
This study aimed to investigate the impact of the implementation fields of marketing ethics on the image of the Jordan telecommunications companies. The questionnaire was distributed among Jordanian citizens residing in the governorate of Amman.

In this regard, the researcher selected a random sample composed (500) customers of the Jordanian communications companies and distributed the sample among them. (391) questionnaires were recovered, which indicates that the percentage of responses was (78.2%). The researcher applied necessary statistical description methods, such as statistical description that includes frequencies, percentages, arithmetic means and standard deviation for the questionnaire's items. He also used the One Sample T-Test, multiple regression test, simple regression, and ANOVA test on the responses of the subjects of the sample to the questions of the said questionnaire.

The research concluded that there were good levels of the implementation fields of marketing ethics, which affects the image of customers.