

**THE IMPACT OF INTERNAL MARKETING ON MARKETING
PERFORMANCE OF PRIVATE AND PUBLIC BANK SECTOR IN
TRINCOMALEE DISTRICT**

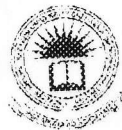


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ABSTRACT

Internal Marketing is focusing and revisiting the manageable, productive and support services of employees in the front and back end of business operations. . Internal marketing is used to encourage employees to perform to the best of their abilities in of their duties. The relationships between banks and customers must therefore be understood by bank managers, who must also recognize their significance.

This study examines the connections between internal marketing practices and how they affect improving marketing performance, a crucial and current problem. Internal marketing has become more prevalent in banks' operations, especially since it began to play a more significant role. It is crucial to choose highly skilled and qualified people who will be accountable for giving consumers high-quality services.

The research question focuses on the extent to which internal marketing procedures influence marketing performance. To tackle this problem, a set of primary and secondary hypotheses is used. A default model is designed to define the nature of the relationship between the research variables and to get the expected findings from the analysis in order to fulfill the objectives and verify the hypotheses. To construct theoretical and methodological frameworks, I drew on extant studies, research, and books on the variables employed in the current investigation.

Key words : *internal marketing ,marketing performance, public and private banks*

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