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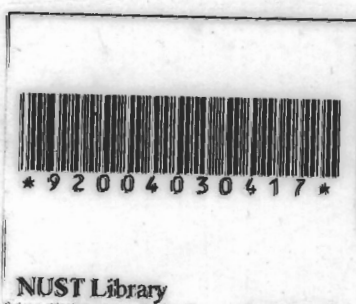
**The effect of internal marketing on service quality: A case of  
Barbours Departmental stores.**

**BY**

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A submission in partial fulfilment of the Bachelor of Commerce Degree in  
Marketing at the National University Of Science and Technology.



## **ABSTRACT**

The objective of this research project was to investigate the effect of internal marketing on service quality –the case of Barbours departmental stores. The research was carried in partial fulfillment of degree of bachelor of commerce Marketing (honours) of National University Of Science And Technology (NUST).

A descriptive survey design was employed to gather necessary information. A total of 200 customers, 25 employees and 5 managers were interviewed at Barbours 1<sup>st</sup> Harare. In depth interviews with the sales and marketing managers was also conducted. The researcher also used questionnaires, which consisted of open and closed questions as a means to further the respondents. The questionnaires were targeted at Barbours employees, management and customers. The researcher also conducted literature review in order to establish what other accredited authors, scholars and authorities had to say about the relationship between internal marketing and service quality. The study was designed to answer the following questions:

1. Why employee empowerment is important is critical for success of internal marketing?
2. Which method is best for employee motivation in order to retain employees and attain service quality?
3. What are Barbours' clients' perceptions on service quality?
4. What is the relationship between internal marketing and service quality?
5. What other service quality determinants that can be used and their roles in service delivery?
6. Are Barbours employees and management aware of what is expected of them in service delivery?

On the other hand the researcher has shown that the significance of internal marketing to service quality rests in the increased emphasis on service quality in customer oriented corporations. Customers are more than purchasers of products/services, they are co-producers , the co-production occurs at the same time of transaction. Good internal marketing programs create employee satisfaction. Despite research results pointing the inefficiencies caused by lack of internal marketing in service quality delivery. The literature review has shown that internal marketing programs like training, empowerment, motivation etc indeed influence service quality levels in business industry.

The research revealed that although management is aware of the importance of internal marketing little to no consideration is given to existing employees and that there is a correlation between internal marketing and service quality. As a result of these findings , the researcher recommended that Barbours should develop good internal marketing programs and when management is formulating strategies and should not overlook the importance of internal marketing since the type of organization, its people, design and culture , is becoming a new competitive advantage in modern market place Schneider and Bowen (1993).