

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

BY

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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.