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

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Abstract

Education is the backbone of the society as well as a key element for an all-round economic transformation of India. To impart good education, the role of a team of dynamic faculties is more important than anything else. If the faculties remain satisfied in their jobs, they can effectively contribute to the need of education, thus impacting growth of the nation in every sphere keeping with this, the objective of the study has been set to examine the internal marketing relationship. The idea has been derived from literatures that provide backbone of the study. A questionnaire was designed to collect the data from different universities. The finding of research shows that training and development, promotion, colleague relationships, employee recognition and compensation have positive impact on employee satisfaction. The sample size of the respondents consists of 30 employees from the universities. The sample collection is limited to Bhubanswar region. The primary data have been analyzed by using the Chi-square analysis and percentage method. The finding of the research would help faculties as well as student enhance their careers and grow their knowledge.

Keywords

Internal Marketing, Employee Satisfaction, Universities, Job Satisfaction

I. Introduction

The rapid advancement in privatization, globalization and the market oriented firms has brought radical reforms on universities. In developed countries, the universities have 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 is defined as activities, actions and managerial directions- an organization implements in an attempt to encourage and generate employee and other stakeholders to support for the programmes and process is needed to achieve organizational goals and objectives [Schlta, E.2004]. The mantra is that the satisfied employees can satisfy their customers. Satisfied customers are more loyal customers. And loyal customers are more valuable to enterpriser-universities both in the short and long terms.

The internal marketing has been widely used by academics in portraying 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

Shabbir, J. and Salaria, R. (2014) prolong that the higher educational institutions are highly interactive sectors where the degree of interaction between faculties and students more visible than other service providing organizations. Therefore, satisfaction and motivation of the quality employee in higher education is a vital element for investigation. Besides financial empowerment, faculties of the universities need decision making autonomy to learn and grow themselves as well as their students.

In the higher education stream there are two dimensions of interactions available for the students i.e. direct interaction with the faculties and their classmates another interaction with college management. 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 working environment of the universities is of paramount importance while improving research and development to increase the teaching performance.

When employees are involved in decision making they become a part and parcel of overall organization and align their own needs with organizational goals.

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 discusses about hypotheses for the study. Next it gives the outlines of the empirical study used to test the hypotheses. Finally, discuss the implications of the findings and some avenues for additional research.

II. 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 factors.
- To find out relationship between internal marketing factors and employee- job -satisfaction.

III. 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 have an influence on employee job satisfaction
H4- Recognition and compensation has influence on employee job satisfaction.

IV. Research Methodology

The methodology used for the collecting data, selection of samples and analysis of data is as followed;

- **Data collecting techniques**:- the present study is based on two sources of data collection- primary and secondary sources
- **The secondary sources** of data collection include the review of literature and previous studies made at the library. Apart from that the researcher has collected articles and research papers from various journals, magazines and the e-journal.
- **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.

V. 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 used for 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 has been collected from Bhubanswar. The data have been collected from the Utkal University and the Bijupatnaik University of Technology.

VI. Questionnaire

The survey is based on structured close ended questionnaire.

VII. Tools of Data Analysis

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

VIII. Date Interpretation and Analysis

Table 1: 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: 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: 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: Showing of Respondents Towards Monthly Salary

Monthly salary	Respondent	Percentage
< Rs-25,000	8	26.66
Rs- 25,001- 35,000	8	26.67
Rs- 35,001-45,000	6	20
Rs-45,001-55,000	4	13.33
< Rs-55,000	4	13.33
Total	30	100
25<	2	6.6
Total	30	100

Interpretation:-The above table indicates that
26.66% faculties are drawing monthly salary less than Rs25, 000.
26.67% faculties are drawing monthly salary Rs- 25,001-35,000
20% faculties are drawing monthly salary Rs- 35,001-45,000
13.33% faculties are drawing monthly salary Rs- 45,001-55,000 and above Rs 55,000

Table 6: Chi-square test

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 training and development on job satisfaction

Ho- There is no significant relation between training and development at universities employee and age of employees.

H1- There is significant relation between training and development at universities employees and age of employees.

Table -6 Chi-square 5% for 4 d.f. = 9.48

Tabulated value of Chi-square for 4 degree of freedom at 5 % 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 employees.

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

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 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.

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.

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 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.

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

Table 9:

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

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 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

Table 10:

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

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 of employees and support from superiors and colleague on job satisfaction

VIII. 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 a significant relationship between the age of the employee and physical facilities.

The survey explains 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.

IX. Conclusion

An organization should know how to motivate and inspire the employees. An employer should develop selective motivation techniques such as interaction between superior and colleague, training and development, promotion, physical facilities at work place, salary and compensation measures. By adopting the rational approaches, the internal marketing becomes successful and helpful organization as well as employees grow together. Increase in student strength and standard can be 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 the employees of the universities should be given emphasis because most of the employees are dissatisfied for its poor provision. It is truly said that "to be human is to grow" in all areas of activity.

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