The Effect Of Social Media Marketing On Reducing The Cognitive Dissonance And Switching Intentions Of The Customer
An Analytical Study Of The Opinions Of A Sample Of Employees Working In The Colleges Of The University Of Al-Qadisiyah

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Abstract:

The Present research aims to identify the Effect of social media marketing represented by (identity, conversations, Sharing, presence, reputation, relationships, and groups). In reducing the cognitive dissonance represented by (emotional dissonance, Wisdom of purchase cognitive dissonance, Concern over deal dissonance arising as a result of the treatment of service providers). And customer switching intentions among a sample of working employees, The employees of the colleges of the University of Al-Qadisiyah, totaling (1053) employees , Accordingly, the questionnaire tool was used in order to show the measurement of the level of availability of research variables in a sample of (291) employees. In order to reveal the nature of the results that the study seeks to achieve, a set of statistical tools must be used, which is represented by: (Normal distribution, structural modeling equation, Cronbach's alpha coefficient, mean, standard deviation, Pearson correlation coefficient, and regression coefficients that were extracted by (SPSS.V.27 ; AMOS.V.26), Accordingly, the results of the research showed that there is a direct and indirect correlation and impact between the independent variable (social media marketing) by seven dimensions (identity, conversations, Sharing, presence, reputation, relationships, and groups), And the dependent variable (switching intentions) as a one-dimensional variable, And the mediating variable (cognitive dissonance) by three dimensions (emotional dissonance, Wisdom of purchase cognitive dissonance, Concern over deal dissonance arising as a result of the treatment of service providers), Perhaps the most important findings of the research were represented in directing the promoting companies their interests towards the formulation of regulations and clear cognitive procedures to build clear knowledge among customers about the importance of the products being promoted.

Keywords: social media marketing, cognitive dissonance, switching intentions

Introduction

The developments in social networks in recent years, manifested through pages, applications, and programs, resulting from the development of technology in the Internet and means of communication, and after the spread of various electronic communication devices that use these applications by

institutions and individuals, has led marketing companies to display and promote their products and services on the means Social media to ensure that they reach the largest target group of buyers and communicate with them quickly and directly and at the lowest possible cost, because social media marketing has become one of the most important marketing means that organizations rely on to market their services and products, and it also provides a great opportunity to interact with buyers and take their suggestions and benefit from them. To improve the quality of services and products and work on developing modern marketing plans that keep pace with modern technology, programs and applications that are used on social media, and among these programs and applications are (Facebook, YouTube, Twitter and Instagram) and other programs that speed communication and interaction with companies and individuals. directly At a lower cost, and the development brought about by social media made it extend to many areas and activities such as political, economic, social, educational, medical, marketing and other activities practiced by many individuals and organizations on the Internet on a daily basis, and among the most prominent of these programs and applications (Facebook), which has spread widely among individuals in the community of all ages, due to the great information it provides to individuals and companies, as well as to contain information about subscribers, their features, preferences, ages and personal information through their personal pages. Severity through age, gender, or even scientific and cultural level. Social media marketing also has an impact on the types of cognitive dissonance, which in turn leads to intentions to partially or completely transform the customer, which results in customers' symptoms about buying from the current company and heading to competing companies to obtain on their needs, and since companies care about the customer and keep them for a longer period of time This is possible, as it seeks to know everything that could lead to dissonance among customers after the purchase process and try to avoid it by communicating with potential customers and knowing the impact of marketing through social media on the target customers and taking their opinions and suggestions and communicating with them, through its dimensions (identity, conversations Sharing , Presence, reputation, Relationship, groups) and cognitive dissonance through its dimensions (emotional dissonance, cognitive dissonance, dissonance arising from the treatment of service providers).

1-The Research Problem

The main problem in the current Research is to focus on the intentions of switching of the study sample because of its importance for commercial companies in maintaining their financial and commercial position, the continuity of companies' profits, the preservation of their customers and the continuity of dealing with them. It is dealt with, as

well as it represents an influential point for companies that put their products on the market because of their impact on the profitability and sustainability of companies in the markets. Social media in general, and Facebook in particular, is one of the most important means of brand promotion at the local level and communication between marketers and customers, due to its ability to reach the largest possible number of Internet surfers who represent customers on social media and to identify their preferences and needs and share information about Branding and direct interaction with their current and potential customers using two-way communication to obtain valuable transactions quickly and at the lowest costs, and social media marketing helps improve brand awareness and recognition, gain and maintain customers, increase customer loyalty and find loyal customers to the brand by reducing The perceptual dissonance of the customer, which in turn leads to a decrease in the intentions of switching and an increase in the profit margin. The answer to the main question Lee, (Does social media marketing affect customer switching intentions by decreasing cognitive dissonance).

2-The Importance Of Research

The applied importance of the current study comes through the important role provided by the technological sector and its effective role on the employees segment and its ability to provide everything that is new, especially in social media and the services provided and in various fields, including marketing, which has become witnessing wide progress through means of promotion and offers Modern and also by reaching many current and potential customers through the applications it provides, including Facebook, Twitter, YouTube and other tools and applications, which have become accessible to everyone from companies and individuals as companies use them to present their products as well as communicate with customers to know their opinions and current and future needs and try to reach and address points Which leads to a deficiency or decrease in the marketing relationship between the company and the customer, which leads to the existence of cognitive dissonance towards the company and its products, which leads to the intentions of switching of the customer, which leads to an increase in the intensity of competition between companies and a decrease in the rate of return and profits

3-Objectives Of The Study

The current study aims mainly to determine the impact of marketing through social media on customer switching intentions by reducing cognitive dissonance, where a set of sub-goals emerge.

1-Measuring the impact of social media marketing on customers.

2-Measuring the effect of marketing through social media on the cognitive dissonance generated by the customer.

3-Measuring the impact of marketing through social media on the customer's switching Intentions.

4-Measuring the effect of cognitive dissonance on the customer's switching intentions.

5- Providing some suggestions and recommendations that contribute to promoting marketing through social media. The current study also aims to analyze the type and nature of the relationship between the variables of the current study in order to know the extent of the impact of marketing through social media on the customer's switching intentions through the role played by cognitive dissonance.

4-The hypothetical research plan:

In light of the foregoing of the problem of the current research and its hypotheses, a hypothetical research plan was built to clarify the nature of the relationship between the variables that constitute it and their impact, as shown in Figure (1) below
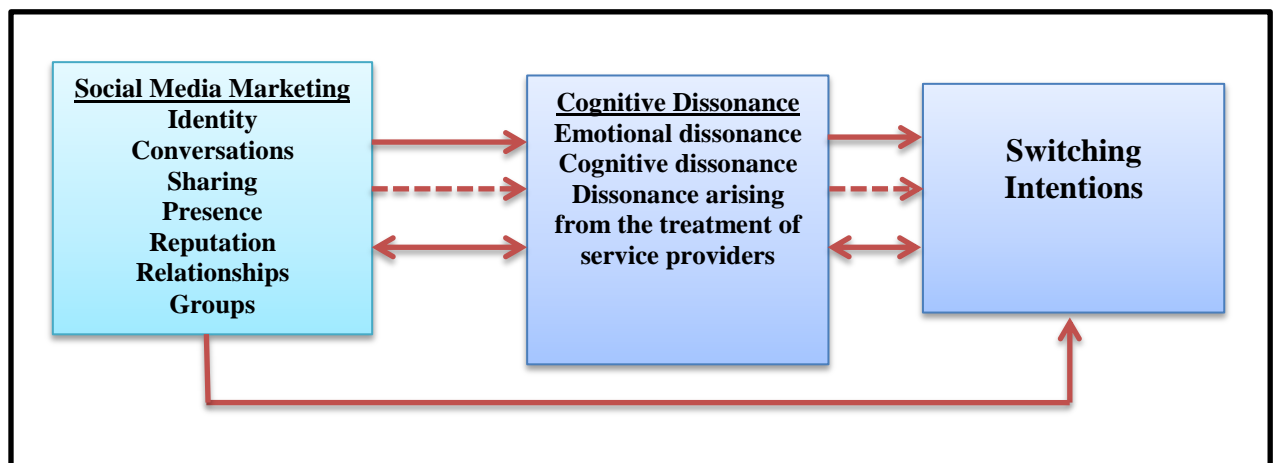
Figure (1)The hypothetical model of the Research

5- Society and research sample

The study community is represented in all the employees working in the colleges and presidency of the University of Qadisiyah. The employees working in the colleges and the presidency of the University of Qadisiyah were chosen, due to the difficulty of covering all the members of the University of Qadisiyah, and this category was chosen because of its awareness and knowledge of the subject of the study and its proximity and ease of counting and benefiting from its views for the subject of the study

Theoretical framework for research

The concept of Social Media Marketing

Engaging and communicating with customers through SNSs (social networking sites or social networking platforms) is known as social media marketing and brings many benefits to businesses, such as creating positive word of mouth, positively influencing customer equity, enhancing customer loyalty to the company, and increasing intent Purchasing for a company's products or services" (Choi et al., 2016,p: 772) and "Social media marketing activities are an effective tool in developing customer Relationship and building brand loyalty within the social media-based brand community." (Ismail, 2017, p: 137) It is also "a process by which companies create, communicate and present online marketing offerings via social media platforms to build and maintain Relationship with stakeholders that enhance stakeholder value by facilitating interaction and engagement information, making customized purchasing recommendations and creating a WOM (marketing word creation) that exists among stakeholders about popular products and services" (Yadav & Rahman, 2017, p. : 3) . As he emphasized (Felix et al. 2017, p. 123), "it is a multidisciplinary and cross-functional concept that uses social media (often in combination with other communication channels) to achieve organizational goals through value creation for stakeholders." Social media has now become an important tool for creating and managing key Relationship between diverse individuals and communities. Because the core of marketing theory revolves around making reliable and robust interactive communications with customers for use in developing products and services, SNS (social networking sites) in marketing has been seen as conferring a strategic and

competitive advantage, creating a new field or industry known as media marketing. Social Communication (SMM) (Salem, 2019:p 2).

The Importance Of Social Media Marketing

At the present time, the Internet has become an important place in the lives of individuals because it is a source of information and data, and it is also a means of accessing a lot of important knowledge, meaning that the Internet is a source of access to knowledge and it is also a means of modern marketing, which leads to opening the field to investors. To promote their products and services offered on various platforms, the Internet is no longer associated with major companies, but has become available for use by all users at all levels. Social media is one of the modern and important marketing channels, so marketers seek to take advantage of it to the fullest, and there are a set of points that clarify the importance The benefits of social media marketing, which were referred to by (Bo Ghorra Badis, 2014: pg. 473), are:

1-Providing information and opening the field of marketing space continuously and throughout the day.

2-Saving the waiting time for individuals shoppers to obtain information about the offered products and services, their specifications, prices and the available outlets.

3-Answering customers' questions and inquiries, responding and gaining more customers, and increasing their emotional connection with the institution.

4-An increase in marketing performance and work to exploit the marketing opportunities available globally.

5- The purchasing decisions of the sectors and segments of consumers and customers are more good because most economic organizations are on social media.

6- Raising the competitiveness of economic organizations and working to create a competitive advantage that helps them to reach a strategic position.

7- Achieving an opportunity to enter new global markets and help the organization increase its market share, and work to build a distinctive mental image globally and locally.

The Dimensions Of Marketing Through Social Media

There is a set of dimensions for measuring social media marketing, which are seven of the dimensions contained in a framework called (Honeycomb), which depends on the basic building blocks (identity, conversations, Sharing , presence, reputation, Relationship, groups (Khan, & Jan, 2019 :p 3-5)

1- identity

" Identity represents the extent to which users reveal their identities on social media." Identity disclosure can be done by disclosing information on social media sites by giving details about name, gender, age, location, occupation, etc., as well as through information that explicitly represents users. Users can also make their identity public through conscious or unconscious "self-disclosure" of information of a subjective nature, such as thoughts, feelings, likes and dislikes, that a user transmits on a social media.

2-Conversations

Honeycomb model conversations are defined as "the extent to which users communicate with other users in a social media setting." Social networking sites like Facebook and My Space are primarily designed to help users connect with each other in person or in groups. Users can send instant messages, share their status, etc. I used various social networking sites and multimedia. Conversations are different, as Twitter which is a social media website allows the user to share his/her status with everyone who is following on social media. These followers can respond in the form of comments. An important implication of the conversations functionality for organizations is to control conversations related to their brands or organizations. Organizations can express how they feel by initiating and manipulating conversations on social media.

3-Sharing

Social sharing takes place between members on social networking sites. and "Sharing represents the extent to which users exchange, distribute, and receive content." Content can be ideas, images, videos, links and other information that users share on their social media settings. An important impact of regulation engagement is the credibility of the content shared on social media. Content is also shared by other users on these virtual networks, who can improve their image or vice versa. The

content that organizations share can lead to good or bad word of mouth, which is very important to the corporate image.

4-Presence (presence(

"Presence represents the extent to which users can see if other users can be reached." This is related to the availability of other users on virtual networks. That is, on social networking sites, users learn about the availability of other users through their status updates such as "available" or "hidden". In the case of Facebook)), users can check whether an individual is available or not,. Users can learn about their presence by repeating shared content, which shows how much organizations or brands are engaged on virtual networks. Organizations need to understand that their presence on social media must be very high to create stronger links with their customers.

5- Reputation

"Reputation is the extent to which users are able to determine the standing of others, including themselves, on social media sites." In real life, reputation is a qualitative concept, while on social networks it has a quantitative scale. Where it comes to the number of likes or comments posted on Facebook, and on YouTube, your reputation is based on "views" or ratings. So an organization that wants to see itself as popular on social media must earn its reputation through better social media strategies.

6-Relationshipships

" Relationship represent the extent to which users are able to be relevant to other users." A Relationship ship on virtual networks means a useful connection between users which allows them to share information or chat with each other as friends. Facebook allows its users to make friends on virtual networks by adding them, joining groups and following them as fans, while YouTube and Twitter Relationship are not important. As a rule, social networking sites that do not consider identity important, also do not value the function of Relationship ships, they see an individual with a larger and more dense set of Relationship as a potential influencer on virtual networks. Thus, the organization needs to understand this phenomenon, in order to build Relationship ships and maintain its impact on consumers.

7-Groups

" Groups represent the extent to which users can form communities and sub-communities." There are two types of groups on social media:

A-Groups based on individual contacts or friends list.

F- Groups that are associated with certain organizations, brands or interest groups. For example, on Twitter, you can sort your contacts and also put them into self-created groups, while Facebook allows its users to create groups, with the administrator, after approving applicants. Organizations also have fans or followers who want to keep in touch with them on social networks. Sometimes loyal customers also form groups on social media and invite others for discussions.

The Concept Of Cognitive Dissonance

Cognitive dissonance is defined as a psychological disturbance that occurs when there is a contradiction in the mind of an individual between two topics, ideas or two beliefs that are of equal importance but are contradictory, which makes this matter questionable as a contradictory feeling is built in the person's mind or the annoyance that arises when a person holds two opposing thoughts At the same time, cognitive dissonance was first defined as an uncomfortable psychological state that leads to efforts to reduce dissonance, and in the sales cycle, cognitive dissonance is more likely to occur when customers are concerned about undesirable product performance (Oliver, 1997:p261) . or when they feel anxious, uncertain or suspicious about the product (Montgomery & Barnes, 1993:p206). It is also argued that arousing dissonance as a psychological harassment must first exist through engaging in internal attribution (p230: Cooper & Fazio, 1984). Cognitive dissonance is defined as "the buyer's acknowledgment after completing the purchase that he may not have an urgent need for the product or that he has chosen a product that is not suitable for him in terms of specifications. Possible purchasing decisions, which result in psychological discomfort when the customer evaluates his purchases (Stone and Desmond, 2007: P 86), and (Ehindero & Ojediran 2009: p233) also indicated that cognitive dissonance is a state or psychological phenomenon of discomfort or instability of what Cognitive dissonance is defined as a state of psychological discomfort that arises as a result of the presence of contradictory and inappropriate information about the subject of what the customer is interested in.

Cognitive dissonance is a state that occurs When people's beliefs conflict with their actions (Telci et al., 2011:P 379) sees cognitive dissonance as a phenomenon as a result of the conflict between people's self-concept and their actions, and people try to maintain The positive feeling about them and that cognitive dissonance arises when people behave in a way that is inconsistent with their perceptions of themselves. Cognitive dissonance is "a situation that contains a conflict of attitudes, actions, or beliefs, which leads to a feeling of discomfort and annoyance for the customer, which may lead to a process of changing attitudes, actions, or beliefs in order to reduce the state of discomfort and annoyance and return to stability and balance." And (Sharma, 2014: P 833) defines it as "the feeling of discomfort caused by a conflict between one belief with another previously held belief," which results in a conflict and disharmony between the behaviors and beliefs of the customer, which motivates him to change one of these beliefs or behaviors to achieve compatibility between them in order to reduce the cognitive dissonance . Cognitive dissonance "is a psychologically uncomfortable phenomenon for the customer as a result of the lack of consistency and consistency between the expected expectations and the actual performance of the product that has been selected. Wasaya et al., 2016:P 156) indicated that the cognitive dissonance is the lack of consistency and consistency between the actual and expected performance of the products that were selected. Choosing it by the customer, which leads to changing the attitudes of customers in the future, and this dissonance results from two factors, which are the personal characteristics of the customer and the variables that cause dissonance, the cognitive dissonance "the feeling of a state of unease that stems from psychological tension in the customer." He explained (Gosnell, 2017: P8). Cognitive dissonance is concentrated in procedures and situations in which making a purchase decision is difficult due to the large number of alternatives available during the customer's shopping process.

Factors that increase or decrease cognitive dissonance

(Hamza & Zakkariya, 2012:159-160) indicated to a group of factors that increase or decrease the cognitive dissonance of the customer, as follows:-

1-Alternative brands: Cognitive dissonance will be high if a large number of alternative brands are considered before buying. Looking at more alternative brands before buying will increase the level of cognitive dissonance.

2-Number of Stores Visited: The more stores that are visited before buying, the greater the chance of cognitive dissonance. And customers will feel more difficult to make a purchase decision.

3- Frequency of Purchase: Items that are purchased infrequently may cause more disharmony than items that are purchased frequently.

4-Confidence in product performance: If customers are very confident in their decision and product performance, there will be low levels of cognitive dissonance and vice versa.

5-The importance of the product: If customers make a purchase decision related to an important product, the cognitive dissonance is very great. Conversely, they do not face much regret over the decision to purchase unimportant products.

6-Product cost: Expensive purchases may lead to a high level of cognitive dissonance and vice versa.

7-Persuading salespeople: If salespeople persuade a customer to buy a product that they may not really want, there will be significant cognitive dissonance.

8-Persuasion by friends: Friends have a good role in the buying decision.. If a friend suggests buying a particular product and it was purchased by the customer, the friend will be with the customer's decision to justify his suggestion; So if many friends are suggested a particular product, there will be low cognitive dissonance for the product.

9-Promotion: Many customers may be affected by promotion. If the customer is satisfied with the promotion during the purchase process, there will be a high probability of cognitive dissonance for such a product.

The assumptions on which the theory of cognitive dissonance is based

(Fatima, 2019: p 41) indicated that there are some assumptions on which the theory of cognitive dissonance was based by researcher Festinger, 1957), which were mentioned as follows:-

1- The presence of cognitive elements

Cognitive elements or perceptions mean the situation, beliefs, emotions, and values that are affected by the interaction of new learning and conflict with preconceived notions. Where it provokes new experience and knowledge.

2- There are contradictions

In general, perception collides in real life situations due to the prevailing contradictions. Most investors make investment decisions based on their perception accordingly. It is by encountering inconsistencies in practical situations that may lead to an uncomfortable state of mind and at this point investors exhibit dissonance and collectively, it is called cognitive dissonance.

3- The intensity of the disharmony

The severity of the dissonance depends on the importance of the decisions made. The importance of decisions is directly affected by the level of dissonance. Festinger (1957:p8) showed their view of another determinant of dissonance that emerges after decisions are made, which is the attractiveness of unchosen choices.

4- Reducing the level of disharmony

Each investor tries to reduce the state of discomfort after making decisions and convince themselves to get rid of the uncomfortable stage into a stable one. This is because it is useful in establishing a stable Relationship between behavior and cognition.

The dimensions of cognitive dissonance

1- emotional dissonance

Which is defined as "the person's psychological discomfort after the purchase decision", that is, the feeling of customer disappointment, frustration and uneasiness after making the purchase decision. The emotional dissonance is the psychological discomfort of the customer and psychological discomfort after the purchase decision, and he indicated (Fatima, 2019: p 41) Emotional dissonance is psychological discomfort and discomfort that afflicts the customer after the purchase process. It is also a kind of psychological discomfort that afflicts the customer after the purchase process. Emotional dissonance is a state of psychological discomfort that afflicts the customer after the purchase process

2-Cognitive dissonance

"A person's acknowledgment after completing a purchase that they may not have needed the product or may not have chosen the appropriate product and this dimension is consistent with many authors discussing the difficulty of a purchase decision. That is, a person's decision difficulty reflects the positive attributes of the rejected alternative compared to the negative attributes of the alternative chosen. , which leads to a logical inconsistency between the cognitive elements, and as Soutar & Sweeney (2003) believes that the cognitive dissonance occurs to the customer after the completion of the purchase process and that he did not make the right choice of the product and did not get the expected value from the process of purchasing the product in exchange for the money that was paid. Cognitive dissonance works to change the customer's purchase intentions, meaning the possibility of the customer abandoning the purchase of the specific product and going to buy other products (Demirgüneş & Avcilar, 2017: 58)

-3Dissonance arising from the treatment of service providers.

It reflects "the person's realization after making the purchase that he may have been influenced by the salesmen and employees against his own beliefs." The negative experiences and complaints that occur to individuals from friends, colleagues, and members of the customer's family, which express their negative attitude towards dealing with some sales centers, lead to disharmony and lack of Shopping from these centers in which the customer's acquaintances are exposed to deception and influence by the salesmen. As defined by (Gautam et al., 2015: P323) the feeling that accompanies the customer that his purchasing decision has been affected by the words he heard from the salesmen after the purchase. It is the disharmony that occurs as a result of dealing with salesmen, which is "the customer's acknowledgment after the purchase process that he has been influenced by the salesmen in the opposite direction of what he thinks" as he knew that "customers feel that they have been deceived by the salesmen after the purchase of products" (Chen, 2016: p213). Arafa (Maziriri & Chuchu 2017:P262) as the anxiety and difficulty in choosing a product from among the many alternatives that exist, which will lead to the customer being dissatisfied with his choice of the product, even if it is good. As a result of

obtaining misleading information about the product from the salesmen working in the sales centers.

Concept Switching Intentions

Switching intent is the condition that occurs once performance falls short of expectations. "One of the main reasons for a buyer to switch from a service provider is service failure and dissatisfaction" (Keaveney, 1995:p 72). The customer's Switching intentions are defined as "the customer's thinking about making a decision to stop purchasing a particular product or service from the current organization, which results from the gradual deterioration of relations due to one or several problems that the customer faces over time" (Ranaweera & Prabhu, 2003: p 83). Switching intentions are also defined as "the possibility of the customer abandoning a product or service and switching to another product" (Ndubisi & Ling, 2005: p68), and also defined Switching intentions as "the migration of the customer from one service provider to another" (Ranganathan et al, 2006 :p271)

Switching intentions are considered a sign of ending the relationship between the customer and the current service provider, in part or in whole (Wagner & Friedl, 2007: P704). Also, Switching intentions were defined as the possibility of replacing the current supplier organization and transforming into a competing organization in the market (Saeed et al., 2011:p55). The intention to switch to the customer is the process in which the customer is likely to abandon his relationship with the supplier or service provider and replace it with another supplier, in part or in whole (Nimako, 2012:68). The intent to switch to customers can also be defined as "the situation in which customers switch to purchase the products or services of another company or supplier, and for many reasons (2012: p31) (Kura et al). Also, the intent to switch from one service provider to another leads to a behavior change. The actual Switching of the customer, which in turn leads to a decrease in the company's profits (Hussain & Rizwan, 2014: p129) It means the Switching of customers is the process in which the customer switches from using the organization's current products and this Switching is based on two types of situations.

The first type: The organization has a desire to get rid of this customer because it has become an unprofitable investment from its point of view, or to find more important customers who are able to create

revenue, as the organization works by abandoning many of the ways and methods it uses to attract customers in order to reduce costs.

The second type: - the organization's inability to retain the customer because of its weak marketing offers compared to the competing offers, which are more convincing from the point of view of its customers who tend to competitors (Bergel, & Brock, 2018).

Types of customer Switching :

(Olasehinde et al, 2018 :p 8) pointed out in their study that customer turnover is a major problem for companies and is defined as losing customers because they move to other competitors. This could potentially lead to loss of business. The Switching of customers, according to the opinions of (Yang & Chiu, 2006: p523), was divided into three types

1-Involuntary switching: This occurs when customers fail to pay their bills and as a result stop buying a product or subscribing to a service.

2-Inevitable Switching : This happens when customers die or migrate, which leads to the customer neglecting from the market completely.

3- Voluntary transfer: This occurs when customers prefer to switch to another operator or supplier because of the increase in the financial value of the materials to be obtained.

Factors Affecting post-purchase Switching Intentions:

It was confirmed (Ya-ping & Dong, 2008:p 2) that there are five post-purchase factors that affect the Switching process, which is that the traditional view of brand switching is that customers stop buying the used brand and go instead to buy other brands. Since brand switching theories make post-shopping experiences the basis for brand Switching , much of this research is based on customer satisfaction, with the CSI model being the most well-known. The causal model describes the relationships between customer satisfaction and influence factors. The model contains five factors: (expectation, perceived product quality, perceived service quality, perceived value, and brand reputation).

RESEARCH DESIGN

First, coding and characterization

This paragraph aims to reveal three variables represented in the independent variable (marketing through social media) and in seven dimensions (identity, conversations, participation, attendance, reputation, relationships, and groups), the dependent variable (Switching intentions) as a one-dimensional variable, and the mediating variable (Cognitive dissonance) has three dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers), and therefore in order to reach accurate and objective results and build a clear perception in front of the reader, it is necessary to express a set of symbols towards the variables, dimensions and paragraphs under study, see the table (1).

Table (1) test for the normal distribution of the variables under study

.Sig	Kol-Smi[a]	Dimensions	.Sig	Kol-Smi[a]	Dimensions	Variables
0.105		Social media marketing				independent variable
0.200*	0.175	conversations	0.200*	0.147	identity	
0.200*	0.148	Presence	0.200*	0.148	Sharing	
0.200*	0.191	Relationships	0.200*	0.186	reputation	
		------------------	0.200*	0.120	groups	
0.142		Cognitive dissonance				dependent variable
0.200*	0.159	Cognitive dissonance	0.200*	0.127	emotional dissonance	
0.200*	0.184	Dissonance arising from the treatment of service providers				
0.139	Kol-Smia	Switching intentions				dependent variable

Second: Describe and diagnose the marketing variable through social media

The social media marketing variable has a moderate overall weighted mean of (2.67) and a standard deviation of (0.605), which means that the promoting companies realize the importance of social media marketing in order to attract customers by creating positive word of mouth, and positively affecting property rights. customers, enhancing the loyalty of customers to the company, and increasing the intention to purchase the company's products or services, and this received a relative interest of (53%), and the statement of the interest of the

promoting companies in order to attract customers towards the variable of marketing through social media is done through the following:

The attendance dimension ranked first with an arithmetic mean of (2.75) and a relative interest equal to (55%) and with a standard deviation of (0.622), which means that the promoting companies realize the importance of building good content from the brand through social networking pages, as it became clear through the answers The sample that all paragraphs of the attendance dimension obtained an arithmetic mean that ranged between (2.69-2.85) to indicate the interest of the promoting companies in building positive notices to customers through social media with the aim of attracting customers' awareness towards attendance and visiting the site of the promoting companies periodically, and this received relative attention (54 %-57%) to show the moderate availability of the presence dimension of the promoting companies with standard deviation (0.679-0.827).

Table (2) Descriptive statistics for the dimensions of the marketing variable through social media

importance	Relative importance	Relative importance	standard deviation	answer level	direction answer	mean	
2	Available	53%	0.818	neutral	Moderate	2.65	**SMID1**
3	weak	50%	0.742	I do not agree	low	2.49	**SMID2**
1	Available	57%	0.712	neutral	Moderate	2.86	**SMID3**
Fourthly	Available	**53%**	**0.653**	neutral	Moderate	**2.67**	**identity**
1	Available	55%	0.781	neutral	Moderate	2.74	**SMCO1**
3	Available	54%	0.838	neutral	Moderate	2.69	**SMCO2**
2	Available	54%	0.838	neutral	Moderate	2.70	**SMCO3**
Third	Available	**54%**	**0.746**	neutral	Moderate	**2.71**	**conversations**
1	Available	54%	0.768	neutral	Moderate	2.72	**SMSH1**
2	Available	53%	0.687	neutral	Moderate	2.67	**SMSH2**
3	weak	52%	0.771	neutral	Moderate	2.62	**SMSH3**
4	weak	50%	0.826	I do not agree	low	2.49	**SMSH4**
sixth	weak	**52%**	**0.645**	neutral	Moderate	**2.62**	**Sharing**
3	Available	54%	0.737	neutral	Moderate	2.69	**SMAT1**
2	Available	54%	0.827	neutral	Moderate	2.72	**SMAT2**
1	Available	57%	0.679	neutral	Moderate	2.85	**SMAT3**
first	Available	**55%**	**0.622**	neutral	Moderate	**2.75**	**Presence**
2	weak	52%	0.774	I do not agree	low	2.58	**SMRE1**
1	Available	53%	0.777	neutral	Moderate	2.64	**SMRE2**
3	weak	49%	0.817	I do not agree	low	2.46	**SMRE3**
Seventh	weak	**51%**	**0.701**	I do not agree	low	**2.56**	**reputation**

3	weak	52%	0.79	I do not agree	low	2.59	**SMRL1**
1	Available	54%	0.787	neutral	Moderate	2.7	**SMRL2**
2	Available	53%	0.751	neutral	Moderate	2.65	**SMRL3**
V	Available	**53%**	**0.649**	neutral	Moderate	**2.65**	**Relationships**
2	Available	54%	0.794	neutral	Moderate	2.72	**SMGR1**
1	Available	57%	0.701	neutral	Moderate	2.84	**SMGR2**
3	Available	54%	0.73	neutral	Moderate	2.68	**SMGR3**
secondly	Available	**55%**	**0.628**	neutral	Moderate	**2.74**	**groups**
------	Available	**53%**	**0.605**	neutral	Moderate	**2.67**	**Social media marketing**

Third: Description and diagnosis of the cognitive dissonance variable

The cognitive dissonance variable had a moderate total weighted mean of (2.63) and a standard deviation (0.72), which means the companies promoting the importance of cognitive dissonance through realizing the extent of the cognitive and emotional capabilities through which companies can influence customers, and attract the largest number of them, and this achieved on a relative interest of (53%), and the statement of the interest of the promoting companies towards the variable of cognitive dissonance is done through the following:

The dimension of emotional dissonance ranked first with an arithmetic mean of (2.67) and a relative interest equal to (53%) and with a standard deviation of (0.704), which means that the promoting companies realize the importance of motivating customers by generating a state of psychological satisfaction and confidence towards the products provided, as it turned out. Through the sample answers, all the paragraphs of the emotional dissonance dimension obtained an arithmetic mean that ranged between (2.49-2.88) to indicate the interest of the promoting companies in addressing the state of anxiety and the feeling of danger among customers by generating a state of satisfaction among customers towards the safety and quality of the products provided, and this gained on Relative interest (50%-58%) to show the moderate availability of the emotional dissonance dimension among the promoters with a standard deviation of (0.709-0.959)

The dimension of cognitive dissonance ranked first with an arithmetic mean of (2.61) and a relative interest equal to (52%) and with a standard deviation of (0.754), which means that the promoting companies realize the importance of motivating customers to buy products, as it became clear through the sample answers that all paragraphs of the dimension The cognitive dissonance obtained an arithmetic mean that ranged between (2.48-2.69) to indicate the interest of the promoting companies in answering the customers' knowledge inquiries about the offered products, and this received a relative interest (50%-54%) to show the moderate availability of the dimension of cognitive dissonance among the promoting companies with a standard deviation (0.82-0.858).

The results showed solutions to the dissonance dimension arising as a result of treating service providers in the last rank with an arithmetic mean of (2.6) and a relative interest equal to (52%) and with a standard deviation of (0.818), which means that the promoting companies realize the importance of generating a state of comfort and confidence among customers towards the quality of products The introduction, and the provision of after-sales services to remove the state of dissatisfaction among customers, as it became clear through the sample answers that all the paragraphs of the dissonance dimension arising as a result of the treatment of service providers obtained an arithmetic mean that ranged between (2.51-2.64) to indicate the interest of the promoting companies in providing after services Selling to customers through continuous interaction with customers, and this has received a relative interest (50%-53%) to show the low availability of the dissonance dimension arising as a result of the treatment of service providers with the promoting companies with a standard deviation (0.835-0.961), and Figure (26) shows the distribution of importance Dimensions of the cognitive dissonance variable.

Table (3) descriptive statistics for the dimensions of the cognitive dissonance variable

importance	Relative importance	Relative importance	standard deviation	answer level	direction answer	mean	
1	Available	58%	0.709	neutral	Moderate	2.88	**COEM1**
2	Available	54%	0.736	neutral	Moderate	2.7	**COEM2**
5	Available	50%	0.959	I do not agree	low	2.49	**COEM3**
3	Available	54%	0.894	neutral	Moderate	2.69	**COEM4**
4	weak	51%	0.849	I do not agree	low	2.57	**COEM5**
first	Available	**53%**	**0.704**	neutral	Moderate	**2.67**	**emotional dissonance**
4	weak	50%	0.858	I do not agree	low	2.48	**CONN1**
2	Available	53%	0.85	neutral	Moderate	2.65	**CONN2**
3	Available	53%	0.82	neutral	Moderate	2.63	**CONN3**
1	Available	54%	0.838	neutral	Moderate	2.69	**CONN4**
secondly	weak	**52%**	**0.754**	neutral	Moderate	**2.61**	**Cognitive dissonance**
3	weak	50%	0.929	I do not agree	low	2.51	**COSP1**
1	Available	53%	0.835	neutral	Moderate	2.64	**COSP2**
2	Available	53%	0.961	neutral	Moderate	2.64	**COSP3**
Third	weak	**52%**	**0.818**	I do not agree	low	**2.6**	**Dissonance arising from the treatment of service providers**
---	Available	**53%**	**0.72**	neutral	Moderate	**2.63**	**Cognitive dissonance**

Description and diagnosis of the Switching intentions variable

The Switching intentions variable had a low overall weighted arithmetic mean of (2.6) and a standard deviation (0.667), which means that the promoting companies realize the importance of Switching intentions by urging customers to repeat dealing with the promoting companies to obtain their products, and this has a relative interest of (52%). And the statement of the interest of the promoting companies towards the variable of marketing through social media, it was clear from the sample answers that all paragraphs of the variable intentions of Switching obtained an arithmetic mean that ranged between (2.54-2.67) to indicate the interest of the promoting companies in their willingness to meet the aspirations of customers and take into account the prices offered towards All products, and this received relative attention (51%-53%) to show the low availability of the Switching intentions variable among the promoting companies with a standard deviation of (0.698-0.865).

Fourth: Testing the hypotheses of the study

1-Correlation Hypothesis

The first main hypothesis: There is a statistically significant correlation between social media marketing and cognitive dissonance.

This hypothesis is summarized in the results of Table (4), as the Relationshipship between social media marketing and cognitive dissonance has a strong correlation strength of (0.962) and at a level of significance (0.01), indicating the awareness of the promoting companies of the importance of using social media in order to promote their services to contain the dissonance. The cognitive dissonance of its clients, in addition to the existence of a statistically significant correlation towards the dimensions of cognitive dissonance, with a score of (0.938) for the cognitive dissonance dimension to (0.951) for the emotional dissonance dimension to (0.920) for the dissonance dimension arising as a result of the treatment of service providers, and several sub-hypotheses emerge from this hypothesis she-:

The first sub-hypothesis: There is a statistically significant correlation between the identity dimension and the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The Relationship between the identity dimension and the cognitive dissonance showed a correlation strength of (0.942), indicating the importance of the use of identity in containing the cognitive dissonance of customers in order to enhance the capabilities of customers towards using social media to promote the services of the promoting companies, and it is noted that there is an internal correlation Relationship towards the dimensions of cognitive dissonance. It ranged from (0.901) for the dimension of cognitive dissonance to (0.927) for the dimension of dissonance arising as a result of the treatment of service providers.

Second sub-hypothesis: There is a statistically significant correlation between the dimension of conversations and cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The Relationship between the conversations dimension and the cognitive dissonance had a correlation strength of (0.918), indicating the importance of using conversations in containing the cognitive dissonance of customers in order to enhance the capabilities of customers towards using social media to promote the services of the promoting companies, and it is noted that there is an internal correlation Relationship towards the dimensions of dissonance. It ranged from (0.883) for the dimension of dissonance arising as a result of the treatment of service providers to (0.908) for the dimension of emotional dissonance.

The third sub-hypothesis: There is a statistically significant correlation between the Sharing dimension and the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The strength of the Relationship between the Sharing dimension and the cognitive dissonance was represented by (0.938), indicating the importance of using Sharing in containing the cognitive dissonance of customers in order to enhance the capabilities of customers towards the use of social media in order to promote the promotion of companies. Between (0.897) for the dimension of dissonance arising as a result of the treatment of service providers to (0.934) for the dimension of emotional dissonance.

Fourth sub-hypothesis: There is a statistically significant correlation between the dimension of presence and cognitive dissonance with its

dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The Relationship between the presence dimension and the cognitive dissonance showed a correlation strength of (0.900), indicating the importance of using attendance in containing the cognitive dissonance of customers in order to enhance the capabilities of customers towards the use of social media in order to promote the services of the promoting companies, and it is noted that there is an internal correlation Relationship towards the dimensions of cognitive dissonance It ranged from (0.843) for the dimension of dissonance arising as a result of the treatment of service providers to (0.901) for the dimension of cognitive dissonance.

Fifth sub-hypothesis: There is a statistically significant correlation between reputation and cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The Relationship between the reputation dimension and the cognitive dissonance showed a correlation strength of (0.907), indicating the importance of using reputation in containing the cognitive dissonance of customers in order to enhance the capabilities of customers towards using social media to promote the services of the promoting companies, and it is noted that there is an internal Relationship towards the dimensions of cognitive dissonance It ranged from (0.854) for the dimension of dissonance arising as a result of the treatment of service providers to (0.900) for the dimension of emotional dissonance.

Sixth sub-hypothesis: There is a statistically significant correlation between the dimension of Relationship and cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The Relationship between the Relationship dimension and the cognitive dissonance obtained a correlation strength of (0.904), indicating the importance of using Relationship in containing the cognitive dissonance of customers in order to enhance the capabilities of customers towards using social media in order to promote the services of the promoting companies, and it is noted that there is an internal correlation Relationship towards the dimensions of dissonance. The cognitive dissonance dimension ranged between (0.873) for the dimension of

cognitive dissonance as a result of the treatment of service providers to (0.883) for the dimension of cognitive dissonance.

Seventh sub-hypothesis: There is a statistically significant correlation between the group dimension and the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The Relationship between the group dimension and the cognitive dissonance had a correlation strength of (0.934), indicating the importance of using groups in containing the cognitive dissonance of customers in order to enhance the capabilities of customers towards using social media to promote the services of the promoting companies, and it is noted that there is an internal correlation Relationship towards the dimensions of cognitive dissonance. It ranged from (0.888) for the dimension of dissonance arising as a result of the treatment of service providers to (0.936) for the dimension of emotional dissonance.

Based on the foregoing, the validity of the first main hypothesis can be accepted, which states (there is a statistically significant correlation between social media marketing and cognitive dissonance)

Table (4) The correlation matrix between social media marketing and cognitive dissonance

Cognitive dissonance	Dissonance arising from the treatment of service providers	Cognitive dissonance	emotional dissonance	Variables
.942**	.927**	.901**	.923**	identity
.918**	.883**	.890**	.908**	conversations
.938**	.897**	.909**	.934**	Sharing
.900**	.843**	.901**	.887**	Presence
.907**	.854**	.897**	.900**	reputation
.904**	.873**	.883**	.885**	Relationships
.934**	.888**	.904**	.936**	groups
.962**	**.920****	**.938****	**.951****	Social media marketing
**. Correlation is significant at the 0.01 level (2-tailed).				
Sig. (2-tailed)=0.000			N=291	

The second main hypothesis: There is a statistically significant correlation between social media marketing and Switching intentions

This hypothesis is summarized in the results of Table (5), as the relationship between social media marketing and Switching intentions has a strong correlation strength of (0.940) and at a significant level (0.01), indicating the awareness of the promoting companies of the importance of using social media in order to promote their services and Switching intentions. It has its customers, and several sub-hypotheses emerge from this hypothesis:

The first sub-hypothesis: There is a statistically significant correlation between the identity dimension and Switching intentions.

The relationship between the identity dimension and Switching intentions showed a correlation strength of (0.913), indicating the importance of using identity in containing the Switching intentions of customers in order to enhance the capabilities of customers towards using social media to promote the products of the promoted companies.

The second sub-hypothesis: There is a statistically significant correlation between the dimension of conversations and intentions of Switching

The relationship between the conversations dimension and Switching intentions had a correlation strength of (0.900), indicating the importance of using conversations to contain the Switching intentions of customers in order to enhance the capabilities of customers towards using social media to promote the products of the promoted companies.

The third sub-hypothesis: There is a statistically significant correlation between the participation dimension and Switching intentions

The strength of the relationship between the participation dimension and Switching intentions was represented by (0.911), indicating the importance of using participation in containing the Switching intentions of customers in order to enhance the capabilities of customers towards using social media to promote the products of the promoted companies.

Fourth sub-hypothesis: There is a statistically significant correlation between the dimension of attendance and intentions of Switching

The relationship between the presence dimension and Switching intentions showed a correlation strength of (0.886), indicating the importance of using attendance in containing the Switching intentions of customers in order to enhance the capabilities of customers towards using social media to promote the products of the promoted companies.

The fifth sub-hypothesis: There is a significant statistically significant correlation between the reputation dimension and the intentions to convert
The relationship between the reputation dimension and Switching intentions showed a correlation strength of (0.904), indicating the importance of using reputation in containing the Switching intentions of customers in order to enhance the capabilities of customers towards using social media to promote the products of the promoted companies.

Sixth sub-hypothesis: There is a statistically significant correlation between the dimension of relationships and intentions of Switching
The relationship between the dimension of relationships and Switching intentions obtained a correlation strength of (0.864), indicating the importance of using relationships in containing the Switching intentions of customers in order to enhance the capabilities of customers towards using social media to promote the products of the promoted companies.

Seventh sub-hypothesis: There is a significant statistically significant correlation between group dimension and Switching intentions
The relationship between the groups dimension and Switching intentions had a correlation strength of (0.916), indicating the importance of using groups to contain the Switching intentions of customers in order to enhance the capabilities of customers towards using social media to promote the products of the promoted companies.

Based on the foregoing, the validity of the second main hypothesis can be accepted, which states (there is a statistically significant correlation between social media marketing and Switching intentions)

Table (5) Correlation Matrix between Social Media Marketing and Switching Intentions

Switching intentions	Variables
.913**	Identity
.900**	Conversations
.911**	Share
.886**	Attendees
.904**	Reputation
.864**	Relations
.916**	Groups
.940**	Social media marketing
**. Correlation is significant at the 0.01 level (2-tailed).	
0.000)Sig. (2-tailed)	N=291

Conclusions and Recommendations

A-Conclusions

1-There is a statistically significant correlation between marketing through social media, cognitive dissonance and intentions of Switching , which means that the promoting companies realize the importance of investing social media in order to build a clear image among customers towards the products offered by the promoting companies.

2-The presence of a direct and indirect effect of cognitive dissonance through the relationship between social media marketing and Switching intentions, which means that the promoting companies realize the importance of containing customers and improving their desire to try the offered products.

3-Directing the promoting companies their interests towards the formulation of regulations, and clear cognitive procedures to build clear knowledge among customers about the importance of the products being promoted.

4-The promoting companies focus on creating a healthy climate and environment that suits the needs and desires of customers in order to facilitate the acceptance of the product by them.

5-The results of the promoting companies showed that the promoting companies have the ability to adapt quickly to exceptional events in light of the intertwined work environment.

6-The results indicated that the promoting companies have knowledge support programs through which customers are encouraged to share knowledge and participate in programs and seminars to develop their technical capabilities and skills to know the nature and type of products being promoted.

7-The promoting companies are keen to develop the efficiency of their employees towards the use of social media, which contributes to building a high degree of cooperation for the work teams around containing the intentions of Switching through the cognitive dissonance of customers.

8-The promoting companies are keen to motivate customers to raise issues or aspects that pertain to their feeling of unfairness in the nature of the experience of the products offered by the promoting companies.

9-The promoting companies are keen to encourage customers to come up with new ideas to design the products they prefer by adding additional touches to the nature of the product.

10- Promoter companies are interested in continuous improvement of their promotional products by making periodic developments on social media marketing, which contributes to improving the quality level of the offered products.

B-Recommendations

1-The need for the promoting companies to be keen to achieve customer satisfaction with the product in general, which requires them to provide appropriate products to customers that meet their needs, requirements and aspirations.

2- The need for the promoting companies to be keen on gaining customer satisfaction by generating conviction about the price policy followed due to the high price policy compared to other offered products.

3-The need for the promoting companies to be keen to interact with customers in order to ensure that they know all their requirements and respond to their changing needs, which requires them to improve their ability to adapt to these requirements.

4-The need for the promoting companies to prepare a set of scenarios to build alternative options in order to develop their ability to contain the intentions of Switching and to stay as long as possible in the target markets.

5. The need for the promoting companies to make room for their work teams to participate in making decisions, especially those related to the core of their promotional work for products.

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