

## **Analysis of the internal marketing practice in Sri Lankan organizations**

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The study has reviewed the practice of Internal Marketing in Sri Lankan organizations. Internal Marketing is said to play a vital role in an organization in getting the optimum output of the human capital. The emphasis on human capital is essential to stay ahead of extreme competition and to obtain the competitive advantage. The specific objectives of the study were to observe and identify the employee perception based on the practice of internal marketing in organizations, to analyse employee perception on the focus of key results areas by the selected organizations, and to draw conclusions and make observations for an improved practice of internal marketing by the organizations. Data collection was conducted by administering a questionnaire. Eight entities were selected across Sri Lankan organizations. Hundred and twenty-four (124) employees/respondents were selected for the study, based on structured random sampling. Key individuals were interviewed and observations were made to verify the findings. Excel and SPSS computer packages were used for data analysis and tabular representations have been made. Correlations and regression analysis were tested among the key variables to make relationships.

The respondents' perception with regard to the focus and the practice of internal marketing practices in the organizations were noted. Awareness of the importance of adopting internal marketing practices was at a lower level in the selected organizations. The level of employee job satisfaction and the factors contributing to the same were sought. Nature of work itself was perceived to be the main contributory factor for job satisfaction. The respondents' perception on the internal marketing practices was significantly correlated to their levels of job satisfaction. Respondents perceived major strengths and weaknesses at their places of work. Employee suggestions on improving the performance of respective organizations were analysed. The author has made observations for the improved performance of organizations that were under review.

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