

## **The impact of marketing ethics on promoting the company's products - A field study on the Algeria Telecom branch in Tissemsilt**

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### **abstract**

The study aimed to determine the impact of marketing ethics on the promotion of the institution's products and was applied to the Algeria Telecom branch in Tissemsilt province. The study relied on a sample of (259) consumers of the institution's products. Based on the descriptive and analytical method, the study concluded that marketing ethics is of paramount importance in promoting products and their acceptance by consumers, especially the commitment to promises made through promotional activities.

### **introduction:**

In the rapidly evolving world of digital marketing, profound and wide-ranging ethical challenges emerge. The use of the internet and smartphones is increasing significantly. As companies leverage digital technologies to expand their reach efficiently and cost-effectively, It faces significant ethical challenges that affect consumer trust and brand loyalty. (Çelnik Mujollari, 2025)

In most cases, companies are very keen to increase profits in various ways, including reducing operating costs. This leads to a loss of reputation. In the business world, the pursuit of profit is natural, as long as it doesn't harm multiple parties. The interests and rights of others must be considered. Ethical conduct in business activities is essential for the business's continued success. (Sahri Prayitno, 2019)

Understanding how ethical considerations affect consumer sentiment can provide valuable insights for organizations seeking to differentiate themselves in a competitive market. Brands that prioritize ethical marketing can build trust and credibility, which in turn attracts a loyal customer base that values transparency and a commitment to social responsibility. (Phuong Mai Nguyen, 2024)

Therefore, companies and organizations should communicate their brand messages and sell their products to consumers while considering social and environmental issues. Strategies that focus on shared concerns can increase consumer interest in purchasing the company's products or services.

However, maintaining consumer relationships and building brand loyalty is a significant challenge in today's marketing environment. The highly competitive market fosters unethical marketing practices, making the challenge of building customer loyalty even more daunting. This includes scams and advertisements across traditional media and social media platforms that are excessively aggressive. (Zurairah Jais, 2023)

Ethics refers to what is right and what is considered virtuous behavior and character in individuals and societies. Values that express ethical principles include integrity, honesty, honesty, justice, keeping promises, loyalty, benevolence, accountability, striving for excellence, leadership, responsibility, non-violence, and respect for others. (Nicolaidis, 2018) Advertising has a significant impact on people and society as a whole, shaping their attitudes, behaviors, and priorities. Some researchers believe that advertising supports ethical issues. It is also considered unethical to discredit an alternative or competing product or service. Other ethical issues include... . (Nicolaidis, 2018)

Ethical values encompass the presentation of a non-personal, paid message to the public about an organization's product or services—that is, the promotion of a specific sponsor's ideas, goods, or services. Ethics must be of paramount importance in advertising. This includes various aspects such as respect, integrity, honesty, sincerity, generosity, kindness, and so on. These aspects range from the integrity of the claims to their accuracy. (Ratnani, 2021)

Companies rely on marketing because it's the most crucial area of their operations, directly leading to actual product sales. In this context, it becomes particularly challenging for marketers to make ethical decisions about how to promote their product to customers while maintaining ethical standards. Therefore, this study explores the problems associated with product promotion, and the extent to which the institution adheres to ethical values in its promotional activities to present its products without deception and artificial excitement to entice consumers, through the following question: Does marketing ethics affect the promotion of the products of the Algeria Telecom Corporation?

### **Sub-questions:**

- Does honesty significantly affect the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ )?
- Does responsibility significantly affect the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ )?
- Does fairness significantly affect the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ )?
- Does citizenship significantly affect the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ )?
- Does respect significantly affect the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ )?

### **Hypotheses:**

- Honesty significantly affects the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ ).
- Responsibility significantly affects the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ ).
- Fairness significantly affects the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ ).
- Citizenship significantly affects the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ ).
- Respect significantly affects the promotion of Algeria Telecom products at the level ( $\alpha \leq 0.05$ ).

### **The importance of the research:**

The importance of this research lies in its handling of a vital issue related to marketing ethics and the impact of a business's commitment to ethics on consumer behavior, which means the need to balance ethical standards and the business's profitability goals in the face of competition between businesses. This can also be seen in the application of statistical methodology to study and measure the impact of the marketing mix of services, particularly in Jordanian banks, in addition to adopting the study from the consumer's perspective regarding the ethics of marketing telecommunications services through promotion.

### **Research Objectives:**

This study aims to determine the impact of applying ethical practices in marketing telecommunications services on customers from their perspective; among these objectives are sub-objectives such as:

- Defining marketing ethics and its relationship to promotional activities.
- Studying the concept of promotional ethics.
- Exploring the different types of ethical and unethical promotion.
- Understanding the relationship between marketing and promotional ethics.

**Research Methodology and Division:** The study included two aspects (theoretical and applied). The theoretical aspect contains concepts about marketing ethics and their applications to promotional processes, based on the descriptive approach to define the concepts. The applied aspect was based on the case study approach, through surveying a representative sample of the study population.

**Theoretical aspect:** Concepts of marketing ethics and promotion

#### **1\_ Ethics:**

Morality means "good behavior" or "correct behavior in light of society and time." By general agreement, different patterns of behavior are classified as "good" or "bad." In other words, we can say that morality is the guiding principles and values that govern the actions, behavior, and decisions of an individual or group. Morality is a choice between good and evil, or between right and wrong. It is subject to a set of ethical principles within a specific time, place, and society. (Barua, 2025)

It refers to a set of moral standards, principles, and values, and to the nature and foundations of morality that guide individual behavior, such as moral judgments, norms, and rules of conduct. The terms "immoral" and "moral" describe an individual's subjective moral judgment of right and wrong, or good and evil. By their nature, moral sentiments can be neutral or have a negative or positive value (Jung-Yong Lee, 2019)

The interactions of marketing executives with stakeholders, competitors, consumers, and members of the organization influence marketing ethics, which also incorporates public opinion into the discussion. However, business ethics, a core subject for academics and professionals, represents the ethical framework that companies must adhere to, or a framework for

accountability regarding a company's performance of its ethical role. This framework is a (Sameen, 2025) ethics. fundamental component of corporate

The community is the judge of the integrity of marketing activities and the standards that must be followed in the marketing process in order for performance to be acceptable in the community surrounding the organization. (Moneer Hossen Alzalook, 2025)

Ethics in marketing represents a vital set of practices that guide companies in managing their operations in a way that adheres not only to legal standards but also to broader societal norms and ethical principles. The necessity of integrating ethics into marketing strategies stems from its profound impact on various aspects of business-consumer relationships. Ethical marketing is essential for cultivating consumer trust, maintaining a strong organizational reputation, and ensuring the long-term sustainability of business operations. (Kamila, 2023)

There are many definitions of marketing ethics, including that it is a set of standards that govern the behaviors and actions of marketers, along with their values and moral beliefs, or that it is a set of ethical standards and rules of professional conduct adopted by business institutions and adhered to by sales and marketing employees, as a legal and moral responsibility. (Nabulsi, 2017)

Funke views ethical marketing as a systematic approach used by companies to enhance customer interest in their products or services, cultivate strong customer relationships, and create value for all stakeholders. This is achieved by integrating social and environmental factors into product development and promotional activities. The entire marketing spectrum is considered, including sales strategies, corporate communications, and business growth. (Phuong Mai Nguyen H.-L. L.-N.-Y., 2024)

.Hunt and Lavery define marketing ethics as the systematic study of the ethical standards used in marketing decisions and behaviors. Concerns about marketing ethics are growing alongside increasing public distrust of modern businesses, a phenomenon that has been consistently reported since their inception. This early approach to ethical marketing practice tends to take a normative perspective, establishing rules and guidelines to help marketers act ethically. (Hunt. D, 2004)

From an individual's perspective, personal values and ethical philosophy are crucial to ethical decision-making in marketing. Honesty, fairness, responsibility, and civic duty are values that can guide complex marketing decisions within an organization. From an organizational perspective, values, codes of conduct, and training are essential for providing a consistent and shared approach to ethical decision-making. (Kullolli, 2024)

Kilwale argues that ethical marketing practices encompass a variety of principles, including transparency, honesty, fairness, and responsibility. These principles are not merely ethical rules, but fundamental elements that shape consumer perceptions and business interactions. (Kullolli. T, 2024)

Ethical marketing practices play a role in promoting the ethical values of organizations and individuals, thereby attracting consumers to loyalty and repeat purchases from the organization. (Schlegelmilch, 2010)

### **Promotion and Ethics:**

Promotional activities are carried out using various promotional tools, such as advertising, publicity, sales promotion, direct marketing, personal selling, and others. Consumers are the most persuasive consumers. Attractive advertisements, genuine customer testimonials, tutorials, and other engaging promotional activities can generate excitement among potential customers to purchase the product advertised on any social media platform. Communication should be open and honest, and direct user feedback should be provided. Promotional ethics encompass the ethical aspects of advertising, sales promotion, and public relations. (Zurairah Jais, 2023)

Promotional ethics encompasses ethical issues related to advertising, sales promotion, and public relations. These ethical issues may involve the promoter, the sponsor, or the agency. Salespeople may also face ethical dilemmas when interacting with customers. Other examples include issues related to sales promotion to consumers, intermediaries, and retailers, as well as problems arising in relationships with media outlets for promotional purposes. (. Dunn & Davis, 2004)

Consumers are the most persuasive marketers. Attractive advertisements, genuine customer testimonials, tutorials, and other engaging promotional activities can ignite the enthusiasm of potential customers to purchase the product advertised on any medium. Communication must be open and honest. Promotional ethics encompass the ethical aspects of advertising, sales promotion, and public relations. (Zurairah Jais, 2023)

Ethical advertising is that which does not lie, makes false or misleading claims, and adheres to the bounds of decency. Nowadays, advertising has become excessive and over-promotional. Advertisers seem to lack knowledge of ethical standards and principles; they simply do not understand them and are unable to distinguish between right and wrong. (Preeti Sharma, 2015) Organizational behavior improves when public relations practitioners emphasize the need for public approval. It is undeniable that public relations professionals are required to justify their organizations' decisions and actions to diverse audiences. Therefore, they must be acutely aware of potential public reactions, whether they will be met with moral condemnation or approval. They then need the courage to challenge potential decisions and actions as they are being made. (Cutlip, 2000)

The organization focuses on how salespeople can achieve their personal selling goals using various techniques. This gives them an advantage in conveying their values, which are reflected in their appearance and demeanor during sales presentations. Personal grooming is an essential part of a salesperson's passion for selling. Their strategies and methods contribute to successful communication that motivates and reinforces the ethics of personal selling. (Julie Ann C. Ocona, 2014)

### **Practical aspect:**

The field study was conducted at the Algeria Telecom branch in Tissemsilt, one of the western Algerian provinces. The study took place during January 2026.

### **Introduction to Algeria Telecom:**

Since 1999, the Algerian state has embarked on fundamental reforms in the postal and telecommunications sectors to address the challenges posed by developments in information and communication technologies. These reforms culminated in the promulgation of a new sector law in August 2000, under which Algeria Telecom was established. It is a public-private joint-stock company operating in the fields of wired and wireless telecommunications, fixed-line telephone services, and internet access. It commenced operations on January 1, 2003, and its branches are distributed across all provinces, including the branch in Tissemsilt Province, which has over 28,000 subscribers.

### **First – Sample and Questionnaire Design:**

The sample size and its characteristics will be discussed, and the questionnaire's suitability to the problem under study will be clarified.

**1 – Study Sample:** The survey was conducted primarily in the Tissemsilt province. The Spanish questionnaire was used. These questionnaires were designed to collect measurable data on various aspects of ethical marketing practices in the field of promotion and to demonstrate their impact from the consumer's perspective. The questionnaires were placed at the headquarters of Algeria Telecom and distributed to a convenience sample of customers visiting the company to pay their monthly subscription fees or for other consumer-related matters. The samples were collected simultaneously. A total of 390 questionnaires were distributed, of which 292 were returned. After verifying the consistency of the data, 33 questionnaires were excluded. Thus, the total number of valid questionnaires was 259, representing a return rate of 74.87% and an effectiveness rate of 66.41%.

**2- Description of Sample Characteristics:** The following table shows the characteristics of the studied sample.

Table No. ( 01 ) represents the characteristics of the sample.

Gender	Male	160	61.77%
	Female	99	38.22%
Educational Qualification:	University	95	36.67%
	Secondary and lower	164	63.32%
Age	Under 30 years	46	17.76%
	From 30 to 40 years	132	50.96%
	Over 40 years	81	31.27%
Income	: Less than 50,000 DZD	109	42.08%
	50,000-80,000 DZD	120	46.33%
	Over 80,000 DZD	30	11.58%

**Source:** Prepared by the researcher based on SPSS results.

Table (01) illustrates the characteristics of the study sample, showing that the vast majority of Algeria Telecom customers in Tissemsilt are male (61.77%). The table also shows that the vast majority of the study sample are young adults (30-40 years old), at approximately 50.96%. Regarding income level, 35.5% of individuals belong to the middle-income bracket (less than 50,000 DZD), and 30% belong to the upper-middle-income bracket (more than 80,000 DZD)

The table indicates that approximately 65% of respondents have a university degree, while the remainder have a secondary education or less. This is an important finding, as it facilitates banks' access to this educated segment to market their banking services and products.

**3\_ Study scale test:** After the questionnaire was finalized and designed in its proposed format, it underwent exogenous and intrinsic testing to confirm its validity and reliability, ensuring its suitability for measuring its intended purpose.

**4. Normality Test:** The Kolmogorov-Smirnov test is used for this purpose. The rule states that if the calculated alpha value ( $\alpha$ ) for each variable is greater than 0.05, then the variables follow a normal distribution.

Table (02 ) represents the statistical distribution of the sample

Axis Deviation	Mean	Standard Deviation	Significance	Distribution
Axis 1 (Honesty)	3.64	1.9048	0.06	Normal
Axis 2 (Responsibility)	3.13	2.5141	0.62	Normal
Axis 3 (Justice)	2.77	2.3155	0.07	Normal
Axis 4 (Citizenship)	3.40	2.5396	0.12	Normal
Axis 5 (Respect)	3.53	2.5226	0.08	Normal
(Promotion)	2.97	2.1543	0.06	Normal

**Source:** Prepared by the researcher based on the results of SPSS.

The results of the statistical analysis in Table (02 ) indicate that all the research variables follow a normal distribution, since all the results of the Kolmogorov-Smirnov test are greater than 0.05. Thus, the first assumption for using multiple regression has been confirmed.

### **5- Apparent validity:**

The questionnaire was presented to some professors with expertise related to the study for their review. It was evaluated by removing some statements and modifying others to be consistent with the study, according to what they considered appropriate to improve the quality of the statements and make them more meaningful and clear to the respondents. The questionnaire was then produced in its final form.

**6- Internal validity:** The internal consistency validity of the questionnaire was tested by calculating Pearson's correlation coefficient for the mean of each dimension statement and the total score of the dimension to which the statement belongs, as well as the scores of the dimensions and the total score of their axis, and the means of the axes and the total score of the study scale to ensure that the questionnaire statements express the dimensions and axes of the study, and that each dimension and axis is represented by statements that actually reflect it.

Table No. (03): Results of Pearson correlation of means, axes and total score of the scale.

Axis		
Marketing Ethics	Correction Coefficient	0.138**
	Significance Level	0.001
Promotion	Correction Coefficient	0.352**
	Significance Level	0.000

**Source:** Prepared by the researcher based on SPSS 26 outputs. \*\*: Statistically significant at the level ( $\alpha \leq 0.01$ ).

The results in Table (03) indicate a statistically significant correlation at the level ( $\alpha \leq 0.01$ ) between the total scores of the study scale's axes and its overall score, thus confirming the validity and internal consistency of the study's axes and their suitability for what they were designed to measure.

**7. Instrument Validity:** To verify the validity of the study instrument, it was reviewed by a panel of experts, and some items in the questionnaire were modified to achieve the final distributed form.

**8. Instrument Reliability:** To ensure the reliability of the scale, it was evaluated by calculating Cronbach's alpha coefficient, which indicates the strength of the scale items' consistency. Based on the SPSS program results, Cronbach's alpha coefficient for the scale is (0.71), which is an acceptable value for reliability. The following table shows the Cronbach's alpha coefficients for the scale's axes.

Table No. (04) represents Cronbach's alpha coefficients for the study scale

Axis	Cronbach's Alpha Coefficient for the Axes
Axis 1 (Honesty)	0.66
Axis 2 (Responsibility)	0.69
Axis 3 (Justice)	0.78
Axis 4 (Citizenship)	0.70
Axis 5 (Respect)	0.72
Promotion Variable	0.67
Promotion Variable	0.67
Cronbach's Alpha Coefficient for the Study Scale	0.71

**Source:** Prepared by the researcher based on SPSS results.

The results shown in Table (04) indicate that Cronbach's alpha coefficient for the scale used across all axes is greater than (0.60), which is the minimum required value for Cronbach's alpha. Therefore, the alpha value is considered acceptable. Accordingly, it can be said that the questionnaire, across all its axes, has good reliability, and its results can be relied upon.

**Statistical characteristics of the questionnaire axes:** The table shows the means, standard deviations, and degree of importance (from [1-1.66] weak, from [1.67-3.33] moderate, from [3.34-5] high).

Table No. (05) represents the arithmetic means and standard deviations of the study scale.

Number	phrase	mean	standard deviation	relative importance	degree of importance
1	The organization honors its commitments and promises.	3,62	0,918	72.6	high
2	The organization's employees are honest in their dealings.	3,09	0,732	61.14	middle

3	The organization's products deliver the intended benefits.	4,33	0,672	85.6	high
4	The organization provides sufficient information.	3,56	0,873	71.2	high
5	The organization's contracts are transparent.	3,66	0,883	71.2	high
The first axis (honesty)		3,94	1,904	73.8	high
6	Offering discounts	3,02	1,014	64.2	middle
7	Considering purchasing power	3,13	1,083	63.6	middle
8	Keeping promises	2,51	1,081	50	middle
9	Compensating for damages	3,66	1,027	71.1	high
Second axis (Responsibility)		3,03	2,504	62.5	middle
10	The organization handles customer complaints fairly.	2,61	0,932	52	middle
11	The organization's product prices are commensurate with customers' purchasing power.	3,12	1,184	62.7	middle
12	The organization relies on experts to assess damages.	3,87	2,316	54.4	high
13	The organization combats monopolies and price	3,77	2,305	55.1	high
14	manipulation. The organization's prices are in line with government-mandated prices.	2,59	0,903	51.8	middle
Third Pillar (Fairness)		2,67	2,315	55.4	high
15	The organization places great importance on addressing customer complaints.	2,91	1,022	53.8	middle
16	The organization adheres to legal standards in its dealings.	2,61	1,135	52	middle
17	Compliance with state laws.	3,65	0,942	73	high
18	Respect for customs and traditions.	3,67	0,856	71.3	high
19	The organization strives to serve the community by providing job opportunities.	4,29	0,815	85.8	high
Fourth Axis (Citizenship)		3,40	2,513	68	high
20	Customers are treated in a friendly and courteous manner.	2,23	0,296	69,6	middle
21	Employees respect customer privacy.	3,53	0,125	74,6	high
22	Customer service hours are consistently adhered to.	2,77	1,269	69,6	middle
23	Employees have a code of ethics.	3,63	2,251	66,6	high
Fifth Axis (Commitment)		3,44	0,269	61,8	high
Weighted average (marketing ethics)		3,83	2,224	57,6	high

24	I am more likely to buy if the manufacturer doesn't resort to coercive sales tactics using discounts and promotions.	2,64	1,701	73.8	middle
25	I prefer to buy products that accurately reflect what is advertised	3,42	1,022	64.3	high
26	I am more likely to buy a product if the company is able to deliver on the promises it made during the promotion.	3,73	1,085	63.8	high
27	I prefer to buy if the company refrains from exaggeration, making vague statements, and expressing personal opinions unsupported by accurate facts and figures.	2,73	1,015	61.8	middle
28	I prefer to buy from a company that doesn't falsely promote low-quality products as popular.	3,62	1,245	73.8	high
(Dependent variable: Promotion)		2,73	1,015	61.8	middle

**Source:** Prepared by the researcher based on SPSS results.

The weighted average for the marketing ethics axes was estimated at (3.83), indicating a high level of importance for marketing ethics in the eyes of consumers of Algeria Telecom products, according to the study sample. The average for the honesty axis was highest, followed by the promotion axis, which had a high level of acceptance estimated at (3.94).

**Second - Hypothesis Testing:** To confirm the validity of the hypotheses, they were tested using multiple and simple regression.

A. Testing the Main Hypothesis: To test this hypothesis, we used the multiple linear regression test (ENTER).

H0: Marketing ethics does not significantly affect the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

H1: Marketing ethics does not significantly affect the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

Table No. (06 ): Results of the multiple linear regression test for the effect of marketing ethics on the promotion of the organization's products.

Variable	Constant	Value (B)	Value (Beta)	Value (T)	Significance Level (Sig)
	4.953				
Honesty		0.064	0.056	3.554	0,000
Commitment		0.077	0.138	2.237	0.001
Responsibility		0.052	0.084	2.887	0.000
Citizenship		0.062	0.074	3.311	0.000
Respect		0.034	0.051	2.034	0.002

**Source:** Prepared by the student based on the outputs of (SPSS 26).

Table No. (06 ) indicates that the calculated (T) values are greater than their tabulated value (1.69), which means that the statistical significance of the effect of marketing ethics on the

promotion of the institution's products is proven. Therefore, we reject the null hypothesis and accept the alternative hypothesis, which states that "marketing ethics affect the promotion of the institution's products in a statistically significant way at a significance level of ( $\alpha \leq 0.05$ )."

**B. Testing Sub-Hypotheses:** The sub-hypotheses were tested using simple regression.

**B1. First Sub-Hypothesis:**

H0: Honesty does not significantly affect the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

H1: Honesty significantly affects the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

Table No. (07): Results of the Simple Linear Regression Test for the Effect of Honesty on the Promotion of the Organization's Products.

Independent Variable	Correlation Coefficient (r)	Coefficient of Determination (R <sup>2</sup> )	Calculated F-value	Significance Level (Sig)	Result
Validity	3,271	0,496	31,635	0,000	Acceptance
	Calculated Value of (B)	Constant	Calculated (T)		
	0,332	13,282	5,713		

**Source:** Prepared by the researcher based on SPSS26 output.

Table (08) indicates the statistical significance of the validity dimension. This is evident from the calculated F-value (31.635), which is greater than its tabulated value, meaning there is a statistically significant relationship between the validity dimension and its impact on promoting the organization's products. The statistical significance value of (0.000) is less than the significance level ( $\alpha \leq 0.05$ ). Furthermore, the calculated T-value is greater than its tabulated value of (1.96). Additionally, a positive relationship between the two variables is demonstrated through the correlation coefficient ( $r = 3.271$ ). The coefficient of determination ( $r^2 = 0.496$ ) indicates that the validity dimension explains approximately (49%) of the organization's product promotion. The value ( $p = 0.332B$ ) confirms the direct relationship between the two variables, as a one-unit change in the validity dimension corresponds to a (33%) change in promotion. In light of these results... In the previous section, we reject the null sub-hypothesis and accept the alternative sub-hypothesis, which states that "honesty has a statistically significant effect on the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ )."

**B\_2\_ Second Sub-Hypothesis:**

H0: Commitment does not significantly affect the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

H1: Commitment significantly affects the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

Table No. ( 09): Results of the Simple Linear Regression Test for the Effect of Commitment on the Promotion of the Organization's Products.

Independent Variable	Correlation Coefficient (r)	Coefficient of Determination (R <sup>2</sup> )	Calculated F-value	Significance Level (Sig)	Result
Commitment	0,224	0,190	21,506	0,000	Acceptance
	Calculated Value of (B)	Constant	Calculated (T)		
	,0135	8,662	4,531		

Source: Prepared by the researcher based on SPSS26 output.

Table (09 ) clearly shows the statistical significance of the simple regression model for representing the relationship between the two variables of commitment and promotion of the organization's products, as the calculated value of (F) equals (21.506), which is greater than its tabulated value. The commitment dimension explains an estimated percentage of (0.190) of the variables in promotion. Also, increasing one unit of the commitment variable will increase the promotion of the organization's products by a percentage of (0.135). Likewise, the calculated value of (T) estimated at (4.531) is greater than its tabulated value estimated at (1.96), and it is significant at a significance level estimated at (sig=0.000 ), which means that the effect of commitment on promotion is significant. Based on the above, we reject the null hypothesis and accept the alternative sub-hypothesis, which states: "Commitment affects the promotion of the organization's products in a statistically significant way at a significance level of ( $\alpha \leq 0.05$ )."

### B\_3\_ Third Sub-Hypothesis:

Ho: Responsibility does not significantly affect the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

H1: Responsibility significantly affects the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

Table No. (10): Results of the Simple Linear Regression Test for the Effect of Responsibility on the Promotion of the Organization's Products.

Independent Variable	Correlation Coefficient (r)	Coefficient of Determination (R <sup>2</sup> )	Calculated F-value	Significance Level (Sig)	Result
Responsibility	0,224	0,171	20,618	0,000	Acceptance
	Calculated Value of (B)	Constant	Calculated (T)		
	0,115	8,662	4,529		

**Source:** Prepared by the researcher based on the outputs of SPSS 26. Table ( ) shows the statistical significance of the simple regression model representing the relationship between the variables of responsibility and product promotion for the organization. The calculated F-value (20.618) is greater than its tabulated value. The responsibility variable explains an estimated proportion of (0.171) of the variables in product promotion for the organization. Furthermore,

increasing the responsibility variable by one unit increases the effect on product promotion by (0.115). The calculated T-value (4.529) is also greater than its tabulated value (1.96), indicating a significance level of (0.000sig = 0.000). This means that the responsibility variable has a statistically significant effect on product promotion for the organization. Based on the above, we reject the null hypothesis and accept the alternative sub-hypothesis, which states: "Responsibility significantly affects product promotion for the organization." Statistical significance level ( $\alpha \leq 0.05$ ).

**B\_4\_ Fourth Sub-Hypothesis:**

H0: Citizenship does not significantly affect the promotion of the organization's products at the significance level ( $\alpha \leq 0.05$ ).

H1: Citizenship significantly affects the promotion of the organization's products at the significance level ( $\alpha \leq 0.05$ ).

Table No. (11): Results of the Simple Linear Regression Test for the Effect of Citizenship on the Promotion of the Organization's Products.

Independent Variable	Correlation Coefficient (r)	Coefficient of Determination (R <sup>2</sup> )	Calculated F-value	Significance Level (Sig)	Result
Citizenship	0,224	0,171	20,618	0,000	Acceptance
	Calculated Value of (B)	Constant	Calculated (T)		
	0,115	8,662	4,529		

**Source:** Prepared by the researcher based on SPSS26 output.

Table (11) clearly demonstrates the statistical significance of the simple regression model representing the relationship between the variables of citizenship and product promotion within the organization. The calculated F-value (30.225) is greater than its critical value. The citizenship variable explains an estimated proportion of (0.260) of the variables in product promotion within the organization. Furthermore, increasing the citizenship variable by one unit increases the effect on product promotion by (0.101). Similarly, the calculated T-value (4.509) is greater than its critical value (1.96), indicating a significance level of (sig = 0.000). This signifies that citizenship significantly influences the promotion decision. Based on the above, we reject the null hypothesis and accept the alternative sub-hypothesis, which states: "Citizenship significantly influences product promotion within the organization at a significance level of ( $\alpha \leq 0.05$ ).

**B\_5\_ Fifth Sub-Hypothesis:**

H0: Respect does not significantly affect the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

H1: Respect significantly affects the promotion of the organization's products at a significance level of ( $\alpha \leq 0.05$ ).

Table No. (12): Results of the Simple Linear Regression Test for the Effect of Citizenship on the Promotion of the Organization's Products.

Independent Variable	Correlation Coefficient (r)	Coefficient of Determination (R <sup>2</sup> )	Calculated F-value	Significance Level (Sig)	Result
Respect	0,270	0,291	30,538	0,000	Acceptance
	Calculated Value of (B)	Constant	Calculated (T)		
	5,131	8,594	0,149		

Source: Prepared by the researcher based on SPSS26 output.

Table (12) shows the statistical significance of the simple regression model representing the relationship between the variables of respect and product promotion for the organization. The calculated F-value (30.538) is greater than its critical value. The respect variable explains an estimated proportion of (0.291) of the variables in product promotion for the organization. Furthermore, increasing the respect variable by one unit increases the effect on product promotion by (0.149). The calculated T-value (5.131) is also greater than its critical value (1.96), indicating a significance level of ( $\alpha = 0.000$ ). This means that respect has a significant effect on the promotion decision. Based on the above, we reject the null hypothesis and accept the alternative sub-hypothesis, which states: "Respect has a statistically significant effect on product promotion for the organization at a significance level of ( $\alpha \leq 0.05$ ).

### **Conclusion:**

The relationship between ethical marketing and promotion is closely intertwined. Ethical marketing practices, such as honesty, responsibility, fairness, citizenship, and respect, positively influence consumer attitudes and acceptance of products, build trust, and enhance brand loyalty. Consumers are increasingly inclined to support organizations that align with their personal values and demonstrate ethical behavior, particularly in the service sector, where the quality of service delivery is paramount. Ethical marketing contributes to the long-term success of organizations by building stronger emotional bonds with consumers. It not only guides responsible business practices but also plays a crucial role in shaping the decisions of modern consumers, ultimately contributing to customer satisfaction and brand sustainability.

The study also yielded several key findings, including:

- \_ Marketing ethics are important to service consumers.
- \_ The unique nature of service delivery and promotion necessitates adherence to ethical principles. Establishing honesty in promotion is a top priority for service recipients.
- \_ Respecting consumer privacy and adhering to societal norms are essential in product promotion processes.
- \_ The flexibility of communication product consumption.
- \_ The high sensitivity of consumers towards promotional ethics.

### **Recommendations:**

This study is preliminary. It can be further developed through direct research into how the ethics of promotional processes influence consumer behavior and decisions, expanding the scope of

the investigation to include multiple regions, and taking into account the prevailing customs in each. The study suggests that Algeria Telecom should give paramount importance to marketing ethics in promoting its products and respect the specificities of the region, given that Tissemsilt is a conservative region with its own unique characteristics.

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