

Effect of Social Media Marketing on Reducing Cognitive Dissonance An analytical Study of the Opinions of a Sample of Employees Working in the Faculties the University of AlQadisiyah

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ABSTRACT: *The current research sought to identify the impact of marketing through social media represented by (identity, conversations, Sharing , presence, reputation, Relationship, and groups) in reducing the cognitive dissonance represented by (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers) among A sample of employees working in the faculties of the University of Al-Qadisiyah, totaling (1053) employees, and accordingly the questionnaire tool was used in order to show the measurement of the level of availability of research variables in a sample of employees numbering (291) employees, and in order to reveal the nature of the results that the study seeks to achieve It is necessary to use a set of statistical tools, which were represented by (normal distribution, structural modeling equation, Crow-Becher's alpha coefficient, arithmetic mean, standard deviation, Pearson correlation coefficient, and regression coefficients that were extracted by (SPSS.V.27 ; AMOS.V. 26), and accordingly, the results of the research showed that there is a direct and indirect correlation and effect between the independent variable (marketing through social media) and seven dimensions (identity, conversations, Sharing , attendance, reputation, and Relationship, groups), and the dependent variable (cognitive dissonance) with three dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers). Clear to customers the importance of the products being promoted*

Keywords - *Social media marketing, cognitive dissonance*

يهدف البحث الحالي الى التعرف على تأثير التسويق عبر وسائل التواصل الاجتماعي المتمثل بـ (الهوية، والمحادثات، والمشاركة، والحضور، والسمعة، والعلاقات، والمجموعات) في تقليل التنافر الادراكي المتمثل بـ (التنافر العاطفي، والتنافر المعرفي، والتنافر الناشئ نتيجة معاملة مقدمي الخدمة) لدى عينة من الموظفين العاملين في كليات جامعة القادسية، والبالغ عددهم (1053) موظف وعليه تم استعمال أداة الاستبانة من أجل تبيان قياس مستوى توفر متغيرات البحث في عينة من الموظفين والبالغ عددهم (291) موظف، ومن أجل الكشف عن طبيعة النتائج التي تسعى الدراسة الى تحقيقها بتعيين استعمال مجموعة من الأدوات الإحصائية والتي تمثلت بـ (التوزيع الطبيعي، ومعادلة النمذجة الهيكلية، ومعامل كرو نباخ الفاء، والوسط الحسابي، والانحراف المعياري، ومعامل ارتباط بيرسون، ومعاملات الانحدار التي تم استخراجها بواسطة برنامج (SPSS.V.27 ; AMOS.V.26)، وعليه أظهرت نتائج البحث وجود علاقة ارتباط وتأثير مباشر وغير مباشر بين المتغير المستقل (التسويق عبر وسائل التواصل الاجتماعي) وبواقع سبعة ابعاد (الهوية، والمحادثات، والمشاركة، والحضور، والسمعة، والعلاقات، والمجموعات)، والمتغير التابع (التنافر الادراكي) بواقع ثلاثة ابعاد (التنافر العاطفي، والتنافر المعرفي، والتنافر الناشئ نتيجة معاملة مقدمي الخدمة)، ولعل اهم النتائج التي توصل اليها البحث تمثلت في توجيه الشركات المروجة اهتماماتها تجاه صياغة لوائح واجراءات معرفية واضحة لبناء معرفة واضحة لدى الزبائن تجاه اهمية المنتجات التي يتم الترويج لها.

الكلمات المفتاحية: التسويق عبر وسائل التواصل الاجتماعي ، التنافر الادراكي

I. 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

The effect of Social media marketing on reducing cognitive dissonance

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).

II. RESEARCH METHODOLOGY

First:- THE RESEARCH PROBLEM

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 on social media and learn about their preferences and needs, share information about the brand and interact Directly with their current and potential customers using two-way communication to obtain valuable transactions quickly and at the lowest cost. Social media marketing helps improve brand awareness, gain and maintain customers, increase customer loyalty, and create brand loyal customers by reducing customer cognitive dissonance. Here, we must identify the techniques of marketing through social media through recent technological developments, as well as inform users about the importance of interaction through social media, and accordingly, the problem of the study appears by answering the following main question, (Does social media marketing affect reduce cognitive dissonance)?

A number of sub-questions emerge from this question:

- 1-Is there an impact of social media marketing on society?
- 2-Does social media marketing affect cognitive dissonance?
- 3-Is there a significant correlation and impact between social media marketing and cognitive dissonance?

Second :-THE RESEARCH IMPORTANCE

The importance of the current research comes through the important role provided by the technological sector and its effective role on the employee segment and its ability to provide everything that is new, especially social media and the services it provides and in various fields, including marketing, which has witnessed wide progress through the means of promotion and modern offers, as well as By reaching many current and potential customers through the applications it offers, 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 the points that lead 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 an increase in the intensity of competition between companies and a decrease in the percentage of return and profits.

Third :-RESEARCH OBJECTIVES

The current research aims mainly to determine the impact of marketing through social media on reducing cognitive dissonance, from which a set of the following 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- Provide some suggestions and recommendations that contribute to promoting marketing through social media.

The current study aims to analyze the type and nature of the Relationship between the variables of the current study

Fourthly :-Hypothetical research scheme:-

The effect of Social media marketing on reducing cognitive dissonance

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

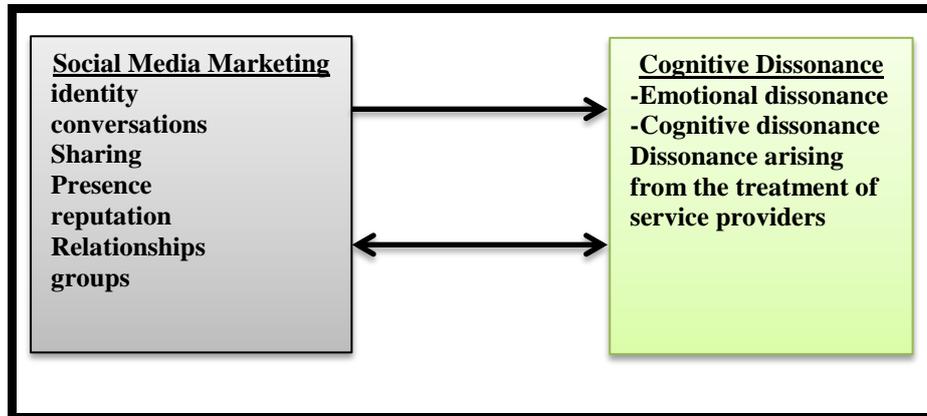


Figure (1)

The hypothetical model of the Research

Source : Prepared by The Researcher

Fifthly :-Research Assumes

A-Correlation hypotheses:

The first main hypothesis: (there is a statistically significant correlation between social media marketing and cognitive dissonance). Several sub-hypotheses are branched from this hypothesis:-

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)

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 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)

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)

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)

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)

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)

B-Impact hypotheses:

The first main hypothesis: (there is a statistically significant effect between social media marketing and cognitive dissonance). Several sub-hypotheses are branched from this hypothesis:-

The first sub-hypothesis: There is a statistically significant effect 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)

Second sub-hypothesis: There is a statistically significant effect 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 effect of Social media marketing on reducing cognitive dissonance

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

Fourth sub-hypothesis: There is a statistically significant effect between the dimension of attendance and cognitive dissonance in its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The fifth sub-hypothesis: There is a statistically significant effect between the reputation dimension and the cognitive dissonance in its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

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

Seventh sub-hypothesis: There is a statistically significant effect 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)

Sixth: 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

First: 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.

The effect of Social media marketing on reducing cognitive dissonance

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.

Third: - 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 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-Relationship

" 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

The effect of Social media marketing on reducing cognitive dissonance

to keep in touch with them on social networks. Sometimes loyal customers also form groups on social media and invite others for discussions.

Fourth: 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 (Ehinderer & 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.

Fifth: 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 effect of Social media marketing on reducing cognitive dissonance

Sixth: 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.

RESEARCH DESIGN

First, the normal distribution test

This paragraph is concerned with revealing the nature of the variables under study by showing the extent to which they follow the normal distribution. The researcher should use a sponsor test to reveal the nature of the data, and perhaps the most famous of these tests lies in the Kolmogorov-Smirnov test, which aims to measure the level of significance of the study variables towards their normal distribution, and this matter lies in testing two hypotheses:

The null hypothesis: that the data under study follow a normal distribution at a significant level greater than (0.05)

Alternative Hypothesis: The data under study does not follow a normal distribution at a level of significance less than (0.05)

The results of the table (1) showed that the data included in the analysis of the variables under study (marketing through social media, and cognitive dissonance) follow a normal distribution, to indicate that the results of the study can be blinded to the studied community, as well as accepting the null hypothesis that (that (that The data under study follow a normal distribution at a level of significance greater than (0.05), and reject the alternative hypothesis that (the data under study do not follow a normal distribution at a level of significance less than (0.05).

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	

The effect of Social media marketing on reducing cognitive dissonance

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				

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	low	2.58	SMRE1

The effect of Social media marketing on reducing cognitive dissonance

				agree			
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.

The effect of Social media marketing on reducing cognitive dissonance

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

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

The effect of Social media marketing on reducing cognitive dissonance

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

The effect of Social media marketing on reducing cognitive dissonance

.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).				
=0.000)Sig. (2-tailed			N=291	

Impact hypothesis

The structural equation modeling (SEM) technique is a very effective method in terms of representing the direct and indirect effects of the latent variables on the measured factors in the default model. between the two variables, which exacerbates the problem without solving it (Sardeshmukh & Vandenberg, 2017:1-3), and thus is an advanced technique to determine the level of influence between the variables, and thus in order to extract the hypothesis of influence. This hypothesis is based on the critical value with a significant level greater or equal to (1.96).) until it is characterized as acceptance, while if it is less than (1.96), this indicates the insignificance of the hypothesis (Brown, 1997:20-22), which can be summarized in the following:

The second main hypothesis

There is a statistically significant effect of social media marketing on cognitive dissonance

Table (5) shows that there is a positive and significant effect of marketing through social media on cognitive dissonance, as it is noted that the value of the standard effect factor has reached (-0.962), which means that marketing through social media affects the cognitive dissonance variable by (96.2%). At the corporate level. This means that creating one deviation unit change from social media marketing in the promoting companies will lead to a reduction of cognitive dissonance by (96.2%). This value is considered significant because the critical ratio (C.R.) shown in Table (28) is (-28.294) a significant value at the level of significance (P-Value) shown in the same table. The value of the interpretation coefficient (²R) has reached (.9250), which means that the variable of marketing through social media is able to explain a percentage of (92.5%) of the changes that occur in the cognitive dissonance in the promoting companies, and the remaining percentage is due to other variables other than included in the study model.

Table (5) Results of the effect of social media marketing on cognitive dissonance

(P)	R ²	critical value	standard error	normative estimate	path
0.001	0.925	-28.294	0.034	-0.962	Cognitive dissonance <--- Social media marketing

This hypothesis is represented by a set of the following sub-hypotheses:

The first sub-hypothesis:

There is a statistically significant effect of the identity dimension on the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

It is noted from the results of Table (5) that the social media marketing dimensions model contributed to examining the extent of the interpretation of cognitive dissonance in its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers), which means that a decrease in the identity dimension by one unit leads to events A decrease of (0.900) in order for the promoting companies to develop their capabilities towards using social media methods in order to convey the importance of experiencing the products in their daily lives, and this can be done by reducing the standard error rate (0.046) to the lowest possible extent and with a critical value higher than (1.96) to reach its value to (19.565.)

Second sub-hypothesis:

There is a statistically significant effect of the dimension of conversations in the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The social media marketing dimensions model contributed to examining the extent of the interpretation of cognitive dissonance in its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers), which means that a decrease in the dimension of conversations by one unit leads to a decrease of (-0.850) to enable the sample The study studied the development of its capabilities towards providing communication with customers and identifying their tastes and requirements and satisfying them as much as possible through the products invested by the company. .

The third sub-hypothesis:

The effect of Social media marketing on reducing cognitive dissonance

There is a statistically significant effect of the Sharing dimension in the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The social media marketing dimensions model illustrates the extent of the interpretation of cognitive dissonance in its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers, which means that a decrease in the Sharing dimension by one unit leads to a decrease of (-0.926) in order for the studied sample to develop Its capabilities towards motivating customers to share the information they prefer to provide in the design of the offered products, and this contributes to reducing the standard error rate (0.047) to the lowest possible extent and with a critical value higher than (1.96) to reach its value (19.702)

Fourth sub-hypothesis:

There is a statistically significant effect of the dimension of presence in the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The social media marketing dimensions model examined the extent of the interpretation of cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers, which means that a decrease in the attendance dimension by one unit leads to a decrease of (-0.916) in order for the promoting companies to attract Customers are encouraged to follow up on their offered products by presenting targeted promotions to improve the awareness and awareness of customers of the importance of their products, and this can be done by reducing the standard error rate (0.054) to the lowest possible limit and with a critical value higher than (1.96) to reach a value of -16,963.

Fifth sub-hypothesis:

There is a statistically significant effect of the reputation dimension on the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The social media marketing dimensions model examined the extent of the interpretation of cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers, which means that a decrease in the reputation dimension by one unit leads to a decrease of (-0.882) in order for the promoting companies to realize The importance of building a positive reputation and position by providing trust with customers, and this can be done by reducing the standard error rate (0.047) to the lowest possible extent and with a critical value higher than (1.96) to reach its amount (-18.766).

Sixth sub-hypothesis:

There is a statistically significant effect of the Relationship dimension on the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The social media marketing dimensions model examined the extent of the interpretation of cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers, which means that a decrease in the Relationship dimension by one unit leads to a decrease of (-0.876) so that the promoting companies can build Positive and reliable Relationship with customers with the aim of gaining customer satisfaction and loyalty, and this can be done by reducing the standard error rate (0.057) to the lowest possible extent and with a critical value higher than (1.96) to reach a value of -15.368.

Seventh sub-hypothesis:

There is a statistically significant effect of the group dimension on the cognitive dissonance with its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers)

The social media marketing dimensions model contributed to examining the extent of the interpretation of cognitive dissonance in its dimensions (emotional dissonance, cognitive dissonance, and dissonance arising as a result of the treatment of service providers), which means that a decrease in the group dimension by one unit leads to a decrease of (-0.942) so that the company can The promoter motivates customers to share their product information with their colleagues in the work groups, and this can be done by reducing the standard error rate (0.046) to the lowest possible extent and with a critical value higher than (1.96) to reach a value of -(-20.478).

As it is clear from Table (5) that the value of the interpretation coefficient (R^2) reached (0.862), which means that the social media marketing dimensions model is able to explain (86.2%) of the changes that occur in the cognitive dissonance in its dimensions (emotional dissonance, And cognitive dissonance, and the dissonance arising as a result of the treatment of service providers in the companies promoting the study sample, and the remaining percentage is due to other variables that are not included in the study model.

The effect of Social media marketing on reducing cognitive dissonance

Conclusions and Recommendations

A-Conclusions

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

2-The presence of a direct impact of marketing through social media on cognitive dissonance, 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 clear regulations and procedures of knowledge to build clear knowledge of 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 showed 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 work teams around containing the cognitive dissonance of customers.

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 transformation 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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