

Evaluating the Effect of Marketing Ethics on Customer Satisfaction: A Descriptive Analytical Approach

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ABSTRACT

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This study aims to know the impact of marketing ethics on customer satisfaction in light of the mediation of compliance with ethical rules as an interactive mediating variable by applying it to the customers of the two telecommunications companies, Libyana and Al-Madar, by relying on the descriptive analytical methodology. The questionnaire was relied upon to collect data and distributed to the research sample of users of the two companies. A statement within the municipality of Misrata covered all the factors that the researcher assumed in the relationship between marketing ethics and customer satisfaction, with compliance with the rules of Sharia as a mediating variable. The number of questionnaires reached 388, and after processing them, the data was analyzed using a statistical analysis program SPSS, Smart PLS. The study found a positive, statistically significant effect between marketing ethics and customer satisfaction, except for pricing ethics. The results also found no statistically significant effect for compliance with ethical rules as an interactive mediating variable between marketing ethics and customer satisfaction because the values of Sharia law are inherent. We have had an environment of compliance and fear of God Almighty since childhood, which makes most of the sample members apply ethical standards in their policy, and this is also reflected in the surrounding environment and customer satisfaction and gain.

Keywords: Marketing ethics, customer satisfaction, compliance with ethical rules.

INTRODUCTION

Marketing today is not just a business function; it is a philosophy and a way of thinking. In addition, marketing is a way of organizing and structuring a business and the ideas of its founders. Marketing Language: The Arabic word marketing is a translation of the word Marketing English, which is derived from the Latin word Mercatus which means market, and also the word Mercari which reveals the store or shop that carries out the buying and selling operations.

The examiner finds that the word Market means the place where the seller meets the buyer. If the syllable is added to this wording would have become Marketing to mean the continuity of the market.

If we go to Arabic, we will find that the match is almost complete, as the market is similar. Market is stated in the Concise Dictionary: "The place to which goods and merchandise are brought for sale and purchase."-As we mentioned in the previous paragraph for the word Marketing corresponds to it [1].

Marketing in general: is an important movement activity that touches the lives of each of us, even if the images and practices differ. It is part of daily dealings that every individual performs, participates in and receives. It has also become one of the basic functions of establishments or institutions of different natures, especially with the scientific and technological progress that has included all fields, in addition to the development of means of communication and transportation, the liberalization of trade, the lifting of customs restrictions, the abundance of projects, and the diversity and abundance of products, which has led to the intensification of Competition between producers over available markets, and thus the problem of the era in which we live has become marketing and obtaining

customers, not production. The determinant of the success and survival of organizations has become their ability to study and identify the needs, requirements and desires of current and expected consumers and provide them with the specifications and features that agree with their opinions, at the time and place that are appropriate for them, and at the price they can afford, so that they can satisfy them and maintain the continuity of their future dealings with them [2].

Marketing: “A dynamic, ever-changing activity that is difficult to define or place in a narrow framework.”

Marketing includes various and overlapping functions, in addition to the fact that marketing is not a separate or independent activity from the rest of the other activities in the organization.

Marketing objectives are many and varied, and the most prominent of them can be explained as follows: [3]

- 1- Maximizing the organization's market share.
- 2- Achieving a certain amount of profit from the sale.
- 3- Predicting the desires and needs of community members and carrying out the activities necessary to achieve or satisfy these needs, whether they are related to a specific commodity or service.
- 4- Achieving a high level of consumer, beneficiary or customer satisfaction.
- 5- Maintaining and developing the organization's competitive position.

Marketing is one of the most important departments within commercial and service organizations because of its impact on consumer opinions. It is one of the most important pillars that organizations rely on to achieve their goals and success, as marketing provides goods, services and ideas to consumers. Marketing advertising is considered the most important element of the promotional mix, due to its easy access to all categories of consumers and because it is a fundamental pillar of the pillars on which marketing operations are based.

Advertising is the process of delivering a specific message to the target audience in order to attract the audience's attention, arouse their interest, and highlight the benefits of the product or service to encourage purchase or interaction in a specific way. Advertising is derived from the element of promotion, which is one of the effective marketing elements to stimulate the consumer process. Sometimes it is in exchange for a sum of money. Thus, this process is considered a sale or purchase or its introduction. The basic principle regarding these processes is permissibility unless something forbids them, based on the words of God Almighty: Say, “Who has forbidden the adornment of Allah which He has produced for His servants and the good things of provision?” [4]

The consumer falls into misleading advertising when he is deceived by the material truth of the product or service [5]. What is meant here is using all tricks to make the consumer fall into error, which leads him to enter into the contract, such as the advertiser imitating the products with their distinctive mark, or advertising a service or product by planting doubts in the consumer's mind about another product, and this represents unfair competition [6].

THEORETICAL FRAMEWORK OF ETHICS

Morals are behaviors related to the behaviors of individuals and affect their actions during direct and indirect dealings with customers, and their effects appear on the external appearance and practical behavior. Morals are nothing but good or bad behavior that is issued automatically without the need to think, i.e. behavior by nature and disposition. Shariah emphasizes good morals, so Hadiths have been repeated in praise of good character and given it great importance, such as his saying: “The most important thing that brings people into Paradise is piety to God and good character,” and his saying: “I was sent to perfect good character.” And in the hadith of Lady Aisha, may God be pleased with her: “He was a creation of the Qur'an,” meaning he adhered to it, its commands and prohibitions, and what it contains of good deeds, virtues, and kindnesses [7].

Morality is a deeply rooted state in the soul from which actions emanate with complete ease and comfort without the need for thought. If praiseworthy actions emanate from it, according to reason and law, this state is called good morality. If ugly actions emanate from it, it is called bad morality [8].

The current business environment has imposed many challenges, including ethical dilemmas and their consequences, which have prompted organizations to invest in activities that are consistent with and based on the

principles set by law and ethical principles. Many organizations seek to avoid being boycotted by customers, so they are keen to avoid such situations by making greater efforts to adhere to ethics.

The concept of ethical marketing is one of the modern administrative concepts, so there have been many attempts to define it, although the attempts varied according to the writers and researchers according to their different schools of thought, and the number also looks at many researchers have drawn to ethical marketing as a subfield of business ethics, much like ethics in finance, accounting, and others [9].

The most important definitions of ethical marketing addressed by researchers can be summarized in the following table 1.

Table 1: Ethical Marketing Concepts of Some Authors and Researchers

The concept/ Definition	Researcher
They see it as personal and organizational practices that are transparent, accountable, and honest, and reflect integrity and fairness to consumers. Marketing ethics focuses on principles and standards that define acceptable behavior.	[10]
He knows it Boone et Kurtz as a set of standards that govern the behavior and actions of marketers and the values and ethical beliefs they hold towards their marketing behavior being wrong or right, and society is the judge of the integrity of marketing activities	[11]
Known by both Pride et Ferrell on the criteria that must be followed in the marketing process in order for the performance to be acceptable in the community surrounding the organization.	[12]
A set of principles and standards that define what is good and acceptable or what is not acceptable in marketing practices.	[13]
The necessity of making marketing decisions in accordance with moral principles and rules of conduct.	[14]
It is a systematic study of ethical standards applied to marketing decisions and marketing behaviors. This definition focuses on field research rather than practice and application at the organizational level.	[15]

Most marketing decisions in organizations are often not characterized by sufficient work ethics, so it is necessary to understand the role of ethics in making marketing decisions. To understand the ethical foundations in the marketing process for making decisions by marketers, it is necessary to know the factors that affect making ethical marketing decisions [16] which would affect the formulation of marketing decisions and some of them appear in the following figure 1.

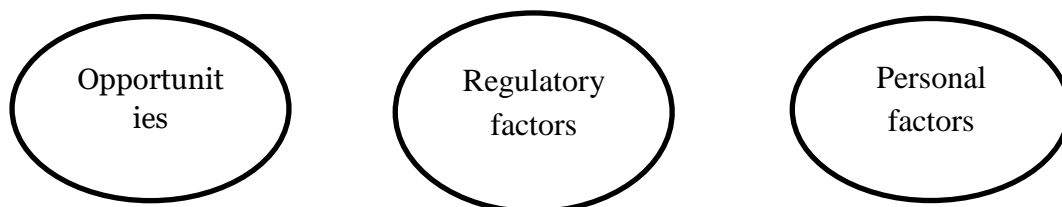


Figure 1: Factors that influence marketers' behavior to make an ethical marketing decision
Source: [16]

The above figure shows how to make an ethical marketing decision. It is affected by the following factors:

Personal factors: A person usually deals with daily issues in his life when making his decision based on his values and principles right or wrong, and the person acquires these beliefs that influence his decision through

family, life experiences, social groups, religion, education, and with the presence of such different levels there will be ethical diversity among marketers.

Regulatory factors: In the organization, individuals work together to make marketing decisions. Although an individual can make an ethical or unethical decision that affects the image of the organization, joint work contributes to controlling the marketing decision-making process. Ethical marketing is usually made collectively through joint work and discussion of all parties in general.

Opportunities: Among the factors that shape the ethical decision in marketing, rewarding an employee for doing an unethical act after using a deceptive offer to achieve an increase in sales, it is likely that he will continue with this behavior, as the continuation of rewards and the absence of punishment is an indicator of the activation of unethical actions.

Moral values are very important to have and exist when making and formulating marketing decisions, especially in the case of economic recession, so unethical practices are a way out for some organizations to achieve profits and overcome challenges and competition to continue in the market. One of the most important names given to this behavioral pattern is "marketing deception. "Marketing Deception" has been defined by researchers, including: Countries.

Table 2: Unethical Marketing Concepts of Some Authors and Researchers

The concept/ Definition	Author/ Researcher
Marketing practices create a false impression and assessment in the consumer or competitor regarding the subject of the marketing, resulting in negative results that harm the consumer or competitor.	[17]
Provide customers with information about a product that may appear to be true but is misleading in its content.	[18]
Unethical behavior involves misleading and distorted information provided by a marketer to gain a benefit, causing additional burdens on the consumer.	[19]
Unethical behavior by which a marketer intends to deceive the consumer when promoting a product.	[20]

Source prepared by the researcher Based on previous studies.

METHODOLOGY

The following figure 2 shows the main steps for preparing applied research.

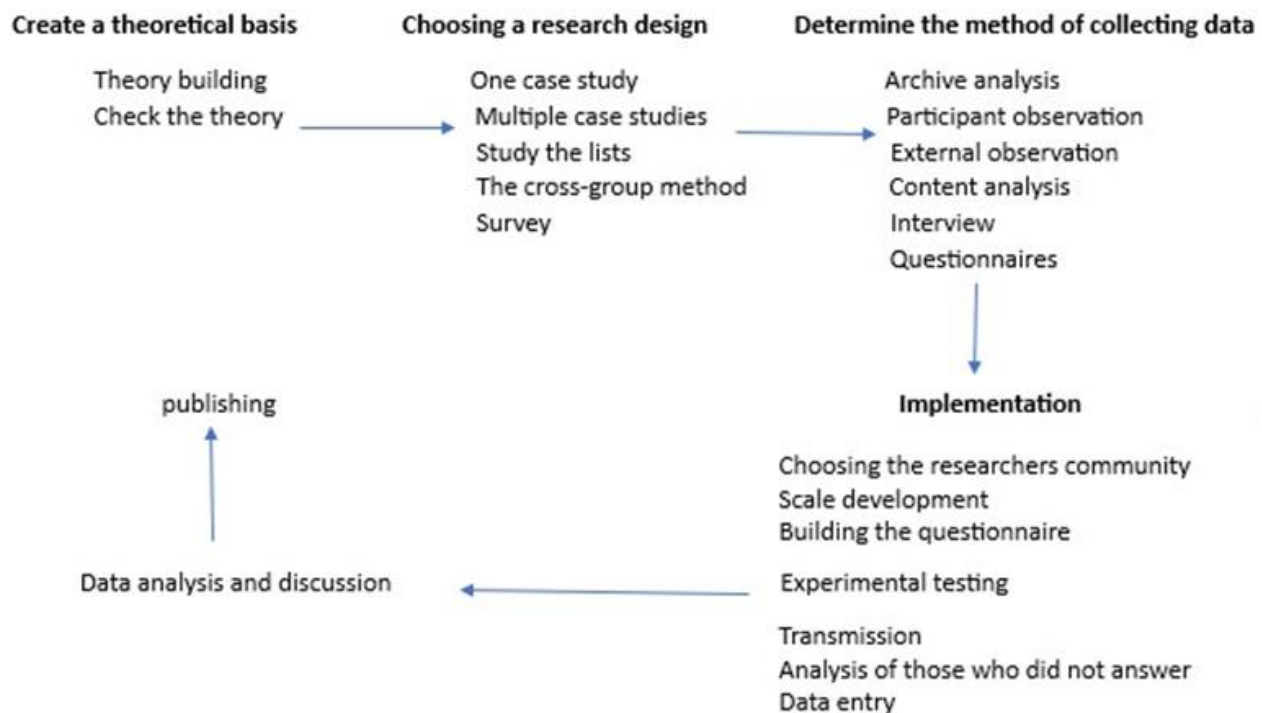


Figure 2: Applied research methodology

The term research design simply means “a plan of ways and procedures. It is used by researchers to collect and analyze data needed by managers [21]. There are three types of design Researches are:

- **Exploratory studies:** These are useful when the researcher does not have a clear idea about the problems that will face during the study, and they are also. It is useful in the case where the field of study is new or Vague so that the goal of exploration is simply to learn something about the problem facing managers [22].
- **Descriptive studies:** This type of study paints a picture of reality and is one of the most prominent types of research in planning. Most research in the field of management and accounting sciences uses descriptive studies that benefit from observation and investigation as the main methods. They also determine the frequencies in the occurrence or relationship between two variables. Descriptive studies are more organized with clear research questions and hypotheses and serve several research objectives:
 - A description of the phenomena or characteristics associated with the community of interest to the research, including the questions (who, what, when, where and how) about the topic.
 - Estimate the proportion of the population with these characteristics.
 - Discover the links between different variables.

In this study, the quantitative approach was chosen by quantitative data collected by questionnaire. It is considered a Quantitative methodology organized, as the Questions In it are Specific pre-and Used with all Participants, and the sample in this study is rather large (greater than 200). This Quantitative studies can be statistical with the help of computer software [23]. This is what happen when the study was based on the program (Smart PLS3). For the purpose of data analysis and therefore considered Quantitative methodology is Suitable and accurate [24]. In addition, it was Conducting some personal interviews with related parties subject of the study (part of the research sample) in order to verify the results obtained quantitatively.

This study relied on the descriptive analytical approach, as it relied on primary data, and the questionnaire was designed according to the five-point Likert scale consisting of five levels. The main reason for using the study methodology is due to quantitative. It is an emphasis on the existence of a relationship between marketing ethics and customer satisfaction based on results of the curriculum Quantitative.

The questionnaire consisted of four parts. The first part contains questions about the personal data of the study sample (demographic data), while the second, third and fourth parts contained questions measuring the study

variables and included (54) questions. Where the questions were prepared on the basis of a scale (Likert Scale) Five-point Likert scale that gives five Options for the respondent to determine the opinions of the sample members regarding the research variables, where the answers were coded and standardized as shown in Table 3.

Table 3: Five-point Likert scale

Strongly agree	OK	neutral	Disagree	Strongly disagree	Classification
5	4	3	2	1	Degree

The study community consisted of customers of Al-Madar Company and Libyana Company. Due to the large size of the study community, a simple random sample was selected as shown in the following table 4.

Table 4: The response rate

Number of surveys	Statement
420	Number of questionnaires distributed
21	Number of unreturned surveys
399	Number of questionnaires returned
11	Number of questionnaires not valid for analysis
388	Number of questionnaires valid for analysis
92.3%	ratio

Through table 4, it is clear that the response rate was 92.3%, where 420 questionnaires were distributed, and a number were not returned 21 Questionnaire and returned 399 questionnaires, including 11, were not valid for analysis due to a large percentage of incomplete answers or lack of credibility in the answers.

The stability of this questionnaire was calculated through internal consistency using the Cronbach's alpha equation based on calculating the correlation rate between the questionnaire statements, to measure the stability of the study tool (questionnaire), where (Cronbach's alpha equation) was used to ensure the stability of the study tool on a survey sample consisting of (35) questionnaires that will be excluded from the total sample, and Table 5, it shows the stability coefficients of the study tool.

Table 5: Cronbach's alpha coefficient for measuring stability: A Study tool

variable constancy	Number of phrases	Variable (or dimension)
0.806	5	Product Ethics A
0.875	6	Promotional Ethics B
0.764	4	Pricing Ethics C
0.765	5	Distribution ethics D
0.734	4	Ethics of the physical environment E
0.778	5	Honesty
0.840	6	Commitment
0.859	6	Dealing
0.816	4	Justice
0.879	10	Rida AlClients

It is clear from Table No. (10) The stability coefficient ranged between 0.734 as a minimum and (0.879) as a maximum. This indicates that the questionnaire has a high degree of stability and can be relied upon in field application according to the Nunnally scale which adopted 0.70 as the minimum reliability.

RESULT AND DISCUSSION

The questionnaire consisted of four axes, the first axis represented the questions of personal data of the study sample (demographic data), the second axis contained measuring the independent variable and its branches and included (24) questions, while the third axis contained the mediating variable (Shariah perspective) and consisted of (21) questions, while the fourth axis included (09) questions about the dependent variable represented by customer satisfaction. The total number of questionnaire questions consisted of 54 questions. In this research, Cronbach's alpha coefficient was used to measure the stability of the questionnaire (Cronbach's Alpha) as shown in Table 6.

Table 6: The alpha coefficient for the study variables

Alpha coefficient	Cronbach's Alpha	Number of items	Variable name
0.797		5	Product Ethics
0.881		6	Promotional Ethics
0.784		4	Pricing Ethics
0.811		5	Distribution ethics
0.745		4	Ethics of the physical environment
0.810		5	Honesty
0.861		6	Commitment
0.869		6	Dealing
0.826		4	Justice
0.898		10	Customer satisfaction

Through table 11, we note that the coefficient of alpha for the study variables is greater than 0.7, and therefore it can be said that the measures of the study variables enjoy statistically acceptable internal stability and consistency [25].

After the data collection process through the questionnaire study tool, the final number was obtained and entered into the statistical package program known as (SPSS). A set of tests were conducted to verify the validity and reliability of the questionnaire as indicated above. After that, some of the statistical methods available in the (SPSS) program were used. Among these methods, descriptive statistical analysis was used, such as frequencies and percentages, to identify the personal and functional characteristics of the study components and determine the responses of its members towards the main variable phrases contained in the study tool. In addition to descriptive statistics, a set of tests were conducted using the (SPSS) program as well as the statistical program specialized in structural equations (Smart-PLS-SEM) to test the study hypotheses and achieve its objectives. The following are the statistical analyses that were conducted.

Table 7: Distribution of the study sample according to the type of respondent

ratio	Repetition	Type of research
%60	233	male
%38.7	150	feminine
%1.3	5	Missing values
100.0%	388	Total

Through table 7, it is clear that the percentage of males in the study sample amounted to (60%), and the percentage of females in the study sample amounted to (38.7%).

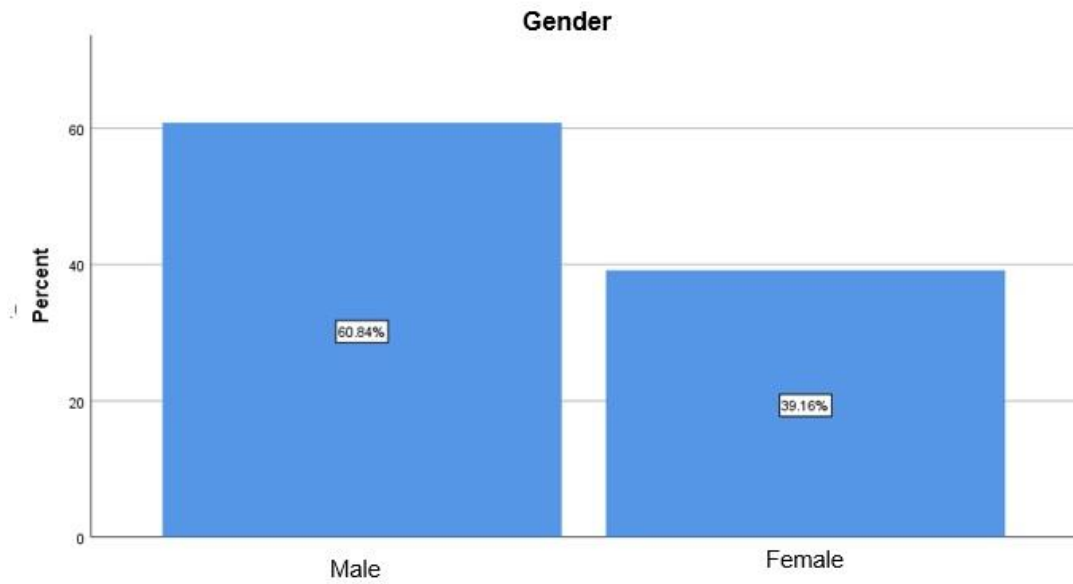


Figure 3: Shows the type of respondent

1- the age

Table 8: Shows the distribution of the study sample items according to age

Forgetfulness	Repetition	The age
4.9%	19	Less From 20
33.8%	131	From 20 to 35 years
37.6%	146	From 35 years to 45 years
16.2%	63	From 45 years to 55 years
5.9%	23	From 55 years to 65 years
0.3%	1	More 65 years old
100%	388	the total

As shown in the table (8) Most of the respondents from Guinea study individuals are in the age group from 35 to 45 years, with a percentage of 37.6% While the smallest category was over 65 years old with a percentage of 3%.

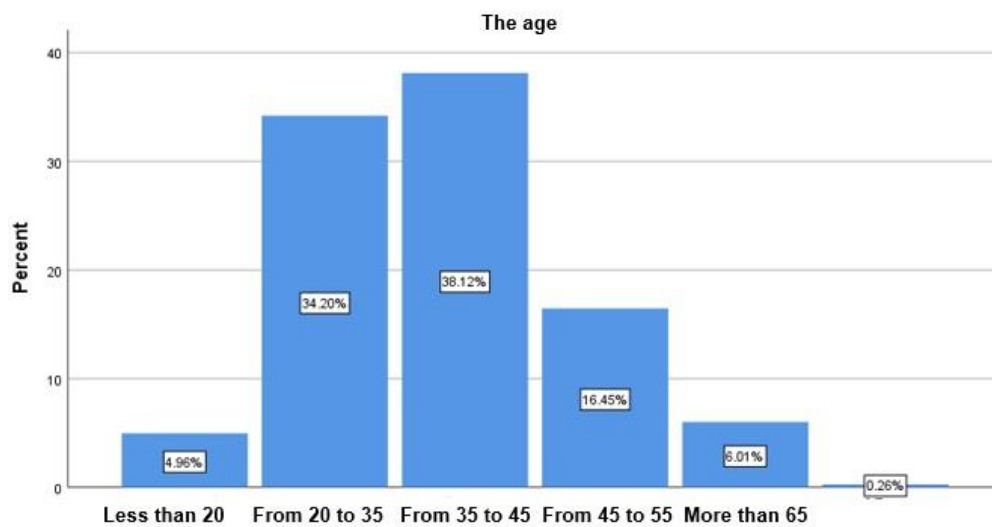


Figure 4: Shows the age of the respondents

2- Educational level

Table 9: The educational level of the participants

ratio	Repetition	Educational level
3.4	13	Preparatory What is near?
12.6	49	Diploma middle
8.8	34	Diploma High
8.8	34	secondary
44.3	172	University
16.2	63	Master's
4.9	19	PhD
1.0	4	Missing values
100.0	388	

We note from Table 9, The majority of the study sample members hold a bachelor's degree, if their percentage reaches (44.3%), followed by the percentage of sample members holding a master's degree at (16.2%), followed by participants holding an intermediate diploma.

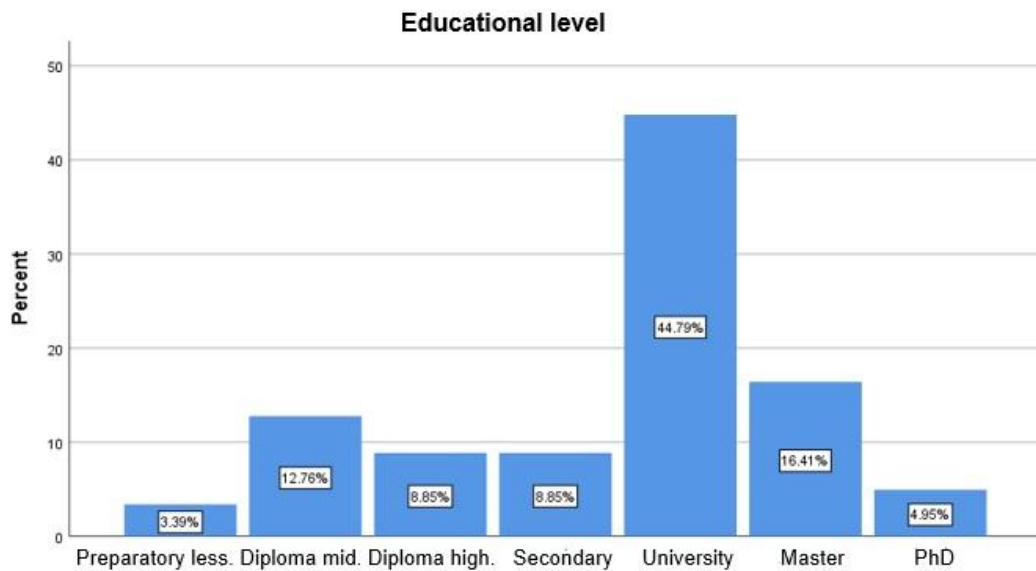


Figure 5: Educational level of respondents

3- Job

Table 10: The job title of the participants

ratio	Repetition	Job
9.3	36	student
69.6	270	employee
8.2	32	a job free
2.3	9	retired
9.8	38	Without a job
.80	3	Missing values
100.0	388	

Through table 10, it is clear that the largest percentage of the job (employee) is (69.6%), followed by (9.3%) students.

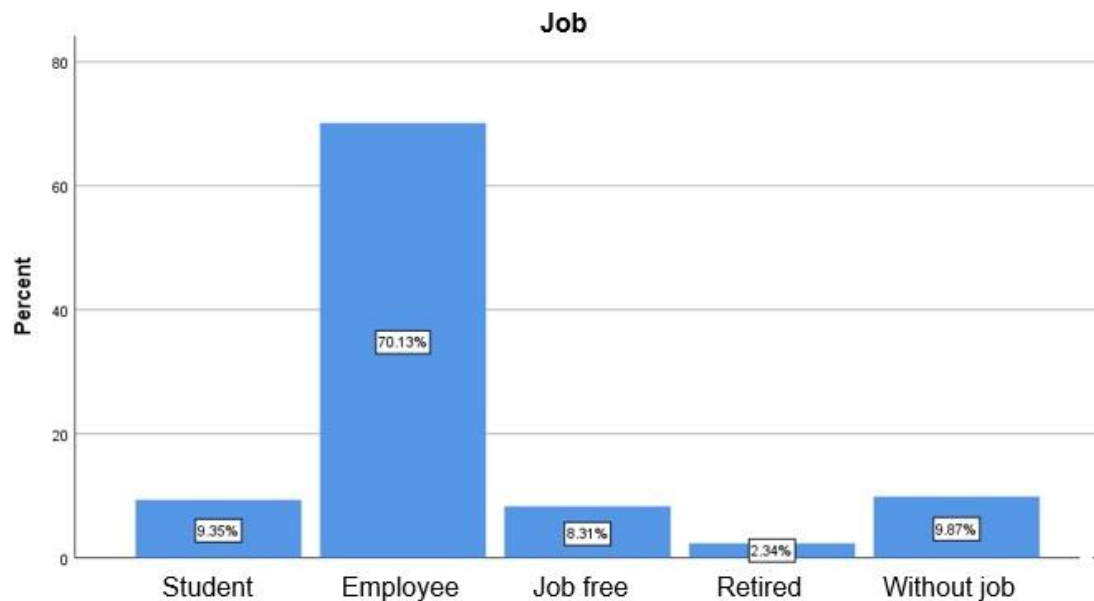


Figure 6: Shows the function of the respondents

l. Measure the coefficient of determination (R2).

One of the most important criteria for evaluating a structural model is the coefficient of determination (R2) and that the values of R2 (0.25-0.5-0.75) are weak - medium - large, respectively [26]. In this study, the value of the coefficient of determination was equal to (0.621), which is an average value, and this indicates that the impact of both marketing ethics and compliance ethical norms have an interactive mediating variable that explains (63%) of the variation in customer satisfaction as shown in Figure 6.

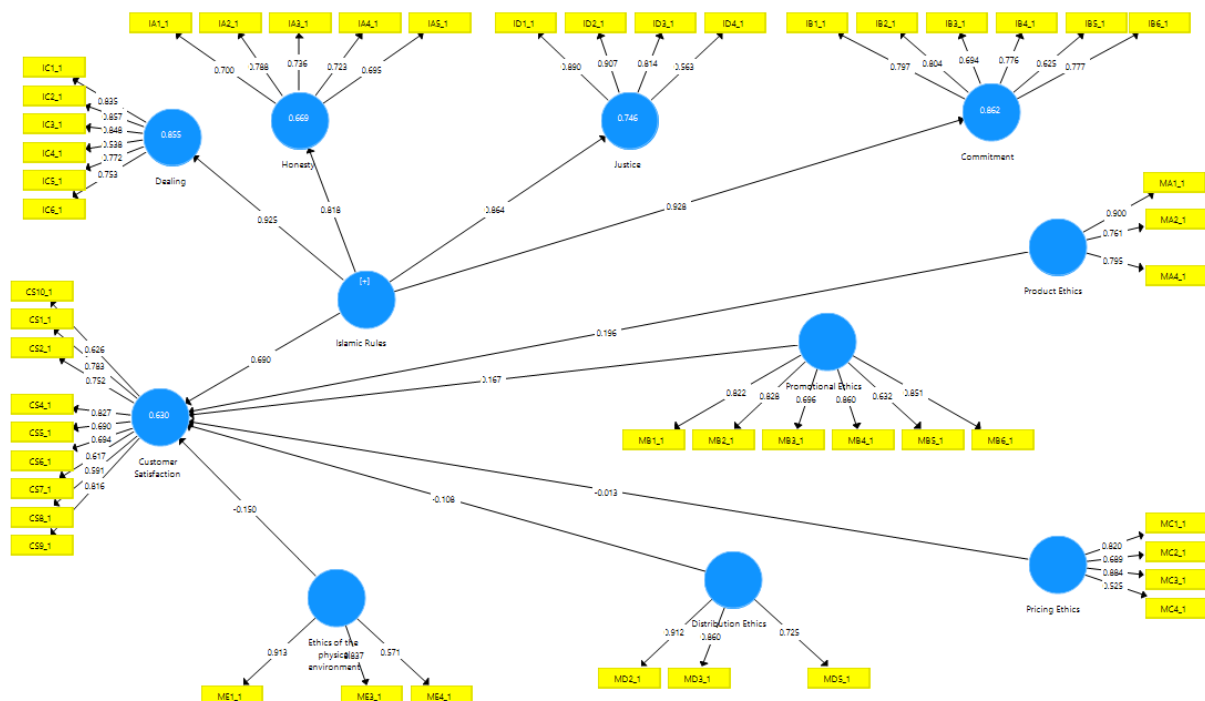


Figure 7: Shows the standard model after conducting factor analysis and deleting some items

Through 8, it is clear that the third hypothesis is H3) Their significance level (P-Value) was greater than 0.05 and therefore they were not accepted, while the remaining hypotheses (H1, H5, H4, H2) had a significance level (P-

Value) less than 0.05 and therefore they were accepted.

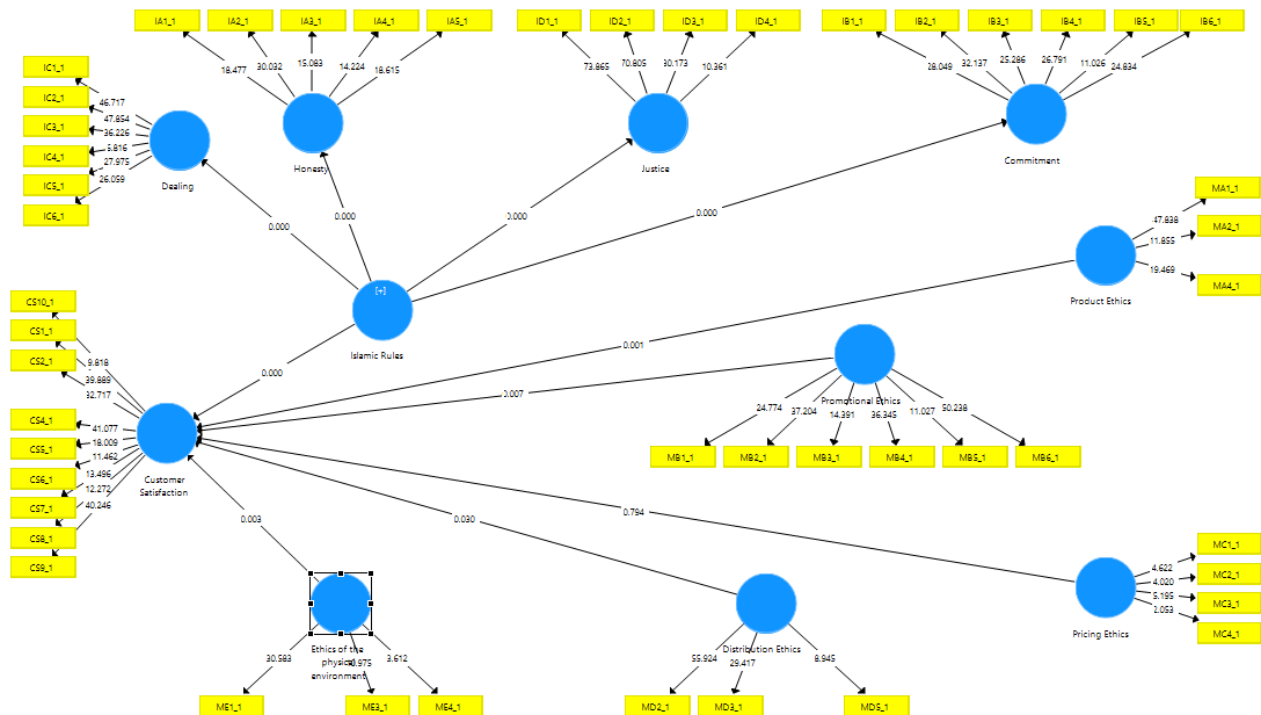


Figure 8: Shows the structural model

i. Test the model's ability to predict (Q2).

Another tool for evaluating the structural model is the coefficient (Stone-Geisser), if it is greater than zero, the model has predictive significance [27], and it was valuable (Q2). In this study, customer satisfaction as a dependent variable is equal to (0.313), indicating that the relationships in the model have predictive significance.

Table 11: Value of Q2

Q ² (=1-SSE/SSO)	SSE	SSO	
0.313	953.384	1,491,000	Customer satisfaction

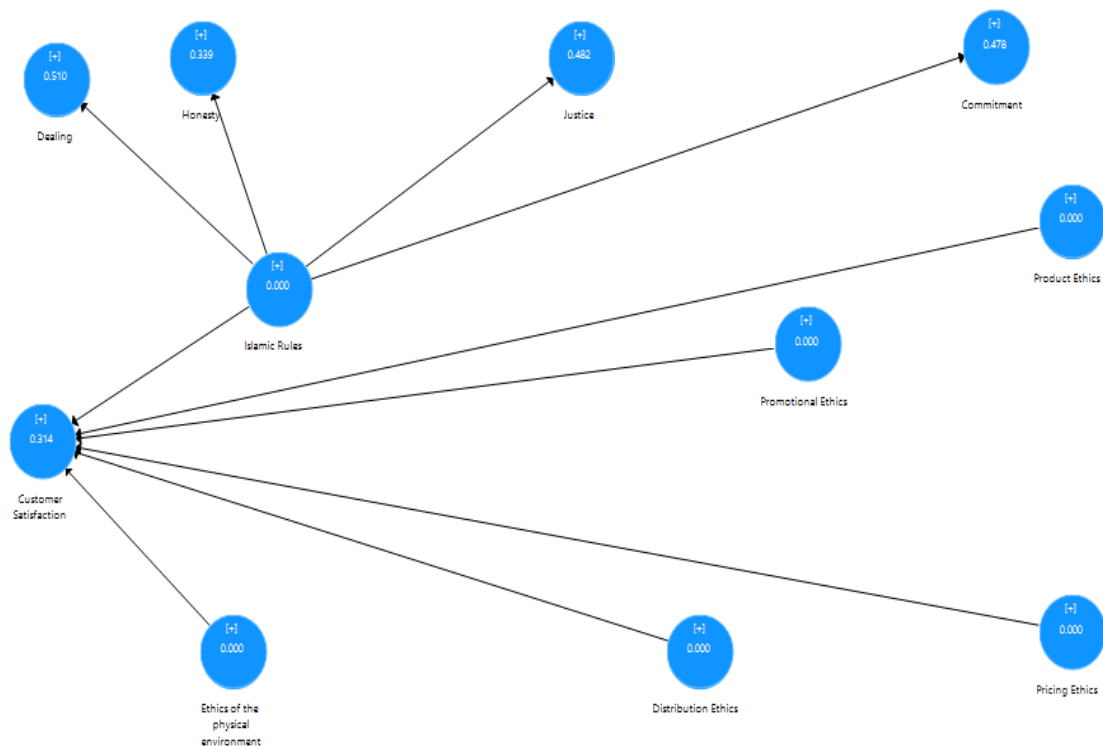


Figure 9: The model's ability to predict

CONCLUSION

By analyzing the data obtained, it became clear that the companies in the study sample are committed to marketing ethics on average, as the general average for marketing ethics was 3.37, and the arithmetic average for all dimensions of marketing ethics was around this average. As for customer satisfaction, according to the opinions of the study sample, it was average, which means that the customers of Libya and Al-Madar companies expressed average satisfaction with the services provided to them. The results showed that there is a significant impact of commitment to product ethics on customer satisfaction, and therefore the first hypothesis was accepted. Through statistical analysis, the study concluded that there is a significant impact of commitment to promotional ethics on customer satisfaction, and therefore the second hypothesis was achieved. Promotion ethics came in first place, followed by distribution ethics. According to the field study, it became clear that the arithmetic averages for the marketing ethics variable and the customer satisfaction variable are at an average level. Therefore, we advise Libyana and Al-Madar companies, to make more efforts to achieve customer satisfaction more effectively.

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