

Research Paper

The Impact of Higher Marketing Mix on Increasing Sales Volume (A Field Study on the Commercial Bank of Syria)

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Abstract—Marketing mix plays a prominent role in increasing sales volume in banks. In this research, we have dealt with the concept of marketing mix and its importance. The study aimed to clarify the impact of HMM on increasing sales volume. A set of recommendations have been reached that can show the impact of the marketing mix on increasing sales' volume in the Commercial Bank in Syria. The descriptive analytical approach used. The study findings: The effect of the higher marketing mix on increasing sales volume in private banks.

Keywords— marketing mix, sales volume, Commercial Bank, Syria, Product, Sales

1. Introduction

Marketing research plays an important role in organizations in enhancing their productivity and sales, as it is an effective tool for collecting and analyzing data and information, analyzing customers and their needs, and helping in making marketing decisions, which reflects positively on sales. The marketing mix consists of seven elements: product, price, distribution, promotion, process, individuals and physical evidence, and any defect in the planning process of these elements will negatively affect the marketing process and the organization's performance in achieving goals. However, there is an urgent need to have a suitable marketing mix for customer requirements based on the surrounding environment, as these elements are a reflection of the environment represented by the organization. The product that meets the customers' needs is the one that has a quality and competitive price that suits the consumers' capabilities. Competition between organizations has increased recently, leading to the need to develop the marketing methods in order to achieve high profits and sales, and enhance customers' conviction to buy the service or product.

2. Related Work

- **Study population:** Employees of the Commercial Bank of Syria.

Seventh: Previous Studies:

Study (Awatef 2021): study aimed is to show the impact of HMM and its elements on consumer behavior. The finding

was, the most important one is that the four elements of the marketing mix (product, price, promotion and distribution) play a prominent impact on consumer behavior. The research focuses on studying this behavior because of its importance to both the market and the consumer.

Study (Widodo, 2021): Aimed to clarify the impact of the promotional mix on increasing sales during the Corona pandemic. The qualitative descriptive approach was used. This study resulted in a number of results, the most important one is that the promotional mix strategy has an effective impact on increasing sales during this pandemic.

Study (Athar, 2021): Aimed to demonstrate the role of the important marketing mix in making customers' decisions regarding consumption credit borrowing and determining the most influential element, and the study dealt with the following elements (product, price, distribution, promotions, and the sale). The descriptive approach was used, and the study had many results, the most important one is that there is a strong relationship between the marketing mix and the customers' decision-making concerning credit loans, as the sales process period appeared as the most influential on the customer.

First: Study Problem

is there impact of the HMM on increasing sales' volume in the Commercial Bank of Syria?

A set of sub-questions are derived from it:

- What is the mechanism that must be followed by these companies in order to become a competitive player in the market?
- How important is sales' increase and the relationship to the company's reputation in the market?
- How able is the marketing mix to make development and reach the international market through the significant and rapid changes that affect employees?
- How possible is the marketing mix's scientific steps influence on increasing sales?

Second: Study Objectives:

To show the role of the higher marketing mix in increasing sales in the Commercial Bank of Syria, and a number of sub-objectives are branched from it, which are to show the role of the seven elements of the marketing mix (product, distribution, price, promotion, individuals, process and physical evidence) in raising the volume of sales in the Commercial Bank of Syria.

Third: Study Importance:

The importance of the research comes from its significance in highlighting the marketing mix role in increasing sales in the Commercial Bank of Syria, showing the importance of this concept and its elements that increase sales, and identifying appropriate ways to attract customers and gain their trust.

Fourth: Study hypotheses

Research main hypothesis: There is no statistically significant relationship between the higher marketing mix and the increase of sales volume in the Commercial Bank of Syria. The following sub-hypotheses emerge from it:

First sub-hypothesis: There is no statistically significant relationship between the product and the increase of sales volume in the Commercial Bank of Syria.

Second sub-hypothesis: There is no statistically significant relationship between distribution and increasing sales volume in this bank.

Third sub-hypothesis: There is no statistically significant relationship between the price and the increase of sales volume in this bank.

Fourth sub-hypothesis: There is no statistically significant relationship between promotion and increasing sales volume in this bank.

Fifth Sub-hypothesis: There is no statistically significant relationship between individuals and the increase of sales volume in this bank.

Sixth Sub-hypothesis: There is no statistically significant relationship between the process and the increase of sales volume in this bank.

Seventh Sub-hypothesis: There is no statistically significant relationship between physical evidence and increasing sales volume in this bank.

Fifth: Study variables and model:

- **Independent variable:** The marketing mix with its seven elements.
- **Dependent variable:** Sales volume.

3. Theory/Calculation

First: Top Marketing Mix Concept:

A marketing mix is defined as a set of elements that an organization uses in order to achieve marketing goals in the target market, and these elements are called marketing mix elements. It is one of the best means of marketing policy. The marketing mix is very important because it affects the volume of demand for products or services, increase sales, and quality of products and services and distinguishes them from those of competitors[1].

The marketing mix is a set of ways and means that can be controlled in order to direct the changing marketing environment and influence the market, with a result of making profits and achieving goals. It serves as a solid plan through which marketing tools and methods are used in order to increase sales' volume. However, in the banking marketing mix, the bank offers many advantages for the provided services in order to satisfy customers' needs and convince them to deal with the bank, such as providing offers and discounts as a mechanism to attract customers. It can be said that the marketing mix is one of the most important marketing elements of the organization, including marketing activities that are related to each other to carry out the marketing task optimally[2].

Second: The importance of the marketing mix:

The marketing mix has a great importance representing as a tool that enables the organization to measure its performance and determine whether its marketing decisions and plans are right or wrong; so, it is related to the organization's ability to reach its goals. The importance of the marketing mix is increasing day by day due to world technological developments, the evolution of production processes and services, the trend to find new markets, and the marketing concept changeability. Therefore, the importance of the marketing mix can be summarized by the following:

- 1- Marketing mix reflects all marketing activities related to the organization.
- 2- It forms the basis on which the organization relies in making its influential marketing decisions.
- 3- It is a key to marketing processes and strategies[1]

Third: Top Marketing Mix Elements:

There are seven elements of the top marketing mix, as follows:

- 1- **Product:** It is the service or product provided by the company to satisfy customers' needs. A product or service is a set of gains and benefits that customers receive to satisfy their desires. A banking service is an activity or benefit that customers receive from the bank to satisfy their needs. [3]
- 2- **Price:** It is the monetary value of the product or service provided by the customer in a specific period of time. Price is the element from which revenue and money come, and it is usually determined after comparing it to the value of the service or product and their benefit. There are a range of factors that affect the price, such as objectives, cost, technology, demand elasticity,

competition, economic regulations and conditions, and others[4]

- 3- **Distribution:** By distribution, the service or product is delivered to the customer at a specific and appropriate time and place through channels set by the company's management. Distribution management is the department that is responsible to transfer service or products to customers[5]
- 4- **Promotion:** It is the methods used to provide information about the service or product and influence customers' behavior and convince them with the commodity or service. So, it is a direct persuasive activity for customers. Its most important elements are advertising, personal selling, activating sales and publishing[6].
- 5- **Individuals:** They are those who provide service or product, such as employees. Thus, individuals are the mirror of the bank, as their external appearance plays an important role in influencing customers' views and attitudes towards the organization, and they help clarify the bank's vision[7].
- 6- **Operations:** It includes all the actual steps and procedures including the flow of activities related to services or products and their presentation to customers. They depend on services and products information providing to customers[5].
- 7- **Physical evidence:** It represents the physical environment of the provided service, as it is a means of interaction between the institution and customers. It includes all services such as reports, brochures, business cards, banners, communication services, and others.[8]

Fourth: The concept of sales and its volume importance in banks:

Sales are defined as services or products provided by the company to certain beneficiaries; it may be a service or commodity that is exchanged by money. The importance and volume of sales are determined by the following:

1. Development of a product or service is based on consumer desires and competition.
2. They play an active role in selling products, providing services and converting them into liquidity[9].
3. They help obtain the material value for the company obtained from customers as a result of selling a product or providing a service.
4. Determining the sales volume contributes to the study of the market and the forecast of the expected sales volume[8]
5. Sales are the primary source of financing activities.
6. Sales are one of the most important measures that reflect the establishment's competitive position.
7. Sales are the mirror of the company, when they are good, the company's reputation is also good[10]

The researcher believes that sales' volume has of great importance in banks, as it contributes to informing the management of the revenues volume, expected profits and liquidity. This, in turn, would enhance the banks' investment capacity in other fields, and strengthen its

competitive position in the market and inform its market share.

Fifth: Methods of increasing banks' sales:

- 1- The optimal choice of salesmen.
- 2- Intensive training of salesmen and the development of sales skills.
- 3- Sales planning. [11]
- 4- Salesmen motivation.
- 5- Sales rising[12]

Sixth: Factors affecting sales volume:

- a) **External factors:** These include the country political and economic factors, governmental control over sales, population, and technical and social factors[13]
- b) **Internal factors:** They include introducing new services and products, updating old ones, adopting new methods of distribution, enhancing the ability of sales departments and the efficiency of the administrative apparatus, pricing, advertising, marketing activity costs, financial resources, and distributors.[14]

Seventh: The relationship between the marketing mix and sales volume increase:

The marketing mix contributes to increasing sales by establishing a solid ground between the bank and customers based on trust. Marketing is the way to build strong and profitable customer relationships by creating value for customers and also receiving financial value from them. So, increasing the organization's revenues and profits depends on marketing products and services that satisfy customers' needs and desires.[15]

The marketing mix contributes to increasing customer confidence in the organization they deal with, as customer relationship coordination and management systems plan,[20] automate and promote marketing activities traditionally or electronically, which paves the way to make these relationships with customers longer. By using the marketing mix, the organization studies the needs and desires of customers to satisfy them through fully understanding the market. [16]

After choosing the appropriate marketing strategy, the organization seeks to adopt its own marketing program that works to transform these strategies into real value for customers. It develops products and services offers that aim at attracting and retaining customers, producing brands and setting prices. Finally, the organization develops promotional and marketing programs for these products and services and follows up the degree of customers' interaction and reactions to them.[17] All this would achieve a real increase in sales if applied on a scientific basis, as sales efforts are significantly affected by the capabilities of the marketing mix elements and marketing management activities, as well as the sales process affects the efforts of marketing management.[19]

4. Experimental Method/Procedure/Design



5. Results and Discussion

First: Study Methodology and Procedures:

- **Questionnaire Tool Design:** The Likert scale was adopted the following ranges were identified:

Table 1: Likert Scale

Domain	Degree of approval
1-1.8	Very weak
1.81-2.60	Weak
2.61-3.40	Medium
3.41-4.20	large
4.21-5	Very large

Source: [18]

Second: Descriptive Study:

- ❖ **Analysis of results related to the independent variable (marketing mix):**

1- Results related to the banking product:

Table 2: Analysis of results related to the banking product dimension

	mean	STd	T Test	level	Order
The bank provides different services.	3.42	0.971	19.235	Large	1
There is a constant attempt by the bank to update its provided services.	2.50	1.050	22.312	Weak	4
Services are provided in accordance with international banking standards.	2.56	1.068	31.542	Weak	3
Banking services satisfy customers' needs and desires.	2.43	0.859	19.452	Weak	5
Enhancing the Bank's competitive advantage by introducing new services.	3.04	1.185	21.845	Medium	2
Total	2.79	-	-	-	-

the value of banking product Mean is 2.79 and it is within the following range on the Likert scale (2.61-3.40), corresponding to the answer severity “medium”, with a significant difference and less than the average scale corresponding to the average gradations of the Likert scale (3).

2-results related to bank distribution:

Table 3: Analysis of results related to the dimension of bank distribution

	mean	STD	T	level	Order
The ability to deliver services to all customers.	3.48	0.944	14.213	Large	1
Customers receive services with full transparency and fairness.	3.03	0.892	19.457	Medium	5
Providing services electronically to customers.	2.82	0.781	24.315	Medium	3
The provided banking service is quick and efficient.	2.91	1.012	31.824	Medium	2
Problem facing customers are solved quickly and accurately.	2.76	1.45	17.854	Medium	4
Total	3	-	-	-	-

The value of the bank distribution Mean 3 and it is within the following range on the Likert scale (2.61-3.40), corresponding to the answer severity “medium”, with a significant difference and less than the average scale corresponding to the average gradations of the Likert scale (3).

3-results related to bank pricing:

Table 4 Analysis of results related to the banking pricing dimension

	mean	STD	T	level	Order
The ability of customers to cover the cost of banking services provided.	3.09	1.117	22.623	Medium	2
The cost of services provided by the bank is lower than competitors.	2.93	0.817	21.681	Medium	3
Develop planned competitive strategies that determine the prices of services.	2.71	0.827	19.824	Medium	4
Attracting customers and satisfying their needs by providing them with free services.	3.26	0.927	17.82	Medium	1
Total	2.99	-	-	-	-

The value of bank pricing Mean is 2.99, and it is within the next range on the Likert scale (2.61-3.40), corresponding to the answer severity “medium”, with a significant difference and less than the average scale corresponding to the average gradations of the Likert scale (3).

4.results related to banking promotion:

Table 5 Analysis of results related to the banking promotion dimension

	mean	STD	T	level	Order
Commercial Bank is very interested in promotion campaigns of its services.	3.01	0.752	18.632	Medium	5

Specialists in banking marketing contribute to designing promotion campaigns.	3.11	0.682	19.328	Medium	4
All means of promotion are used traditionally and electronically.	3.22	0.929	21.635	Medium	3
Promotion campaigns focus on the characteristics and benefits of the provided services and their difference from competitors'.	3.22	0.729	22.381	Medium	2
Providing full financial support to promote the provided services.	3.60	0.992	31.552	Large	1
Total	3.23	-	-	-	-

The value of the banking promotion Mean is 3.23, and it is within the next range on the Likert scale (2.61-3.40), corresponding to the answer severity “medium”, with a significant difference and is greater than the average scale corresponding to the average gradations of the Likert scale (3).

5.results related to the physical banking evidence:

Table 6 Analysis of results related to the dimension of banking physical evidence

	mean	STD	T	level
The number of customers increases as a result of the increase in the number of bank branches.	3.08	1.112	13.141	Medium
The services provided by the bank play a prominent role in customers' choice of services.	3.52	0.778	34.381	Large
In adopting the provided service, the customer depends on the bank location bank, whether it is near or far.	1.82	0.927	45.632	Medium
The use of modern technology contributes to the acceleration of the provided services.	3.08	0.993	27.821	Medium
Total	2.86	-	-	-

The value of the banking physical evidence Mean is 2.86 and it is within the following range on the Likert scale (2.61-3.40), corresponding to the answer severity “medium”, with a significant difference and less than the average scale corresponding to the average gradations of the Likert scale (3).

6.results related to individuals in banks:

Table 7 Analysis of results related to the dimension of individuals in banks

	mean	STD	T	level
The Bank's staff is very courteous and efficient.	3.42	0.889	33.254	Large

Responses to customer queries and services through the Bank's website are characterized by high speed.	1.80	0.763	41.925	very weak
High skills and great experience in dealing with customers possessed by employees.	3.03	0.628	18.647	Medium
Customer satisfaction with the method of treatment and the way they respond to their desires and requests.	2.99	0.928	21.781	Medium
Total	2.81	-	-	-

The value of the dimension of individuals Mean in banks is 2.81 and it is within the next range on the Likert scale (2.61-3.40), corresponding to the answer severity “medium”, with a significant difference and less than the average scale corresponding to the average gradations of the Likert scale (3).

7.results related to banking operations:

Table 8 Analysis of results related to the dimension of operations in banks

	mean	STD	T	level
High speed and efficiency in the completion of operations and services.	3.06	1.122	21.987	Medium
Carrying out banking operations by using modern technology.	2.99	0.889	26.385	Medium
The accuracy of the operations presented and the rarity of their errors.	3.48	0.764	22.546	Large
High number of customers due to good organization.	3.82	0.589	27.958	Large
Customer satisfaction with financial services and operations.	2.98	0.769	40.351	Medium
Total	3.27	-	-	-

The value of the operations Mean in the bank is 3.27 and it is within the next range on the Likert scale (2.61-3.40), corresponding to the answer severity “medium”, with a significant difference and is greater than the average scale corresponding to the average gradations of the Likert scale (3).

analysis of the results related to the dependent variable (sales volume):

Table (9) Analysis of the results related to the sales volume variable

	mean	STD	T	level
The bank has an independent and specialized sales department.	3.12	0.991	18.235	Medium
Clear and applicable plans are made to increase bank's sales.	1.94	0.725	31.352	Weak
The bank's management seeks to activate sales permanently.	3.13	0.581	32.859	Medium
Sales staff are trained and outsourced to increase sales volume.	3.09	0.758	41.326	Medium
The department focuses on providing fast services with high efficiency to raise	3.05	0.661	28.321	Medium

customer satisfaction.				
The department focuses on regular and electronic promotion campaigns to increase its sales.	3.48	0.682	29.349	Large
Management focuses on executing operations quickly and correctly to increase sales volume.	3.02	0.991	17.285	Medium
Total	2.98	-	-	-

The value of the sales volume variable Mean is 2.98 and it is within the following range on the Likert scale (2.61-3.40), corresponding to the answer severity “medium”, with a significant difference and less than the average scale corresponding to the average gradations of the Likert scale (3).

**Third: Hypothesis Testing:
1.test the main hypothesis:**

Table (10) Regression analysis between top marketing mix and sales volume

M	R	R ²	A. R ²	S.E.E
1	.858	.729	.711	.79801

According to table, we note a positive and strong relationship between the higher marketing mix and the sales volume, where the value of the corrected coefficient of determination is (0.729), which explains that 73% of the changes of sales volume in the commercial bank are due to the higher marketing mix.

Table (11) Regression parameters for the effect of the highest marketing mix on sales volume

M	U.C		S.C	t	Sig.
	b	S.E	BETA		
Top Marketing Mix Commercial Bank of Syria	.523	.327	.476	1.598	.002
	.834	.111		7.513	.000

The probability value is $P=0.000 < \alpha=0.05$, so the link is significant. Therefore, we reject the main hypothesis and accept the alternative one, which states: There is a statistically significant impact of the higher marketing mix in increasing sales volume in the Commercial Bank of Syria.

2.First Sub-hypothesis Test:

Table 12 Analysis of regression between banking product and sales volume

M	R	R ²	A. R ²	S.E.E
1	.830	.688	.648	.88302

It is clear that the regression model is significant and indicates a High relationship between the banking product and the sales volume, where the value of the corrected determination coefficient is (0.68), which explains that 68% of the changes of sales volume are due to the banking product.

Table (13) Regression parameters for the impact of the banking product on sales' volume

M	U.C		S.C	t	Sig.
	b	S.E	BETA		
Banking Product	2.195	.237	.230	9.266	.000
	.269	.082		3.276	.001

The probability value is $P=0.001 < \alpha=0.05$, so the link is significant. Hence, we reject the first sub-hypothesis and accept the alternative one, which states: There is a statistically significant effect of the banking product on increasing the volume of sales.

3.Second sub-Hypothesis Test:

Table 14 Regression analysis between bank distribution and sales volume

M	R	R ²	A. R ²	S.E.E
1	.810	.656	.635	.90172

It is clear that the regression model is significant and indicates a positive and strong relationship between bank distribution and sales volume, where the value of the corrected coefficient of determination reaches (0.65), which explains that 65% of the changes in sales volume in the Commercial Bank of Syria are due to bank distribution.

Table (15) Regression parameters of bank distribution impact on sales volume

M	U.C		S.C	t	Sig.
	b	S.E	BETA		
Banking Distribution	2.467	.316	.110	7.819	.000
	.167	.108		1.541	.000

The probability value is $P=0.000 < \alpha=0.05$, so the link is significant. Hence, we reject the hypothesis and accept the alternative one, which states: There is a statistically significant effect of bank distribution on increasing the sales volume in the Syrian commercial bank.

4.Testing the third sub-hypothesis:

Table 16 Analysis of the regression between bank pricing and sales volume

M	R	R ²	A. R ²	S.E.E
1	.769	.591	.512	.90508

It is clear that the regression model is significant and indicates a positive and strong relationship between bank pricing and sales volume, where the value of the corrected determination coefficient is (0.59), which explains that 59% of sales volume changes in the bank are due to bank pricing.

Table (17) Regression parameters of bank pricing impact on sales volume

M	U.C		S.C	t	Sig.
	b	S.E	BETA		
Bank Pricing	3.161	.236		13.415	.000
	-.076-	.079	-.069-	-.961-	.038

The probability value is $P=0.038 < \alpha=0.05$; so, the link is significant. Hence, we reject the hypothesis, and accept the alternative one, which states: There is a statistically significant impact of bank pricing on increasing sales volume in the bank.

5.Fourth Sub-hypothesis Test:

Table 18 Regression Analysis between Banking Promotion and Sales Volume

M	R	R ²	A. R ²	S.E.E
1	.890	.792	.742	.86839

It is clear that the regression model is significant and indicates a positive and strong relationship between banking promotion and sales volume, as the value of the corrected determination coefficient is (0.79), which explains that 79% of sales volume changes in the Syrian commercial bank are due to banking promotion.

Table (19) Regression parameters for the effect of banking promotion on sales volume

M	U.C		S.C	t	Sig.
	b	S.E	BETA		
Banking Promotion	2.181	.192		11.374	.000
	.233	.056	.290	4.202	.000

The probability value is $P=0.038 < \alpha=0.05$ Thus the link is significant. Therefore, we reject the hypothesis and accept the alternative one, which states: There is a statistically significant effect of banking promotion on increasing the sales volume in the commercial bank.

6.Test the fifth sub-hypothesis:

Table 20: Regression Analysis between material Banking Evidence and Sales Volume

M	R	R ²	A. R ²	S.E.E
1	.878	.771	.731	.83990

It is clear that the regression model is significant and indicates a positive and strong relationship between the material banking evidence and sales volume, where the value of the corrected determination coefficient is (0.771), which explains that 77% of sales volume changes in the bank are due to the material banking evidence.

Table (21) Regression parameters for the impact of banking material evidence on sales volume

M	U.C		S.C	t	Sig.
	b	S.E	BETA		
Banking Physical Guide	1.450	.270		5.371	.000
	.524	.092	.378	5.674	.000

The probability value is $P=0.000 < \alpha=0.05$; so, the link is significant. Hence, we reject the hypothesis and accept the alternative one, which states: There is a statistically significant impact of the banking material evidence on increasing sales volume in the Syrian commercial bank.

8. Sixth Sub-hypothesis Test:

Table 22 regression Analysis among individuals in banks and sales volume

M	R	R ²	A. R ²	S.E.E
1	.720	.518	.508	.71164

It is clear that the regression model is significant and indicates a good relationship between individuals in the bank and sales volume, as the value of the corrected determination coefficient was (0.518), which explains that 51% of sales volume changes in the commercial bank are due to individuals.

Table (23) Regression Parameters of the Impact of Individuals in Banks on Sales Volume

M	U.C		S.C	t	Sig.
	b	S.E	BETA		
1 Individuals in banks	.874	.195		4.480	.000
	.738	.067	.620	10.985	.000

The probability value is $P=0.000 < \alpha=0.05$. Thus, the link is significant. Therefore, we reject the hypothesis and accept the alternative one, which states: There is a statistically significant effect of individuals in the bank on increasing sales volume in the Syrian commercial bank.

9. Seventh Sub-hypothesis Test:

Table 24 regression Analysis among bank operations and sales volume

M	R	R ²	A. R ²	S.E.E
1	.842	.708	.701	.76217

It is clear that the regression model is significant and indicates a strong relationship between operations in the commercial bank and sales volume, where the value of the corrected determination coefficient is (0.708), which explains that 70% of the sales volume changes in the commercial bank are due to operations in banks.

Table (25) Regression parameters of bank operations impact on sales volume

M	U.C		S.C	t	Sig.
	b	S.E	BETA		
Banking Operations	1.371	.184		7.473	.000
	.543	.061	.542	8.970	.000

The probability value is $P=0.000 < \alpha=0.05$. Thus, the link is significant. Hence, we reject the hypothesis and accept the alternative one, which states: There is a statistically significant impact of operations on increasing sales volume in the Syrian commercial bank.

Fourth: Conclusions and Recommendations:

❖ Results:

- 1- There is a statistically significant impact of the higher marketing mix on increasing sales volume in the Syrian commercial bank.
- 2- There is a difference between the banking services offered in Syria and the international ones.
- 3- The inability of banking services to satisfy customers' needs and desires.
- 4- Bank branches number is insufficient not cover all the country.
- 5- Modern technology is not used in all banking services, which are inefficient.
- 6- Problems encountered by customers are solved slowly.
- 7- The electronic service cost is similar to the traditional one.
- 8- Weak tendency to use traditional and electronic promotion.
- 9- The weakness of the bank's websites, and its inexperience in providing services.
- 10- Insufficient customers' satisfaction with the way they are treated.
- 11- Immaturity of awareness campaigns in raising the number of customers.

❖ Recommendations:

1. Enhancing interest in banking services and providing distinguished services from other banks at a lower cost.
2. Activating the role of electronic banking services due to the limited branches all over the country.
3. Using a pricing strategy that is appropriate to its period.
4. Enhancing the role of electronic promotion in increasing sales volume.
5. Qualifying and training employees on how to deal with customers and attract them.
6. Finding a specialized sales department that includes experts in the field of banking sales.

6. Conclusion and Future Scope

Marketing mix plays a prominent role in increasing sales volume in banks. In this research, we have dealt with the concept of marketing mix and its importance, as well as the marketing mix elements since it is an important tool for enhancing the banks' profitability, reaching their goals and

making performance efficient. In addition, the research has clarified the concept of sales, the methods of increasing them in the market and the factors affecting them. Finally, the close relationship between marketing and increasing sales volume was mentioned, too.

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