



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

IJRSET

International Journal of Innovative Research in
SCIENCE | ENGINEERING | TECHNOLOGY

INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 11, Issue 11, November 2022

ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 8.118

9940 572 462

6381 907 438

ijrset@gmail.com

www.ijrset.com

Impact of Internal Marketing on Employee Job Satisfaction

Rutuja Vinay Dhanale¹, Radha Pavitra Yalamarti², Dr.R.Sethumadhavan³

MBA Student, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India¹

Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India²

Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India³

ABSTRACT: When it comes to inspiring and involving employees in the business and their job, internal marketing is equally important as external marketing. When done correctly, internal marketing makes sure that your staff is offering clients high-quality service and assisting the business in expanding and prospering. The objective of the study was to study the internal marketing impact on employee satisfaction in an organization. The sample size of the study is 100 and the data was collected from the IT staffing organization. Data analysis is carried out by using one-way ANOVA, T-test, and correlation and regression analysis. It is found that most employees believe that communication increases employee satisfaction within the organization. It is found through the study that there is a moderately positive correlation between internal marketing and job satisfaction. It is suggested that more flexibility in terms of personal life and work timings should be prioritized to increase job satisfaction. The organization should perform activities to increase employee satisfaction and communicate the goals well to the employees.

KEYWORDS: internal marketing, job satisfaction, recruitment marketing

I. INTRODUCTION

Internal marketing refers to the dissemination of a company's objectives, goods, and services to personnel within the business. Building brand loyalty and increasing employee commitment to the company's goals are the aims. The relationship between internal marketing and job satisfaction had piqued the curiosity of many scholars. Utilizing internal marketing increases employee job satisfaction, which unquestionably boosts productivity within the company. This study pinpoints a precise link between internal marketing and employees' job satisfaction within the company. The main force behind organizational learning and innovation is internal marketing. Internal marketing and perceived employee happiness in the company have a favorable and significant relationship. The term "job satisfaction" describes how someone feels about their career contentment at work relates to a worker's emotional state and is also a definition of an effective response to a certain employee trait.

Currently, workplace employee satisfaction is considered to be a crucial concern. A happy employee is regarded as a productive employee, and any form of unhappiness, whether personal or professional, is thought to have a greater effect on the workplace. Satisfied employees are better able to adapt and handle stress than unsatisfied employees. To determine how internal marketing may affect employee job satisfaction at Quess Corp., this study was conducted.

II. RELATED WORK

Efthymios Iliopoulos & Constantinos-Vasilios Priporas (2011) examined internal marketing that has improved job satisfaction in Northern Greece. Staffs with time-limited work contracts at the hospital are happier at their jobs than permanent employees, though job satisfaction does decline with age. Marayam Haghighikhah, Mahdiah Khadang (2016), examined that all firms must prioritize internal marketing. The impact of internal marketing on employee happiness and word-of-mouth was examined in this essay. Study topics included training, supervisory support, empowerment, communication, and compensation as aspects of internal marketing. Eddy Balemba Kanyurhi (2016) analyzed the correlations between internal marketing and employee satisfaction, perceived organizational performance, and employee satisfaction to assess the first two interactions and the third relationship between internal marketing and perceived organizational performance. Sally Yassin Ali (2016) found that this study used a quantitative data-gathering technique and a descriptive research design with a hypothesis. Utilized was automated random sampling. The data analysis demonstrates that all of the factors under consideration have an impact on job satisfaction, which in turn has an impact on organizational commitment. Carlos Peixeira Marques, Carmem Teresa Leal, Carla Susana Marques, Breno



Fernando Tinoco Cabral (2017) studied increasing productivity and coping with the pressure to manage human resources effectively and efficiently are just two of the many issues that organizations presently confront. A structural equation model's findings support internal marketing's beneficial effects on organizational commitment and job satisfaction, but they do not support the predicted association between commitment and satisfaction. Emerson Wagner Mainardes, Lázaro Silva Rodrigues, Aridelmo Teixeira, (2019) measured to investigate the relationships between job satisfaction in the industry and its predicate constructs (financial rewards and psychological rewards), as well as the mediating role of internal marketing in these relationships. The findings demonstrate that both the association between monetary incentives and job happiness and the relationship between psychological rewards and job satisfaction are frequently mediated by internal marketing. Muando, ÉniaFilódia Manuel (2019) examines that the goal of the study is to recognize, examine, and show how internal marketing components, internal communication, training and development, rewards system, and leadership influence employee work satisfaction, particularly among employees. Employees of two private higher education schools in Mozambique, South-East Africa, namely Superior Institute 4 of Science and Distance Education (ISCED) and the Catholic University of Mozambique, provided the data for our study. This study aims to examine how IM elements and EJS have been conceptualized in the literature, create a conceptual framework, quantify their relationship, and empirically assess it. Finally, draw theoretical and managerial conclusions on how businesses might use IM methods based on the findings. NurAzwanieBintiMohdNasrie, DewiTajuddin, HajjahHasnawatiHjGuliling (2021) objectified that the purpose of this article is to confirm the link between internal marketing and job satisfaction. Training, career development, and leadership are three aspects of internal marketing that are taken into consideration. Khaled A. Gad examined that although the idea of "internal marketing" has garnered a lot of attention in the literature, even its staunchest proponents have observed difficulties putting the idea into practice. This essay aims to investigate how internal marketing affects employees' perceptions of their jobs. Internal marketing factors like training and development, organizational support, incentives and motivation, and retention policies are examples of the independent variables. Job satisfaction is a representation of the dependent variable. Amir Ishaque, Ph.D. Scholar, Riphah International University and Dr. Khurram Shahzad analyzed the role of employee job satisfaction as a mediator factor between internal marketing's effects on employee behavior and organizational citizenship. Internal marketing and its connection to specific employee attitudes and behaviors have been examined, and effective ways to gather information from front-line staff members of telecom service providers have been discovered. The findings showed a favorable and significant association between internal marketing and employee work satisfaction, employee performance, and organizational citizenship behavior.

III. METHODOLOGY

The objective of the study is to study the internal marketing impact on employee satisfaction in an organization. The research is descriptive in nature. Primary data is collected from the company using a questionnaire. The source of primary data was collected from 100 respondents using a structured questionnaire. The total sample size for the study is 100. Data analysis is done using SPSS and one-way ANOVA, Independent T-test, Correlation, and Regression are used to analyze the data.

IV. RESULTS AND DISCUSSIONS

The data collected from the respondents is analyzed by various statistical tools.

One way ANOVA between the Level of employee and Benefits of Recruitment Marketing

H0: There is no significant difference between the level of Internal Marketing and Job Satisfaction

H1: There is significant difference between the level of Internal Marketing and Job Satisfaction



Table 1

ANOVA

IM	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16524.420	21	786.877	19.174	<.001
Within Groups	3283.070	80	41.038		
Total	19807.490	101			

According to the ANOVA Test table above, the test value is less than 0.05 at the 95 percent confidence level. As a result, reject H0. We conclude from the above analysis that there is a significant difference in the level of Internal Marketing and Job Satisfaction.

Independent T test between Internal Marketing and Job satisfaction

Table 2

One-Sample Test

Test Value = 0

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
IM	67.424	101	<.001	<.001	93.49020	90.7395	96.2409
JS	57.393	101	<.001	<.001	36.62745	35.3615	37.8934

Table 3

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
IM	102	93.4902	14.00406	1.38661
JS	102	36.6275	6.44539	.63819

From the above tables, the mean is found to be 93.4 and the Standard deviation to be 14.0, df to be 101, t to be 67.42 and the p value to be <.001. The difference is statistically significant.

Correlation between determining the overall impact of Internal Marketing with respect to Job Satisfaction



Table 4
Correlations

		IM	JS
IM	Pearson Correlation	1	.866**
	Sig. (2-tailed)		<.001
	N	102	102
JS	Pearson Correlation	.866**	1
	Sig. (2-tailed)	<.001	
	N	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

According to the correlation test table above, the correlation value is 0.866, indicating a moderately positive correlation between internal marketing and job satisfaction

Regression analysis on Internal marketing and Job satisfaction

Table 5
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	24.583	4.042		6.082	<.001	16.564	32.602						
	JS	1.881	.109	.866	17.308	<.001	1.666	2.097	.866	.866	.866	1.000	1.000	

a. Dependent Variable: IM

$$IM = B_0 + (24.583 \cdot JS) + (1.881 \cdot JS)$$

The max effect is seen in Job Satisfaction because the co-efficient is more. There is effect of job satisfaction on internal marketing.

Table 6
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				Durbin-Watson
						F Change	df1	df2	Sig. F Change	
1	.866 ^a	.750	.747	7.04076	.750	299.568	1	100	<.001	2.092

a. Predictors: (Constant), JS

b. Dependent Variable: IM

Y could be predicted to the level of 75% (variance explained). Since there is a difference between R square and adjusted R square, this model can not be cross evaluated in any other sample.

Table 7
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14850.258	1	14850.258	299.568	<.001 ^b
	Residual	4957.232	100	49.572		
	Total	19807.490	101			

a. Dependent Variable: IM

b. Predictors: (Constant), JS

This model also stands fit because F is greater than 1 and significance (p should be less than 0.05).

We can see that 52% of the respondents have been working for 1 year in the organization as they are newly recruited. The influence of Internal Marketing on Employee Job Satisfaction means that organizations have to invest and value employees to keep them satisfied. This implies that organizations have to select and retain good employees through well-established policies and procedures of Internal Marketing. It implies that effective internal marketing implementation would lead to positive attitudes among employees towards their work, and this covers their job satisfaction. 78% of the respondents agree that there is scope for personal growth such as skill enhancement, which in turn increases Employee Job Satisfaction at work. Through correlation, it can be interpreted that there is a moderately positive correlation between internal marketing and job satisfaction. Through ANOVA, it can be concluded that there is a significant difference between the level of internal marketing and Job Satisfaction. It is indicated that 63% of the respondents are happy at their job and find real joy in their organization.

V. CONCLUSION

The staffing industry is growing day by day. Thus, it is very important to have motivated employees. Internal marketing largely affects job satisfaction, which in turn helps the productivity of the organization. The goals and mission of the organization should be communicated effectively so that the employees are more productive and satisfied at their job. Employee satisfaction can be achieved through incentives and rewards. Internal marketing (IM) enhances the success of marketing practices internally toward the achievement of objectives. The satisfaction and retention of quality employees are essential components of organizational success.

REFERENCES

1. BALEMBA Kanyurhi, Eddy. (2016). Internal Marketing, Employee Job Satisfaction, and Perceived Organizational Performance in Microfinance Institutions: empirical study from Kivu (DRC). *International Journal of Bank Marketing*. 34. 10.1108/IJBM-06-2015-0083.
2. Iliopoulos, Efthymios & Priporas, Constantinos-Vasilios. (2011). The effect of internal marketing on job satisfaction in health services: A pilot study in public hospitals in Northern Greece. *BMC health services research*. 11. 261. 10.1186/1472-6963-11-261.
3. Mainardes, Emerson & Rodrigues, Lázaro & Teixeira, Aridélmo. (2019). Effects of internal marketing on job satisfaction in the banking sector. *International Journal of Bank Marketing*. 37. 1313-1333. 10.1108/IJBM-07-2018-0190.
4. Nasrie, Nur & Tajuddin, Dewi & Guliling, Hajjah. (2021). Effects of Internal Marketing on Job Satisfaction Among Islamic Bank Employees in Sabah: A Review Paper. *International Journal of Academic Research in Business and Social Sciences*. 11. 10.6007/IJARBS/v11-i7/10570.
5. Sarker, Md Atiqur & Mehrab Ashrafi, Dewan. (2018). The relationship between internal marketing and employee job satisfaction: A study from retail shops in Bangladesh. *Journal of Business & Retail Management Research*. 12. 10.24052/JBRMR/V12IS03/ART-13.
6. Sefora, Nemteanu & Dabija, Dan-Cristian. (2021). The Influence of Internal Marketing and Job Satisfaction on Task Performance and Counterproductive Work Behavior in an Emerging Market during the COVID-19 Pandemic. *International Journal of Environmental Research and Public Health*. 18. 3670. 10.3390/ijerph18073670.
7. Waddah Ismaila, Nooraini Mohamad Sheriffb, (2016) "Impact of Internal Marketing on Job Satisfaction Among Bank Employees in Yemen", *European proceedings of Social and behavioral sciences*, Vol.2.No.4



INNO SPACE
SJIF Scientific Journal Impact Factor
Impact Factor: 8.118



ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 **9940 572 462**  **6381 907 438**  **ijirset@gmail.com**



www.ijirset.com

Scan to save the contact details