

Internal Marketing Practices and Employees Work Attitudes: An Empirical Examination in the Banking Industry in Sri Lanka

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Internal marketing practices are important for organizations as they motivate employees to achieve better performance. The work attitudes are vital for the employees of the organization to outperform within the industries. Banking industry is very vital for a developing economy like Sri Lanka. Therefore, it is very useful to study how the internal marketing practices contribute to the work attitude of the employees in the banking industry. A questionnaire survey was conducted to obtain data as internal marketing practices and their implications on work attitudes of bank employees. The sample size was 225. Convenient sampling was adopted for this study as the bank branches were reluctant to share employee details with the researcher. Regression and correlation were used to analyze the relationship between internal marketing practices and work attitudes of bank employees. Findings suggest that formal communication and informal communication regarding internal marketing practices are positively correlated to the work attitude of employees in the banking industry. Regular staff appraisals, managers' interaction with employees, identification of expectations of employees and assessing the quality of employment are important for the employees in the banking industry. Further, it was also found that informal communication also contributes to the work attitude of employees in the industry. Managers' identification of employees who work abnormally, understanding the employees' requirement during their work in the organization and the feelings about the job are also important for employees in the banking industry.

Key words: *Internal marketing, Work attitudes, Banking industry*