

# Evaluation of the Methods of Dealing with the Problem of Mental Dissonance of the Consumer after the Purchase Process to Ensure Repeat of Purchase (Apple Mobile Phones Company)

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## Abstract

The purpose of this research is to identify the effects of consumer behavior. and to know the needs and desires of the consumer, as well as the search for methods and strategies to reduce the problem of mental dissonance of the consumer to repeat the purchase process, data were collected through the questionnaire, observation and reference to some of the relevant references, The research found that the problem of mental dissonance due to technology has a great impact on the youth group between the ages of 21 and 39 years, according to the field study. The findings also show that the intensity of mental dissonance among the consumer, increases whenever there is a high degree of financial risk, Psychological mental dissonance is due to the severity of the purchase side between what is familiar and what is new. The study recommended that the company take into account some of the things that reduce the feelings of conflict as advertisements showing that the buyer is satisfied with the product after the purchase, and recommended that the messages should include in the promotional campaigns directed to the purchaser of Apple products.

**Keywords:** mental antagonism, purchasing, consumer behavior, repeat purchase.

## 1. Introduction

Over the past years, competition has increased and customers have become more sophisticated. Buying decisions has become one of the most difficult decisions facing the customer. As a result of the large supply, the customer has become the most powerful partner in the relationship, and has played an important and pivotal role. Competition continues not only to the limits imposed by it, but also to the limits imposed by the desires and tastes of customers within markets.

The philosophy of consumer orientation or customer view, made the consumer, the point of focus when making marketing decisions, this must be based on the study of the needs and desires, demands and motives.

One of the most important competitive advantages is that organizations seek today acquiring knowledge about products, processes, services, markets, customers, competitors, and suppliers in order to achieve high quality standards in their products to suit the needs, wishes and preferences of customers to win their satisfaction and loyalty.

It is also that organizations, that are interested in providing the best value to the consumer, should go through the overall system of work, not only through products or services, and should be interested in showing products with the best mental image of the consumer, which increases the likelihood of buying products of companies, and generates confidence in those companies and products and guide some friends to buy those products

### 1.1 Research Problem

In today's era, there are several alternatives to one product ,so that each alternative is able to satisfy the same need and desire satisfied by the other alternative, in the final, consumer market and the organization should repeat buying requirements , to know the needs and desires of consumers, which are naturally ongoing and renewed over time, so the failure of any project for the production and marketing of goods or services, depends on the extent of

its ability to meet the desires and needs of the consumer and final satisfaction, which requires the management of marketing to identify the behavior of the consumer, which reflects the desires and interests, as the consumer is the key element in the market, because he is the owner of the decisive decision to buy or refrain from buying the product or service, but the knowledge of the consumer and his behavior and motives is not easy, the consumer may announce his wishes and needs, but in fact behaves otherwise, he may not seek or feel deep motives within it, but may respond to the influences that he changed his mind at the last minute, often something else happens after purchase, which is called the problem of feelings of incompatibility or discomfort, a situation arises as a result of the difficulty of choice between alternatives, and thus produces a larger problem as an obstacle to the organization, not knowing the causes of conflict in the consumer. The main problem lies in the following question: How can the problem of mental dissonance be addressed, to the consumer after the purchase process to ensure future repeat of purchases?

### *1.2 Research Hypotheses*

The use of marketing mix strategies, positively affects the behavior of the end consumer.

The use of integrated marketing communications, positively affects the behavior of the consumer.

Attention to quality that shows consumer satisfaction after the purchase of goods, positively affects the treatment of mental dissonance after purchase.

Lack of consumer knowledge of the need or desire, that he wants to satisfy, results in the incorrect purchase.

### *1.3 Research Objectives*

Identify the effects of consumer behavior and knowledge of his needs and desires.

Look for methods and strategies, to reduce the problem of mental dissonance of the consumer and repeat the purchase process

Creating purchasing incentives, to achieve consumer benefit and satisfaction.

To make recommendations and proposals that contribute to solving the problem.

## **2. Research Methodology**

The analytical descriptive methodology was adopted to describe the phenomena and events, specifically the case study methodology. The statistical method is used to analyze data and information. The data were collected through primary sources of observation and questionnaire, and secondary sources, include relevant references. The study included the population of Riyadh city who buy Apple phones. A simple random sample was chosen by distributing the questionnaire forms to sixty eight of the consumers of the Apple Company in Riyadh region, which are about (5000000) five million of Riyadh residents by 1.36% of the total number.

## **3. Theoretical Framework**

In spite of the importance of marketing in practical application, as a major determinant of the success of many international companies in many advanced industrial countries, and although many managers have become aware of the importance of the role of marketing in achieving the objectives of the organization, but the concept and the dimensions of this, is not known to many individuals, business and governmental organizations.

There are many common mistakes that people make by marketing. For example, some say that sales are marketing, advertising is marketing or buying is marketing, etc. This does not mean that selling and promoting non-marketing activities, nor does it mean reducing the importance of selling and promoting, but what we mean is that marketing is a structured and comprehensive activity that includes many functions and integrated businesses that are not limited to sales and promotion, but much more (Zakaria & Abdelbasit Mustafa, 2012).

Marketing is a set of activities and integrated work carried out by a specialized department in the organization, through which to provide the product or service or idea to the current and prospective consumer in quantity and specifications and quality appropriate, and required in the appropriate place and time in line with the market, and the lowest cost possible and easier and easier ways, and coordination with the production department, and this involves the study of the consumer and then planning the production of the product or service or idea in accordance with these requests and determine the appropriate price and promotion and distribution and delivery to it all in order to satisfy the needs and desires of the consumer, and future competition to find the center of the organization in the market to help them achieve a suitable profit (Omer, 2012)

Most companies are looking to stay, by developing their profits and continuing their growth, and marketing plays an important role in achieving these goals. Marketing includes the following activities that are important to the success of any business, including the knowledge of current and future customers, product design and

management, pricing, distribution channels, communication with current and future customers. All businessmen and employees in companies, regardless of their specialization, need to know marketing terms and adapt them as their need for accounting, financial and administrative terms. Marketing is not only the responsibility and responsibility of those involved in the marketing department, but the mission of all the employees of the company from the president to the youngest employee. As David Packard of Hewlett-Packard says, marketing is very important and should not be left to the marketing department alone (Obeid, 2015).

The marketing mix consists of four key elements: product - price - distribution - promotion. Within the context of strategic marketing planning, these elements represent the main axes of any marketing strategy adopted by the institution to deal with the target. Due to the high degree of integration and interdependence between these elements, a marketing mix that can be applied and adapted to different market conditions. Since the main purpose of marketing is to achieve a level of saturation of consumer needs and desires for a target audience of consumers, the marketing mix should be formulated in the framework that achieves this goal (Zakaria, Abdelbasit Mustafa 2012).

The following is an explanation of each element of the marketing mix:

**a. Product:** Product is defined as any tangible idea, service or commodity that can be obtained by the consumer through a cash or in-kind exchange process. In this sense, tangible goods are not the only products that are considered, but also intangible ideas and services. If we look at the product from the perspective of the level of saturation it can achieve, the commodity content it involves represents two main dimensions:

**Physical dimension:** It is all the elements of objectivity and form, such as size, weight, shape, design, cover, color and the like, all tangible and concrete elements in commodity content.

**Symbolic dimension:** An intangible aspect, but the consumer is looking for it as a result of different psychological or social motives, determined and estimated by the consumer himself, and used as criteria in his choice of goods and services (Zakaria, Abdelbasit Mustafa 2012).

**b- Price:** The price is the second element in the marketing mix, that represents the value of what is paid for the purchase of the product, that is, the means by which the institution can cover its costs, verify the profit, and the price determines the value of the commodity for the consumer; it represents the extent to which the consumer wishes to access and to evaluate the commodity Which should be purchased.

**c. Distribution:** Distribution is the third element in the marketing mix that represents the range of activities involving the physical movement of goods and services from their place of production to their place of consumption.

**d. Promotion:** Is the last element of the marketing mix. This activity includes industrial communication processes aimed at influencing the consumer, to attract his purchasing behavior and there many means of promotion, including advertising, personal selling, and means of sales promotion. If we look at promotion from the consumer perspective, a major source of information needed to make consumer decisions, and therefore the promotion provides the consumer with a broad knowledge of the various commodity alternatives, enabling him to make the necessary comparisons that will help him to reach the most appropriate alternatives. (Aziz, 2011)

The study of human behavior has been of great importance since ancient times, and it is important to try to identify it and to identify the factors that affect it. This is because the behavior of individuals is influenced by many factors; the effect varies according to these factors. There is a clear difference in the behavior of individuals.. (Ibrahim, 2010)

Consumer behavior can be defined as: "the act of the individual in the purchase, or use of a product or service involving a number of mental and social processes that lead to the realization of that act" and is defined in the same way as being " utilization and economic use of goods and services and includes a number of processes resulting from the realization of the decision for that act "(Thamer, 2006)

The marketers purposely target more at children than parents when designing the package of the product as they are maintaining children's interest to influence parents buying behavior, children and young people learn by copying the behavior of their parents.(Balcavova 2014)

Recently, consumers have been undergoing a major transformation from passive buyers to active enhancers or creator of new consumption experience, proactively taking part in the process of collaborative marketing.(Bashar 2013)

You can differentiate between three types of consumer behavior, depending on the correlation rate of the commodity as shown:

a- **Simple purchasing behavior:** It is a routine buying behavior occurs when the consumer buys low-correlation products such as sugar, salt, etc.

b- **Specific purchasing behavior:** This is the behavior resulting from the limited purchasing behavior of products of the same brand, but within a familiar commodity category.

c- **Intensive behavior:** It is the behavior of the products resulting from the purchase of products for the first time at a high rate of association and under unfamiliar brands; this phase requires a heavy purchasing behavior before making the final purchase decision. (Zakaria, Abdelbaset Mustafa, 2012)

Different definitions of the decision have been made, by researchers in various fields of administrative science, where they define the decision as "a process by which to respond to opportunities arising from motives to achieve the desired goals "and also known as" identifying the group of alternatives and choosing the alternative that leads to the desired situation "(Moataz, 2010)

The consumer is influenced by many internal and external influences, which are reflected in the purchasing decision whether in electronic or conventional reality. This can be done through three types of effects:

### 3.1 Psychological Factors

They include motivation, perception, attitudes, learning and finally consumer personality.

- **Motives:** It is an internal force that will direct the consumer towards a specific goal, where every motive drives a need to satisfy them. (Physiological needs, safety needs, social needs, legal needs, self-satisfaction needs).

- **Cognition:** We mean the interpretation of the phenomena surrounding us, they are not similar, through the five senses, a person can perceive the surrounding things and senses, and the senses vary with the strongest is the sense of smell. This study examines the importance of consumer awareness of the risks associated with e-shopping, and the awareness is produced by the interaction of two types of factors (AbiSaid, 2001).

- \***Catalysts:** described as tangible or visible, and TV advertising achieves the highest awareness of the availability of most of the basic elements: motion, image, sound, flexibility in change.

- \* **Personal factors:** are shown through the individual's experiences and ability to accept and interpret promotional messages and advertising.

- **Attitudes and trends:** These include (positive or negative attitudes or neutral attitudes), and attitudes may be based on beliefs and concrete facts..

- **Learning:**It is a reference to the changes in the behavior of the individual and the information and experience, learning also refers to the impact of direct and indirect experience in the behavior of the individual.(AbiSaid, 2001)

- **Personality:**Is a set of characteristics, experiences and behavior that are in the individual, there is a strong relationship between the personality of the consumer and what he wants to buy goods and services aspects widely.

**b-Personal factors:** The personal factors of the individual affect his purchasing behavior: (Zakaria, Abdelbaset Mustafa, 2012)

- **Life cycle and stages of life:**The process of selecting goods and services, is influenced by different age groups during the life of the individual (childhood, adolescence, youth, etc.) and is also influenced by the stages of the family (single, family, without children, with children...etc.

- **Function :**Marketers are trying to identify functional groups ,that have a clear interest in their products and services and companies can specialize in producing goods for those specific professional groups.

- **Lifestyle:** People belonging to, and sharing in sub-cultures, social classes and jobs can have different lifestyles, and life patterns can be expressed through the following basic dimensions: (work, identities, entertainment, shopping)

- **Personality and self-concept:**Personal attributes affect consumer perceptions and purchasing behavior. Each person has a distinct set of personal qualities that affect his purchasingbehavior

**c. Social factors:**Is a force exerted by other individuals, which in turn affect the behavior of the consumer, there are five social factors, namely:

- **Social classes:** A group of individuals, have a convergence in the way of life and values, and are divided into classes according to known variables such as income, profession, culture, age.

- **Reference groups:** It is the group that, the individual takes as a model in which the values, attitudes and behavior that fit him, such as: family, friendship and cooperative societies, the individual may belong to more than one group at a time

• **Family role:** The family has a big role in the purchase behavior. The mother has most of the purchasing requirements. There are situations in which the couple participates in the purchase of durable consumer goods, and the size of the family is reflected in the form and nature of the goods on the market.

• **Urbanization and Culture:** The degree of urbanization varies from community to society; it is a reference to many tangible things such as food, clothing, arts and heritage, as well as intangible things such as culture, prosperity, legislation and laws.

To talk about the stages of purchase by the consumer, it is focused on those goods that need time, cost and impact when purchased, compared to other goods easy to reach, in other words, we feel the stages of the process of taking the consumer to the purchase decision whenever we go to private goods, and have a period of use or longer use. The marketing organizations will focus their promotional activities on various methods ,aimed at creating the appropriate promotional effect at each stage of the purchase process. In general, the following figure illustrates the steps of the purchase process.

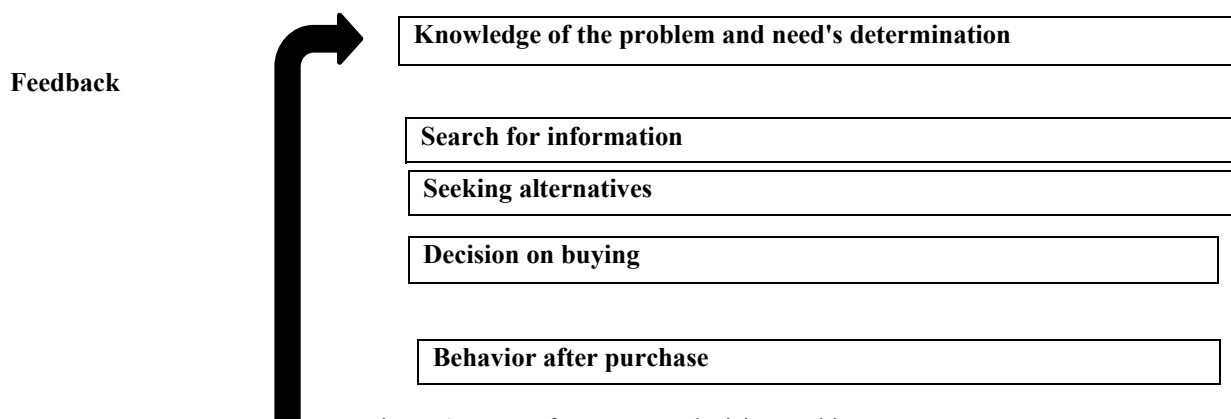


Figure 1. Steps of consumer's decision-making

Source: Thamer albakri, Marketing Communications and Promotion, Dar Alhamid, P.181, Jordon, 2009

After the consumer buys, an initial comparison is made between the satisfactions or dissatisfaction of what was expected before the purchase. If the consumer's expectation is higher than the perceived, the satisfaction will be in the behavior of the consumer, which requires the company to re-design the product, in a way that satisfies customers, especially if the same situation with other customers. If the reverse is that the perceived less than expected in the commodity purchased, it means satisfaction of the buyer, and the advertising program and personal sales has achieved their goal in drawing the appropriate image of the product in the mind of the consumer.

It is clear that the promotional aspect through the various means that can be used is an important basis in building information for the consumer to continue the other stages in making the purchase decision. Hence, the advertisement or the personal conversation of the salesperson, or the direct messages addressed to the consumer, should contain appropriate information that meets his needs and leads him appropriately to make the purchase decision (Thamer, 2009).

Mental dissonance is defined as a psychological phenomenon that occurs, when there is a conflict and conflict between what is familiar and familiar to the person and what is new (Mutaz, 2010).

often something else happens after the purchase, which is called the feelings of conflict or discomfort. A situation created by the difficulty of choosing between alternatives. The consumer may be unhappy with the product he has chosen from among the alternatives, even if he or she has performed as expected. Marketers should consider some things to reduce the feelings of conflict such as: Responding to complaints and suggestions from buyers. (Zakaria, Abdelbaset, Mustafa, 2012).

**Schiffman and Kanuk (2000)** believe, that there are three possible outcomes of a post-purchase evaluation process:

**First:** the actual performance, matches expectations and this leads to a feeling of satisfaction.

**Second,** performance is above expectations and results in a positive promotion of expectations which in turn leads to satisfaction.

**Third,** performance is below expectations and results in a negative promotion of expectations leading to

dissatisfaction.

In our daily life we observe that, the consumer is living with this situation according to various mechanisms, including: completely ignoring the new information, interpreting the information selectively, reducing the level of his expectations for the product, searching for sources of information that support the validity of his choice, talk to consumers who have bought the product before and are satisfied with it, and conversely, marketing officials must include product promotions in their product promotions messages to the buyers of their products, according to the validity of their purchasing decisions (Saleh, 2007).

Apple Inc. is a multinational US company, engaged in the design and manufacture of consumer electronics and computer software products. The company's most popular products include Macintosh computers, iPods and the iPhone. Apple's software includes a Mac OS X operating system, an iTunes browser, the iLife multimedia software suite, the iWork software suite, the Final design program, "" Final Cut Studio ""and" iPad ". A range of software products for the film and audio industry, and a group of audio and video instruments. The company operates over two hundred and five stores in the countries of the world, as well as on the Internet, which is sold by hardware and software products. The company was established in Cupertino, California, in 1976, and was incorporated on January 3, 1977. The company's name is Apple Computer, Inc. Apple's financial results for 2015.

The company announced its financial results for the first quarter of the fiscal year with total revenues of US \$ 74.6 billion, totaling US \$ 18 billion. The total revenues of the fourth quarter of 2006 were US \$ 57.6 billion, of which US \$ 13.1 billion was cumulative. With revenues accounting for 30%.

And then announced its financial results for the fiscal quarter of the fiscal year, but said that it is worth \$ 58 billion, or \$ 13.6 billion, or \$ 2.33 per share. Also, profits increased by 40.8%, up 1.5% from the same period in 2014 cordingly, the financial results for the third quarter of the fiscal year showed that the company has achieved revenues totaling 49.6 billion dollars, or 10.7 billion dollars. The company accounted for about a quarter of the total revenue of 37.4 billion dollars.

Finally, the financial results for the fourth quarter of the fiscal year showed that the company had achieved revenue of \$ 51.5 billion, or \$ 11.1 billion, compared to the previous quarter's fourth quarter of \$ 42.1 billion and 8.4 billion respectively. It accounted for 61% of revenues from selling products outside the United States. Due to the large number of units sold from the iPhone, Apple Watch provides new sales to the world, and the Mac has a large revenue and revenue ratio for this reason.

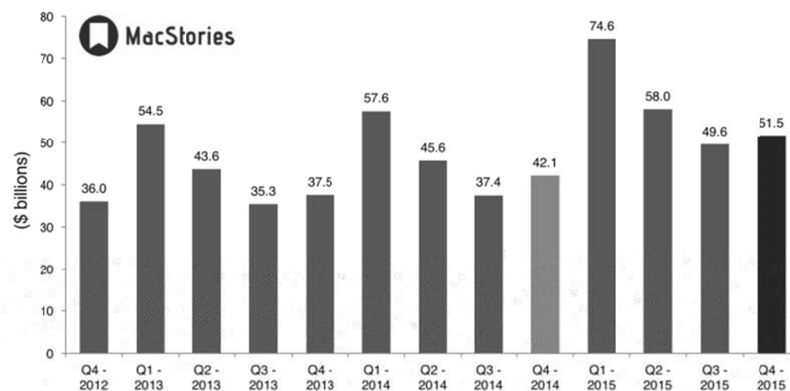


Figure 2. Sales ratios for each quarter of fiscal years from 2012 to 2015

(Apple, the company's official website, <http://www.apple.com/>, 2016)

If we note that in late 2012 the percentage of sales was 36.0, and by the end of 2013 the percentage of sales was 37.0, and by the end of 2014 the percentage of sales was 42.1, and in late 2015, the largest percentage of sales compared to the previous financial years is 51.5

The year 2015, is the most successful year in history, with revenue rising 28% (Apple, Website)

#### 4. Methodological Procedures for the Study

This section deals with the methodological procedures followed in the implementation of the field study in terms of: the objectives of the field study, the methodology used, the design of the study tool, the calculation of its validity and persistence, the application of the field study and the statistical method used in analyzing the study

data.

The following presentation illustrates:

**Study tool:** After reviewing the literature and previous studies related to the subject of the study, the researcher designed a questionnaire on evaluating the methods of treatment of mental dissonance of the consumer after the purchase process to ensure the repetition of the purchase, to identify the views of the sample on the problem of study and treatment

The study questionnaire consisted of three main axes:

Axis 1: Basic information.

The second axis: represents the terms of the scale where the scale in the final form of 16 words

Third Axis: Reliability and consistency of the questionnaire

Validation of the questionnaire:

The truth of the questionnaire is to measure the terms of the questionnaire to be measured, and the researcher verifies the veracity of the questionnaire in two ways:

#### 4.1 The Apparent Truthfulness

In order to search for the validity of the questionnaire, the researcher arbitrated it with a group of specialized professors and experts.

The researcher asked the arbitrators to express their opinions about the tool in terms of its terminology, the extent of its belonging to the axes that were included under it and to ensure its linguistic integrity, the degree of clarity of its wording, its appropriateness to measure what was set for it, and the possibility to modify or delete or add some words.

Accordingly, the researcher obtained a valuable set of observations, in the light of which she modified some of the terms of reference, and excluded the inappropriate words, through the researcher to compare the views of the arbitrators on the paragraphs on which some remarks were raised, Vocabulary, both in terms of deletion, or modification.

#### 4.2 Internal Consistency

The accuracy of the internal consistency is the extent to which each paragraph of the questionnaire is consistent with the area to which this paragraph belongs. The researcher calculated the internal consistency of the questionnaire by calculating the correlation coefficients between each of the areas of the resolution domains and the total score of the same field as shown in the following table.

Table 1. The correlation coefficient between the degree of each paragraph of the questionnaire and its total score  
Paragraph correlation coefficient

paragraph	correlation coefficient	paragraph	correlation coefficient
1	0.315 *	9	0.486 *
2	0.565 *	10	2 0.542 *
3	0.464 *	11	0.559 *
4	0.410 *	12	0.585 *
5	0.486 *	13	0.546 *
6	0.542 *	14	0.706 *
7	0.559 *	15	0.717 *
8	0.585 *	16	0.482 *

\* statistical function at significance level 0.05.

It is clear from the above table that the correlation coefficient values for each of the questionnaire terms are positive and statistically significant at the mean level of 0.01 and below, indicating that the terms of the questionnaire have a good degree of sincerity that can be relied upon in the study procedure, except for some that were not.

Table 2. The consistency of the questionnaire

Questionnaire	Number of paragraphs	. * consistency
The total score	16	0.808

\*Consistency = positive square root for stability.

The results indicated in Table (2-3) indicate that the validity of the questionnaire was 0.808. This means that the questionnaire is very stable and honest. The researcher has verified the validity and reliability of the questionnaire. To study questions and test hypotheses.

#### 4/3 Structural consistency:

Structural consistency is one measure of the validity of a tool that measures the extent to which the objectives of the tool are achieved, and shows how closely each area of study relates to the question paragraphs.

the results indicated in Table (3-2) indicate that the validity of the questionnaire was 0.808. This means that the questionnaire is very stable and honest. The researcher has verified the validity and reliability of the questionnaire, to study questions and test hypotheses.

#### 4.4 Stability of the Questionnaire

The Stability of the questionnaire means that the questionnaire will give the same result, if the questionnaire is reapplied more than once under the same conditions. In other words, the stability of the questionnaire means stability in the results of the questionnaire, and does not change significantly if it is redistributed to the sample several times over time.

The researcher verified the stability of the study questionnaire through the method of the Cranach's Alpha Coefficient as shown in Table 3.

Table 3. Calculation of the stability of the resolution using the Cranbach alpha factor

Axis	Number of Paragraphs	Cranbach alpha factor
Total score	16	0.652

Thus, the researcher has verified the validity and consistency of the questionnaire in its final form, and it is valid for the basic study sample, which makes it fully confident in the validity of the questionnaire and its validity to collect data, needed to answer the study questions.

#### 4.5 Statistical Processing of Data

After the researcher completes the collection of the study forms, the statistical program on humanities and social sciences (SPSS) will be used to analyze the study data and tools used:

Descriptive statistical analysis tools, which use duplicates, percentages, arithmetic averages, and standard deviations: This is used as a basis for the purposes of the knowledge of the variables defined in the study.

- Conducting the Alpha Cronbach stability test to determine the persistence of the resolution clauses used in data collection.
- Perform the Pearson correlation coefficient truth test to measure the veracity of the vertebrae.
- Pearson coefficient to measure the relationship between variables.
- One sample T test

#### 4/6 Correcting the Study Tool:

The following steps were adopted to correct the study tool:

This tool was formed in its final form of (16) paragraphs. To answer the questions of the study, the arithmetical averages of the sample responses were used as an indication of the degree of approval. The score was divided into 5 categories. The answers to each statement consisted of 5 answers according to the following table:



Table 4. Lycart five scales

Weight	Opinion	average
5	Strongly Agree	4.20-5
4	Agree	3.40-4.19
3	Neutral	2.60-3.39
2	Disagree	1.8-2.59
1	Strongly disagree	1-1.79

## 5. Findings of the Study, Discussion and Interpretation

This section is consistent with the questions of the study. It includes a presentation and analysis of the results of the field study after applying the study tool to the selected sample. The data is processed statistically using previous studies in commenting on the results.

### 5.1 Review the Characteristics of the Study Sample

Statistical description of the study sample according to personal characteristics, for the purpose of identifying and benefiting from them, the researcher analyzed the personal data of the respondents.

Table 5. Distribution of the sample of the study according to gender

Gender	Repetition	Ratio%
Male	23	33.82
Female	45	66.17
Total	68	100

Table 5 shows that (66.17%) of the respondents are females, and that 33.82% of the sample is male.

Table 6. Distribution of the sample of the study according to age

Age	Frequency	%
From 14 to 20	8	11.8
From 21 to 29	29	42.6
From 30 to 39	24	35.3
From 40 and above	7	10.3
Total	68	100

Table 6 shows that (42.6%) of the respondents aged 21-29, 35.3% of the sample aged 30 to 39, and 11.8% 14 to 20, and 10.3% of the respondents aged 40 and over.

Table 7. Distribution of the sample of the study according to the equipment purchased from Apple Hardware

Equipments	Repetition	%
Mobile	59	86.8
IPAD	6	8.8
Laptop	1	1.5
Other	2	2.9
Total	68	100

The above table shows that 86.8% of the respondents purchased mobile devices, while 8.8% of the respondents purchased iPads, 1.5% purchased laptops, 2.9%

View and analyze the results of the hypothesis

#### • First hypo this:

To test the first hypothesis in the study, which states that: "Use of the strategies of the combination of positive and negative behavior on the behavior of the final consumer", one sample T-test was used. The researcher will

take the following table to present and analyze the results of the first hypothesis.

Table 8. Respondents' responses to the use of combination strategies have positive impacts on the behavior of the final consumer

No	Paragraph		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Arithmetic Mean	Standard Deviation	Relative Weight	Rank
1	1 believes that Apple users should be on the lookout for the latest releases	Q %	2 2.9	10 14.7	19 27.9	30 44.1	7 10.3	3.44	0.97	68.8	5
2	Apple's operating systems are different from other systems in other companies	Q %	1	4	5	34	24	4.12	0.89	82.4	3
3	From your point of view, Apple needs to develop its products more through the form and content	Q %	1.5	32.4	26.5	27.9	11.8	3.16	1.06	63.2	7
4	The development of the associated products and services provided by the company is one of the most important factors that positively affect the decision to buy without hesitation.	Q %	- -	5 7.4	5 7.4	25 36.8	33 48.5	4.26	0.89	85.3	1
5	Pricing strategy in pricing the company for mobile phones commensurate with quality.	Q %	1 1.5	17 25.0	22 32.4	25 36.8	3 4.4	3.18	0.91	63.5	6
6	Price is considered the main reason of hesitation in buying		-	13.2	16.2	44.1	26.5	3.84	0.97	76.8	4
6	Availability of distribution outlets for Apple in Saudi Arabia helps to facilitate the repetition of purchase.	Q %	-	4	10	27	27	4.13	0.88	82.6	2
8	General arithmetic average	Q %						3.73	0.94	74.7	

It is clear from the previous table that the respondents agree that the use of the combination strategies is positive for the final consumer behavior. The following are the terms of the axis, which are ranked in descending order according to the arithmetic averages:

- "The development of the accompanying products and services provided by the company is one of the most important factors that positively affect the decision to buy without hesitation." This phrase came in the first place with an average of (4.26) of (5).

10), "The availability of distribution outlets for Apple in Saudi Arabia helps to facilitate the repetition of the purchase." The second place with an average of (4.13) of (5).

- "The operating systems of Apple are different from those of other companies" in the third rank with an average of (4.12) of (5).
- "The price is the main reason for the frequency of buying." In the fourth rank with an average of (3.84) from (5).
- Number 1, "You believe that Apple users should be on the lookout for the latest releases" in the fifth rank with an average of (3.44) of (5).
- The words (8), the pricing strategy tired in the pricing of the company for mobile phones commensurate with the quality. "Ranked sixth with an average of (3.18) of (5).
- In your opinion, Apple needs to develop its products more in shape and content, in the seventh place with an average of (3.16) of (5).

Table 9. One sample T test results

No	Phrase	arithmetic mean	Standard deviation	Value of T	degree of freedom	Probable value
1	1 believes that Apple users should be on the lookout for the latest releases	<b>3.44</b>	<b>0.97</b>	<b>3.76</b>	<b>67</b>	<b>0.00**</b>
3	Apple's operating systems are different from other systems in other companies	3 4.12	0.89	10.36	67	0.00 **
4	From your point of view, Apple needs to develop its products more through the format and content	3.16	1.06	1.26	67	0.21
7	The development of the associated products and services provided by the company is one of the most important factors that positively affect the decision to buy without hesitation.	4.26 0.00 **	0.89	11.70	67	0.00**
8	pricing strategy in pricing of the company for mobile phones commensurate with quality	<b>3.18</b>	<b>0.91</b>	<b>1.59</b>	<b>67</b>	<b>0.12</b>
9	Price is a prime cause in hesitation in buying	<b>3.84</b>	<b>0.97</b>	<b>7.12</b>	<b>67</b>	<b>0.00**</b>
10	Respondents' responses to the quality of the consumer's satisfaction with the product after purchase positively affect the treatment of mental dissonance	<b>4.13</b>	<b>0.88</b>	<b>10.62</b>	<b>67</b>	<b>0.00**</b>

\*\* Statistical function at a significant level 0.01.

\* Statistical function at a significant level 0.05.

The above table shows that the significance values of the marketing mix strategies were 0.00, which is less than the mean of 0.01, indicating that there are statistically significant differences between the mean of each statement and the mean (3). Thus, the assumption that "the use of marketing mix strategies is influenced by Consumer behavior".

#### • The second hypothesis

For the second hypothesis test in the study, which states that: "The quality of the consumer satisfaction of the

product after the purchase of positive influence in the treatment of mental disorders after purchase," was used, one sample T-test was used, and the researcher will take the following table to view and analyze the results of the second hypothesis.

Table 9. Respondents' responses to the quality of the consumer's satisfaction with the product after purchase positively affect the treatment of mental dissonance

No-	Phrase	Strongly Not Agree	Not Agree	Neutral	Agree	Strongly Agree	Arithmetic Mean	Standard Deviation	Relative Weight	Rank
2	The company provides effective maintenance system for tours	1 1,5	8.8	23.5	42.6	23.5	3.78	0.96	75.6	4
5	When applying the quality of the company that must be available in the mobile phone results in satisfaction after the purchase	1 5.1	8.8	63.2	26.5	-				
6	When low quality provided to Apple, we will resort to another alternative	-	6 8.8	14.7	52.9	23.5	3.91	0.86	78.2	3
15	Attention to technological developments by the company creates a kind of preference for its direction	-	-	3	36	29	-	-	4.4	52.9
	General Arithmetic Mean					4.06	0.76	81.1		42.6

It is clear from the previous table, that the respondents agree that the use of integrated marketing communications positively affects the behavior of the consumer. The following are the terms of the axis descending order according to the arithmetic averages:

- The phrase (15), "Attention to technological developments by the company creates a kind of preference for its direction" ranked first with an average of (4.38) of (5).
- The phrase (5), "When applying the quality of Apple must be available in mobile phones results in satisfaction after the purchase." In second place with an average of (4.15) of (5).
- The phrase (6), "When low quality provided to Apple will resort to another alternative" ranked third with an average of (3.91) of (5).
- The phrase (2), "The Company provides effective maintenance system for tours" ranked fourth with an average of (3.78) of (5).

Table 10. One sample T test results

No	Phrase	arithmetic mean	Standard deviation	T value	Degree of freedom	of probability value
2	The company provides effective maintenance system for tours	<b>3.78</b>	<b>0.96</b>	<b>6.70</b>	<b>67</b>	<b>0.00**</b>
5	When applying the quality of the company that must be available in the mobile phone results in satisfaction after the purchase	<b>4.15</b>	<b>0.63</b>	<b>15.03</b>	<b>67</b>	<b>0.00**</b>
6	When low quality provided to Apple will resort to another alternative	<b>3.91</b>	<b>0.86</b>	<b>8.75</b>	<b>67</b>	<b>0.00**</b>
15	Interest in technological developments by the company creates a kind of preference direction	<b>4.38</b>	<b>0.57</b>	<b>19.87</b>	<b>67</b>	<b>0.00**</b>

\*\* Statistical function at a significant level 0.01.

\* Statistical function at a significant level 0.05.

The above table shows that the significance values for the use of integrated marketing communications were 0.00, which is less than the mean of 0.01, indicating that there are statistically significant differences between the mean of each statement and the mean average 3. Therefore, the assumption that "the quality interest shown by the consumer after the purchase is affected by the purchase of the goods after the purchase can be accepted."

**•The third hypothesis**

To evaluate the third hypothesis in the study, which states: "The use of integrated marketing communications positively affects the behavior of the consumer," one sample T-test was used, and the researcher will take the following table to present and analyze the results of the third hypothesis.

Table 11. Respondents' responses to the use of integrated marketing communications negatively affect consumer behavior

No	Phrase	Strongly not Agree	not Agree	Neutral	Agree	Strongly Agree	Arithmetic Mean	Standard Deviation	Relative Weight	Rank
11	Conferences held by Apple to announce new products that will be downloaded to the markets, is a major reason to increase loyalty to the company and satisfaction of consumers	Q 1	6	11	27	23	3.96	1.00	79.1	2
		% .55	8.8	16.2	39.7	33.8				
12	Many ads from competing companies make it difficult to make a purchase decision	Q 1.5	42.6	22.1	27.9	5.9	2.94	1.01	58.8	3
		%								
13	When mobile devices are used for retail use and experimentation, it helps reduce pre-purchase frequency and increases confidence in the company's products.	Q 1.5	5.9	8.8	54.4	29.4	4.04	0.87	80.9	1
		%								
	General arithmetic average						3.65	0.96	72.9	

\*\* statistical function at a significant level 0.01.

\*statistical function at a significant level 0.05.

It is clear from the previous table, that the respondents agree that the interest in quality that shows the consumer satisfaction of the commodity after the purchase positively affect the treatment of mental dissonance after purchase.

The following are the terms of the axis descending order according to the arithmetic averages:

The phrase 13- "When mobile devices are used for retail use and experimentation, it helps to reduce pre-purchase frequency and increases confidence in the company's products", ranked No. 1 with an average of 4.04 out of 5.

The phrase 13- "The conferences held by Apple to announce its new products that will be downloaded to the markets are a major reason for increasing the loyalty of acceptance of Consumers to the company". The second rank came with an average of (3.96) of (5).

- The phrase (12), "The large number of advertisements from the competing companies causes difficulty in making the purchase decision" ranked third with an average of (2.94) of (5).

Table 12. One sample T test results

No.	Phrase	arithmetic mean	Standard deviation	T-value	value of freedom	The probability value
11	Conferences held by Apple to announce new products ,that will be downloaded to the markets, is a major reason to increase loyalty of consumers to the company.	3.96	1.00	7.89	67	0.00*
12	The multitude of advertisements from competing companies makes it difficult to make a purchase decision.	2.94	1.01	-0.48	67	0.63
13	When mobile devices are used for retail use and experimentation, they help reduce pre-purchase frequency and increase confidence in the company's products	4.04	0.87	9.88	67	0.00**

\*\* Statistical function at a significant level 0.01.

It is clear from the previous table that, the respondents agree that the consumer's lack of knowledge of the need or desire that he wishes to satisfy results in an incorrect purchase. The following are the terms of the axis descending order according to the arithmetic averages:

Phrase 14 When Apple publishes specifications and features of its mobile devices before it is put on the market; it is one of the factors that positively affect the knowledge of the need and desire, resulting in a valid purchase 4.56 from 5.

The above table shows that the significance values were 0.00, which is less than the mean of 0.01, which indicates that there are statistically significant differences between the mean of each statement and the mean (3). Therefore, the assumption that "the consumer's lack of knowledge of the need or desire would like to satisfy them would result in an incorrect purchase."

• **The fourth hypothesis:**

To test the fourth hypothesis in the study, which states that: "The consumer's lack of knowledge of the need or desire that he wants to satisfy result in the purchase is incorrect," was used to test one sample T-test The researcher will take the following table to view and analyze the results of the fourth.

Table 13. Respondents' responses to the consumer's lack of knowledge of the need or desire they wish to satisfy result in an incorrect purchase

No.	Phrase	Strongly disagree	Agree	Neutral	Disagree	Strongly agree	Arithmetic Mean	Standard Deviation	Relative Weight	Rank	
14	When Apple publishes specifications and features of its mobile devices before it is put on the market, it is one of the factors that positively affect the knowledge of the need and desire, resulting in a valid purchase	-	-	2	2.9	38.2	58.8	4.56	0.56	91.2	1
16	When Apple publishes specifications and features of its mobile devices before it is put on the market, it is one of the factors that positively affect the knowledge of the need and desire, resulting in a valid purchase	-	-	2	32	-	-	2.9	47.1	50.0	
	Arithmetic mean						4.51	.079	9.3		

It is clear from the previous table, that the respondents agree that the consumer's lack of knowledge of the need or desire that he wishes to satisfy results in an incorrect purchase. The following are the terms of the axis descending order according to the arithmetic averages:

Phrase 14 "When Apple publishes the specifications and features of its mobile device before it is put on the market, it is a factor that positively affects the knowledge of the need and desire, resulting in a valid purchase." In the first place with an average of 4.56, of (5).

- (16), "the mental and positive image of a company that increases the demand for buying and loyalty" came in second place with an average of (4.47) of (5).

Table 14. One sample T test results

No	Phrase	arithmetic mean	Standard deviation	T-Value	degree of freedom	Probability value
14	When Apple publishes specifications and features of its mobile devices before it is put on the market, it is one of the factors that positively affect the knowledge of the need and desire, resulting in a valid purchase	<b>4.56</b>	<b>0.56</b>	<b>23.09</b>	<b>67</b>	<b>0.00**</b>
16	The mental and positive image of a company increases the demand for purchase and loyalty	<b>4.47</b>	<b>0.56</b>	<b>21.69</b>	<b>67</b>	<b>0.00**</b>

\*\* Statistical function at a significant level 0.01; \*Statistical function at a significant level 0.05

The above table shows that the significance values were 0.00, which is less than the mean of 0.01, which indicates that there are statistically significant differences between the mean of each statement and the mean (3). Therefore, the assumption that "the consumer's lack of knowledge of the need or desire would like to satisfy them would result in an incorrect purchase."

## 6. Conclusions and Recommendations

### 6.1 Findings

1. The problem of mental dissonance because of technology has a great impact on the youth group, between the ages of 21 to 39, where everyone became attached to digital devices, this became a cost paid by the consumer price.
2. whenever there is a high degree of financial risk, the intensity of mental dissonance in the consumer increases.
3. When Apple continue to meet expectations in mobile phones, it is likely that consumers are repurchasing and may reach the limit of loyalty to the company.
4. Through the research ,it was evident that mental dissonance ,is a psychological phenomenon, which may be in different aspects, but, this highlight the severity of the side of the purchase between what is familiar and what is new.
5. The ability to pay attention to quality, shows the strength of the company and leads to non-adoption of mobile devices from other companies.
6. The category of mobile phones, is accounted for the largest percentage of sales of the rest of the company's products.
7. The company does not follow the strategy of market segmentation in its mobile product, as it manufactures one device every period at a certain price without looking at the categories, that need other prices and usually less.
8. Apple is characterized by the spread of its presence in most markets, which means that the company follows the policy of selective distribution, and the company depends on its reputation and the quality of its products as a substitute for repeated ads in the media, which means there are means of communication marketing followed the role of effective in the purchase.
9. Characteristics of Apple's cell phones gave the consumer a degree of comfort and security in the acquisition of the product, and assured him the right choice and this confirms that the consumer's need and desire was satisfied in the right way.

### 6.2 Recommendations

1. Apple marketers should take into account some of the things that reduce the feelings of conflict, as showing ads showing the buyer of the mobile in the case of complete satisfaction.
2. Apple marketers should include product promotions in messages addressed to the purchaser of their products, which will support the validity of the purchase decision of the consumer.
3. One of the most important factors that help satisfaction after the purchase and also repeat the purchase later, is the constant attention to the consumer, if the company must continue to issue updates that limit the problems of previous versions.
4. The Company should seek to intensify distribution outlets in order to facilitate the process of purchase and replication.
5. We must identify the need and desire of purchase, because it helps to achieve the desired satisfaction, and not to waste the value paid by the consumer without achieving any kind of satisfaction.
6. The Company is to pay attention to the development of technology provided, in accordance with the changes that occurred, in order to achieve the greatest benefit to the consumer.
7. The Company should implement the strategy of market segmentation, and vary in pricing the devices that put them in the market, because it increases the volume of sales.
8. Interest in advertising that target the largest audience and attention to the rest of the elements of integrated marketing communications such as public relations, samples and exhibitions.

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