The Role of Customer Perceived Value in Reducing Marketing Deception

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Abstract

The research aims to develop comprehensive intellectual visions and clear perceptions about the relationship between customer perceived value and its role in reducing marketing deception In light of the development of marketing methods and dynamic changes in the business environment. The research was based on an intellectual problem represented by the intellectual disparity that exists due to the novelty of the topic and to bridge the knowledge gap between philosophical proposals and application, with the aim of identifying The role of customer perceived value in reducing marketing deception. The research relied on the descriptive analytical approach, the method of data collection and analysis was represented by a questionnaire which included (24) paragraphs and was formulated according to the five-point Likert scale. Four private hospitals in Baghdad were chosen as a field for testing the research hypotheses. The research sample represented (76) From Administrators and medical staff , in a sample of private hospitals in Baghdad (Al-Kimma , Beirut , Al-Dora, Al-Taj). To analyze the data, statistical methods and tools were used through statistical programs (SPSS) and (AMOS 23). The results demonstrated the validity of all main and sub-hypotheses of the research. Accordingly, a set of conclusions were reached that recommend the need for hospital administrations in the research sample to increase investment in developing the health services provided to patients and the need for the hospital to provide services in a manner that meets the needs of patients, in addition to attracting and appointing competent human resources with sufficient experience in their work and working to train them on how to deal with patients.

Keywords: *Customer Perceived Value; Marketing Deception; Health Services.*

1. Introduction

Changes in modern technology have forced organizations to provide superior value to their customers, and the customer has moved from the role of the consumer to a multi-faceted role, as described by (Lorie & Oberg, 2006) as the cooperative consumer who participates in production through his contribution to the formation of value. The term perceived value was introduced in the early sixties of the last century by (Bauer) and described it as the state of certainty felt by the customer, which produces a subsequent behavior or action that he performs when purchasing the product. It was crystallized by (Zeithaml) in 1988 and became the basic rule for every marketing activity (Georges et al.,2004) .

Holbrooke was the first to link axiology to customer perceived value in 1999. Axiology and value theory have links with marketing research and customer behavior because they are concerned with the internal systems that individuals use to evaluate items. These systems affect the perceptions, judgments, and behavior associated with customer purchasing decisions (Chang & Dibb , 2012). Providing strategic value to customers is essential for organizations to

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gain a competitive advantage and long-term success. Customers make purchasing decisions based on perceived value, or the degree to which their needs and expectations about product quality and price are met. An organization can develop a superior value proposition for its customers. This allows the organization to attract new customers, retain existing ones, and generate significant profits if the organization increases value for its customers (Asgarpour, et al., 2015). Most organizations have relied on the superiority of their products to differentiate themselves from competitors' products, setting prices based on their costs or on the prices of their competitors. (Thielemann, et al, 2018) confirmed that customer perceived value is the focus of organizations and that providing value has evolved to become the primary goal of organizations rather than making a profit.

Marketing deception is described as one of the topics within the broad field of human deception and the development of the concept of deception in marketing. Deception as an element of marketing practice is as old as organized human commercial behavior. The theoretical concept of advertising deception (along with advertising) emerged in the era of production in the late twentieth century. Today, marketing deception has diversified alongside the systems used to communicate and present products from producers to consumers. Marketing deception occurs when a producer or seller uses a deceptive method to gain an unfair advantage over competitors or consumers by influencing or manipulating consumer choice (Morgan, 2019). In addition, products are complex in many markets, and consumers need a basic level of expertise to evaluate and compare products, which allows sellers to easily deceive and exploit consumers who lack this expertise. Sophisticated consumers may engage in intensive research to discover the price, quality, and individual suitability of a product, while inexperienced consumers lack the necessary skills to evaluate product quality and suitability, which leads to their easy exploitation by deceptive organizations (Gamp and Krähmer,2018).

As a result of the above, the following questions emerged to determine the general framework of the study problem:
   a. What is meant by customer perceived value and marketing deception? What are their dimensions according to researchers' intellectual perspectives?
   b. What is the nature of the relationship between customer perceived value and marketing deception ? What is its moral strength?

2. Literature Review

2.1 Customer Perceived Value

Customer perceived value can be defined as the difference between the customer's evaluation of all benefits and all costs of the offering and the perceived alternatives (Kotler, et al., 2009).

Researchers (Alshibly, 2015 ; Armstrong et al., 2017; Lai et al., 2020 ; Kupeli & Ozer,2020 ; Evelina et al., 2020) agreed that the perceived value of a customer is the overall evaluation of the benefit of a product based on the customer's perceptions of what is received and what is provided, which reflects the trade-off between the perceived benefit and the expected risks.

Customer perceived value has a set of characteristics: it is determined by the customer and measurable by the organization. It is personal and unique to each customer. It is also situational, time-dependent, and distribution-dependent, and lies in the value the customer receives, whether at the time of purchase, consumption, or post-purchase (Coetzee, 2016: 20). In the same context, an important characteristic of customer perceived value is that it is a strategic approach that represents the customer's overall evaluation of the benefit of a product based on perceptions of what is received and what is provided (Karha, 2020: 16). That is, it is the trade-off between the benefits and costs it provides, and it is unique to each customer. Each customer has their own perceived value, distinct from that of other customers, resulting from the value generated by the consumption of a product or service. (Doszhanov & Ahmad, 2015) added two main characteristics of perceived customer value, which can not only be a central determining factor in maintaining long-term customer relationships, but also play a major role in influencing purchase intentions and repeat purchases, and is also an important key tool in influencing customer confidence. Customer perceived value helps justify product pricing, as it compels organizations to adhere to industry standards and adds a sense of environmental responsibility and sustainability to the products they offer (Barrett, 2010: 14). In the same vein, perceived value is key to organizations gaining a competitive advantage over competitors offering similar products, even in relatively low-

competition markets. Providing customers with greater value than their competitors is the most reliable way to achieve sustainable customer satisfaction and loyalty (Peltonen, 2016: 45). Furthermore, one of the most important and influential measures of customer perceived value is that it is one of the most important and influential measures for gaining a competitive advantage and improving purchase intentions. It highlights that customer perceptions of value significantly impact customer satisfaction and has been recognized as one of the most important determinants of customer loyalty (Zanon et al., 2020). There is agreement on three dimensions of perceived customer value (Surjaatmadja & Saputra, 2020): First, functional value (quality): which is the tangible or perceived benefit expected from the product offering. The functional value of products may be derived from characteristics or features, including reliability, duration, and price. Functional value is based on the assumption that customers are rational problem solvers. Functional value can be derived if an organization's products have the appropriate features, functions, attributes, appropriate levels of performance (e.g., reliability), appropriate outcomes, and operational benefits. It also represents the perceived utility of a service or product. Social value, in contrast, is an independent dimension of overall customer value that enhances user status and self-esteem. These value propositions are derived as evidence of long-term participation within a community (Ukpabi et al., 2020).

Second, emotional (feeling) value: The use of products depends on the customer's emotions and affective states. The emotional value of products is derived from the feelings the customer associates with them (Gomis, et al, 2020). Emotional value represents the benefit derived from the emotional states generated by the product. Emotional value arises when the product evokes emotional states.

Third, social value: This is the value derived from the product or service's ability to provide a service capable of enhancing the social self-concept. Social value is often derived from the shared use of the service or product with others. It refers to the utility of obtaining it from one or more products. It can also create relationships and customer identity. The motivation to purchase and use products and services depends on the extent to which the customer wants to be perceived and how they want to be perceived by others.

2.2 Marketing Deception

Marketing deception is an unethical practice that aims to deceive customers in all areas of marketing, which negatively impacts the relationship between customers and organizations, leading to a significant loss of reputation and denting the credibility of marketing (Hersh and aladwan,2014), or they are the wrong decisions and practices of marketers in marketing places that affect consumers and may force them to make the decision to purchase the wrong products, which later causes bigger problems (Al Habash & Turkan, 2019). It is a marketing practice carried out by organizations or sales representatives with the aim of distorting or changing facts that put the customer in an unstable state, leading to making incorrect purchasing decisions (Al-Heali, 2020). Marketing deception is the use of any visual content or information that is unrealistic or misleading, leading customers to purchase goods or services that may be faulty, fake, counterfeit, or dangerous (Gourkar, 2023).

There are many reasons behind the phenomenon of deceptive marketing (Mohsen & Enad, 2019), including a lack of sufficient awareness on the part of marketers of this phenomenon, the actions and practices that fall under it, and the serious damage and repercussions it causes to the organizations they work for. This is in addition to a short-term perspective aimed at achieving quick gains and profits without considering the potential future damage. Furthermore, the weak oversight role of the competent authorities, which is almost non-existent in protecting consumers, is compounded by rampant administrative corruption. Furthermore, there is a weakness in the implementation of laws and regulations prohibiting deceptive marketing operations and practices, a lack of awareness on the part of individuals regarding such practices, a limited ability to detect them, and a failure to learn from previous experiences experienced by other individuals.

There are several dimensions to explain marketing deception (Gaber et al., 2018): First, deception in product, where organizations may offer poor-quality products that can be interpreted as deceptive products with hidden features, or may take the form of ambiguous usage costs or additional fees hidden in the fine print. Organizations present such products as high-quality products, and experienced customers may engage in extensive research to discover the price, quality, and distinguishing features that suit the product. Inexperienced customers lack the necessary skills to evaluate

product quality and suitability, making them easily deceived by organizations (Gamp & Krähmer, 2018). Second, deception in price, which is a practice that creates a false belief that the customer is paying less for a service than is actually the case. This is a means of misleading customers through the prices offered with the aim of encouraging them to purchase the service, by offering imaginary and unrealistic discounts or exaggerating prices to impress consumers with superior quality. Third, deception in promotion. There are many unethical and deceptive methods and forms of promotion and advertising, including the use of women as a means of attracting customers, promotional offers containing fraudulent, deceptive, or theft-related content, and concealing product errors and defects. Fourth, deception in distribution includes unethical practices such as charging high prices, deceptive practices, and misleading information about goods and services, as well as poor service provided to disadvantaged customers (Widiasari & Susilowardhani, 2015).

3.   Methodology
3.1 Research Design
The research relied on the descriptive analytical approach to address the research, in order to suit the approach with the purpose of the study, and because it provides appropriate data on the reality of these phenomena, and shows their causes, analyses and results through the answers of the sample members about the behavior of the research variables, in a sample of private hospitals in Baghdad through a questionnaire that was designed and distributed for this purpose.

3.2 Data Collection
The method of data collection and analysis was represented by a questionnaire which included (24) paragraphs and was formulated according to the five-point Likert scale. Four private hospitals in Baghdad were chosen as a field for testing the research hypotheses. The research sample represented (76) From Administrators and medical staff , in a sample of private hospitals in Baghdad (Al-Kimma , Beirut , Al-Dora, Al-Taj).

3.3 Research model and hypotheses
Figure (1) shows the study model, the nature of the relationships between the study variables, and the directions of influence between the main variables and the sub-dimensions.
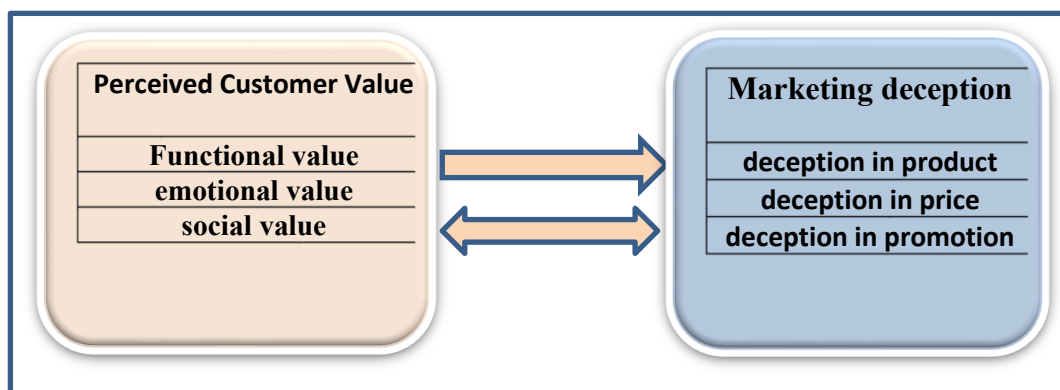

Figure (1) Study model

The main hypothesis of the study was as follows:
  i.   There is a significant correlation between Perceived Customer Value with their dimensions (Functional value, emotional value, social value) and the marketing deception variable.
  ii.   Perceived Customer Value with their dimensions (Functional value, emotional value, social value) have a statistically significant effect on the dimensions of Marketing deception, and the following sub-hypotheses branch out from them:
  a.   Perceived Customer Value with their dimensions (Functional value, emotional value, social value) have a statistically significant effect on the dimension of deception in product.
  b.   Perceived Customer Value with their dimensions (Functional value, emotional value, social value) have a statistically significant effect on the dimension of deception in price.

c.   Perceived Customer Value with their dimensions (Functional value, emotional value, social value) have a statistically significant effect on the dimension of deception in promotion .

4.   Results and Discussion

4.1 Descriptive statistics

This paragraph is dedicated to showing the results of the descriptive statistics for the questionnaire paragraphs, in which the dimensions of Perceived Customer Value were analyzed as an independent variable and the dimensions of Marketing deception as a dependent variable, as shown in the following paragraphs:

i.   **Perceived Customer Value:** This variable contained three dimensions embodied in (Functional value, emotional value, social value), the results of the descriptive statistics were as follows:

a.   **Functional value:** The results of the statistical description of the functional value dimension, shown in Table (1), showed that the fourth paragraph (the hospital has a database for its human resources) achieved an arithmetic mean of (3.888) with a standard deviation that was the lowest of (0.672). These results led to a reduction in the coefficient of variation to reach (0.173), which made it occupy the first place in terms of its relative importance. As for the rest of the paragraphs of the dimension, their results also showed high response levels in all of them, reflecting the high harmony in the opinions of the respondents about the content of those paragraphs, the lowest arithmetic mean of which was (3.742) in the third paragraph (the hospital seeks to attract and appoint competent human resources who have sufficient experience in their work) with the highest standard deviation of (0.754) compared to the paragraphs of the dimension and with a fourth relative importance, as indicated by the dispersion coefficient of (0.203).

Table (1) Descriptive statistics results for the Functional value dimension

	Descriptive statistics / Paragraphs	Arithmetic Mean	Standard Deviation	Coefficient of Variation	Answer level	relative importance
1	The hospital takes into account relative costs when pricing its services.	3.826	0.737	0.191	high	2
2	The hospital periodically evaluates its services against the established pricing.	3.729	0.743	0.198	high	3
3	The hospital seeks to attract and hire qualified human resources with sufficient experience in their work.	3.742	0.754	0.203	high	4
4	The hospital maintains a database of its human resources.	3.888	0.672	0.173	high	1
	Overall average dimension	3.796	0.551	0.145	high	

b.   **Emotional value:** Table (2) shows the description results of this dimension, which resulted in achieving the fourth paragraph (the hospital has mechanisms to obtain suggestions, preferences and complaints from patients) with an arithmetic mean of (3.939) and a standard deviation of (0.813). These results led to a reduction in the value of the coefficient of variation to a level of (0.206), which made it occupy the first place in terms of importance. As for the rest of the paragraphs of this dimension, the results confirmed the high levels of response in all of them, reflecting the clear harmony in the sample's opinions about the content of the paragraphs, which had the lowest arithmetic mean of (3.604) in the first paragraph (the hospital seeks to conduct continuous surveys to assess the extent of patients' satisfaction with the services provided) and with the highest standard deviation of (0.972) compared to the paragraphs of the dimension and with a fourth relative importance, in terms of the coefficient of variation of (0.269).

Table (2) Descriptive statistics results for the emotional value dimension

	Descriptive statistics / Paragraphs	Arithmetic Mean	Standard Deviation	Coefficient of Variation	Answer level	relative importance
1	The hospital seeks to conduct ongoing surveys to assess patient satisfaction with the services provided.	3.604	0.972	0.269	high	4
2	The hospital works to provide services that meet patients' needs.	4.024	0.853	0.211	high	2
3	The hospital seeks to train its human resources on how to interact and convey positive feelings when providing services.	3.878	0.901	0.232	high	3
4	The hospital has mechanisms in place to solicit patient suggestions, preferences, and complaints.	3.939	0.813	0.206	high	1
	Overall average dimension	3.861	0.618	0.160	high	

c.   **Social value:** Table (3) displays the results of the statistical description of the social value dimension, which showed that the fourth paragraph (the hospital contributes to initiatives of a social nature) achieved the highest arithmetic mean (4.036) with a standard deviation (0.714) and a coefficient of variation value (0.177), which made it occupy the first place in terms of its relative importance. As for the rest of the paragraphs of the dimension, their results also showed high response levels in all of them, reflecting the high harmony in the opinions of the respondents about the content of those paragraphs, the arithmetic mean of which was (3.952) in the first paragraph (the hospital seeks to determine the reactions of the beneficiary parties to redesign its services) with a standard deviation (0.851) and a fourth relative importance according to the coefficient of variation value (0.215).

Table (3) Descriptive statistics results for the social value dimension

	Descriptive statistics / Paragraphs	Arithmetic Mean	Standard Deviation	Coefficient of Variation	Answer level	relative importance
1	The hospital seeks to determine the reactions of beneficiaries to redesign its services.	3.952	0.851	0.215	high	4
2	The hospital is conducting surveys to determine the extent to which patients prefer to deal with it compared to competing hospitals.	3.937	0.834	0.212	high	3
3	The hospital seeks to provide its services while respecting values, customs, traditions, and social norms.	4.085	0.841	0.205	high	2
4	The hospital contributes to social initiatives.	4.036	0.714	0.177	high	1
	Overall average dimension	4.002	0.533	0.133	high	

ii.   **Marketing deception:** The marketing deception variable contained three dimensions represented by (deception in product, deception in price , deception in promotion), and the results of the statistical description of these dimensions were as follows:

a.   **Deception in product**: The results of the description of the dimension of deception in product, which are shown in Table (4), showed that the fourth paragraph (the hospital provides care while providing services) achieved an arithmetic mean of (3.581) and a standard deviation of (0.706) with a coefficient of variation of (0.197) and a relative importance of first place in its rank. As for the rest of the paragraphs, their results resulted in high levels of response in all of them, reflecting the harmony of the sample's opinions about the content of the paragraphs, in which the first paragraph (the hospital is fully committed to patients when providing its services) occupied the fourth and last place in the order of relative importance with an arithmetic mean of (3.925) and a standard deviation of (1.021) and a coefficient of variation of (0.260).

Table (4) Descriptive statistics results for the deception in product dimension

	Descriptive statistics / Paragraphs	Arithmetic Mean	Standard Deviation	Coefficient of Variation	Answer level	relative importance
1	The hospital is fully committed to providing patients with its services.	3.925	1.021	0.260	high	4
2	The hospital uses branded products from unrecognized sources.	4.000	0.908	0.227	high	3
3	The services provided by the hospital are poor and do not meet patients' needs.	3.962	0.885	0.224	high	2
4	The hospital demonstrates care and attention during service delivery.	3.581	0.706	0.197	high	1
	Overall average dimension	3.867	0.596	0.154	high	

b.   **Deception in price :** Table (5) shows the results of the statistical description of the deception in price dimension, which resulted in the second paragraph (the price of some services is announced while in reality it is higher upon agreement or payment) achieving an arithmetic mean of (4.087) and a standard deviation of (0.694) and a coefficient of variation of (0.171) and a relative importance of first place in its rank. As for the rest of the paragraphs, their results resulted in high levels of response that reflect the harmony in the sample's opinions about the content of the paragraphs, in which the third paragraph (there is a clear executive plan to implement the college's strategic plans) occupied fourth place in the order of relative importance with an arithmetic mean of (3.826) and a standard deviation of (0.802) and a coefficient of variation of (0.209).

Table (5) Descriptive statistics results for the deception in price dimension

	Descriptive statistics / Paragraphs	Arithmetic Mean	Standard Deviation	Coefficient of Variation	Answer level	relative importance
1	Patients are misled by the prices of services, leading to price deception.	3.962	0.797	0.202	high	3
2	Some services are advertised as having a higher price when agreed upon or paid.	4.087	0.694	0.171	high	1
3	Some services are priced high to make patients believe they are of high quality.	3.826	0.802	0.209	high	4
4	The hospital uses price offers with discounts that do not match reality.	3.865	0.772	0.198	high	2
	Overall average dimension	3.935	0.512	0.130	high	

c. **Deception in promotion:** Table (6) shows the results of the statistical description of this dimension, which resulted in the achievement of the first paragraph (the hospital uses misleading promotional methods for information with the intention of concealing defects and the effectiveness of services) with an arithmetic mean of (3.887) and a standard deviation of (0.760) and a coefficient of variation of (0.196) and a relative importance of first place in its rank. As for the rest of the paragraphs that resulted in high response levels that reflect the consensus of the sample's opinions about the content of the paragraphs, in which the fourth paragraph (the hospital provides untruthful information to patients when promoting, such as changing prices, services and conditions) occupied the fourth place in the order of relative importance with an arithmetic mean of (3.715) and a standard deviation of (0.924) and a coefficient of variation of (0.284).

Table (6) Descriptive statistics results for the deception in promotion dimension

	Descriptive statistics / Paragraphs	Arithmetic Mean	Standard Deviation	Coefficient of Variation	Answer level	relative importance
1	The hospital uses misleading promotional methods to conceal defects and the effectiveness of its services.	3.887	0.760	0.196	high	1
2	The hospital exaggerates the advantages, benefits, and effectiveness of its products.	3.841	0.872	0.226	high	2
3	The hospital presents positive product information, but the reality is different in actual interactions.	3.668	0.852	0.233	high	3
4	The hospital provides inaccurate information to patients during promotional activities, such as changing prices, services, and terms.	3.715	0.924	0.248	high	4
	Overall average dimension	3.777	0.623	0.164	high	

4.2 Hypothesis Testing

This section is devoted to presenting the results of hypothesis testing, which identified the hypotheses of the correlation relationships between the dimensions of perceived customer value and the Marketing deception variable using Pearson's correlation. In addition, the hypotheses of influence were tested through multiple regression between the dimensions of the independent variable and the dimensions of the dependent variable, as follows:

The first main hypothesis

This hypothesis was dedicated to presenting the results of testing the hypotheses of the relationship between the dimensions of the perceived customer value variable and the marketing deception variable through the use of Pearson's correlation coefficients. The results, which are shown in Table (7), yielded a correlation coefficient ratio between the functional value dimension and the marketing deception variable (r=682, P=0.000), the emotional value dimension (r=544, P=0.000), and the social value dimension (r=652, P=0.000). As for the relationship between the customer's perceived value variable and the marketing deception variable, it was (r=742, P=0.000). The overall results indicate a direct relationship between the dimensions of the customer's perceived value variable and the marketing deception variable.

Table (7) Results of testing the hypotheses of the association between the dimensions of perceived customer value and the marketing deception variable

Response variable (dependent)		Marketing Deception			
Dimensions of the independent variable		r	β	P	Test result
1	Functional value	.682	.676	.000	moral
2	emotional value	.544	.527	.000	moral
3	social value	.652	.628	.000	moral
	Perceived Customer Value	.742	.733	.000	moral

The second main hypothesis

This hypothesis was dedicated to presenting the results of testing the influence hypotheses using multiple regression between the dimensions of the perceived customer value variable and the dimensions of the marketing deception variable through the use of the multiple regression equation as follows:

The first sub-hypothesis: The results of the first sub-hypothesis test, the results of which are presented in Table (8), showed the significance of the effect of the dimensions of the perceived customer value variable, represented by the functional value dimension with the strongest influence coefficient among the dimensions of the independent variable, according to the value of the beta influence coefficient (0.384, P=0.000=β), the emotional value dimension with a beta coefficient of (0.342, P=0.000=β), and the social value dimension (0.365, P=0.000=β) in the first dimension of the marketing deception variable, which was represented by the deception in product dimension, while the explanatory power, according to the value of the determination coefficient (R^2= 0.642) and with complete statistical significance (P=0.000), reflected the size of the variance (64.2%) that the dimensions of the customer's perceived value variable explain from the variance in the deception in product dimension.

Table (8) results of testing the first sub-hypothesis of the second main hypothesis

Statistical indicators / Regression paths (hypotheses)	β	t	Sig.	R²	F	P>F
Functional value ---> Deception in Product	.384	5.204	.000			
Emotional value ---> Deception in Product	.342	4.941	.000	.642	172.53	.000
Social value ---> Deception in Product	.365	5.022	.000			

The second sub-hypothesis: The results of testing this hypothesis, the results of which are shown in Table (9), showed the significance of the effect of the dimensions of the customer's perceived value variable, represented by the functional value dimension, according to the value of the beta effect coefficient (0.382, P=0.000=β), the emotional value dimension with a beta coefficient of (0.347, P=0.000=β), and the social value dimension (0.292, P=0.000=β) in the second dimension of the marketing deception variable, which was represented by the deception in price dimension, while the explanatory power, according to the value of the determination coefficient (R2=0.691) and with complete statistical significance (P=0.000), reflected the size of the variance (69.1%) that the dimensions of the customer's perceived value variable explain from the variance of the deception in price dimension.

Table (9) results of testing the second sub-hypothesis of the second main hypothesis

Statistical indicators / Regression paths (hypotheses)	β	t	Sig.	R²	F	P>F
Functional value ---> Deception in Price	.382	5.044	.000			
Emotional value ---> Deception in Price	.347	4.743	.000	.691	133.49	.000
Social value ---> Deception in Price	.292	3.942	.009			

 The third sub-hypothesis: Table (10) displays the results of testing the third sub-hypothesis, which showed the significance of the effect of the dimensions of the customer's perceived value variable, represented by the functional value dimension with the strongest influence coefficient among the dimensions of the independent variable, according to the value of the beta influence coefficient (0.363, P=0.000=β), and the emotional value dimension with a beta coefficient of (0.335, P=0.000=β), and the social value dimension (0.284, P=0.000=β) in the third dimension of the marketing deception variable, which was represented by the deception dimension in promotion, while the explanatory power, according to the value of the determination coefficient (R2= 0.593) and with complete statistical significance (P=0.000), this reflects the size of the variance (59.3%) that the dimensions of the customer's perceived value variable explain from the variance in the deception dimension in promotion.

Table (10) results of testing the third sub-hypothesis of the second main hypothesis

Statistical indicators Regression paths (hypotheses)	β	t	Sig.	R^2	F	P>F
Functional value ---> Deception in Promotion	.363	5.822	.000			
Emotional value ---> Deception in Promotion	.335	5.266	.000	.593	145.32	.000
Social value ---> Deception in Promotion	.284	3.857	.000			

Therefore, these results provide sufficient justification for accepting the main and sub-hypotheses of the research.

5. Conclusion

The results showed that there is a significant relationship between customer perceived value and marketing deception, in addition to a significant effect of customer perceived value on marketing deception at both the macro and micro levels, and that the hospitals in the research sample achieved a good level of customer perceived value. It is essential for hospitals to consider relative costs when pricing their services, as well as periodically evaluate their services compared to the price provided. Hospitals should seek to attract and hire qualified human resources with sufficient experience in their work. Mechanisms must be in place to receive, respond to, and address patient complaints. Hospitals must commit to using medical supplies and brand-name medications from international sources, in accordance with the instructions and regulations of the Iraqi Ministry of Health. Marketing deception of patients should also be limited by avoiding misleading prices and ensuring that medical services are provided at the same quality as advertised.

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