

Consumer Trust as a Mediator of the Link between Promotional Mix and Customer's Decision to Use Cellular Phone Service



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ABSTRACT: Customer's (use) purchasing decision making have the crucial point of several marketing decision-makers in all type of businesses. Studies have suggested that ambiguity still exist in terms of variables capable of enhancing the indirect link between the promotional mix (PM) and customer's purchasing (use) decision, specifically in the cellular communication sectors of most of the developing countries. This study is an attempt to explore the link between promotional mix (PM), consumer trust, and customer use decisions in the context of Yemen cellular communications sector. The hierarchy of effects theory is used as underlying theory, and quantitative cross-sectional survey method with questionnaire were used in collecting data. The random sampling method was used in distributing the questionnaire to 382 respondents . The Partial Least Squares Structural Equation Modelling (PLS-SEM) was used in analyzing the data. The result shows that promotional mix and customer trust has significant and positive effect on customer use decisions, and customer trust mediate the link between promotion mix and customer use decisions. Finally, the study provided some useful suggestions for future studies.

KEYWORDS: Consumer trust, promotional mix, customer's decisions to use, Yemen.

Introduction

The telecommunication sector has become an area of interest to numerous researchers. This is because of its features that tends to distinguish it from other kind of sectors of every economy in the world in terms of high growth rate and rapid technological advancement as well as its overall contribution to growth of other related industries (Saif et al., 2021). Hence, the telecommunication sector is said to be amongst the vital infrastructure a country requires for its overall growth and development. The availability of telecommunication system in a country helps in attracting several investors, it also helps in enhancing the diversification of productivity among several industries as well as decrease the cost of transportation by ensuring easy access to the market (Pradhan et al., 2017). The communication sector is regarded as one of the most productive sector of the economy of different countries of the world (Pradhan et al., 2017). In most recent times, developing countries have acknowledged significant transformation in the telecommunication sector considering its influence on their economies (Qasem et al., 2022; Saif et al., 2021).

Thus, the development of technologies as well as mobile phones has stretched the history of advancement and innovation picked up considering the dynamic changes in consumers' needs and their service preferences. Part of these advancements, cellular phone devices have gained the wildest household adoption rate amongst other technologies in the global modern history (Comer & Wikle, 2008). Nowadays, cellular phones has become integral aspect of human day-to-day life as well as personal communication across the world. In the present highly competitive cellular phone market, and its continuous adoption by individuals across the world, service providers are constantly striving to find more competitive edge and other differentiating elements towards persuading consumers to chose their services instead of their competitors. Although, several economies, especially in developing and emerging economies, still distrust the benefits of competition regarding cellular services. Thus, international experience suggests that competition in digital technology provides substantial benefits to customers by creating prevailing incentives to the service providers to lower the prices and introduce new services as well as enhance productivity (Carlo et al., 2021).

In Yemen, the telecommunication sector is one of the major sectors that has been contributing greatly to the country's economic development (Al-Bashiri, 2021; Saif et al., 2021). The increasing rate in the use of cellular phones can be related to widespread and availability of telecommunication services in the country. In consideration of the significance of the telecommunication sector, several companies such as MTN, Yemen Mobile, and Saba-Phone have entered the cellular communications market in Yemen with approximately 18,708,333 subscribers amongst the entire cellular companies (Sana'a, 2021).

Hence, these telecommunication companies have been engaged in fierce competition amongst themselves for the purpose of obtaining the largest amount of market share in the sector. Thus, several studies have shown concern on the need to focus on the decision to buy/use by the customers and the factors affecting the companies seeking to obtain the highest market share (Abdelhady

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et al., 2019; Ahakwa et al., 2021). Thus, considering customer's limited knowledge, the buyer may be constrained rationality while trying to choose appropriate rating criterion (Rafdinal & Amalia, 2019). Customers tend to purchase products with higher prices due to the believe that the products are highly qualitative (Qasem et al., 2022). Consequently, companies must develop a certain strategy so as to influence this phase towards increasing the number of purchasing decisions made by customers (Rafdinal & Amalia, 2019; Yacub, 2022). Based on this, previous studies have emphasized on the importance of promotional mix in providing a mixture of vital information to the customers regarding products and other services available in the market which tends to offer them with different alternative choices towards making intelligent decision on particular products (Abdelhady et al., 2019; Vincencia & Christiani, 2021; Yeboah, 2021). In addition, studies have suggested that customers trust is capable of boosting the indirect effect of promotional mix on customer's decision to use cooperate services (Abimbola et al., 2020; Rafdinal & Amalia, 2019). However, the main idea of this study is to conduct an empirical exploration of the mediating influence of customer trust in the relationship between promotional mix and customer's decision to use cellular phone services.

PROBLEM STATEMENT

The telecommunication business has become highly competitive due to the technological advancement that took place in most of the developing countries and Yemen in particular. This advancement has reduced the rate at which customers changes their service providers from one telecommunication product to another. However, customer's buying decisions solely depends on the best service and benefit provider amongst the telecommunication products (Abimbola et al., 2020; Qasem et al., 2022). It has been revealed that the market share of the telecommunication companies has been affected due to the fierce competition amongst the companies in Yemen. For instance, Yemen mobile gained largest market share with approximately 40 percent, Saba-Phone 28 percent, MTN 27 percent, and company 'Y' 5 percent. This indicates that the Yemeni consumers are rapidly moving from one service provider to another with fluctuating subscribers between 2011 to 2019, suggesting that there is serious problem regarding customer trust in the cellular communication service providers amongst the four companies in Yemen. This have reflected in customers' decisions to use cellular services provided by the four companies operating in Yemen. Studies have indicated that for a company to gain relevance and most preferred by the consumers as well as compete in a larger market share, it has focus much on promotional activities geared towards ensuring a greater competitive advantage (Abimbola et al., 2020; Al-sharafi et al., 2018; Qasem et al., 2022). Hence, promotional activities such as; sales promotion, advertising, personal selling, public relations and publicity are all considered as marketing efforts used in presenting company's products, its features, as well as what distinguish it from other products (Alananzeh et al., 2018; Clow & Donald, 2017).

Inspite the importance of these activities (promotional mix) towards customer's purchasing decision, there is a paucity of studies investigating the link between the elements of promotional mix as a group and customer's decision to use cellular communication services in Yemen (Qasem et al., 2022). Based on this, several studies has recommended for the need to investigate the mediating construct such as customer trust which is capable of describing the link between promotional mix and customer' purchasing decision (Abimbola et al., 2020; Rafdinal & Amalia, 2019). Hence, this study is one that seek to examine the mediating role of customer trust in the link between promotional mix and customer's decision to use cellular communication services in Yemen. Thus, the paper suggest that ensuring customer's trust in the telecommunication sector in most of the developing countries, especially in Yemen through promotional mix (sales promotion, advertising, personal selling, public relations and publicity) may have significant effect on customer's decision to use cellular communication services in Yemen as well as the entire system.

RESEARCH OBJECTIVES

The current study aimed at exploring the mediating influence of consumer's trust in the link between promotional-mix elements (advertising, personal selling, sales promotion, publicity, public relations) and customer's decision to use cellular phones in Yemen. The main research objectives are;

- a. To examine the link between promotional-mix elements and customer's decision to use cellular phones in Yemen.
- b. To examine the link between promotional-mix elements and consumer trust
- c. To investigate the effect of consumer trust on the customer's decisions to use cellularcommunication service in Yemen.
- d. To examine the mediating influence of consumer's trust in the link between promotional-mix and customer's decision to use cellular phones in Yemen.

Underlying Theory

In quantitative studies, theories are mostly used in order to assist the researcher towards answering the research questions (Cresswell, 2014). The main theory used for the purpose of this study is the hierarchy of effects theory.

The Hierarchy of Effects Theory

The current study is based on hierarchy of effects theory (AIDA model). The theory was propounded by Lavidge & Steiner, (1961). Thus, it is a prominent theory in the field of marketing communication framework (Nzioka & Waithaka, 2021; Páramo et al., 2021).

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According to the theory, there are three primary channels through which a company's use of promotional mix tools might affect customers' buying decisions. These are the cognitive, emotional, and conative or behavioral processes (Nzioka & Waithaka, 2021; Páramo et al., 2021). The first channel is the (cognitive element) which indicates that customers have received messages and are fully aware of the messages. The second channel is the (effective element), which tends to demonstrate the generation of a particular attitude as well as reaction to the promotional messages (Nzioka & Waithaka, 2021; Páramo et al., 2021). The third channel is the (conative or behavioral component), which stands as the act of actual purchasing of the promoted product (Páramo et al., 2021; Tafa, 2018). The theory demonstrate the development from consumer's initial state of ignorance to their subsequent awareness of promotional messages and behaviors as well as their subsequent reactions. The theory has been identified as a powerful foundation for understanding the link between promotional-mix and consumer's purchasing decisions. Interestingly, several studies such as Nzioka & Waithaka, (2021), and Páramo et al., (2021) have applied the hierarchy of effect theory in their studies and achieved suitable result. Hence, the current study applied this theory in explaining the complex relationship between the study constructs.

LITERATURE REVIEW

Consumer Purchasing Decision

Consumer purchasing decision is seen as an integrated procedure which mostly begins with thinking that subsequently leads to consumer's feeling of need of a particular product, then research, determining the need, searching for options as well as comparing amongst such options, then making choice of a particular product that tend to satisfy the consumer's need (Ahakwa et al., 2021; Faulds et al., 2018; Yeboah, 2021). In this study, consumer purchasing decision is used a dependent variable.

Promotion Mix

Promotion mix is seen as the set of ingredients which mostly react and integrate together for the purpose of attaining company's promotional goals on the context of philosophy of marketing principals (Abdelhady et al., 2019; Alananzeh et al., 2018; Kotler et al., 2017). Thus, promotion-mix consist of a group of elements which includes; (a) advertising, which is described as non-personal marketing communication regarding a company, product, service, or an idea by a specific sponsor who paid for the advertisement through mass media such as radio and television; (b) personal selling, which involves direct personal contact between seller and the buyer, in such a way that the seller provides the necessary information to the buyer so as to be convinced on the importance of the product or service (Anderson et al., 2020); (c) sales promotion, is regarded as the special sales presentations or as part of marketing communication (Santoso et al., 2019; Yang & Mattila, 2020); (d) publicity, is considered as the unpaid promotional activity which is mostly carried out by external parties with the sole aim of spreading positive or negative news concerning a particular company and its products or services by the media (Abimbola et al., 2020); (e) public relations, is seen as the promotional element which is concerned about building the reputation of the company or individuals through communication with the targeted audience as well as the media (Abimbola et al., 2020; Martha et al., 2019; Qasem et al., 2022).

Customer Trust

Customer trust can simply be considered as the entire customer information as well as conclusion drawn about particular products, advantages, and attributes (Irfan et al., 2022). It can also be seen as the wish for another individual to behave in accordance with one's expectations (Rafidinal & Amalia, 2019). Hence, consumers tends to have a higher level of trust in a company's products when they have positive experience with such company (Jalantina, 2022).

HYPOTHESES DEVELOPMENT

Promotional Mix and Customer Use Decision

Several studies have conducted in an attempt to examine the relationship between promotional mix and customer use decision in several context. For instance, the study conducted by Tafa, (2018) to explore the connection between promotional mix and customer use decision in Ethiopia telecommunication sector using 403 customers as sample size. The outcome revealed that promotional mix such as public relation, personal selling, seles promotion, advertising have positive and significant effect on customer use decision. Likewise, Abdelhady et al., (2019) examines the influence of promotional mix on customers' buying decision in Airlines using 600 passengers as respondents. The result also suggested that promotional mix has positive and significant influence on customers' use decision. In addition, a study was conducted by Yeboah, (2021) to investigate the link between promotional mix (sales promotion, advertising, personal selling, public relations, and publicity) and customers' use decision in Ghana with 200 customers as respondents. The findings indicated that promotional mix is positively related to customers' use decision. Accordingly, the current study hypothesized that;

H1: Promotional mix has significant and positive relationship with customers' use decision

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Promotional Mix and Consumer Trust

Many researches have been carried out in an attempt to examine the relationship between promotional mix and consumer trust in different context. For example, Rafdinal et al., (2021) examines the connection between promotional mix and consumer trust with 200 participants from technical institution. The result show a positive relationship between promotional mix and consumer trust. Again, Mishbakhudin & Aisyah, (2022) carried out an investigation based on online marketplace Tokopedia during Covid-19 pandemic on the effect of e-promotion on customers decision with 150 participants. The outcome suggests that e-promotional mix is positively related to consumer trust. Moreover, Kwon et al., (2021) conducted a study to determine the effect of promotional mix and consumer trust using 230 respondents amongst citizens in USA and 376 citizens from Korea. A positive relationship was found between promotional mix and consumer trust. Based on this, the current study hypothesized that;

H2: Promotional mix has significant and positive relationship with consumer trust

Consumer Trust and Customer Use Decision

Numerous studies have been carried out towards examining the impact of consumer trust on customer use decision. For instance, a study was conducted by Pop et al., (2022) to investigate the effect of consumer trust on customer decision. Data was collected using 162 respondents. The findings also suggested that consumer trust is positively related to customer use decision. Similarly, Ofori et al., (2018) examines the elements that influence their generation (3G) customer' loyalty to their service providers in Ghana. The study uses 235 participants. The outcome shows a substantial connection between the quality of service and trust, satisfaction and loyalty. The result, however, revealed a negative influence between company image and satisfaction. Considering that loyalty results from satisfaction with the prior purchase process, it is logical to conclude that the customer's confidence positively influence his purchase decision. Additionally, Adekiya, (2019) examines the mediating effect of brand image in the connection between subscriber trust and customer loyalty in Nigerian telecommunication sector with 390 respondents. The findings shows that there is a link between customer loyalty and brand image and trust at 0.001 significant level. Given that loyalty results from satisfaction with the previous purchase process, it is logical to conclude that the customer's confidence positively affects his purchase decision. Accordingly, the current study hypothesized that;

H3: Consumer trust has significant and positive relationship with customer use decision

Mediating Effect of Consumer Trust in the link Between Promotional Mix and Customer Use Decision

Based on the reviewed literature, it has been observed that the previous studies has mixed result concerning the correlation amongst promotional-mix and customer purchasing decision. Thus, several studies have revealed that promotional mix has significant influence on customer purchasing decision. For instance, the study by Yeboah, (2021), Abadhanny (2019), and Ahakwa et al., (202). While other studies suggested that, promotional mix has both direct and indirect significant influence on customers purchasing decision. For example, the study by Yeboah, (2021), Abadhanny (2019). Moreover, several studies suggests that promotional mix has significant influence on customer trust. For example, the study by Kwon et al., (2020), and Rafdinal et al., (2021). While some studies posits that, consumer trust has a significant and positive effect on customers purchasing decisions. For instance, the study by Pop et al., (2022). Hence, this confirms that consumer trust has the capacity of mediating the relationship between promotional mix and customers purchasing decisions as argued by Baron & Kenny, (1986). Thus, based on the marketing standpoint, trust is considered as crucial component for establishing as well as preserving fruitful long-term connections (Pop et al., 2022). Accordingly, the current study hypothesizes that;

H4: Consumer trust mediate the link between promotional mix and customer use decision to cellular phone.

RESEARCH FRAMEWORK

This research work developed a framework that seek to examine the mediating influence of consumer trust on the link between promotional mix and customer purchasing decision to use cellular communication service. The link amongst the study constructs are underpinned by the Hierarchy of Effects Theory (AIDA model). Hence, Figure 1, indicate the framework for this study;

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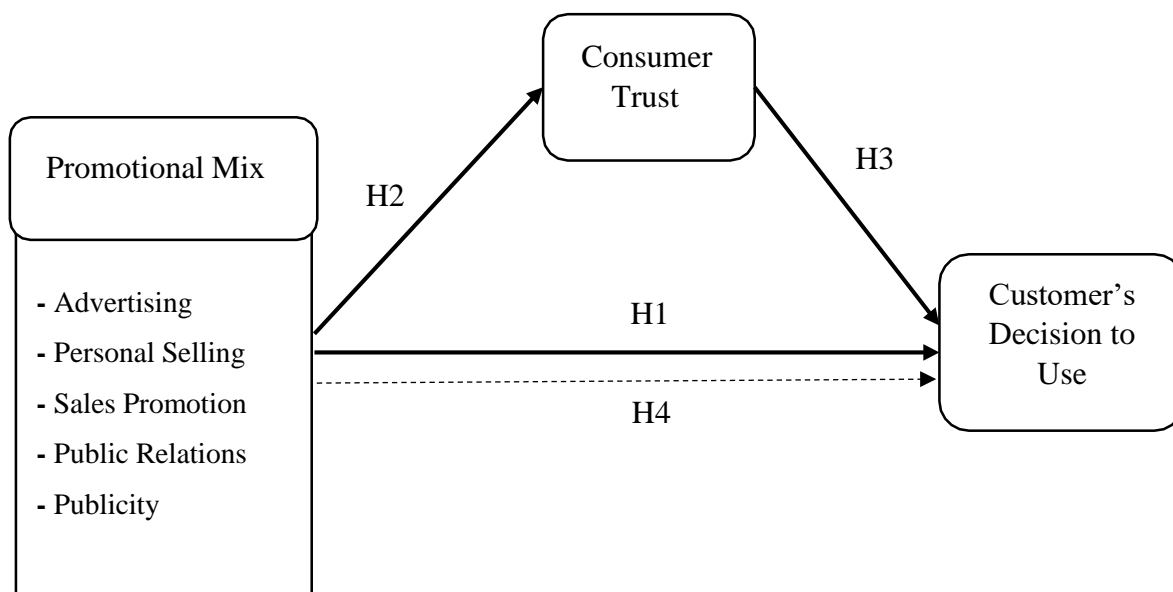


Figure1: Research Framework

METHODOLOGY

This current research work is a survey study, and its nature is cross sectional. Thus, a self-administered questionnaire was utilized in obtaining data for the purpose of this research work amongst subscribers of the cellular telecommunication companies aged between 20-29 in Yemen. The unit of analysis in this study consist of undergraduate students in Sana'a university. The total population for this study is 74,020. And 382 was considers as sample size for this study based on Krejcie and Morgan's (1970), table for determining sample size. The SPSS version 27.0 was used in deriving the whole experiments and analyses, while the smart partial least square (PLS-SEM) version 3.3.3 statistical package was used for inferential analysis. Finally, a total number of 256 completed and usable response were discovered as well as analyzed.

Measurement of Instrument

The research framework developed for the purpose of this study aimed at exploring the mediating effect of consumer trust in the relationship between promotional mix, and purchasing decision (use). the direct survey enables the researcher and respondents to interact through the questionnaire.

Thus, the instrument consist of four main parts descriptive and measure of promotional mix, consumer trust, and customer purchasing decisions. As mentioned earlier, the questionnaire was divided into four parts. The first part contains 10 items to describe the profile of respondents and the nature of the use of cellular telecommunication services. The second section contains 31 items that were taken from Al-Damour and Al-Sharida (2008); Khanfar, (2016); Santoso et al., (2019) and Abimbola et al. (2020), it has also been adapted and adopted to suit the study population to measure the five elements of the promotional mix as the independent variable: ("advertising, personal selling, salespromotion, public relations, and publicity"). Additionally, the third section contains 7 items taken from Ofori et al. (2018) and Ting et al., (2020), it has also been adapted and adopted to suit the study population relates to a consumer's willingness to rely on and believes in the cellular communication service, as well as any assurances or statements made by cellular communication service providers. Finally, the fourth section contains 8 items derived from the study of Al-Damour and Al-Sharida (2008), Ahmad & Ahmad, (2014), and Qalati et al., (2019), it has also been adapted and adopted to suit the current study.

Validity and Reliability

The Cronbach's alpha values for the entire measurement as well as the convergent validity are shown in Table1 for every construct's reliability and validity. Thus, the table indicated that the AVE value for the entire constructs involved in the study are said to be significantly higher than 0.5 as suggested by Hair Jr et al., (2020). In addition, Sarstedt et al., (2019) emphasized that composite reliability assessments for both structures were seen to be higher than the recommended value (0.700). Hence, the composite reliability results ranges from 0.86 to 0.96. Lastly, the Cronbach's alpha values ranges from 0.92 to 0.94, satisfying the value of 0.700 as recommended by Hair Jr et al., (2020). Hence, Table 1 indicates the Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE). While Table 2 indicates the Fornell-Larcker criterion analysis for checking discriminant validity.

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Table 1. Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE)

Construct	Dimension	Item	Composite Reliability (>0.70)	Cronbach's Alpha (>0.70)	Average Variance Extracted	
Promotional Elements (PME)	Mix	Advertising (PME-A)	9	0.92	0.93	0.60
		Sales Promotion (PME-SP)	3	0.87	0.92	0.79
		Personal Selling (PME-PS)	3	0.89	0.93	0.82
		Public Relations (PME-PR)	5	0.90	0.92	0.71
		Publicity (PME-P)	3	0.86	0.92	0.78
Consumer Trust (Trust)		7	0.91	0.92	0.64	
Customer's Decision Using Cellular Telecommunication Services (CDU_CTS)		8	0.93	0.94	0.66	

Table 2. Fornell-Larcker criterion analysis for checking discriminant validity

Construct	CDU-CTS	PME-A	PME-P	PME-PR	PME-PS	PME-SP	Trust
CDU-CTS							
PME-A	0.61						
PME-P	0.56	0.85					
PME-PR	0.59	0.88	0.89				
PME-PS	0.60	0.87	0.89	0.89			
PME-SP	0.62	0.83	0.69	0.79	0.82		
Trust	0.76	0.75	0.74	0.81	0.74	0.73	

Hence, the reliability was tested using the internal consistency procedure through the evaluation of the composite reliability values. Thus, the entire constructs involved in the study have met the required composite reliability values higher than 0.7. Likewise, the Fornell-Larcker test (Table 2) was utilized in assessing the discriminant validity. Similarly, the average variance explain (AVE) was utilized in determining convergent validity. The square root of AVE must be higher than the correlation between the latent constructs for each latent variable.

The Structural Model

The analysis procedure is converted into Smart PLS 3.0.0 graphic. Thus, Figure 3 represent the diagram. So, the arrows that linked the constructs in this study are decided by the direct hypotheses developed in the study framework. While the single-headed arrows that linked the are usually utilized for the purpose of verifying the causal effect of the entire study constructs. Likewise, Figure 3 describes the standardized estimate of the structural model which indicates the factor loading for every item as well as the mediating effect of consumer trust.

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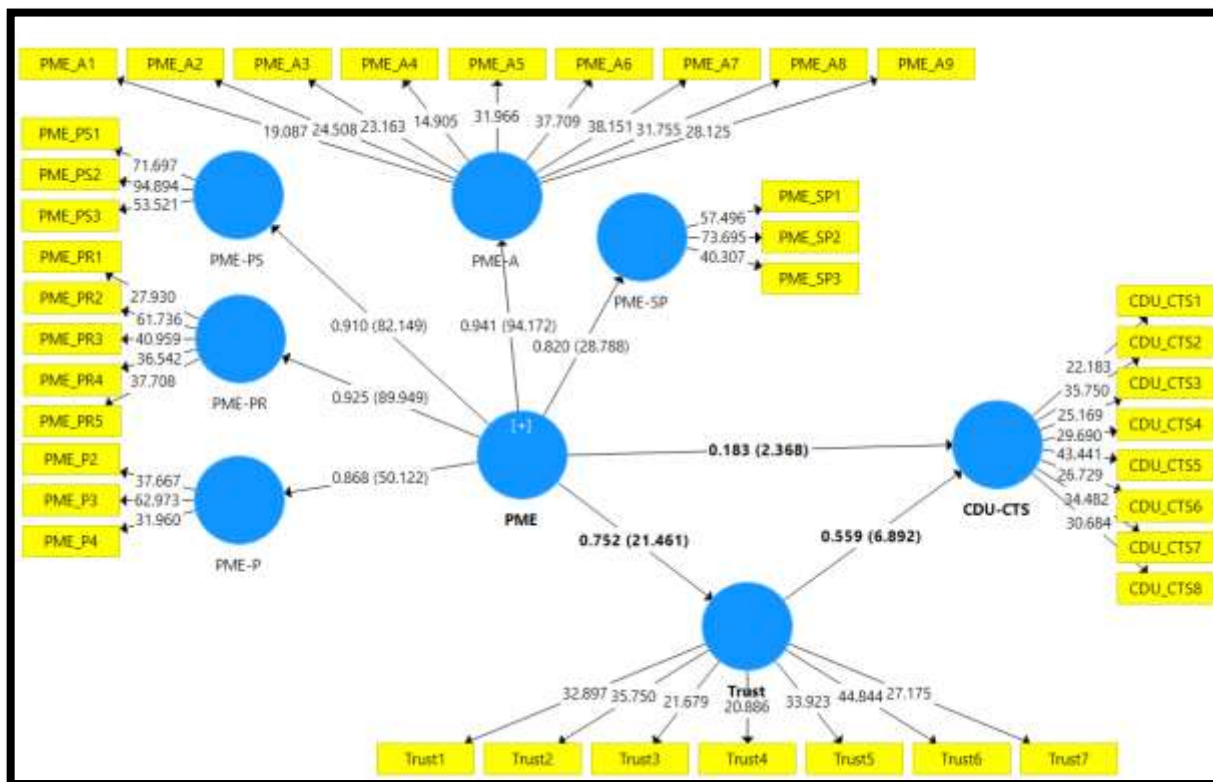


Figure 3. Smart PLS Standardized Result

Table 3. Summary of the Path Coefficient of the Study

Hypotheses	Relationship	Std. Beta	Std. Error	t-value	p-value	Decision
H1	PME -> CDU-CTS	0.183	0.077	2.368	0.009	Supported
H2	PME -> Trust	0.752	0.035	21.461	0.000	Supported
H3	Trust -> CDU-CTS	0.559	0.081	6.892	0.000	Supported

Key: PME= Promotional-Mix Elements, Trust= Consumer Trust, and CDU_CTS= Customer's Decision Using Cellular Telecommunication Services.

The summary of the study's effect through the use of SmartPLS-Structural Equation Model (SmartPLS-SEM) is shown in Table 3. It described the link amongst the path coefficients, standard deviation, profitability (p-value), as well as every research construct's result. The analysis indicates that promotional mix has a positive and statistically significant direct influence on consumer decision to use cellular telecommunication service with a path coefficient (Beta value=0.183; t-value=2.368; p=0.009). This outcome indicates that hypotheses 1 is supported. Likewise, hypotheses 2 reported a significant and positive link between promotional mix and consumer trust (Beta value= 0.752; t-value=21.461; p-value=0.00). Again, hypotheses 3 supported the proposed link between consumer trust and customer decision to use cellular telecommunication service (Beta value=0.559; t-value=6.892; p-value=0.00). Hence, Table 4 shows the summary of the R² values.

Table 4. Summary of the R² Values

Endogenous Construct	R-Square	R-Square Adjusted
CDU-CTS	0.50	0.03
Trust	0.50	0.027

Key: Trust= Consumer Trust, and CDU_CTS= Customer's Decision Using Cellular Telecommunication Services.

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Based on the research model, the squared multiple correlation (R^2) coefficient for the latent variables was tested to investigate the variance amongst the latent variables. Hence, the squared multiple correlations (R^2) is revealed in Table 4. It indicates that the hypothesized model describes the statistically positive and significant variance of the endogenous variables.

The Mediation Effect

The outcome of the mediation analysis conducted for the purpose of this study is shown in Table 5. Similarly, the bootstrapping outputs clearly indicates that the confidence intervals for the indirect effect of consumer trust between PME and CDU-CTS in Yemen with path coefficient ($\beta = 0.420$, $t = 6.647$, $p < 0.01$, 95% CI= 0.309 to 0.522). Thus, it doesn’t straddle a zero, which indicates that consumer trust significantly mediates this connection as described in Table 5. Likewise, the direct influence of these PME on CDU-CTS was also confirmed to be significant suggesting that consumer trust is a partial mediator of PME-CDU_ CTS linkages. Hence, H4 is supported emphasizing that, consumer trust mediates the link between promotional-mix and customer’s decision to use cellular telecommunication service. Table 5 indicates the summary of the mediation result;

Table 5. The Mediation Effect

No	Hypothesis	Std Beta	Std Error	T Values	BCILL	BCIUL	Decision
H4	PME -> Trust -> CDU-CTS	0.420	0.063	6.647***	0.309	0.522	Supported

Note: ***: $p < 0.01$

Key: PME= Promotional-Mix Elements, Trust= Customer Trust, and CDU_CTS= Customer's Decision Using Cellular Telecommunication Services.

CONCLUSION

The current research work proposed the mediating effect of consumer trust in the link amongst promotional mix and customer decision to use cellular telecommunication service in Yemen. The study utilized the SmartPLS as analytical tool for the purpose of analyzing the data. Hence, promotional mix have been hypothesized to directly influence consumer trust and customer’s decision to use cellular telecommunication service. While consumer trust anticipated to mediate promotional mix and customer decision to use cellular telecommunication service. The findings revealed that promotional mix had a positive and statistically significant direct influence on customer decision to use cellular telecommunication service. Likewise, the link between promotional mix and consumer trust is found to be substantial. Furthermore, the findings indicates that consumer trust have an impact towards influencing customer decision to use cellular telecommunication service. This study have contributed to the bulk of literature as well as have significant practical implication that can assist managers and also marketers amongst the cellular telecommunication service to make measures on factors that are capable of influencing customer decision to use (purchase) cellular telecommunication service in Yemen and other countries of the world at large. In addition, managers must be conscious that consumer trust is the most imperative factor that motivate customer’s decision to use (purchase) cellular telecommunication service.

Suggestion for Future Studies

Firstly, since the exploration emphasized on the cellular telecommunication service in Yemen, the assumption of the findings to several countries is indebted. Also, the future exploration may consider testing the link between promotional mix and customer decision to use (purchase) cellular telecommunication service in different countries in comparable scope. Secondly, the cross-sectional nature of this research work is also another limitation. Additionally, exploration utilizing the longitudinal procedure looks out for the link between promotional mix and customer decision to use (purchase) through different mediating construct. Thus, recognizing the mediating effect of consumer trust in the link amongst promotional mix and customer decision to use (purchase) cellular telecommunication service would support the management in the telecommunication sector towards enhancing their knowledge about the contribution of promotional mix on consumer trust as well as customer decision to use (purchase) cellular telecommunication service. Above all, the findings of the current study has offered a pragmatic direction to the management of telecommunication service sector in Yemen.

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