

How to Cite:

Korichi, H. A., & Bendjeroua, H. (2024). The impact of applying the principles of marketing ethics on improving the mental image of the enterprise: A field study of the Private Nahda Clinic, Algiers. *International Journal of Economic Perspectives*, 18(10), 1765–1782. Retrieved from <https://ijeponline.org/index.php/journal/article/view/675>

The impact of applying the principles of marketing ethics on improving the mental image of the enterprise: A field study of the Private Nahda Clinic, Algiers

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Abstract---This research aims to study the impact of applying the principles of marketing ethics on improving the mental image of the Enterprise, due to the fact that the growth and excellence of the Enterprise and improving its mental image at the present time depend on the extent of its application of marketing ethics, as the key to its success lies in its ability to attract and retain a large number of customers. The field study was conducted by distributing a questionnaire to a sample of customers of the Renaissance Private Clinic in Algiers, to be processed statistically using the program (SPSSv26), and the study concluded that there is a statistically significant impact of applying the principles of marketing ethics on improving the mental image in the clinic under study, and this is in all its adopted dimensions.

Keywords---Marketing ethics, Mental image, Customers, Al Nahda Clinic.

JEL Classification: M37, M39, P36.

1. Introduction

In pursuit of integrating social and ethical concerns into their strategies to ensure sustainability and enhance their mental image, institutions rely on modern techniques of ethical responsibility that embody principles such as honesty, accountability, fairness, and citizenship. The mental image is a reflection of individuals' opinions and aids in shaping their behavior, influencing their actions towards economic and service-oriented groups and institutions.

Hence, economic institutions have recognized the importance of studying their prevailing image in the minds of customers, crafting policies, drawing up plans to develop and maintain this image as desired by these institutions, and leveraging it to support their activities, especially when their image is tarnished. They have placed great emphasis on developing and reinforcing various strategies to enhance and solidify this image. Forming a positive mental image has become a fundamental goal that all institutions strive to achieve through excellent performance that aligns with customer needs, aiming for growth, survival, and market continuity.

The transformations witnessed in the healthcare sector in Algeria, which opened doors to competition, particularly amidst technological advancements, necessitated private clinics to continuously update their customer interaction methods. This is crucial for achieving high levels of mental image enhancement, thereby attracting a large customer base compared to competitors within the same sector. Accordingly, the central question posed reveals the study's dilemma: **"To what extent does the implementation of marketing ethics principles impact the enhancement of the mental image of Renaissance Private Clinic in Algiers?"**

In light of the main question, a set of sub-questions can be utilized, such as:

1. Is there a statistically significant impact of applying the principle of honesty on enhancing the mental image of Renaissance Private Clinic in Algiers?
2. Is there a statistically significant impact of applying the principle of accountability on enhancing the mental image of Renaissance Private Clinic in Algiers?
3. Is there a statistically significant impact of applying the principle of fairness on enhancing the mental image of Renaissance Private Clinic in Algiers?
4. Is there a statistically significant impact of applying the principle of citizenship on enhancing the mental image of Renaissance Private Clinic in Algiers?

To address the main question and its sub-questions and achieve the study's objectives, we establish the following hypotheses:

Main Hypothesis: There is a statistically significant impact of applying marketing ethics principles on enhancing the mental image.

A set of hypotheses are hence proposed:

1. There is a statistically significant impact of applying the principle of authenticity on enhancing the mental image.

2. There is a statistically significant impact of applying the principle of responsibility on improving the mental image.
3. There is a statistically significant impact of applying the principle of fairness on enhancing the mental image.
4. There is a statistically significant impact of applying the principle of citizenship on improving the mental image.

From the problem statement and its hypotheses, the significance of the study lies in attempting to raise interest in the subject of marketing ethics, in addition to understanding marketing ethics and their impact on enhancing the mental image in a manner commensurate with the increasing importance of this topic. Furthermore, the importance of the study lies in seeking to enhance the services of private clinics, elevate their performance, and enhance their mental image among their clients by achieving higher satisfaction levels and increasing their satisfaction with the services.

It should also be noted that the study aims to clarify and define the fundamental concepts associated with the mental image, elucidate and explain the concept of marketing ethics, highlight the various principles used to measure it, determine the importance of applying marketing ethics principles in improving the mental image within the studied institution and their contribution to achieving excellence for institutions. Additionally, it aims to ascertain the extent to which applying marketing ethics principles affects improving the mental image of the Renaissance Clinic in Algiers.

To address the research problem and substantiate the validity of the hypotheses, a descriptive-analytical method was adopted for the theoretical aspect, while a case study approach was followed for the practical aspect. This involved applying the theoretical study to the Renaissance Clinic in Algiers to understand the extent of applying marketing ethics principles in institutions and their impact on the mental image.

2. Theoretical Framework of Marketing Ethics and Mind Image

2.1 Concept of Marketing Ethics

The concept of marketing ethics is one that organizations have increasingly focused on and given significant attention to due to the benefits it brings to these organizations and its contribution to achieving their objectives. Researchers have provided several definitions of marketing ethics, including that it is: "a set of standards that govern the behavior and actions of marketers in terms of the values and ethical beliefs they carry, aiming for their marketing behavior to be correct and for society to judge the validity of those marketing activities for the organization" (Al-Hindawi, Hassouna, & Farihat, 2010, p. 76). It is also defined as "the set indicative of mutual trust between customers and the organization through continuous interaction (loyal customer), enhancing trust in the organization through commitments and concepts adhered to by each party towards the other such as credibility in the claims emanating from this organization and reflected in its offered products" (Al-Saad, 2009, p. 85). Additionally, it has been defined as: "a set of standards that govern the behavior and actions of marketers in terms of the values and ethical beliefs they carry,

aiming to evaluate their marketing behavior as correct or incorrect" (Maala & Tawfiq., 2005, pp. 31-32). Philip Kotler also believes that marketing ethics represent broad guiding lines that every individual in the organization must follow, including relationships with distributors, advertising patterns, customer service, product development, and general ethical patterns (Kotler & Armstrong, 2008, p. 170). It is hence safe to say that marketing ethics are a set of principles and rules that distinguish right behavior from wrong and must be followed when making various marketing decisions.

2.2 The Importance of Marketing Ethics

The significance of marketing ethics becomes evident in the benefits that organizations can achieve, as outlined by (Ben Saleh, 2014, pp. 115-116):

- Marketing professionals' commitment to ethics helps them avoid violating governmental laws.
- Ethical behavior builds a good image for the organization, shielding it from tarnishing and safeguarding it from impacting customer trust and loyalty.
- A study conducted by the Walker Research Center indicated that when price and quality are equal, 2 to 3 consumers out of 10 are compelled to switch to ethically and socially responsible organizations.
- The reputation of an organization is extremely sensitive, hence any unethical behavior directly influences the organization's relationship with its customers and its future sales.

2.3 Principles of Marketing Ethics

The principles of marketing ethics can be highlighted in the following elements, as discussed by: (Ben Saleh, 2014) & (Atallah, 2019, pp. 94-95):

2.3.1. Honesty: Providers of services should be honest in their dealings with customers and related parties, leading to the following:

- Telling the truth in all situations and at all times.
- Providing services of value that fulfill their promises.
- Supporting products if they fail to deliver the expected benefits.
- Upholding and respecting explicit and implicit commitments.

2.3.2 Responsibility: Accepting the consequences of marketing decisions and strategies results in:

- Exerting maximum effort to meet customers' needs.
- Avoiding coercion in dealings.
- Recognizing social obligations that align with marketing power first.
- Acknowledging and understanding its specific responsibilities towards economically vulnerable market segments.

2.3.2 Justice: Striking a balance between customer needs and stakeholder interests leads to:

- Providing services in a clear manner during sales and advertising, avoiding deceptive, false, and misleading promotions.
- Avoiding sales tactics that compromise customer trust.
- Refraining from price fixing, high pricing policies, deceptive practices, and price extortion, and not engaging in conflicts of interest.

2.3.4. Citizenship: Upholding economic, legal, humanitarian, and societal responsibilities that serve all parties involved strategically.

Marketing professionals have a duty to uphold these ethical principles accepted by all stakeholders. When marketing actions deviate from these principles, it hinders the exchange process, dissatisfies customers, and erodes trust. For example, some customers perceive certain institutions as primarily profit-driven, neglecting genuine customer satisfaction (Zanaka, 2009, p. 12).

2.4 The Mental Image of a Private Healthcare Clinic

The mental image is among the contemporary topics in service institutions management, where organizations have increasingly recognized its significance due to the benefits it brings, contributing to the achievement of profitability and growth objectives.

2.4.1 Definition of Mental Image:

The mental image is defined as "all the material and non-material representations that form among individuals belonging to the institution" (Lendrevie, J. & London, d., 2000, p. 77). It is also defined as "a collection of various images, each specific to a particular audience and aspect of the institution, interacting to ultimately create a single image which is that of the institution" (Adjoua, 1983, p. 04). Furthermore, the mental image is also defined as "the final result of individuals' or groups' self-impressions towards a particular institution, formed through direct or indirect experiences, linked to individuals' emotions, attitudes, and beliefs" (Al-Adawi, 2011, p. 273).

The following points can be derived from the above definitions: (Kariman & Adjoua, 2008, p. 125)

- The institution's image is a cognitive process that goes through cognitive stages of perception, understanding, and recall.
- The source of the mental image of the institution is the surrounding public, varying with different audience segments that interact or do not interact with the institution.

2.4.2 Goals of the Mental Image

For the mental image of a service institution, there are objectives that it seeks to achieve, whether in the short or long term, benefiting both the institution and its audience. Some of these objectives are as follows (Belbrahim, 2010, pp. 79-80):

- The policy of the mental image aims to expand the objectives of activities or even change them, relying on the image as a tool to convey the message, especially through the institution's contribution to cultural and social activities.
- Assisting in supporting the institution's marketing efforts.
- Ability to attract the best elements to work with it and increase its ability to adopt new contributors.
- The mental image of the service institution reflects the results of the public's interaction with the institution. Therefore, ignoring it exposes the institution to risk. It is important to continuously measure the perceptions achieved from the mental image and leverage the positive results obtained from it.

2.4.3 Factors Influencing the Formation of the Mental Image

The factors influencing the formation of the mental image can be identified as follows:

2.4.3.1 Personal Factors: (Aouad, 2011, p. 295)

- Characteristics of the individual's personality receiving the information

(education, culture, values).

- Individual's ability to interpret information about the healthcare institution and their level of motivation and interest in the information provided about the healthcare institution.
- Individual's self-communication and their ability to absorb and interpret information about the healthcare institution, shaping the features of the mental image. (Atran & Adjoua, 2008, p. 139)

2.4.3.2 Social Factors: (Manaa, 2014, p. 280)

- Influence of primary groups on the individual receiving the information.
- Influence of opinion leaders on customer attitudes.
- Impact of the culture of the society in which the individual lives.

2.4.3.3 Organizational and Competitive Factors (Organizational Factors): (Gebashy, 2008, p. 220)

- Policies of the healthcare institution and the services it provides.
- Nature of the communication systems specific to the healthcare institution, both internal and external communications.
- Nature of the communication messages addressed by the healthcare institution through mass media.
- Social responsibility of the healthcare institution and the services it provides to the local community.
- Communication efforts of competing healthcare institutions and their impact on the institution's image.

2.5 The Relationship between Marketing Ethics and the Mental Image

Marketing ethics are a set of principles and rules that distinguish between right and wrong behavior, which should be followed when making various marketing decisions. Businesses with ethical practices lead to enhancing the reputation of the service, strengthening the institution's reputation, increasing sales, and maximizing profits.

The activities of an institution cannot succeed unless its customers are satisfied. Therefore, the institution must fulfill its ethical and social responsibilities towards its customers to gain their trust, respect, and collaboration. To achieve this, the healthcare institution should embody marketing ethics in its services and ensure that its actions align with its promises; otherwise, it risks losing trust among its audience. Service providers must adhere to marketing ethics in all their actions and infuse their work with ethical professionalism. The mental image and reputation interact in an interconnected manner within the institution's environment, leading to the identification of three overlapping stages that managers in organizations should work according to (Al-Bakri, 2014, p. 133) :

- The identity of an institution forms the foundation of its image and reputation. Many have studied the impact of identity on actions and decisions that affect how the institution is perceived externally. Ethical behavior leads to strengthening the relationship between the institution and its customers.
- The mental image is the rapid impression formed by the audience through communication and evolving programs.
- Customers of the institution are considered tools contributing to the formation of the institution's image and reputation. Therefore, integrating

the ethical aspect into the strategic choices of the institution through its various activities allows for improving the institution's image and strengthening its relationship with customers.

- Attracting qualified labor force.
- Building strong and positive relationships with customers during times of crises.
- Enhancing credibility for the clinic by developing a system to address customer complaints and responding quickly to their needs (Kariman & Adjoua , 2008, p. 144).
- Gaining the trust and support of customers for the institution and all the services it provides.
- The institution's use of marketing ethics is linked to a win-win strategy, meaning profit for the institution through achieving its economic results and profit for customers who receive services that meet their aspirations (Khatar, 2018, p. 141).
- Developing and enhancing ethical marketing practices to improve the mental image (Gebashy, 2008, p. 220).
- Gaining assistance in the marketing efforts of the institution.

3. The field Study on the Impact of Marketing Ethics Principles on Enhancing the Mental Image at the Level of the Renaissance Clinic in the capital of Algeria

3.1 Methodology and Procedures:

The field study aimed to understand the nature of the relationship and the impact resulting from applying marketing ethics principles to enhance the mental image at the Renaissance Clinic in the capital of Algeria, from the perspective of a sample of this clinic's clients.

3.1.1 Study Population and Sample:

The study population consists of a group of 270 clients who are the focus of the study regarding the impact of marketing ethics principles on enhancing the mental image at the Renaissance Clinic in the capital of Algeria. A research sample of 270 clients was selected, 256 questionnaires were retrieved, 6 were excluded, resulting in a study sample of 250 individuals.

3.1.2 Study Tool Validity Test:

To address the study's problem and test its hypotheses, a suitable measurement tool was developed the questionnaire for collecting necessary data. This questionnaire comprised three summarized parts as follows:

- **Part 1:** Personal data such as gender, age, educational level;
- **Part 2:** Paragraphs about the application of marketing ethics principles within four principles: honesty, responsibility, fairness, citizenship, with each principle containing 3 paragraphs;
- **Part 3:** Refers to enhancing the mental image at the study clinic distributed across 12 paragraphs.

In general, the study relied on a Likert five-point scale to evaluate the level of applying marketing ethics principles (1: strongly disagree, 5: strongly agree) and the level of agreement on enhancing the mental image (1: strongly disagree, 5: strongly agree). Before conducting the research and testing the hypotheses, it was essential to ensure the reliability of the measurement tool used by employing Cronbach's alpha coefficient. The results are presented in the following table.

Table 1: Results of the Cronbach alpha stability coefficient test

Variable	Number of paragraphs	The Cronbach's alpha
The overall questionnaire	24	0.832

Source: Prepared by the authors based on the outputs of SPSS

The Cronbach's Alpha reliability coefficient for the sample overall was 0.832, indicating a high level of reliability for the measurement tool and thus its acceptability.

3.1.3. Analysis of Sample Demographics

The results reveal that the majority of the sample are males, comprising 61.8%, while the remaining 32.2% are females. Age-wise, 64.7% of the respondents fall within the 20-35 years bracket, followed by 32.3% in the 36-50 years category. The age group above 51 years is minimally represented at 2.9%. Regarding the educational level variable, over two-thirds of the sample possess university-level education at 67.6%, followed by 23.5% with secondary education, and 8.8% holding postgraduate degrees.

3.2 Descriptive Analysis of Sample Responses:

To discern the tendencies of the sample participants across various items in the questionnaire, we calculated both the arithmetic means and standard deviations, along with indicating levels of agreement.

2.2.1 Marketing Ethics Axis:

Based on the review of the processed questionnaires, the following was recorded:

Analysis of Items under the First Principle (Honesty):

Table 2: Respondents' answers to the principle of honesty

N°	Paragraph	Frequencies and percentages						Arithmetic mean	Standard deviation	Degree of approval
		Scale	1	2	3	4	5			
1	The health service provided by the clinic achieves the value and benefits I expect	Frequency	0	0	67	153	30	3.85	0.610	high
		percentages	0	0	27	61	12			
2	The price of the health service of the clinic is commensurate with its cost	Frequency	0	0	23	197	30	4.35	0.460	high
		percentages	0	0	9	79	12			
3	The information provided by the clinic is honest and builds a positive image	Frequency	0	0	23	95	132	4.44	0.606	Very high
		percentages	0	0	9	38	53			
Total								4.10	0.576	high

Source: Prepared by the authors based on the outputs of SPSS

The table indicates that the responses of the study sample to the statements related to the principle of honesty were high, as illustrated by an arithmetic mean of 4.10 and a standard deviation of 0.576. The statement "The information provided by the clinic is truthful and builds a positive image" ranked first with an arithmetic mean of 4.44 and a standard deviation of 0.660. Meanwhile, the statement "The services provided by the clinic deliver the value and benefits I expect" ranked last in terms of importance, with an arithmetic mean of 3.85 and a standard deviation of 0.610.

Analysis of Items under the Second Principle (Responsibility):

Table 3: Respondents' answers to the principle of responsibility

N°	Paragraph	Frequencies and percentages						Arithmetic mean	Standard deviation	Degree of approval
		Scale	1	2	3	4	5			
1	Health providers at the clinic provide useful information about it	Frequency	0	0	15	117	118	4.41	0.609	Very high
		percentages	0	0	6	47	47.5			
2	The clinic makes great efforts to meet the needs of its customers	Frequency	0	0	15	132	103	4.35	0.597	Very high
		percentages	0	0	6	53	442			
3	The clinic fulfills its social responsibilities and commitments	Frequency	23	0	52	125	50	3.82	0.869	high
		percentages	9.5	0	21	50	20			
Total								4.19	0.691	high

Source: Prepared by the authors based on the outputs of SPSS

The table indicates that the responses of the study sample to the statements related to the principle of responsibility were as follows: The statement "The healthcare providers at the clinic offer useful information about it" ranked first with an arithmetic mean of 4.41 and a standard deviation of 0.609. Conversely, the statement "The clinic fulfills its social responsibilities and commitments" ranked last in terms of importance, with an arithmetic mean of 3.82 and a standard deviation of 0.869.

Analysis of Items under the Third Principle (Fairness):

Table 4: Respondents' Responses to the Principle of Justice

N°	Paragraph	Frequencies and percentages						Arithmetic mean	Standard deviation	Degree of approval
		Scale	1	2	3	4	5			
1	The prices announced by the clinic are commensurate with the capabilities of the customers	Frequency	0	0	0	133	117	4.45	0.503	Very high
		percentages	0	0	0	53	47			
2	The clinic avoids	Frequency	0	8	30	132	80	4.22	0.842	high

	misleading and false methods	percentages	0	3	12	53	32			
3	The clinic is keen to fight monopolistic methods and price manipulation	Frequency	0	8	30	167	45	3.94	0.755	high
		percentages	0	3	12	67	18			
Total								4.20	0.705	high

Source: Prepared by the authors based on the outputs of SPSS

The table indicates that the responses of the study sample to the statements related to the principle of fairness were high, as shown by an arithmetic mean of 4.20 and a standard deviation of 0.705. The statement "The clinic's advertised prices are appropriate for the customers' financial capabilities" ranked first with an arithmetic mean of 4.45, while the statement "The clinic is keen on combating monopolistic practices and price manipulation" ranked last in terms of importance, with an arithmetic mean of 3.94 and a standard deviation of 0.755.

Analysis of Items under the Fourth Principle (Citizenship):

Table 5: Respondents' Responses to the Principle of Citizenship

N°	Paragraph	Frequencies and percentages						Arithmetic mean	Standard deviation	Degree of approval
		Scale	1	2	3	4	5			
1	The clinic attaches great importance to customer complaints and works to resolve them	Frequency	0	0	0	135	115	4.47	4.47	Very high
		percentages	0	0	0	54	46			
2	The clinic adheres to ethical and legal standards in its dealings with customers	Frequency	0	8	30	130	82	4.12	4.12	high
		percentages	0	3	12	52	33			
3	Al-Nahda Clinic is an example of good citizenship in society	Frequency	0	10	30	167	43	3.97	3.97	high
		percentages	0	4	12	67	17			
Total								4.18	4.18	high

Source: Prepared by the authors based on the outputs of SPSS

The table indicates that the responses of the study sample to the statements related to the principle of citizenship were high, as illustrated by an arithmetic mean of 4.18 and a standard deviation of 0.703. The statement "The clinic places significant importance on customer complaints and works to resolve them" ranked first with an arithmetic mean of 4.47 and a standard deviation of 0.507. Meanwhile, the statement "Al-Nahda Clinic is considered an exemplary model of good citizenship in the community" ranked third in terms of importance, with an arithmetic mean of 3.97 and a standard deviation of 0.758.

3.2.2 Perceived Image Axis: Upon reviewing the results of the received questionnaires, the following was recorded:

Table 6: Respondents' Answers to the Mental Image Variable

N°	Paragraph	Frequencies and percentages						Arithmetic mean	Standard deviation	Degree of approval
		Scale	1	2	3	4	5			
1	I prefer to deal with a clinic that has contributions to community service	Frequency	0	0	8	147	95	4.35	0.544	Very high
		percentages	0	0	3	59	38			
2	I feel that the clinic is interested in improving its image in front of customers	Frequency	0	0	0	160	90	4.35	0.485	Very high
		percentages	0	0	0	64	36			
3	I have great confidence in the clinic's commitments and the skills in it	Frequency	0	0	20	147	83	4.20	0.606	high
		percentages	0	0	8	59	33			
4	The clinic offers good services compared to competitors	Frequency	8	8	67	117	50	3.79	0.914	High
		percentages	3	3	27	47	20			
5	The clinic is interested in responding to the aspirations of its customers by providing distinguished quality services	Frequency	0	8	51	131	60	3.97	0.758	High
		percentages	0	3	21	53	24			
6	The benefits that the clinic provides in its services push me to deal with it	Frequency	0	8	8	155	79	4.25	0.654	High
		percentages	0	3	3	62	32			
7	The clinic has a system that follows up on customer complaints and suggestions	Frequency	0	0	15	103	132	4.47	0.615	Very high
		percentages	0	0	6	41	53			
8	My purchasing decisions are affected by the services provided by the clinic that keep pace with change and contemporary technological development	Frequency	0	0	60	125	65	4.03	0.717	high
		percentages	0	0	24	50	26			

9	The clinic provides constantly innovative services	Frequency	0	15	15	155	65	4.09	0.753	high
		percentages	0	6	6	62	26			
10	The clinic is committed to high speed in responding to the wishes of customers	Frequency	8	22	80	118	22	3.50	0.896	high
		percentages	3	9	32	47	9			
11	The clinic is characterized by accuracy in its dealings with customers	Frequency	0	0	8	132	110	4.41	0.557	high
		percentages	0	0	3	53	44			
12	When I hear the name of the clinic, I remember the positive aspects of the services provided.	Frequency	8	8	30	145	60	3.97	0.870	high
		percentages	3	3	12	58	24			
Total								4.11	0.697	high

Source: Prepared by the authors based on the outputs of SPSS

The table indicates that the responses of the study sample to the statements related to the axis of improving the perceived image were as follows: The statement "The clinic has a system to follow up on customer complaints and suggestions" ranked first with an arithmetic mean of 4.47, which is higher than the overall arithmetic mean of 4.11, and a standard deviation of 0.615. Meanwhile, the statement "The clinic is committed to a high speed of response to customer needs" ranked last in terms of importance, with an arithmetic mean of 3.50 and a standard deviation of 0.896.

The arithmetic mean for the axis of improving the perceived image was "high," indicating the extent to which Al-Nahda Clinic in Algiers applies marketing ethics principles.

3.3 Testing the Study Hypotheses and Analyzing the Results

3.3.1 Testing the Main Hypothesis:

The main hypothesis posits: There is a statistically significant effect of applying marketing ethics principles on improving the perceived image. To address this hypothesis, the following was proposed:

-Ho: There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of applying marketing ethics principles on improving the perceived image.

-H1: There is a statistically significant effect at the level of ($\alpha \leq 0.05$) of applying marketing ethics principles on improving the perceived image.

To test this hypothesis, we conducted a series of statistical tests, as illustrated in the following table:

Table 7: Main hypothesis test results

The impact of applying the principles of marketing ethics on improving the mental image	regression coefficient	T value	Significance level sig	F value	Correlation coefficient R	Coefficient of determination R2	SIG
	0.504	7.099	0.000	50.392	0.504	0.254	0.000

Source: Prepared by the authors based on the outputs of SPSS

Based on the results presented in the table, we observe that there is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between marketing ethics principles and the perceived image in the study sample. This indicates a positive correlation between the two variables. This is confirmed by the calculated F value of 50.392, which is greater than its critical value, and the t-value of 7.099 at the 0.05 significance level. Additionally, the correlation coefficient is 0.504, indicating a moderate positive relationship between marketing ethics principles and the perceived image. The coefficient of determination is 0.254, meaning that 25.4% of the variations in the perceived image can be attributed to changes in marketing ethics principles.

There is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of applying marketing ethics principles (honesty, responsibility, fairness, citizenship) on improving the perceived image.

3.3.2 Testing the First Sub-Hypothesis:

The first sub-hypothesis posits: There is a statistically significant effect of applying the principle of honesty on improving the perceived image. To address this hypothesis, the following was proposed:

- **Ho: There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of applying the principle of honesty on improving the perceived image.**

- **H1: There is a statistically significant effect at the level of ($\alpha \leq 0.05$) of applying the principle of honesty on improving the perceived image.**

To test this hypothesis, we conducted a series of statistical tests, as illustrated in the following table:

Table 8: Test results of the first sub-hypothesis

The effect of applying the principle of honesty on improving the mental image	regression coefficient	T value	Significance level sig	F value	Correlation coefficient R	Coefficient of determination R2	SIG
	0.451	6.144	0.00	37.751	0.451	0.203	0.000

Source: Prepared by the authors based on the outputs of SPSS

The results presented in the table show that there is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the principle of honesty and the perceived image in the study sample. This indicates a positive

correlation between the two variables. This is confirmed by the calculated F value of 37.751, which is greater than its critical value, and the t-value of 6.144 at the 0.05 significance level. Additionally, the correlation coefficient is 0.451, indicating a moderate positive relationship between the principle of honesty and the perceived image. The coefficient of determination is 0.203, meaning that 20.3% of the variations in the perceived image can be attributed to changes in the principle of honesty.

There is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of applying marketing ethics through the principle of honesty on improving the perceived image.

3.3.3. Testing the Second Sub-Hypothesis:

The second sub-hypothesis posits: There is a statistically significant effect of applying the principle of responsibility on improving the perceived image. To address this hypothesis, the following was proposed:

- **Ho: There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of applying the principle of responsibility on improving the perceived image.**

- **H1: There is a statistically significant effect at the level of ($\alpha \leq 0.05$) of applying the principle of responsibility on improving the perceived image.**

To test this hypothesis, we conducted a series of statistical tests, as illustrated in the following table:

Table 9: Second sub-hypothesis test results

The effect of applying the principle of responsibility on improving the mental image	regression coefficient	T value	Significance level sig	F value	Correlation coefficient R	Coefficient of determination R ²	SIG
	0.493	6.897	0.000	47.572	0.493	0.243	0.011

Source: Prepared by the authors based on the outputs of SPSS

Based on the results presented in the table, we observe that there is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the principle of responsibility and the perceived image in the study sample. This indicates a positive correlation between the two variables. This is confirmed by the calculated F value of 47.572, which is greater than its critical value, and the t-value of 6.897 at the 0.05 significance level. Additionally, the correlation coefficient is 0.493, indicating a moderate positive relationship between the principle of responsibility and the perceived image. The coefficient of determination is 0.243, meaning that 24.3% of the variations in the perceived image can be attributed to changes in the principle of responsibility. There is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of applying marketing ethics through the principle of responsibility on improving the perceived image.

3.3.4 Testing the Third Sub-Hypothesis:

The third sub-hypothesis posits: There is a statistically significant effect of applying the principle of fairness on improving the perceived image. To address this hypothesis, the following was proposed:

- **Ho: There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of applying the principle of fairness on improving the perceived image.**
- **H1: There is a statistically significant effect at the level of ($\alpha \leq 0.05$) of applying the principle of fairness on improving the perceived image.**

To test this hypothesis, we conducted a series of statistical tests, as illustrated in the following table:

Table 10: Results of the third sub-hypothesis test

The effect of applying the principle of justice on improving the mental image	regression coefficient	T value	Significance level sig	F value	Correlation coefficient R	Coefficient of determination R ²	SIG
	0.160	1.976	0.050	3.906	0.160	0.026	0.030

Source: Prepared by the authors based on the outputs of SPSS

4.3.3. Testing the Third Sub-Hypothesis:

Based on the results in the table, we observe that there is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the principle of fairness and the perceived image in the study sample. This indicates a positive correlation between the two variables, as confirmed by the calculated F value of 3.906, which is greater than its critical value, and the t-value of 1.976 at the 0.05 significance level. The correlation coefficient is 0.160, indicating a weak positive relationship between the principle of fairness and the perceived image. The coefficient of determination is 0.026, meaning that 2.6% of the variations in the perceived image can be attributed to changes in the principle of fairness. There is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of applying marketing ethics through the principle of fairness on improving the perceived image.

3.3.5 Testing the Fourth Sub-Hypothesis:

The fourth sub-hypothesis posits: There is a statistically significant effect of applying the principle of citizenship on improving the perceived image. To address this hypothesis, the following was proposed:

- **Ho: There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of applying the principle of citizenship on improving the perceived image.**
- **H1: There is a statistically significant effect at the level of ($\alpha \leq 0.05$) of applying the principle of citizenship on improving the perceived image.**

To test this hypothesis, we conducted a series of statistical tests, as illustrated in the following table:

Table 11: Fourth sub-hypothesis test results

The effect of applying the principle of citizenship on improving the mental image	regression coefficient	T value	Significance level sig	F value	Correlation coefficient R	Coefficient of determination R ²	SIG
	0.292	3.719	0.000	13.831	0.292	0.085	0.000

Source: Prepared by the authors based on the outputs of SPSS

Based on the results presented in the table, we observe that there is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the principle of citizenship and the perceived image in the study sample. This indicates a positive correlation between the two variables. This is confirmed by the calculated F value of 13.831, which is greater than its critical value, and the t-value of 3.719 at the 0.05 significance level. Additionally, the correlation coefficient is 0.292, indicating a moderate positive relationship between the principle of citizenship and the perceived image. The coefficient of determination is 0.085, meaning that 8.5% of the variations in the perceived image can be attributed to changes in the principle of citizenship.

There is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of applying marketing ethics through the principle of citizenship on improving the perceived image.

4. Conclusion

This study explored various aspects of applying marketing ethics through its principles at Al-Nahda Private Clinic and their impact on improving the clinic's perceived image from the customers' perspective. The study led to the following conclusions:

- There is a statistically significant relationship between marketing ethics principles and the improvement of the perceived image at Al-Nahda Private Clinic in Algiers.
- Testing the study hypotheses related to the sample, using simple linear regression, showed a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the principle of honesty on improving the perceived image at Al-Nahda Private Clinic. Therefore, the first sub-hypothesis was confirmed.
- Testing the study hypotheses related to the sample, using simple linear regression, showed a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the principle of responsibility on improving the perceived image at Al-Nahda Private Clinic. Therefore, the second sub-hypothesis was confirmed.
- Testing the study hypotheses related to the sample, using simple linear regression, showed a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the principle of fairness on improving the perceived image at Al-Nahda Private Clinic. Therefore, the third sub-hypothesis was confirmed.
- Testing the study hypotheses related to the sample, using simple linear regression, showed a statistically significant effect at the significance

level ($\alpha \leq 0.05$) of the principle of citizenship on improving the perceived image at Al-Nahda Private Clinic. Therefore, the fourth sub-hypothesis was confirmed.

- The main study hypothesis testing resulted in a statistically significant impact at a significance level ($\alpha \leq 0.05$) of marketing ethics principles on enhancing the mental image at the Renaissance Clinic in Algiers. Therefore, the main hypothesis was confirmed following the utilization of simple linear regression analysis.

According to these findings, we have deemed it appropriate to provide a set of recommendations and suggestions, including:

- The necessity for the institution to adopt marketing ethics as a method and content in its management, considering it as a strategy that works towards enhancing the institutional mental image.
- The importance of the institution meeting customers' needs and increasing focus on customer requirements.
- Continuous introduction of new services to customers by the institution and efforts to minimize shortcomings.
- Innovation in service delivery to customers to gain their loyalty and retain them for as long as possible.
- Implementation of influential marketing ethics principles to enhance the mental image of the institution.
- Emphasis on development to increase customer satisfaction.
- The need to enhance the ethics of service providers in the institution in the field of marketing behavioral practices.
- Fulfillment of all commitments and promises by the institution to increase its credibility among users.
- Promotion of citizenship values to enhance the institution through community development projects.
- Reinforcement of the institution's integrity by demonstrating its values and service benefits, and fulfilling its obligations to society.
- Regular conduction of studies by the institution to survey user opinions on the quality of its services and customer expectations.

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