

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

## *Hizmet Piyasasında Tüketicide Zihinsel İmajın Oluşturulmasında Pazarlama Hilesinin Etkisi*

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### **Abstract**

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. Preliminary data were collected through a questionnaire distributed to the working community of the customers of the private sector companies in Duhok. A return from 110 questionnaires of 150 pieces and distributed to the working community was provided. 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

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deceptions in different sizes and negative effects on the customers in Duhok province. These tricks have a negative impact on the mental image of customers. In the same way, companies are also among the determinants of marketing tricks 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 to 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 it is necessary to apply to Islamic law. Because of the prohibited sales transactions, the Islamic law has made extensive statements.

**Keywords:** Marketing Deception, Mental Image, Consumer Protection, Services Market, Duhok.

**Jel Codes:** G10, L10, M30.

## Öz

Bu çalışmadaki amacımız hizmet sektöründe ki; uygulamalar, prosedürler, fiziki çevre, dağıtım, tanıtım bilgileri ve fiyatlar üzerinden hileyi tanıtarak pazarlama hilesine ışık tutmaktır. Veriler, Duhok ilinde özel sektörde faaliyet gösteren şirketlerin müşterilerinin oluşturduğu çalışma topluluğuna dağıtılan bir anketle toplanmıştır. 150 adetten oluşan ve çalışma topluluğuna dağıtılan anket çalışma örnekleminin 110 adedinden geri dönüş sağlanmıştır. İstatistiki analiz yapılırken verilerin aritmetik ortalamalarından, standart sapmalarından, regresyon katsayılarından, tekrarlar ve yüzdelik oranlardan yararlanılmıştır. Çalışmada, özel hizmet sektöründe farklı boyutlarda pazarlama hilelerinin varlığı ve Duhok ilindeki müşterilere olumsuz etkilerinin olduğu tespit edilmiştir. 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 yasa 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 sunulmuştur. Son olarak çalışmada, İslam hukukuna başvurmanın gerekli olduğu görülmektedir. Çünkü

yasaklı satış işlemleriyle ilgili olarak İslam hukukunda geniş açıklamalar yapılmaktadır.

**Anahtar Kelimeler:** Pazarlama Hilesi, Zihinsel İmaj, Tüketicinin Korunması, Hizmet Piyasası, Duhok.

**Jel Kodları:** G10, L10, M30.

## 1. 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 are 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. These behaviours are caused to application marketing negatives. Also, to cause loss customer and to finish the retention by clients who they have negative opinions (Al-Khatib, 2011: 2).

Sometimes negative meanings reflection occurs from marketing concept that one of things mind manipulation and cheating. Unfortunately those reflections of cheats causes problems for consumers. Seemingly the marketing provides services to customers and meets their desire and need. But in reality it is target to achieve the greatest possible profit and exploiting the customer. This distressed situation takes 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 takes attention by a lot of researches. Finally, it attaches importance to marketing with scientific works by a lot of countries and relevant persons. Also, this relevant persons and countries try to make ethical rules for about the cheating profession. All of these are for protecting 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 it is target to cheat about cost of service or exaggerated information services with advertisements, right here, consumer protection concept is to get the foreground the consumer rights attempted by the related persons.

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

The purpose of this study is to examine process of the keeping light to customer's mental image about (high education, hospitals, telecommunication, hotels, banks and contracting) marketing tricks in private sector. The purposes are as follows: Attention customer views about scam or unethical the elements of mixed marketing services (product, price, promotion, concrete frame, distribution, workers and application). Explicate with all variant (service-oriented products, the information of promotion, prices, concrete frame, distribution, workers and application) the marketing tricks in the special service. Explicate with all variant (service-oriented products, the information of promotion, prices, concrete frame, distribution, workers and application) the effect of marketing tricks about the formation a mental image on customer. The reasons of why it is less importance to consumer protection association and other association.

The importance of this study is that we will describe the importance of scientific plan and application plan. We will try to correlate between mental image and marketing tricks as theory and application. And we will research and detect for reveal to marketing tricks. We will take each of mixed marketing which located within the marketing tricks. The information will be offer about applied of kind of tricks (and the role of customer awareness). We will offer those to contribute customer awareness, immoral and to increase consciousness a case out of civilization. Stimulate to marketers a positive consciousness and how dangerous the tricks. This study, examined to the marketing tricks with the Islam law. Description of banned situations made about the marketing tricks based on concrete examples by Islam Law. This is also a importing to importance for this study.

## 2. Data and Methodology

### Procedural Definitions of Study Variables

**Marketing Tricks:** 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 society (Mouloud, 2016: 6).

**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 while (Shimp, 2007: 77).

**Price Tricks:** After making the commercial of goods that makes consumers to feel comfortable then makes people thinks 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 it (Mauloud, 2016: 6).

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

**Fraud 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 products (Muhammed etc., 2016: 7).

**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.

## **Dependent variable**

**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 masses (Sarsour, 2010: 42), this individual impressions are including organization general image aside 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 behaviour will mention as positive or negative trends.

## **Methodology**

In the design of this study, the researcher used a descriptive approach, referring to the literature published and related to the subject of the study of books, articles and studies to prepare the theoretical aspect of research, and the analytical approach to analyze the variables of the study statistically to analyze the data and reveal the nature of the existing relationship Among the variables of the study.

## **Study Community**

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

## **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 (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 (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 re-

ceived a total of (122) questionnaire. It is also known that (12) questionnaires are excluded then we analyzed (110) questionnaires and Table (1) shows the details due to the random response of the questionnaire.

**Table 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	6
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
<b>Total</b>		150	122

### Reliability of Working Material

The questionnaire was submitted to the refereeing of a group of faculty members with a total of (8) expert 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.

## Stages Process of the Survey

The researcher after applying to the theories about marketing fraud 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 frauds (cheating in services, cheating in advertising, cheating in distribution, cheating in the physical environment and tricks 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 (2), the 5-item scale was subjected to analysis and 5-grade pricing for the purposes of Table (2). The table is as follows.

**Table 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

## 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) shows them clearly.

**Table 3:** Alpha Kreuznbach Values For Study Variables

Variable	Number of Paragraphs	Alpha Value
Deception in The Service Product	9	0.890
Deception in Price	9	0.905
Deception in Promotion	16	0.952
Deception in Distribution	5	0.753
Deception in The Physical Environment	3	0.732
Deception in Personnel and Operations	5	0.805
Mental Image	10	0.826

### **3. Analysis of Hypotheses, Findings and Recommendations**

#### **The First Main Premise**

When it comes to the private service sectors in Duhok City, it is stated that there are no marketing fraud events (service products, service prices, promotional information, distribution, physical environment, employees and service companies in terms of procedures).

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 tricks applied by the private service companies. In addition, "One Sample t-Test" was applied. Table (4) describes the arithmetic and standard averages.

**Table 4:** 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 provides services to its customers other than those promised	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	The company suggests that available services are limited to motivate customers to buy	3.82	1.077	37.192	0.000
5	The company defaults on its promises with 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	The company enters contracts with the customers and upon execution does not fulfilled it	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
<b>General Arithmetic Mean of Deception For The Service Product</b>		<b>3.56</b>	—	—	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	The price is advertised when you subscribe to the service at a lower price, whereas in fact it is higher	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	High price is the exploitation of the consumer's need often	3.87	1.205	33.713	0.000
<b>General Arithmetic Average of The Pricing Deception</b>		<b>3.60</b>	—	—	0.000
19	The company announces the fake discounts for a specific subscription for the purpose of luring customers	3.75	1.267	31.014	0.000
20	The company is announcing fake and unreal contests	3.29	1.350	25.564	0.000
21	Sales people 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 is exaggerating the advantages of the service for its marketing regardless of its real quality	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 the best in comparison to the services of competing companies and it is not so	3.70	1.193	32.532	0.000
<b>The General Arithmetic Mean of The Promotional Deception</b>		<b>3.56</b>	—	—	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	The company is called quickly to provide the service and the reality is not	3.49	1.171	31.264	0.000
37	The company offers a service in an attractive environment in terms of colours and designs to offer the services offered distinctive	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	The branches of the company cover all declared areas	3.50	1.047	35.059	0.000
<b>General Arithmetic Mean of Distributive Deception</b>		<b>3.65</b>	—	—	0.000
40	The company is interested in the appearance of employees to show that the services offered are distinct	3.89	1.103	36.986	0.000

41	Provide a distinct environment in terms of lighting and air conditioning to suggest quality and the service provided otherwise	3.77	1.020	38.807	0.000
42	The company is interested in decorating the exterior of the building to suggest that the services provided are distinct	4.12	0.916	47.151	0.000
<b>General Arithmetic Mean of The Physical Environment</b>		<b>3.92</b>	—	—	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	Business owners resort to specific actions to earn many profits	4.00	0.938	44.703	0.000
46	Business owners use certain procedures to reduce the cost of services provided by them without taking into account the quality of services	3.89	0.961	42.459	0.000
47	The actions of business owners are inaccurate, clear and probative	3.66	1.016	37.813	0.000
<b>General Arithmetic Average of Workers' Deception and Operations</b>		<b>3.796</b>	—	—	0.000

As we can see in Table (4), 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 fraud 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 fraud is statistically significant at ( $\alpha \leq 0.05$ ) level. This shows that the marketing fraud 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 fraud (service, publicity, price, distribution, physical environment, employees and practices) in the special service sector in Duhok City.

**Table 5:** Arithmetic Averages and Standard Deviation Show all the Frauds about Private 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
<b>General Arithmetic Average</b>	3.5603	3.58625	3.5439	3.6416	3.9043	3.765

To the Table (5) 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 and 4.168. The overall average for all of these types of fraud 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.

**Table 6:** Arithmetic Averages, Standard Deviations, and Test Values (t)  
For Deception in the Marketing Mix Elements

Hypothesis	Arithmetic mean	Standard deviation	Value (t)	Sig*	Rejected
H01	3.5677	1.155222	32.564	0.000	Rejected
H02	3.6055	1.156	32.933	0.000	Rejected
H03	3.56	1.191	31.501	0.000	Rejected
H04	3.654	1.069	36.2194	0.000	Rejected
H05	3.926	1.013	40.98133	0.000	Rejected
H06	3.796	1.0194	39.329	0.000	Rejected

**Hypothesis test results:** Below is a review of the results of the study hypotheses test.

The following decision base has been relied upon to test hypotheses at 95% confidence level and 5% significance level, which then accepts the existence of relationships between the variables of the study and based on the following decision rule accept the Zero hypothesis (H0) if the value (Sig) is greater than (0.05) and reject the zero hypothesis (H0) if the value (Sig) is less than (0.05). The alternative hypothesis is therefore accepted.

**H01: There are no marketing deception cases practiced in service products in the private sector.**

To test this hypothesis (T) test sample was used and note in Table (6) has reached the value of The test (t) of the general arithmetic mean of Service deception (32.564) is a statistically significant value ( $\alpha \leq 0.05$ ). This demonstrates the existence of deception in service products by companies, which leads to the rejection of the first sub-hypothesis and acceptance of the alternative hypothesis there are cases of marketing deception practiced in service products in the private sector.

**H02: There are no marketing fraud cases practiced in the prices by the private services sector.**

To test this hypothesis (T) test sample was used and note in Table (6) has reached the test value (t) of the general arithmetic average of the pricing deception (32.933) is also of a statistically significant value ( $\alpha \leq 0.05$ ). This indicates the existence of pricing deception by companies, which leads to the rejection of the second sub-hypothesis and acceptance of the alternative hypothesis that confirms the existence of marketing deception in prices in the private service sector.

**H03: There are no marketing fraud cases practiced in the promotion of services in the private sector.**

To test this hypothesis (T) test sample was used and note in Table (6) has reached the test value (t) of the general arithmetic average of the promotional deception, which is statistically significant at the level of ( $\alpha \leq 0.05$ ). This demonstrates the existence of deception by companies in the promotion of services, leading to the rejection of the third sub-hypothesis, and acceptance of the alternative hypothesis that confirms the existence of marketing deception cases in the promotional information of the private sector.

**H04: There are no cases of marketing deception practiced in the distribution in the private service sector.**

To test this hypothesis (T) test sample was used and note in Table (6) has reached the test value (t) of the general arithmetic mean of the distributive deception (36.2194), a statistically significant value ( $\leq 0.05$ ), was also reached. This shows the existence of deception distribution of services by companies, leading to the rejection of the fourth sub-hypothesis and acceptance of the alternative hypothesis that confirms the existence of marketing deception cases in the distribution in the private service sector.

**H05: There are no cases of marketing deception practiced in the physical environment of the private service sector.**

To test this hypothesis (T) test sample was used and note in Table (6) has reached and the test (T) of the general arithmetic mean of the physical environment was statistically significant at ( $\alpha \leq 0.05$ ) level. This shows that there is deception by the companies in the physical environment, which leads to the rejection of the fifth sub-hypothesis, acceptance of the alternative hypothesis i.e. the existence of marketing deception cases in the physical environment in the private service sector.

**H06: There are no cases of marketing deception practiced in the procedures, processes and employees of the private sector.**

To test this hypothesis test (t) was used for sample study and note in Table (6) that the test (T) of the general arithmetic average of the deception of procedures, processes and workers statistical significance at the level ( $\alpha \leq 0.05$ ). This shows that there is deception by companies

of procedures, processes and employees, which leads to the rejection of the sixth sub-hypothesis, acceptance of the alternative hypothesis i.e. the existence of marketing fraud cases in the procedures and operations and employees in the private sector.

### Second Main Hypothesis

There is no statistically significant effect of the marketing deception that is practiced in (service products, services prices, promotional information, distribution, physical environment, procedures and operations, employees of service companies) from the point of view of customers in the private sector. In the province of Duhok in the construction of a mental image.

**Table 7:** Simple Regression and Contrast (Anova) of The Impact of The Marketing Deception 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
0.364	0.132	16.471	0.132	1	0.000
				108	
				109	

### Statistically Significant at Level ( $\alpha \leq 0.05$ ).

To test the second key hypothesis and then answer the second major study question the simple regression analysis was used Table (7), as the results of the statistical analysis showed a statistically significant effect of the marketing deception (service products, prices, promotional information, distribution, physical environment, personnel and processes) in the construction of a particular mental image of customers, if the correlation coefficient (R) (0.364) at ( $\alpha$ ) level ( $\alpha \leq 0.05$ ), the selection coefficient (R2) is (0.132), that is, the value (0.364) of building a mental image resulting from a change in the types of marketing deception and Effect ( $\beta$ ) (0.364), which means that a single increase in the types of marketing deception leads to the construction of a more negative mental image (0.364), and this effect confirms the value (F) of the moral and is statistically significant at the level ( $\alpha \leq 0.05$ ).

**Table 8:** Mental Image Measurement Phrases Used 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 displayed any kind of deception	4.15	1.091
4	I accept deception from the marketer if there is a facility to pay	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
	<b>Total Arithmetic Average</b>	3.404	

Table (8) indicates that the arithmetic averages of the terms used to measure the second major hypothesis concerning the impact of the marketing deception in the building of the mental image of the customers, where the overall arithmetic average of those paragraphs (3.404) refers to a high-level assessment by standard Approved for the study referred to in Table (2) means that the marketing deception contributes to the building of a negative mental image of the customers, knowing that the phrase (3) stating "I do not repeat the purchase if it suffered any kind of deception" where the arithmetic mean in this term (4.15), and below was for paragraph (4) stating "Before the deception of the marketer if there is a facility to pay" average arithmetic (2.91).

**Table 9:** Simple Regression and Contrast (Anova) of The Impact of The Marketing Deception in The Building of The Mental Image

Hypothesis	F Calculated	( R ) Link	( R2) Selection Coefficient	Sig* Level of Indication	Hypothesis result
H01	4.522	0.200	0.040	0.036	Rejected
H02	11.187	0.306	0.094	0.001	Rejected
H03	13.351	0.332	0.110	0.000	Rejected
H04	17.687	0.375	0.141	0.000	Rejected
H05	21.361	0.406	0.165	0.000	Rejected
H06	19.036	0.387	0.150	0.000	Rejected

**Statistically Significant at Level ( $\alpha \leq 0.05$ ).**

**H01: There is no statistically significant effect of the cases of marketing deception practiced in service products in the services sector in Duhok Governorate in the construction of a specific mental image of customers.**

To test this hypothesis a test (variance) was used Table (9). the results showed a statistically significant effect of deception in service products in the private services sector in Duhok Governorate, and this effect confirms the moral value (F) at a level ( $\alpha \leq 0.05$ ) which confirms the negative effects of marketing deception in service products in the negative mental image of the customers, thus rejecting the useless hypothesis and accepting the alternative hypothesis there is a trace of deception in Service products in building a mental image of customers.

**H02: There is no statistically significant effect of the marketing deception in the services sector in Duhok in the building of the mental image.**

To test this hypothesis a test (variance) was used Table (9). Which showed a statistically significant effect of price deception in the private services sector in Duhok Governorate, and what this effect confirms the moral value (F) at the level of ( $\alpha \leq 0.05$ ), confirming the negative effects of marketing deception at the price level of the client's mental image, thus rejecting the useless hypothesis and accepting the alternative hypothesis there is a price deception effect in building a particular mental image of Customers.

**H03: There is no statistically significant effect in the promotional information in the services sector in Duhok Governorate in the building of the mental image.**

To test this hypothesis a test (variance) was used Table (9). Where the results showed a statistically significant effect of the deception in the promotional information in the private services sector in Duhok Governorate, and this effect confirms the moral value (F) at the level of ( $\alpha \leq 0.05$ ), confirming the negative effects of marketing deception on the level of promotional information in the mental image of customers, thus rejecting the useless hypothesis and accepting the alternative hypothesis there is a trace of deception in promotional information in building a particular mental image of customers.

**H04: There is no statistically significant effect of the cases of marketing deception practiced in the distribution in the services sector in Duhok Governorate in the building of the mental image.**

To test this hypothesis a test (variance) was used Table (9), as the results showed a statistically significant effect of the deception in the distribution in the private services sector in Duhok Governorate, and what this effect confirms the moral value (F) at the level of ( $\alpha \leq 0.05$ ), which confirms the negative effects of marketing deception on the level of distribution in the mental image of the customers, thus rejecting the useless hypothesis and accepting the alternative hypothesis there is a trace of deception in the distribution in the building of a particular mental image of Customers.

**H05: There is no statistically significant effect of the cases of marketing deception practiced in the physical environment in the services sector in Duhok Governorate in the building of the mental image.**

To test this hypothesis a test (variance) was used Table (9), where the results showed a statistically significant effect of the deception of the physical environment in the private services sector in Duhok Governorate, 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.

**H06: 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.**

To test this hypothesis a test (variance) was used Table (9), where the results showed a statistically significant effect of deception in the ease of procedures and employees in the private service sector in Duhok Governorate, 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.

#### **4. Conclusion**

As a result of the study, the following results are achieved. It is clear that there is a deception applied to the customer but in cases when the customer need service then customer accepts deception. There are many unethical marketing practices in mixed marketing elements through various purchases made by the consumer. 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 fraud.

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. In relation to the company, the public should not know only the impression and image but also they should develop the image of the company. The consumer complaints violation his legitimate rights by merchants and organizations. Because, traders and organizations fight only among themselves to achieve the biggest gain. Therefore, they need a protection from consumer protection associations to protect consumers from the phenomenon of marketing fraud.

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 fraud 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. There is a statistical effect at the 0,05 indicator level in the significance between the truth of the service provided and the marketing trick applied by commercial companies in the private companies and creating a negative mental image. This means that the greater degree of marketing fraud in service delivery, the greater impact on creating a negative mind image. There is a statistical effect on marketing tricks 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 fraud increases.

The marketing fraud 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. There is a statistically significant effect on the 0.05 indicator level between the marketing frauds implemented in the service delivery and the negative mental image fiction of the private customer's service companies. That is the impact of the distribution on the negative mental image fiction increases and also marketing fraud increases. There is a statistically significant effect on the 0.05 indicator level between the marketing frauds 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 fraud increases in physical environment. The service fraud and the marketing fraud 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 fraud.

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 which is arithmetical average information about the trick. The highest level of deception is in the banking sector as it emerges from the results of statistical analysis. The

lowest level of fraud, as it arises from the results of the statistical analysis, is related to the health sector. 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.

As a recommendation of the study, when customers are exposed to any fraud or deceit, they should be encouraged to communicate. 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. Researchers should be encouraged to further work on marketing fraud. Return to the Islamic law there are a lot of comment about the cheat. The consumer protection associations, the relevant public units. Consumers should be making functional protection and guarantee from fraud and deception. Whether the catalogues are correct and whether the catalogues contain the things that are promised to the customers. 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. People who do marketing tricks through marketing initiatives should be protected from fraud, be informed, presented to them various claims and the danger of resorting to fraud should be explained clearly. In order to explain the danger of marketing fraud to marketing entrepreneurs, this study suggests that it is mandatory to apply training courses for marketers in companies.

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