

The Effectiveness of Internal Marketing Practices In Organized Retail

A Case Study Of Big Bazaar, Mysuru

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Abstract: *The study deals with the impact of Internal marketing is about the relationship between a management structure with its employees. It may be said that disappointments and outrage on staff to be seen as an internal customer also their necessities if a chance to be met. An organization that focuses exclusively on customer service to external customers also disregards internal customer service will struggle. An internal marketing objective is to bring into line each part of an organization's inside the organization to guarantee that key usage as proficient as conceivable of giving worth to customers. Where an organization can work, and facilitated in an instroke way, that association could provide for a more certain experience for their customers. Internal marketing is a marketing technique which is executed to take care of their employees in an organization, who go about as an extension amongst organization and customers.*

Index words: *Internal marketing, Employees, Customers, Organization.*

I. INTRODUCTION

Internal marketing will be basically a sales technique utilized by companies that treat employees as customers with assistance make know parts of the benefits of the business work harmoniously also convey an acceptable message. Internal marketing is utilized by organizations of all sizes and in an assortment about commercial enterprises. This type of marketing is designed to help companies strengthen their communication with customers to help sell products Furthermore services and should make more effort as viable as possible. "INTERNAL MARKETING (IM) is a continuous process that happens strictly within a company or organization the place eventually functional process is to align, motivates and empowers employees at all management levels of consistently deliver a satisfying customer experience."

II. NEED FOR THE STUDY

This study concentrates on the internal marketing methodology to be successful challenges in Big Bazar retail industry. Internal marketing is a marketing technique which is executed to take care of their employees in an organization, who go about as an extension amongst organization and customers. Employees are the real resources in the retail segment which is connected with every diverse kind of office in the retail, it is more essential to deal with workers.

III. OBJECTIVES OF THE STUDY

- To study the importance of internal marketing in the retail industry
- To measure the employee's opinion regarding various internal marketing strategies of the Big Bazaar.
- To measure the effectiveness of an internal marketing strategy in the Big Bazaar.
- To understand the areas to be improved and suggest recommendations for the same.

IV. SCOPE OF THE STUDY

Here contemplate will be confined on Big Bazaar, Mysore. The exploration is led to understand the internal marketing methodologies executed by the Big Bazaar. This comprehends the level of retail services and helps in moving in the field of applying new internal marketing procedure. The gaining from the review can be executed to another comparable kind of retail sectors.

V. RESEARCH METHODOLOGY

Research design: descriptive research

Descriptive research – The researcher has utilized an expressive outline to concentrate the attributes of the populace chose for the review and it helps the specialist to answer the different parameters like what, where, who and when

Method of data collection:

Research data collection is based on the primary data and evidence.

Primary data were collected through questionnaire and personal interview with employees and department managers.

Secondary data were collected through company websites, journals, textbooks etc.

Sampling method:

Stratified inspecting method has been utilized for the review as the analyst has taken examples from various departments.

Example Volume: The example volume whereas the overview will be 100 defendants.

Analysis technique:

The method used in the analysis is the percentage method.

No of respondents for each response

Percentage= -----* 100

Total number of response

Sampling technique:

Also, the t-test is used to test the proposed hypothesis.

VI. REVIEW OF LITERATURE

Ahmed and Rafiq (2003)Internal marketing examination investigation and for those upcoming changes of the specific idea and theory. Affairs tended to add the connection between worker satisfaction and departmental execution, those research reason to investigate for how inter-functional co-ordination could make attained to the effective use for retailing planning; those requirement for connection retailing viewpoint on internal marketing, the individual’s examination reason on explore for how inter-functional co-ordination might aggravate accomplished of the viable utilization for advertising planning.

Albert and Peter (1998)Investigate those parts of internal marketing and organization commitment did generate client fulfillment done retail bank scenario. Those authors have considered three different dimensions of organization commitment, effective, the countenance of normative as a result of internal marketing. A confirmatory factor analysis has been employed to study the relationship between the select variables. The study reveals a significant relationship between internal marketing and the affective dimension of organizational commitment.

Piercy and Morgan (1990) The need has been marketing internally those arrangements and methodologies formed by marketing directors will make seen as a discriminating part from effective business arrangement presentation. “Internal Marketing” shows up making a basic critical issue in making marketing worth of work.

Richard and Lewis (1999)Internal marketing need has been for investment should professionals furthermore seminary, for promoting furthermore different controls from controls management, whereas few years, also disseminated files concentrate on solutions, those and only inner marketing with respect to institutions, also separate experimental inquiry. Analyses the individual’s parts about an expanded specific particular idea searching under inter marketing that rises against a deliberate survey also an examination of the current information, detailed analysis substantial, “professional” assumption against heading adrift academics, also meetings with directors.

Richard J. Varey (1995)Internal marketing as it identifies with authoritative change management. Those ex-positive expressions ahead marketing, benefits marketing, collective planning, aggregate caliber administration, activity administration, personal asset administration, also authoritative advancement uncovers an aggregation for fill-in alluding with preferably characterizing an “Internal marketing” idea preferably inside customer idea.

VII. LIMITATIONS OF THE STUDY

- That investigation is limited to the Big Bazaar in Mysore.
- The project is conducted only for 12 weeks in the Big Bazaar.
- The study is limited to the selected employees of the Big Bazaar only in Mysore.
- The researcher was not given permission to interact with all the employees of the organization.

VIII. DATA ANALYSIS

To full fill, the objectives of the study following statistical Hypothesis were constructed and tested subsequently.

Statistical Hypothesis:

H1: - There were no mean differences in the scores of internal marketing practices with them assumed mean score.

The internal marketing practices were explained through 10 factors namely

1. Compensation & Benefit
2. Performance
3. Job security
4. Employee facility
5. Job role
6. Training development
7. Employee communication
8. Employee relationship
9. Career development
10. Employee loyalty

Which can be comprising 27 questions which are classified by Likert scale. For each factor, the assumed mean score was the number of questions multiplied by the neutral alternative (Score=3) of each question.

Compensation and benefit:

To test H1, one sample **t-test** was used and the computation made were tabulated in this table,

Table 1					
One-Sample Statistics		Assumed Mean = 12			
Internal Marketing & Strategies	N	Mean	Std. Deviation	t-value	Sig.
Compensation & Benefit	100	14.6100	1.81406	14.388	0.00

Interpretation:

From the above table sense **P = 0.00 < 0.05** the test was significant at **5%** level of significance that is since t value was positive we infer that the employees were satisfied with compensation and benefits practice adopted in Big Bazaar Mysuru at **5%** level of significance.

Performance:

To test H1, one sample **t-test** was used and the computation made were tabulated in this table,

Table 2						
One-Sample Statistics Assumed Mean = 15						
Internal Marketing & Strategies	N	Mean	Std. Deviation	t-value	Sig.	
Performance	100	16.0200	2.56621	3.975	0.00	

Interpretation:

From the above table sense $P = 0.00 < 0.05$ the test was significant at 5% level of significance that is since t value was positive we infer that the employees were satisfied with the performance practice adopted in Big Bazaar Mysuru at 5% level of significance.

Job security:

To test H1, one sample t-test was used and the computation made were tabulated in this table,

Table 3						
One-Sample Statistics Assumed Mean = 3						
Internal Marketing & Strategies	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig.
Job security	100	3.2700	1.17941	.11794	2.289	.024

Interpretation:

From the above table sense $P = 0.024 < 0.05$ the test was significant at 5% level of significance that is since t value was positive we infer that the employees were satisfied with the job security adopted in Big Bazaar Mysuru at 5% level of significance.

Employee facility:

To test H1, one sample t-test was used and the computation made were tabulated in this table,

Table 4						
One-Sample Statistics Assumed Mean = 3						
Internal Marketing & Strategies	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig.
Employee facility	100	3.1900	1.18658	.11866	1.601	.133

Interpretation:

From the above table sense, $P = 0.133 > 0.05$ the test was not significant at 5% level of significance that is since t value was positive the employee facility available was satisfied by the employees but it was not statistically significant at 5% level.

Job role:

To test H1, one sample t-test was used and the computation made were tabulated in this table,

Table 5						
One-Sample Statistics Assumed Mean = 6						
Internal Marketing & Strategies	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig.
Job role	100	6.2200	1.77286	.17729	1.241	.218

Interpretation:

From the above table sense, $P = 0.218 > 0.05$ the test was not significant at 5% level of significance that is since t value was positive the job role available was satisfied by the employees but it was not statistically significant at 5% level.

Training development:

To test H1, one sample t-test was used and the computation made were tabulated in this table,

Table 6						
One-Sample Statistics Assumed Mean = 6						
Internal Marketing & Strategies	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig.
Training development	100	6.5500	1.66591	.16659	3.302	.001

Interpretation:

From the above table sense, $P = 0.01 < 0.05$ the test was significant at 5% level of significance that is since t value was positive we infer that the employees were satisfied with the Training development practice adopted in Big Bazaar Mysuru at 5% level of significance.

Employee communication:

To test H1, one sample t-test was used and the computation made were tabulated in this table,

Table 7						
One-Sample Statistics Assumed Mean = 9						
Internal Marketing & Strategies	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig.
Employee communication	100	11.3500	2.53610	.25361	9.266	.000

Interpretation:

From the above table sense $P = 0.00 < 0.05$ the test was significant at 5% level of significance that is since t value was positive we infer that the employees were satisfied with the Employee communication were adopted in Big Bazaar Mysuru at 5% level of significance.

Employee relationship:

To test H1, one sample t-test was used and the computation made were tabulated in this table,

Table 8						
One-Sample Statistics Assumed Mean = 6						
Internal Marketing & Strategies	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig.
Employee relationship	100	5.9700	1.55995	.15599	-.192	.848

Interpretation:

From the above table sense $P = 0.848 > 0.05$ the test was not significant at 5% level of significance that is since **t value** was negative the Employee relationship was not satisfied by the employees but it was not statistically significant at 5% level.

Career development:

To test H1, one sample **t-test** was used and the computation made were tabulated in this table,

Table 9						
One-Sample Statistics		Assumed Mean = 6				
Internal Marketing & Strategies	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig.
Career development	100	6.2600	1.42574	.14257	1.824	.071

Interpretation:

From the above table sense, $P = 0.071 > 0.05$ the test was not significant at 5% level of significance that is since **t value** was positive the Career development was satisfied by the employees but it was not statistically significant at 5% level.

Employee loyalty:

To test H1, one sample **t-test** was used and the computation made were tabulated in this table,

Table 10						
One-Sample Statistics		Assumed Mean = 15				
Internal Marketing & Strategies	N	Mean	Std. Deviation	Std. Error Mean	t-value	Sig.
Employee loyalty	100	17.5300	2.96939	.29694	8.520	.000

From the above $0.00 < 0.05$ the test 5% level of significance since t value was that the employees

the Employee loyalty adopted in Big Bazaar Mysuru at 5% level of significance.

table sense $P =$ was significant at significance that is positive we infer were satisfied with

IX. FINDINGS

- The majority (62%) of the employees are male compared to female in the organization.
- The majority (49%) of the employees' age is 21-30 years.
- The majority (70%) of the employees are single.
- The majority (38%) of the employees are degree.
- The majority (67%) of the employee's salary is around 10,000- 20,000
- The majority (28%) of the employees are from the department of apparels and fashion.
- The majority (36%) would like to work in non – food department because of there are interested to know the structure of work in the organization.
- The majority (46%) of the employees are working from 3 – 5 years in the retail sector.
- The majority (55%) of the employees never felt bad working in the retail sector.
- The majority (85%) of the employees are working from 1 year – 5 years in the Big Bazaar.
- The majority (38%) of the employees identified as honesty and sincerity in the organization.
- The majority (43%) of the employees feels that the working environment inside the organization is excellent.
- We infer that the employees were satisfied with the compensation and benefits practice adopted in Big Bazaar.
- We infer that the employees were satisfied with the performance practice adopted in Big Bazaar.
- We infer that the employees were satisfied with the job security adopted in Big Bazaar.
- The employee facility available was satisfied by the employees but it was not statistically significant.
- The job role available was satisfied by the employees but it was not statistically significant.
- We infer that the employees were satisfied with the Training development practice adopted in Big Bazaar.
- We infer that the employees were satisfied with the Employee communication were adopted in Big Bazaar.
- The Employee relationship was not satisfied by the employees but it was not statistically significant.
- The Career development was satisfied by the employees but it was not statistically significant.
- We infer that the employees were satisfied with the Employee loyalty adopted in Big Bazaar.

X. SUGGESTIONS

- Give support to employees in terms of applying new thoughts and perspectives which aides to the development of the organizations.
- Steps to be taken for employees to see all the users about new approaches and rules in the organization.
- In this study, we have observed that the formal meeting was conducted but there were no any changes in this organization. Hence to suggest their employees work honestly and make changes to the development of the company.
- encouraging employees will understand those stress level in each department should stay away from the internal crash.
- The organization should give training programs for those employees who are not understanding their job role.
- The organization should focus on the employee welfare program like life insurance, health insurance, employee discounts, food coupons etc.
- Motivate their employees within the organization they have to come up with more appreciation award like honesty and sincerity or employee of the month and the organization has implemented a sound incentive system for their employees.

XI. CONCLUSION

Internal marketing is an important instrument for every organization to meet their objectives. Every department is connected with the internal employees of the organization. To overcome internal conflicts, the employees must be aware of their roles and responsibilities. Effective internal marketing results in satisfaction which leads to profitability. The factors which have been considered in this study are Compensation & Benefit, Performance, Job security, Employee facility, Job role, Training development, Employee communication, Employee relationship, Career development, Employee loyalty. As per the study, it is found that the employees are satisfied with the compensation and benefits

practice, job security, employee communication, training and development and employee loyalty are factors which are significant and satisfied by the internal employees. Internal employees are happy with the working condition in the organization but few suggestions given by the employees are as follows, providing support for applying new thoughts, encouraging employees to decrease their stress level and training programs are expected by the employees. These are some suggestions given by the internal employees. If these suggestions are implemented then there will be a positive attitude from the internal employees toward achieving the vision of the organization.

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