

The Impact of Internal Marketing Practices on Perceived Employee Engagement With Special Reference to Executive Level Employees in FMCG Sector Sri Lanka

P.I. Wanasinghe* and N.C. Jayasinghe

*Department of Management Sciences, Faculty of Management,
Uva Wellassa University, Badulla, Sri Lanka*

**Corresponding Author E-mail: pumudikaishani@gmail.com, TP: +94769138256*

Internal marketing is one of the emerging concepts within the organizations that gives the solutions to the workplace conflicts. Conversely, employee engagement can be defined as the employees' emotional attachment towards their organizations. Previous scholars have expressed that the impact of internal marketing practices on perceived employee engagement may change based on the several factors such as culture, region, sectors and etc. Hence, this study has addressed the knowledge and empirical gaps by investigating the impact of internal marketing practices on perceived employee engagement of executive level employees in FMCG sector in Sri Lanka. Internal marketing has identified as a multi-dimensional concept. For this study it has been used three-dimensional model which is consisted with internal communication, training and internal market research to examine their impacts on perceived employee engagement separately. Population of the study has identified all the executive level employees working in FMCG sector. For this study data has been collected from 120 executive level employees in four FMCG sector companies using the convenience sampling technique. The quantitative research design has used for the study and descriptive statistics, Karl Pearson's correlation analysis and regression analysis has been used to analyze the gathered data. The findings of the study emphasized that the internal marketing practices has a significant impact on perceived employee engagement of executive level employees in FMCG sector in Sri Lanka. Further, it has concluded that all three dimensions of internal communication, training and internal market research are significantly and positively impacted on perceived employee engagement of executive level employees in FMCG sector in Sri Lanka. Finally, this study has recommended that managers can shape up organization internal marketing practices in proper manner to improve perceived employee engagement in executive level employees and internal communication, training and internal market research can take as suitable practices.

Keywords: Internal marketing practices; internal communication; Training; Internal market research; Perceived employee engagement