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Impact of attraction and payment strategies on brand dominance Gulf Bank Algeria-Djelfa**Zohra Saied**

PhD. Student, Laboratory of Quantitative and Qualitative Applications for Economic, Social and Environmental Improvement of Algerian Institutions, University of Ghardaia, Algeria

Email: Saied.zohra@univ-ghardaia.dz

Maaradj Houari

Professor, Laboratory of Regional Tourism and Institutions, University of Ghardaia, Algeria

Email: houari@univ-ghardaia.dz

Abstract---The study aims to highlight the impact of the pull and push strategies on brand dominance from the point of view of the customers of Gulf Bank of Algeria – Wilaya of Djelfa, where the descriptive and analytical approach was relied upon and the questionnaire tool was distributed to a sample of 93 customers of Gulf Bank of Algeria, and by relying on the statistical analysis program, the results obtained were analyzed and discussed, where we concluded that there is a statistically significant impact at a significance level ($0.05 \geq \alpha$) for the dimensions of the pull and push strategies combined on brand dominance. Some recommendations were suggested, such as the bank's reliance on integrated marketing communications strategies and increasing brand awareness through its dimensions represented in (brand knowledge, brand recall, brand dominance, brand popularity).

Keywords---Pull strategy, Push strategy, Brand dominance, Gulf Bank Algeria.


Introduction:

The Algerian banking sector is characterized by intense competition, with banks striving to offer alternatives and options to attract the largest possible customer base. Therefore, banks must choose the most suitable means to promote their services. Among the strategies adopted by banks to market their services are the pull and push strategies, which aim to increase brand awareness, ultimately leading to brand dominance. The brand is the main effective tool that distinguishes a bank from its competitors in the market.

Problem Statement:

The study's problem can be highlighted by posing the following primary research question:

What is the impact of pull and push strategies on brand dominance?

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Corresponding author: Saied, Z., Email: Saied.zohra@univ-ghardaia.dz

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1254

Based on this primary problem, the following sub-questions are proposed:

- Is there a statistically significant effect at the 0.05 level ($\alpha \leq 0.05$) of the pull strategy on brand dominance among customers of Gulf Bank of Algeria – Djelfa branch?
- Is there a statistically significant effect at the 0.05 level ($\alpha \leq 0.05$) of the push strategy on brand dominance among customers of Gulf Bank of Algeria – Djelfa branch?

Hypotheses:

To answer the research problem, the following hypotheses were formulated:

Main Hypothesis:

There is a statistically significant effect at the 0.05 level ($\alpha \leq 0.05$) of both the pull and push strategies on brand dominance among customers of Gulf Bank of Algeria – Djelfa branch.

This main hypothesis is divided into two sub-hypotheses:

- ✓ There is no statistically significant effect at the 0.05 level ($\alpha \leq 0.05$) of the pull strategy on brand dominance among customers of Gulf Bank of Algeria – Djelfa branch.
- ✓ There is no statistically significant effect at the 0.05 level ($\alpha \leq 0.05$) of the push strategy on brand dominance among customers of Gulf Bank of Algeria – Djelfa branch.

Objectives of the Study:

The primary objective of this study is to identify the impact of the push and pull strategies on brand dominance in Algerian banks. This overarching goal gives rise to several sub-objectives, including:

- Shedding light on the concept of push and pull strategies.
- Defining the theoretical framework for brand dominance.
- Interpreting the relationship between push and pull strategies and brand dominance.
- Determining which strategy has a greater influence on brand dominance.

2. Key Concepts and the Study Variables:

1.2. Push and Pull Strategies:

The pull strategy involves the process of communication between the producer and the final consumer through various promotional means, particularly advertising and sales promotion, to create brand loyalty (Halasi, 2017). The strategy works by influencing the customer to seek out goods or services, thus pressuring the distribution channel, which in turn contacts the producer to provide the requested goods or services (Gharziz, 2020; Salman, 2020).

From this, it can be said that the pull strategy involves the company attracting consumers toward its product through various promotional methods (advertising, sales promotion), prompting the customer to press the retailer to supply the product. The retailer then begins searching for and gathering information from the wholesaler, who subsequently contacts the company to provide the product. As for the push strategy, the company influences sellers or intermediaries through promotional means (such as personal selling), encouraging them to push the product toward the final consumer (Aichouche, 2017; Lagha, 2012, p. 77).

Based on the above, the push strategy can be described as the process of pushing the marketing message from the company toward distribution channels to achieve communication with the final consumer.

2.2 Brand Dominance:

Brand dominance represents the highest level of brand awareness and indicates strong brand loyalty (Abbas, 2023). When a brand is dominant, it is firmly ingrained in the consumer's mind, fostering a sense of ownership (Alifian et al., 2024, p. 65).

From this, it can be said that brand dominance is the powerful and reliable presence of a brand in the consumer's mind, reflecting the highest level of brand awareness and symbolizing consumer loyalty to the brand.

3. Applied Framework of the Study:

3.1. Study Population and Sample:

The study population includes all customers of Gulf Bank of Algeria – Djelfa branch. Since it was not feasible to conduct a comprehensive survey of all customers, a sample of 102 was selected, of which 93 questionnaires were retrieved, and 91 of them were valid for analysis.

3.2. Study Tool:

To collect information and data about the study population, we employed fieldwork as the primary data source. A specially designed questionnaire was used as the study tool, aimed at achieving scientific results related to the main research problem. The questionnaire was developed in alignment with the study hypotheses to address the research problem, measure the dependent and independent variables, and understand the nature of the relationships between these variables. It contained a set of questions, and once answered by the selected sample from the target population, we obtained the preliminary data required for the study.

The questionnaire included various sections, each containing statements measuring "pull and push strategies and brand dominance." Respondents were asked to select the option that best reflected their perspective on each factor.

Based on theoretical background and previous studies on the topic, we decided to adopt a Likert five-point scale as the most suitable for this type of research. The available options for each statement were: "Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree." Respondents were instructed to select only one answer per statement.

We also tested the validity of the study tool. This aimed to ensure that the scale could accurately measure what it was designed to assess and verify the validity of the questionnaire's statements, ensuring they effectively covered the study variables and hypotheses, thereby fulfilling the study's objectives. The questionnaire's validity was tested in two phases:

3.3. Face Validity (Internal Consistency): To conduct this test, we calculated the Spearman correlation coefficient between the score of each statement in every section and the total score of all statements in that section. The results are presented in the following tables:

Table 1: Internal Consistency Between the Statements in Each Dimension of the Pull and Push Strategies

The first dimension: Pull strategy			
Statement number	Statement	Correlation coefficient	Significance Level (p-value)
01	The advertisement provides sufficient information about the services provided by the bank	,7770	0.001
02	The bank is characterized by diversity in advertising to suit the needs of customers	,8090	0.000
03	Information about the services is taken from the bank's website	,7370	0.000
04	The bank offers promotions from time to time	,8080	0.000
05	Having the opportunity to participate in competition organized by the bank motivates you to deal with it	,7620	0.000

	Overall correlation of the pull strategy dimension	0.823	0.000
The second dimension: Push strategy			
06	Good treatment by bank employees to customers	,7950	0.000
07	The staff at the bank are courteous and polite	,8550	0.000
08	The ability of the bank employees to express and persuade in presenting suggestions to the customers	,9010	0.000
09	The bank has experienced and competent staff in their field	,9080	0.000
10	Bank employees have the ability to listen well to the concerns of customers	,8510	0.000
	Overall correlation of the push strategy dimension	0.870	0.000

Source: Prepared by the researchers based on the outputs of SPSS version 22.

As shown in Table (1), the correlation coefficients between each statement and the respective dimension of the pull and push strategy variables are positive and strong. Furthermore, all the statements were statistically significant at a significance level of ($\alpha \leq 0.05$), indicating that they are valid to a degree that makes them reliable for measuring what they were designed to assess.

Table 2: Internal Consistency Between the Statements in the Brand Dominance Dimensions

Statement number	Statement	Correlation Coefficient	Significance Level (p-value)
01	The brand tells me something about the quality of the bank's services	,7650	0.000
02	Sometimes, I find myself willing to pay more for the bank's services because of its brand	,7760	0.000
03	I cannot stop using the bank's services just because better offers are available	,7780	0.000
04	My ability to recall the bank's brand helps me decide to engage with the bank	,7080	0.000
05	The bank whose brand I remember is more preferable to other banks	,6930	0.000

Source : Prepared by the researchers based on the outputs of SPSS version 22.

It is evident from Table (02) that the correlation coefficients between each statement and the brand dominance dimension are positive and strong. Furthermore, all the statements were statistically significant at a significance level of ($\alpha \leq 0.05$), indicating that they are valid and reliable for measuring what they were designed to assess.

3.4. Reliability of the Study Tool

The reliability of the research tool (questionnaire) refers to ensuring that the responses will remain consistent if the tool is applied repeatedly to the same individuals. To measure the reliability of the research tool (questionnaire), we used the **Cronbach's Alpha** coefficient, which is considered one of the best methods for indicating the reliability estimate. We calculated it for the overall study tool, for each variable individually, and for each dimension of the study. The results are presented in the following table :

Table 3 : Reliability Coefficients for the Study Dimensions Using Cronbach's Alpha Method

Study Dimensions and Axes	Number of Statements	Reliability Coefficient
1- Push and pull strategies		
Pull strategy	05	0.847
Push strategy	05	0.925

Overall Reliability for Pull and Push Strategies	10	0.895
2- Brand dominance		
Reliability for Brand Dominance	05	0.825
Overall Study Reliability	15	0.916

Source : Prepared by the researchers based on the outputs of SPSS version 22.

From Table (03), it is clearly evident that the Cronbach's Alpha reliability coefficient for all the axes of the questionnaire is (0.916). This indicates the strong reliability of the study tool (questionnaire). When considering each dimension of the study individually, we find that the Cronbach's Alpha for the first axis, related to the pull and push strategies, is (0.895), while the second axis, brand dominance, has a Cronbach's Alpha of (0.895). These values are highly significant, reflecting the reliability of the questionnaire's dimensions.

Therefore, based on the above, we can conclude that the Cronbach's Alpha values for all the study dimensions are greater than 0.6, which is the minimum threshold for Cronbach's Alpha in social and human sciences studies (Nakhla Rizkallah, 2002, p. 312). Given the Cronbach's Alpha for the overall questionnaire, we can confidently state that the reliability percentages highlighted above indicate the robustness of the study tool. This ensures that the questionnaire is capable of providing the necessary data to derive meaningful results about the phenomenon under investigation. Thus, the researcher can trust the validity of the questionnaire, its suitability for analyzing results, and its capacity to answer the study's questions and test its hypotheses.

3.5. Descriptive Analysis of the Personal Data of the Study Sample:

The questionnaire included a set of questions aimed at identifying certain personal and professional characteristics of the sample, specifically: gender, age, and the duration of the relationship with the bank.

Table (04): Demographic Characteristics of the Sample

Gender	Frequency	Percentage	Age	Frequency	Percentage	Duration with the bank	Frequency	Percentage
Male	57	62,6%	Under30 years	9	9.9%	Less than 5 years	64	70.3%
Female	34	37,4%	31- 40 years	36	39.6%	5-10 years	14	15.4%
			Over 14 years	46	50.5%	More than 10 years	13	14.3%
Total	91	100%	Total	91	100%	Total	91	100%

Source: Prepared by the researchers based on SPSS version 22 outputs.

The table above shows that the study sample consists of (62.6%) males, while females constitute (37.4%) of the sample. It is also evident that the predominant age group among the participants is "over 50 years," with a percentage of (50.5%). The age group "31-40 years" follows, representing (39.6%), while the "under 30 years" group accounts for (9.9%).

Regarding the duration of engagement with the bank, the most common duration among the participants is "less than 5 years," accounting for (70.3%), likely due to the bank's recent presence in the province. The group "5 to 10 years" constitutes (15.4%), followed by the "over 10 years" group, representing (14.3%).

4. Testing the Hypotheses, Presenting the Results, and Discussion

This section of the research covers the testing of the study's applied hypotheses, which primarily aim to determine the impact of the push and pull strategies on brand dominance. This was done by

examining the relationship between the elements of the push and pull strategies and brand dominance, as well as understanding the extent to which institutions use these strategies from the customer's perspective.

4.1. Hypothesis Testing

After collecting and analyzing the data using appropriate statistical measures, and in light of the hypotheses that the study aims to test, regression analysis was used to test the hypotheses. We first extract the correlation values of Pearson's coefficient to examine the relationship between the independent variables and to ensure the existence of a correlational relationship between them.

The main hypothesis tested is: "There is a statistically significant relationship between the impact of the push and pull strategies on enhancing brand dominance".

This hypothesis was posed to answer the following question: "What impact can the push and pull strategies implemented by the bank have on brand dominance?"

We first rely on calculating Pearson's correlation coefficient to understand the nature of the correlations between the sub-variables, identifying whether they are closely linked or diverge, and to demonstrate the accuracy of the choice of these components and their inclusion in the same population. The following table illustrates this.

Table (05): Pearson's Correlation Coefficients between the Dimensions of Push and Pull Strategies and Brand Dominance

Dimensions	Correlation coefficient	Significance level
Pull strategy	0,6770	0.000
Push strategy	0,4880	0.000
Combined pull and push strategies	0,6710	0.000

Source: Prepared by the researchers based on SPSS output version 22.

It is evident from the table above that the correlation coefficient between the dimensions of the pull and push strategies and the brand dominance variable in the sample under study was statistically significant at the significance level ($\alpha \leq 0.05$), indicating a strong positive correlation.

This main hypothesis has been further divided into several sub-hypotheses as follows:

- ✓ There is a statistically significant relationship between the pull strategy and brand dominance.
- ✓ There is a statistically significant relationship between the push strategy and brand dominance.

4.2. Presentation and Discussion of the Main Hypothesis and Sub-Hypotheses

The current study aims to examine the impact of the "pull and push strategies" on "brand dominance" within the sample under investigation. To achieve this, the necessary data were collected through the application of the study tool, followed by data entry and statistical data analysis to address the study's questions and hypotheses. The results of the field study will be presented, indicating whether the hypotheses are validated.

The study seeks to understand the effect of the "pull and push strategies" on "brand dominance" by addressing the study's questions and hypotheses. The hypotheses included the following:

4.2.1. First Sub-Hypothesis:

It posits that: "There is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of the pull strategy on brand dominance in the sample under investigation."

To test this hypothesis, we will utilize variance analysis for regression to ensure the model's validity, in addition to simple regression analysis to test the impact of the pull strategy on brand dominance.

Table (6): Results of Variance Analysis for Regression to Ensure Model Validity in Testing the Effect of the Pull Strategy on Brand Dominance

Source of variation	Sum of squares (SS)	Degree of freedom (DF)	Mean square (MS)	F- value calculated	Significance Level (F)
Regression	17.228	1	17.228	75.459	0.000
Error	20.3149	89	0.2280		
Total	37.547	90	/		

Source: Prepared by the researchers based on the outputs of SPSS version 22.

The table presents the results of the model validity test for the hypothesis. It shows that the analysis results indicate that the model is statistically significant in explaining the regression equation regarding the effect of the attraction strategy on brand dominance. The calculated F value is (75.459), which is significant at the significance level ($0.05 \geq \alpha$). Therefore, we conclude that the model is valid for testing this hypothesis.

Table 7: Results of the Simple Regression Analysis on the Effect of the Attraction Strategy on Brand Dominance

Model	Correlation Coefficient (R)	Coefficient of Determination (R^2)	Unstandardized Coefficients		Standardized Coefficients	Calculated (T) value	Significance level
			B	Standard Error	Beta		
(Constant)	0.677	0.459	1,525	0,239	-	6,389	0.000
Pull strategy			0,585	0,067	0,677	8,687	0.000

Dependent Variable : Brand dominance

Source: Prepared by the researchers based on the outputs of SPSS version 22.

Table (7) indicates that the results of the simple regression analysis show a statistically significant effect of the attraction strategy on brand dominance at a significance level of ($0.05 \geq \alpha$). The significance of this effect is confirmed by the calculated T value, which reached (8.687) and is significant at the ($0.05 \geq \alpha$) level.

The correlation coefficient R is (0.677), while the coefficient of determination R^2 is (0.459). Therefore, we conclude that the attraction strategy contributes approximately (45.9%) to enhancing brand dominance.

Based on the previous results, we reject the null hypothesis and accept the alternative hypothesis, which states that "there is a statistically significant effect at a significance level of ($0.05 \geq \alpha$) of the attraction strategy on brand dominance."

4.2.2. Sub-Hypothesis Two:

This hypothesis states that "there is a statistically significant effect at a significance level of ($\alpha \leq 0.05$) of the push strategy on brand dominance in the study sample."

To test this hypothesis, we will use analysis of variance for regression to ensure the validity of the model, in addition to simple regression analysis to examine the effect of the push strategy on brand dominance.

Table 8: Results of the Analysis of Variance for Regression to Verify the Model's Validity for Testing the Effect of the Push Strategy on Brand Dominance

Source of variation	Sum of squares (SS)	Degree of freedom (DF)	Mean square (MS)	F- value calculated	Significance Level (F)
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Regression	8.949	1	8.949	27.851	0.000
Error	28.598	89	0.3210		
Total	37.547	90	/		

Source: Prepared by the researchers based on the outputs of SPSS Version 22.

Table (8) presents the results of the model validity test for the hypothesis. The analysis indicates that the model is statistically significant in explaining the regression equation for the impact of the payment strategy on brand dominance, with a calculated F value of (27.851), which is significant at the level of ($0.05 \geq \alpha$). Accordingly, we conclude that the model is valid for testing this hypothesis.

Based on the previous results, we reject the null hypothesis and accept the alternative hypothesis, which states that "there is a statistically significant effect at the significance level of ($0.05 \geq \alpha$) of the payment strategy on brand dominance."

Table (9): Results of the Simple Regression Analysis for the Effect of the Push Strategy on Brand Dominance

Model	Correlation Coefficient (R)	Coefficient of Determination (R^2)	Unstandardized Coefficients		Standardized Coefficients	Calculated (T) value	Significance Level (T)
			B	Standard Error	Beta		
(Constant)	0.488	0.238	2,150	,2720	-	7,899	0.000
Push strategy			0,3860	,0730	0.488	5,277	0.000

Dependent Variable : Brand dominance

Source: Prepared by the researchers based on the outputs of SPSS version 22.

The results in Table (9) indicate that the simple regression analysis reveals a statistically significant effect at the significance level ($0.05 \geq \alpha$) of the push strategy on brand dominance. This significance is further confirmed by the calculated T value, which is (5.277), and is statistically significant at the significance level ($0.05 \geq \alpha$).

The correlation coefficient R is (0.488), while the coefficient of determination R^2 is (0.238). Therefore, we conclude that the push strategy contributes approximately (23.8%) to the enhancement of brand dominance.

Based on the previous results, we reject the null hypothesis and accept the alternative hypothesis, which states that "there is a statistically significant effect at a significance level of ($\alpha \leq 0.05$) for the push strategy on brand dominance."

4.2.3. The third sub-hypothesis

It tests the combined effect of the dimensions of the pull and push strategies on brand dominance. This hypothesis is formulated as follows: "There is no statistically significant effect at a significance level of ($\alpha \leq 0.05$) for the combined dimensions of the pull and push strategies on brand dominance."

To determine which of the dimensions of the pull and push strategies—when combined—affect brand dominance, we will conduct a multiple regression analysis.

Table 10: Results of Variance Analysis for Regression to Verify the Model's Validity in Testing the Combined Effect of the Dimensions of the Pull and Push Strategies on Brand Dominance

Source of variation	Sum of squares (SS)	Degree of freedom (DF)	Mean square (MS)	F- value calculated	Significance Level (F)
Regression	18,448	2	9,224	42,499	0.000
Error	19,099	88	0,217		
Total	37,547	90	/		

Source: Prepared by the researchers based on the outputs of SPSS version 22.

The table illustrates the results of the model validity test for examining the combined effect of the dimensions of the push and pull strategies on brand dominance. The analysis shows that the model is statistically significant in explaining the regression equation, with a computed F-value of 42.499, which is significant at the 0.05 level ($\alpha \leq 0.05$). Based on this, we conclude that the model is valid for testing.

Table 11: Results of Multiple Regression Analysis to Test the Combined Effect of the Dimensions of Push and Pull Strategies on Brand Dominance

Model	Correlation Coefficient (R)	Coefficient of Determination (R ²)	Unstandardized Coefficients		Standardized Coefficients	Calculated (T) value	Significance Level (T)
			B	Standard Error	Beta		
(Constant)	0.701	0.491	1,234	0,263	-	4.689	0.000
Pull strategy			0,498	0,075	0,576	6.615	0.000
Push strategy			0,163	0,069	0,207	2.371	0.020
Dependent Variable : Brand dominance							

Source: Prepared by the researchers based on SPSS outputs, version 22.

The results presented in Table (11) indicate that the multiple regression analysis reveals a statistically significant effect at the significance level ($0.05 \geq \alpha$) for both dimensions of the pull and push strategies on brand dominance. The significance of this effect is confirmed by the calculated T value, which is significant at the ($0.05 \geq \alpha$) level.

The correlation coefficient (R) is (0.701), while the coefficient of determination (R²) is (0.491). Therefore, we conclude that the dimensions of the pull and push strategies together contribute approximately (49.1%) to the improvement of brand dominance.

In terms of the dimensions with the most impact, it can be observed from the Beta coefficient that the pull strategy has the greatest effect on brand dominance.

Based on the previous results, we reject the null hypothesis and accept the alternative hypothesis, which states that "there is a statistically significant effect at the significance level ($0.05 \geq \alpha$) of the dimensions of the pull and push strategies collectively on brand dominance."

5. Conclusion

In light of the preceding discussion, it can be stated that the strategies of pull and push play a significant role in the brand dominance of banking institutions. This study has examined the impact of these two strategies on brand dominance, selecting Gulf Bank of Algeria in Djelfa as a case study.

Our findings indicate that the strategies of pull and push have varying effects on brand dominance within the banking institution under investigation, with each strategy contributing uniquely to the brand's prominence.

Additionally, the results of the hypothesis testing revealed a statistically significant effect at the level of significance ($\alpha \leq 0.05$) of both pull and push strategies on brand dominance in the bank under study.

This research paper has yielded several key findings:

- The bank employs both pull and push strategies as tools for brand dominance.
- The bank relies on the pull strategy as a means of achieving brand dominance.
- The bank utilizes the push strategy as a means of attaining brand dominance.
- The bank enhances brand awareness through its brand dominance efforts.

6. Recommendations:

- The bank should adopt an integrated marketing communication strategy due to its effective role in increasing brand awareness and dominance.
- The bank should implement a promotional strategy to enhance brand awareness.
- The bank must work on increasing brand awareness through its various dimensions, which include brand knowledge, brand recall, brand dominance, and brand prevalence.

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