

The Effect of Promotional Mix Components on Mobilis-Saida Mobile Phone Users' Purchase Decisions

Diab Zeggai*, Meskine El Hadj**, Aissa Kadda***

Received: 13/08/2025

Accepted: 24/05/2026

Published: 11/06/2026

Abstract: This study investigates the impact of promotional mix elements on the purchasing decisions of Mobilis-Saïda mobile phone customers. Using a quantitative research design, data were collected from 80 respondents through a structured questionnaire, and analyzed using SPSS version 25. Descriptive statistics revealed that the sample was predominantly female (62.5%), middle-aged, employed in the government sector (83.3%), and long-term Mobilis users (75% with over five years of service). Multiple regression analysis indicated that the promotional mix significantly influences purchasing decisions, explaining 38.8% of the variance ($F = 9.401, p < 0.001$). Among the dimensions, personal selling had the strongest positive effect, followed by advertising, sales promotion, and direct marketing, while public relations showed no significant impact. The findings suggest that Mobilis should prioritize relationship-driven and high-visibility promotional strategies, while reassessing its public relations approach to better align with customer expectations. This research contributes to the literature on integrated marketing communications in the telecommunications sector and offers practical insights for optimizing promotional efforts to enhance customer engagement and loyalty.

Keywords: promotional mix, purchasing decision, personal selling, advertising, telecommunications, Mobilis-Saïda

JEL Classification : M15 , M30, M31

ملخص : تبحث هذه الدراسة في تأثير عناصر المزيج الترويجي على قرارات الشراء لدى عملاء شركة موبيليس - سعيدة للهواتف المحمولة. باستخدام تصميم بحث كمي، جُمعت البيانات من 80 مشاركًا عبر استبيان مُهيكل، وُحللت باستخدام برنامج SPSS الإصدار 25. كشفت الإحصاءات الوصفية أن العينة كانت في الغالب من الإناث (62.5%)، في منتصف العمر، وموظفات في

* University of Saida, Dr. Moulay Taher, Zeggai.diab@univ-saida.dz

* University of Saida, Dr. Moulay Taher, hadj.meskine@univ-saida.dz

* University ,of Chlef,Hassiba Ben Bouali, a.kadda@univ-chlef.dz (Corresponding author)

القطاع الحكومي (83.3%)، ومستخدمات موبيليس منذ فترة طويلة (75% ممن لديهم خبرة تزيد عن خمس سنوات). أشار تحليل الانحدار المتعدد إلى أن المزيج الترويجي يؤثر بشكل كبير على قرارات الشراء، مُفسراً 38.8% من التباين ($F = 9.401$, $p < 0.001$). من بين الأبعاد، كان للبيع الشخصي التأثير الإيجابي الأقوى، يليه الإعلان، وترويج المبيعات، والتسويق المباشر، بينما لم تُظهر العلاقات العامة أي تأثير يُذكر. تشير النتائج إلى أنه ينبغي على موبيليس إعطاء الأولوية لاستراتيجيات الترويج القائمة على بناء العلاقات والترويج عالي الوضوح، مع إعادة تقييم نهجها في العلاقات العامة لمواءمته بشكل أفضل مع توقعات العملاء. يُسهم هذا البحث في إثراء الأدبيات المتعلقة باتصالات التسويق المتكاملة في قطاع الاتصالات، ويُقدم رؤية عملية لتحسين الجهود الترويجية لتعزيز تفاعل العملاء وولائهم..

الكلمات المفتاحية : المزيج الترويجي، قرار الشراء، البيع الشخصي، الإعلان، الاتصالات، موبيليس-سعيدة.

1.Introduction

One of the most crucial marketing strategies used by businesses to reach their target market is promotion. Promotion is the process of turning consumer wants into real demand, not only promoting goods and services. Building trusting relationships with customers and giving them the knowledge they need to make wise purchases are the goals of this integrated approach. Advertising, public relations, personal selling, sales promotion, and direct marketing are just a few of the many and varied promotional tactics available. Every one of these tools has unique qualities and benefits that make it appropriate for particular marketing goals. The promotional mix is the collective term for these instruments. Businesses can affect consumers' purchasing decisions by using an effective promotional mix. However, the purchasing decision-making process is not simple; rather, it is a complex one influenced by multiple internal and external factors. This research study clarifies the influence of promotional mix components on the purchasing decisions of Mobilis-Saida mobile phone users, which is important given the increasing significance of the promotional mix and the purchasing decision.

First: Study Methodology:

1. Main Problem: From the above, the problem of the research topic becomes clear, which we pose in the following question:

- To what extent do the elements of the promotional mix affect the purchasing decision of Mobilis-Saida mobile phone users?

2. Sub-Questions: To answer this problem, we formulated the following sub-questions:

- What are the elements of the promotional mix?
- What are the basic concepts of the purchasing decision?

- What is the impact of the promotional mix on the purchasing decision of Mobilis-Saida mobile phone users?

3. Study Hypotheses: To answer these questions, we formulated the following main hypothesis:

-There is a statistically significant effect between the promotional mix and the purchasing decision of Mobilis-Saida mobile phone users.

From this, the main hypothesis branches into the following sub-hypotheses:

-There is a statistically significant effect of advertising on the purchasing decision of Mobilis-Saida mobile phone users.

- There is a statistically significant effect of personal selling on the purchasing decision of Mobilis-Saida mobile phone users.

- There is a statistically significant effect of public relations on the purchasing decision of Mobilis-Saida mobile phone users.

- There is a statistically significant effect of sales promotion on the purchasing decision of Mobilis-Saida mobile phone users.

- There is a statistically significant effect of direct marketing on the purchasing decision of Mobilis-Saida mobile phone users.

4. Significance of the Study: The importance of our study lies in:

-Understanding the most important elements of the promotional mix.

- Defining the basic concepts of the purchasing decision.

- Understanding the extent of the influence of the promotional mix on the purchasing decision of Mobilis-Saida mobile phone users.

5. Study Objectives: The objectives of our study are:

- To identify and clarify the elements of the promotional mix, as well as to clarify the basic concepts of the purchasing decision.

- To determine the extent to which the promotional mix affects the purchasing decisions of Mobilis-Saida mobile phone users.

6. Study Limits: The study's limitations are as follows:

Spatial Limits: The field study was conducted at the Mobilis-Saida institution.

Temporal Limits: The study was completed in 2025.

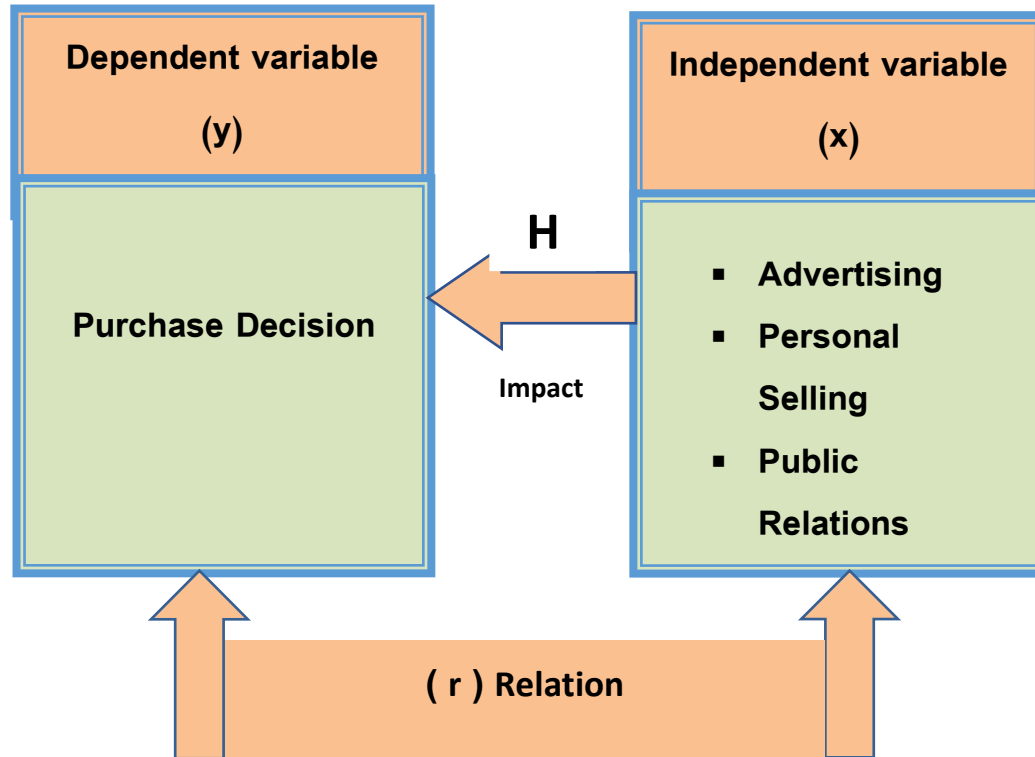
Objective Limits: Our study focused on demonstrating the impact of the promotional mix on the purchasing decisions of Mobilis-Saïda mobile phone users.

Human Limits: A sample of 80 Mobilis (Saïda) customers was studied.

7. Study Methodology: The descriptive analytical approach was used to describe all study variables, represented by the elements of the promotional mix, and to describe and analyze the relationship between the promotional mix and the purchasing decisions of Mobilis-Saïda customers.

8. Study model: The initial model is as follows:

Figure(1): Study model



Source: Researchers' outputs based on various previous studies.

9. Statistical Research Tool:

- Our study population consists of 80 Mobilis-Saida mobile phone users. A questionnaire and some statistical programs, such as SPSS V25, were used to analyze the data and extract the results.

Previous Studies: Previous studies varied and included:

- First Study: Hanan Abdel Hadi, Abdullah Youssef, (2024).

Research Problem: What is the impact of promotional mix elements on the purchasing behavior of consumers of Al-Aseel Company's products in Benghazi?

Country: Libya

Results:

Al-Aseel Company uses sales promotion largely.

Al-Aseel Company uses public relations to a lesser extent.

Al-Aseel Company uses all promotional mix elements in general to promote its products.

• **Second Study:** Nouri Siham, (2024).

Research Problem: How does the promotional mix contribute to enhancing the customer's image of a service organization?

Country: Algeria

Results:

The elements of the promotional mix are considered a means of attracting and retaining customers.

• **Third Study:** Andrio Hafidz, (2024).

Research Problem: How does the promotional mix affect the repurchase intention of lubricant customers?

Country: Indonesia

Results:

The study emphasizes the importance of understanding customer attitudes and leveraging various marketing channels to drive repurchase intentions in the oil industry.

• **Fourth Study:** Mohamed Bouchnafa, Zohair Boukrif (2023).

Research Problem: To what extent does innovation in the elements of the promotional mix affect destination selection decisions at the level of travel agencies in Algeria? □

Country: Algeria

Results:

-There is a statistically significant effect at the significance level of $0.05 \leq \alpha$ for innovation in the promotional mix elements on tourist destination selection decisions at the level of travel agencies in Algeria.

• **Fifth Study:** Raquel G, Joseph L, (2023)

Research Problem: What is the effectiveness of the promotional strategies used by clothing retailers in the National Capital Region of the Philippines in light of the Covid-19?

Country: Philippines

Results:

-The results of the study revealed that traditional promotional strategies in advertising, personal selling, sales promotion, public relations, and direct marketing are still deemed moderately effective or effective by consumers of clothing bazaar retailers.

• **Sixth Study:** Muhammad Adnan, (2023)

Research Problem: How does the promotional mix affect brand awareness?

Country: Indonesia

Results:

-Design brand uses all promotional mix strategies to attract customers

2. Theoretical Framework:**2.1- Introduction to the promotional mix:**

2-1-1 Definition of the promotional mix: The promotional mix is defined in marketing literature as follows:

Def1:"The promotional mix expresses the tools or elements that an organization relies on to establish communication between itself and consumers and represents a set of variables that interact with each other to achieve the organization's goals. Kotler defined it as the activity that takes place within the framework of the marketing effort and involves a process of persuasive communication" (Shalali Taher Hossam El-Din, Salih Abdullah, Ben Lakhdar Muhammad Al-Arabi, 2021, p. 377). □ **T2:** "It is a set of marketing efforts related to providing customers with information about the advantages (benefits) of a particular service, arousing their interest, and convincing them of its ability to satisfy their needs, with the aim of motivating them to make a decision to use it or continue using it in the future." (Izhar Ragheb Mahmoud, Abdul-Ridha Shafiq Al-Basri, 2021, p. 41).

2-2 Objectives of the Promotional Mix: Promotion is of great importance in achieving the organization's goals. This is achieved through: (Youssef Taboub, Hakim Bin Jarwa, 2020, p. 83):

- Providing current and potential consumers with information about the product.
- Stimulating interest in the product by explaining its advantages compared to competing products.
- Changing attitudes and creating preferences among consumers.
- Motivating consumers to make a purchasing decision. This is considered the ultimate goal of promotion.

2-3 Elements of the Promotional Mix: These are:

• **Advertising:** Kotler defines advertising as: "A form of Non-personal forms of communication are conducted through a specialized, paid medium and via a known and specific party (Salem Abdel Latif, Rahem Farid, 2022, p. 287).

- **Personal selling:** This is the second most important element of the promotional mix after advertising. It is face-to-face contact with one or more potential buyers in order to make a sale. Personal selling is the harmonious relationship between an organization and the needs and desires of customers. This is achieved through direct interaction between them to complete the exchange process. (Hanan Abdel Ali Khalil Al-Abdeli, Abdullah Youssef Abdullah Al-Matradi, 2024, p. 309).

- **Public relations:** This is a direct communication process with the consumer whose purpose is not to sell, but rather to increase sales indirectly through direct relationships with consumers, identifying their problems, and attempting to solve them. (Sharif Waheeba, 2020, p. 112).

- **Sales promotion:** This is an activity used as a direct incentive to purchase or try a product. The goal of sales promotion is to increase sales volume. To achieve this goal, several techniques are available. To promote sales, which include: samples, coupons, gifts, lotteries and contests, price discounts, and displays in retail stores. (Mansouri Kheira Mounia, Ben Amar Amal, 2021, p. 236).

- **Direct marketing:** To obtain an immediate response and establish good and lasting relationships with customers, using telephone, email, the internet, and other direct communication tools. (Wakaal Omar, 2024, p. 6).

2-4 Factors Influencing the Promotional Mix: Many marketing writers and theorists agree that the most important factors influencing the promotional mix are: (Yusra Muhammad Hussein, 2023, p. 157):

- Available funds
- Pull or push strategy
- Stage of the product life cycle

3- Purchasing Decision:

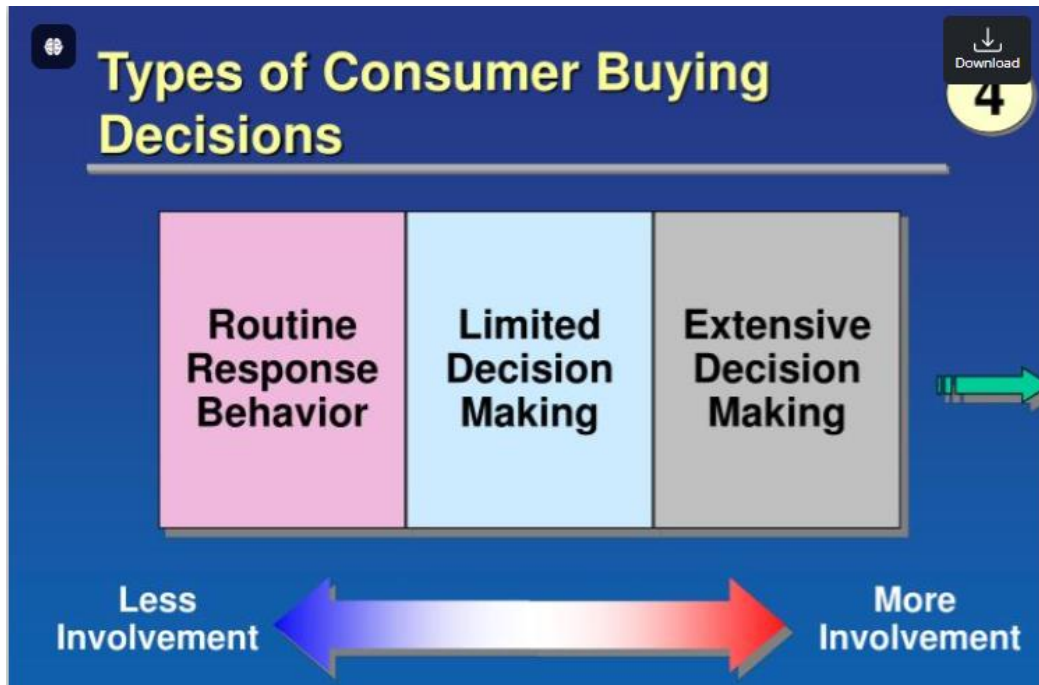
3-1 Definition of the Purchasing Decision: The purchasing decision can be defined as follows:

Def1: "The purchasing decision-making process is defined as: the action or process undertaken by the consumer to directly purchase a specific good or service, i.e., after paying the price to the seller to satisfy a current or future need or desire. This process goes through several stages, from the first appearance of the desire or need until it is fulfilled and satisfied." (Karam Abdel Razzaq, 2018, p. 225).

Def2: "These are the steps a buyer goes through when making choices about which product they would prefer to purchase." (Lubna Sahar Fari, Nasima Lakhdari, 2024, p. 178).

3-2 Types of purchasing decisions: There are several types of purchasing decisions, including those mentioned in Figure:

Figure (2): Types of purchasing decisions



Source: Deborah Baker; Consumer Decision Making 2012

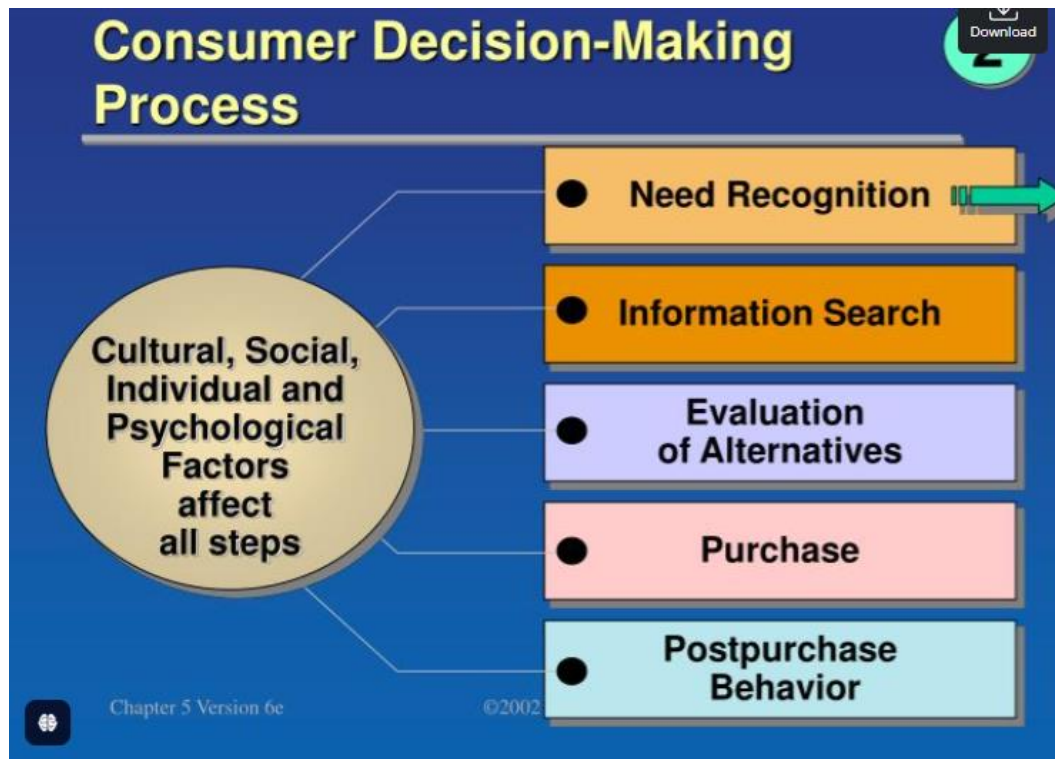
Routine Purchase Decision: This is the least complex purchasing situation.

Limited Purchase Decision: This is an average purchasing decision.

Extended Purchase Decision: In this case, the product is highly costly.

3-3 Stages of the Purchase Decision Process: Consumer purchasing decision-making behavior follows a set of stages shown in Figure:

Figure (3): Purchase Decision Process



Source: Deborah Baker; Consumer Decision Making 2012

3. Applied Study:

3-1-Testing the Study Validity Tool:

Table (01): Cronbach's Alpha Coefficient Test

	Items	Alpha Cronbach Coefficient
Questionnaire	27	0.908

Source: SPSS V. 25 Outputs research.

We note from the table that the alpha coefficient is 0.908, which reflects good internal consistency between the questionnaire items. An alpha coefficient above 0.7 is considered a good indicator of the tool's reliability in measuring the targeted concepts.

2- Normality Distribution Test:

- (H0) Study data variables follow a normal distribution, at a significance level of 0.05.
- (H1) Study data variables do not follow a normal distribution, at a significance level of 0.05.

Table (02):Normality Distribution Test

questionnaire	Item	Significance Level	Freedom degree
	27	0.200	0.073

Source: SPSS V. 25 Outputs research.

The results of the Kolmogorov-Smirnov test indicate that the questionnaire data follow a normal distribution, with a significance value of 0.200, which is higher than the accepted level (0.05). This means that there are no statistically significant differences between the actual distribution and the normal data distribution. Therefore, the data can be used in statistical analyses that require a normal distribution.

3- Personal Data Analysis:

3-1 Classification:

Table (03): Distribution sample based on Gender

Gender	Effectives	Percent
Male	30	37.5
Female	50	62.5
Total	80	%100

Source: SPSS V. 25 Outputs research.

We note from Table 3 that females constitute the largest proportion of the sample, at 62.5% (50 individuals).k;

3-2 Age:

Table (04): Distribution sample based on age

Age	Effectives	Percent
29 – 20	13	16.3
39 – 30	25	31.3
49 – 40	27	33.8
59 – 50	10	12.5
60years and above	5	6.3
Total	80	%100

Source: SPSS V. 25 Outputs research.

Table No. (4) shows that the largest percentage of participants were between 40 and 49 years old, representing 33.8%.

3-3 Type of mobile phone chip used:**Table (05): Distribution sample based on mobile phone chip used**

mobile phone chip used	Effectives	Percent
Djezzy	00	00
Mobillis	80	100
Oredoo	00	00
Total	80	%100

Source: SPSS V. 25Outputs research.

Table No. (05) shows that the largest percentage of respondents use a Mobilis SIM card, at 100%.

3-4 Employment status:**Table (06): Distribution sample based on employment status**

job status	Effectives	Percent
Government Sector	67	83.3
Private Sector	8	10
Freelance	0	0
Retired	3	3.8
Student	0	0
Unemployed	2	2.5
Total	80	%100

Source: SPSS V. 25 Outputs research.

We note from Table (6) that the majority of the respondents belong to the government sector, representing 83.3%.

3-5 Duration of interaction with the institution:**Table (07): Distribution sample based on duration of dealing with the institution.**

Duration of dealing with the institution	Effectives	Percent
2 years or less	8	10
3 years	7	8.8
4 years	5	6.3
5 years or more	60	75
Total	80	%100

Source: SPSS V. 25 Outputs research.

3-6 Monthly income (DZD):**Table (08): Distribution sample based on monthly income**

Monthly Income (DA)	Effectives	Percent
From 18,000 DA to less than 28,000 DA	5	6.3
From 28,000 DA to less than 38,000 DA	18	22.5
From 38,000 DA to less than 48,000 DA	13	16.3
From 48,000 DA to less than 58,000 DA	19	23.8
More than 58,000 DA	25	31.3
Total	80	%100

Source: SPSS V. 25 Outputs research.

According to Table (8), the sample members' monthly income distribution clearly focuses on middle-to-high-income groups, with the largest share (31.3%) falling into the "more than 58,000 DZD" category.

4.Results and Discussion:**4-1 Testing the Main Hypothesis:**

- There is a statistically significant effect between the promotional mix and the purchasing decision of Mobilis-Saïda mobile phone users. From this, the hypothesis is:

H0: There is no statistically significant effect between the promotional mix and the purchasing decision of Mobilis-Saïda mobile phone users.

H1: There is a statistically significant effect between the promotional mix and the purchasing decision of Mobilis-Saïda mobile phone users.

The results of the statistical analysis to test this hypothesis are as follows:

Table (9): Multiple Regression Results

Independent Variable Dimensions	Test T		Beta coefficient	Regression coefficient B
	Sig	Value		
Advertising	0.922	6.628	0.013	0.010
Sales Promotion	0.056	0.098	0.255	0.036
Personal Selling	0.000	1.939	0.537	0.110
Public Relations	0.017	4.648	-0.312	-0.041
Direct Marketing	0.674	-2.441	0.058	0.011
Calculated F-Value	9.401			
Sig	0.000			
Multiple Correlation Coefficient (R)	0.623			
Coefficient of Determination (R ²)	0.388			

Source: SPSS V. 25 Outputs research.

We note the following from Table (9):

Overall Model Quality:

- F value = 9.401, Sig = 0.000. Since the model is statistically significant, a sizable amount of the variance in the purchase decision may be explained by the combined promotion dimensions.
- Correlation coefficient R = 0.623. There is a medium to strong correlation between the independent variables and the dependent variable.
- Coefficient of determination R² = 0.388. While other factors account for the remaining portion, the independent variables account for 38.8% of the variance in the purchase decision, which is a good percentage in the field of marketing and consumer behavior.
- The findings demonstrated that public relations (B = -0.041, Beta = -0.312, Sig = 0.017) and personal selling (B = 0.110, Beta = 0.537, Sig = 0.000) significantly influenced the choice to buy. Among the dimensions, we find that personal selling had the most beneficial influence, but public relations had the opposite effect. To determine the causes of this detrimental effect, more qualitative research is necessary. Although the sales promotion dimension was near the significance level (Sig = 0.056), which may indicate its potential impact under specific circumstances or when used in different ways, the other three dimensions—advertising, direct marketing, and sales promotion—did not demonstrate significant statistical significance within the model. The equation for the multiple linear regression model may therefore be written as follows:

$$Y = 2.201 + 0.010X_1 + 0.036X_2 + 0.110X_3 - 0.041X_4 + 0.011X_5$$

Accordingly, we reject the null hypothesis and accept the alternative hypothesis:

There is a statistically significant effect between the promotional mix and the purchasing decision of Mobilis-Saida mobile phone users.

4-2 Sub-Hypotheses Test:

4-2-1 First Sub-Hypothesis Test:

There is a statistically significant effect of advertising on the purchasing decision of Mobilis-Saida mobile phone users. Hence, the hypothesis:

H0: There is no statistically significant effect of advertising on the purchasing decision of Mobilis mobile phone users - Saida.

H1: There is a statistically significant effect of advertising on the purchasing decision of Mobilis mobile phone users - Saida.

The results of the statistical analysis to test this hypothesis were as follows:

Table (10): Simple regression analysis results between advertising and purchase decision

Dependent variable: purchase decision	Independent variable: advertising	Coefficient
	Correlation coefficient R	0.338
	Sig	0.002
	Coefficient of determination R ²	0.114
	Regression coefficient B	0.268
	F coefficient value	10.084
	Sig	0.002
	T coefficient value	3.176
	Sig	0.002
	Constant part	3.000

Source: SPSS V. 25 Outputs research.

We note the following from Table (10):

- The findings demonstrated that public relations (B = -0.041, Beta = -0.312, Sig = 0.017) and personal selling (B = 0.110, Beta = 0.537, Sig = 0.000) significantly influenced the choice to buy. Among the dimensions, we find that personal selling had the most beneficial influence, but public relations had the opposite effect. To determine the causes of this detrimental effect, more qualitative research is necessary. Although the sales promotion dimension was near the significance level (Sig = 0.056), which may indicate its potential impact under specific circumstances or when used in different ways, the other

three dimensions—advertising, direct marketing, and sales promotion—did not demonstrate significant statistical significance within the model. As a result, the multiple linear regression model's equation might be expressed as follows:

demonstrating that advertising has a direct and substantial impact on the choice to buy. This implies that more advertising results in more people making a purchase. Three degrees was the constant figure, which stood for the expected value of the purchase choice in the complete absence of promotion.

- These results refute the null hypothesis, which denies that advertising influences customers' purchasing decisions in any way. The alternative hypothesis, which holds that advertising has a statistically significant impact on the purchasing decisions of Mobilis-Saïda mobile phone customers, is accepted. Therefore, the equation for simple linear regression is as follows: $Y = 3.000 + 0.268x$

- These results refute the null hypothesis, which denies that advertising influences customers' purchasing decisions in any way. The alternative hypothesis, which holds that advertising has a statistically significant impact on the purchasing decisions of Mobilis-Saïda mobile phone customers, is accepted. Therefore, the equation for simple linear regression is as follows:

$$Y = 3.000 + 0.268x$$

4-2-2 Second Sub-Hypothesis Test:

There is a statistically significant effect of sales promotion on the purchasing decision of Mobilis-Saïda mobile phone users. From this, the hypothesis is:

H0: There is no statistically significant effect of sales promotion on the purchasing decision of Mobilis-Saïda mobile phone users.

H1: There is a statistically significant effect of sales promotion on the purchasing decision of Mobilis-Saïda mobile phone users.

The results of the statistical analysis to test this hypothesis are as follows:

Table (11): Simple regression analysis results between sales promotion and purchasing decision

Dependent variable:	Independent variable: sales promotion	
	Correlation coefficient R	0.347
	Sig	0.002
	Coefficient of determination R ²	0.121
	Regression coefficient B	0.197

purchase decision	F coefficient value	10.697
	Sig	0.002
	T coefficient value	3.271
	Sig	0.002
	Constant	3.320

Source: SPSS V. 25 Outputs research.

We note the following from Table (11):

- With a correlation coefficient of 0.347, which indicates a moderate association between the two variables, the findings of the basic regression analysis demonstrated a direct relationship between sales activation and the buy decision. Additionally, the coefficient of determination revealed that sales activation accounts for about 12.1% of the variation in the decision to buy.
- At a significance level of 0.002, the F-test value was 10.697, demonstrating that the model is statistically significant overall and that sales promotion significantly influences the choice to buy. With a regression coefficient of 0.197, the purchase decision increases by 0.197 units for every unit rise in the degree of sales promotion. The effect's importance was reinforced by the t-test value of 3.271 at a significance level of 0.002. 3.320, the expected value of the purchase decision in the absence of any sales promotion, was the constant value.
- The alternative hypothesis, which shows a strong impact of sales promotion on the decision to buy, is accepted based on the previously indicated statistical values, whereas the null hypothesis, which denies the influence of sales promotion on the decision to buy, is rejected. Thus, the following is the equation for basic linear regression: $Y = 3.320 + 0.197x$

4-2-3 Third Sub-Hypothesis Test:

There is a statistically significant effect of personal selling on the purchasing decision of Mobilis-Saida mobile phone users. From this, the hypothesis is:

H0: There is no statistically significant effect of personal selling on the purchasing decision of Mobilis-Saida mobile phone users.

H1: There is a statistically significant effect of personal selling on the purchasing decision of Mobilis-Saida mobile phone users.

The results of the statistical analysis to test this hypothesis are as follows:

Table (12): Results of the simple regression analysis between personal selling and the purchasing decision

Dependent variable: purchase decision	Independent variable: personal selling	
	Correlation coefficient R	0.565
	Sig	0.000
	Coefficient of determination R ²	0.319
	Regression coefficient B	0.462
	F coefficient value	36.558
	Sig	0.000
	T coefficient value	6.046
	Sig	0.000
	Constant	2.250

Source: SPSS V. 25 Outputs research.

We note the following from Table (12):

- Personal selling and the decision to buy are strongly correlated, according to the results of the simple regression analysis. The correlation value, which reached 0.565, indicates a moderate to high association between the two variables.
- With a coefficient of determination of 0.319, personal selling accounts for 31.9% of the variance in the purchase decision. This is a noteworthy figure that demonstrates the clear effect of this dimension in influencing consumer behavior.
- The findings demonstrated the overall significance of the statistical model with an F-test value of 36.558 at a significance level of 0.000. With a regression coefficient of 0.462 and a T-test value of 6.046 at a significance level of 0.000, it is evident that personal selling significantly and favorably influences the choice to buy.
- In the event when personal selling had no effect; the constant figure 2.250 reflected the expected level of purchase decisions. Given the statistically significant results, the null hypothesis which denies that personal selling influences consumers' decisions to purchase—is rejected. Personal selling has a big and positive significant impact on Mobilis-Saïda mobile phone consumers' purchase decisions, according to the alternative hypothesis, which is approved. Thus, the following is the simple linear regression equation: In the event when personal selling had no effect, the constant figure 2.250 reflected the expected level of purchase decisions. Given the statistically significant results, the null hypothesis which denies that personal selling influences consumers' decisions to purchase is rejected. Personal selling has a big and positive significant impact on Mobilis-Saïda mobile phone consumers' purchase decisions, according to the alternative hypothesis, which is

approved. Thus, the following is the simple linear regression equation:

$$Y = 2.250 + 0.462 x$$

4-2-4 fourth sub-hypothesis Test:

There is a statistically significant effect of public relations on the purchasing decision of Mobilis-Saida mobile phone users. From this, the hypothesis is:

H0: There is no statistically significant effect of public relations on the purchasing decision of Mobilis-Saida mobile phone users.

H1: There is a statistically significant effect of public relations on the purchasing decision of Mobilis-Saida mobile phone users.

The results of the statistical analysis to test this hypothesis were as follows:

Table (13): Simple regression analysis Results between public relations and the purchasing decision

Dependent variable: purchasing decision	Independent variable: public relations	
	Correlation coefficient R	0.080
	Sig	0.478
	Coefficient of determination R ²	0.006
	Regression coefficient B	0.043
	F coefficient value	0.509
	Sig	0.478
	T coefficient value	0.713
	Sig	0.478
	Constant	3.823

Source: SPSS V. 25 Outputs research.

We note the following from Table (13):

- Since the correlation coefficient only reached 0.080, which is extremely low and does not accurately depict a relationship between the two variables, the findings of the simple regression analysis show that public relations has no discernible effect on the choice to buy.
- Only 0.6% of the variance in the purchase choice can be explained by public relations, according to the coefficient of determination, which was 0.006—a very small percentage with no discernible explanatory power.
- The model lacks adequate explanatory power, as evidenced by the statistically insignificant (greater than 0.05) F-test value of 0.509 at a significance threshold of 0.478.

With a significance level of 0.478 and a T-test value of 0.713, the results are not enough to demonstrate the existence of an effect. • The effect, if it exists, is very weak and not statistically significant, as indicated by the regression coefficient of 0.043. In contrast, 3.823, the predicted value of the purchase decision in the absence of any public relations influence, was the constant part.

- The null hypothesis, which rejects the impact of public relations on the choice to buy, is accepted in light of the non-significant statistical results. Accordingly, public relations is not included in this model as a direct determinant of the choice to buy.

4-2-5 Fifth Sub-Hypothesis Test:

There is a statistically significant effect of direct marketing on the purchase decision of Mobilis-Saida mobile phone users. From this, the hypothesis:

H0: There is no statistically significant effect of direct marketing on the purchase decision of Mobilis-Saida mobile phone users.

H1: There is a statistically significant effect of direct marketing on the purchase decision of Mobilis-Saida mobile phone users. The results of the statistical analysis to test this hypothesis were as follows:

Table (14): Simple regression analysis results between direct marketing and the purchase decision

Dependent variable: purchasing decision	Independent variable: public relations	
	Correlation coefficient R	0.296
	Sig	0.008
	Coefficient of determination R ²	0.088
	Regression coefficient B	0.233
	F coefficient value	7.499
	Sig	0.008
	T coefficient value	2.739
	Sig	0.008
	Constant	3.110

Source: SPSS V. 25 Outputs research.

We note the following from Table (14):

- The correlation value, which reached 0.296, indicates a modest positive connection between the two variables, suggesting a poor direct association between direct marketing and the choice to buy.

- A small but respectable percentage in the context of behavioral research, the coefficient of determination came to 0.088, indicating that direct marketing accounts for about 8.8% of the variability in the purchase decision.
- Conversely, the findings demonstrated that the statistical model as a whole is significant, with a value of $F = 7.499$ at a significance level of 0.008, demonstrating that a sizable amount of the variability in the purchase decision can be explained by direct marketing as an independent variable.
- According to the regression coefficient of 0.043, there should be a 0.043-unit increase in purchase decisions for every unit increase in direct marketing. This effect is extremely statistically significant, as indicated by the value of $T = 2.739$ at a significance level of 0.008, whereas the constant component, which represents the average expected purchase decision in the absence of direct marketing, was 3.110.
- The alternative hypothesis, which asserts that this dimension has a statistically significant impact, is accepted in light of these findings, whereas the null hypothesis, which disputes the presence of a significant impact of direct marketing on the decision to buy, is rejected. Thus, the following is the equation for basic linear regression: $Y = 3.110 + 0.233 x$

Discussion:

The analysis of demographic characteristics revealed that the surveyed Mobilis-Saïda customer base is predominantly female (62.5%) and concentrated within the 40–49 age group (33.8%), followed by 30–39 years (31.3%). These findings suggest that Mobilis' promotional strategies should consider the preferences and communication styles of middle-aged consumers, who often display brand loyalty and are responsive to relationship-based marketing (Kotler & Keller, 2016). Additionally, the high representation of government sector employees (83.3%) and the substantial proportion of customers with more than five years of loyalty (75%) indicate a stable and potentially less price-sensitive customer base. This aligns with prior research suggesting that long-term customers are more influenced by service quality and personal interaction than by aggressive price-based promotions (Zeithaml, Bitner, & Gremler, 2018).

The regression analysis confirmed the main hypothesis, indicating that the promotional mix collectively explains 38.8% of the variance in purchasing decisions, with a statistically significant model fit ($F = 9.401$, $p < 0.001$). This is consistent with findings from other service industry contexts, where promotional mix elements significantly shape consumer decision-making (Belch & Belch, 2021).

Among the promotional mix dimensions, personal selling emerged as the strongest predictor ($B = 0.462$, $p < 0.001$), explaining 31.9% of the variance. This result supports

the notion that interpersonal contact and trust-building are crucial in service industries, where intangible offerings require greater reassurance and personalized solutions (Kotler & Armstrong, 2022). Advertising also showed a significant positive effect ($B = 0.268$, $p = 0.002$), suggesting that Mobilis' mass communication strategies effectively create awareness and reinforce brand recall among the target demographic (Shimp & Andrews, 2013).

Sales promotion had a significant but smaller effect ($B = 0.197$, $p = 0.002$), indicating that short-term incentives can stimulate purchases, though their long-term influence may be limited (Ndubisi & Moi, 2005). Direct marketing demonstrated a modest yet statistically significant effect ($B = 0.233$, $p = 0.008$), implying that targeted, personalized messages can positively influence buying decisions when aligned with customer needs (Chaffey & Ellis-Chadwick, 2019).

Conversely, public relations did not show a statistically significant impact ($p = 0.478$), and in the overall model even had a negative coefficient. This finding may indicate that current PR activities are not effectively aligned with customer values or are less visible compared to other promotional tools, echoing past research that highlights the challenge of measuring PR's direct effect on consumer purchase behavior (Kitchen & Burgmann, 2015). Overall, these findings underscore the need for Mobilis-Saïda to prioritize personal selling and advertising as primary drivers of purchase decisions, while optimizing sales promotion and direct marketing for targeted campaigns. Public relations strategies should be reassessed to ensure they contribute meaningfully to customer engagement and brand perception.

5. Conclusion:

This study looked at how elements of the promotional mix affected Mobilis-Saïda mobile phone customers' decisions to buy. The results show that 38.8% of the variation in customer behavior can be explained by the promotional mix taken as a whole, which has a statistically significant impact on purchase decisions. The most significant element among the five dimensions examined was personal selling, which was followed by direct marketing, sales promotion, and advertising. However, there was no discernible direct impact of public relations on consumer purchasing decisions.

The respondents' demographics, which include middle-aged, mostly female, government-employed, and long-time Mobilis consumers, suggest a steady and devoted clientele with a comparatively high level of spending power. Since trust, familiarity, and relationship-building seem to be key factors in customer decision-making in this situation, this profile aids in explaining the efficacy of personal marketing.

From a managerial standpoint, the findings indicate that Mobilis-Saïda should keep funding and improving its advertising and personal selling tactics while honing its direct marketing and sales promotions to achieve their desired effects. To better meet consumer expectations and increase their contribution to total marketing performance, public relations initiatives need to be strategically reevaluated.

In summary, the study reaffirms how important an integrated promotional mix is in shaping consumer behavior in the telecom industry. By utilizing the most powerful components, including advertising and personal selling, Mobilis may improve consumer engagement, foster brand loyalty, and promote long-term buying patterns.

Recommendations:

- Enhance integration between the elements of the promotional mix and the services provided by the organization.
- Invest in the digital and personalized customer experience.
- Develop content marketing and influencer marketing strategies.
- Work to retain existing customers and attract new ones.

Study Prospects:

We suggest some topics that could serve as topics for future studies, including:

- Examining the interactions between components of Mobilis' promotional mix ; and how this integration affects the customer journey and purchase decision.
- Studying the overall customer experience with Mobilis, from the initial interaction with marketing campaigns to the use of services and after-sales support.

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