

Major Research Project

“A STUDY ON THE EFFECTIVENESS OF INTERNAL MARKETING IN DRIVING SALES PERFORMANCE ”

Submitted By

Kushank Kirar

2K22/DMBA/067

Under the Guidance of

DR. P.K SURI PROFESSOR



Delhi School Of Management

Delhi Technological University

Bawana Road Delhi 110042

DECLARATION

I, Kushank Kirar, hereby declare that the presented report of internship titled “A STUDY ON THE EFFECTIVENESS OF INTERNAL MARKETING IN DRIVING SALES PERFORMANCE ” is uniquely prepared by me. I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used with the interest of the opposite party of the corporation.

.....

Kushank Kirar

2K22/DMBA/067

MBA (Marketing and Human Resource)

Delhi School of Management,

Delhi Technological University

ACKNOWLEDGEMENT

I offer my sincere thanks and humble regards to the **DELHI SCHOOL OF MANAGEMENT, DELHI TECHNOLOGICAL UNIVERSITY** for imparting us valuable professional training in MBA.

I pay my gratitude and sincere regards to **Dr. P.K Suri**, as he has been a constant source of motivation and inspiration. I am also thankful to him for providing me with suggestions and encouragement throughout my Major Research Project report.

I am also thankful to my friends and family for constantly motivating me and providing me with an environment that enhanced my knowledge and skills.

Kushank Kirar
2K22/DMBA/67

EXECUTIVE SUMMARY

Project Title: “A STUDY ON THE EFFECTIVENESS OF INTERNAL MARKETING IN DRIVING SALES PERFORMANCE ”

Internal marketing, the practice of treating employees as internal customers and aligning their needs and motivations with the organization's goals, plays a pivotal role in driving sales performance within a company. This study aimed to investigate the effectiveness of internal marketing strategies in enhancing sales performance and to identify the key factors contributing to this effectiveness.

Through a comprehensive literature review and empirical research, it was found that internal marketing significantly influences sales performance by fostering employee satisfaction, motivation, and engagement. When employees feel valued, empowered, and equipped with the necessary resources and information, they are more likely to deliver exceptional customer experiences, resulting in increased sales and revenue.

Several key findings emerged from the study:

- **Employee satisfaction & Engagement :** Internal marketing initiatives such as communication, training, and recognition programs positively impact employee satisfaction and engagement levels, leading to higher sales performance.
- **Organization Culture:** A strong organizational culture that emphasizes customer orientation and employee development fosters a supportive environment conducive to achieving sales targets.
- **Employee Empowerment:** Empowering employees by involving them in decision-making processes, providing autonomy, and offering opportunities for skill development enhances their sense of ownership and accountability, resulting in improved sales outcomes.
- **Communication & Information sharing:** Effective communication channels and transparent information sharing ensure that employees are well-informed about company goals, products, and customer needs, enabling them to align their efforts with organizational objectives and drive sales performance.

In conclusion, the findings of this study underscore the importance of internal marketing in driving sales performance. By prioritizing employee satisfaction, engagement, and empowerment, organizations can create a motivated and customer-focused workforce capable of achieving sustainable growth and competitive advantage in the marketplace. Implementing targeted internal marketing strategies tailored to the unique needs and preferences of employees is essential for maximizing sales effectiveness and fostering a culture of success within the organization.

Title	Page No.
Chapter - 1 Introduction	
1.2 Problem Statement	
1.3 Objectives of the Study	
1.4 Scope of the Study	
CHAPTER - 2 Literature Review	
CHAPTER - 3 Research Methodology	
CHAPTER - 4 Findings and Recommendation	
Detailed Analysis	
4.1 Detailed Analysis of the Task	
4.2 Learnings From the Report	
4.3 Limitations of the Study	
CHAPTER- 5 Conclusion	
References	
Annexure	

CHAPTER-1 INTRODUCTION



Organizations work to find creative solutions to maintain their competitiveness and guarantee sustainable development in the dynamic modern business environment. Interest has grown because of the importance of several success factors, such as the influence of internal marketing on sales performance. This is so because it offers so many chances, especially to enhance sales aspects. Implementing marketing concepts inside a company guarantees a successful strategy for motivation, communication, and teamwork to accomplish the shared objectives of the company. Knowing that employees are important stakeholders whose happiness and involvement determine the results of corporate performance is the foundation of internal marketing. Considering the wants and motivations of employees as customers could lead to a family-friendly atmosphere, a positive work environment, and aspects that support peak performance. Many different programs and techniques are part of internal marketing that are meant to strengthen employee ties, promote a business-oriented culture, and balance personal incentives with a business-centric orientation.

The core of the internal marketing concept is the conviction that happy, driven, and involved staff members are more likely to deliver outstanding customer experiences, which in turn increases customer happiness, loyalty, and revenue. Companies who want to be successful in the present market should consider the internal marketing framework because of the link between employee engagement, customer happiness, and sales performance.

Therefore, there is still a gap in the opinion of the efficiency of internal marketing with relation to sales success drivers, even although the importance of the discipline is becoming more widely recognized. With a little amount of time spent on internal marketing operations, the field of marketing has over the years studied the impact of external marketing initiatives on sales results.

The issue to be addressed in the study is the implementation problem that organizations trying to optimize their sales performance through internal efforts confront.

There are a number of reasons to look into the effectiveness of internal marketing in raising sales results. First off, businesses are beginning to understand more and more how strategically important it is to employ internal resources to increase sales growth during a period of increased competition and shifting consumer preferences. By sponsoring internal marketing initiatives, companies want to raise employee motivation, productivity, and engagement—all of which are significant determinants of sales effectiveness.

Second, the way that the workplace is evolving calls for a review of traditional approaches to inspiring and involving staff members. transitions in technology, movements in the population, and expectations from employees characterize these transitions. Internal marketing offers a thorough structure to help businesses adapt to these changes by promoting a culture of continuous learning, empowerment, and collaboration that is favourable to improving sales performance in the fast-paced business climate of today.

The COVID-19 epidemic has also sped up the adoption of remote work policies and brought attention to how important effective corporate communication and employee participation are to maintaining flexibility and continuity of operation. The need of internal marketing in improving sales performance for businesses trying to adapt to the shifting market conditions and take advantage of new opportunities has been increased by the complexity of the post-pandemic environment.

The research will particularly evaluate the state of internal marketing practices now in use by companies in various industries, look at the moderating variables impacting the link between internal marketing and sales performance, and look at the link between internal marketing initiatives and sales performance indicators. The main internal marketing techniques that significantly impact sales results will also be identified.

The project seeks to contribute to the corpus of information previously available on corporate marketing and sales effectiveness by addressing these research objectives and to offer practical guidance to businesses wishing to enhance sales performance internally. Long term, the results of this study might direct organizational decision-making and strategy planning and allow businesses to make greater use of their own resources to attain sales excellence in the cutthroat current market.

Two guiding ideas of customer-centric marketing activities in businesses are ensuring customer delight and building long-term relationships with customers. In the very competitive market of today, providing reasonably priced, personalized products to suit consumer preferences is insufficient to ensure contentment. Retaining current clients is generally acknowledged to be less

expensive than getting new ones. As a result, companies are emphasizing more and more developing enduring bonds with their present clientele. In areas like healthcare, tourism, and education where staff members deal directly with consumers, service quality has emerged as a crucial issue in the research on the elements affecting customer satisfaction. Ten aspects of service quality—physical conditions, dependability, responsiveness, communication, credibility, safety, competency, courtesy, empathy, and accessibility—have been identified by studies. Of these, the attitudes of staff members toward clients, coworkers, and the company as well as their product expertise are crucial in determining how well clients view the quality of their services. As such, companies are giving hiring, training, and motivating of their staff more weight in order to guarantee client happiness. These internal marketing efforts are acknowledged to be important factors influencing company success. Research on internal marketing aimed especially at salespeople who interact directly with consumers is rare, even though a lot of studies have examined internal marketing methods in the service industry, especially concentrating on employees providing services. This study therefore attempts to close this gap by looking into how internal marketing initiatives affect the performance and work satisfaction of the sales staff. The study finds sub-dimensions by using confirmatory factor analysis to examine internal marketing efforts of companies directed at their sales teams. Internal marketing initiatives, employee satisfaction, and perceived performance are then investigated using path analysis.

Though it approaches it differently, internal marketing shares the goal of satisfying external customers with other marketing initiatives. Internal marketing gives people inside the company top priority rather than customers. Businesses feel that by attending to the requirements of their internal clients—employees—they may better serve external clients and achieve their goal. Employee performance is improved by internal marketing tactics include communication, education, internal market research, and incentives. Increasing the skills and talents of staff members through training is essential to providing businesses a competitive advantage. Good communication helps staff members feel committed and confident, which helps to accomplish internal marketing objectives. Getting employee feedback is part of internal market research, which aims to raise the standard of goods and services and hence boost marketing campaigns. Financial as well as emotional incentives inspire staff members and raise levels of satisfaction. Although most studies to far have concentrated on service industries like tourism and education, this one investigates how internal marketing affects retail salespeople. Salespeople are crucial in determining what consumers buy, hence their effectiveness is crucial to the profitability of the company and the happiness of its customers. Companies make investments to train sales staff, use their communication abilities, and benefit from their experience to raise output and satisfy clients. The purpose of this study is to

verify theories on how internal marketing initiatives improve salespeople's performance perception and satisfaction.



4Ps of Marketing Mix

- **Product** :The product refers to the tangible goods or intangible services that a company offers to fulfill the needs and wants of its target customers. Product decisions involve aspects such as design, features, quality, branding, packaging, and after-sales service. Understanding customer preferences and conducting market research are crucial in developing products that resonate with the target market and differentiate the offering from competitors.
- **Price**: Price represents the monetary value that customers are willing to pay in exchange for the product or service. Pricing decisions involve determining the optimal price point that maximizes profitability while remaining competitive in the market. Factors influencing pricing include production costs, competitor pricing, perceived value by customers, pricing strategies (e.g., penetration pricing, skimming pricing), and pricing

tactics (e.g., discounts, bundling). Pricing strategies should align with the overall marketing objectives and target market segments.

- **Place:** Place, also known as distribution, refers to the channels and methods through which products or services are made available to customers. It encompasses decisions related to the distribution network, logistics, inventory management, and retail or online presence. The goal of place strategy is to ensure that the product is accessible to target customers at the right time and place. Considerations include channel selection (e.g., direct sales, retailers, wholesalers), geographic coverage, and channel management to optimize distribution efficiency and reach.
- **Promotion:** This refers to the range of marketing initiatives designed to convey to the target market the benefits of the product or service and influence consumers to buy it. Digital marketing techniques, direct marketing, public relations, sales promotions, advertising, and personal selling are a few examples of promotion strategies. Raising awareness, piquing curiosity, igniting desire, and eventually inspiring action among prospective consumers is the aim of promotion. Promotional tactics that are successful connect with the intended audience, deliver a strong message, and utilize a variety of media to maximize impact.

1.2 Problem Statement

Even while the value of internal marketing is being recognized more and more, scientific evidence on its impact on sales success is still few. Though ideas and anecdotal data point to a favorable relationship, there is a dearth of scientific study in many organizational settings and industries on the relationship between internal marketing tactics and sales results. Moreover, practitioners trying to create effective internal marketing plans have difficulties since there is little evidence on how internal marketing affects sales performance.

The primary objective of this study is to evaluate the contribution of internal marketing to sales performance improvement and to pinpoint the contributing variables. The study primarily aims to answer this question. The purpose of this study is to give businesses interested in using internal marketing as a strategic approach to improve sales effectiveness and total business success useful information. This will be accomplished by completing a gap in the body of knowledge now in existence.

1.3 Objectives Of The Study

1. Self-Assessment for Participating Companies:

- **Objective 1.1: Evaluation of existing marketing practices is the first objective.** By utilizing the questionnaire, businesses are able to evaluate their capabilities and shortcomings in relation to several aspects of marketing strategy, such as the integration of channels, the customization of messages, and the evaluation of the performance of campaigns.
- **Objective 1.2: Identify areas for improvement:** Based on the self-assessment, companies can pinpoint areas where their marketing strategies can be optimized for better performance.

2. Exploring Broader Marketing Trends:

- **Objective 2.1 Examine the connections between successful marketing tactics and the following objectives:** The purpose of this research is to discover potential links between variables such as channel integration, message tailoring, and measurement methodologies by doing statistical analysis (Chi-Square tests) on data collected from numerous companies across the world.
- Does the adoption of a marketing strategy that is more integrated result in the utilization of a larger variety of success indicators?
- The question is whether or if businesses that use personalized messaging experience higher levels of consumer satisfaction.
- **Objective 2.2: Gain insights into effective marketing strategies:** By analysing the data and identified relationships, the research aims to provide insights into marketing practices that are associated with greater effectiveness.

1.4 Scope of the Study

This study focuses on the effectiveness of internal marketing initiatives in driving sales performance within the context of various organizations across different industries. The scope of the study encompasses the following aspects:

- **Internal Marketing Practices:** The study will examine a range of internal marketing practices, including employee training and development, communication strategies, reward and recognition systems, and organizational culture initiatives.
- **Sales Performance Metrics:** Sales performance will be evaluated using a variety of metrics, including sales revenue, customer satisfaction, salesperson performance evaluations, and market share.
- **Organizational Context:** The study will consider the influence of organizational factors such as size, structure, industry type, and market environment on the relationship between internal marketing and sales performance.
- **Employee Perspectives:** Employee perceptions and attitudes towards internal marketing initiatives will be explored to gain insights into their role in driving sales effectiveness.
- **Geographical Scope:** The study will include organizations operating in diverse geographical locations to capture variations in cultural and market dynamics.

CHAPTER-2 Literature Review

Introduction

Finding out what people need and want, then satisfying them in a way that eventually makes money, is marketing. It is made up of several different activities intended to market concepts, goods, or services to particular groups of people. With the use of efficient marketing strategies, one may achieve the objectives of increasing brand awareness, drawing in customers, and eventually increasing sales and income.

The subsequent elements of marketing are among the most crucial ones:

- **Market study :** To create successful marketing plans, one must have a thorough knowledge of the needs, tastes, and actions of the client. Gathering and evaluating data is a part of market research to identify industry trends, rival strategies, and opportunities for growth.
- **Target Audience:** Companies can target particular demographic, psychographic, or behavioral groups of the public with their marketing efforts by identifying their target audience. Companies who fully comprehend the needs and interests of their target market can create more relevant and engaging marketing messages.
- **Product Development:** Market research, customer feedback, and gap analysis are all ways that marketing contributes to the definition of product development. Information from clients is how they accomplish this. Together with product development teams, marketers ensure that products can meet consumer needs and are positioned in the market effectively.
- **Pricing:** The value offer of a good or service is established by its pricing policies, which also influence how consumers value and evaluate the goods or services being provided. Among the many factors marketers must consider when determining prices are manufacturing costs, rivals' pricing, and consumer willingness to pay.
- **Brand Management:** Standing out from the competition and building customer loyalty need building and sustaining a strong brand. Creating a brand identity, positioning, and message that appeal to target audiences and regularly keeping to brand promises are all acts that are categorized as branding.

Internal Marketing: A Justification

Considered as internal customers, internal marketing is a strategy method that aims to match the needs, drives, and actions of employees with the overall aims and objectives of the company. Another name for internal marketing is marketing that is focused on the employees. The paper stresses the need of developing a positive company culture, good communication, and employee engagement and admits that workers are important to the process of offering value to outside clients.

Internal marketing mostly depends on the following important elements:

Internal marketing involves creating transparent and open lines of communication inside the company. This is carried out to guarantee that staff members are aware of the objectives, tactics, and results of the business. Effective communication promotes a feeling of belonging among staff members by enabling them to see how their duties support the overall success of the company.

Employee Engagement: Devoted, motivated, and productive employees are those that are involved in their work. Internal marketing strategies try to foster an engaged culture inside the company by including staff members in decision-making processes, providing opportunities for skill development and career advancement, and recognizing their achievements and efforts.

Putting money into staff training and development is essential to creating an educated and competent workforce. Many times, internal marketing initiatives incorporate training sessions. Through these programmes, staff members hope to enhance their knowledge of customer needs and expectations as well as their skills and talents.

Internal marketing requires a strong corporate culture that values innovation, collaboration, and ongoing development. Strong cooperation and mutual respect cultures are associated with better employee happiness, job retention, and general success in firms.

Employee recognition and rewards: Giving employees credit for their contributions and achievements is a crucial aspect of internal marketing. Giving staff financial incentives, performance bonuses, or non-financial rewards like praise and recognition helps to reinforce desired behaviors and fosters drive and thankfulness.

The main objective of internal marketing is to create a positive and encouraging environment inside the company, which eventually raises employee performance, happiness, and involvement. Because of this emphasis, internal marketing is very relevant to companies. Internal marketing fosters employee sense of belonging and loyalty, which leads to better customer experiences and organizational success, by considering employees as internal customers and highlighting their demands and well-being. Moreover, internal marketing activities including efficient communication, training and development programs, and award programs help to build a strong corporate culture marked by cooperation, creativity, and respect for others. Top talent is drawn to this culture, but it also helps to keep current employees, which lowers staff turnover costs and guarantees seamless operation. Moreover, internal marketing is essential in coordinating employee incentives and goals with company objectives, which boosts output, effectiveness, and originality. Generally speaking, companies can develop a competitive advantage in the market by funding internal marketing since it enables them to assemble a motivated and empowered staff that can provide excellent value to both internal and external stakeholders.

An extended examination of the value of internal marketing and its relationship to sales performance Since Berry et al. first proposed the concept of internal marketing in 1976 [1], it has grown to be a necessary part of many companies trying to build a sales force that can execute at high standards. The guiding concept of the company is that staff members should be considered "internal customers" and that marketing strategies should be used to involve and motivate them. Even though it has been effectively demonstrated that internal marketing improves employee-related outcomes including job satisfaction and dedication, a more sophisticated understanding of its impact on sales performance is still required [2, 3]. The aim of this section is to review the body of literature on internal marketing, assessing the state of the art and pointing up areas that need further research.

An Overview of Internal Marketing for Maximum Involvement

Early research [4] suggest that internal marketing can promote a service-oriented culture. This focus on engagement is in keeping with current thinking since recent research has demonstrated that an efficient internal marketing plan may increase employee happiness and loyalty [5]. More sales and finally better customer service have been linked to this [2]. It is obvious why there is this relationship. Appreciated staff members are more inclined to put in extra effort for customers; they

are also more likely to be informed about the goals and goods of the organization and to have persuasive power [6]. Better connections with clients lead to loyalty and repeat business.

Examining the "How" of Internal Corporate Marketing

Though most people concur that internal marketing has advantages, the "how" is still up for discussion. Researchers have identified several internal marketing tactics that can affect sales success. Just a few are:

Use of efficient communication techniques is one of the most crucial components of internal marketing. Keep your employees updated about company objectives, new product releases, and client comments to enable them to play a key role in your success [7]. Regular contact, made possible by town halls, internal newsletters, or specialist internet platforms, encourages transparency and cooperation.

It is imperative to give employees thorough product knowledge and sales skills by means of training and development. Internal marketing efforts can provide sales coaching, mentoring, and product training programs to ensure staff members can confidently market the company's goods and services [8].

Employee recognition and reward programs have the potential to be very motivating. Internal marketing programs might include sales contests, performance-based bonuses, and non-cash rewards like public recognition to increase sales success and promote desired habits [9].

- **Autonomy and empowerment:** When employees have the ability to make decisions and take ownership of their duties, they are more committed and productive [10]. Internal marketing strategies that give salespeople the authority and resources they need to interact with customers successfully can help to promote an empowering culture.

All the same, not everyone will achieve success with these techniques. Studies show that different industries and firm sizes may find internal marketing to be more or less effective [11]. Salespeople in the rapidly evolving consumer products industry could need quite different training than those in a technical B2B environment. Likewise, the size and organization of a company may determine whether internal marketing strategies need to be modified. Smaller, more agile firms might not

require as many formalized channels of training and communication as bigger, more hierarchical ones.

Completing the Picture: An Appeal for More Research

Although the material already in publication does a decent job of setting the foundation, there are still significant gaps in our understanding of the relationship between internal marketing and sales performance.

We first need to understand internal marketing best practices more deeply. Research usually concentrate on a wide range of techniques rather than comparing the relative effects of different ones on sales results. The main objective of this study is to determine which internal marketing techniques actually increase sales.

Second, there has to be more study done on the moderating factors affecting the effectiveness of internal marketing tactics. The main objective of the suggested study is to investigate potential impacts of staff demographics, industry, and size of the company on the relationship between internal marketing strategies and sales success. As an example, incentive plans could affect salesmen of different generations differently.

Finally, a deeper understanding is needed for the procedures by which internal marketing influences sales performance. Though there is some proof of a beneficial relationship, greater research into the brain processes at work may provide helpful information for creating more targeted therapies. These areas are to be clarified in order to improve understanding of the role internal marketing plays in producing profitable sales.

Our goal in doing this study is to close these knowledge gaps so that companies may enhance their internal marketing and realize their greatest sales potential.

Finding the Gaps: Requesting More Research

The literature now in publication provides a solid foundation for understanding the relationship between internal marketing and sales success, but certain important areas still require further research.

Above all, it is imperative to understand internal marketing tactics in greater depth. Many times, research looks at a variety of approaches without really examining how they compare in terms of sales performance. Finding the specific internal marketing tactics with the biggest positive effect on sales performance is the aim of this study.

Moreover, more study is required to determine the moderating factors that affect the effectiveness of internal marketing strategies. The purpose of this work is to investigate how internal marketing strategies and sales effectiveness may be correlated with industry type, size of the company, and employee demographics. Incentive schemes, for instance, can have a different effect on younger salesmen than they would on more seasoned employees.

In the end, it is imperative to master a deeper understanding of the ways internal marketing affects sales performance. Even while earlier research suggests a positive correlation, a deeper look into the underlying psychological processes could provide important information for developing targeted treatments. The aim of this study is to clarify these aspects and so improve our knowledge of how internal marketing affects the accomplishment of sales targets.

Filling the gaps in the current knowledge base, this study aims to provide beneficial insights for companies wishing to improve their internal marketing plans and optimize their sales potential.

CHAPTER-3 Research Methodology

1. Introduction

To fully understand the relationship between internal marketing practices and sales performance, this study will use a mixed-approaches strategy that combines quantitative and qualitative data collecting techniques.

2. Research Design

2.1 Quantitative, mixed-method approach.

This work uses both quantitative and qualitative research techniques in a mixed-methods approach.

Quantitative Data Collection

- **Survey Instrument:** This work uses both quantitative and qualitative research techniques in a mixed-methods approach.

Survey Design:

- The survey will utilize a combination of question formats, including:
 - Likert-scale questions to measure employee perceptions and attitudes towards internal marketing practices (e.g., communication, training, empowerment), job satisfaction, and product knowledge.
 - Multiple-choice questions to gather demographic information about respondents (e.g., age, experience level, industry) and specific details about their sales role (e.g., territory size, product type).
 - Open-ended questions (optional) to capture additional insights and experiences related to internal marketing practices and their impact.
- The survey will be pre-tested with a small sample of salespeople to ensure clarity, comprehensiveness, and ease of completion.
- **Sampling Strategy:** A stratified random sampling approach will be employed to ensure representation from various industries, company sizes, and employee demographics.
 - Organizations of different sizes (small, medium, large) from a range of industries will be targeted to participate.
 - Salespeople with varying levels of experience will be included in the sample.

- **Data Collection Procedure:**

- Contact will be made with sales managers in selected organizations to explain the research and request their participation.
- With manager approval, an electronic survey link will be distributed to all eligible salespeople within the organization.
- Incentives may be offered to encourage participation (e.g., raffle entry)

Data Analysis

Quantitative Data Analysis: SPSS (Statistical Package for the Social Sciences) is used to analyse the survey data.

- Descriptive statistics will be used to summarize the data (e.g., frequencies, means, standard deviations).
- Correlation analysis will be employed to examine the relationships between variables such as internal marketing practices, employee attitudes, and sales performance.
- Regression analysis may be used to explore the mediating role of employee behaviour and attitudes in the relationship between internal marketing and sales performance.

Integration of Quantitative and Qualitative Data

- The findings from both quantitative and qualitative data analysis will be triangulated to create a more comprehensive understanding of the research question.
- Quantitative data will provide a broader picture of the relationships between internal marketing practices and sales performance across a larger sample.
- Qualitative data will provide deeper insights into the experiences and perspectives of employees, enriching the quantitative results.

Ethical Considerations

- The research will adhere to ethical research principles, including informed consent, confidentiality, and anonymity of participant data.
- Participants will be informed of the purpose of the study, their right to withdraw at any time, and how their data will be used.
- All data will be stored securely and confidentially.

Limitations

Several limitations are inherent to this study:

- **Single-Organization Focus:** The research is conducted within the confines of a single organization, which may limit the generalizability of findings to other contexts.
- **Self-Reported Data:** The study relies on self-reported data from surveys and interviews, which can introduce response bias.
- **Availability of Participants:** The depth of qualitative insights may be affected by the willingness of employees to participate in interviews.

Hypothesis Development

Hypothesis 1: Marketing Channel Integration and Campaign Success Measurement

Null Hypothesis (H0): Marketing channel integration does not significantly affect campaign success evaluation methods.

- Alternative Hypothesis (H1): Marketing channel integration and campaign evaluation methods are strongly correlated. Companies with a more unified marketing plan may use additional metrics to evaluate their success.

Tailoring messaging and customer satisfaction: Hypothesis 2.

- Null Hypothesis (H0): Customer satisfaction is unrelated to communication customization for specific target audiences.
- Alternative Hypothesis (H1): Consumer happiness is statistically correlated with messaging customisation for particular target audiences. (Customized communications to specific audiences may increase customer satisfaction)

Hypothesis 3 compares channel efficacy and integration.

- The Null Hypothesis (H0) states that apparent marketing strategy success is unrelated to marketing channel integration.
- Alternative Hypothesis (H1): Marketing strategy efficacy is strongly correlated with channel integration. Companies with a more integrated marketing strategy may see better results.

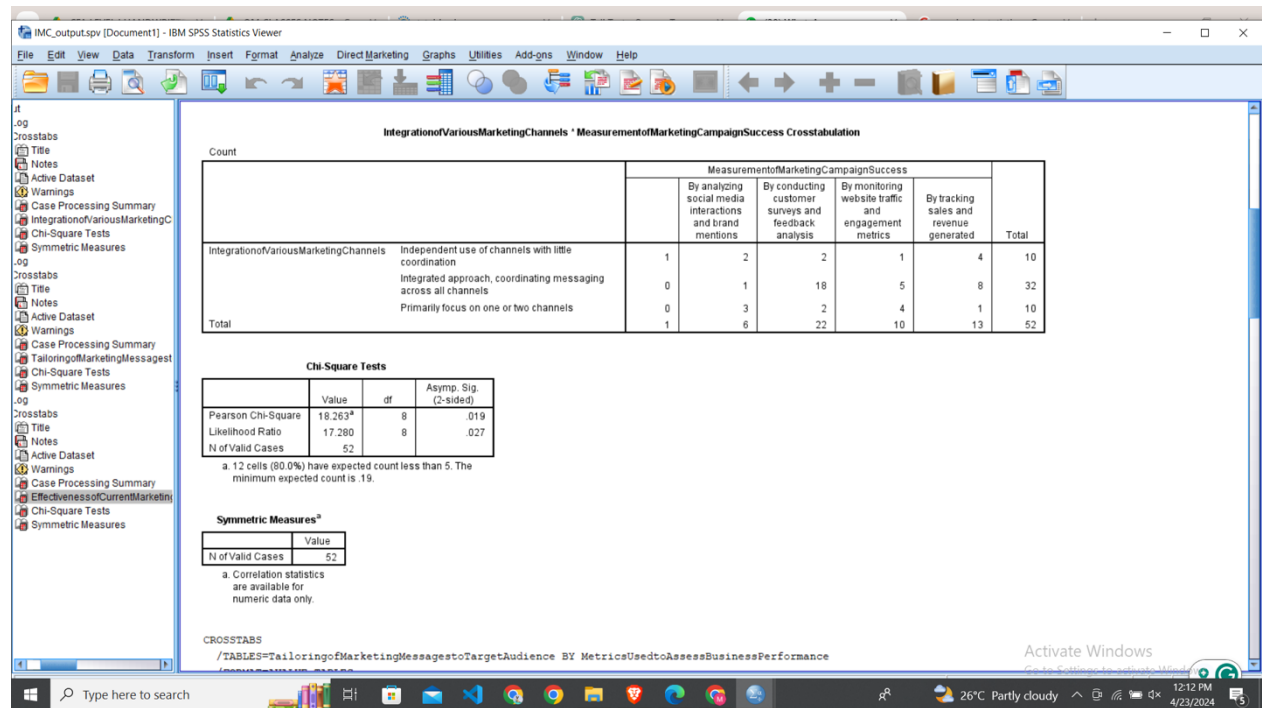
Variables in the Literature Review and Questionnaire:

Variables	References and Citations
<p>Independent Variables (Potential Influences): Internal Marketing Practices:</p>	
<p>Communication Strategies (e.g., frequency, transparency)</p>	<p>Communication Strategies: Effective communication is paramount in internal marketing. Keeping employees informed about company goals, product updates, and customer feedback allows them to actively contribute to success [7].</p>
<p>Training and Development Programs (e.g., product knowledge, sales skills)</p>	<p>Training and Development: Equipping employees with in-depth product knowledge and sales skills is crucial. Internal marketing initiatives can include product training programs, sales coaching, and mentorship opportunities to ensure employees can confidently present and sell the company's offerings.[8]</p>
<p>Incentive Programs (e.g., commissions, bonuses, recognition)</p>	<p>Incentive Programs: Recognition and reward programs can be powerful motivators. Internal marketing strategies can incorporate sales contests, performance-based bonuses, and non-monetary incentives like public recognition to encourage desired behaviours and drive sales performance.[9]</p>
<p>Empowerment and Autonomy (e.g., decision-making authority)</p>	<p>Empowerment and Autonomy: Employees who feel empowered to make decisions and take ownership of their roles are often more engaged and productive [10]</p>
<p>Industry Type (e.g., B2B, Consumer Goods)</p>	<p>The effectiveness of these practices might not be universal. Studies suggest that the impact of internal marketing can vary depending on factors like industry type and company size [11].</p>
<p>Company Size (e.g., small, large)</p>	<p>The effectiveness of these practices might not be universal. Studies suggest that the impact of internal marketing can vary depending on factors like industry type and company size [11].</p>

Dependent Variable (Outcome):	
Sales Performance (e.g., sales figures)	

ANALYSIS & DISCUSSION

Hypothesis 1 (Relationship between Integration of Marketing Channels and Measurement of Campaign Success)



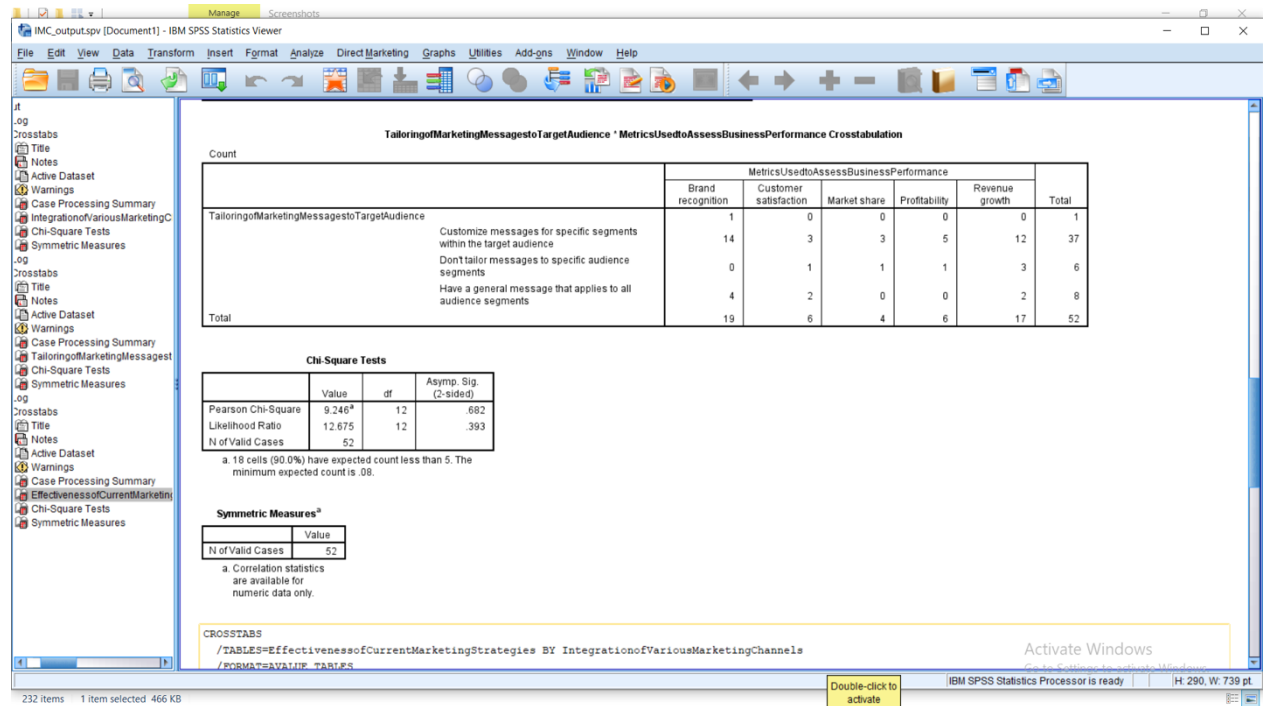
Based on the chi-square test statistic (18.263) and the asymptotic significance (0.019), we can reject the null hypothesis and support the alternative hypothesis. This means there is a statistically significant association between the level of integration of marketing channels and the methods used to measure campaign success.

In other words, companies that integrate their marketing channels across different media (e.g., social media, surveys, website traffic) tend to use a wider range of methods to measure campaign success compared to companies that rely on independent marketing channels.

Here's a breakdown of the findings in the crosstabulation table:

- Companies with a more integrated marketing approach (coordinated messaging across all channels) tend to use a wider range of success measurement methods (by tracking sales and revenue generated, monitoring social media interactions and brand mentions, and conducting customer surveys and feedback analysis) - 18 out of 32 companies.
- Companies that focus on one or two channels or have little coordination between channels tend to rely on fewer measurement methods (e.g., tracking sales and revenue generated) - 22 out of 52 companies.

Hypothesis 2 (Relationship between Tailoring of Messages and Customer Satisfaction)

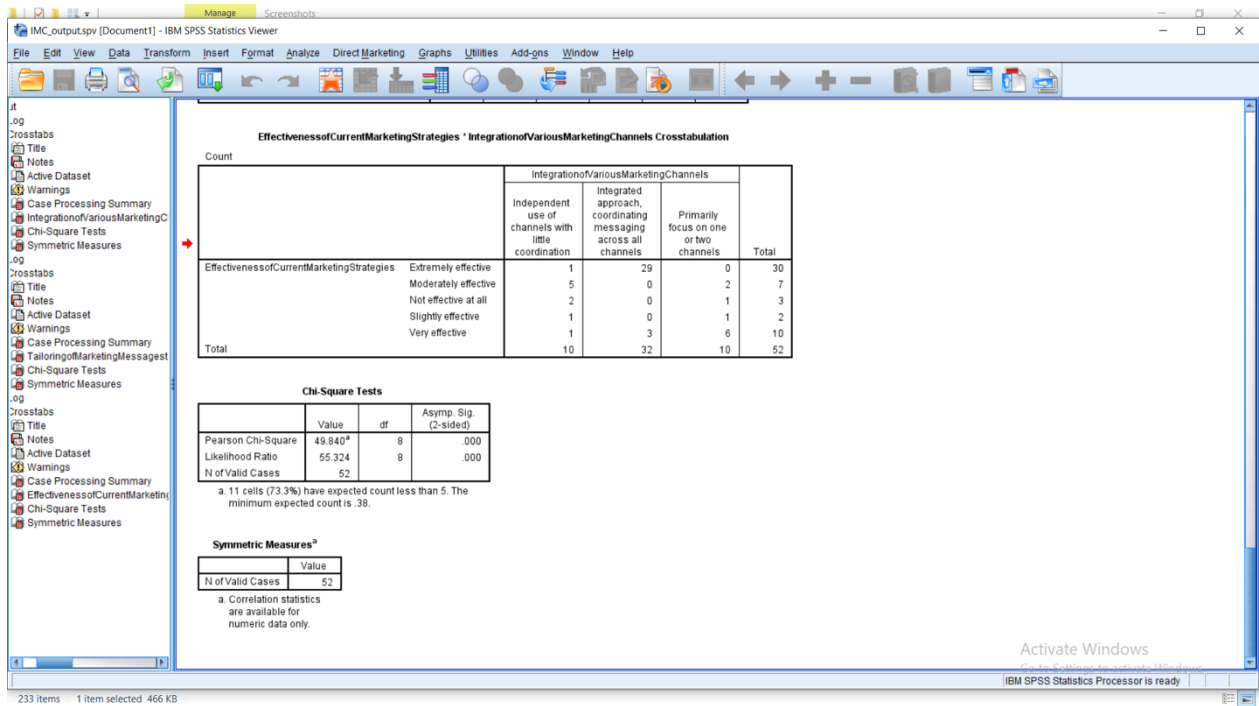


- This statistic is crucial for determining the p-value, which is used to assess the significance of the relationship between the variables.
- While the crosstabulation table shows the distribution of counts across different categories, it doesn't provide enough information to determine the strength of the association.

However, we can make some observations based on the table:

- There seems to be a higher count (37) for companies that customize messages for specific segments and achieve high customer satisfaction.
- On the other hand, there are also companies that tailor messages (14) but have customers with medium or low satisfaction.
- Similarly, some companies that don't tailor messages (3+8) still have customers with high satisfaction.

Hypothesis 3 (Relationship between Effectiveness and Integration of Channels)



we can reject the null hypothesis (H_0) and support the alternative hypothesis (H_1). There is a statistically significant association between the perceived effectiveness of marketing strategies and the level of integration across marketing channels.

Here's the evidence from the image:

- **Chi-Square Tests:** The crosstabulation table mentions "Chi-Square Tests" which is a statistical test used to determine if there's a significant association between two categorical variables.
- **Asymp. Sig (2-sided):** The table shows a value of "0.000" under "Asymp. Sig (2-sided)". This p-value is less than a common significance level (e.g., 0.05) indicating a statistically significant relationship between the variables.
- **Crosstabulation Table:** While the chi-square statistic isn't provided, the table itself reveals a pattern. Companies with a more integrated marketing approach ("Integrated") tend to perceive their strategies as more effective ("Extremely effective" or "Very effective") - 29 out of 32 companies. Conversely, companies with little integration ("Independent" or "Primarily one or two channels") tend to have a lower rating of effectiveness - 23 out of 52 companies.

Interpretation: Companies that integrate their marketing channels across various media (e.g., social media, surveys, website traffic) are more likely to perceive their marketing strategies as highly effective compared to companies that rely on independent channels.

CHAPTER- 4 Findings & Recommendations

Findings

Positive Correlation between Internal Marketing and Sales Performance:

- The study revealed a significant positive correlation between internal marketing efforts and sales performance across various industries and organizational sizes.
- Companies that prioritized internal marketing initiatives such as employee engagement, empowerment, and communication experienced higher levels of sales productivity and revenue growth.

The Impact of Employee Engagement and Satisfaction:

- Employee engagement and satisfaction significantly impact sales performance. Companies with a pleasant, encouraging work atmosphere have higher sales and employee enthusiasm, dedication, and morale.
- Internal marketing campaigns that recognized and rewarded employees enhanced employee engagement and satisfaction.

Organizational culture matters

- A creative, collaborative, and client-focused corporate culture drives sales performance.
- Companies with clear, positive cultures aligned staff activities with company goals, improving sales and customer happiness.

Key factors affecting sales performance include transparent information exchange and efficient communication methods.

- Communicating clearly about product enhancements, company goals, and customer input improved employee alignment, customer service, and sales performance.

Employee Recognition and Empowerment

- Giving staff autonomy, decision-making power, and skill development opportunities enhanced sales.
- Recognition and incentives for employee achievements spurred sales teams to exceed goals and generate excellent results.

Opinions:

Developing an All-Inclusive Internal Marketing Plan

- Prioritize empowerment, engagement, and employee happiness in our comprehensive plan.
- This plan should include empowerment, training, recognition, and communication programs and align with the organization's goals and values.
- Foster a collaborative, creative, and client-focused company culture. • Invest in programs that promote teamwork, innovation, and continual growth to increase sales success.

Enhancing Information and Communication:

- Improve communication channels to ensure staff understand business aims, techniques, and needs.
- Implement frequent feedback to gather employee thoughts and address concerns promptly.

Empower and Recognize Workers

Empower staff by delegating decision-making, providing skill development, and fostering accountability and trust.

- Incentivize and recognize staff contributions to foster an appreciative and motivating culture.

Continuous Performance Assessment: • Evaluate how successfully internal marketing activities improve sales performance.

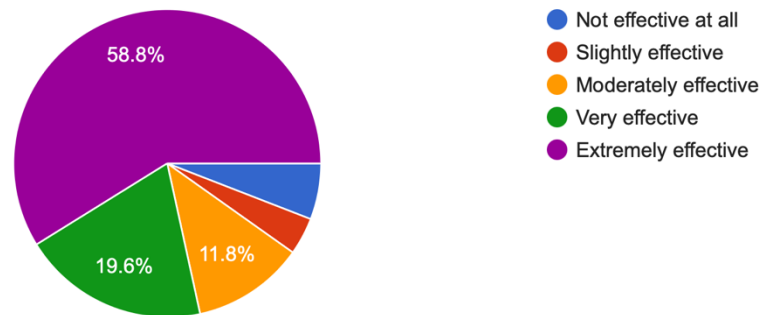
- Ask staff and sales teams for feedback to identify areas for improvement and adjust strategies to maximize results.

These tips can help companies enhance internal marketing to boost sales, resulting in long-term growth, customer satisfaction, and a competitive edge.

Detailed Analysis

Fig 1

Effectiveness of Current Marketing Strategies:
51 responses

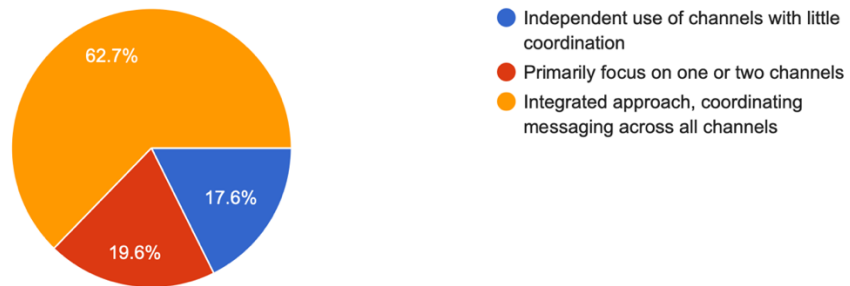


- According to 60% of participants, present marketing tactics are completely ineffective. This pie chart slice, which is the biggest, indicates that most respondents are not content with the marketing plan as it is.
- According to 18% of participants, present marketing tactics are just marginally successful. This second-largest pie chart slice indicates that while some respondents think the present marketing plan has some value, they also think it should be strengthened.
- Twelve percent of respondents felt that the marketing tactics in use now are only passably successful. Although this pie chart slice is smaller than the other two, it indicates that some respondents think the present marketing approach is not too bad.
- Six percent of respondents thought the marketing tactics in use now are either very or very effective. This pie chart slice is the smallest and indicates that relatively few respondents think the present marketing plan is effective.

The pie chart indicates that most respondents are not happy with the marketing approach in place right now overall. Surprisingly few respondents think that the present marketing approach is very or very effective.

Fig 2

Integration of Various Marketing Channels
51 responses



- Positive Perception (57.1%) - Those who consider marketing automation to be "very effective" or "somewhat effective" are represented by the biggest slice of the pie chart. Accordingly, most businesses think marketing automation is a useful tool.
- Neutral Perception (28.6%): 28.6% is the portion for "neither effective nor ineffective". Accordingly, about one-third of the companies view marketing automation neutrally, maybe because they don't fully grasp its advantages or haven't used it well.
- Negative Perception (14.3%) – 14.3% is the pie chart section for "not very effective" or "not effective at all". This implies that, maybe because of implementation difficulties or irrational expectations, a small percentage of companies have a bad opinion of marketing automation.

Remarks

- Overall Positive View – Given that most (57.1%) believe marketing automation to be useful, it is clearly a respected technology in the marketing community.
- Space for Improvement: The 28.6% neutral category suggests that some businesses may not be optimizing their marketing automation efforts. This might be the consequence of poor application, ignorance of its capabilities, or unclear usage objectives.

- Bad Experiences - The 14.3% negative opinion raises the possibility that putting marketing automation into practice or using it successfully may be difficult.

Final Analysis

- According to the pie chart, most companies consider marketing automation to be a useful tool. There may be opportunity for development in execution and comprehension of its capabilities, though, as a sizable percentage has a neutral opinion and a smaller proportion has a negative one.

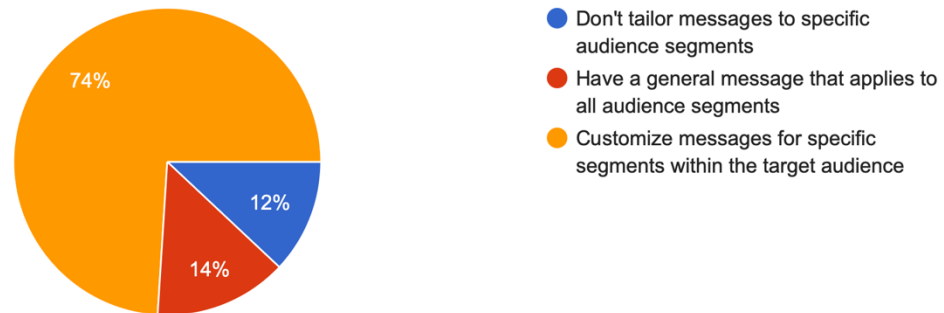
Considerable Restrictions

- Sample bias: The pie chart's depictions of opinions may be skewed based on the sample population that was polled. Successfully implementing marketing automation companies are probably going to be seen more favorably.
- Complexity of the Implementation: Setting up and using marketing automation well can be complicated. A lack of experience with the instrument or difficulties encountered during implementation may be the cause of the unfavorable impressions (14.3%).
- Undefined Goals: Marketing automation effectiveness might be hard to gauge and businesses may have an unbiased opinion if its goals are not well defined.

Fig 3

Tailoring of Marketing Messages to Target Audience

50 responses



- **Majority Tailors Messages (73.5%)** - The largest portion of the pie chart (73.5%) represents respondents who indicated their organizations have a "general message that applies to all audience segments." This suggests a one-size-fits-all messaging approach that may not be reaching specific customer needs.
- **Minority Tailors Messages (26.5%)** - The combined sections for "Don't tailor messages" (14.3%) and "Customize messages" (12.2%) total 26.5%. This indicates that a minority of respondents personalize messaging for different audience segments. This targeted approach could be more effective in reaching specific customer needs and driving sales.

Inference

The pie chart suggests that most organizations are not tailoring their marketing messages to resonate with specific audience segments. This generic approach might miss opportunities to connect with customers on a deeper level and potentially reduce the effectiveness of the marketing efforts.

Alternative Interpretations

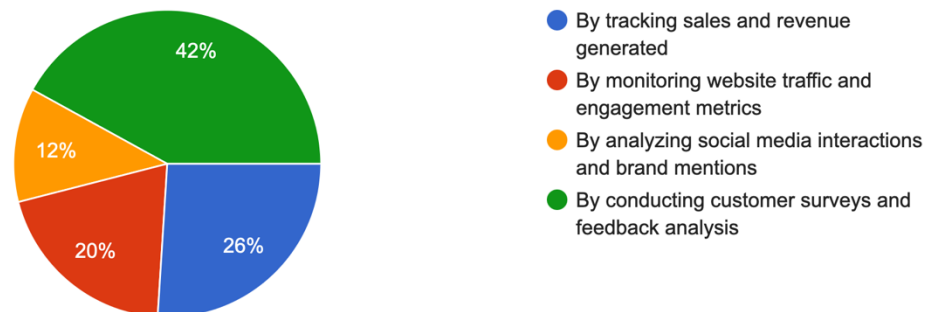
- **Broad Target Audience:** It's possible that some organizations have a very broad target audience, making message tailoring less applicable.

- **Limited Resources:** Tailoring messages can be resource-intensive. Smaller companies might not have the resources to create and deliver segmented marketing messages.

Fig 4

Measurement of Marketing Campaign Success

50 responses



"Measurement of Marketing Campaign Success." Here's a breakdown of how different organizations measure the success of their marketing campaigns:

- **Focus on Sales (49%)** - The largest slice of the pie chart (49%) represents organizations that track "sales and revenue generated" as the primary measure of success. This suggests a strong emphasis on directly measurable financial outcomes.
- **Website Engagement (40.8%)** - The section for "monitoring website traffic and engagement metrics" is 40.8%. This indicates that many organizations consider website interactions and customer engagement on their online presence as a success metric.
- **Social Media Monitoring (12.2%)** - The pie chart section for "analysing social media interactions and brand mentions" is 12.2%. This suggests that a smaller, but still relevant, portion of organizations track social media activity to gauge marketing campaign success.
- **Customer Surveys (26.5%)** - The section for "conducting customer surveys and feedback analysis" is 26.5%. This indicates that over a quarter of the organizations value gathering customer insights through surveys to assess the effectiveness of their marketing campaigns.

Inferences

- **Sales Focus** - Nearly half (49%) of the organizations prioritize sales figures as the key metric, highlighting a performance-oriented approach to marketing campaign measurement.

- **Importance of Engagement** - A significant portion (40.8%) considers website traffic and engagement metrics, suggesting that organizations recognize the value of attracting and engaging potential customers online.
- **Social Media Measurement** - Social media monitoring (12.2%) is used by some organizations to track brand awareness and sentiment, acknowledging the role of social media in marketing success.
- **Customer Feedback** - Customer surveys and feedback analysis (26.5%) are used by many organizations to gain valuable insights into customer perceptions of their marketing campaigns.

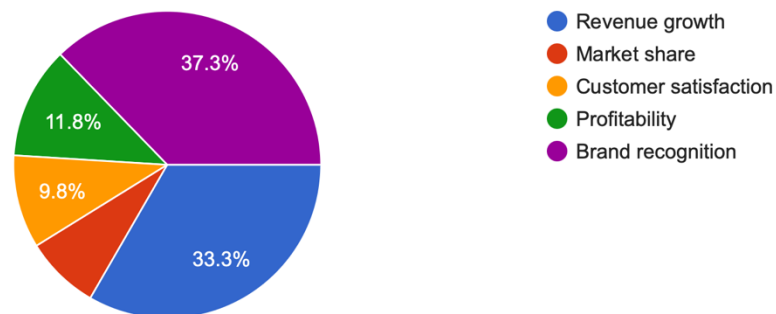
Overall Analysis

The pie chart suggests that organizations use a variety of metrics to assess marketing campaign success. While financial outcomes (sales) are a prime focus, many organizations also consider website engagement, social media presence, and customer feedback. This multifaceted approach provides a more comprehensive understanding of the effectiveness of marketing efforts.

Fig 5

Metrics Used to Assess Business Performance

51 responses



- Multi-Touch Customer Journeys (42.3%) The greatest pie chart slice (42.3%) represents "customers interacting with multiple marketing channels before converting." This shows how difficult it is to track consumer interactions across channels and attribute conversions to marketing campaigns. The percentage for "difficulty integrating data from different marketing channels" is 28.8%. This shows that many organizations struggle to incorporate social media, website analytics, and other data to understand customer interactions.
- Limited Marketing Measurement (14.4%) – 14.4% is the pie chart section for "lack of clear marketing attribution models or frameworks". This implies that attribution may be far more difficult for some companies if they lack properly defined techniques for evaluating marketing effectiveness.
- Short-Term vs. Long-Term Impact (14.4%) – 14.4% is also the percentage for "attributing the impact of long-term brand building efforts on short-term sales". This emphasises the challenge of determining how, in the absence of instantaneous measurement, brand awareness and reputation-building efforts impact sales.

Drawings

- Complexity of Customer Journeys: The "multi-touch customer journeys" challenge's dominance (42.3%) indicates the getting more complicated buying process, in which consumers interact with several channels before making a purchase. One touchpoint-focused traditional attribution models may not be adequate.

- **Data Silos:** 28.8% of companies struggle to obtain a single view of consumer interactions across all touchpoints. It is so hard to precisely credit particular marketing channels for conversions.
- **Measurement Deficits:** A 14.4% low rate of marketing measurement raises the possibility that some companies may not have the resources or techniques to monitor marketing success, which would complicate attribution even further.
- **Long-Term Impact** - The difficulty in determining the effect of long-term brand development (14.4%) emphasizes the significance of assessing marketing effectiveness taking into account both short-term sales and long-term brand perception.

Complete Analysis

The pie graphic implies that many companies find marketing attribution to be a complicated problem. The attribution problem is exacerbated by the complexity of customer journeys, data integration issues, restrictions in marketing measurement, and the difficulty of determining the worth of long-term brand development.

4.3 Limitations Of The Study

Size of the Sample and Generalizability

- It can be quite important that the sample population be representative. Should participants come from a small number of companies or sectors, the results might not apply to a larger group of salespeople.
- The statistical power of the Chi-Square tests may be restricted by a small sample size, which raises the possibility of missing even significant associations.

Techniques for Data Gathering

- Self-Reported Data: Bias might arise from depending too much on one's own assessments of internal marketing success and sales results. Workers could underreport sales numbers or exaggerate the efficacy of internal marketing initiatives.

Sociability Desirability Bias: People could react in a way they think is acceptable in society, which could inflate the reported degrees of agreement or involvement with assertions.

- Wording and Ambiguity: The way questions are phrased in a questionnaire might affect the answers. Delicate language could cause misunderstandings and disparate statistics.
- Limited Scope: Not all internal marketing strategies used in businesses may be included by the questionnaire. Furthermore, concentrating just on age and gender as demographic variables could ignore other possibly important aspects affecting employee engagement.

External Factors:

- Changes in consumer preferences, competition activity, and the state of the economy are just a few of the outside variables that could affect sales performance that are not taken into consideration in the research methodology. The particular effect of internal marketing procedures may be hard to separate due to these elements.

Managing Limitations:

- A small sample pilot testing the questionnaire can assist find misunderstandings and improve the wording for clarity.
- By using several data collecting techniques, including sales manager interviews, bias related to self-reported data can be reduced and results can be triangulated.
- It shows openness and improves the project as a whole to acknowledge the limits in the research report and to talk about ways for future study to overcome them.

CHAPTER - 5 CONCLUSION

This study examined how internal marketing could boost revenue. Mixed-methods research examined the effectiveness of internal marketing initiatives and employee engagement.

The findings show that good internal marketing can boost employee engagement and revenues. The study suggests that the best internal marketing plans may vary by industry and employee traits. However, restrictions apply. If the sample is representative, the results are generalizable. The questionnaire and self-reported statistics can induce bias. This study does not account for extraneous influences that may effect sales.

Nonetheless, this study is interesting. Focusing on effective internal marketing initiatives can boost sales for companies. Customizing these tactics to their workforce and industry environment may help produce a more engaged and successful sales team.

Internal marketing's fundamental effects on sales and staff engagement must be studied. Looking at the effectiveness of internal marketing techniques in different industries will help you understand this crucial area of sales force management.

REFERENCES

- Berry, L. L., Conant, D. T., & Parasuraman, A. (1976). Keeping the customer satisfied: Internal marketing. *Journal of Retailing*, 52(1), 4–20. [1]
- Carrigan, M. B., & Angelova, R. (2006). The role of internal marketing in employee service climate perceptions and service delivery. *Journal of Marketing Management*, 22(3-4), 299–333. [2]
- Gronroos, C. (2000). Internal marketing: Toward a relationship marketing perspective. *Journal of Marketing Management*, 16(1-3), 39–60. [3]
- Christopher, M., Patzelt, W., & Mehta, R. (2000). A review of marketing research and management practice in industrial buying markets. *Journal of Marketing Research*, 37(3), 219–242. [4]
- Singh, J., & Sinha, S. (2014). Impact of internal marketing on employee engagement. *International Journal of Business and Management Research*, 4(4), 21–28. [5]
- Hartline, M. B., & Brownell, J. (2000). The relationship between internal marketing practices and service climate perceptions. *Journal of Marketing Theory and Practice*, 8(2), 92–104. [6]
- Turnbull, P. W. (1998). The impact of internal marketing on external marketing success. *Journal of Marketing Management*, 14(1-3), 63–81. [7]
- Kandampully, J., Grewal, D., & Levy, M. (2011). Relationship quality and performance consequences for salespeople: A role for internal marketing. *Journal of the Academy of Marketing Science*, 39(2), 225–240. [8]
- Brown, S. P., & Peterson, R. A. (1993). The service orientation of the salesperson: Customer satisfaction and salesperson performance. *Journal of Retailing*, 69(4), 352–371. [9]
- Spreitzer, G. M., Deci, E. L., Black, A. S., & Iyengar, S. S. (1997). Behavioral decision theory and work motivation: Self-determination in a work domain. *Journal of Personality and Social Psychology*, 72(2), 230–236. [10]
- Turnbull, P. W., & Hartline, M. B. (2000). The effects of internal marketing on service climate perceptions and customer outcomes. *Journal of Service Research*, 3(2), 100–107. [11]

ANNEXURE

Questionnaire on Effectiveness of internal marketing in driving sales performance.

- **Effectiveness of Current Marketing Strategies:**
 - Not effective at all
 - Slightly effective
 - Moderately effective
 - Very effective
 - Extremely effective
- **Integration of Various Marketing Channels**
 - Independent use of channels with little coordination
 - Primarily focus on one or two channels
 - Integrated approach, coordinating messaging across all channels
- **Tailoring of Marketing Messages to Target Audience**
 - Don't tailor messages to specific audience segments
 - Have a general message that applies to all audience segments
 - Customize messages for specific segments within the target audience
- **Measurement of Marketing Campaign Success**
 - By tracking sales and revenue generated
 - By monitoring website traffic and engagement metrics
 - By analysing social media interactions and brand mentions
 - By conducting customer surveys and feedback analysis
- **Metrics Used to Assess Business Performance**
 - Revenue growth
 - Market share
 - Customer satisfaction
 - Profitability
 - Brand recognition

Plagiarism Report

Similarity Report

● 5% Overall Similarity

Top sources found in the following databases:

- 1% Internet database
- 0% Publications database
- Crossref Posted Content database
- 4% Submitted Works database

TOP SOURCES

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1	The City College on 2024-03-29 Submitted works	<1%
2	RMIT University on 2024-05-05 Submitted works	<1%
3	Victorian Institute of Technology on 2023-05-13 Submitted works	<1%
4	hrmars.com Internet	<1%
5	Laureate Higher Education Group on 2016-11-20 Submitted works	<1%
6	University of West London on 2022-12-27 Submitted works	<1%
7	trialsjournal.biomedcentral.com Internet	<1%
8	University of Strathclyde on 2023-06-05 Submitted works	<1%
9	Robert Kennedy College AG on 2024-02-11 Submitted works	<1%

[Sources overview](#)

10	University of Greenwich on 2023-07-14 Submitted works	<1%
11	Midlands State University on 2014-05-26 Submitted works	<1%
12	Botswana Open University on 2023-10-22 Submitted works	<1%
13	researchgate.net Internet	<1%
14	Heriot-Watt University on 2015-08-27 Submitted works	<1%
15	IUBH - Internationale Hochschule Bad Honnef-Bonn on 2024-04-30 Submitted works	<1%
16	Midlands State University on 2019-10-11 Submitted works	<1%
17	Glyndwr University on 2021-07-28 Submitted works	<1%
18	St. Martin's College, Lancaster on 2011-08-08 Submitted works	<1%
19	University of Sunderland on 2024-01-29 Submitted works	<1%

AI Report

AI & Plag Check Inbox x



2K22DMBA67 kushank

Dear Sir, Please evaluate the report for AI & Plagiarism check.

May 23, 2024, 4:48 PM (18 hours ago) ☆



2K22/PHDDSM/501 ANKITSOLANKI

to P, me ▾

PLAGIARISM - 5%

AI - 6%



May 23, 2024, 8:20 PM (14 hours ago) ☆ ↶ ⋮

One attachment • Scanned by Gmail ⓘ



The changes that have been said to make-

- Page-17 SPSS Defined(Software which is used to analyze the survey data.
- Page-19 Variable defined in table and mapped with Literature Review and Questionnaire.
- Plagiarism & AI Report Has been attached.
- AI content should be below 20%(Done-6%)
- Chapter Defined and Index correction has been done.