

## Ethic Advertising at the Algerian Alternative Medicine Company - The case from the standpoint of customers

الإعلان الأخلاقي في مؤسسات الطب البديل الجزائرية – دراسة حالة من وجهة نظر الزبائن.

Mostefa DILMI<sup>1</sup>, Bagdad KOURBALI<sup>2</sup>

<sup>1</sup> University of Oran 2 Mohamed Ben Ahmed, Email: dilmi.mostefa@yahoo.fr

<sup>2</sup> University of Oran 2 Mohamed Ben Ahmed, Email : kourb\_bagdad@yahoo.fr

Received: 06/04/2019

Accepted: 24/04/2019

Published: 31/07/2019

### Abstract:

This study aims at identifying the actual practices of Ethic Advertising at the Algerian Alternative medicine Company. The researchers used the random sample where 300 questionnaires were distributed in the Mascara, but (225) questionnaires were recovered and only (221) questionnaires were suitable for statistical analysis with a rate of (73.66%). The researcher also utilized the Statistical Package for SPSS program for data entry and analysis of the questionnaire. The study concluded that the evaluate customer trends of the actual practices of Ethic Advertising at the Algeria Alternative medicine Company rise of the Mid level.

**Keywords:** Ethic Advertising; Alternative Medicine; Algerian.

**Jel Classification Codes:** M31, M37

ملخص:

هدفت الدراسة إلى التعرف عن واقع الإعلان الأخلاقي في مؤسسات الطب البديل الجزائرية. حيث قام الباحثان باستخدام طريقة العينة العشوائية نظرا لكبر حجم مجتمع الدراسة، إذ تم توزيع 300 استبيان على مستوى ولاية معسكر، تم إرجاع 225 استبيان منها، وكان من بينها 221 استبيان مناسبة للتحليل الإحصائي بمعدل 73.66%، كما تم استخدام برنامج التحليل الإحصائي لتفريغ وتحليل الاستبيان.

وخلصت الدراسة إلى أن تقييم اتجاهات الزبائن لواقع الإعلان الأخلاقي في مؤسسات الطب البديل الجزائرية يرتقي للمستوى المتوسط.

Corresponding author: Mostefa DILMI, dilmi.mostefa@yahoo.fr .

## 1. INTRODUCTION

Alternative Medicine (AM) is of today's institutions phenomenon and that for its services as Medical Herbs, manual therapies, qigong, taiji, thermal therapy, yoga, and other physical, mental, spiritual and mind-body therapies. The communities with about an estimated 80% of the population in much of the developing world relies on traditional systems of medicine, and 70-80% of the population in developed countries have used some form of alternative or complementary medicine. In many developed countries popular use of Complementary and Alternative Medicine (CAM) is fuelled by concern about the adverse effects of chemical drugs, questioning of the approaches and assumptions of allopathic medicine, and greater public access to health information. At the same time, longer life expectancy has brought with it increased risks of developing chronic and debilitating diseases such as heart disease, cancer, diabetes and mental disorders. For many patients, AM appears to offer gentler means of managing such diseases than does allopathic medicine (WHO, 2002, p. 2).

The alternative medicine as including diverse health practices, approaches, knowledge and beliefs incorporating plants, animals, and/or mineral based medicines, spiritual therapies, manual techniques and exercises applied singularly or in combination to maintain well-being, as well as to treat, diagnose or prevent illness (WHO, 2002, p. 7).

Despite the previous definition of Alternative Medicine of supported by international organization and governments, institutions, experts, and the development of strategies and laws organized, it remains for some countries. Algeria, for example, despite the urging of its private herbal medicine among society, but it is among the countries which does not pay attention to this controlled type of medicine because of the absence of policies and legal frameworks. What made this medicine trade practices profitable rather than healthy is the international marketplace yielding \$5 billion US in revenues in Western Europe, 14 \$ billion US in China and 160 \$ million US in Brazil (SARA & MICHAEL, 2012, p. 164).

***Ethic Advertising at the Algerian Alternative Medicine Company***  
***- The case from the standpoint of customers***

---

Under the responsibility of institutions and persons who lack values and moral principles, promote their product using different of tool promotion on top of the advertising based television channels, newspapers and other advertising media tools. This may be due to impact of bad consumer and society, many complain about the reaction of advertising, because they make them buy what they need and what is not on their financial abilities.

In a competitive business world, a large amount of money circulates in the advertising industry because the product company pays much money by buying the advertising space in order to advertise its products or services information to the audience and private media television. Ethics in Advertising (EIA) raises several important moral issues confronting advertising. This topic is one of the ongoing important in issues the advertising world, business community, educators, and society at large. For example, the perennial issue of exploitation of women in advertising, puffery, deceptive and manipulating children etc, continues to raise serious questions from an ethical standpoint. All these presented aspects and many others lead us to say that there are many “tricks” used in the advertising world (often at the limit between moral and immoral), with the purpose to transform us into docile buyers purchasing products, increasing the profits of the producing companies and of the advertising agents that work for them.

Hence, this study was done to highlight the ethics of advertising in alternative medicine company through answering the following questions:  
**What are the actual practices of Ethic Advertising at the Algerian Alternative medicine Company?**

Based on the research problems, the following study hypotheses will be examined:

- **H<sub>0</sub>**: “Evaluate customer trends of the actual practices of Ethic Advertising at the Algerian Alternative Medicine Company (AMC) rise of the low level”
- **H<sub>0</sub>**: “not found statistically significant differences at the level (0.05) in the evaluated customer trends of the actual practices of Ethic

Advertising at the Algeria Alternative Medicine Company attributable to the demographic variables (Gender, Age, Educational Level, and Function)”

The importance of the Study in being discussed: The most important moral promotion tools in "Ethic Advertising" and most Company "Alternative Medicine ", is the health of customers do not profit by morality that should be their first concern.

The researchers aimed through the study to look at the Alternative Medicine Company over the ads obligation to moral values and their impact on the customers.

The study is divided into three sections. Section one presents an abstract, literature review regarding ethics in advertising and the Alternative Medicine. Section two presents the field study on the ethical at Alternative Medicine Company in Mascara from the standpoint of customers. Section three presents the conclusion, results analysis and recommendations.

## **2. LITERATURE REVIEW**

### **2.1. ETHICS IN ADVERTISING**

Either Advertising ethics can be a so defined as the principles and standards that must be followed in the advertising process in order to have acceptable performance of the organization surrounding the university. Community there is suppose to judge the safety of those advertising activities performed by the organization. Therefore it is clear that most of the ethical concepts of Advertising have been drafted by the laws. So; government regulations, norms and religion in which corresponds with the community standards and at the very least, the organization to undergo or be bound by these rules and laws.

### **2.2. THE ALTERNATIVE MEDICINE**

Alternative medicine eludes precise definition or description. For National Center for Complementary and Alternative Medicine (NCCAM) Definition “alternative medicine, as defined by NCCAM, is a group of diverse medical and health care systems, practices, and products that are not presently considered to be part of conventional medicine” (NCCAM, 2011, p. 1). While some scientific evidence exists regarding some CAM therapies, for most there are key questions that are yet to be answered through well-

designed scientific studies, questions such as whether these therapies are safe and whether they work for the diseases or medical conditions for which they are used. It may also be known for (WHO ) that “alternative medicine as including diverse health practices, approaches, knowledge and beliefs incorporating plant, animal, and/or mineral based medicines, spiritual therapies, manual techniques and exercises applied singularly or in combination to maintain well-being, as well as to treat, diagnose or prevent illness” (WHO, 2002, p. 7).

### **3. ETHICAL ADVERTISING AT THE ALTERNATIVE MEDICINE COMPANY -THE CASE FROM THE STANDPOINT OF CUSTOMERS STUDY**

In concerning side of literature and to the practical aspect applied, we researcher have worked to projection from theoretical concepts to reality. Through a field study on the ethical at alternative medicine company in Mascara - from the standpoint of customers.

#### **3.1. STUDY METHODOLOGY**

Descriptive studies involve collecting data in order to test hypotheses and answer questions concerning the current status of the subject (s) of a study. Typical descriptive studies are concerned with the assessment of attitudes, opinions, demographic information, conditions, and procedures. In this study, the researcher chose the analytical descriptive method using an applied manner.

##### **3.1.1. Study Population and Sample**

The researcher used a simple random sample way due to the large size of the population. (300) questionnaires distributed as a sample of the study, only (225) questionnaires returned, this make (75%) from the total distributed questionnaires. Also (04) of the returned questionnaires were removed from the statistical analysis because they were insufficient so, the number of questionnaires used for analysis is equaled to (221), this mean that approximately (73.66%) from the total distributed questionnaires entered the analysis.

##### **3.1.2. Methods of Statistical Treatment**

Data from the returned responses were collected for analysis and

conclusions of the study questions. The researcher used the Statistical Package for the Social Sciences SPSS.19, and the researcher used the suitable statistical methods that consist of:

- Cronbach’s Alpha, Spearman coefficient to test Validity and Reliability.
- Descriptive statistics (frequencies, percentages, graphs), and Arithmetic Mean and standard deviations. It has also been used test (t-test), and a test of variance (ANOVA), and linear regression.
- Relative importance: Number of levels are (3) as; High, Mid and Low. The following (table 1) shows how the range of number of levels computed.

**Table 1.** Range of Level of Importance Scale

Mean Range	level
from 1.00 to 1.66	Low
from 1.67 to 2.33	Mid
from 2.34 to 3.00	High

Source: By Authors from Spss output

### 3.1.3. Reliability:

Reliability (Cronbach alpha coefficient); the reliability analysis applied the level of Cronbach's Alpha ( $\alpha = 0.753$ ) as the criteria of internal consistency which at a minimum acceptable level were ( $\alpha \geq 0.60$ ) suggested by Sekaran.

## 3.2. RESULTS AND HYPOTHESIS TESTING

This part describes the results of the distribution of responses for each demographic variable, statistical analysis of the data collection for research question and research hypothesis.

### 3.2.1. Study Questions Answers

#### 3.2.1.1. Demographic Variables of Sample

**Table 2.** Distribution of Sample individuals according to demographic Variables

Variables	Class	Frequency	%
1) Gender	Male	135	61.6
	Female	86	38.9
<b>Total</b>		<b>221</b>	<b>100</b>
2) Age	less than 30 years	119	53.8
	30-50 years	83	37.6
	more than 50 years	19	8.6

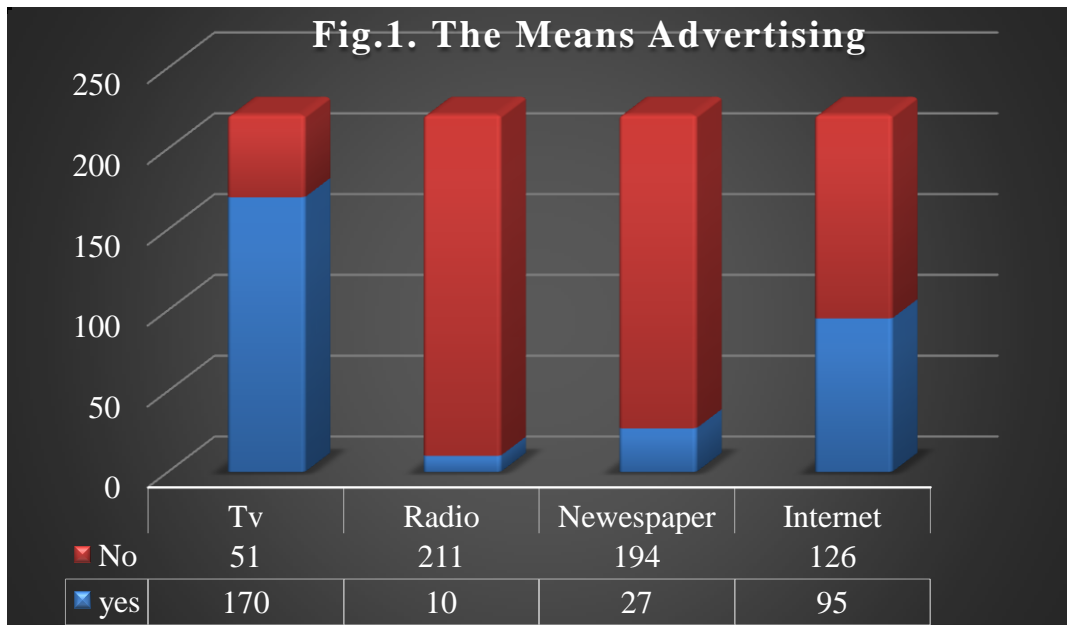
***Ethic Advertising at the Algerian Alternative Medicine Company***  
***- The case from the standpoint of customers***

<b>Total</b>		<b>221</b>	<b>100</b>
<b>3) Educational Level</b>	primary	8	3.6
	Average	39	17.6
	secondary	50	22.6
	academic	124	56.1
<b>Total</b>		<b>221</b>	<b>100</b>
<b>4) Function</b>	student	55	24.9
	government employee	102	46.2
	Freelancers	19	8.6
	jobless	30	13.6
	retired	15	6.8
<b>Total</b>		<b>221</b>	<b>100</b>

**Source:** By Authors from Spss output

**3.2.1.2.** It has also represented some of the questions in the form of graphs, which are as follows.

**Which means you see the Advertising?**

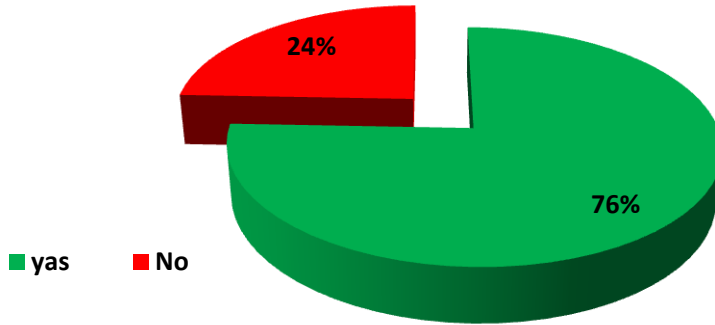


**Source:** By Authors from Spss output

It is shown in Fig.1 the majority of individuals sampled (76.93%) behold the Advertising through the means TV.

**Do you show your interest in advertising alternative medicine products (herbal medicine, cupping, acupuncture ...)**

**Fig.2.** Interest in advertising alternative medicine products

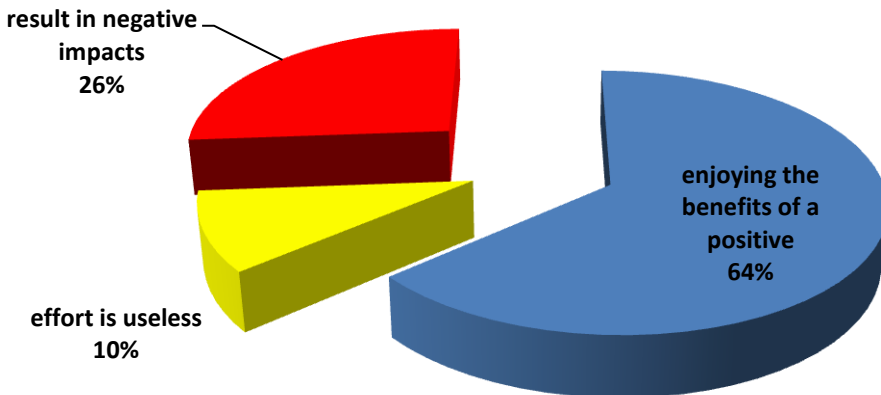


**Source:** By Authors from Spss output

It is shown in Fig.1 that 76% of individuals sampled do care about are interested in advertising medicine alternative products.

**In your opinion what do you think about advertising alternative medicine products.**

**Fig.3.** Opinion of Sample Advertising Alternative Medicine Products



**Source:** By Authors from Spss output

It is shown in Fig.3 that 64% of individuals sampled see advertising Products / Services Alternative Medicine which has positive advantages.



***Ethic Advertising at the Algerian Alternative Medicine Company***  
***- The case from the standpoint of customers***

---

**3.2.1.3. Descriptive Variables**

This section illustrates the descriptive statistics for each variable and its item as mean and standard deviation, beside the rank and the level of importance.

**Ethic Advertising**

**Table 3.** Descriptive statistics of Ethic Advertising

ite	Statement	Mea n	Sta.de v	Rank	Lev. im
01	Ads Alternative Medicine company does not exaggerate to describe their products /services (give a true picture).	1.85	0.864	7	Mid
02	Medical Alternative Company is characterized by promises sincere ads.	1.70	0.752	11	Mid
03	Statement Ads company non-deceptive information to customers.	2.00	0.792	4	Mid
04	The ads seek to motivate and persuade customers to buy products and services necessary (i.e.; do not arouse some “artificial” needs).	2.23	0.860	<b>1</b>	<b>Mid</b>
05	Ads of Medical Alternative Company does not detract from the products / services of others company.	2.04	0.863	3	Mid
06	Ads company with harmonious and proper Language.	1.95	0.846	5	Mid
07	Advertising message free of forbidden means such as music and songs, etc.	1.72	0.869	10	Mid
08	Advertising message does not carry the content of the traditions and cultures of the West (decorative or personality...).	1.80	0.892	9	Mid

09	Ads represents fame roles (readers, competent, artists, heroes ....) respected and trusted them.	2.04	0.868	3	Mid
10	Ads Company contains complete and sufficient information.	1.84	0.851	8	Mid
11	Ads Company does not hide the flaws of their products / services.	1.59	0.802	<b>12</b>	<b>Low</b>
12	Ads Company featuring objective to prove (supported by medical and scientific to prove)	2.05	0.880	2	Mid
13	Ads Company does not use women as a tool to influence.	1.89	0.913	6	Mid
<b>Grand Mean &amp; Standard Deviation of Ethic Advertising</b>		<b>1.90</b>	<b>0.43</b>		<b>Mid</b>

Source: By Authors from Spss output

From table 3 the Ethic Advertising variable scale had a Mid level with mean (1.90) and standard deviation (0.43). The majority of respondents items belongs to it had a "Mid" level of importance. The highest mean of its items was (2.23) with standard deviation (0.860) to "The ads seek to motivate and persuade customers to buy products and services necessary (i.e.; do not arouse some "artificial" needs) ", this made it in the first rank when compared with other items. The second highest mean to "Ads Company featuring objective to prove" which equal to (2.05) and standard deviation (0.880); these results made it in the second rank. The smallest mean (1.59) belong to the statement "Ads Company does not hide the flaws of its products / services" with a standard deviation of (0.802) and in the (12th) rank.

### 3.2.2. Study Hypotheses Testing

**H0: "Evaluate customer trends of the actual practices of Ethic Advertising at the Algerian Alternative Medicine Company rise of the low level".**

A priori Arithmetic Mean (1.50) and test (t-test) is used to test this hypothesis. The final results of these effects are in table 4.

***Ethic Advertising at the Algerian Alternative Medicine Company***  
***- The case from the standpoint of customers***

**Table 4.** Results of t-test to compare the arithmetic mean to assess the degree of the reality of the user, are Ethic Advertising with a priori arithmetic mean of acceptance of the (1.49).

<b>dependent variable</b>	<b>Mean</b>	<b>t – test</b>	<b>Sig</b>
Ethic Advertising	1.90	14.302	0.000

**Source:** By Authors from Spss output

The test for the difference in sample mean from the hypothesized mean is statistically significant (as it is less than 0.05). That is to say the sample evaluated was Mid. accordingly; **we reject the hypothesis H0 of the study.**

**H0: “not found statistically significant differences at the level (0.05) in the Evaluation customer trends of the actual practices of Ethic Advertising at the Algerian Alternative medical Company attributable to the variables demographic (Gender, Age, Educational Level, Function and the variable “interest customer in advertising medicine alternative products”).**

**Table 5.** The arithmetic means and the results of one-way analysis of variance " F " (ANOVA) to evaluate customer trends of the actual practices of Ethic Advertising at the Algerian Alternative Medicine Company according to Gender

	<b>Mean</b>		<b>F</b>	<b>Sig F</b>
	Male	Female		
1. Ads Medical Alternative Company does not exaggerate to describe their products /services (give a true picture).	1.86	1.85	0.006	0.938
2. Medical Alternative Company is characterized by promises sincere ads.	1.67	1.74	0.456	0.500
3. Statement Ads company non-deceptive information to customers.	1.97	2.05	0.484	0.487
<b>4. The ads seek to motivate and persuade customers to buy products and services necessary (i.e.; do not arousing some “artificial” needs).</b>	<b>2.12</b>	<b>2.40</b>	<b>5.557</b>	<b>0.019</b>

5. Ads Medical Alternative company does not detract from the products / services of other companies.	1.95	2.17	3.658	0.057
6. Ads company harmonious and proper Language.	1.97	1.93	0.118	0.732
7. Advertising message free of forbidden means such as music and songs, etc.	1.69	1.78	0.565	0.453
8. Advertising message does not carry the content of the traditions and cultures of the West (decorative or personality's...).	1.75	1.88	1.213	0.272
9. Ads represent fame roles (readers, competent, artists, heroes ....) respected and trusted them.	1.96	2.16	3.023	0.084
10. Ads Company contains complete and sufficient information.	1.80	1.91	0.829	0.364
11. Ads Company does not hide the flaws of its products / services.	1.65	1.49	2.194	0.140
12. Ads Company featuring objective to prove (supported by medical and scientific to prove)	1.99	2.14	1.467	0.227
13. Ads Company does not use women as a tool to influence.	1.81	2.02	2.962	0.087
<b>Ethic Advertising</b>	<b>1.86</b>	<b>1.96</b>	<b>3.083</b>	<b>0.080</b>

Source: By Authors from Spss output

From Table 5, we observe that items (4) level of significance (0.019) is less than 0.05; which there are significant differences between the sex variable and items (4) "advertising seeks to motivate and persuade customers to buy products and services necessary ". The rest of the items of the questionnaire and the axis general "Ethic Advertising" where the level of significance has exceeded 0.05; **which has not been found statistically significant differences at the level (0.05) in the evaluation of customer trends of the actual practices of Ethic Advertising at the Algerian in medical Alternative Company attributable to the variables Gender.**

***Ethic Advertising at the Algerian Alternative Medicine Company***  
***- The case from the standpoint of customers***

**Table 6.** The arithmetic means and the results of one-way analysis of variance " F " (ANOVA) to evaluate customer trends of the actual practices of Ethic Advertising at the Algerian in Medical Alternative Company according to Age

	Mean			F	Sig F
	less than 30 years	30-50 years	more than 50 years		
1. Ads Medical Alternative Company does not exaggerate to describe their products /services (give a true picture).	1.93	1.71	2.00	1.966	0.142
2. Medical Alternative Company is characterized by promises sincere ads.	1.71	1.65	1.84	0.538	0.585
3. Statement Ads company non-deceptive information to customers.	2.03	1.96	2.00	0.146	0.865
4. The ads seek to motivate and persuade customers to buy products and services necessary (i.e.; do not arousing some "artificial" needs).	2.18	2.29	2.21	0.361	0.697
5. Ads Medical Alternative company does not detract from the products / services of others company.	2.11	1.99	1.79	1.338	0.265
6. Ads company uses harmonious and proper Language.	2.01	1.89	1.89	0.516	0.598
7. Advertising message free of forbidden means such as music and songs ...etc.	1.69	1.76	1.79	0.216	0.806
<b>8. Advertising message does not carry the content of the traditions and cultures of the West (decorative or personality's...).</b>	<b>1.92</b>	<b>1.71</b>	<b>1.42</b>	<b>3.352</b>	<b>0.037</b>
9. Ads represent fame roles (readers,	2.10	1.96	1.89	0.781	0.459

competent, artists, heroes ....) respected and trusted them.					
<b>10. Ads Company contains complete and sufficient information.</b>	<b>1.99</b>	<b>1.64</b>	<b>1.79</b>	<b>4.373</b>	<b>0.014</b>
11. Ads Company does not hide the flaws of their products / services.	1.68	1.49	1.42	1.789	0.170
12. Ads Company featuring objective to prove (supported by medical and scientific to prove)	2.12	1.96	2.00	0.778	0.461
13. Ads Company does not use women as a tool to influence.	1.92	1.82	2.05	0.596	0.552
<b>Ethic Advertising</b>	<b>1.95</b>	<b>1.84</b>	<b>1.85</b>	<b>2.022</b>	<b>0.135</b>

Source: By Authors from Spss output

From Table 6, we observe that items (8, 10) level of significance (0.037, 0.014) is less than 0.05; which there are significant differences between the age variable and items (8, 10). The rest of the items of the questionnaire and the axis general “Ethic Advertising” where the level of significance has exceeded 0.05; **which has not been found statistically significant differences at the level (0.05) in the Evaluate customer trends of the actual practices of Ethic Advertising at the Algeria Alternative medicine Company attributable to the variables age.**

**Table 7.** The arithmetic means and the results of one-way analysis of variance " F " (ANOVA) to evaluate customer trends of the actual practices of Ethic Advertising at the Algerian in Medical Alternative Company according to Educational Level

	Mean				F	Sig F
	primary	Average	secondary	academic		
1. Ads medical Alternative company does not exaggerate to describe their products /services (give a true picture).	1.50	1.92	1.76	1.90	0.837	0.475
2. Medical Alternative Company is characterized by promises sincere ads.	1.63	1.67	1.76	1.69	0.159	0.924

***Ethic Advertising at the Algerian Alternative Medicine Company***  
***- The case from the standpoint of customers***

3. Statement Ads company non-deceptive information to customers.	1.63	2.05	2.14	1.95	1.333	0.264
4. The ads seek to motivate and persuade customers to buy products and services necessary (i.e.; do not arousing some “artificial” needs).	2.63	2.03	2.22	2.27	1.378	0.250
5. Ads Medical Alternative Company does not detract from the products / services of others company.	2.00	2.08	2.04	2.02	0.041	9.89
6. Ads company harmonious and proper Language.	1.88	1.92	1.98	1.96	0.057	0.982
7. Advertising message free of forbidden means such as music and songs , etc.	1.88	1.67	1.82	1.69	0.388	0.762
8. Advertising message does not carry the content of the traditions and cultures of the West (decorative or personality’s...).	1.75	1.72	1.84	1.81	1.61	0.923
9. Ads represent Fame roles (readers, competent, artists, heroes ....) respected and trusted them.	1.88	1.90	1.96	2.012	0.946	0.419
10. Ads Company contains complete and sufficient information.	2.00	1.62	1.82	1.91	1.303	0.274
11. Ads Company does not hide the flaws of its products / services.	1.75	1.59	1.72	1.52	0.820	0.484
12. Ads Company featuring objective to prove (supported by medical and scientific to prove)	1.75	2.03	1.94	2.12	0.847	0.470

13. Ads Company not use of women as a tool of influence.	1.75	1.72	1.88	1.96	0.764	0.515
<b>Ethic Advertising</b>	<b>1.85</b>	<b>1.84</b>	<b>1.91</b>	<b>1.92</b>	<b>0.404</b>	<b>0.751</b>

Source: By Authors from Spss output

From Table 7, we observe that all items of the questionnaire, and the Axe general “Ethic Advertising” level has exceeded 0.05; **which has not been found statistically significant differences at the level (0.05) in the Evaluate customer trends of the actual practices of Ethic Advertising at the Algerian in medical Alternative Company attributable to the Educational Level variables.**

**Table 8.** The arithmetic means and the results of one-way analysis of variance " F " (ANOVA) to evaluate customer trends of the actual practices of Ethic Advertising at the Algerian in Medical Alternative Company according to Function

	Mean					F	Sig F
	student	government employee	Freelancers	gobbles	retired		
1. Ads in Medical Alternative Company does not exaggerate to describe their products /services (give a true picture).	2.04	1.85	1.67	1.70	1.73	1.139	0.339
2. Medical Alternative is Company characterized by promises sincere ads.	1.71	1.66	1.68	1.83	1.73	0.327	0.859
3. Statement Ads company non-deceptive information to customers.	2.04	1.90	1.95	2.17	2.02 7	1.202	0.311
4. The ads seek to motivate and persuade customers to buy products and services necessary (i.e.; do not arousing some	2.24	2.28	2.21	2.20	1.87	0.779	0.540



***Ethic Advertising at the Algerian Alternative Medicine Company***  
***- The case from the standpoint of customers***

---

“artificial” needs).								
5. Ads Medical Alternative company does not detract from the products / services of others company.	2.13	2.00	2.26	1.73	2.27	1.745	0.142	
6. Ads company use harmonious and proper Language.	1.91	1.91	2.11	2.10	1.93	0.475	0.754	
7. Advertising message free of forbidden means such as music and songs , etc.	1.55	1.73	1.89	1.80	2.00	1.204	0.310	
8. Advertising message does not carry the content of the traditions and cultures of the West (decorative or personality’s...).	1.87	1.72	1.89	1.83	1.93	0.462	0.764	
9. Ads represent Fame roles (readers, competent, artists, heroes ....) respected and trusted them.	2.13	2.00	1.84	2.00	2.27	0.707	0.588	
<b>10. Ads Company contains complete and sufficient information.</b>	<b>2.13</b>	<b>1.77</b>	<b>1.53</b>	<b>1.83</b>	<b>1.67</b>	<b>2.59</b>	<b>0.038</b>	
11. Ads Company does not hide the flaws of their products / services.	1.62	1.52	1.74	1.57	1.80	0.631	0.641	
12. Ads Company featuring objective to prove (supported by medical and scientific to prove)	2.16	2.02	1.95	2.03	2.00	0.335	0.854	

13. Ads Company does not use women as a tool of influence.	1.78	2.00	1.84	1.67	2.07	1.169	0.325
<b>Ethic Advertising</b>	<b>1.94</b>	<b>1.87</b>	<b>1.89</b>	<b>1.88</b>	<b>1.96</b>	<b>0.346</b>	<b>0.847</b>

Source: By Authors from Spss output

From Table 8, we observe that items (10) level of significance (0.038) is less than 0.05; which there are significant differences between the age variable and items (10) “ Ads Company contains complete and sufficient information”. The rest of the items of the questionnaire and the axis general “Ethic Advertising” where the level of significance has exceeded 0.05; **which has not been found statistically significant differences at the level (0.05) in the Evaluation of customer trends of the actual practices of Ethic Advertising at the Algerian in medical Alternative Company attributable to the Function variables.**

**Table 9.** The arithmetic means and the results of one-way analysis of variance " F " (ANOVA) to evaluate customer trends of the actual practices of Ethic Advertising at the Algerian in Medical Alternative Company according to the variables “interest customer in advertising medical alternative products”

	Mean		F	Sig F
	yes	No		
1. <b>Ads Alternative Medical company does not exaggerate to describe their products /services (give a true picture).</b>	<b>1.93</b>	<b>1.63</b>	<b>4.941</b>	<b>0.027</b>
2. Medical Alternative Company characterized by promises sincere ads.	1.75	1.54	3.453	0.064
3. <b>Statement Ads company non-deceptive information to customers.</b>	<b>2.07</b>	<b>1.80</b>	<b>4.809</b>	<b>0.029</b>
4. The ads seek to motivate and persuade customers to buy products and services necessary (i.e.; do not arousing some “artificial” needs).	2.028	2.07	2.250	0.135
5. Ads Medical Alternative company does not detract from the products / services of others companies.	2.04	2.02	0.030	0.863
6. Ads company use harmonious and proper Language.	1.98	1.87	0.710	0.401

***Ethic Advertising at the Algerian Alternative Medicine Company***  
***- The case from the standpoint of customers***

---

7. <b>Advertising message free of forbidden means such as music and songs ...etc.</b>	<b>1.80</b>	<b>1.50</b>	<b>4.829</b>	<b>0.029</b>
8. Advertising message does not carry the content of the traditions and cultures of the West (decorative or personality's...).	1.79	1.83	0.094	0.760
9. Ads represent Fame roles (readers, competent, artists, heroes ...) respected and trusted them.	2.08	1.91	1.578	0.210
10. Ads Company contains complete and sufficient information.	1.85	1.81	0.071	0.791
11. Ads Company does not hide the flaws of its products / services.	1.60	1.54	0.290	0.591
12. <b>Ads Company featuring objective to prove (supported by medical and scientific to prove)</b>	<b>2.15</b>	<b>1.74</b>	<b>9.134</b>	<b>0.003</b>
13. Ads Company does not use of women as a tool of influence.	1.93	1.78	1.107	0.294
<b>Ethic Advertising</b>	<b>1.94</b>	<b>1.77</b>	<b>6.638</b>	<b>0.011</b>

Source: Authors from Spss output

Through Table 9, it is clear to us that items (1, 3, 7, 12), and the axis general "Ethic Advertising" level has less than 0.05; **which has been found statistically significant differences at the level (0.05) in the Evaluation customer trends of the actual practices of Ethic Advertising at the Algeria in medical Alternative Company attributable to the variables "interest customer in medical advertising alternative products"**.

#### **4. CONCLUSION**

The study arrived at many results that contribute to solving the study problem, answering the study questions and its hypotheses. The main results are:

- The majority of individuals sampled (76.93%) behold the Advertising through the means TV.
- That 76% of individuals sampled do care (interest them) advertising alternative medicine products.
- That 64% of individuals sampled see advertising Products / Services

Medical Alternative has positive advantages.

- Evaluate customer trends of the actual practices of Ethic Advertising at the Algerian Medical Alternative Company rise of the Mid level.
- There wasn't a statistically significant difference at the level (0.05) in the Evaluate customer trends of the actual practices of Ethic Advertising at the Algeria Alternative Medicine Company attributable to the variables: Gender, age, Educational Level, Function.
- There was a statistically significant difference at the level (0.05) in the Evaluation customer trends of the actual practices of Ethic Advertising at the Algeria Medical Alternative Company attributable to the variables "interest customer in advertising medicine alternative products".

According to the results, the researcher presents some of recommendations. The Algerian Medical Alternative Company should promote the moral values of the advertising, which matched the Arab-Islamic-based environment on the sincere method and do not exaggerate to describe their products /services. And to avoid media "*Haram*" such as Forbidden music and others or use of women as a tool to influence because the Islamic company (sellers and buyers) are accountable to Allah, the condemns all manipulative promotional behaviors. Prophet Mohammad (PBUH) said "One who cheats is not one of us". Even the company earns the trust and loyalty of customers on the one hand, and does not cause the destruction of the health of patients (consumer) on the other hand..

## 5. Bibliography List :

- NCCAM. (2011, February). Exploring the Science of Complementary and Alternative Medicine . Retrieved February 2019, 3, from National Center for Complementary and Integrative Health: <https://nccih.nih.gov/about/plans/2011>.
- SARA, A.-R., & MICHAEL, D. (2012). Traditional Arabic & Islamic Medicine: A Conceptual Model for Clinicians and Researchers. *Global Journal of Health Science*, 4 (3), 164-169.
- WHO. (2002). WHO Traditional Medicine Strategy 2002-2005. Retrieved juil 18, 2016, from Google: [http://www.wpro.who.int/health\\_technology/book\\_who\\_traditional\\_medicine\\_strategy\\_2002\\_2005.pdf](http://www.wpro.who.int/health_technology/book_who_traditional_medicine_strategy_2002_2005.pdf).