

# International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337

P-ISSN: 2663-3329

[www.marketingjournal.net](http://www.marketingjournal.net)

IJRMMS 2024; 6(2): 146-159

Received: 03-10-2024

Accepted: 06-11-2024

Saad Ajaj Khalaf

College of Administration and

Economics, Tikrit University,

Iraq

## The role of service quality standards in reducing marketing deception: An exploratory study of customer opinions in Kirkuk stores

Saad Ajaj Khalaf

DOI: <https://doi.org/10.33545/26633329.2024.v6.i2b.187>

### Abstract

The study explores the role of service quality dimensions (reliability, care, trust, tangibility, and responsiveness) in reducing marketing deception in various forms, including (product, price, promotion, and distribution), which customers face from deceptive practices. The research field comprises stores in the Kirkuk Governorate, and the study population consists of customers who frequent these stores. (150) questionnaires were distributed, with (116) valid responses retrieved for analysis, yielding a response rate of (77.3%). The research employed a five-point Likert scale for the sample, and the study was conducted using both SPSS (Version 22) and AMOS (Version 20) to assess the data collected via the survey. Hypotheses were tested to determine the correlation and impact between service quality and marketing deception.

**Keywords:** Service quality, marketing, deception

### Introduction

Marketing is considered one of the most crucial activities undertaken by organizations, playing a vital role in business success and achieving organizational objectives (Kotler and Keller, 2016, p.12) <sup>[27]</sup>. Service quality is a significant aspect of marketing, both globally and locally. With the fast-paced global system experiencing numerous changes, service quality has become a primary requirement. Quality no longer implies producing a superior product or service; it encompasses customer satisfaction with the product or service and achieving overall organizational performance quality.

However, customers have increasingly suffered from deceptive and fraudulent marketing practices, experiencing both financial and psychological harm from the products and services they receive (Hasan & Sadiq, 2014, p.18) <sup>[22]</sup>. Marketers often resort to deception to influence consumers, leading them to make purchasing decisions that may not be in their best interest but that result in increased sales and profits for these marketers. Such outcomes would likely be unattainable without resorting to these deceptive practices (Dib *et al.*, 2013, p.19) <sup>[18]</sup>. This research discusses service quality and unethical practices, including organizational deception and fraud within marketing activities that aim to influence consumers.

### Chapter One: Research Methodology

#### First: Research Problem

Service quality is a central concern for organizations due to its significant role in achieving organizational success and distinction. It plays a crucial role in influencing customers' decisions regarding whether to engage with an organization's stores and its products or services by assessing the value customers receive. Given the importance of customers—who are the primary recipients of services and without whom services cannot exist or function—organizations strive to meet customer needs and expectations. This focus on customer satisfaction aims to build trust, secure loyalty, and enhance the organization's competitiveness and sustainability.

However, the emergence of marketing deception, mainly through misleading product information, has led to concerns. This unethical behavior involves deliberate, organized tactics designed to mislead customers. Customers often recognize marketing deception when they suspect a service provider has manipulated product information to influence their

Corresponding Author:

Saad Ajaj Khalaf

College of Administration and

Economics, Tikrit University,

Iraq

purchase decision (Riquelme & Roman, 2016, p.34)<sup>[35]</sup>. Based on this background, the research problem can be summarized in the following questions:

1. What are service quality and marketing deception from the customers' perspective?
2. What is the significance of service quality dimensions in reducing marketing deception?
3. How do the dimensions of service quality impact marketing deception?
4. Is there a significant correlation and influence between service quality and marketing deception?

**Second: Research Significance**

The significance of this research can be highlighted as follows:

1. The research sheds light on service quality and marketing deception, recognizing their importance. This significance lies in understanding unethical practices, addressing them, and mitigating their impact, as they represent a weakness for the organization.
2. The research provides insights into the various forms of deception that have become increasingly prevalent in recent years, impacting the quality of service delivered. This information aims to raise awareness within organizations

and enhance their understanding of the potential risks they may encounter.

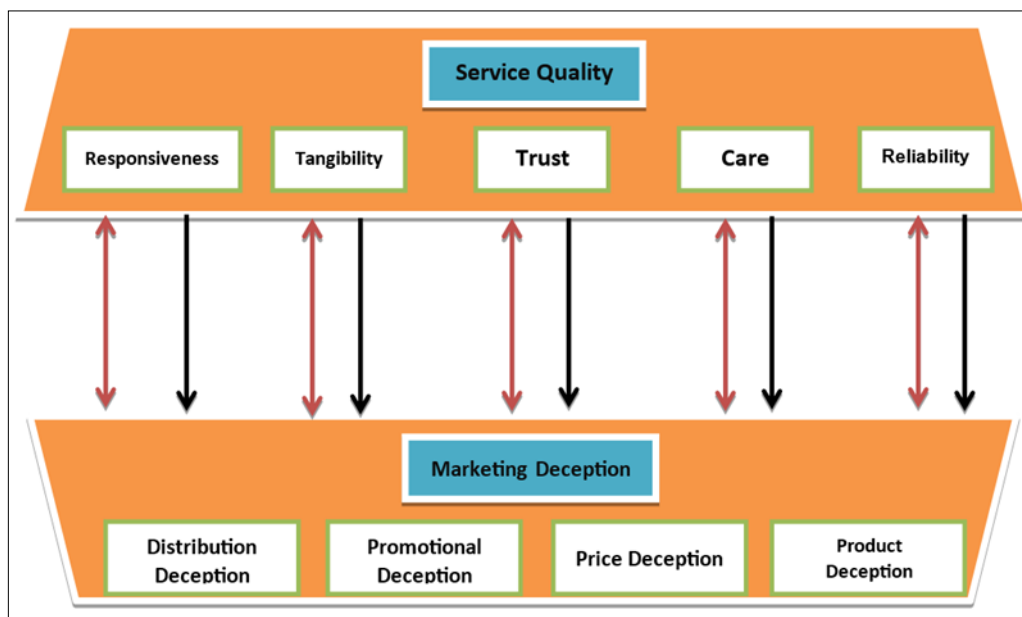
**Third: Research Objectives**

The objectives of this research can be outlined as follows:

1. To define the concept of service quality, its importance, and its dimensions.
2. To explain the concept of marketing deception, its dimensions, and the reasons for its emergence.
3. To explore the type and nature of the relationship between service quality and marketing deception.
4. To assess the impact of marketing deception on the reputation and standing of the organization from the perspective of the research sample.

**Fourth: Hypothetical Model of the Research**

Designing the hypothetical model is crucial for systematically treating the research problem, as it indicates the logical relationship between the research variables. This model reflects the nature and prevailing direction of the relationship between these variables and their dimensions. Figure (1) illustrates the hypothetical model, showcasing the variables, dimensions, and the relationships and influences among them.



**Fig 1: Hypothetical Model of the Research**

- **Correlation** ←
- **Influence** ↔

**Fifth: Research Hypotheses**

The research hypotheses can be outlined as follows:

**Main Hypothesis 1:** There is a significant correlation between service quality and marketing deception. This hypothesis leads to the following sub-hypotheses:

1. There is a significant correlation between the reliability dimension and marketing deception.
2. There is a significant correlation between the care dimension and marketing deception.
3. There is a significant correlation between the trust dimension and marketing deception.

4. There is a significant correlation between the tangibility dimension and marketing deception.
5. There is a significant correlation between the responsiveness dimension and marketing deception.
6. There is a significant correlation between overall service quality and marketing deception.

**Main Hypothesis 2:** There is a significant influence of service quality on marketing deception. This hypothesis leads to the following sub-hypotheses:

1. The reliability dimension has a significant influence on marketing deception.
2. The care dimension has a significant influence on marketing deception.
3. The trust dimension has a significant influence on marketing deception.
4. The tangibility dimension has a significant influence on

- marketing deception.
- The responsiveness dimension has a significant influence on marketing deception.
  - Overall, service quality has a significant influence on marketing deception.

### Sixth: Research Methodology

Given the significance of the research topic, the researcher employed multiple methodological approaches. The theoretical framework of the research was built on available literature, while the fieldwork was based on a questionnaire form. A five-point Likert scale was used to measure response levels for the questionnaire items.

### Seventh: Research Population

To meet the research's practical requirements, the research population was selected from a sample of customers who regularly visit stores to purchase their necessities. This selection aimed to test the previously established hypotheses.

### Eighth: Research Tools

**Data Collection Methods:** To achieve the research objectives and test its hypotheses, two types of data collection methods were adopted:

- First Method:** This method pertains to the theoretical aspect, which involves scientific references such as books, journals, theses, and periodicals, as well as reliance on the Internet.
- Second Method:** Data obtained through field study, specifically via the questionnaire, is this research's primary data and information collection tool.

## Chapter Two

### Theoretical Framework

#### Service Quality and Marketing Deception

##### First: Service Quality

##### 1. Concept of Service Quality

The concept of service quality has attracted the attention of researchers in management thought in recent years, aligning with the widespread view that the current era is an era of services. This concept refers to the ability of a service to meet or even exceed customer expectations, representing compatibility and reliability with the market, regardless of differences in cost (Abu Al-Nasr, 2008, p.21) <sup>[1]</sup>. Researchers and management scholars have not agreed on a single definition of service quality, leading to varied and nuanced definitions of the concept:

(Alam & Mondal, 2019, p. 23) <sup>[2]</sup> define service quality as the ability to identify, understand, and accurately fulfill customer needs by the organization, free from defects and errors, while continuously maintaining and improving the level of quality.

(Obaid 2021, p.136) <sup>[34]</sup> views service quality as a standard used to measure the degree and level of services an organization provides to customers in alignment with their expectations.

(Munir *et al.* 2021, p.524) <sup>[32]</sup> describe service quality as the identification and understanding of customer needs and requirements, and the effort to satisfy these needs by service providers.

(Saad, 2022, p.785) <sup>[36]</sup> emphasizes that service quality is a set of characteristics and specifications that must be present in the services provided by an organization to effectively

satisfy customer needs and desires, often exceeding expectations.

Based on the above, the researcher views service quality as a collection of characteristics and attributes that define the service provided by the organization. It is a benchmark for measuring how well the service aligns with customer expectations, ultimately achieving customer satisfaction.

### 2. Importance of Service Quality

According to (Al-Banna *et al.* 2022, p.32) <sup>[4]</sup>, (Al-Zghoul and Al-Samadi 2018, p. 44) <sup>[12]</sup>, and (Al-Taai *et al.* 2009, pp.48-49) <sup>[11]</sup>, the increasing focus on service quality is attributed to several factors:

- Growth in the Service Sector:** The number of organizations providing services has increased significantly compared to the past. Half of the business organizations are engaged in service-related activities, and the growth of service-oriented organizations continues to expand.
- Increased Competition:** Organizations' survival and sustainability largely depend on their ability to compete effectively. Ensuring service quality in the products offered by the organization provides numerous competitive advantages.
- Economic Significance of Service Quality:** Organizations strive to maintain ongoing customer relationships and expand their customer base. This means they no longer focus solely on attracting new customers but on retaining existing ones to remain competitive. Hence, service quality becomes of utmost importance.
- Effort to Understand Customers:** Business organizations always aim to understand the nature of their customers and treat them well. Some customers dislike dealing with organizations that only focus on service; providing high-quality products at reasonable prices is insufficient without good treatment and a deep understanding of customer needs.
- Enhancing the Organization's Reputation:** Improving service quality helps strengthen the organization's strategic and competitive position.
- Reducing Consumer Complaints:** High-quality services help reduce customer complaints and lower quality-related costs, contributing to customer satisfaction.
- Meeting Customer Needs:** Ensuring products and services meet the required specifications and fulfill customer desires and requirements.

### 3. Dimensions of Service Quality

According to (Martin, 2017, p.99) <sup>[30]</sup>, (Leonnard, 2018, p.18) <sup>[18]</sup>, (Schroeder, 2007, p.140) <sup>[38]</sup>, (Edvardsson, 1998, p.147) <sup>[19]</sup>, (Chowdhary & Prakash, 2007) <sup>[17]</sup>, and (Al-Najjar & Jawad 2012, pp.46-47) <sup>[10]</sup>, the dimensions of service quality include:

- Reliability:** Reliability refers to a company's ability to perform the promised service dependably, accurately, and without errors. Meeting the schedules set by organizations reflects their reliability in service (Schroeder, 2007, p.140) <sup>[38]</sup> (Brown *et al.*, 2001, p. 289) <sup>[16]</sup>. (Edvardsson, 1998, p.146) <sup>[19]</sup> further describes reliability as the company's ability to fulfill commitments, which also means delivering the service correctly from the start.

2. **Care:** According to (Armistead & Kiely 2003, p.167)<sup>[14]</sup> and (Schroeder, 2007, p. 140)<sup>[38]</sup>, care reflects the personal attention and care shown by employees to customers. (Edvardsson, 1998, p. 145)<sup>[19]</sup> adds that care involves providing genuine and sincere benefits to customers, without deceit, and requires personal attention to their needs.
3. **Trust:** Trust involves providing customers with a sense of reassurance (psychological or material). Since the organization's reputation is a significant factor in customer choice, the organization should invest in maintaining and enhancing this reputation through various promotional channels to build trust in customers (Al-Jasmi, 2007, p.54)<sup>[7]</sup>.
4. **Tangibility:** Tangibility relates to the physical aspects that customers can perceive, such as the appearance of employees (Schroeder, 2007, p.140; Brown *et al.*, 2001, p.289)<sup>[38, 16]</sup>. Organizations often use tangibility to enhance their image and maintain customer connections, serving as a quality indicator (Ali, 2011, p.34).
5. **Responsiveness:** Responsiveness is the service provider's ability and speed in responding to customer requests and inquiries (Lovelock, 1996, p.456)<sup>[29]</sup>. It reflects the willingness to provide the service and assist customers (Schroeder, 2007, p.140)<sup>[38]</sup>. It encompasses the ability to handle customer requirements effectively, addressing them promptly and efficiently to convey that customers are valued and respected by the organization (Najm, 2010, p.240)<sup>[33]</sup>.

## Second: Marketing Deception

### 1. Concept of Marketing Deception

Marketing deception involves unethical practices that negatively impact human behavior through deceit, lying, and manipulation to gain advantage or profit. Such actions are prohibited in religious contexts, as any transgression beyond lawful bounds, whether by excess or deficiency, is forbidden (Ali Al-Khatib, 2011, p.12)<sup>[9]</sup>. Definitions of marketing deception vary widely:

(Saed *et al.* 2013, p. 7)<sup>[37]</sup> define marketing deception as deceptive practices and deliberate distortion aimed at consumers, leading them to receive less benefit from purchased products than expected.

(Hersh & Aladwan, 2014, p.23)<sup>[24]</sup> describe marketing deception as selling products in an unethical way that disregards consumer freedom by deceiving them and assigning unsuitable prices to products.

(Al-Bayati, 2019, p. 39)<sup>[5]</sup> views deception as fraud intended to achieve illegitimate gains in the short or long term through intentional negative practices by sellers or marketers, regardless of the consequences for customers or relationships with them.

(Bahloul, 2020, p. 36)<sup>[15]</sup> defines marketing deception as actions that create a false impression or belief in customers regarding a product or related marketing elements (price, promotion, distribution), which may lead customers to make poor decisions and suffer harm as a result.

Based on this, the researcher defines marketing deception as "an unethical and unfair behavior where deceptive practices present false information about the marketing mix, creating a perception that the product offered is of high quality and meets the customer's needs and desires."

### 2. Causes of Marketing Deception

According to (Al-Zoubi and Ziyadat, 2004, p.26)<sup>[13]</sup>, the phenomenon of marketing deception can be attributed to several main causes:

- **Lack of Awareness:** Most marketing practitioners lack awareness of the severe long-term harm that deceptive practices can inflict on organizations focused on quick gains without considering long-term losses.
- **Delayed Reporting:** Customers often fail to report or seek compensation when exposed to deceptive or fraudulent practices, allowing deceptive marketing to continue.
- **Inability to Detect Deception:** Customers may not recognize marketing deception or may lack the ability to identify it, leading to limited learning from past experiences.
- **Weak Legislation:** Weak laws governing marketing activities, especially regarding marketing deception, and the absence of deterrent penalties contribute to the persistence of these practices.

### 3. Types of Marketing Deception

Most researchers, including (Al-Kasasbeh, 2011)<sup>[8]</sup>, (Hersh & Aladwan, 2014)<sup>[24]</sup>, (Mohamed, 2016, p.43)<sup>[31]</sup>, (Gaber *et al.* 2018, p.11)<sup>[21]</sup>, (Sulaiman, 2018, p.34), and (Al-Bayati, 2019, p. 21)<sup>[5]</sup>, agree that marketing deception can be classified into the following types:

- **Product Deception:** (Gaber *et al.* 2018, p.15)<sup>[21]</sup> describe a product as a tangible item or service provided to the customer in exchange for a specific price. Deception in products occurs when an organization either:
  1. Produces a rare, essential product at low costs and sells it at high prices.
  2. Imitates products from reputable organizations and sells them at the same price but with lower quality, deceiving customers.
- **Price Deception:** (Kotler, 2018, p.308)<sup>[26]</sup> defines price as the amount a consumer pays to acquire a good or service that meets their needs. Price deception occurs when prices are misleadingly low compared to similar goods, creating the impression of a bargain, only for consumers to realize later that the low price reflects lower quality (Eriksson & Simpson, 2007, p.23)<sup>[20]</sup>.
- **Promotional Deception:** Promotion involves various marketing activities aimed at persuading and attracting customers, such as advertising, personal selling, and sales promotions (Al-Baba, 2011, p.26)<sup>[3]</sup>. Promotional deception involves unethical practices, including manipulation of product quality and promotional techniques, which may lead to short-term gains but harm the organization's competitive standing and trust among customers in the long term (Gaber *et al.*, 2018, p.13)<sup>[21]</sup>.
- **Distribution Deception:** (Kotler & Armstrong, 2018, p. 895)<sup>[26]</sup> describe distribution as the coordinated activities that make a product available to customers. (Keep & Schneider 2010, p.64)<sup>[25]</sup> explain that distribution deception occurs when a company, leveraging its market reputation, delays delivery or uses false advertisements, creating a misleading image and potentially harming customers with deceptive information.

### Chapter Three

#### Practical Framework of the Research

##### First: Research Method and Variables

##### 1. Research Sample

The research field comprises a group of retail stores in Kirkuk, Iraq, due to the relevance of the research topic to this setting. The research population consists of customers who frequently visit these stores. A random sample of customers was selected using Green's formula (1991) to determine the minimum required sample size, as shown in the following equation:

$$n \geq 50 + 8(P)$$

Where

- (n): Sample size
- (P): Number of independent variables

$$n \geq 50 + 8(5)$$

$$n \geq 50 + 40$$

$$n \geq 90$$

Based on the results of the above equation, the minimum sample size required was (90) questionnaires. To meet this requirement, a total of (150) questionnaires were distributed manually and electronically. Of these, (119) questionnaires were returned, with (116) valid for analysis after excluding three due to incomplete data. This resulted in a response rate of (77.3%). The valid sample size of (116) questionnaires exceeds the minimum required sample size, confirming that the available sample size meets the calculated sample size requirements.

##### 2. Research Methods

The researcher employed an exploratory approach using a descriptive-analytical methodology. A questionnaire was

developed by reviewing relevant administrative literature related to the research topic, serving as the primary tool for gathering primary data. This data was used to measure the levels of research variables and dimensions. The analysis was conducted using SPSS (Version 22), AMOS (Version 20), and Excel, utilizing various statistical methods to support descriptive and inferential analyses within the study.

##### 3. Research Tool and Measurement of Variables

The research tool consisted of a questionnaire designed by the researcher to measure the research variables and gather specific data on the availability levels of these variables as perceived by respondents. The questionnaire structure was divided into two sections:

- **Section 1:** Collected personal and demographic information from respondents, covering five types of demographic data (a. gender, b. age, c. marital status, d. years of engagement, e. educational level).
- **Section 2:** Measured the research variables, which included two main types:
  - **Independent Variable:** Service Quality, represented by (X) and measured across five dimensions (a. Reliability, b. Tangibility, c. Responsiveness, d. Care, e. Trust and Safety) with 30 items, six items per dimension.
  - **Dependent Variable:** Marketing Deception, represented by (Y) and measured across four dimensions (a. Product Deception, b. Price Deception, c. Promotional Deception, d. Distribution Deception) with (24) items: six items for the first and third dimensions, seven for the second dimension, and five for the fourth dimension. Table (1) presents the structure of the questionnaire.

**Table 1:** Structure of the Questionnaire

The axis	Dimensions	Symbols	number	Sequence
Axis One: Demographic Information	A. Gender	G	2	
	B. The age	A	5	
	C. Social status	S	4	
	D. Years of dealing	E	6	
	H. Academic achievement	Q	6	
Axis II: Independent Variable: Service Quality	A. Reliability	XX1	6	X1-X6
	B. Tangibility	XX2	6	X7-X12
	C. Responsiveness	XX3	6	X13-X18
	D. Care	XX4	6	X19-X24
	H. Trust and Safety	XX5	6	X25-X30
	Overall	X	30	X1-X30
Axis II: Dependent Variable: Marketing Deception	A. Product Deception	YY1	6	Y1-Y6
	B. Price Deception	YY2	7	Y7-Y13
	C. Promotional Deception	YY3	6	Y14-Y19
	D. Distribution Deception	YY4	5	Y20-Y24
	Overall	Y	24	Y1-Y24

**Source:** Table prepared by the researcher

The five-point Likert scale was used to quantify the responses of the sample members, with assigned values as follows: 1 for "Strongly Disagree," 2 for "Disagree," 3 for "Neutral," 4 for "Agree," and 5 for "Strongly Agree." Five levels of mean scores were established for these responses using the formula  $\text{Category Length} = \frac{\text{Maximum Value} - \text{Minimum Value}}{\text{Number of Categories}}$ , resulting in five response intensity levels that reflect the mean scores as follows: Very Low for a range of 1 to less than 1.8, Low for 1.8 to less than 2.6, Moderate for 2.6 to less than 3.4, High

for 3.4 to less than 4.2, and Very High for 4.2 to 5.

##### 4. Testing the Research Tool

The questionnaire, as the main tool for gathering primary data, was evaluated through two tests: validity and reliability. The validity of the questionnaire was tested using two measures:

- **Face Validity:** The questionnaire was reviewed by six experts from the University of Tikrit specializing in administrative sciences, particularly in marketing

management. The experts provided feedback on several statements in the questionnaire, which the researcher took into account to finalize the questionnaire for data collection.

- **Construct Validity:** The researcher used the validity coefficient, calculated as the square root of Cronbach's alpha, to test the intrinsic validity of the questionnaire. This method checks if the statements accurately represent the intended variable. As shown in Table (2), the validity coefficients for the research variables and dimensions ranged from (0.785 to 0.975), indicating high validity and confirming that the statements

accurately represent the research variables.

Additionally, Table (2) shows the Cronbach's alpha values used to test the reliability of the questionnaire items, which ranged from (0.617 to 0.951). These values exceed the minimum acceptable level of (0.60), indicating that the responses are reliable. This suggests that if the questionnaire were redistributed to the same participants under similar conditions, similar responses would be obtained. This reliability supports the dependability and stability of the questionnaire data for subsequent statistical analysis.

**Table 2:** Validity and Reliability of the Questionnaire

Dimensions	Symbols	reliability coefficient	Cronbach's alpha coefficient
A. Reliability	xx1	0.888	0.789
B. Tangibility	xx2	0.882	0.778
C. Responsiveness	xx3	0.939	0.881
D. Care	xx4	0.924	0.854
H. Trust and Safety	xx5	0.915	0.837
Service Quality	X	0.975	0.951
A. Product Deception	yy1	0.794	0.630
B. Price Deception	yy2	0.805	0.648
C. Promotional Deception	yy3	0.789	0.623
D. Distribution Deception	yy4	0.785	0.617
Marketing deception	Y	0.891	0.793

Source: Table prepared by the researcher using SPSS software

**Second: Discussion of Results**

**1. Description of Sample Members**

Table (3) presents the distribution of sample members based on the five demographic attributes (a. Gender, b.

Age, c. Marital Status, d. Years of Engagement, e. Educational Level), which are used to provide a descriptive profile of the respondents.

**Table 3:** Distribution of Sample Members by Demographic Information

Demographic Information	The symbol	Category	Repetition	Percentage%
A. Gender	G	male	87	75.0
		female	29	25.0
B. Age	A	from20-29 years	74	63.8
		from30-39 years	19	16.4
		from40-49 years	14	12.1
		from50-59 years	4	3.4
		from60 years and over	5	4.3
C. Social status	S	Single	80	69.0
		Married	31	26.7
		widower	2	1.7
		absolute	3	2.6
D. Years of dealing	E	from5 years and less	65	56.0
		From 6-10 years	10	8.6
		from11-15 years	11	9.5
		from16-20 years	15	12.9
		from21-25 years	8	6.9
H. Academic achievement	Q	from26 years and older	7	6.0
		Preparatory	50	43.1
		Diploma	7	6.0
		Bachelor's	29	25.0
		Diploma High	1	.9
		Master's	19	16.4
		PhD	10	8.6

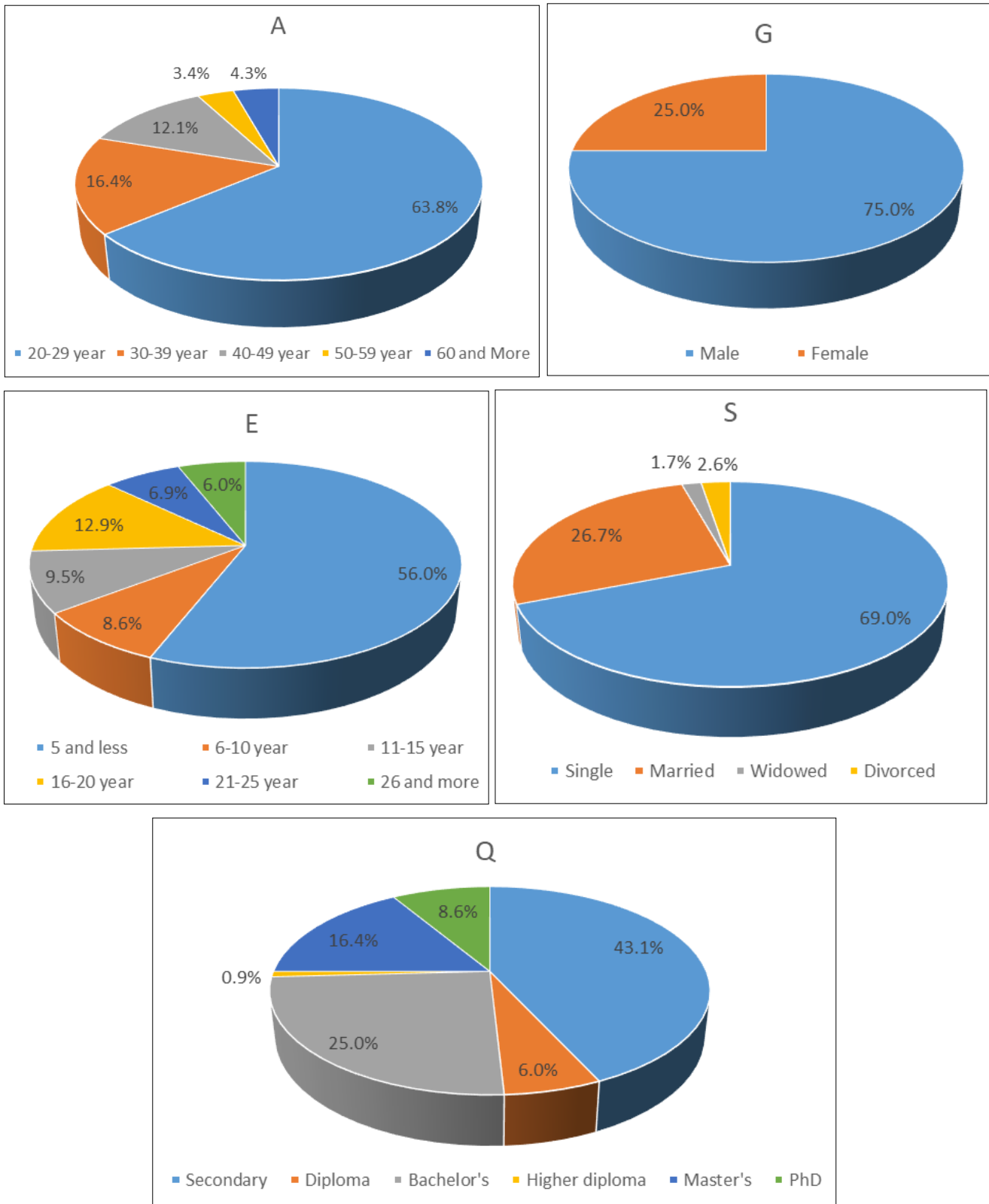
Source: The table was prepared by the researcher using the program (SPSS)

It can be observed from Table (3) that most of the sample members are male, with a total of (87) individuals out of the entire sample (N=116), representing (75%), while females constitute only (25%). Additionally, the majority of the sample falls within the age group (of 20-29 years),

representing (63.8%), which supports a contemporary level of cognitive awareness that is reflected in the reliability of the respondents' answers to the questionnaire statements. Most of the respondents are single, making up (69%), followed by married individuals at (26.7%). This diversity

in marital status reflects varied needs and requirements from the retail stores in the sample, which in turn contributes to the comprehensiveness of responses to the questionnaire statements. Regarding years of engagement with the stores, the largest category is “5 years or less” at (56%), supporting the notion of attracting new customers, which may be linked to a higher level of service quality.

Furthermore, the largest educational level among respondents is preparatory certificate holders, comprising (43.1%), followed by bachelor’s degree holders at (25%), indicating a level of cognitive awareness that supports the validity of the sample’s responses to the questionnaire statements. Figure (2) illustrates the distribution of sample members by demographic characteristics.



Source: Figure prepared by the researcher using Excel.

**Fig 2:** Distribution of Sample Members by Demographic Characteristics

**2. Descriptive Analysis**

Table (4) describes the tendencies in the sample members' responses regarding the statements related to the independent variable (Service Quality) and the dependent

variable (Marketing Deception) within the questionnaire. This description is based on the mean, standard deviation, relative importance, and intensity of responses.

**Table 4:** Descriptive Statistics of Sample Responses on Service Quality and Marketing Deception

N.	Phrase	Arithmetic mean	Standard deviation	Relative importance	Intensity of approval
X1	The store cares about the problems I face by answering my inquiries in a timely manner.	4.155	0.809	83.10%	High
X2	The store employees demonstrate professionalism and skill in delivering services.	4.259	0.782	85.17%	High
X3	I feel that the store employees are reliable in providing services.	3.991	0.829	79.83%	High
X4	The store's procedures for dealing with customers are characterized by simplicity and accuracy.	4.086	0.819	81.72%	High
X5	The store considers the interest of customers as its primary goal.	4.026	0.899	80.52%	High
X6	The store is characterized by the simplicity of its procedures.	3.983	0.823	79.66%	High
X7	The store employees display polite and courteous behavior.	4.129	0.764	82.59%	High
X8	The store provides a parking area.	3.828	0.980	76.55%	High
X9	The store is easy to access because of its convenient location.	3.991	0.946	79.83%	High
X10	The store employees are committed to improving the services provided.	4.103	0.838	82.07%	High
X11	The store provides comfort supplies for the employees to ensure providing excellent service to the customers.	4.034	0.768	80.69%	High
X12	The store workers take care of their appearance and dress neatly.	4.198	0.836	83.97%	High
X13	The store employees are always willing to help customers obtain the service.	4.207	0.797	84.14%	High
X14	The store responds to complaints made by customers.	4.026	0.859	80.52%	High
X15	Customers get good treatment from the store.	4.155	0.718	83.10%	High
X16	The service is provided to customers in the shortest possible time.	4.026	0.849	80.52%	High
X17	The store is keen to deal with customer suggestions with great desire.	4.000	0.855	80.00%	High
X18	The store employees treat customers with a high level of professionalism to meet their needs.	4.069	0.862	81.38%	High
X19	I feel valued and respected when dealing with the store employees, which encourages me to continue dealing with them.	4.250	0.756	85.00%	Very High
X20	The store employees show friendliness and warmth toward me.	4.121	0.736	82.41%	High
X21	The store puts my best interests first.	3.983	0.904	79.66%	High
X22	The store employees display a high level of politeness and courtesy.	3.922	0.836	78.45%	High
X23	The store employees show empathy and seek to resolve any issues I encounter in the store.	4.190	0.684	83.79%	High
X24	The store employees have a deep understanding of customer needs.	4.095	0.769	81.90%	High
X25	The behavior of the store employees instills confidence in me.	4.181	0.787	83.62%	High
X26	The store has a good reputation and standing among its customers.	4.293	0.660	85.86%	Very High
X27	I have complete confidence in the products that the store provides me with.	4.121	0.825	82.41%	High
X28	I feel safe dealing with the store.	4.121	0.846	82.41%	High
X29	The store employees have the knowledge and skills needed to answer customer questions.	4.052	0.893	81.03%	High
X30	The store provides the necessary safety and protection measures to make customers feel secure.	4.121	0.793	82.41%	High
Y1	The store provides products that do not match the agreed specifications.	3.802	0.815	76.03%	High
Y2	The store exaggerates the product's features regardless of its actual quality.	3.845	0.830	76.90%	High
Y3	The actual performance of most products is less than expected.	2.009	0.829	40.17%	weak
Y4	The store offers products from brands of unrecognized origins.	1.914	0.819	38.28%	Weak
Y5	The store resorts to providing customers with products from alternative companies that differ from the customers' requests and needs.	1.974	0.899	39.48%	weak
Y6	The products offered by the store are unreliable, as they do not meet the customer's needs in a convincing manner and are not credible.	2.017	0.823	40.34%	weak
Y7	The advertised price of the products is higher than the actual price.	2.664	1.237	53.28%	middle
Y8	The store places inflated prices on some well-known brand products.	2.802	1.188	56.03%	middle
Y9	The store provides unclear information about the actual costs of product delivery services.	2.009	0.946	40.17%	weak
Y10	The store encourages customers to increase their purchase quantities by offering fake discounts.	1.897	0.838	37.93%	weak
Y11	Some products are priced high to make the customer believe they are of high quality.	1.966	0.768	39.31%	weak
Y12	The store uses discounted pricing that does not match the reality of the sale.	1.802	0.836	36.03%	weak
Y13	The store works to increase the quantities of bad goods sold by offering discounts.	1.793	0.797	35.86%	Very weak
Y14	The store provides misleading advertising information to customers.	2.707	1.223	54.14%	middle
Y15	The store advertises a product with incorrect information.	2.655	1.209	53.10%	middle
Y16	The products are packaged in an attractive manner to hide their flaws.	1.974	0.849	39.48%	weak
Y17	The store relies on fake discounts to lure customers into buying other products.	2.000	0.855	40.00%	weak
Y18	The store provides false information when promoting to customers, such as changing prices, services and conditions.	1.931	0.862	38.62%	weak
Y19	The store provides positive information about the products, but when you actually deal with them, things are different.	1.750	0.756	35.00%	weak
Y20	In-store distribution points do not cover all areas of the target market.	1.879	0.736	37.59%	weak
Y21	Product delivery is not accurate regarding the quantities requested by customers.	2.017	0.904	40.34%	weak
Y22	The store fails to fulfill its promises to customers regarding the delivery dates (time) of the product.	2.078	0.836	41.55%	weak
Y23	The store's product distribution process suffers from delays in delivering them to customers.	3.922	0.804	78.45%	High
Y24	The store's product distribution policy does not include sufficient distribution channels.	3.914	0.775	78.28%	High

Source: The table was prepared by the researcher using the program (SPSS).

Table (4) shows that the level of service quality statements, as perceived by the sample respondents from customers in retail stores in Kirkuk (the study area), is high. All statements exceeded the hypothetical mean value of (3),

with high relative importance levels and a substantial degree of agreement on the statements.

- **Dimension 1 (Reliability):** Statement (X2) achieved the highest level of agreement with a mean of (4.259),



- while statement (X6) had the lowest level of agreement with a mean of (3.983).
- **Dimension 2 (Tangibility):** Statement (X12) achieved the highest level of agreement with a mean of (4.198), while statement (X8) had the lowest level of agreement with a mean of (3.828).
- **Dimension 3 (Responsiveness):** Statement (X13) achieved the highest level of agreement with a mean of (4.207), while statement (X17) had the lowest level of agreement with a mean of (4.000).
- **Dimension 4 (Care):** Statement (X19) achieved the highest level of agreement with a mean of (4.250), while statement (X22) had the lowest level of agreement with a mean of (3.922).
- **Dimension 5 (Trust and Safety):** Statement (X26) achieved the highest level of agreement with a mean of (4.293), while statement (X29) had the lowest level of agreement with a mean of (4.052).

The low standard deviation values indicate a very low level of dispersion in the sample's responses, supporting the reliability of the mean results.

Regarding the statements related to the dependent variable (Marketing Deception), there is a low level of agreement as perceived by the sample respondents from customers in retail stores in Kirkuk. Most statements did not exceed the hypothetical mean value of (3), indicating a general tendency toward disagreement, with low levels of relative importance and a weak to very weak degree of agreement for most statements.

- **Dimension 1 (Product Deception):** Statement (Y2) achieved the highest level of agreement with a mean of (3.845), while statement (Y4) had the lowest level of agreement with a mean of (1.914).
- **Dimension 2 (Price Deception):** Statement (Y8) achieved the highest level of agreement with a mean of (2.802), while statement (Y13) had the lowest level of agreement with a mean of (1.793).
- **Dimension 3 (Promotional Deception):** Statement (Y14) achieved the highest level of agreement with a mean of (2.707), while statement (Y19) had the lowest level of agreement with a mean of (1.750).
- **Dimension 4 (Distribution Deception):** Statement (Y23) achieved the highest level of agreement with a mean of (3.922), while statement (Y20) had the lowest level of agreement with a mean of (1.879).

The low standard deviation values also indicate a very low level of dispersion in the sample's responses, supporting the reliability of the mean results.

Table (5) presents the availability levels of service quality across its five dimensions (a. Reliability, b. Tangibility, c. Responsiveness, d. Care, e. Trust and Safety) and competitive deception across its four dimensions (a. Product Deception, b. Price Deception, c. Promotional Deception, d. Distribution Deception) in retail stores in Kirkuk, through descriptive analysis of the sample's responses using various statistical methods, including mean, standard deviation, minimum, and maximum values.

**Table 5:** Description of the Availability of Service Quality and Marketing Deception in Retail Stores in the Study Area

Variables and dimensions	Symbols	Arithmetic mean	Standard deviation	Minimum value	Highest value	Relative importance	Intensity of approval	Skewness
A. Reliability	xx1	4.083	0.577	2.17	5.00	81.67%	High	-0.667
B. Tangibility	xx2	4.047	0.591	2.00	5.00	80.95%	High	-0.633
C. Responsiveness	xx3	4.080	0.654	2.00	5.00	81.61%	High	-0.636
D. Care	xx4	4.093	0.596	1.67	5.00	81.87%	High	-0.487
H. Trust and Safety	xx5	4.148	0.597	2.00	5.00	82.96%	High	-0.579
Service Quality	X	4.091	0.527	2.13	5.00	81.81%	High	-0.586
A. Product Deception	yy1	2.593	0.413	1.67	3.67	51.87%	weak	-0.047
B. Price Deception	yy2	2.133	0.545	1.00	3.57	42.66%	weak	0.297
C. Promotional Deception	yy3	2.170	0.575	1.00	3.67	43.39%	weak	-0.003
D. Distribution Deception	yy4	2.762	0.391	1.60	3.80	55.24%	middle	-0.339
Marketing deception	Y	2.388	0.378	1.50	3.58	47.77%	weak	0.291

Source: Prepared by the researcher using SPSS software

Table (5) shows a high level of service quality across its five dimensions as perceived by the sample respondents from customers in retail stores in Kirkuk, the study area. The calculated mean for service quality exceeds the hypothetical mean of (3), with a high level of relative importance and a substantial degree of agreement. This aligns the service quality variable with a mean of (4.091) and a relative importance of (81.81%).

**On the level of service quality dimensions**

- The Trust and Safety dimension achieved the highest availability with a mean of (4.148), followed by:
- Care with a mean of (4.093),
- Reliability with a mean of (4.083),
- Responsiveness with a mean of (4.080), and finally,
- Tangibility with a mean of (4.047).

The low standard deviation values affirm the reliability of these results in representing the entire sample due to the low level of dispersion among respondents' answers.

In contrast, marketing deception across its four dimensions shows low availability in the study area stores. The calculated mean for marketing deception is below the hypothetical mean of (3), indicating a low level of agreement with marketing deception statements perceived by the store customers. The overall mean for marketing deception is (2.388), reflecting a low availability level and weak agreement according to customer perceptions.

**On the level of marketing deception dimensions**

- The Distribution Deception dimension achieved the highest level with a mean of (2.762), followed by:
- Product Deception with a mean of (2.593),
- Promotional Deception with a mean of (2.170), and

- finally,
- Price Deception with a mean of (2.133).

The low standard deviation values confirm the reliability of these results, indicating low dispersion among respondents' answers.

### 3. Testing for Normal Distribution

The researcher used the skewness coefficient (Skewness) to check the normality of the data distribution, ensuring that the data for research variables and dimensions follow a normal distribution. The normality condition is met if the skewness value lies within the range of (+1 to -1). Referring to Table (5), the skewness values for the research variables and dimensions fall within this range, indicating that the data are normally distributed. Therefore, the researcher can

use parametric statistical methods for hypothesis testing.

### 4. Hypothesis Testing

The study includes two main hypotheses as follows:

- (H1) First Main Hypothesis:** There is a significant correlation between service quality and marketing deception. This main hypothesis has several sub-hypotheses:
- (H1.1) First Sub-Hypothesis:** There is a significant correlation between the Reliability dimension and marketing deception.

The Pearson correlation coefficient was calculated to test this hypothesis and determine the relationship's significance, strength, and direction between the Reliability dimension and marketing deception. Table (6) displays the test results.

**Table 6:** Correlation Matrix for the Relationship between Service Quality Dimensions and Marketing Deception

Variables		Reliability (xx1)	Tangibility (xx2)	Responsiveness (xx3)	Care (xx4)	Trust and Safety (xx5)	Service Quality (X1)
Marketing deception(Y)	(Pearson)	-0.685**	-0.740**	-0.757**	-0.722**	-0.628**	-0.810**
	(Sig.)	0.000	0.000	0.000	0.000	0.000	0.000

(\*\*) Significant at 1% significance level, (\*) Significant at 5% significance level

Source: The table was prepared by the researcher using the program (SPSS).

From Table (6), it can be observed that there is a significant negative (inverse) correlation between the Reliability dimension and marketing deception, at a significance level of less than (5%). This means that the availability of service quality in terms of Reliability in Kirkuk's retail stores is associated with a decrease in marketing deception, according to customer perceptions. Thus, the first sub-hypothesis is accepted.

- (H1.2) Second Sub-Hypothesis:** There is a significant correlation between the Tangibility dimension and marketing deception.
- To test this hypothesis, the Pearson correlation coefficient was calculated to determine the significance, strength, and direction of the relationship between Tangibility and marketing deception. Table (6) shows a significant negative (inverse) correlation between Tangibility and marketing deception, at a significance level of less than (5%). This indicates that the presence of Tangibility as a service quality dimension in Kirkuk's retail stores is associated with a decrease in marketing deception, according to customer perceptions. Thus, the second sub-hypothesis is accepted
- (H1.3) Third Sub-Hypothesis:** There is a significant correlation between the Responsiveness dimension and marketing deception.
- To test this hypothesis, the Pearson correlation coefficient was calculated to determine the significance, strength, and direction of the relationship between Responsiveness and marketing deception. Table (6) shows a significant negative (inverse) correlation between Responsiveness and marketing deception, at a significance level of less than (5%). This indicates that the presence of Responsiveness in Kirkuk's retail stores is associated with a decrease in marketing deception, according to customer perceptions. Thus, the third sub-hypothesis is accepted
- (H1.4) Fourth Sub-Hypothesis:** There is a significant correlation between the Care dimension and marketing

deception.

- To test this hypothesis, the Pearson correlation coefficient was calculated to determine the significance, strength, and direction of the relationship between Care and marketing deception. Table (6) shows a significant negative (inverse) correlation between Care and marketing deception, at a significance level of less than (5%). This means that the presence of Care as a service quality dimension in Kirkuk's retail stores is associated with a decrease in marketing deception, according to customer perceptions. Thus, the fourth sub-hypothesis is accepted.
- (H1.5) Fifth Sub-Hypothesis:** There is a significant correlation between the Trust and Safety dimension and marketing deception.
- To test this hypothesis, the Pearson correlation coefficient was calculated to determine the significance, strength, and direction of the relationship between Trust and Safety and marketing deception. Table (6) shows a significant negative (inverse) correlation between Trust and Safety and marketing deception, at a significance level of less than (5%). This indicates that the presence of Trust and Safety in Kirkuk's retail stores is associated with a decrease in marketing deception, according to customer perceptions. Thus, the fifth sub-hypothesis is accepted.
- (H1.6) Sixth Sub-Hypothesis:** There is a significant correlation between overall Service Quality and marketing deception.
- To test this hypothesis, the Pearson correlation coefficient was calculated to determine the significance, strength, and direction of the relationship between overall Service Quality and marketing deception. Table (6) shows a significant negative (inverse) correlation between overall Service Quality and marketing deception, at a significance level of less than (5%). This indicates that the presence of overall Service Quality in Kirkuk's retail stores is associated with a decrease in marketing deception, according to customer

perceptions. Thus, the sixth sub-hypothesis is accepted. Based on the results of the sub-hypotheses, the first main hypothesis is accepted.

- **(H2) Second Main Hypothesis:** There is a significant effect of service quality on marketing deception, with several sub-hypotheses:
  - **(H2.1) First Sub-Hypothesis:** There is a significant effect of the Reliability dimension on marketing deception.
  - To test this hypothesis, a simple linear regression equation was prepared to estimate marketing deception based on the Reliability dimension, to determine the extent of its impact on marketing deception in Kirkuk’s retail stores. Table (7) displays the test results.

**Table 7:** Results of the Impact of the Reliability Dimension on Marketing Deception

Variables	Regression coefficient (β)	(T) (Sig.)	(F) (Sig.)	(R2)
Reliability	-0.685	-10.035 (0.000)	100.710 (0.000)	0.469

Source: Prepared by the researcher using SPSS software

**Observations from Table (7):** The stability of the regression model is confirmed by the value of (F), which is (100.710) at a significance level of less than (5%). This indicates that estimating marketing deception through the Reliability dimension is possible. Additionally, the value of (T), which is (-10.035) at a significance level of less than 5%, shows a significant impact. The negative value of the Beta coefficient (β) at (-0.685) indicates a negative effect, meaning that the presence of the Reliability dimension within the service quality provided by Kirkuk’s retail stores negatively affects marketing deception by reducing its levels.

The coefficient of determination (R<sup>2</sup>) value of (0.469) indicates that the Reliability dimension explains approximately (46.9%) of the variance in marketing deception levels in the stores studied. Therefore, the first sub-hypothesis is accepted.

**(H2.2) Second Sub-Hypothesis:** The Tangibility dimension has a significant effect on marketing deception. To test this hypothesis, a simple linear regression equation was prepared to estimate marketing deception based on the Tangibility dimension and determine its extent of impact on marketing deception in Kirkuk’s retail stores. Table (8) shows the test results.

**Table 8:** Results of the Impact of the Tangibility Dimension on Marketing Deception

Variables	Regression coefficient (β)	(T) (Sig.)	(F) (Sig.)	(R2)
Tangibility	-0.740	-11,750 (0.000)	138,069 (0.000)	0.548

Source: Prepared by the researcher using SPSS software.

**Observations from Table (8):** The stability of the regression model is confirmed by the value of (F), which is (138.069) at a significance level of less than (5%). This indicates that it is possible to estimate marketing deception through the Tangibility dimension. Additionally, the value of (T), which is (-11.750) at a significance level of less than 5%, shows a significant impact. The negative value of the Beta coefficient (β) at (-0.740) indicates a negative effect, meaning that the presence of the Tangibility dimension within the service quality provided by Kirkuk’s retail stores

negatively affects marketing deception by reducing its levels.

The coefficient of determination (R<sup>2</sup>) value of (0.548) indicates that the Tangibility dimension explains approximately (54.8%) of the variance in marketing deception levels in the stores studied. Therefore, the second sub-hypothesis is accepted.

**(H2.3) Third Sub-Hypothesis:** The Responsiveness dimension significantly affects marketing deception.

To test this hypothesis, a simple linear regression equation was prepared to estimate marketing deception based on the Responsiveness dimension and determine its extent of impact on marketing deception in Kirkuk’s retail stores. Table (9) shows the test results.

**Table (9):** Results of the Impact of the Responsiveness Dimension on Marketing Deception

Variables	Regression coefficient (β)	(T) (Sig.)	(F) (Sig.)	(R2)
Responsiveness	-0.757	-12.375 (0.000)	153.146 (0.000)	0.573

Source: Prepared by the researcher using SPSS software

**Observations from Table (9):** The stability of the regression model is confirmed by the value of (F), which is (153.146) at a significance level of less than (5%). This indicates that estimating marketing deception through the Responsiveness dimension is possible. Additionally, the value of (T), which is (-12.375) at a significance level of less than 5%, shows a significant impact. The negative value of the Beta coefficient (β) at (-0.757) indicates a negative effect, meaning that the presence of the Responsiveness dimension within the service quality provided by Kirkuk’s retail stores negatively affects marketing deception by reducing its levels.

The coefficient of determination (R<sup>2</sup>) value of (0.573) indicates that the Responsiveness dimension explains approximately (57.3%) of the variance in marketing deception levels in the stores studied. Therefore, the third sub-hypothesis is accepted.

**(H2.4) Fourth Sub-Hypothesis:** The Care dimension has a significant effect on marketing deception.

To test this hypothesis, a simple linear regression equation was prepared to estimate marketing deception based on the Care dimension and determine its extent of impact on marketing deception in Kirkuk’s retail stores. Table (10) shows the test results.

**Table 10:** Results of the Impact of the Care Dimension on Marketing Deception

Variables	Regression coefficient (β)	(T) (Sig.)	(F) (Sig.)	(R2)
Care	-0.722	-11.126 (0.000)	123,794 (0.000)	0.521

Source: Prepared by the researcher using SPSS software

**Observations from Table (10):** The stability of the regression model is confirmed by the value of (F), which is (123.794) at a significance level of less than (5%). This indicates that estimating marketing deception through the Care dimension is possible. Additionally, the value of (T), (-11.126) at a significance level of less than (5%), shows a significant impact. The negative value of the Beta coefficient (β) at (-0.722) indicates a negative effect, meaning that the presence of the Care dimension within the

service quality provided by Kirkuk’s retail stores negatively affects marketing deception by reducing its levels. The coefficient of determination ( $R^2$ ) value of (0.521) indicates that the Care dimension explains approximately (52.1%) of the variance in marketing deception levels in the stores studied. Therefore, the fourth sub-hypothesis is accepted.

**(H2.5) Fifth Sub-Hypothesis:** The Trust dimension has a significant effect on marketing deception.

To test this hypothesis, a simple linear regression equation was prepared to estimate marketing deception based on the Trust dimension and determine its extent of impact on marketing deception in Kirkuk’s retail stores. Table (11) shows the test results.

**Table 11:** Results of the Impact of the Trust Dimension on Marketing Deception

Variables	Regression coefficient ( $\beta$ )	(T) (Sig.)	(F) (Sig.)	(R2)
Trust	0.628	-8.626 (0.000)	74.412 (0.000)	0.395

Source: Prepared by the researcher using SPSS software

**Observations from Table (11):** The stability of the regression model is confirmed by the value of (F), which is (74.412) at a significance level of less than (5%). This indicates that estimating marketing deception through the Trust dimension is possible. Additionally, the value of (T), which is (-8.626) at a significance level of less than 5%, shows a significant impact. The Beta coefficient ( $\beta$ ) value of (0.628) indicates a significant negative effect, meaning that the Trust dimension within the service quality provided by Kirkuk’s retail stores negatively affects marketing deception by reducing its levels.

The coefficient of determination ( $R^2$ ) value of (0.395) indicates that the Trust dimension explains approximately (39.5%) of the variance in marketing deception levels in the stores studied. Therefore, the fifth sub-hypothesis is accepted.

**(H2.6) Sixth Sub-Hypothesis:** There is a significant effect of overall Service Quality on marketing deception.

To test this hypothesis, a simple linear regression equation was prepared to estimate marketing deception based on overall Service Quality and determine its extent of impact on marketing deception in Kirkuk’s retail stores. Table (12) shows the test results.

**Table 12:** Results of the Impact of Overall Service Quality on Marketing Deception

Variables	Regression coefficient ( $\beta$ )	(T) (Sig.)	(F) (Sig.)	(R2)
Service Quality	-0.810	-14.764 (0.000)	217.974 (0.000)	0.657

Source: Prepared by the researcher using SPSS software

**Observations from Table (12):** The stability of the regression model is confirmed by the value of (F), which is (217.974) at a significance level of less than (5%). This indicates that it is possible to estimate marketing deception through Service Quality. Additionally, the value of (T), which is (-14.764) at a significance level of less than 5%, shows a significant impact. The negative Beta coefficient ( $\beta$ ) value of (-0.810) indicates a negative effect, meaning that Service Quality within the service provided by Kirkuk’s retail stores negatively affects marketing deception by

reducing its levels.

The coefficient of determination ( $R^2$ ) value of (0.657) indicates that Service Quality explains approximately (65.7%) of the variance in marketing deception levels in the stores studied. Therefore, the sixth sub-hypothesis is accepted. Based on the results of the sub-hypotheses, the second main hypothesis is also accepted.

## Chapter Four: Conclusions and Recommendations

### First: Conclusions

#### A. Theoretical Conclusions

1. Service Quality is a crucial factor for any organization’s success, regardless of its field or nature of activity. Providing high-quality products, whether goods or services, is crucial to customer satisfaction. Service quality dimensions (reliability, tangibility, responsiveness, trust, and care) are essential for improving an organization’s image, maintaining effective communication with customers, and fostering trust through timely commitments, leading to customer satisfaction and continued engagement with the researched stores.
2. Marketing Deception refers to unethical practices rooted in fraud and deceit in product presentation. Such deception aims to achieve illicit gains on the seller’s part. The dimensions of marketing deception (product, price, promotion, and distribution) show a gap between customer expectations and the actual purchases from the researched stores.

#### B. Practical Conclusions

1. The findings indicate a significant negative correlation between the dimensions of service quality (reliability, tangibility, responsiveness, care, and trust) and marketing deception at a significance level of less than (5%). This suggests that these service quality dimensions are associated with a decrease in marketing deception in the researched stores.
2. The results show a significant negative correlation between overall service quality and marketing deception at a significance level of less than (5%), indicating that higher overall service quality correlates with lower levels of marketing deception in the researched stores.
3. The analysis reveals that the Reliability dimension of service quality negatively impacts marketing deception by lowering its levels. This dimension accounts for (46.9%) of the variance in marketing deception in the researched stores.
4. The analysis indicates that the Tangibility dimension of service quality negatively impacts marketing deception, reducing its levels. This dimension explains (54.8%) of the variance in marketing deception in the researched stores.
5. The analysis shows that the Responsiveness dimension of service quality negatively affects marketing deception, lowering its levels. This dimension accounts for (57.3%) of the variance in marketing deception in the researched stores.
6. The analysis reveals that the Care dimension of service quality negatively impacts marketing deception, reducing its levels. This dimension explains (52.1%) of the variance in marketing deception in the researched stores.

7. The analysis indicates that the Trust dimension of service quality negatively affects marketing deception, reducing its levels. This dimension accounts for (39.5%) of the variance in marketing deception in the researched stores.
8. The analysis reveals that overall Service Quality negatively impacts marketing deception, lowering its levels. Overall, service quality explains (65.7%) of the variance in marketing deception in the researched stores.

### Second: Recommendations

1. Enhance Customer Care in Researched Stores to achieve customer satisfaction by effectively applying service quality and its dimensions:
  - Researched stores should focus on Reliability, improving customer service quality and adhering to their commitments.
  - Stores should increase their focus on care, providing more personal attention to customers from employees.
  - Stores should work on building Trust by enhancing customers' sense of security and trust in the stores' good reputation.
  - Stores should pay greater attention to Tangibility, as it serves as an indicator of quality.
  - Stores should improve Responsiveness to customer requests and inquiries, ensuring customers feel valued and respected.
2. Avoid Deceptive Practices when marketing products to customers. Marketing deception is unethical and leads to the misrepresentation of product characteristics.
3. Do Not Manipulate Customer Perceptions by offering counterfeit products with the exact specifications or using the original packaging to deceive customers.
4. Display Real Prices without manipulation, as the price is a crucial factor for consumers, and any manipulation may harm the store's reputation.
5. Invest in Honest Promotion, which serves as a tool to attract and persuade customers to make purchases. Manipulating promotions can erode customer trust in the researched stores.
6. Focus on Ethical Distribution Practices, avoiding all forms of deception such as delayed delivery times or false advertising that may harm customers due to misleading information.

### References

1. Abu Al-Nasr MM. Total Quality Management in Services. 1st ed. Cairo: Nile Arab Printing Press; 2008.
2. Alam MS, Mondal M. Assessment of sanitation service quality in urban slums of Khulna city based on SERVQUAL and AHP model: A case study of railway slum, Khulna, Bangladesh. *Journal of Urban Management*. 2019;8(1):20-27.
3. Al-Baba HA. The impact of marketing communications on the buying behavior of subscribers: A case study on the Palestinian Cellular Company, Jawwal, in Gaza Strip. Master's Thesis, Faculty of Commerce, Islamic University, Gaza, Palestine; 2011.
4. Al-Banna AA, Talaat IA, Qawasem N. The impact of service quality on mobile customer loyalty in Algeria: The mediating role of customer happiness. *The Egyptian Journal of Commercial Studies*. 2022;46(2):201-250.
5. Al-Bayati HS. The impact of marketing deception on organizational reputation – A field study in the drug market in Baghdad. Master's Thesis, College of Administration and Economics, University of Baghdad, Iraq; c2019.
6. Ali KM. The role of Islamic banking service quality dimensions in achieving customer satisfaction: An analytical field study of an Islamic bank in Ninawa Governorate. *Tikrit Journal for Administrative and Economic Sciences*. 2011, 2(23).
7. Al-Jasmi BA. Banking service quality from the customer's perspective: A value-based approach. A survey study of the opinions of a sample of customers of banks in Diwaniyah city. *Al-Qadisiyah Journal for Administrative and Economic Sciences*. 2007, 9(1).
8. Al-Kasasbeh WK, Al-Khattatneh WA, Al-Mahadin WR, Mahmoud HA. The impact of marketing deception on consumer attitudes toward consumer products. *Ain Shams University, Faculty of Commerce, Accounting and Auditing Department*. 2011;15(2):263-282.
9. Al-Khatib AM. The impact of marketing deception on consumer image formation in the Jordanian service market. Master's Thesis, Faculty of Business, Middle East University, Jordan; c2011.
10. Al-Najjar SM, Jawad MK. *Quality Management - Principles and Applications*. 2<sup>nd</sup> ed. Baghdad: Dr. Center for Printing and Electronic Layout; c2012.
11. Al-Taai YH, *et al.* *Quality Management Systems in Production and Service Organizations*. 1st ed. Jordan: Dar Al-Yazuri Scientific Publishing; c2009.
12. Al-Zghoul SZ, Al-Samadi ZMA. Organizational creativity and its impact on service quality in public hospitals in the northern region of Jordan. Master's Thesis, Al-Bayt University, Faculty of Business and Financial Administration; c2018.
13. Al-Zoubi M, Zayadat A. Customer attitudes towards marketing deception practices in the Jordanian service market. Master's Thesis, University of Irbid, Jordan; 2004.
14. Armistead C, Kiely J. Creating strategies for managing evolving customer service. *Managing Service Quality*. 2003;13(2):164-170.
15. Bahloul L. Mechanisms for protecting consumers from fraud and deceptive marketing through Islamic marketing regulations: A case of GCC countries. *International Journal of Islamic Marketing*. 2020;9(2):80-112.
16. Brown S, Blackmon K, Cousins P, Maylor H. *Operations management: Policy, practice & performance improvement*. 1st ed. PlantaTree; c2001.
17. Chowdhary N, Prakash M. Prioritizing service quality dimensions. *Managing Service Quality*. 2007;17(5):493-509.
18. Dib SS, Kassim NM, *et al.* The extent of food resource consumers' awareness of deceptive marketing practices: A field study in the city of Latakia. *Tishreen University Journal of Research and Scientific Studies, Economic and Legal Sciences Series*. 2013;35(1):190-193.
19. Edvardsson B. Service quality improvement. *Managing Service Quality*. 1998;8(2):142-149.
20. Eriksson K, Simpson B. Deception and price in a market with asymmetric information. *Judgment and Decision Making*. 2007;11(4):23-28.

21. Gaber HR, Labib AA, Salem KO. The effect of marketing deception on consumer buying decision on Facebook: An empirical study on university students in Libya. *European Journal of Business and Innovation Research*. 2018;6(3):12-18.
22. Hasan MA, Sadiq DS. The role of marketing awareness in enhancing consumer protection: A diagnostic study (Sample from consumer units), Dohuk Governorate, Iraq. 2014;36(115):29-32.
23. Heidhues P, Koszegi B, Murooka T. Inferior products and profitable deception. *Review of Economic Studies*. 2017;84(1):323-356.
24. Hersh A, Aladwan K. Tourists perceive marketing deception through the promotional mix. *Business Management Dynamics*. 2014;3(12):21-35.
25. Keep WW, Schneider GP. Deception and defection from ethical norms in market relationships: A general analytic framework. *Business Ethics: A European Review*. 2010;19(1):64-80.
26. Kotler P, Armstrong G. *Principles of marketing*. 20<sup>th</sup> ed. New Jersey: Pearson Education; c2018.
27. Kotler P, Keller KL. *Marketing management*. 16<sup>th</sup> ed. New Jersey: Pearson; c2016.
28. Leonnard. The performance of SERVQUAL to measure service quality in private university. *Journal on Efficiency and Responsibility in Education and Science*. 2018;11(1):16-21.
29. Lovelock C. *Service marketing*. 3rd ed. New York: Prentice-Hall, International Edition; 1996.
30. Martin M. Quality management in higher education: Developments and drivers. Results from an international survey. International Institute for Educational Planning; c2017. Available from: <http://www.iiep.unesco.org/en>
31. Mohamed MA. Marketing deception and its impact on customer's reactive buying behavior: An analysis of a sample of fast food consumers in Saudi Arabia. Faculty of Commerce, Kafr El Sheikh University; c2016.
32. Munir K, Khouraf F, Linda, Bouaziz N. Measuring the level of health service quality in public health institutions in Annaba Province. *Economic Visions Journal*. 2021;11(1):521-540.
33. Najm RA. Factors affecting demand for banking services: An applied study on a sample of beneficiaries in Ninawa Governorate. *Al-Anbar University Journal for Economic and Administrative Sciences*. 2010, 2(3).
34. Obaid SM. The impact of electronic banking service quality on satisfaction and commitment of Palestinian Islamic Bank customers. *Islamic University Journal for Economic and Administrative Studies*. 2021;29(4):133-157.
35. Riquelme IP, Roman S, Iacobucci D. Consumers' perceptions of online and offline retailer deception: A moderated mediation analysis. *Journal of Interactive Marketing*. 2016;35:16-26.
36. Saad MA. Measuring the quality of health services in governmental hospitals in the Northern Borders Region (Arar) from the patients' perspective. *Scientific Journal for Financial and Commercial Studies and Research*; c2022 .p. 8.
37. Saed R, Lodhi R, Hashmi A, Sami A, Mahmood Z, Ahmad M. Impact of deceptive advertisement on consumer psychology. *World Applied Sciences Journal*. 2013, 26(12).
38. Schroeder R. *Operations management: Contemporary concepts and cases*. 3rd ed. McGraw-Hill Irwin; c2007.
39. Singh M. Marketing mix of 4Ps for competitive advantage. *IOSR Journal of Business and Management*. 2012;3(6):40-45.