

## The Effect of Marketing Deception on the Organization's Reputation (An Analytical Study of the Opinions of a Sample of Workers at the Baron Tourist Hotel in the Holy City of Karbala)

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### Abstract:

The current research was concerned with studying the nature of the relationship and the influence between two variables represented by (marketing deception and the organization's reputation) of a sample of workers in the baron hotel in the holy city of Karbala and the nature of the answers was analyzed statistically through the spss statistical program to get to the fact of accepting or rejecting the two hypotheses of the research, which are the hypotheses of correlation and effect relationships, and through the statistical results, the two hypothesis was accepted based on the level Statistical significance. The research reached a set of recommendations that necessity to educate consumers about the concept of marketing deception in the field of providing after-sales services, and Encouraging consumers to submit complaints when unsatisfactory services are provided by the hotel providing the warranty services.

**Keywords:** marketing deception, organization's reputation, tourism company, baron hotel, employee satisfaction.

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### 1. Introduction

Marketing is one of the most critical tasks that any organization carries out. The success of businesses and the achievement of their goals require effective marketing. For ages, the competitive business environment has witnessed intense competition among companies. However, the marketing profit goal is its supreme objective and has prevailed over the moral purpose of meeting customers' needs and fulfilling their desires. Thus, the base of the conflict among these companies is based on maintaining the economic position only, regardless of the used strategies in the competition, to attract a large number of customers. Each company distinguishes itself from its competitors <sup>(1)(2)</sup>. Due to the variety of competitive services/products and the vast amount of info about them, it has resulted in consumers being unaware of the benefits as well as the proper and necessary specifications, which has aided in the ease of consumers' deception by benefit parties for profit. And this makes the selection process challenging for the consumers to deceive them in marketing in various ways <sup>(1)(3)</sup>. The marketer may use the marketing deception to manipulate selling his/her services/products. He/she might exaggerate the advantages of the service/product, whether in quality, price, or promotion, by presenting misleading or inaccurate information, which leads to the formation of the consumers' attitudes <sup>(4)</sup>.

The focus on marketing deception has arisen as a result of some factors. When a company acts ethically, consumers develop more favorable views about the company's goods/services. And when a company's activities and marketing practices deviate from accepted social norms, the market process will become less effective. Failure to use ethical marketing strategies and practices can result in unhappy consumers, lack of credibility, lost profit, ruined reputation, and legal actions. Remarkably, the deceptive marketing topic has piqued the interest of many researchers. Their research represented several countries' interests and the responsible authorities who developed and highlighted ethical guidelines to protect consumers from deception. Deception is regarded as one of the most negative aspects of marketing, and deceptive practices target consumers. Since companies have a primary aim of fulfilling consumers' needs and expectations, they highlight and market positive features of their services/products even though this requires them to exaggerate, deceive and mislead.

The subject of marketing deception has received great attention from researchers and practitioners, as well as the official interest of consumer protection organizations in most countries of the world, while the subject has not received such interest in the Arab world, even academically, there are very few studies on the subject. As a whole, or dealt with some dimensions, so it can be said that the role played by official bodies and consumer protection associations in this area locally compared to the role played by those bodies in many countries of the developed world is still limited and below the level of ambition. There are many marketing practices that reflect the existence of such a deception, and consumers are aware of this, but they are unable to detect it, and consequently they are unable to avoid it, so they are exposed to it and affect their purchasing decisions one way or another, and this results <sup>(5)</sup>.

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 <sup>(6)</sup>.

## 2. Theoretical framework

### 2.1. marketing deception

Recently, ethical marketing practices have increased fraud and deception in the business of selling and marketing<sup>(7)</sup>. Providing misleading and misinformation about the current market situation that leads to wrong or incomplete decision making<sup>(8)</sup>, is intended as false deception and misleading in order to obtain an advantage or benefit<sup>(9)</sup>.

Companies have been engaging in deceptive practices for several reasons including the lack of awareness of the marketers of the concept of deception and practices, and the possible damage to the organizations that focus only on short term profits while ignoring long term profits. Another reason includes the weakness or ineffectiveness of the role played by consumer protection associations in Arabic world, especially when compared with the role played by associations in foreign countries that protect consumers more effectively. Also, the negligence of consumers in reporting what they have experienced or perceived as deception, and demanding action to compensate for the harm or other harm caused by marketing fraud have facilitated these practices. Moreover, the lack of legislation and laws governing the activities of business organizations, whether in terms of marketing deception, crime and penalties imposed on those found to resort to deception from these organizations, as well as slow legal procedures in this area. Finally, the lack of awareness of consumers' methods of marketing deception, and their inability to detect, and their inability to learn and

benefit from the situations in which they were deceived in one way or another.

Marketing deception can include deception on the product, price, place and promotion. Deception on the product can include using a trademark similar to the original trademark to deceive the consumer, or modifying the name to resemble a similar pronunciation with a famous brand. Also, the of information included in the labeling of the packaging, especially with respect to food products, so that all the information written on it is supposed to be clear and accurate so that the consumer can understand everything related to the product such as fat, protein, calories, salts, etc.

On the other hand, the deception on the price can include the following: price cheating which is defined as any practice that causes customers to believe that the price they pay for one unit of the product or service is less than it actually is. Moreover, deceptive practices in the field of distribution overlap with those related to price and product. The poor transfer and distribution of a product which is not in accordance with criteria that drives some marketers to reduce its price or change its identification in case of damage or expiry. In addition to some retailers that deceive the consumer through the process of presenting products and displaying them in ways and techniques that appear contrary to reality. Finally, deceptive practices in the area of promotion can include false advertising and sales promotions <sup>(10)</sup>.

There are many forms of marketing deception, including:

1. Services - companies providing services other than promised. Companies paint a positive image about their services through information publish by them, however when actually dealing with the provided service, the result is contrary . Companies suggest that the after-sales services provide by them are limited to motivating consumers to purchase. Lack of clarity in the conditions included in the guarantee contract accompanying after-sales services means failure to comply with deadlines for providing after-sales services<sup>(11)(12)</sup>.
2. Price - Selling services of the same class to consumers at exaggerated prices to suggest high quality of services while in reality it may or may not increase prices to an unreasonable level by the company setting discounts in order to reach the normal price of the service. Imposing financial penalties on the consumer if he or she wants to return a commodity or stop a service. The consumer finds that there are commissions added to the price at which he or she made a purchase when the consumer wants to pay by bank card or visa which are deducted from his or her bank account without advance notice by the seller.
3. Promotion - advertisements that do not give correct information about the service or contain inconsistencies in the information in order to develop customer feelings, which result in making wrong purchasing decisions, so the advertisement becomes deceptive and misleading to the consumer<sup>(13)</sup>. The declarations contain exaggerated promises that cannot be substantively proven to be incorrect, at the same time it is difficult to measure whether the promise has been fulfilled<sup>(7)</sup>. Providing the customer with false information about the product such as country of origin, shelf life, availability of spare parts and service price. Attempting to sell products and services under the guise of collecting data from consumers required to conduct marketing research. Phantom competitions to encourage consumers to buy products that they do not wish to buy or to increase the quantities they buy from the product in the hope of winning, while there is no real competition or prizes. Competitions that are controlled, so no one wins or is controlled by people who decide who will win <sup>(7)</sup>.
4. Distribution - showing counterfeit products bearing the original famous marks. This type of deception is usually used by retail stores that deal in electronic devices. Products bearing famous brands are displayed while in reality they are fake, although

the prices at which these products are sold are usually lower by one degree of the price of other counterfeit products. Companies claim that the distribution of products and services accompanying them is within a specified period, which is incorrect. Companies are interested in their external appearance in order to deceive consumers that the services they provide are of high quality.

## 2.2. Organization's Reputation

In today's rapidly changing competitive business environment, organizations need more than just high-quality goods and services to differentiate themselves from their competitors in the market. One of these criteria is the ability to build an organization's reputation. The organization's reputation is a fundamental outcome of the type of interactions the organization has with customers or individuals in society and thus appears in the form of indicators such as trust, respect and awareness towards the organization. <sup>(14)</sup> defined the organization's reputation as a combination of factors that achieve crisis response, while <sup>(15)</sup> showed that the organization's reputation is a concept that focuses on the respect and credibility that exist within the organization's relationships with all other parties. It is affected by many factors that are not limited to merely dealing with employees or practicing ethical activities and a real commitment towards the environment, but also the organization's ability to manage itself and use creative practices that contribute to improving its financial performance, while <sup>(16)</sup> defined the organization's reputation as a summary of the value that enables the organization to achieve its multiple goals in the market, while showed that An organization's reputation is all about building trust, which can be achieved through a set of core values, operating transparently, taking responsibility for risks and working to resolve them quickly.<sup>(17)</sup>

In order to build reputation and strengthen the positive relationship of the organization with stakeholders, there are six steps to achieve this, which can be explained below<sup>(18)</sup> :

1. Collecting comprehensive information about stakeholders to identify their nature, preferences, and value to the organization, in addition to the nature of the relationship they wish to form with the organization.
2. The ability to collect information about the strengths and weaknesses of stakeholders, and then focus on the gap between internal facts and the perceptions that stakeholders hold towards the organization.
3. After collecting information about stakeholders, it is time to identify the main elements that form the organization's reputation, as these elements are arranged according to the organization's vision, policies, strategies and programs and in line with the career paths within the organizational structure of the organization.
4. Developing and implementing plans and strategies that help the organization focus and exceed stakeholders' expectations.
5. Emphasizing the direct participation of the organization's CEO in every stage of implementing plans and strategies.
6. Measure goals regularly and work hard to improve all the results achieved.

Researchers have relied on the model <sup>(19)</sup> to determine the dimensions of the organization's reputation, which include creativity, social responsibility, and service quality.

A - Creativity: Creativity is essential for the development of any organization, and is achieved not only through innovative products, services and processes, but also through administrative practices. In order to introduce creative practices, the organization must adopt an administrative model of creativity that includes organizational creativity processes based on professional competencies and administrative skills and their impact on the decision-making process<sup>(20)</sup> . Opinions differed about the concept of creativity, as <sup>(21)</sup>

indicated that creativity is the ability to create something new and bring it into existence. Creativity in the organization is an interactive social process that can arouse different emotions. The creative process ultimately leads to the completion and realization of creative work. In other words, creative work results from capabilities and processes that lead to its completion.

#### B- Social Responsibility:

<sup>(22)</sup> believes that social responsibility represents a philosophy of a set of practices for management officials that have a positive impact on the quality of the organization's products, and expresses the behavior and personal values of business managers, which are the beliefs and trends that lead them to form a base or framework for the information they carry and adopt the behavior they adopt. <sup>(23)</sup> indicated that social responsibility is a pledge and commitment of businessmen to continue policies for making decisions, addressing desired cases, and achieving goals and values for the community as a whole, and not just focusing on maximizing profits as the sole goal of the organization and that the work stems from the moral and ethical commitment of decision makers in the organization's management.

C - Service quality: In the turbulent environment and the high level of competition between business organizations, whether they are organizations that produce goods or provide services, and with the entry of organizations into global markets around the world, the process of choosing a product or service has become more extensive for the customer, which prompted organizations to pay attention to and increase the quality of their products, and work on practicing business that allows the organization to design products that meet or exceed customer needs and build operational processes that achieve high levels of performance and quality. <sup>(24)</sup> add that service quality means the degree to which the service meets customer needs, and in general, customer satisfaction means more perception of service quality.

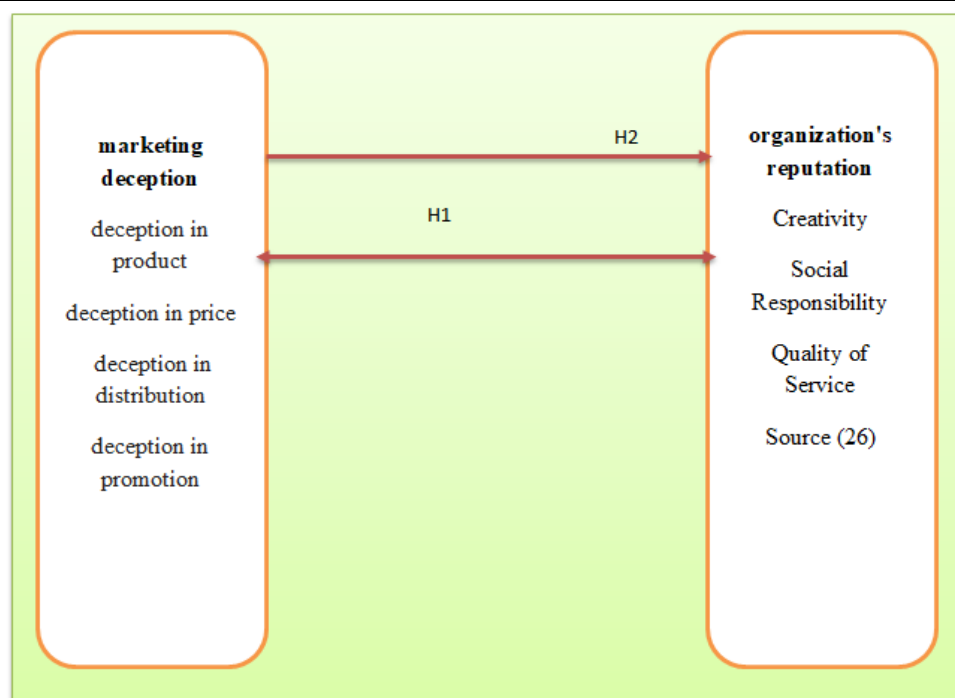
### 3. The importance of the research

The increasing pace of competition forces organizations to adopt methods to ensure their survival in the market, and these methods include practicing the dimensions of marketing deception, from here the importance of research emerges through the lack of interest of Iraqi organizations, including tourism organizations, in marketing deception methods and its role in organization reputation . The importance of research lies in the following:

- A. Knowing the theoretical concepts of marketing deception and focusing on its dimensions.
- B. Linking marketing deception and the dimensions of organization reputation .
- C. Knowing the extent of application of marketing deception concepts and its activities in tourism companies from the point of view of the employee of these companies.

### 4 - Materials and Methods

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the two hypotheses that explain the relationship and effect between the research variables.



**Figure (1) Hypothesis Diagram of the Research** (Source (25))

**H1**–There is statistically significant correlation at  $\alpha = 0.05$  between marketing deception and organization's reputation in the hotel.

**H2**–There is statistically significant effect at  $\alpha = 0.05$  to marketing deception in organization's reputation in the hotel.

## 5- Results

### A – Study Population and Sample

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the research variables, and the research targeted a sample consisting of ( 23 ) employees in the baron hotel in the holy city of Karbala, as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS.

### B- Reliability and Validity of the Survey Instrument

The research tool includes (30 items) that depends on two variables, which are marketing deception as an independent variable and includes four dimensions which are (deception in product , deception in price , deception in distribution ) and organization's reputation is a dependent variable and includes three dimensions, which are (Creativity , Social Responsibility , Quality of Service ) .

**Table (1) Descriptive statistics and Reliability for marketing deception's dimensions**

	Deception in production	Deception in price	Deception in distribution	Deception in promotion
Mean	3.01	2.75	2.57	2.59
Std. Deviation	.769	1.025	.956	.949
Reliability : .861				

The values in Table (1) above indicate that Deception in production obtained the highest mean value of (3.01) and Std. Deviation with a value of (.769 ), which indicates the

importance of this dimension and its high value among respondents in the institution. Followed by the dimension Deception in price with value mean and std. Deviation was equal to (2.75) and (1.025), respectively. Then Deception in promotion after that according to mean value ( 2.59 ) and std. Deviation was equal (.949 ) , while Deception in distribution came in final level . As for measuring the extent of realism and credibility of the dimensions of marketing deception , the Alpha Cronbach index was used, which came with a value of (.861), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

**Table (2) Exploratory Factor Analysis for marketing deception's dimensions**

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.834	70.842	70.842	2.834	70.842	70.842
2	.573	14.328	85.169			
3	.322	8.058	93.227			
4	.271	6.773	100.000			
Extraction Method: Principal Component Analysis.						

The results contained in Table (2) refer to the exploratory factor analysis of the marketing deception's dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the four dimensions of the marketing deception were reduced to a single component with a value of (70.842), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (2.834) and a variance value of (70.842) , then the second , third and fourth component comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

**Table (3) Component Matrix for marketing deception's dimensions**

Dimensions	Component 1
Deception in production	.743
Deception in price	.849
Deception in distribution	.879
Deception in promotion	.888

Table (3) shows the percentage of the contributions of each of the four dimensions to the formation of the marketing deception variable , as Deception in promotion got the highest value of the variable formation with a value of (.888 ) , while came Deception in distribution in second level with value ( .879 ) , then came Deception in price and Deception in production in third and fourth levels with values ( .849 ) ,( .743 ) respectively .

**Table (4) Descriptive statistics and Reliability of organization's reputation's dimensions**

	creativity	Social responsibility	Quality of service
Mean	2.33	1.99	1.92
Std. Deviation	.789	.670	.851
Reliability: .822			

The values in Table (4) above indicate that creativity obtained the highest mean value of (2.33) and Std. Deviation with a value of (.789), which indicates the importance of this dimension and its high value among respondents in the hotel . Followed by the dimension Social responsibility with a value as mean and std. Deviation was equal to (1.99) and (.670), respectively. Quality of service dimension came in third place in terms of importance to the respondents, it obtained a mean of (1.92) and std. Deviation was equal to (.851) . As for measuring the extent of realism and credibility of the dimensions of organization's

reputation, the Alpha Cronbach index was used, which came with a value of (.822), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

**Table (5) Exploratory Factor Analysis of organization's reputation's dimensions**

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.235	74.488	74.488	2.235	74.488	74.488
2	.516	17.185	91.673			
3	.250	8.327	100.000			
Extraction Method: Principal Component Analysis.						

The results contained in Table (5) refer to the exploratory factor analysis of the organization's reputation's dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the three dimensions of the organization's reputation variable were reduced to a single component with a value of (74.488), which explains the variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (2.235) and a variance value of (74.488), also the rest of the components, they had values of less than one, which means that they cannot be considered as strong components in terms of influence.

**Table (6) Component Matrix of organization's reputation's dimensions**

Dimensions	Component 1
creativity	.917
Social responsibility	.852
Quality of service	.816

Table (6) shows the percentage of the contributions of each of the three dimensions to the formation of the organization's reputation variable, as creativity got the highest value of the variable formation with a value of (.917), then the Social responsibility dimension with a value of (.852), and finally Quality of service with a value of (.816).

### C- Hypothesis testing

**H1**–There is statistically significant correlation at  $\alpha = 0.05$  between marketing deception and organization's reputation in the hotel .

Table (7) corellation between marketing deception and organization's reputation			
		marketing deception	organization's reputation
marketing deception	Pearson Correlation	1	.478
	Sig. (2-tailed)		.021
	N	23	23
organization's reputation	Pearson Correlation	.478	1
	Sig. (2-tailed)	.021	
	N	23	23

It is evident from the results in Table (7) above that there is a positive significant correlation between marketing deception and organization's reputation in the hotel , which was valued at (.478), in addition to that was the value of the sig. ( .021 ) less than 0.05, which means the relationship between the two variables marketing deception and organization's reputation is statistically significant at  $\alpha = 0.05$ , and therefore the first hypothesis is accepted .

**H2**–There is statistically significant effect at  $\alpha = 0.05$  to marketing deception in organization's reputation in the hotel .



Table (8) ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.286	1	2.286	6.204	.021 <sup>b</sup>
	Residual	7.738	21	.368		
	Total	10.024	22			
a. Dependent Variable: organization reputation						
b. Predictors: (Constant), Marketing deception						

It is clear from the results presented in Table (8) that there is a statistically significant impact of marketing deception in organization's reputation in the hotel, as the value of sig. was (.021) which is less than (0.05) and this indicates the acceptance of the second hypothesis, which refers to there is statistically significant effect at  $\alpha = 0.05$  to marketing deception in organization's reputation in the hotel.

Table (9) Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.478 <sup>a</sup>	.228	.191	.607	.228	6.204	1	21	.021

a. Predictors: (Constant), marketing deception

Finally, the results presented in Table (9) indicate the total correlation value of the model by considering that marketing deception as independent variables have a correlation with the dependent variable organization's reputation, as the correlation value was positive by (.478) and at a significant level of (.021) Which is less than (0.05), which supports the correlation between the research variables, in addition, the value of R. Square indicates the amount of variance that occurs in the value of the independent variables will affect the interpretation of the variance in the dependent variable with a value of (.228).

## 6. Discussion

It is clear from the results contained in the statistical analysis that there is an acceptance of the two hypotheses of the research. The two hypotheses were designed in order to identify the nature of the correlation and effect relationships between the two research variables. The first hypothesis indicated that there is a correlation between marketing deception and organization's reputation. With a score of (.478), while the level of significance was (.021), which is less than (0.05), so the first hypothesis was accepted.

While the second hypothesis explained the extent of the effect of marketing deception in organization's reputation, the second hypothesis was accepted because the level of significance (.021) is less than (0.05). The values in Table (1) above indicate that Deception in production obtained the highest mean value of (3.01) and Std. Deviation with a value of (.769), which indicates the importance of this dimension and its high value among respondents in the hotel.

Then, The values in Table (4) above indicate that creativity obtained the highest mean value of (2.33) and Std. Deviation with a value of (.789), which indicates the importance of this dimension and its high value among respondents in the hotel.

## 7. Recommendations

In this part, the researcher seeks to present a set of recommendations that can be of interest to the hotel institutions administration, the research sample in order to achieve the best results in terms of improving performance and achieving positive relations in the field of work:

1. A necessity to educate consumers about the concept of marketing deception in the field

of providing after-sales services.

2. Encouraging consumers to submit complaints when unsatisfactory services are provided by the hotel providing the warranty services.
3. The necessity of working to activate the role of the Consumer Protection Association to monitor the market in the after-sales services sector by conducting awareness campaigns for consumers about their rights in order to enhance their ability to test the quality of services provided to them.
4. hotels must be honest and not exaggerate the benefits provided in after-sales services especially when they do not provide this kind of service.
5. hotels must state the genuine costs of after-sales services in order to increase consumer confidence in dealing with them again.
6. hotels must declare the dates of delivery for products and the dates for providing after-sales services on time and at a pre-determined price.
7. The necessity of educating hotel owners on how to preserve products without adding ingredients, flavourings, smells and harmful substances that the customer will be aware of when dealing with them.
8. Before purchasing a product, it is necessary to compare the product you are buying with competing products available in the market in terms of price, quality and especially data.
9. Calling on the concerned authorities to implement deterrent laws for marketers and sellers, such as imposing significant financial penalties on violators so that they refrain from such practices, and to prevent the closure of the store.
10. Given the clarity of the concept of reputation and the precise definition of its dimensions and indicators of measurement in recent years, organizations should consider reputation management as an integral part of the organization's strategic management, and establish a department or administration affiliated with the Public Relations Department that is entrusted with the task of reputation management. Its tasks should include monitoring the organization's reputation in traditional and new media, evaluating it among interest groups, and submitting monitoring reports with proposed solutions to senior management.
11. Holding training courses for communication and public relations practitioners, and specialists in departments that deal directly with the external public, addressing the importance of reputation and how to maintain it, strategies for managing it, mechanisms for measuring it, and methods for applying it in reality, especially when dealing with the public.
12. Focusing on employee satisfaction by motivating them, developing their talents and retaining them, which has an impact on providing high performance and thus maintaining a distinguished reputation .
13. Paying attention to the quality of the products and services provided by the organization, as this has an impact on significantly improving the organization's reputation.
14. Pay attention to choosing an organizational culture that supports the company's vision to achieve its desired goals, by identifying logical and measurable goals that the organization's culture can achieve if they are taught to employees.
15. Great interest in establishing a creative organizational culture within employees in organizations, due to its repercussions on their performance and consequently on their reputation.

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