6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise	3.56	1.031
7	Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement	3.25	0.856
8	The service is offered in an attractive and elegant way to hide its flaws	3.69	1.138
9	A lot of marketers are practiced deception and misinformation	3.56	1.031
10	The company stimulates free subscription in some offers and then begins to deduct part of the balance	3.69	1.195
11	Advertised prices do not suggest quality of service	3.63	1.088
12	The company offers services at a high price to suspicion the customer's have the high quality services	3.88	1.310
13	The customer participates in the service for a limited period and then upon expired the subscription continues without asking the service	3.69	1.302
14	The company uses price announcements with discounts that do not match the reality when purchasing	3.50	1.211
15	Seems like the price of service is the lowest level but actually it is highest level during the advertisement	3.44	1.209
16	The marketer offers a low quality service at a high price, being sold in upscale stores	3.50	1.265
17	The company provides unclear and accurate information about the real costs of the services provided	3.44	1.153
18	That the high price is to expand the consumer's need in our survey	3.56	1.263
19	The company makes virtual discount advertisements in order to include customers in the market cycle	3.81	1.276
20	The company conducts virtual or non-realistic competitions with their advertising	3.50	1.155

21	Salespeople deceives the customers with misleading information display methods to conceal defects and push customers to buy	3.44	1.459
22	The company provides misleading advertising information to customers	3.50	1.155
23	Having subscribed to the services provided by the companies, he discovered that many of the benefits promised by them had not materialized	3.75	1.065
24	Sales men are interested in the service marketing without paying attention to the accuracy of the information provided	3.69	1.302
25	The information contained in the advertisements is characterized by exaggeration and description of the reality of the service without what it is	3.81	1.167
26	The company informs you that you won an award and then discovers that the profit is accompanied by an unspoken requirement to subscribe to the service	3.38	1.310
27	The company uses misleading promotional methods of information in order to conceal defects and to pay customers to participate	3.56	1.153
28	Sales representatives in the company deal in a manner that suggests that the service provided is of high quality and the reality is not	3.31	1.138
29	The company exaggerated their service offers in various ways but the quality of the product is just ordinary	3.94	1.237
30	The company uses price announcements with discounts that do not match the reality when subscribing	3.31	1.302
31	The company offers non-sincere promotional advertising information to customers such as change in prices, services and conditions	3.31	1.302
32	The company is trying to promote its services in various ways in order to attract new customers regardless of the honesty in the transaction or the advertising tool used	3.44	1.263
33	The company highlights some of the services so that they look distinct from others and they are not	3.63	1.310
34	The company promotes the service as the best in comparison to the services of competing companies and it is not so	3.63	1.310
35	The company has branches for support services and enquiries, but the quality of the service may vary from one branch to another	3.63	1.088
36	Although the company claims that the service offers fast, but in reality it is not	3.50	1.211
37	The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality	3.63	1.088
38	The marketer highlights some of the features of the service in order to look attractive and it's not	3.50	1.265
39	Company branches are located at all points announced by the company	3.19	1.328

40	The company attaches importance to image of their employees in order to give the feeling that their service is high quality	3.75	1.342
41	A quality environment has been provided for air conditioning and lighting, but service provided the reverse	3.31	1.195
42	The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level	3.81	1.167
43	Employees of the company resort to communicating with the consumer in a comfortable language in order to mislead him	3.75	1.342
44	The marketer deliberately does not provide sufficient information on alternative services to guide the consumer to a specific option	3.31	1.448
45	Owners of commercial enterprises seek to establish certain practices in order to make more profits	3.69	1.250
46	Business owners reduce the cost of services and provide them without considering the quality of services and others	3.56	1.153
47	The procedures of the business owners are not correct, clear and reliable	3.56	1.209
General Arithmetic Average		3.555	

According to table (3.11) we can say that arithmetic average in individual responses sample ranged from (3.19 - 3.94). With the standard deviation, these values between (0.856 – 1.459), it means a high degree. Article (29) of the Questionnaire states that "The company exaggerated their service offers in various ways but the quality of the product is just ordinary". In the (39th) item, the arithmetic average is at the lowest level. This article: "Company branches are located at all points announced by the company". The arithmetic average of the survey items for the universities as result we reach (3.555).

Table 3.12: Aritmetic Averages and Standard Deviation Show all the Deception about Application Sector’s Marketing

No.	Phrases	Arithmetic Mean	Standard Deviation
1	The company invite that its services are of high quality other than what is actual	3.67	.970
2	The company offers other services but actually it is not what company promises to customers	3.83	1.150
3	Companies offer promotional information other than those that are actually offered when they get the service	3.89	1.132
4	States that the company makes the feeling the service framework offered to encourage customers to shop is limited survey	3.56	1.042

5	Don't consider company's commitments with the customers	4.06	.998
6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise	4.00	.767
7	Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement	3.78	1.060
8	The service is offered in an attractive and elegant way to hide its flaws	4.00	1.029
9	A lot of marketers are practiced deception and misinformation	4.06	.998
10	The company stimulates free subscription in some offers and then begins to deduct part of the balance	3.83	.857
11	Advertised prices do not suggest quality of service	4.17	.707
12	The company offers services at a high price to suspicion the customer's have the high quality services	4.00	.840
13	The customer participates in the service for a limited period and then upon expired the subscription continues without asking the service	3.56	.922
14	The company uses price announcements with discounts that do not match the reality when purchasing	3.94	.725
15	Seems like the price of service is the lowest level but actually it is highest level during the advertisement	2.89	1.410
16	The marketer offers a low quality service at a high price, being sold in upscale stores	3.67	1.085
17	The company provides unclear and accurate information about the real costs of the services provided	3.89	.758
18	That the high price is to expand the consumer's need in our survey	4.33	1.138
19	The company makes virtual discount advertisements in order to include customers in the market cycle	4.39	.778
20	The company conducts virtual or non-realistic competitions with their advertising	3.61	.916
21	Salespeople deceives the customers with misleading information display methods to conceal defects and push customers to buy	3.89	.832
22	The company provides misleading advertising information to customers	3.39	.979
23	Having subscribed to the services provided by the companies, he discovered that many of the benefits promised by them had not materialized	3.89	1.079
24	Sales men are interested in the service marketing without paying attention to the accuracy of the information provided	3.33	1.237
25	The information contained in the advertisements is characterized by exaggeration and description of the reality of the service without what it is	3.50	.985
26	The company informs you that you won an award and then discovers that the profit is accompanied by an unspoken	3.17	1.383

	requirement to subscribe to the service		
27	The company uses misleading promotional methods of information in order to conceal defects and to pay customers to participate	3.56	1.042
28	Sales representatives in the company deal in a manner that suggests that the service provided is of high quality and the reality is not	3.78	1.060
29	The company exaggerated their service offers in various ways but the quality of the product is just ordinary	3.72	.895
30	The company uses price announcements with discounts that do not match the reality when subscribing	3.89	1.132
31	The company offers non-sincere promotional advertising information to customers such as change in prices, services and conditions	3.61	.979
32	The company is trying to promote its services in various ways in order to attract new customers regardless of the honesty in the transaction or the advertising tool used	3.61	1.092
33	The company highlights some of the services so that they look distinct from others and they are not	4.11	1.023
34	The company promotes the service as the best in comparison to the services of competing companies and it is not so	4.06	.873
35	The company has branches for support services and enquiries, but the quality of the service may vary from one branch to another	3.94	.639
36	Although the company claims that the service offers fast, but in reality it is not	3.56	1.149
37	The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality	3.83	.707
38	The marketer highlights some of the features of the service in order to look attractive and it's not	3.61	.850
39	Company branches are located at all points announced by the company	3.56	.922
40	The company attaches importance to image of their employees in order to give the feeling that their service is high quality	3.00	1.495
41	A quality environment has been provided for air conditioning and lighting, but service provided the reverse	3.56	1.042
42	The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level	4.00	.907
43	Employees of the company resort to communicating with the consumer in a comfortable language in order to mislead him	3.56	1.097
44	The marketer deliberately does not provide sufficient information on alternative services to guide the consumer to a specific option	3.72	1.074
45	Owners of commercial enterprises seek to establish certain practices in order to make more profits	4.39	.698

46	Business owners reduce the cost of services and provide them without considering the quality of services and others	3.94	.998
47	The procedures of the business owners are not correct, clear and reliable	3.83	.924
General Arithmetic Average		3.76893617	

We indicate in table (3.12) arithmetic average in individual responses that varied between (2.89 – 4.39). These values vary between (0.639 - 1.495) with standard deviation. This is a high rating for application sector. In article (19): "The company makes virtual discount advertisements in order to include customers in the market cycle". The article (45) following this article "Owners of commercial enterprises seek to establish certain practices in order to make more profits". Article (15) is the lowest in the arithmetic averages and this article "Seems like the price of service is the lowest level but actually it is highest level during the advertisement". The arithmetic average of the survey items related to the commitment sector and according to result it is (3.76893617).

Table 3.13: Aritmetic Averages and Standard Deviation Show all the Deception about Pravite Companies Marketing

Sector/Average Arithmetic	Service Deception	Pricing Deception	Promo Deception	Distributive Deception	Deception in the Physical environment	Deception in Personnel and Operations
Banks	3.76	3.9777	3.935	3.88	4.266	4.168
Hotels	3.2811	3.1966	3.17625	3.742	4.0433	3.588
Internet	3.7844	3.7555	3.8075	3.656	4.0433	3.668
Health	3.1577	3.1877	3.0625	3.382	3.93	3.704
Universities	3.5066	3.592	3.563125	3.49	3.6233	3.574
Contracting	3.872	3.808	3.719375	3.7	3.52	3.888
General Arithmetic Average	3.5603	3.58625	3.5439	3.6416	3.9043	3.765

To the table (3.13) show us that the arithmetic average in the service deceit of individuals varies between (3.158 – 3.870). But deception at rates (3.187 – 3.978); deception by presentation (3.0625 – 3.935); cheating in distribution (3.379 – 3.88); cheating in the physical environment (3.519 – 4.266); cheating to employees and

practices is between (3.575 – 4.168). The overall average for all of these types of deception is as explained in the upper part of the table. Shows that arithmetic means according to the responses of the individuals in the study sample.

3.2.1.1. First Sub Hypothesis

There are no cases of marketing deception that respond to the question of first sub-hypothesis and that are applied in the service products by the private service sectors: Is there any marketing deception in the service sector in Duhok City?

Table 3.14: Arithmetic Averages, Standard Deviation and Test Values in The Service Products

No.	Phrases	Arithmetic Mean	Standard Deviation	Value (t)	Statistical Significance
1	The company invite that its services are of high quality other than what is actual	3.79	1.076	36.952	0.000
2	The company offers other services but actually it is not what company promises to customers	3.42	1.237	28.984	0.000
3	Companies offer promotional information other than those that are actually offered when they get the service	3.59	1.199	31.422	0.000
4	states that the company makes the feeling the service framework offered to encourage customers to shop is limited survey	3.82	1.077	37.192	0.000
5	Don't consider company's commitments with the customers	3.22	1.237	27.288	0.000
6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise	3.56	1.071	34.894	0.000
7	Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement	3.34	1.206	29.013	0.000
8	The service is offered in an attractive and elegant way to hide its flaws	3.75	1.145	34.311	0.000
9	A lot of marketers are practiced deception and misinformation	3.62	1.149	33.020	0.000
General Arithmetic Average		3.5677	—	32.564	0.000

From Table (3.14), we understand that the arithmetic average of the responses of the individuals' sample to the questionnaire varies between (3.22 - 3.82). With the

standard deviation, these values are at (1.071 - 1.237) level and it is also very high evaluation. Article (4) in the Questionnaire "States that the company makes the feeling the service framework offered to encourage customers to shop is limited survey". In this section, the lowest average in Article (5), which is "Don't consider company's commitments with the customers". The arithmetic average of the survey items related to the deception in service as (3.5677) and is quite high. The evaluation of the test items related to the deception in the service statistical indicator for all items. As a matter of fact, the general arithmetic average of the items related to the deception and which has reached to (32.564). This is ($\alpha \leq 0.05$) level in the statistical indicator. Therefore, this suggests that the existence of the deception in service products provided by the companies and, in addition, the first sub-hypothesis must be rejected and that counter hypothesis claims there are cases of marketing deception in the service products applied in the special service sector is accepted it.

3.2.1.2. Second Sub Hypothesis

According to this hypothesis that responds to the second question of the study, there are no cases of marketing deception applied by the private service sector in the prices: Is there any marketing deception in the services sector in Duhok City?

Table 3.15: Arithmetic Avarages, Standard Deviation Test of Price Deception

No.	Phrases	Arithmetic Mean	Standard Deviation	Value (t)	Statistical Significance
1	The company stimulates free subscription in some offers and then begins to deduct part of the balance	3.60	1.127	33.508	0.000
2	Advertised prices do not suggest quality of service	3.79	.978	40.667	0.000
3	The company offers services at a high price to suspicion the customer's have the high quality services	3.71	1.176	33.085	0.000
4	The customer participates in the service for a limited period and then upon expired the subscription continues without asking the service	3.43	1.169	30.753	0.000
5	The company uses price announcements with discounts that do not match the reality when purchasing	3.48	1.139	32.055	0.000
6	Seems like the price of service is the lowest level but actually it is highest level during the advertisement	3.27	1.292	26.577	0.000

7	The marketer offers a low quality service at a high price, being sold in upscale stores	3.72	1.158	33.664	0.000
8	The company provides unclear and accurate information about the real costs of the services provided	3.58	1.160	32.375	0.000
9	That the high price is to expand the consumer's need in our survey	3.87	1.205	33.713	0.000
General Arithmetic Average		3.6055	—	32.933	0.000

Table (3.15) shows that the arithmetic averages of the responses sample were between (3.27 - 3.87) and the standard deviations were as high as (0.978 - 1.292). In Article (9) questionnaire, it is stated "That the high price is to expand the consumer's need in our survey". The lowest average is in Article (6) questionnaire this article states that "Seems like the price of service is the lowest level but actually it is highest level during the advertisement". The arithmetic average of price deception is (3.6065) as a whole. The test of price deception is a statistical evidence for all survey items. As a matter of fact, the t test value of the general arithmetic average for the price deception is (32.933) and its statistical value reach ($\alpha \leq 0.05$) level. This indicates the existence of deception by companies. This leads to the rejection of the second sub-hypothesis confirming the existence of cases of marketing deception in the private companies.

3.2.1.3. Third Sub Hypothesis

There are no marketing deception cases practiced in the promotion of services in the private sector, which answers the question of sub-study III: Is there a marketing deception in the promotional information in the private services sector in Duhok Governorate?

Table 3.16: Arithmetic Average, Standard Deviation and test Values in Introduction

No.	Phrases	Arithmetic Mean	Standard Deviation	Value (t)	Statistical significance
1	The company makes virtual discount advertisements in order to include customers in the market cycle	3.75	1.267	31.014	0.000
2	The company conducts virtual or non-realistic competitions with their advertising	3.29	1.350	25.564	0.000
3	Salespeople deceives the customers with	3.55	1.282	29.078	0.000

	misleading information display methods to conceal defects and push customers to buy				
4	The company provides misleading advertising information to customers	3.45	1.122	32.212	0.000
5	Having subscribed to the services provided by the companies, he discovered that many of the benefits promised by them had not materialized	3.59	1.183	31.831	0.000
6	Sales men are interested in the service marketing without paying attention to the accuracy of the information provided	3.43	1.192	30.151	0.000
7	The information contained in the advertisements is characterized by exaggeration and description of the reality of the service without what it is	3.55	1.162	32.083	0.000
8	The company informs you that you won an award and then discovers that the profit is accompanied by an unspoken requirement to subscribe to the service	3.36	1.304	27.046	0.000
9	The company uses misleading promotional methods of information in order to conceal defects and to pay customers to participate	3.69	1.147	33.739	0.000
10	Sales representatives in the company deal in a manner that suggests that the service provided is of high quality and the reality is not	3.55	1.162	32.083	0.000
11	The company exaggerated their service offers in various ways but the quality of the product is just ordinary	3.75	1.079	36.411	0.000
12	The company uses price announcements with discounts that do not match the reality when subscribing	3.58	1.112	33.785	0.000
13	The company offers non-sincere promotional advertising information to customers such as change in prices, services and conditions	3.38	1.211	29.279	0.000
14	The company is trying to promote its services in various ways in order to attract new customers regardless of the honesty in the transaction or the advertising tool used	3.61	1.118	33.864	0.000
15	The company highlights some of the services so that they look distinct from others and they are not	3.73	1.172	33.344	0.000
16	The company promotes the service as the best in comparison to the services of competing companies and it is not so	3.70	1.193	32.532	0.000
General Arithmetic Average		3.56	—	31.501	0.000

In table (3.16) supports that the arithmetic averages of the answers given between (3.29 – 3.75). Also with the standard deviation, these values are between

(1.075 – 1.35). Article (1) in this section questionnaire is "The company's making virtual discount and advertisements in order to ensure a certain participation customer in the shopping cycle of survey". Later on, the (11th) item is "The company exaggerated their service offers in various ways but the quality of the product is just ordinary". The lowest arithmetic mean is related to item (2). This article is in the form of "The company conducts virtual or non-realistic competitions with their advertising". The value in the marketing deception related to the promotional information is very high evaluation at (3.56). Test values of substances related to marketing deception are a statistical indicator for all substances. As a matter of fact, for the general arithmetic meaning is promotional deception, test value is at the same level. This value is ($\alpha \leq 0.05$) and has a statistical display. This indicates the existence of the deception by the companies in the promotion of the services and leads to the rejection of the third consecutive hypothesis, while at the same time leading to the adoption of the counter-thesis which reinforces existence cases of marketing deception in the introductory information provided by the private service sector.

3.2.1.4. Fourth Sub Hypothesis

There are no cases of marketing deception in the distribution services that respond to the fourth consecutive question and applied in the private services. Is there any marketing deception in the distribution services in the private services in Duhok City?

Table 3.17: Arithmetic Averages, Standard Deviation and Test Values in the Distribution

No.	Phrases	Arithmetic Mean	Standard Deviation	Value (t)	Statistical Significance
1	The company has branches for support services and enquiries, but the quality of the service may vary from one branch to another	3.71	1.095	35.527	0.000
2	Although the company claims that the service offers fast, but in reality it is not	3.49	1.171	31.264	0.000
3	The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality	3.87	0.910	44.646	0.000
4	The marketer highlights some of the features of the service in order to look attractive and it's not	3.70	1.122	34.601	0.000

5	Company branches are located at all points announced by the company	3.50	1.047	35.059	0.000
General Arithmetic Average		3.654	—	36.2194	0.000

Table (3.17) shows that the arithmetic average of the responses sample is between (3.49 – 3.87). With standard deviations this value is between (0.910 – 1.171) and is quite high. The article (3) is "The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality". The lowest arithmetic meaning is related to item (2). This article, "Although the company claims that the service offers fast, but in reality it is not". The arithmetic average of all articles of the marketing deception is a high level of (3.654) as a whole. Test of substances related to distribution deception is a statistical indicator for all substances. In fact, test value, arithmetical average of the distribution deception is (36.2194). This is ($\alpha \leq 0.05$) statistical indicators. It existence of the deception in the distribution of services by companies, as well as the rejection of the fourth consecutive hypothesis and the hypothesis that opposite to reinforces of existence cases for marketing deception in the distribution of the private services.

3.2.1.5. Fifth Sub Hypothesis

There are no cases of marketing deception applied in the private service sector. The trial responds to the fifth consecutive question: Does the private sector in Duhok City have any physical deception in marketing?

Table 3.18: Aritmetic Average Related to Physical Environment, Standard Deviation and Test Values

No.	Phrases	Arithmetic Mean	Standard Deviation	Value (t)	Statistical Significance
1	The company attaches importance to image of their employees in order to give the feeling that their service is high quality	3.89	1.103	36.986	0.000
2	A quality environment has been provided for air conditioning and lighting, but service provided the reverse	3.77	1.020	38.807	0.000
3	The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level	4.12	0.916	47.151	0.000
General Arithmetic Average		3.926	—	40.98133	0.000

According to Table (3.18) the arithmetic averages of sample questions ranged from (3.77 - 4.12). With standard deviations, these values vary between (0.916 - 1.103). This is a high-grade assessment. Article (3) section states that, "The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level". The lowest average relates to item (2). Article (2) states: "A quality environment has been provided for air conditioning and lighting, but service provided the reverse". The arithmetic average for the physical environment reach (3.926) and it is also high evaluation. Test values of the questionnaires related to physical environment and statistical indicator for all items. The general arithmetic mean is cheating in physical environment is a test at (≤ 0.05) level as a statistical indicator. This shows that companies are cheating by using the physical environment, while leading to the rejection sub-hypothesis and the acceptance of the counter hypothesis that there are cases of marketing deception in the private services.

3.2.1.6. Sixth Sub Hypothesis

There are no cases of marketing deception practiced in the procedures, processes and employees of the private sector, which answers the question of the fifth sub-study: Is there a marketing deception in the procedures and operations and employees in the private sector in Duhok Governorate?

**Table 3.19: Aritmetic Average, Standard Deviation and Test Values
Related to Employees, Procedures And Implementations**

No.	Phrases	Arithmetic Mean	Standard Deviation	Value (t)	Statistical Significance
1	Employees of the company resort to communicating with the consumer in a comfortable language in order to mislead him	3.75	1.151	34.216	0.000
2	The marketer deliberately does not provide sufficient information on alternative services to guide the consumer to a specific option	3.68	1.031	37.454	0.000
3	Owners of commercial enterprises seek to establish certain practices in order to make more profits	4.00	0.938	44.703	0.000
4	Business owners reduce the cost of services and provide them without considering the quality of services and others	3.89	0.961	42.459	0.000
5	The procedures of the business owners are not correct, clear and reliable	3.66	1.016	37.813	0.000
General Arithmetic Average		3.796	—	39.329	0.000

In table (3.19) we can say that the arithmetic averages of sample questions ranged between (3.66 - 4.00). With standard deviations, these values are between (0.938 – 1.151) and a high grade evaluation. Article (3) states "Owners of commercial enterprises seek to establish certain practices in order to make more profits". The lowest arithmetic average is related to item (5). This clause is "the procedures of the business owners are not correct, clear and reliable". The arithmetic average of items related to employees, procedures and practices reaches (3.796) and it is a high-grade assessment. The survey questions related to employees, practices and procedures are a statistical indicator for all items. Again, the arithmetic average of employees, practices and procedures in relation to test is ($\alpha \leq 0.05$) level as a statistical indicator. This shows that companies are cheating in terms of practices, procedures, and employees, but leads to the rejection of the sixth sub-hypothesis and acceptance of the counter-hypothesis that there is a marketing deception in employees, procedures and practices in the private services.

3.2.2. Second Main Hypothesis

From view of the customers, there is statistical evidence of the effect of the marketing deception cases on the formation of the mental image in the service providers of the special service sector in Duhok City (service products, service fees, promotional information, distribution, physical environment, procedures, practices and employees). This judiciary responds to the second main hypothesis of the study: Does the marketing deception effect all forms (service products, service fees, promotional information, distribution, physical environment, procedures, practices and employees) on the development of mental image in customers?

Table 3.20: Simple Regression and Anova Variation on the Effects of Mental Image in Marketing

(R) Link	(R2) Selection Coefficient	F Calculated	B Gradient Coefficient	DF Degrees of Freedom	Sig * Level of Indication
.364	.132	16.471	.132	1	.000
				108	
				109	

Statistically Significant at Level ($\alpha \leq 0.05$).

The simple regression analysis method in Table (3.20) was used to test the second main hypothesis. Because the results of statistical analysis (service products, service fees, publicity information, distribution, physical environment, employees, applications) revealed that the marketing deception effect in the presence of a particular mental image fiction in customers. In fact, the correlation has reached (R) (0.364) and it has ($\alpha \leq 0.05$) level. The coefficient of selection reaches to (R²) (0.132). We can say (0.364) mental image creation value is the result of all kinds of marketing deception. Indeed, the effect value is (β) (0364). This means that a single degree increase in marketing deception leads to a more negative mental image, while confirming the effect of abstract (F) value. ($\alpha \leq 0.05$) level has gained statistical significance.

Table 3.21: Expression Methods of Mental Image in the Study

No.	Phrases	Arithmetic Mean	Standard Deviation
1	I hesitate to buy a product if my friends have a bad experience with the company	3.97	1.184
2	Marketing deception affects the extent to which the product is accepted and convinced	3.75	1.094
3	I don't repeat the purchase if I exposed to any kind of deception	4.15	1.091
4	I accept the deception that when the marketer makes easy payment for customer	2.91	1.310
5	I accept deception from the marketer if the quality of the product is high compared to other goods	3.27	1.180
6	I accept deception from the marketer if there are no substitutes or options for the products required	3.15	1.203
7	I accept deception from the marketer if the price of the product is less than the competitive products	3.07	1.179
8	I accept the deception from the marketer if there are free samples of the product or invitation for a contest or trip	3.22	1.207
9	The marketer resorts to raising consumer worries and concerns through commercial advertising for a purchase payment	3.40	1.085
10	I accept deception from the marketer if the shopping place is close and convenient for me	3.15	1.363
	Total Arithmetic Average	3.404	

Table (3.21) shows that arithmetic averages of the expressions used in the evaluation for second main hypothesis related to the effect of all varieties about marketing deception and formation of mental image in customers. The general

arithmetic average of the survey items mentioned here is (3.404) and this indicate a high-grade assessment according to the criteria adopted for the study referred to in table (2), which means marketing deception has a share for negative mental image formation of the customers, as known that the article (3) "I don't repeat the purchase if I exposed to any kind of deception ". As a matter of fact, the arithmetic's meaning is when the expression reach to (4.15). The lowest average is related to item (4) and (2.91). This article: "I accept the deception that when the marketer makes easy payment for customer".

3.2.2.1. First Sub Hypothesis

There is no statistical indication that private services in Duhok City is effective in the marketing deception cases and the products formation of mental image on customers. This judiciary is addressed to the first sub-hypothesis: Is there any effect of marketing deception on the formation of a particular mental image in the service products?

Table 3.22: Anova Variation and Simple Regression Test Results Effect of Mental Image in Marketing Production

(R) Link	(R2) Selection Coefficient	F Calculated	B Gradient Coefficient	DF Degrees of Freedom	Sig * Level of Indication
.200	.040	4.522	.197	1	.036
				108	
				109	

Statistically Significant at Level ($\alpha \leq 0.05$).

To test this hypothesis, the first sub-hypothesis of the study was answered, while the simple regression analysis in Table (3.22) was used. The results show the existence of the deception in service products in the special service sectors in Duhok City as a statistical indicator. In fact, correlation coefficients reach R (0.200). The selection coefficient reaches R2 (0.040). The value of the change in the deception service products, which is (0.200), leads to a negative change in the mental image formation. The value of effect was reported as (0.200). This means that there is a level of increase in the level of cheating and a level of marketing deception in service level and it reach a negative mental image level in the amount of (0.200). This effect confirms the abstract value of (F) at ($\alpha \leq 0.05$). In addition, the negative effects

caused by marketing deception cases in service products confirm the existence of customers with negative mental image. Therefore, rejecting the null hypothesis and accepting the alternative hypothesis impact reveal of the deception on customers' mental images in relation to service products.

3.2.2.2. Second Sub Hypothesis

The marketing deception implemented the prices in the service places of Duhok City it has no statistically significant effect on the construction of the mental image” it is trying to answer the second sub-question: Is the marketing deception effective on the prices when it is creating a certain mental image of customers?

Table 3.23: Simple Regression and Anova Variation on the Effect of Pricing

(R) Link	(R2) Selection Coefficient	F Calculated	B Gradient Coefficient	DF Degrees of Freedom	Sig * Level of Indication
.306	.094	11.187	.290	1	.001
				108	
				109	

Statistically Significant at Level ($\alpha \leq 0.05$).

In order to test this hypothesis, second sub-question was answered simple regression analysis and that was used in Table (3.23). The results showed that the price deception in the private services in Duhok City has a statistically significant effect. Because the correlation coefficient is R (0.306). The coefficient of selection is (0.094). The value of (0,306) in relation to the deception prices leads to a negative change in the formation of the mental image. The effect value is β (0.306). This means that a single degree increase in the price deception leads to a negative mental image at (0.306). This effect also supports the fact that the (F) abstract value is ($\alpha \leq 0.05$). However, it also supports the existence of negative effects caused by cases of marketing deception in the mental image of customers. Therefore, rejecting the null hypothesis and accepting the alternative hypothesis leads to the conclusion that there is the effect of price deception in the formation of a particular mental image on customers.

3.2.2.3. Third Sub Hypothesis

The promotional information used in the service sector in the province of Duhok City has no significant statistical effect on the formation of the mental image. This hypothesis tries to answer the third sub-question: Is there any effect of marketing deception that has been used in the promotional information in the formation of the mental image in customers?

Table 3.24: Anova Variation and Simple Regression Testing on Introduction Effect of Mental Image

(R) Link	(R2) Selection Coefficient	F Calculated	B Gradient Coefficient	DF Degrees of Freedom	Sig * Level of Indication
.332	.110	13.351	.169	1	.000
				108	
				109	

Statistically Significant at Level ($\alpha \leq 0.05$).

To test this hypothesis, third sub-question of the study was answered and simple regression analysis was used in Table (3.24). The results showed that there was a statistically significant effect of the deception on promotional information in the private sector in Duhok City. Because the coefficient of correlation is R (0.325) and the coefficient of selection (R2) has reached to (0.110). The value of (0.332) for the change in promotional information leads to a negative change in the formation of the mental image. The effect value is β (0.332). This means that one-degree increase in promotional information leads to a negative mental image of (0.332). This effect also supports the fact that the (F) abstract value is ($\alpha \leq 0.05$). However it also supports the existence of negative effects caused by the deception cases in the intimate information of the customers. Therefore rejecting the null hypothesis and accepting the alternative hypothesis leads to the conclusion that there is effect of the deception in the promotional information in the formation of a particular mental image in the customers.

3.2.2.4. Forth Sub Hypothesis

There is no significant statistical effect in the distribution of the mental image in the service places in Duhok City. This hypothesis tries to answer the question of the fourth sub-hypothesis.

Table 3.25: Anova Variation Test And Effective Regression on Distribution

(R) Link	(R ²) Selection Coefficient	F Calculated	B Gradient Coefficient	DF Degrees of Freedom	Sig * Level of Indication
.375	.141	17.687	.734	1	.000
				108	
				109	

Statistically Significant at Level ($\alpha \leq 0.05$).

To test this hypothesis, the fourth sub-question of the study was answered and simple regression analysis was used in Table (3.25). The results showed that there was a statistically significant effect of the deception in the distribution of private places in Duhok City. Because the correlation coefficient R is (0.375). The coefficient of selection reached to (0.141). The value (0.375) change in distribution causes a negative change in the formation of the mental image. The impact value is , β (0.375). This means that a degree of increase in distribution leads to a negative mental image of (0.375). This effect also supports the fact that the F abstract value is ($\alpha \leq 0.05$). In addition, it supports the existence of negative effects caused by cases of distribution deception in the mental image of customers. Therefore, rejecting the null hypothesis and accepting the alternative hypothesis would lead to the conclusion that there is effect of the distribution deception in the formation of a particular mental image.

3.2.2.5. Fifth Sub Hypothesis

There is no statistically significant effect of the cases of marketing deception practiced in the physical environment in the services sector in Duhok city in the building of the mental image, where this hypothesis tries to answer the question of the fifth sub-study: Is the marketing deception in the physical environment impact in the building a specific mental image of customers.

Table 3.26: Simple Regression and Contrast (Anova) of The Effect of Deception on The Physical Environment in The Building of The Mental Image

(R) Link	(R2) Selection Coefficient	F Calculated	B Gradient Coefficient	DF Degrees of Freedom	Sig * Level of Indication
.406	.165	21.361	1.230	1	.000
				108	
				109	

Statistically Significant at Level ($\alpha \leq 0.05$).

To test this hypothesis the question of the fifth sub-study was used the Simple regression analysis table (3.26), where the results showed a statistically significant effect of the deception of the physical environment in the private services sector in Duhok city if the correlation coefficient R (0.406). The R2 identification coefficient (0.165), that is, the value (0.406) of the change in deception in the physical environment leads to a change in the building of the mental image in a negative direction, and the value of the effect β (0.406), which means that the increase by one degree of deception with the physical environment leads to the construction of a negative mental image (0.406), this effect confirms the moral value (F) at the level ($\alpha \leq 0.05$), confirming the negative effects of the cases of marketing deception at the level of the physical environment in the mental image of the customers, thus rejecting the useless hypothesis and accepting the alternative hypothesis there is a trace of the deception of the physical environment in the building a mental image of customers.

3.2.2.6. Sixth Sub Hypothesis

There is no statistically significant effect of the cases of marketing deception practiced in the ease of procedures and workers in the services sector in Duhok in the building of the mental image, where this hypothesis tries to answer the question of sub-study VI: Is the marketing deception in the ease of procedures Employees have the effect of building a particular mental image of customers.

Table 3.27: Simple Regression and Contrast (Anova) of The Easily Deception Effect of Actions and Personnel in The Building of The Mental Image

(R) Link	(R ²) Selection Coefficient	F Calculated	B Gradient Coefficient	DF Degrees of Freedom	Sig * Level of Indication
.387	.150	19.036	.751	1	.000
				108	
				109	

Statistically Significant at Level ($\alpha \leq 0.05$).

To test this hypothesis the question of the sixth sub-study was used the Simple regression analysis table (3.27), where the results showed a statistically significant effect of deception in the ease of procedures and employees in the private service sector in Duhok city if the correlation coefficient R (0.387). The R² limitation coefficient (0.150), that is, that the value (0.387) of the change in deception easily procedures and workers lead to a change in the building of the mental image in a negative direction, as the value of the effect β (0.387), meaning that the increase by one degree easily deception procedures and workers leads to The construction of a negative mental image (0.387), which confirms the moral value (F) at the level ($\alpha \leq 0.05$), confirming the negative effects of marketing deception on the level of ease of procedures and workers in the mental image of customers, thus rejecting the useless hypothesis and accepting the hypothesis alternative there is a trace of easy deception of procedures and workers in building a mental image of customers.

CONCLUSION

RESULTS AND RECOMMENDATIONS

The topic of this study revolved around "The Impact of Marketing Deception In Building a Mental Image of The Consumer in The Services Market", where the theoretical part of this study was embodied in order to achieve a set of theoretical results as well as to obtain the applied results from the field of study which attached to some of the factors in the service sector in the city of Duhok, the study also reached a set of recommendations that can be presented as follows:-

RESULTS

1- It is clear that there is a deception applied to the customer but in cases when the customer need service then customer accepts deception.

2- There are many unethical marketing practices in mixed marketing elements through various purchases made by the consumer.

3- The legal procedures in this area are gradually carried out by business organizations, although the legislative bodies are among the reasons for the wide range use of marketing deception.

4- The importance of mental image in the realization of the goals for companies but aside from this For some companies, public satisfaction comes first. In order to ensure the satisfaction of the public, companies try to provide their products and services while at the same time trying to ensure the continuity of this satisfaction.

5- In relation to the company, the public should not only know the impression and image but also they should develop the image of the company.

6- The consumer complaints violation his legitimate rights by merchants and organizations. Because traders and organizations only fight among themselves to achieve the biggest gain. Therefore, they need a protection from consumer protection associations to protect consumers from the phenomenon of marketing deception.

7- The results of statistical analysis, as seen in the study sample, service companies in the private service sector resort to a high level of marketing deception in the context of product, price, distribution, promotion, physical environment,

practices and employees. The study reveals that there is a high level of conviction in organizations working with marketing role based on deception methods.

8- There is a statistical effect at the (0.05) indicator level in the significance between the truth of the service provided and the marketing deception applied by commercial companies in the private companies and creating a negative mental image. This means that the greater degree of marketing deception in service delivery, the greater impact on creating a negative mind image.

9- There is a statistical effect on marketing deception applied in determining pricing and the negative mental image of the customers and also private service companies. This shows that the impact on the negative mind image increases as the degree of marketing deception increases.

10- The marketing deception implemented by service companies in the private companies in Duhok City has a statistical effect on the (0.05) indicator level. This leads to a negative image in the minds of customers about companies.

11- There is a statistically significant effect on the (0.05) indicator level between the marketing deception implemented in the service delivery and the negative mental image fiction of the private customer's service companies. This means that the impact of the distribution on the negative mental image fiction increases and also marketing deception increases.

12- There is a statistically significant effect on the (0.05) indicator level between the marketing deception implemented in the physical environment and the negative mental image fiction of the customers service companies in the private sector. This means that the impact of negative mental image fiction increases and also marketing deception increases in physical environment.

13- The service deception and the marketing deception implemented in relation to the employees and the service companies in the private sector have a statistically significant effect on the (0.05) indicator level among the negative mental image fictions of their customers. This shows that the effect on the service delivery process and the increase of the marketing deception.

14- It is also revealed through the statistical analysis method that the highest result appears in the physical environment. An arithmetic mean is (3.926). The lowest result is (3.56) arithmetical average information about the deception.

15- The highest level of deception is in the banking sector as it emerges from the results of statistical analysis.

16- The lowest level of deception, as it arises from the results of the statistical analysis, is related to the health sector.

17- As it is revealed from the results of the statistical analysis, companies concentrate only on realizing their own benefits regardless of the benefit of the customer.

RECOMMENDATIONS

1-When customers are exposed to any deception or deceit, they should be encouraged to communicate.

2- Customer awareness should be increased by means of the press and publication, and how to relate to companies providing services for protection from negative deception.

3- Researchers should be encouraged to further work on marketing deception.

4 - Return to the Islamic law there are a lot of comment about the cheat.

5- The consumer protection associations, the relevant public units. Consumers should be making functional protection and guarantee from deception and deception.

6- whether the catalogs are correct and whether the catalogs contain the things that are promised to the customers.

7- The community and the customer population should be continuously monitored by the companies in terms of the material damage caused by the society and customers.

8. People who do marketing deception through marketing initiatives should be protected from deception, be informed, presented to them various claims and the danger of resorting to deception should be explained clearly.

9- In order to explain the danger of marketing deception to marketing entrepreneurs, this study suggests that it is mandatory to apply training courses for marketers in companies.



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Attachment 1: Questionnaire Used in The Study

In The Name Of Allah The Merciful

My brothers and sisters are customers of distinguished private service organization:

Peace, Mercy and blessings of Allah

Scientific progress can only be achieved by linking the theoretical aspects with the practical aspects of application. Since I am conducting a study entitled "The effect of marketing deception in building a mental image of the consumer in the services market" to obtain a master's degree in business administration, you have been chosen to participate, so please answer objectively as your answers will be treated strictly confidential and for scientific research purposes only.

Thank you for your cooperation

Researcher

Mihabad Abdulkareem Haji

Bingol University

Personal Data:

Please Mark (X) at The Appropriate Answer:

1- Sex:

1- Male

2- Female

2- Educational Level:

1- General Secondary and Less

2- Diploma

3- Bachelor

4- Post Graduate Studies

3- Age:

1- 20 Years

2- From 21 to 30

3- From 31 to 40

4- From 40 and Above

4- Income:

1- 300000 Dinar and Less

2- From 301000-500000 Dinar

3- From 501000-700000 Dinar

4- From 701000 Dinar and Above

Paragraphs of Questionnaire

Please Tick (X) in The Answer Box That you Think is Appropriate:

Marketing Deception

No.	Phrases	Strongly Agree	Agree	Neutral	Disagree	Disagree at all
	Deception in The Service Product					
1	The company invite that its services are of high quality other than what is actual					
2	The company offers other services but actually it is not what company promises to customers					
3	Companies offer promotional information other than those that are actually offered when they get the service					
4	States that the company makes the feeling the service framework offered to encourage customers to shop is limited survey					
5	Don't consider company's commitments with the customers					
6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise					
7	Company makes an agreement with the customers but they don't fully follow the agreement during implementation part of agreement					
8	The service is offered in an attractive and elegant way to hide its flaws					
9	A lot of marketers are practiced deception and misinformation					
Deception in The Price						
10	The company stimulates free subscription in some offers and then begins to deduct part of the balance					
11	Advertised prices do not suggest quality of service					
12	The company offers services at a high price to suspicion the customer's have the high quality services					
13	The customer participates in the service for a limited period and then upon expired the subscription continues without asking the service					
14	The company uses price announcements with discounts that do not match the reality when purchasing					
15	Seems like the price of service is the lowest level but actually it is highest level during the					

	advertisement					
16	The marketer offers a low quality service at a high price, being sold in upscale stores					
17	The company provides unclear and accurate information about the real costs of the services provided					
18	That the high price is to expand the consumer's need in our survey					
Deception in The Promotion						
19	The company makes virtual discount advertisements in order to include customers in the market cycle					
20	The company conducts virtual or non-realistic competitions with their advertising					
21	Salespeople deceives the customers with misleading information display methods to conceal defects and push customers to buy					
22	The company provides misleading advertising information to customers					
23	Having subscribed to the services provided by the companies, he discovered that many of the benefits promised by them had not materialized					
24	Sales men are interested in the service marketing without paying attention to the accuracy of the information provided					
25	The information contained in the advertisements is characterized by exaggeration and description of the reality of the service without what it is					
26	The company informs you that you won an award and then discovers that the profit is accompanied by an unspoken requirement to subscribe to the service					
27	The company uses misleading promotional methods of information in order to conceal defects and to pay customers to participate					
28	Sales representatives in the company deal in a manner that suggests that the service provided is of high quality and the reality is not					
29	The company exaggerated their service offers in various ways but the quality of the product is just ordinary					
30	The company uses price announcements with discounts that do not match the reality when subscribing					
31	The company offers non-sincere promotional advertising information to customers such as					

	change in prices, services and conditions					
32	The company is trying to promote its services in various ways in order to attract new customers regardless of the honesty in the transaction or the advertising tool used					
33	The company highlights some of the services so that they look distinct from others and they are not					
34	The company promotes the service as the best in comparison to the services of competing companies and it is not so					
Deception in The Distribution						
35	The company has branches for support services and enquiries, but the quality of the service may vary from one branch to another					
36	Although the company claims that the service offers fast, but in reality it is not					
37	The company offers the service in an environment that is attractive in terms of color and design to offers that their service is high quality					
38	The marketer highlights some of the features of the service in order to look attractive and it's not					
39	Company branches are located at all points announced by the company					
Deception in The Physical Environment						
40	The company attaches importance to image of their employees in order to give the feeling that their service is high quality					
41	A quality environment has been provided for air conditioning and lighting, but service provided the reverse					
42	The company attaches importance to the fact that the exterior of the building is decorated to aware the perception that services it also offers at highest level					
Deception in The Personnel and Operations						
43	Employees of the company resort to communicating with the consumer in a comfortable language in order to mislead him					
44	The marketer deliberately does not provide sufficient information on alternative services to guide the consumer to a specific option					
45	Owners of commercial enterprises seek to establish certain practices in order to make more profits					
46	Business owners reduce the cost of services and provide them without considering the quality of services and others					

47	The procedures of the business owners are not correct, clear and reliable					
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Mental Image:

No.	Phrases	Strongly Agree	Agree	Neutral	Disagree	Disagree at all
1	The company invite that its services are of high quality other than what is actual					
2	The company provides services to its customers other than those promised					
3	Companies offer promotional information other than those that are actually offered when they get the service					
4	The company suggests that available services are limited to motivate customers to buy					
5	The company defaults on its promises with customers					
6	The company provides information about the services that adopt a positive image and when dealing effectively with the service the order is otherwise					
7	The company enters contracts with the customers and upon execution does not fulfilled it					
8	The service is offered in an attractive and elegant way to hide its flaws					
9	A lot of marketers are practiced deception and misinformation					
10	I accept deception from the marketer if the shopping place is close and convenient for me					

Attachment 2: Names of Questionnaire Judgment

No.	Name	Job Title	University
1	Yavuz TURKAN	Assistant Professor	Bingol
2	Darman Sulaiman Sadiq	Professor	Duhok
3	Hukmat Rasheed Sultan	Professor	Duhok
4	Saad Fadhil Abbas Al-Mahmoud	Assistant Professor	Duhok
5	Rafaat Muhammed Ali	Assistant Professor	Duhok
6	Ahmed Sulaiman Safar	Assistant Professor	Zakho
7	Ranj Muhammed Nori	Assistant Professor	Zakho
8	Mehvan Shareef Younis	Assistant Professor	Zakho

CURRICULUM VITAE

Personal Information			
Name & Surname	Mihabad Abdulkareem Haji ALHABASH		
Date of Birth	1.12.1985		
Nationality	Iraq		
Contct			
Place & Address	Duhok – Iraq		
E-mail	mihabadabdulkareem@gmail.com		
Telefon	009647507927181		
Education Level			
Degree	Field	University	Year
Undergraduate	Business Administration	Duhok University	2009
Postgraduate			
Work Experience:			
Work Place	Position	Year	
Directorate of Education Zakho	Employee	2011	