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**“An investigation to Internal Marketing on Organizational Performance; A case of
mattress industry of Pakistan”**



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Abstract

The purpose of this study is to explore the effect of internal marketing on employee job satisfaction and its accumulative role in addressing employee job satisfaction on organizational performance. The study has been conducted in the mattress industry of Pakistan. The data were collected through in-depth interviews from managers as well as employees in the twin cities of Rawalpindi and Islamabad. A thematic analysis was done to infer from the responses gathered through in-depth interviews backed by partial grounded theory. It was aimed at exploring what managers should be focusing on so as to change the mind of their employees with respect to employees' contribution in sustaining growth and profitability against the cost that has been incurred in the form of incentives that are being provided to the employees. Findings reveal varying perspectives which are being interpreted by categorizing them in various themes in order to have conclusive implied results. Moreover, the notion of rewarding employees against their efforts has also been given due consideration.

Key words: Internal marketing, Employee job satisfaction, Organizational performance, Motivational training, Mattress industry, Pakistan.