



The Impact of Salesmen Ethics on Company Marketing Performance

(Mobile Companies as Case Study)

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Abstract ;

This study aimed to investigate the influential relationship between salesmen ethics and marketing performance of companies. To achieve this goal, a questionnaire prepared and distributed to a sample of 62 salesmen in service centers and a points of sale of the three companies active in the mobile phone sector (Mobilis, Djezzy and Ooredoo). The study concluded that the studied sample has a high ethical level towards their company, which directly affects the marketing performance.

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1. Introduction

The current marketing developments require that companies choose and adopt the best interfaces that can be reflected in marketing and society, in the current circumstances and the challenges that surround companies every day from every direction. They are obliged to use the maximum of their resources to achieve their goals with the required efficiency and effectiveness since salesmen have the most important of these resources, the basis of their choice is not only the amount of sales they can make but also their ethical behavior and values that govern them, ensuring the effectiveness and discipline of their promotional activity.

On the other hand, an important part of the marketing performance of the company's achievement to meet the required level is due to the salesmen and can be sub-level due to their failure at the sales process, therefore the company must be careful to choose the best efficiency and behavior, which shows its importance in their ability to positively influence current or potential customers, forming the mental image that company aspires to leave.

In this sense, the following problem has been addressed:

What is the impact of corporate salesmen ethics in improving its marketing performance?

As a preliminary answer, we propose **the following hypothesis:**

There is no statistically significant effect of salesman ethics on the marketing performance of the company.

The **sub-hypotheses** are as follows:

****** There is no statistically significant effect between the ethics of salesmen toward the customer on the marketing performance of the company.

****** There is no statistically significant effect between the ethics of salesmen toward the company on its marketing performance.

****** There is no statistically significant effect between the ethics of salesmen toward society on the performance of the marketing company.

This study derives its importance from the novelty that it brings in linking the variables of the salesmen ethics and marketing performance and research in the impact of the first variable on the second. The importance of this study lies also in highlighting the two variables conceptually, and determining the ratio of the impact relationship in the applied aspect.

As for the objectives of the study, it is focused on identifying the unethical practices of the salesmen and how they can be controlled and clarify their role in the variable of company's marketing performance. The study also aims to provide some recommendations and suggestions for the sample of salesmen studied to overcome the ethical problems in the field, which enables them to improve the level of their performance and thus the performance of the company.

The study relied on the analytical descriptive methodology due to its suitability to address various aspects of the subject through the use of various references, including books, articles published in scientific journals, websites in the theoretical side, in the applied part, the questionnaire was used as a study tool,

which was distributed to the sample of the study in order to obtain the preliminary data that was analyzed to test the hypothesis using the SPSS 22 program.

Study Structure:

In order to study the subject from various aspects, the study was divided into the following:

1. Salesmen and the selling forces ethics of the company.
2. Marketing performance of companies.
3. case study.

Presentation of the most important findings and recommendations.

2. Theoretical framework and previous studies:

2.1 The ethics of the salesmen and the selling forces of the company

Salesmen sales forces or sales people they all go in the same direction and perform the same function, in this axis more details will be provided about its concepts.

2.1.1. Conceptual framework for personal selling and salespeople.

A. Personal selling: Personal selling represents one of the components of the company promotional mix, and the researcher of this topic has presented several concepts that can define personal selling as follows:

Personal selling is an oral process through personal conversations with one or more potential customers in order to complete the sale process (Drici,2008,p.92), by presenting products to potential customers and in a manner consistent with the persuasive

communication process of the employees of the company and enhancing the impact of the promotional mix (El Bakri,2008,p.255).

In the field of services, personal selling is the provision of information to the service consumer to raise his motivations and unsatisfied needs then confirm the desire till reaching to convince him to buy these services depending on the personal contacts between the salesman and the potential audience consumers. where the sales force is the total number of employees inside and outside the sales department (Wahib,2014, p.197) while electronically, personal selling is defined as the use of virtual techniques to embody the essence of personal selling and its instant interactive uniqueness (Elaalak ,2010, p.76).

It can be said that personal selling is a promotional tool performed by the company salesmen by meeting with their current or potential customers either personally or electronically, in order to motivate them and convince them to buy the products or the service, and usually this method is used when the size and the cost of a product are important for the company.

B. roles and tasks of salesmen: Despite the recognition of the importance of this role in the case of industrial goods, it still plays an important role in the case of goods destined ultimately to consumer and that are advertised intensively as laundry soap for example, where we do not deny that the customer does not buy this commodity without resorting to salesmen, however, the retail needs sales efforts in this part in order to display the commodity

in his store(Elaalak ,2010, p.45) and therefore the role of the salesman in the sales process is to achieve reconciliation between the right commodity and the right customers in the right amount.

Salespeople play a critical role in spreading creativity because of the emergence of new processes in goods, services and ideas distributed to members of society, and consumers who are called early adopters often rely on them as sources of information (El Taai, 2009,p.40) . on the other hand, the salesman can formulate the promotional message to suit the needs of the customer where he provides a great opportunity for the recipients of the promotional message to get the necessary feedback and clarifications (Saadoun et al,2015,p.247), and it is what achieves the confidence of customers in the company and assure them that there are members who will be interested in solving their problems with the products acquired, especially modern ones in case of occurrence.

In this context, the salesman performs a set of tasks in order to achieve the goal of the process as a whole and can be limited to (Experts of AGTP,2014,p.66):

- Identify prospective customers and study their purchasing ability and find out who is making the purchase decision and who influence in the decision making.
- Contact prospective customers and identify their purchasing motivations, tendencies, trends, needs and desires.
- Presenting the commodity to the customer and showing its advantages and characteristics and how to use it to attract his attention and raise his interest and create a desire to buy the commodity.

The salesman can accomplish the above tasks in two directions:

First: Personal contact between the salesman and individual customers, either face-to-face or over the phone during web or video conferences.

Second: By other means determined by the nature of the personal communication between the caller (seller) and the recipient (buyer), therefore, personal selling can be more effective than advertising in more complex selling situations.

One of the tasks performed by salesmen is to contribute to the research and marketing intelligence carried out by the company and provide a feedback on the various activities that it operates on in its market, whether this feed from end consumers or from commercial intermediaries. (El Taai, 2009,p.34) .

C- the performance of the salesmen and their evaluation: The performance of the salesmen is the main point on which the efforts of the company are focused because it constitutes the most important objectives, the company expects the salesmen to perform their functions that were based on them efficiently and effectively.(Hadeef, Boughari,2019,p .141).

The evaluation of the salesmen performance is an application of the control function in the field of sales and is based on comparing the actual performance of the salesman with the planned performance and identifies deviations if any (Afifi, 2009,p.51). of course, it can record a positive deviation, which indicates the efficiency of the selling man in the performance of his tasks, and if the deviation is negative, this

indicates the weakness of his efficiency, which can be due to his poor selection or lack of training. sometimes, the political or economic environment can be a barrier to covering his selling area and achieving the desired goals.

In general, the main methods of evaluating the performance of salesmen are: Analysis of sales records and reports of salesmen, comparison of the current and past performance between the goals or quotas set for him, personal supervision by sales managers. Analysis by ratios, calculations of profits and losses, estimation of efficiency and the opinions of customers in the salesmen (Abbas,2009,p.235) and we indicate that the method chosen by the company for evaluation is determined according to the type and the size of the projects that it works on, taking into account the number of salesmen working for it and the size of the goals planned to be achieved.

2-1.2.Salesman Ethics :

2.1.2.1. Unethical practices of the salesmen:

Before going into the ethical behavior and controls, we must refer to the practices that can be issued by the salesmen, which are considered inappropriate, as according to a questionnaire answered by 327 customers for different signs, the unethical practices of the salesmen are:

- The salesman is looking for his benefit only regardless of the benefit of the customer.
- Do not take responsibility in case of a mistake.

-Try to exploit poor or uneducated customers in any way.

-Accept any form of gift from customers.

-Selling products and services to customers not essential for them.

-Providing wrong answers to customer questions if they do not know the correct answer.

-Do the work of market researcher when doing sales over the phone.

-Selling dangerous products.

-censor information if requested.

-Overstating the benefits of the product he wants to sell.

-Lying about the availability of the product to make a sale.

-Lying about competitors.

-Falsifying customer Testimonials about the product.

What provokes the reticence of customers is the lack of information available to the salesmen about the products they are working on selling or the details at the sales process (legal aspect - dates to receive ... etc.), as well as customers are disturbed by their frequent urgency and pressure, which ultimately leads to the loss of confidence between the two parties, customers are also wary of the salesman who does not have the ability to listen lengthily and consider it unethical behavior. On the other hand, the lack of access to the salesman at the right time and place may lead the customer to go to award a competing company, and by mentioning the latter, one of its immoral qualities is asking them in the purpose of collecting information and spying on them. (Thomas et al, 2008, p.47).

2.1.2.2.Factors influencing the ethical behavior of salesmen:

Salesmen derive their moral behavior influenced by three elements:

-Personal effects: Where the moral behavior of the selling man is affected by a range of factors related to his family and personal composition, religious values, personal standards and individual needs and the influence of the family push the selling man to a certain type of behavior either right or wrong. thus, the salesman, who is based on a strong moral foundation, has great self-confidence and there is a behavioral homogeneity in his decisions in terms of integrity, justice, and self-respect.

- Foundation effects: the culture of the company prevailing in the work environment affects the ethical behavior of the selling man, whether right or wrong, through his reliance on the prevailing norms and values and the extent to which they are confirmed commitment to certain behaviors, the perception of ethical behavior is one of the most important variables affecting individuals perception of discipline at work, which indicates that the emphasis on increased awareness of ethical behavior in the company will lead to an increase in the level of discipline at work.

-Environmental influences: Social norms and values give a perception of the nature of the moral climate in the industry of a particular sector and these in turn affect the moral behavior of the salesman. (Akaila , 2009, p.25-26).

2.1.3. Regulating the ethics of salesmen:

When changing the attitudes of salesmen toward ethical selling practices in selling, it will not achieve great results, but if it is explained to them that ethical practices achieve better sales and attract larger customers, this achieves better results in changing the attitudes of individuals (Elkadi,2015,p.83), and in this regard there must be a moral framework relied on in the education of the salesmen, and despite the existence of religions, values and laws, they were not collected enough to make the picture clear accurately in front of the salesman. Where the access to it is too difficult because it is sporadic and costs a lot of search and time .

Currently, the best thing offered and what salespeople can do is the ethical framework set by theSMEI Association which consists of a set of principles, which should not be considered laws only, but standards must be achieved in all the relations of the salesman during the conduct of the sales process and within all the sales areas in which he works, and through this charter the salesman is committed to the following (based on: The International Code of Ethics for Sales and Marketing,2016/ La Forge et al,2015,p44) With customers:

-To be credible and honest in his relationship with current or potential customers.

-To provide the products or services that he is selling in such a way that the current or potential customer can make an informed purchasing decision in which the mutual benefit of the seller and the buyer is realized.

-Continue to learn and increase his knowledge about the products, services and industry in which he works to serve the customers who put their trust in him better.

With the Foundation and the parties he represents:

-Use the resources at his disposal only to complete the work requirements.

-Respect and protect the property of the company and ensure the confidentiality of its information.

-Do not engage in any actions that could cause problems for the company such as illegal or unethical actions.

With competition:

- Access to information on competition is only through legal methods.

-Talk about competitors, their products and services in a way that can be trusted based on accurate information or supported by evidence.

With the community:

- Doing business and selling practices that achieve a positive relationship with the communities he represents and his company.

-Contribute to the objectives of public policy, which provides for the protection of the environment and society.

-Contribute to activities that improve the community.

Which increases in the improvement of the salesmen ethical performance we refer to the speed in performance and here is intended to provide the sales process quickly before the arrival of competitors to the potential customer, and also provide solutions to his problems that can be embodied in the product or service provided, as for the current customer, the

speed in solving their problems through continuous follow-up makes a difference in their confidence in the company, which reflects the quality of service.

The hard work performed by the salesman by adhering to his promises, whether those related to the dates, sales operations, delivery, agreed quantities, price, etc. Through the activity represented in additional efforts and good work, it also contributes to the enhancement of his ethical behavior on one hand and to the added value to the customer or commercial intermediaries on the other hand , especially if the work performed exceeds their expectations.

2.2. Marketing performance of companies.

The marketing performance of the company is the point which all activities ties with and its success necessarily means the good management of its plans, and the achievement of its planned goals. On The following is an explanation of its most important concepts.

2.2.1. The marketing performance and its importance.

2. 2.1.1 The concept of marketing performance:

Determining a unified definition of marketing performance is still considered a complex matter, and it differs from one marketing process to another and from one company to another. Among the most important definitions in this regard, we mention:

Marketing performance is defined as the company's ability to exploit its

capabilities according to specific foundations and standards set by the company in light of its future goals. (Taleb et al, 2010, p. 103).

Marketing performance reflects the degree of success or failure of the company, and is linked to achieving its multiple objectives set in its plan and outlined for it, which are represented in surviving and adaptation to environmental variables (Saadoun, Dermane, 2018, p.09) . It also indicates the ability to achieve a sustainable competitive advantage by employing its marketing knowledge through activating marketing operations based on strategic perspective that will achieve customer satisfaction and happiness and establish his loyalty with proactive implementation in order to survive and continue in its business environment. (Rahmoun, Chanchouna, 2018,p.388).

Marketing performance reflects the degree of success or failure of the company through its efforts and ability to achieve the objectives of survival and adaptation to environmental variables, especially since contemporary companies are now facing a rapidly changing environment in its requirements , resources , the size of demand and diversity in its specifications, in addition to the fierce competition that company is facing in the markets, which imposed on it to develop its technologies and capabilities to ensure the ability to respond to environmental and market variables and achieve the objectives. This can be confirmed and achieved by measuring the marketing performance of

the company(Eltaweel , Elabadi,2013.p.116).

Based on the previous definitions, marketing performance can be defined as the extent of the company's ability to adapt to the external environment through exploitation of its available resources to achieve maximum objectives set at the beginning of the marketing plan, more efficiently and effectively than competitors, which leads to gain customers for a long period that enables it to survive and continue in its market for a long period also.

2.2.1.2 The importance of marketing performance :

The importance of the company's marketing performance increases if it reaches the required level or exceeds it, which means that all marketing activities have been completed in the good and required manner, and thus the company's marketing performance is effective and its importance is shown through:

- When the performance outcome is clear, it means that the company has clear goals and knows what type of sales force activity will contribute to achieving them.
- When the impact of performance is clear, this requires knowing the types of efforts that a specific performance requires.
- When performance is what the marketer can control, that means that sales are the result of a number of people efforts and their individual contributions need to be known, therefore the measured outcome of each of these contributions is not the sales themselves, but the effective demonstration of the product or service or the good technical used to communicate with the customer (Taleb et al ,p.105).

Understanding the above-mentioned elements by marketing management necessarily enable to understand marketing performance. The importance of this point lies in :

- ✓ Help understanding and solving problems in marketing management.
- ✓ Helping the individual to understand and comprehend the marketing process.
- ✓ How to get things done and improve marketing performance.
- ✓ Knowing the individual's rights and duties towards the company.
- ✓ Assist in identifying opportunities for advancement in management (Eltaweel , Elabadi,2013.p.119).

we can summarize the importance of marketing performance for the company as follows:

- Identify the extent to which the company's goals have been achieved.
- Helps the company set the necessary standards to develop its mission.
- Provides information to various administrative levels for decision-making, planning and control purposes.
- It leads to the discovery of efficient elements and placing them in appropriate positions, as well as identifying elements that need support and development to improve their performance.
- Ensure coordination between the various departments of the company.
- Diagnose errors and deviations and take the necessary steps to address them.
- It helps achieving comprehensiveness and rationality in the planning and decision-making processes.

-Continuous review of marketing performance helps in making continuous improvements. (Asma Dardour,2017).

2.2.2. -Evaluation and review of marketing performance.

Performance evaluation means measuring actual performance and comparing the results that are required to be achieved or that can be achieved in order to have a picture of what actually happened and is happening, and the extent of success in achieving the goals and implementing the plans made to ensure taking appropriate measures to improve performance (Yahoui, Krabci,2017,p.154). If the company achieves positive results equal to what it set at the beginning or exceeds that, it can be said that its marketing performance will range from acceptable to good. However, if the results are negative, its marketing performance is below the required level.

Marketing performance evaluation provides management with feedback, showing them problems that have not been discovered and which, if corrective action is delayed, may put the company's competitive position and existence in a dangerous situation(Arun Kumar , Rachana Sharma,1998,p.447). this Evaluation touches all Activities Sub For a job Marketing that affect in Performance Marketing For the company that offer a Service as its Financial performing (Finance Indicators and Accounting) , all Elements that affect in quality Services For customers, Their satisfaction And their loyalty, Competencies of employees , Flexibility and Dynamic Marketing, all

this mentioned Factors Contribute To a success of marketing performance with highest degree specially for the companies that offers a service . Add to This it is essential to evaluate Policies, Plans and strategies of Marketing, as well as and integration that collects between Variables Mix Marketing, And that Depends on a Review Marketing (Boukrita,2011,p.93), regular, independent and periodic attempt to test the marketing environment of the company or a specific business unit within it. It also includes a review of the objectives, strategies and activities, and helps to identify areas of opportunities and threats. Through it, we can recommend a specific action plan to improve the company's marketing performance (Abdelaadhim,2008,p.216) .

2.2.3. The relationship between salesmen ethics and the marketing performance of the company.

If we look at the success of the company in marketing, we will find that one of the most important reasons of its success in the market is the marketer's performance.

In one way or another, this company must have carried for these men, by continuous training aspects that always lead to the success of this company. The company did not neglect the human element factor, which is the basis for the success of companies (Khalfi,2014,p.216). Here, their attention must be attract to the ethical aspect by clarifying what the company imposes in terms of ethics that must be adhered to, as well as the ethical qualities required to be present in any

sales process conducted at any level. Here, the company can resort to ethical charters that are updated periodically or through training courses related to the subject.

The training content of business ethics is related to the satisfaction of sales employees as well as colleagues and supervisors, well the company support for business ethics has a high value in personal selling, which is enhanced by the prevailing ethical values in the company, which leads to the satisfaction of supervisors and employees as they play an important role in ethical practice (Abed Attallah ,2011,p.43). Accordingly, the ethical behavior of salesmen can be adopted as an indicator in evaluating the level of their sales performance as it directly affects the marketing performance of the company.

3.case study to examine the impact of salesmen ethics on company marketing performance.

3.1. Study community and sample:

In order to identify the impact of the ethical behavior of salesmen on the marketing performance of the company, the study was conducted at the level of the telecommunications sector in Algeria, specifically the three companies that are active in the mobile phone market, which are: Mobilis , Djezzy , Ooredoo , and for this purpose a questionnaire was prepared to be directed to their sales staff , which included salespeople present at the level of service centers and approved points of sale.

To conduct the study, a simple random sample of salesmen was adopted, 85 questionnaires were distributed to them ,

62 of which were valid and analyzable , i.e. a recovery rate of 72.94 % . The questionnaire included three sections: the first includes personal questions related to the respondent, the second section concerns the ethics of salesmen towards the customer, the company and society, and the last section contains questions related to the marketing performance of the company. It is worth noting that the five-point Likert scale was used in the last two sections of the questionnaire, which contains five degrees: strongly agree, agree, neutral, disagree, strongly disagree.

3.2 Statistical tools used in the study:

In order to properly process the questionnaire and identify the reality of applying sales activation ethics and its impact on customer loyalty, the questionnaire was unpacked and analyzed using the SPSS program , and the following statistical tools were relied upon:

Cronbach's alpha coefficient (Cronbach's Alpha) to determine the reliability of the questionnaire items;

- Repetitions and percentages.
- Arithmetic mean and standard deviation.
- Simple regression test.

3.3. Validity and reliability of the study tool:

To ensure the validity of the study tool, it was initially presented to two experienced and specialized arbitrators. Then we estimated its reliability using the alpha Cronbach's reliability coefficient using the SPSS program , and we obtained the following results:

Table No. 01: Measurement of the stability of the study tool

Axes	Number of phrases	stability coefficient
Salesman Ethics	09	0.689
Marketing performance Axis	03	0.603
The questionnaire	12	0.659

Source: Prepared by researcher based on SPSS22 results

It is clear from the table above that the stability coefficient for the salesmen's ethics axis was 0.689, which is a very acceptable value. As for the stability coefficient for the marketing performance, its value was 0.603, which is also an acceptable value, while the stability coefficient value for the study as a whole was 0.659, which is a very acceptable value, as it exceeds 0.60 for the alpha value. Cronbach's and thus the study has the required stability for analysis purposes.

3.4 Characteristics of the study sample:

After obtaining information from the questionnaire distributed to the sample, which was estimated at 62 salesmen, and processing it through the SPSS program The descriptive results of the study sample were reached as follows:

Table No. 02: Characteristics of the study sample

variable	specific levels	Repetition	%
Sex	male	53	85.5
	feminine	9	14.5
age	Under 25 years	5	8.1
	to 35 years old	26	67.7
	+36	15	24.2
	secondary	15	24.2
	University	39	62.9
Experience	Postgraduate studies	8	12.9
	Less than 3 years	31	50
	From 03 to years 06	18	29
	More than years 06	13	21

Source: Prepared by researcher based on SPSS22 results.

Table No. 02 shows that most of the sample members of salesmen are males with a rate of 85.5 %, most of them are youth category, as their ages range between 26 and 35 years, most of them have a university degree, which is shown by the rate of 62.9 %. While the majority of them have less than three years of experience in the company they work for, because the three companies adopt a strategy of renewing their sales force from time to time.

3.5.the sample's agreement and their directions towards the study paragraphs :

Through this section, the answers of the study items are clarified regarding the extent of their commitment to sales ethics , which impact on improving the marketing performance. In this regard,

three dimensions of salesmen ethics of the three companies were chosen to measure their level of commitment to ethics: salesmen ethics towards the customer (3 statements),salesmen ethics towards the company (3 statements),salesmen ethics towards society (3 statements). while three statements were allocated to verify the marketing performance of the company, and therefore the arithmetic mean and standard deviation were used, and the results are shown in the table below:

Table No. 03: Arithmetic mean and standard deviation of the study tool statements

Dimension	The number	phrase	Arithmetic mean	Standard deviation	Direction	Rank
Salesmen ethics towards the customer	01	I Provide advice (clarification of negative and positive aspects) with accurate information to the customer about the service to be purchased	3.89	0.61	OK	1
	02	I do not pressure on the customer to buy the service even if it is good	3.82	0.91	OK	2
	03	Angry customers are quietly dealt with.	3.58	0.98	OK	3
the total			3.75	0.54	-	-
Salesmen ethics Towards the	04	I refuse to provide any information about the company or its services (confidential) under any circumstances.	3.95	0.81	OK	3
	05	I'm keen to protect the property of the company placed at my disposal (products, tools, office, computer...) And preserve it.	4.22	0.42	Strongly agree	1

	06	review the moral laws of the company, especially if they are updated.	4.12	0.38	OK	2
	the total		4.12	0.46	-	-
Salesmen ethics Towards society	07	i Take initiatives in social events (blood donation campaigns, sport...) sponsored by the company.	2.79	0.83	neut ral	2
	08	I contribute cash to the company's campaigns.	2.40	0.66	Disa gree	3
	09	I try as much as possible to preserve the surrounding environment (trees, neighborhood, plants...) And her cleanliness.	3.82	0.58	OK	1
	the total		2.81	0.81	-	-
Marketing performance	10	The company requires us to attract new customers and achieve the sales process for them	4.00	0.40	OK	1
	11	The company provides various facilities to meet the exceptional requests of customers to ensure their return to purchase again and make them permanent customers	3.59	1.04	OK	2
	12	Whoever achieves sales greater than the monthly targets set receives a reward from the company	2.75	1.21	neut ral	3
	the total		3.50	0.69	-	-

Source: Prepared by the researcher based on the outputs of the SPSS22 program

From the table above, and regarding the first dimension, it is clear that the salesmen of the three companies are ethical towards the customer when carrying out the sales process , and this is what is shown by the general arithmetic mean of 3.75 and the standard deviation of

0.54, where the phrase "I provide advice (clarifying the negative and positive aspects) and accurate information to the customer about the service to be purchased" obtained the first place with an average of 3.89 and a standard deviation of 0.61, while the phrase "I do not insist and pressure the customer to buy the service even if it is good" obtained the second place with an arithmetic mean of 3.82 and a standard deviation of 0.91, where the last place was for the phrase "I deal calmly with angry customers."

Regarding the dimension of salesmen's ethics towards the company in which they work , the sample expressed its approval of this dimension, which is explained by the arithmetic mean of 4.12 and the standard deviation of 0.46. The phrase "I am keen to protect and preserve the company's property placed at my disposal (products, work tools, office, computer, etc.)" was ranked first with a mean of 4.22 and a deviation of 0.42 , while the phrase "I am aware of the company's ethical laws, especially if they are updated" was ranked second with a mean of 4.12 and a standard deviation of 0.38. Finally, the phrase "I refuse to provide any information related to the company or its services (confidential) under any circumstances" was ranked with a mean of 3.95 and a deviation of 0.81.

The dimension of the salesmen ethics towards society tended towards uncertainty or neutrality, which is explained by the arithmetic mean of 2.81 and a standard deviation of 0.81, where "I try as much as possible to preserve the surrounding environment (trees, neighborhood, plants, etc.) and its

cleanliness ” obtained first place with a mean of 3.82 and a deviation of 0.58, while the phrase “I take the initiative to participate in social activities (blood donation campaigns, sports, etc.) sponsored by the company” obtained second place with a mean of 2.79 and a deviation of 0.83, and finally the phrase “I contribute a cash amount to the campaigns held by the company” with a mean of 2.40 and a deviation of 0.66.

Regarding the marketing performance axis, the sample studied generally agreed with an arithmetic mean of 3.50 and a standard deviation of 0.69. The phrase “The company requires us to attract new customers and achieve the sales process for them” obtained first place with an average of 4.00 and a deviation of 0.44. The second place was for the phrase “The company provides various facilities to meet the exceptional requests of customers to ensure their return to purchase again and make them permanent customers” with an arithmetic mean of 3.59 and a deviation of 1.04. The third place was for the phrase “Whoever achieves sales greater than the monthly targets set receives a reward from the company.”

3.6. Testing the main and sub - hypotheses of the study :

Through this point, we seek to test the validity of the main hypothesis of the study, which is:

“There is no statistically significant effect of salesmen ethics on the marketing performance of the company at a significance level of less than or equal to 0.05 .”

H0: There is no statistically significant effect of salesmen ethics on the marketing performance of the company at a significance level of less than or equal to 0.05 .

H1: There is a statistically significant effect of salesmen ethics on the company’s marketing performance at a significance level of less than or equal to 0.05 .

Table No. 04 : Results of testing the main hypothesis.

Variables	β	R	R^2	F	Sig
Salesman Ethics Marketing performance	0.37	0.203	0.041	2.571	0.000

Source: Prepared by researcher based on SPSS results.

The results of the statistical analysis shown in the table above revealed that the degree of influence of Salesman Ethics and marketing performance β (0.37), meaning that a one-degree increase in Salesman Ethics leads to an increase in improving marketing performance by a value of (0.37). The results also showed a correlation between the study variables, as the value of R reached (0.203) at a significance level of $\alpha = 0.000$), while the coefficient of determination R^2 reached (0.041), that mean the value of 0.041 of the change in marketing performance is the result of the change in salesman ethics. The significance of this effect is confirmed by the calculated F value , which reached (2.571), which is a statistically significant value at ($\alpha = 0.05$). The calculated significance level (0.000) is less than the assumed significance level, which confirms the invalidity of the H0

hypothesis and thus rejects it and accepts the alternative hypothesis, which states : There is a statistically significant effect of salesman ethics on the marketing performance of the company at a significant level of less than or equal to 0.05 .

As for the sub-hypotheses, they were as follows:

Hypothesis 01: There is no statistically significant effect between salesmen ethics towards the customer on the marketing performance of the company at a significance level less than or equal to 0.05 .

H0: There is no statistically significant effect between salesmen's ethics towards the customer on the marketing performance of the company at a significance level less than or equal to 0.05.

H1: There is a statistically significant effect between salesmen ethics towards the customer on the organization's marketing performance at a significance level less than or equal to 0.05 .

Hypothesis 02: There is no statistically significant effect between salesmen ethics towards the company on its marketing performance at a significant level less than or equal to 0.05 .

H0: There is no statistically significant effect between the salesmen ethics towards the company on its marketing performance at a significant level less than or equal to 0.05 .

H2: There is a statistically significant effect between salesmen ethics towards the company on its marketing performance at a significant level of less than or equal to 0.05 .

Hypothesis 03: There is no statistically significant effect between salesmen ethics towards society on the marketing performance of the company at a significant level less than or equal to 0.05.

H0: There is no statistically significant effect between salesmen ethics towards society on the marketing performance of the company at a significance level less than or equal to 0.05 .

H3: There is a statistically significant effect between salesmen's ethics towards society on the marketing performance of the company at a significant level less than or equal to 0.05 .

The results of the sub-hypothesis test are shown in the following table:

Table No. 05: Results of testing sub-hypotheses.

Dimensions of the independent variable	Dependent variable	β	R	R ²	F	sig
salesmen ethics towards customer	Performance Marketing	0.063	0.49	0.240	146	0.000
salesmen ethics towards the company		0.877	0.581	0.337	30.54	0.000
salesmen ethics towards society		0.066	0.077	0.06	361	0.000

Source: Prepared by the researcher based on SPSS outputs .

For hypothesis 01: The results of the above statistical analysis revealed that the degree of influence of salesmen ethics towards the customer and marketing performance β (0.063), means that a one-degree increase in salesmen ethics towards the customer leads to an increase in

marketing performance by a value of (0.063). The results also showed a weak medium correlation between the two variables, as the value of R reached (0.49) at a significance level of $\alpha = 0.000$, while the coefficient of determination R^2 reached (0.24), that means the value of 0.24 of the change in marketing performance is the result of the change in salesmen ethics towards the customer. The significance of this effect is confirmed by the calculated F value , which reached (146), which is a statistically significant value at ($\alpha = 0.05$). The calculated significance level (0.000) is less than the assumed significant level, which confirms the invalidity of the hypothesis 00 1, and thus rejecting it and accepting the alternative hypothesis 1, which states : There is a statistically significant effect between salesmen ethics towards the customer on the marketing performance of the company at Significance level less than or equal to 0.05 .

As for hypothesis 02: From the table above, it was shown that the degree of influence of salesmen ethics towards the company and marketing performance β (-0.66), meaning that a one-degree increase in salesmen ethics towards the company leads to an increase in marketing performance by a value of (-0.66). The results also showed a moderate positive correlation between the study variables, as the value of R reached (0.581) at a significance level of $\alpha) = 0.000$, while the coefficient of determination R^2 reached (0.337) , means that the value of 0.337 of the change in marketing performance is the result of the change in salesmen ethics towards the company. The

significant of this effect is confirmed by the calculated F value , which reached (30.54), which is a statistically significant value at ($\alpha = 0.05$). The calculated significance level (0.000) is less than the assumed significance level, which confirms the invalidity of the hypothesis 00 2 and thus rejects it and accepts the alternative hypothesis 2, which states : There is a statistically significant effect between Salesmen's ethics towards the company on its marketing performance at a significant level less than or equal to 0.05 .

As for hypothesis 03: From the table above, it was shown that the degree of influence of salesmen's ethics towards society and marketing performance β (0.877), meaning that a one-degree increase in salesmen's ethics towards society leads to an increase in marketing performance by a value of (0.877). The results also showed a weak positive correlation between the study variable, as the value of R reached (0.077) at a significance level of $\alpha) = 0.000$, while the coefficient of determination R^2 reached (0.06) , means that the value of 0.06 of the change in marketing performance is the result of the change in salesmen's ethics towards society. The significance of this effect is confirmed by the calculated F value, which reached (361), which is a statistically significant value at ($\alpha = 0.05$). The calculated significance level (0.000) is less than the assumed significance level, which confirms the invalidity of the H00 3 and thus rejects it and accepts the alternative hypothesis 3, which states : There is a statistically significant effect between the

ethics of salesmen towards society on the marketing performance of the company at a significance level of less than or equal to 0.05 .

4. CONCLUSION

This study was conducted to identify the impact of salesmen's commitment to sales ethics on the marketing performance of the company. The study answered the research problem by studying the reality of applying these ethics among a sample of salesmen of the three companies active in the mobile phone sector. A set of results was reached, which were represented in the following:

- ✓ sales force in the studied sample is honest towards customers and gives them the right to choose whether to buy or not, while showing respect to them in all cases.
- ✓ Salespeople from the sample surveyed are committed to honesty towards the organization they work for. And their commitment to the moral laws imposed by the latter .
- ✓ have a high percentage of environmental awareness, while this percentage is low in relation to social awareness.
- ✓ The three mobile phone companies: Mobilis , Djezzy and Ooredoo are working to push their sales forces to attract the largest possible number of new customers, and harness everything possible to transform them into permanent customers, while the incentive rewards and prizes for their salesmen remain few or unsatisfactory for them.

- ✓ salesmen ethics towards the company represent the most influential dimension in the marketing performance of an company among the dimensions of salesmen ethics studied, and this is what is explained by the positive and highest correlation ratio between the three dimensions.

Based on the previous results, we offer the following **recommendations**:

- ❖ Adopting the ethical behavior of salesmen as an element of evaluation when hiring them, as well as when evaluating their performance periodically.
- ❖ The company must ensure that sales personnel are able to separate unprofessional influences from work, as this has an impact on their performance and negatively affects dealing with the customer.
- ❖ Enhancing the social and ethical behavior of the company's sales force and spreading the spirit of helping them through training courses within the social campaigns held by the organization.
- ❖ Effectively deal with customer complaints arising from non-compliant behavior of salesmen and work to correct it as quickly as possible.
- ❖ Activate the incentive and reward system for salesmen after each achievement of sales higher than the set goals.

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