

# The Research on the Relationship among Internal Marketing, Job Satisfaction and Organization Commitment of the Taiwan Ca

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## ABSTRACT

Human resources across the Strait, despite sharing the same ethnicity and culture, have different perception toward values due to varied social systems; in which, the adaptation of internal marketing has regarded the business itself as an internal market, and the employees are the internal customers by discerning internal customer demands for adapting marketing management activities that serve to convert internal customer needs into human resources activities in anticipation to bring up the employee ' s commitment and instill loyalty to the organization. In general overview, there have already been tangible concepts in relevant local studies governing the validation study of internal marketing; however, few have been devoted to exploring Taiwanese operated enterprises in Mainland China. With that, the study attempts to utilize the internal marketing theory in Taiwanese operated enterprises in China to explore the impact of employee internal marketing awareness on employee satisfaction and organizational commitment of Taiwanese operated canning industry in Mainland China. The study expands the scope of discussion on the impact of the four internal marketing acts of management support, motivation and growth, communication relationship, education and training on job satisfaction, and utilize the theory in Taiwanese operated enterprises in Mainland China, aiming to reflect the interactive relationships within a business organization, and anticipating to achieve employee job satisfaction through internal marketing for creating a more efficient operating environment, which the research reckons also applies to Taiwanese operated enterprises in China. The study findings revealed that the higher the employee job satisfaction, the higher the employee ' s commitment to the business organization would become, and that the analysis of correlation between job satisfaction and the constructs of job retention commitment, effort commitment or ongoing commitment have shown the identical results. It is also found that the more the Taiwanese operated enterprises in China promote internal marketing, the more influential it has on employee ' s commitment to the organization, and the higher the organizational commitment awareness, the more the employee will identify with the organization and continue to remain and work hard in the organization. It is an element that helps a business retain the employees, reduces the turnover, effectively enhances the sense of identity, and bridges the level of employee devotion.

Keywords : internal marketing ; job satisfaction ; organizational commitment

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