Role of Internal Marketing and Its Impact on Faculties for Job Satisfaction of Private Management colleges in Bhubaneswar, Odisha

Ms Prangya Paramita*

Abstract

The Education is backbone of the society as well as economic growth of India. For good education the role of faculties is more important. The faculties can be satisfied then only good education as well as nation can grow. The objective of the study is to examine internal marketing relationships and their influence on faculty attitude and beheviours in universities. The article highlights age as the benchmark for the faculty's behavior toward students. This paper is based on empirical work which establishes the relationship between internal marketing and employee satisfaction in universities in Odisha. It is mainly derived from literature that provides backbone for study. A questionnaire was designed to collect the data from different universities. The findings of research showed that training and development, promotion, superior and colleague relationship and recognition and compensation have positive impact on employee satisfaction. The sample sizes of the respondents are 30 employees within the universities. The sample can be collected from Bhubanswar. The primary data are analyzed by using the Chi-square analysis and percentage method. The finding of the research would help to faculties as well as student to enhancement their carriers.

Keywords: Internal marketing, employee satisfaction, universities

Introduction

The rapid advancement, globalization and the market oriented firms has made reform on universities activities. In developed countries the universities are already adopted principles of marketing. They have given emphasis both on internal and external services. It is important that universities of the developing countries realize the value of behaving as market oriented firms and focuses their synergies on achieving the same so as to be at par.

Internal marketing has defined as activities, actions and managerial directions an organization implements in an attempt to encourage and generate employee other stakeholder support for programmes and process needed to achieve organizational goals and objectives [Schlta, E.2004]. The mantra is satisfied employees can satisfied customers'. Satisfied customers are more loyal customers. And loyal customers are more valuable customers in both the short and long terms.

The internal marketing has been widely used by academics in portraying an emphasis on viewing employees as partners to an organization's efforts at achieving organizational success rather than as a cost [Doukakis, I. 2002]. This internal market can be regarded as a segment that needs to be informed, educated, developed and motivated in order to achieve the organizational goals.

Dasgupta, Devashish (2011) explained that **internal marketing** aims at building employee moral as well as setting quality standards to ensure that each and every employee plays a pivotal role. The success of internal marketing depends on creating an atmosphere where in employees desire to deliver good services to the customers.

The degree of interaction among the students and faculties are very high in educational institutions as compare to other service industries. So satisfaction of the quality employees in universities is important element for investigation.

Shabbir, J. and Salaria, R. (2014) prolong that the higher education institutions are highly interactive sectors where the degree of interaction of employee and customer is high as compare to other service providing organizations. Therefore, satisfaction and motivation of the quality employee in higher education is vital element for investigation. Communication and empowerment are also important because faculty in universities entered and phased of their careers where they have surpassed basic job needs and are motivated by other factors other than financial motivations.

In higher education there are two dimension of interaction with their students like direct interaction with the faculties with the students; another interaction includes institutions' management indirect interaction with the students. In higher education both the dimensions are long term strategies orientations; therefore the contribution of internal marketing within this level is vital.

In higher education sector to retain and satisfied the external customer depends on core internal customer like lecturer and professors. In higher education industries when teachers are not motivated and satisfied then quality of their services suffers and creates dissatisfaction among students (Zeithaml et.al., 1990). Therefore to improve universities working environment is require improving research and development to increase teaching performance.

When employee involved in decision making they become a part of overall organization and align their own objectives with organizational objectives.

This research paper is designed in the following ways. First it provides theoretical background to the main effects of internal marketing initiatives on performance. Second it discussed about hypotheses for the study. Next it gives the outline the empirical study used to test the hypotheses. Finally discuss the implications of our findings and some avenues for additional research.

Objective of the study

- To study the age of the employee and student satisfaction in universities
- To find out the relationship between the age as variable on the satisfaction of the employee with the internal marketing actors
- To find out relationship between internal marketing factors and employee job satisfaction.

Hypothesis:

H1- Training and development has an influence on employee job satisfaction.

H2- Promotion has an influence on employee job satisfaction.

H3- superior and colleague support has an influence on employee job satisfaction

H4- recognition and compensation has influence on employee job satisfaction.

Research methodology

The methodology used for the collecting data, selection of sample and analysis of data is as followed;
a. **Data collecting techniques:-** the present study is based on two sourced of data collection- primary and secondary sources
b. The **secondary sources** of data collection include the review of literature and previous studies it was collected from library. Apart from that the researcher has collected articles and research papers from various journals, magazines and the e-journal.
c. The **primary sources** include the survey method employed for the collection of the primary data from the selected sample respondents. The stratified random and convince sampling for data collection is used.

Sample design:
In the present study primary data have been used to fulfill the objectives of the study. There is a set of structured questionnaires have been used of collecting data. The questionnaires are distributed to the employee directly and the filled in questionnaires are collected. The sample sizes of the customers are 30 employees within the universities. The sample can be collected from Bhubanswar. The data are collected from Utkal University and Bijupatnaik University of technology.

Questionnaire:
The source for survey based in research is a structured close ended questionnaire.

Tools of data analysis:
The primary data are analyzed by using the Chi-square analysis and percentage method.

*Assistant Professor, Rajdhani College of Engineering and Management (R.C.E.M.), Mancheswar Industrial Estate, Bhubaneswar, Odisha. Mailid: pragnya.orissa@gmail.com

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Table 1: Table showing opinion of respondents towards the age

Age	Respondents	Percentage
20-30	6	20
31-40	18	60
41-50	2	06.7
50 and above	4	13.3
Total	30	100

Interpretation :- The above table indicated that:

20% of the respondents belong to the age group of 20-30
60% of the respondents belong to the age group of 31-40
6.7 % of the respondents belong to the age group of 41-50

13.3 % of the respondents belong to the age group of 50 and above.

Table 2: Table showing opinion of respondents towards marital status

Marital Status	Respondents	Percentage
Married	10	33.3
Single	20	66.67

Interpretation

From above table indicate following interpretation
33.3% of the respondents' married and 66.67% unmarried.

Table 3: Table showing opinion of respondents towards gender

Gender	Respondents	Percentage
Female	14	46.7
Male	16	53.3

Interpretation- The above table indicated that 46.7% of the respondents are female and 53.3% of the respondents are male.

Table 4: Table showing opinion of respondents toward experience

Experience	Respondent	Percentage
< 1	0	0
1-5	10	33.3
6-10	12	40
11-15	2	6.6
16-20	2	6.7
21-25	2	6.7
25 <	2	6.7
Total	30	100

Interpretation:- The above table indicates that
33.3 % faculties have 1 to 5 years of experience
40% respondents have 6 to 10 years of experience
6.7 % respondents have 16 to 25 years of experience
6.6% respondents have 11 to 15 years of experience.

Table 5: Table showing of respondents towards monthly salary

Monthly salary	Respondent	Percentage
<1	10	33.3
1-5	10	33.3
6-10	2	6.6
11-15	2	6.6
16-20	2	6.6
21-25	2	6.6
25<	2	6.6
Total	30	100

Interpretation :-The above table reveals that:-

level of significance is 9.48. Since calculated value of $X2$= 5.84. Here alternative hypothesis is rejected at 5 % level of significance and Ho is accepted .So there is no significant relation between training and development at universities employees and age of employee

Table 6

O	E	O-E	(O-E)2	(O-E)2/E
6	6	O	0	0
18	13	5	10	0.76
2	3	-1	1	0.33
2	5	-3	6	1.5
2	3	-1	1	0.33
6	6	0	0	0
8	13	-5	10	0.76
4	3	1	1	0.33
8	5	3	6	1.5
4	3	1	1	0.33
TOTAL				5.84

Chi-square test is conducted to extend the relationship between age of employee and promotion policies of university

Ho- there is no significant relationship between the age of the employee of universities and promotional policy

H1- there is significant relationship between the age of the employee of universities and promotional policy
Chi-square 5% for 4 d.f. = 9.48
Since calculated value of Chi-square =12.77 is greater than the tabulated value , viz. 9.48 , it is significant and null hypothesis is rejected at 5 %level of significance. Hence it is conclude that there is significance relationship between age and promotion.

Table 7

O	E	O-E	(O-E)2	(O-E)2/E
6	7	-1	1	0.14
18	13	5	25	1.92
2	3	-1	1	0.33
2	6	-4	16	2.66
2	1	1	1	1.00
8	7	1	1	0.14
8	13	-5	25	1.92
4	3	1	1	1.00
10	6	4	16	2.66
0	1	-1	1	1.00
Total				12.77

Chi-square test is conducted to extend the relationship between age of employees and physical facilities of university

Ho= There is no significant relationship between the physical facilities at the universities and age of the employees.

H1= There is significant relationship between the physical facilities at the universities and age of the employees.
Chi-square 5% for 4 d.f. = 9.48

Since calculated value of Chi-square = 17.2 is greater than tabulated value = 9.48, it is significance and null hypothesis is rejected at 5% level of significance. Hence it is conclude that there is relationship between physical facilities at the universities and age of the employee.

Table 8

O	E	O-E	(O-E)2	(O-E)2/ E
6	5	1	1	0.2
18	10	8	64	6.4
2	4	-2	4	0
2	5	-3	9	1.8
2	6	-4	16	2.6
4	5	-1	1	0.2
2	10	-8	16	1.6
6	4	2	4	0
8	5	3	9	1.8
10	6	4	16	2.6
TOTAL				17.2

Chi-square test is conducted to extend the relationship between age of employees and support from superiors and colleagues.

Ho= there is no significant relationship between the age of employees and support from superiors and colleague on job satisfaction

H1 = there is significant relationship between the age of employees and support from superiors and colleague on job satisfaction

Chi-square 5% for 6 d.f. = 12.59

Since calculated value of Chi-square = 52.83 is greater than tabulated value which is 12.59, it is significant that the null hypothesis is rejected at 5% level of significance. So it is conclude that there is significant relationship between the age

O	E	O-E	(O-E)2	(O-E)2/E
6	2.72	3.28	10.7	3.93
18	7.15	10.5	110.25	15.41
2	1.12	0.88	0.77	0.68
2	7.5	-5.5	30.25	4.03
2	11.59	-9.59	91.96	7.93
2	2.63	-0.63	0.39	0.14
0	6.92	-6.92	47.88	6.91
1	0.98	0.02	00	0
12	7.25	4.75	22.56	3.11
14	11.2	2.8	7.84	0.7
0	2.63	-2.63	6.91	2.62
3	6.92	-3.92	15.36	2.21
0	0.98	-0.98	0.96	0.97
8	7.25	0.75	0.56	0.07
18	11.2	6.8	46.24	4.12
TOTAL				52.83

of employees and support from superiors and colleague on job satisfaction

Chi-square test is conducted to find out the relationship between employee monthly salaries with compensation benefit on job satisfaction.

Ho= there is no significant relationship between employee monthly salary with compensation benefit on job satisfaction.

H1= there is significant relationship between employee monthly salary with compensation benefit on job satisfaction
Chi-square 5% for 4 d.f .= 9.8

Since calculated value of Chi-square = 124 is greater than tabulated value which is 9.8, it is significant that the null hypothesis is rejected at 5% level of significance. So it is conclude that there is significant relationship between the age

O	E	O-E	(O-E)2/E
10	9	1	1
10	5	5	25
6	6	0	0
2	8	-6	36
2	2	0	0
8	9	-1	1
0	5	-5	25
6	6	0	0
14	8	6	36
2	2	0	0
TOTAL			124

of employees and support from superiors and colleague on job satisfaction

CHI-SQUARE ANALYSIS
- The analysis of the survey revealed that there is no relationship between training and development at universities and age of the employees
- The analysis of the survey revealed that there is significant relationship between age of the employee and promotion.
- The analysis of the survey revealed that there is significant relationship between the age of the employee and physical facilities.
- The survey prolong that there is significant relationship between the age of the employee and support from superior and colleague.
- Finally the survey explained that there is significant relationship between the employee monthly salaries with compensation benefit on job satisfaction.

Conclusion

The growth of strong internal relationship connects with organizations is an important role for successful faculties –college relations. By adopting relational approach to internal marketing is a meaningful way in which organization as well as employees can grow. In particularly to increase students strength and standard can possible through faculties satisfaction. In this study the age of the faculties is considered as a parameter to know about their satisfaction. It is found that training and development of universities the employees should given emphasis because most of the employees are dissatisfied for this provision. The other associated strength of internal relations is promotion, physical facilities while superior and colleague relationship becomes a more important determinant of faculty job behavior.

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