

# **Factors affecting the trend of internal marketing in the banking industry (A study of Sepah and Mellat banks)**

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**Service companies and institutions, especially banks and other financial and credit institutions are always trying to improve the quality of customer service and thereby achieve sustainable competitive advantage. Marketing and human resources experts believe that applying the principles and tools of domestic marketing is effective to achieve it. This study was investigated the role and effectiveness of collecting a variety domestic market information on the banking industry, sharing them between employees and organization management's response toward these information. It is a descriptive study and an applied regarding purpose. Data analysis was performed through field study and questionnaires were distributed among 200 executives of Bank Sepah and Mellat in Gilan Province by nonrandom convenient sampling and was used Cochran sampling formula using partial least squares analysis in SmartPLS V.2 software. The results indicated that the provided information toward the domestic market (including: providing information of domestic market as informal, providing information of domestic market through formal and face to face, providing information of domestic market through formal and written, and sharing these information between employees and most importantly, bank management's response toward them have a direct and significant effect on the tendency towards domestic marketing in organization.**

**Keywords : Tendency towards Domestic Marketing, Providing Informal Information, Providing Formal Information, Information Sharing, Organization's Response, Bank Sepah and Mellat**

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