

IMPACT OF INTERNAL MARKETING ON ORGANIZATIONAL COMMITMENT: A STUDY OF EDUCATIONAL INSTITUTION OF KARACHI

BY

FEYZAN NAEEM

35338

A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



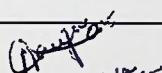
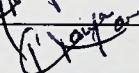
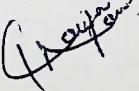
SPRING, 2017

Bahria University Karachi Campus

MBA Thesis
2nd Half-semester report & Thesis Approval report

| | |
|------------------|--|
| Name | Feyzan Naeem |
| Registration No. | 35338 |
| Thesis Topic | Impact of internal marketing on organizational commitment. |

Supervisor-Student Meeting Record

| Date | Place of Meeting | Topic Discussed | Signature of student |
|--------------|------------------|---|---|
| 15 Feb 2017 | Faculty Cubical | Thesis Topic |  |
| 1 March 2017 | Faculty Cubical | Questionnaire |  |
| 5 April 2017 | Faculty Cubical | Data integration, analysis and interpretation |  |

APPROVAL FOR EXAMINATION

| | |
|-------------------------------------|-----------------------------------|
| Candidate Name: <u>Feyzan Naeem</u> | Registration Number: <u>35338</u> |
|-------------------------------------|-----------------------------------|

Thesis Title: Impact of internal marketing on organizational commitment

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination, I have also conducted plagiarism test of the thesis using HEC prescribed software and found similarity index at 15% that is within the permissible limit set by the HEC for MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

| | | |
|--|--|---------------------------------------|
| Supervisor's Signature: Name: Usman Ali Warrach | | Date: <u>5th July 2017</u> |
| HOD'S Signature: | | Date: |

Table of Contents

| | |
|---|------|
| Dedication..... | iii |
| Declaration of Authentication..... | iv |
| Acknowledgment..... | v |
| Table of Content..... | vi |
| List of Tables..... | viii |
| List of Figures | ix |
| List of abbreviations..... | x |
| Abstract | xi |
| Chapter 1 INTRODUCTION | 16 |
| 1.1. Significance of the Topic | 16 |
| 1.2. Background of the Study..... | 18 |
| 1.3. Problem Statement:..... | 20 |
| 1.4. Research Questions:..... | 21 |
| 1.5. Research Objectives:..... | 21 |
| 1.6. Focus of the Study | 21 |
| 1.7. Limitations of the Study..... | 22 |
| 1.8. Scope of the Study | 22 |
| 1.9. Assumptions..... | 22 |
| 1.10. Time Horizon | 22 |
| 1.11. Ethical Consideration..... | 23 |
| 1.12. Organization of the Study | 23 |
| Chapter 2 LITERATURE REVIEW | 24 |
| 2.1. Internal Marketing | 24 |
| 2.1.1. Human resource perspective | 24 |
| 2.1.2. Marketing perspective..... | 24 |
| 2.1.3. Strategic perspective | 25 |
| 2.1.4. Vision..... | 28 |
| 2.1.5. Employee development..... | 29 |
| 2.1.6. Reward system | 30 |
| 2.2. Organizational commitment..... | 31 |

| | |
|---|----|
| 2.2.1. Three components of organizational commitment..... | 32 |
| 2.2.2. organizational commitment and internal marketing | 33 |
| 2.3. THEORETICAL FRAMEWORK..... | 35 |
| 2.4. Hypothesis: | 36 |
| Chapter 3 METHODOLOGY | 38 |
| 3.1. Research Design: | 38 |
| 3.2. Population and Sample size | 38 |
| 3.3. Sampling Technique | 38 |
| 3.4. Data Collection | 39 |
| 3.5. Data Integration | 39 |
| Chapter 4 DATA ANALYSIS | 40 |
| 4.1. Reliability and Validity Test..... | 40 |
| 4.2. Hypothesis Results Analysis:..... | 45 |
| Chapter 5 DISCUSSION | 48 |
| Chapter 6 RECOMMENDATION AND CONCLUSION | 51 |
| REFERENCES | 0 |
| ANNEXURE..... | 7 |

Abstract

Aim of study: In the research the impact of internal marketing on organizational commitment with regards to private universities of Karachi-Pakistan has been keenly observed. The research will provide useful information about the internal marketing activities in the private universities of Karachi-Pakistan and its impact upon the overall commitment of the organization. The research will provide a clear understanding of internal marketing activities and their impact on the organizational commitment in the private universities of Karachi-Pakistan. The research will also provide a great support to other researchers to conduct further researches with regards to any other marketing related research with regards to Pakistan.

Methodology: The sample for the research study was selected using the "Random Sampling" technique that means all the individuals has equal opportunity to be selected. The data for this research was collected using questionnaire and it was analyzed using SPSS software. The sample size was 100 was used, consisting of lecturers from different universities which includes Male / Female.

Findings: the study indicated that reward has a significant impact on continuance commitment and normative commitment. Moderating variables – gender and department – has also played an important role and also, they have shown some significant impact upon the determinants.

Practical Implications: There are many areas in which this research paper could become useful. Especially university related or educational department related with respect to Pakistan. Because, the respondents of the research were the professors, assistant professors, lecturers, and senior lecturers which were taken from the private universities of Karachi-Pakistan. The research can help the government of Pakistan also in order to get a know how that what is happening in the private universities and what they can do to make the educational sector of Pakistan more better.

Key Words: Internal marketing, organizational commitment, affective commitment, normative commitment, continuance commitment.