

# **HOW FAR THE SAUDI TELECOM COMPANIES' COMMITMENT TO MARKETING ETHICS IS? AND, IMPACT OF THIS ON THE ACHIEVEMENT OF CUSTOMERS' SATISFACTION?**

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## **Abstract**

*This study aimed to identify to how extent is the commitment of the Saudi telecom companies in marketing ethics from the perspective of its customers? And what is its impact on their satisfaction? To achieve this goal, questionnaires have been distributed, as a tool of data collection, for 500 customers of the three major companies that provide telecommunication services inside the Kingdom of Saudi Arabia within the Medina region. However, the study has reached a number of conclusions, including: the total revenue of telecommunication sector has increased by 10% during the last eight years. Also, the study proved that Saudi Telecom Companies are committed to marketing ethics, where its commitment to marketing ethics has an impact on the customers' satisfaction. On the other hand, the study found some significant differences in terms of the impact of the Saudi Telecom Companies' commitment on the customers' satisfaction due to the education level and the type of the company, whereas there was no difference in terms of sex, income level and social status.*

**Keywords:** *Business ethics, marketing ethics, Customers' Satisfaction, ethical problem*

## INTRODUCTION

Falls and scandals related to the managers of (Helot-Barkerd) as well as the financial fraud and misrepresentation of (Enron, WorldCom & Tayco) led to the increased attention in business ethics. However, this prompted researchers and practitioners to take care with how do individuals take their business's ethical decisions, particularly in the field of marketing, as well as how could organizations affect practitioners in marketing operations to be more aware and sensitive to ethical issues (Tarawneh & Abu Jalil, 2013). In the same context, (Low and Weeks) believe that "the need for supporting and promoting ethical behavior is not a subject of debate". "Even when the degree of improvement is gradual, the organizations can achieve balance in their efforts to improve business ethics in general and the marketing ethics in particular" (Valentine, 2007, p: 248).

As business' organizations today contain large number of individuals with diverse cultures and moral principles and values, there is a need for an attempt to study those moral values and understand the proper manner so as to consolidate and try to unify it within the single organization, as it should be reflected, at the end, on the customer and his demand on the product or the service, or to ensure that it would not happen again and to switch to another organization with committed members of single moral values.

As the telecommunications sector as a whole is one of the most important sectors concerned with providing the service, which won a large share of the services sector over the world including the Kingdom of Saudi Arabia, where its telecommunications sector is one of the most vital sectors, which have witnessed a significant and rapid growth during the past few years. According to the 2013 report issued by the Saudi Communications Commission, it has been reported that the total volume of direct revenues of the telecom operations represented at the end of 2013 an amount of RS 75 Billion, with an average of annual growth estimated at 10% during the last eight years i.e. 2005-2013 (Annual Report 1434-1435, Telecommunication and Information Technology Authority, p. 70).

This, however, has at the same time enhanced the importance to recognize the commitment of this sector to the ethics of marketing services. Hence, this study aimed to identify the scope of Saudi Arabia's telecommunications' companies' commitment to the ethics of marketing from the perspective of their customers and the impact on their satisfaction.

## Importance of the Study

The importance of this study is focused in the following:

1. It highlighted the role of the ethics of marketing in telecommunication companies in Saudi Arabia in achieving customers' satisfaction.

2. This study deals with marketing ethics as a single component of business ethics within business organizations, which constitutes the ethical framework for organizations for its sustainable existence and growth and for achieving increased revenues significantly, so this will contribute to the permanent ability to provide the best services to its customers and to build a distinct reputation and significant market share in the region.
3. It has tried to highlight one of the leading economic sectors in the Kingdom of Saudi Arabia, namely the telecommunications sector, which constitutes a significant vital part of the economic growth beside the other important sectors.
4. It has tried to provide a set of recommendations necessary to activate the benefit of the subject in promoting awareness of the importance of marketing ethics within organizations in general, and within the telecommunications sector in particular.

### **Objectives of the Study**

This study has tried to identify the following:

1. Customers' assessment of the scope of Saudi Arabia's telecommunication companies commitment to the ethics of marketing.
2. Identify the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction.
3. Measure the differences in the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on customers' satisfaction due to some personal variables (sex, educational qualification, age, marital status and the average monthly income).
4. Measure the level of the differences in the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on customers' satisfaction due to the company's type.

### **Study Problem**

The ethics of marketing received a lot of attention by the business organizations in western societies; however it has received less attention in the Arab societies in terms of theory and practice. Where the commitment to the marketing ethics is considered an integral part of the Organization's existence for its sustainability and growth, as well for maintaining its reputation among its customers and competitors. Therefore, the researcher conducted this study in order to identify the scope of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing from the view of its customers and its impact on their satisfaction.

However, this study will try, based on its problem, to answer the following questions:

1. How far the Saudi Arabia's telecommunication companies' commitment to the ethics of marketing from the view of its customers is?
2. Does the Saudi Arabia's telecommunication companies' commitment to the ethics of marketing affect the customer's satisfaction?
3. Are there any differences in the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on customers' satisfaction due to some personal variables (sex, educational qualification, age, marital status and the average monthly income)?
4. Are there any differences in the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on customers' satisfaction due to the company's type?

### Procedural Definitions of Variables

- **Marketing ethics:** it is the criteria controlling the marketers' behaviours based on their moral values. (Al-bakri, 2006)
- **Customer's Satisfaction:** it is the customer's assessment of the product or the service after purchased, which represents his experience over time.( Rahaman, et al, 2011)

### Study Hypotheses

1. **Ho:** there is no significant difference at  $\alpha \geq 5\%$  for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction.
2. **Ho:** there is no significant difference at  $\alpha \geq 5\%$  for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to sex.
3. **Ho:** there is no significant difference at  $\alpha \geq 5\%$  for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to education level.
4. **Ho:** there is no significant difference at  $\alpha \geq 5\%$  for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to age.
5. **Ho:** there is no significant difference at  $\alpha \geq 5\%$  for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to the monthly average income.

6. **Ho:** there is no significant difference at  $\alpha \geq 5\%$  for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to the marital status.
7. **Ho:** there is no significant difference at  $\alpha \geq 5\%$  for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to the company's type.

## LITERATURE REVIEW

El Alaoui et al (2012), reported by their study "Ethics, Marketing Relations and Institutional Performance: Theoretical Analysis through Average & Median Variables", that the ethics occupies important position in a company's administration, particularly in developing ethical conduct of employees. This moral atmosphere within an organization is intangible resource but has a positive impact, the improvement of performance. The researchers found through this study that the ethics affect indirectly the performance of an organization through four dimensions of internal marketing, namely: communication, organizational trust, job satisfaction, and organizational commitment.

Rakesh's (2012), focused in his study on the immoral marketing requirements, and how the Indian spirituality is considered as a model for global marketing ethics, where the study concluded that the ethics of marketing are necessary to save an organization on the long-term. This is due to the customer's perception and awareness of product quality, price, service, brand and the nature of the company. The study found that the best solution to practice the ethics in marketing is the application of the principle of the Indian spiritual model, especially in light of the absence of the values of all the activities of life. Therefore, today's organizations apply the so-called Yoga, Pranayama and spirituality to enable employees physically & mentally satisfied to work.

Mansour (2011), founded in his study: "Degree of Unethical Marketing Practices in Retail Markets in the Northern Areas of West Bank and Consumers' Satisfaction" that there is a high degree of cognition by consumers towards unethical marketing practices in the northern markets of West Bank. However, there is low consciousness for accepting deception. The study found no differences attributed to sex and educational level, whereas it showed differences in favor of high-income earners and older people.

Al-Marayat (2011), his study aimed to measure the impact of an organization's business ethics on moral behavior and pharmaceutical products salesmen's performance in Amman. The study concluded that: the degree of business ethics of pharmaceutical products sale in Amman is high and that the moral behavior level of pharmaceutical products salesmen in Amman is

high. Also, the study concluded that there was a statistically significant impact of organization's business ethics on the moral behavior and pharmaceutical products salesmen's in Amman, Jordan.

Al- Hindawi et al. (2010), "Assessment of the relationship between the adoption of companies of marketing ethics and effectiveness of its commercial advertisements". A field study on the Jordanian cell phones Telecommunication Companies" which aimed to identify to what extent do companies adopts marketing ethics? And how often its commercial advertisements' effectiveness and impact on customer's knowledge is? The research population included staff of Zain and Orange. However, researchers have concluded many results, *inter alia*, Jordanian cell phones Telecommunication Companies are honest in its advertising campaigns, and they are away from deception and misinformation during its promotional campaigns. Researchers provided some recommendations, such as the necessity that the telecommunications companies giving profile for the services provided to the community in order to increase customers' knowledge and provide appropriate fund for the implementation of programs and plans related to marketing ethics.

Hashim (2007), aimed through this study to identify to how extent is the commitment of the telecom companies in marketing ethics from the perspective of its customers and its impact on their mental image. The research population included customers of Jordanian cell-phones telecom companies living in the capital. Most important of the conclusions the high commitment of the Jordanian telecommunication companies of marketing ethics, however such commitment does not affect the mental image of customers.

Abuhameedah (2006), a study aimed to identify to what extent does the pharmaceutical companies commit to marketing ethics. Study population included physicians & pharmacists working in Amman and dealing with Jordanian medicines companies. The researcher, however, concluded number of results, most important of which: that pharmaceutical companies commit to marketing ethics but does not commit to pricing ethics.

Atta'y (2006), "Conceptual Framework of Marketing & social responsibility of services organizations". The researcher concluded that ethics is considered an environmental factor of marketing, which should be adopted by business organizations while composing its marketing strategies, particularly pricing and promotion strategies. And that marketing ethics play a clear role in services marketing mixture (7P<sub>s</sub>) and mutual relations between business organizations and its customers as well as in the identification of customers' needs and preferences to provide compatible services to reach the activation of the preferred – service – to - customer concept or what is called (Customization).

Tareeh (2005), "Commitment to Marketing Ethics & its Impact on the competitive position, from the prospective of National Marketing Manager", "An applied study on private industrial corporations in Egypt" aimed to show the impact of using bad marketing ethics on the competitive position of private industrial corporations in Egypt, where the study found that the business climate within Egyptian industrial corporations does not provide opportunities for bad ethics practice. However, there are some immoral marketing practices by some marketing managers to save their competitive positions.

Peppas (2002), aimed, in his study, to measure and compare Masters students' attitudes, of business administration colleges in USA & Asia, towards ethical norms and values of work. The study concluded the presence of differences between Americans & Asians in terms of ethical norms and values. However, Peppas (2002) recommended in his study to identify the impact of the courses taught at universities on the different nationalities of students as well as to conduct further studies covering larger sample to be compared with the different Asian nationalities.

Singhapakdi (1999), aimed in this study to compare between ethical values & morality cognition level between American & Middle East marketers. The study concluded that there were no differences between both samples of the study, in terms of moral philosophy. However, it has been concluded that American marketers have more ethical cognition than Middle East marketers. In contrast, Middle East marketers have more ethical values related to their organizations compared with Americans.

Singhapakdi (1999), a study aimed to identify how often does the impact of ethical importance cognition & social responsibility on marketers' ethical intentions, and the impact of moral problems and sex on the ethical intentions. The study concluded that ethical importance cognition & social responsibility affect ethical intentions of marketers. Also it has been concluded that there was a relationship between moral problems & ethical intentions of marketers. Further, it has been shown that there were some differences attributed to sex in the ethical intentions of marketers.

This Study Differs from Previous Studies in the Following

- Previous studies lacked for applying the subject of work ethics in service provider institutions, particularly in the telecommunications sector, and this is what this study was distinguished of compared to the previous studies.
- This study is characterized by its early application in Saudi Arabia, thus contributing to the scientific library with its results.



## THEORETICAL FRAMEWORK

### Ethics Concept in Business

Ethics concept in business has many meanings and contents, most of which indicates to the human behavior rules, in terms of accepted and unaccepted by others. Researches and specialists agreed on the definition of ethics in terms of its content and core, even they disagreed in shape or style, provided that business ethics represent the moral issues of what should or should not be to perform different types of business (George & Kaler, 2003, p:250)

The word (Ethics) stands for the conformation with the norms, behavior or values expected to be adopted by people and concerned with the personal daily actions of individual (Al-Marayat, 2011, p:26). Therefore, ethics is a group of behaviors and principles determine the right and the wrong behavior. On the above, business ethics is merely a group of norms and principles control the administrative behavior in terms of wrong or right practice. It is a guideline for managers, where its importance increase based on decisions' impact and results.

The more effect on others the manager's activity has, the more importance his ethics have. So, ethics is moral measures and norms to differentiate wrong from right. However, in business, ethics are measures and norms of moral values and measures which control decisions taken and procedures practiced within business environment (Satr Assir, 2008, p: 59)

### Marketing Ethics

The Marketing Ethics theory were developed in 1980, where companies became aware of the negative impact reflected on the company as it practiced harmful activities to society (Ferrell, 2005).

Murphy was the first researcher (Murphy & Lacznia, 1981) who studied Marketing Ethics in his book "Marketing Evaluation", then followed by (Hant & Feteel, 1986) who set 2 theories adopted by managers when they used to face ethical problem. They tried in 1986 to develop their proposed theories through adding 3 questions on the proposed theories included amendment, composition & discussion. Later, in 1990 marketing ethics concept emerged, which have been considered one of the business ethics subsidiaries (Murphy et al, 2005). Then many attempts and studies appeared to study marketing ethics, among those studies was the one conducted by (Lin-Yuan Chou, 2011) which used the Bibliomatrix (Social Statistics) and the exploration of data in order to get the impression about the marketing ethics studies of the period (1990 – 2009). It has been concluded that the studies of the period (1990 – 1999) were all surveying studies and focused on theories, whereas during the period (2000-2009) there was more concentration on specific – subjects' studies in terms of decision making, personal ethical values, ethical behavior and governance. However, (Ross & Stratton-Lake, 2009) indicated that



marketing ethics is a group of agreed behaviors which determined the relationship between companies and all other stakeholders. So it is the ethics dealing with moral Aspects. He believed that marketing ethics determined if such morals and its related activities could achieve benefit for customers and community. He also indicated that in order to understand the meaning of marketing ethics, we have to know that it includes fidelity, justice and self improvement as well as greeting and not harming others. (Ross & Stratton-Lake 2009, pp14-15).

Al- Hindawi et al. (2010), defined marketing ethics as a group of norms controls the behavior and practice of marketers as well as what do they hold of moral values and beliefs towards their right or wrong behavior. Then, the society will judge the solidity of such marketing activities performed by an organization. Hence, it would clear that most marketing ethics concepts have been derived from the governmental laws, regulations and norms which is in compatible with the society's norms. So, at least, marketers have to commit to these laws and rules. Therefore, it is easy to say that marketing ethics is going in parallel with legal concepts. However, (Xinxin Guo, 2012) indicated that marketing ethics is an organized study to the knowhow of the moral norms practice within marketing ethics, behaviors and institutions. (Murphy et al., 2005, p. 17) added that marketing ethics covers the societal & professional standards of assumed justice and rights provided by marketing managers while drafting, implementing and controlling their strategy. (Laczniak and Murphy, 2006, p. 159)

Marketing ethics were also defined as “the standards controlling marketers’ behaviors according to their owned moral values”. In this definition, there is a clear indication to the linkage between marketing ethics and the work of organization’s members, through what they hold of values in harmonization with those standards set by the organization. It has been also defined as “the literature principles that determine and define the right from the wrong within the marketing practice”, where this definition is compatible with morality concept, as the human behavior differentiate between right and wrong practice (Al-Bakri, 2, 2006).

(Schlegelmilch& Berseder, 2010, 2-3) indicated that 18 classifications for marketing ethics were adopted including product, price, promotion, place, sales, decision making, customs, customers, different cultures, research, education, social marketing, green marketing, internet, religion, previous studies & social issues related to marketing decisions regarding weak categories such as children, old and poor people.

(Rakesh, R, 2012 ) indicated to marketing ethics as the moral and right marketing practice in business, which means to apply the equity norms and to give good image of the company to others, as it is well known that profit is the final goal of any business. Therefore, if the company used wrong advertisement or deceptive marketing practices to achieve its goal of

profit, it may win for short period, however it will lose the trust of its customers and it may face dozens of complaints and claims.

(Abromaityte-Sereikiene, Laima, 2006) indicated that motivation is one of the most important factors affecting the moral behavior of individuals and organizations, and it occupies a part of marketing decision making process and determine the quality of marketing decisions from moral prospective. American Marketing Association (AMA) determined 6 ethical values for the orientation of behavior in marketing and advertising included sincerity, responsibility, equity, transparency, citizenship, respect (AMA, 2010). However, (Angela Shields, 2011) defined those values as follow:

Sincerity means that truth should be existed in every side of marketing, where any promise should be achieved and each product has a value, and any problem faced by the product should be corrected.

Responsibility means that the individuals should accept the results of their marketing strategies and make their efforts to meet customers' needs.

Equity includes the equilibrium between seller and buyer concerns. To protect consumer's trust by avoiding deception, interests conflict and price determination. All of the above are the key of equity.

Respect, means the ability to realize differences and dealing with others in dignity and listening to their concerns and needs. In addition, respect includes the external contributors to marketing efforts.

Openness means the clear communication and acceptance of criticism, where this value help in creating transparency in disclosing pricing information and explaining any possible risks related to the product or the promoted service.

Citizenship value is attributed to the efforts paid for improving marketing reputation rather than community, by any possible mean. However, it is expected from citizenship value to achieve integrity in trade and protect environment and voluntary work so as to improve marketing.

### **Ethical Problems in Marketing Concept**

On the above, we could say that ethical problems in marketing concept could be summarized in the following:

1. Fraud & deception practiced by some (producers & marketers) against consumer in different fields such as types, title content, trademarks fraud and wrong promotion beside other issues.

2. How often is traders' commitment in the distribution path to the stipulated profit margin, as these circles of commodities to be delivered to the consumer without gaining unreasonable increase in prices.
3. Limitation of commodities supply for public at the required quantity or hiding them for creating brokerage in the market.
4. Level of commitment to display the correct data and facts representing the advertised products through the different promotion means without fraud or deception (Addioh Ji, 2000).

### **Importance of Studying Ethics in Service Business**

Studying ethics in service business in particular is attributed to the following:

- 1- Increase public trust in marketing activities of business organizations, and facilitate market exchange system (Trust)
- 2- Create useful competition increase exchange between both parties of the market represented by (Sellers) i.e. the supply and (Buyers) i.e. demand. Among competition conditions also is Integrity.
- 3- Emergency of economic sufficiency which contributes to good socio-economic outcomes at society level and activates Social Responsibility. (Atta'I, 2006)

### **RESEARCH METHODOLOGY**

For the current study, the researcher relied on the descriptive research design.

#### **Study Population and Sample**

The study population included the customers of Cell phones companies in Medina, where a random sample of 500 customers has been taken to fill in a study; however 468 respondents of them only replied, represented 93.6% of the study sample.

#### **Data & Information Collection**

Two sources of data were used, namely primary Source: by using a study questionnaire and secondary source: by using books and other related scientific references.

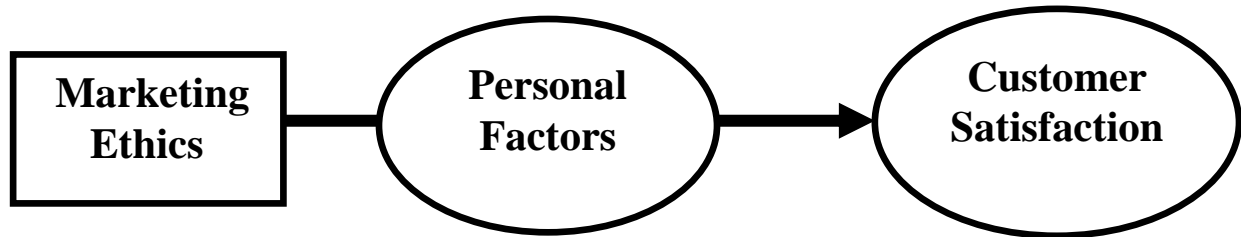
#### **Questionnaire design**

The questionnaire consisted of two main sections; the first included the personal data of respondents such as (sex, educational qualification, age, marital status, average monthly income and type of company), while the second section included the ethics variable; it was

mainly based on the indicators identified by (Hatch and Schultz) which included knowledge, feeling and belief.

However the Five (Likert) measurement according to the following scale: (5) points = strongly agree, (4) points = agree, (3) points = indifferent, (2) points = disagree, (1) strongly disagree.

Figure: Study Model



### Reliability

Cronbach's Alpha Test has been used to measure the stability of measurement tool, where  $\alpha = 90\%$  for the questionnaire as a whole. However  $\alpha$  value for the ethics variable amounted to 88.9%, where both values are excellent since it was greater than the accepted value 60%. (Malhotra, 2004, p.268)

### Validity

The Virtual Credibility of the measurement has been tested by presenting the questionnaire to number of refereed specialists in the field of marketing, where their constructive suggestions to amend the questionnaire have been adopted.

### Data Analysis Approach

"SPSS" program were used to analyze data that has been collected through a study questionnaire, and it will rely on the following statistical methods: Frequencies and percentages, Averages and standard deviations, One sample t –test, Simple regression test, ANOVA.

## EMPIRICAL FINDINGS

### Characteristics of Study Sample

Frequencies and percentages were calculated to describe the replies to the first section of the questionnaire.

Table 1. Sample's characteristics results

Variable	Education level	Frequency	Percentage
Education level	Secondary school or less	72	15.4
	Diploma	36	7.7
	Bachelor	317	67.7
	Graduate	43	9.2
	<b>Total</b>	<b>468</b>	<b>100</b>
Sex	Male	141	30.1
	Female	327	69.9
	<b>Total</b>	<b>468</b>	<b>100</b>
Marital status	Single	250	53.4
	Divorced	12	2.6
	Widow	6	1.3
	Married	200	42.7
	<b>Total</b>	<b>468</b>	<b>100</b>
Age	Less than 25 years	243	51.9
	16-40 years	163	34.8
	41-55 years	50	10.7
	older than 55 years	12	2.6
	<b>Total</b>	<b>468</b>	<b>100</b>
Average monthly income	Less than 4000 SR	234	50.0
	4000-7000 SR	79	16.9
	7001-10000 SR	59	12.6
	More than 1000 SR	96	20.5
	<b>Total</b>	<b>468</b>	<b>100</b>
Company name	Mobily	186	39.7
	Saudi Zain	59	12.6
	STC	221	47.2
	Other	1	.2
	<b>Total</b>	<b>468</b>	<b>100</b>

We observe that 15.4% of the sample have secondary school level or less, 7.7% have diploma, 67.7% have bachelor degree and 9.2% have graduate degrees, which indicated that the largest category of the study population are those of university graduates. However, we observed that 30.1% of the sample is males, whereas 69.9% from females, 53.4% are singles, 2.6% are divorced, 1.3% are widows, 42.7% are married. On the other hand, we observed that 51.9% of the sample is less than 25 years, 34.8% are between (26-40) years old, 10.7% are of age between (41-55) years and 2.6% are over 55 years old, which indicated that the majority of the sample is youth. In terms of income, 50% of the sample earns less than 4000 SR, 16.9% earns (4000-7000) SR, 12.6% earns 7001-10000 SR and 20.5% of the sample earns more than 10000 SR. Finally, 39.7% of the sample is from Mobily users, 12.6% from Zain users and 47.2% are from STC users.

## Descriptive Statistics

Mean and standard deviation were calculated to describe the replies by the sample to the following paragraphs.

### First: Marketing Ethics:

Table 2. Means & standard deviation of replies by the sample to the Saudi Telecom Companies to marketing ethics

Question	Mean	Standard deviation
1. Administration sympathize with customers when face real difficulties in terms of service access.	3.1949	1.16205
2. Spend care to ensure service access by each customer	3.2184	1.13065
3. Company's staff do not ask customers private & embarrassing questions	<b>4.1970</b>	.91936
4. Customers complaints are immediately solved	3.0407	1.18306
5. Company take care to reduce negative impacts of service	3.2784	1.09800
6. Invoices issued by the company are accurate	3.1820	1.20222
7. Individuals income are taken into account at pricing	<b>2.9400</b>	1.04442
8. The company does not offer false sales on its services	3.3212	1.16071
9. The company does not impose doubled taxes on customer at service	3.5910	1.11456
10. The company does not link high prices with high quality service provided to customers	3.1713	1.10820
11. The company does not advertise its services by misleading mean	3.3640	1.16099
12. The company seeks to declare clearly its services providing places	3.7238	1.01846
13. The higher administration always take care with customers through legal awareness of applied laws	3.2505	1.13819
14. The company does not make false prices comparison	3.3041	1.03462
15. The company does not make false promises to its customers	3.4069	1.13536
16. The company does not give close customers advantages rather than others	3.4582	.98914
17. The company has opened branches all over communities without discrimination	3.5011	1.08911
18. The company does not impose additional fees on services provided for remote areas	3.5867	1.10523
19. The company provide all communication services needed by customers	3.5460	1.14390
20. The company provides all the machines and equipment required for communication services to different areas.	3.4989	1.10476
<b>Overall mean</b>	<b>3.3888</b>	.62628

We observe that the sample trends are positive in terms of the above paragraphs, as the values of means were greater than measurement tool mean (3), except paragraph (7), which stated "individuals' incomes should be considered at pricing of provided services", where it has achieved a mean value amounted to (2.94), which is less than the measurement tool mean (3) as this indicated negative trend by the sample towards this paragraph. Paragraph (3) related to

“Company’s staff do not ask customers private & embarrassing questions” , reached a mean value of (4.1970), whereas the overall mean of marketing ethics variable paragraphs reached (3.3888) which is greater than the measurement tool mean and reflected the positive trend of these paragraphs.

## Hypothesis Test

### *First hypothesis*

**Ho:** there is no significant difference for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction.

**Ha:** there is significant difference for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction.

Table 3. results of T-test for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction

Calculated - T	Tabulated -T	Sig	Null hypothesis result
13.414	1,64	0.00	Rejected

Table (3) results indicated that (calculated – T = 13.414), which is greater than tabulated value. Therefore, according to the decision rule “Null hypothesis shall be rejected while Alternate hypothesis shall be accepted, if the value of calculated-T is greater than tabulated-T at  $\alpha \leq 5\%$ , so we reject Null hypothesis (Ho) and accept Alternate hypothesis (Ha).

### *Second hypothesis*

**Ho:** there is no significant difference for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to sex.

**Ha:** there is significant difference at  $\alpha \leq 5\%$  for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to sex.

### *Third hypothesis*

**Ho:** there is no significant difference for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to education level.

**Ha:** there is significant difference for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to education level.



#### ***Fourth hypothesis***

**Ho:** there is no significant difference for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to age.

**Ha:** there is significant difference for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to age.

#### ***Fifth hypothesis***

**Ho:** there is no significant difference for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to marital status.

**Ha:** there is significant difference for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to marital status.

#### ***Sixth hypothesis***

**Ho:** there is no significant difference at for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to the monthly average income.

**Ha:** there is significant difference at for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to the monthly average income

#### ***Seventh hypothesis***

**Ho:** there is no significant difference at for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to the company's type.

**Ha:** there is significant difference at for the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to the company's type.

Table 4. ANOVA results to measure the differences in the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to sex, education, age, marital status, income level and company type

Hypothesis number	Variable	Calculated -F	Tabulated -F	F SIG	Null hypothesis result
Second hypothesis	Sex	.867	2.99	.352	Accepted
Third hypothesis	Education	3.371	2.99	.010	Rejected
Fourth hypothesis	Age	2.108	2.99	.079	Accepted
Fifth hypothesis	Marital status	.982	2.99	.417	Accepted
Sixth hypothesis	Income level	.595	2.99	.667	Accepted
Seventh hypothesis	Company type	3.645	2.99	.006	Rejected

The results of table (4) showed that the following hypothesis have been accepted (second, fourth, fifth and sixth hypothesis), as (calculated-F was consequently amounted to .352, 0.79, 0.417 and 0.667) which values were less than its tabulated value. Hence, according to the decision rule, we have rejected  $H_a$  and accepted  $H_o$ , i.e. there was no differences in the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to sex, education, age, marital status, income level and company type. And this result has been confirmed by (Sig) value which was greater than 5%.

However, it has been observed from table (4) that the alternate hypothesis was rejected while the null hypothesis was accepted for the third and seventh hypothesis, as calculated -F values were consequently equals to (0.01 and 0.006) which is greater than its tabulated value. Hence, according to the decision rule, we have rejected  $H_o$  and accepted  $H_a$ , i.e. there was differences in the impact of Saudi Arabia's telecommunication companies' commitment to the ethics of marketing on the customer's satisfaction due to sex, education, age, marital status, income level and company type. And this result has been confirmed by (Sig) value which was less than 5%.

## CONCLUSIONS

1. Marketing ethics concept is the norms and values controlling agreed behaviors between a company and its public, customers and agents in marketing for them its products and services, as such behaviors clarify what is right and accepted and what is wrong and rejected in providing the service to customer.

2. The total direct revenues from Saudi telecommunication sector reached in 2013 about SR Billion 75, with a growth rate of 10%. This figure indicated the increased importance of this sector and high demand by people on these services, which should stimulate those companies taking care with its provided services and marketing ethics.
3. Marketing ethics are basically derived from business ethics and from the company's belief in such ethics and commitment to it.
4. There are 6 ethical values for the orientation of behavior in marketing and advertising included sincerity, responsibility, equity, transparency, citizenship, and respect according to the American Marketing Association (AMA).
5. The basis for the formation of marketing ethics is the customer himself, as he has the choice to accept or reject the marketing practice of the companies.
6. The importance of ethical marketing practice in providing services leads to the trust by public and creates appropriate competition and increase economic efficiency.
7. Most immoral marketing practices are seen in fraud and deception as well as offering insufficient quantity of provided services to raise prices.
8. The first hypothesis (assumption) proved that Saudi Arabia's telecommunication companies' are commitment to the ethics of marketing by an average (Mean) of 3.15.
9. The second hypothesis (assumption) proved that Saudi Arabia's telecommunication companies' are commitment to the ethics of marketing affects customers' satisfaction with a relation factor of (74.2%), which is considered strong positive relation.
10. There were no differences in the impact of Saudi Arabia's telecommunication companies' are commitment to the ethics of marketing due to sex, age, income and marital status.
11. There were differences in the impact of Saudi Arabia's telecommunication companies' are commitment to the ethics of marketing due to education and the type of company.
12. The most important side of marketing ethics which got the highest value by the sample with a mean value of (4.197) was that company's staff does not ask embarrassing questions to their customers.
13. The least important side of marketing ethics which got the lowest value by the sample with a mean value of (2.94) was considering individuals income at services pricing.

## IMPLICATION OF THE STUDY

1. Saudi Arabia's telecommunication companies realize the importance of marketing ethics, which has been reflected on its commitment to these ethics.

2. As soon the companies realized the importance of building moral system within its business practice, it will achieve its commitment to equity, honest and transparent way of marketing.
3. According to results, education level has an impact on the customers' satisfaction towards their acceptance or rejection to the ethical practices of Saudis telecommunication companies, where this indicated clearly that the more the person is educated the more he or she became realized of the service provided to him.
4. According to results, the company's type affected the customers' satisfaction towards their acceptance or rejection to the ethical practices of Saudis telecommunication companies, where this indicated that each company has its own method of providing its services.
5. According to results, the company's staff did not ask embarrassing and private questions, which indicated that companies are training its staff efficiently, and that those employees are carefully selected according to their owned values and norms of culture.
6. However, in terms of ignoring income level at services pricing, it was a visible phenomenon where companies have to pay attention for it, however there is what should be also considered here, as such companies believe that when it provides distinguished services, i.e. high quality, hence he or she will not be interested in such service as he could obtain the reasonable service. Thus it was proved by the fact that companies did not raise its prices when linking to high quality service and once it did not make false comparisons in advertisements, where the replies to the above 2 paragraphs had a mean of value greater than 3.

## THE STUDY LIMITATIONS

The current study has faced a number of limitations: one of them the distribution of gender in our sample. Our current study's sample consisted of 69.9 % female and 30.1 % males, due to the targeting of community where the study is made. second, The variables of study depend on marketing ethics and consumer satisfaction, while other studies for example, Hashim (2007), focus in his study on marketing ethics from the perspective of its customers and then its impact on their mental image. Finally there is no enough studies about marketing and business ethics in Arabic language and in the area.

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