Assessments of Structural Equation Modeling (SEM) of Internal Marketing Practice with Sustainable Marketing Performance: The Case of Small and Medium Enterprise (SMEs) in Ethiopia

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ABSTRACT

Internal Marketing Practice is the process to promote the company objectives, and the employee with in organizations for the purpose of increase employee engagement of the company goals, and foster the brand image of SMEs, the aim of this study that has to be provides, a conceptual linear Regression Model that introduction to analyses a Confirmatory Factor Analyses (CFA) of Internal Marketing practice on Sustainable Marketing Performance: A case of SMEs Ethiopia, and to discuss the concepts of Multiple grouped Confirmatory factor data analysis, to construct Composite Reliability, Convergent Validity and to Confirm (SEM) Structural Equation Modeling practice Maintain Regression Weights be a Direct influence, and the indexed of mediation result to be providing based on our perspective on certain analysis, and the overall the mediating variable data analysis to be interpreting the Regression group Weights analyses in a model that includes, an Internal Marketing practice like Visionary practice, Developmental practice and Rewarded Practice that affect Marketing Performance that affect IM and to analyses Assess Regress weight, Correlation, and Model fit indexed to investigate with SPSS model V.22 that uses data from the Internal Marketing practice to analyse it's effect with Sustainable Marketing Performance to respond by using 320 sample respondents in Small and medium Enterprise, (SMEs), in Ethiopia.

Keywords: Visionary, Developmental, Awarded, SMEs and Sustainable Marketing Performance.

1. INTRODUCTION

Hossein M. and Saeed S. B., (2021), a Small and medium-sized businesses have more flexibility, and can be adapt to a rapid environmental changes, and react faster than large firms Jakubiak and Chrapowicki (2018), and as such are often more entrepreneurial orientation of the business with the entrepreneurship as a process of making changes to be doing something different, and thus creating wealth for the individual, and adding value to society of these changing business environments with evolving customer needs, the business adaption of a vital in small business organizations, Fadda, N. (2020). This means that small organizations, such as sports clubs, have to perform and adapt to these dynamic changing environments.

Mondali Zadeh, Z. (2019), the private and public SMEs organizational associations whose strategic objectives include promoting, and developing the interest in a particular SMEs or physical activity, their members participation in these activities, and business organizations, and participation in competition orientation. SMEs are also commonly associated with Beneficiary Enterprnioure

Organization, and those business companies, and other organization should increase the quality of goods, and services provided to customers, with a customer-focused set of actions and beliefs, Wang T. H. and Lai, C.H. (2020), a business and service organizations, are the core offering is intangible service offering in SMEs, even though they may require equipment, and infrastructure to deliver these services to promote the objective of Internal Marketing in SMEs, Agti, D. and Louafi, K. (2019).

Hossein M. and Saeed S. B., (2021), for the service business organizations and managing internal Marketing, external Marketing, and in interactive marketing is essential, while the internal marketing focus to meeting the needs of customers, and the Internal marketing promotes a company's objectives to employees within the business organization, and to allow customers orientation to connect with a company directly influenced in SMEs level of Internal marketing practice of the organization, (Shashi .K, Dereje D. Negeri & Gada. G. Wakjira, (2023). Today, internal marketing studies have a common theme and internal marketing has been expanded to comprise several dimensions, Wakjira G. G., (2023), Including the production of Visionary practice, Developmental of internal information, and responding to the

 Employee Rewarded domestic market, of internal marketing was provided by Dereje D. Negeri & Gada. G.Wakjira, Shash K., (2023), in which internal marketing has been introduced as a planned effort using an approach such as marketing to overcome organizational resistance to change the perspective of Visionary practice, Organizational Developmental and Employee reward, and internal Marketing strategies of SEMs to promote the company objectives, and the employee with in organizations for the purpose of increase employee engagement of the company goals, and foster the brand image of SMEs are to evaluate at the stage of SMEs in Ethiopia.

2. INVESTIGATION FRAMEWORK

**Figure1. Investigation Framework**
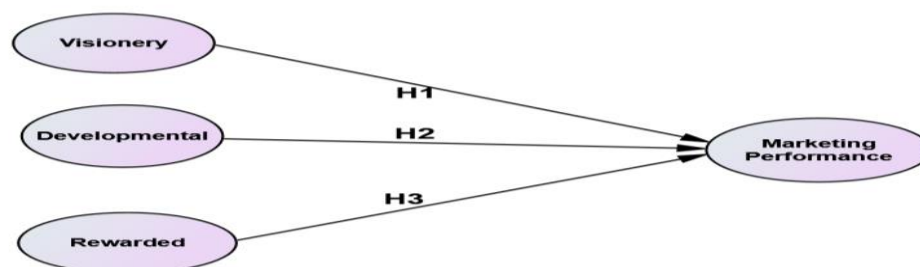
Source: AMOS Output (2023)

3. INVESTIGATION APPROACH AND DESIGN

Subramony, M., Segers, J., Chadwick, C. and Shyamsunder, A. (2018), in a Deductive research Philosophy, Quantitative research approach the quantitative approach will be served research in many ways, and the justifications support why quantitative approach will be selected forth is research most of the empirical investigations in Small and Medium Enterprise in Ethiopia, has to be conducted by adopting quantitative approach in their designs to determine an expected relationships which might emerge from interaction between a set of given research variables, and this approach that has to be designed Confirmatory research designed that has Structural Equation

Modeling(SEM), to be developed that affect Sustainable Marketing Performance of Small and Medium enterprises of Ethiopia, and data has designed to construct Regression group model that has to be analysed, direct effect, Correlation analyses and Model fit indexed data, Blanco-Donoso, L. (2019), and there direct effects, and it has shown that the direct effect, with the evidence of and feelings through identification in the first-person, but not the third-person narrative voice condition to designed, Hayes, A. F. (2022), with Ethiopian Manufacturing, Agricultural sectors, Federal Construction office, Traders, from different services, and data collected from 320 Respondents, and Research technique to be designed with Simple random techniques and Stratified sampling technique has to be designed in Ethiopia, K. C., & Goodboy, A. K. (2020).

4. STRUCTURAL EQUATION MODELING (SEM)

Figure 2. SEM result of Visionary, Dev'mental and Rewarded
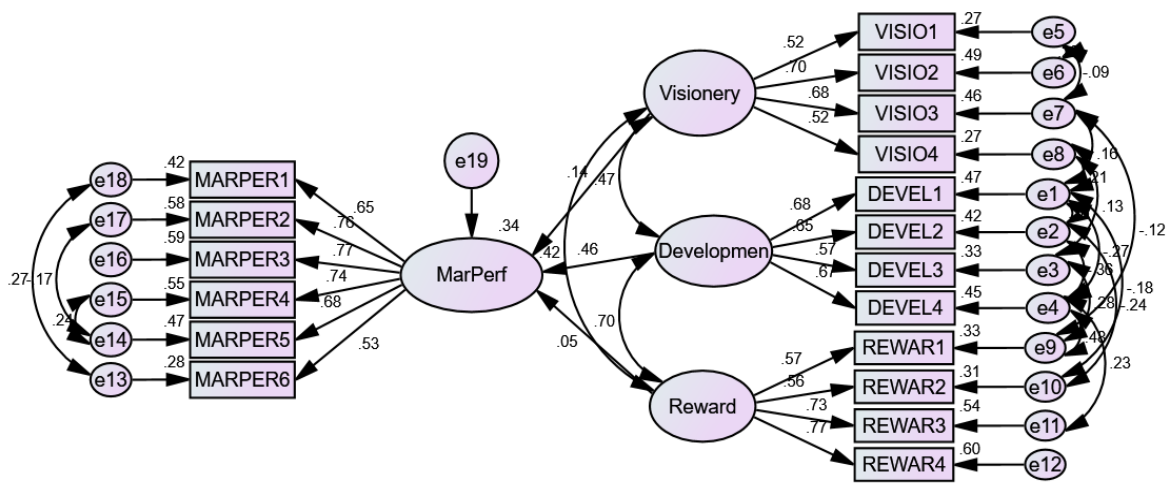
Source: AMOS Output (2023)

5. CORRELATION OF GROUP INVESTIGATION

Table1. Correlations: (Group number 1 - Default model)

			Estimate
Reward	<-->	Developmental	.701
Developmental	<-->	Visionary	.472
Reward	<-->	Visionary	.421

Table1. Correlation investigation (2023)

The correlation between the constructed and demonstrated on AMOS static suggested all are in the statistical relationship between two variables it may be the columns of a given data set of data observation and sample components of multivariate random variables of internal marketing dimensions of Reward with Developmental practice of model estimate result output is 0.701, that means very strong correlation between two variables, the variables between Developmental with visionary variables output is 0.472 it means a medium between those variables, and the relationship between Reward and Visionary Practice correlational result is 0.421 it shows the medium relationship between them. Totally the relationship between Reward and Developmental

correlation result is highly correlated in internal marketing practice with sustainable Marketing Performance are highly fitted and strongly relationship in the assumption of SMEs Models in Ethiopia.

6. INVESTIGATING HYPOTHESIS

Table2. Regression Weights: (Group number 1 - Default model)

				Estim.	S.E.	C.R.	P	Label
H1	Mar Perform	<---	Visionary	.141	.076	1.857	.003	Supported
H2	Mar Perform	<---	Developmental	.330	.084	3.944	***	Supported
H3	Mar Perform	<---	Reward	.049	.084	.581	.561	Unsupported
H1a	DEVEL1	<---	Developmental	.928	.107	8.668	***	Supported
H2a	DEVEL2	<---	Developmental	.955	.092	10.395	***	Supported
H3a	DEVEL3	<---	Developmental	.861	.110	7.812	***	Supported
H4a	DEVEL4	<---	Developmental	.928	.107	8.668	***	Supported
H5a	VISIO1	<---	Visionary	.928	.107	8.668	***	Supported
H6a	VISIO2	<---	Visionary	1.381	.191	7.211	***	Supported
H7a	VISIO3	<---	Visionary	1.385	.223	6.208	***	Supported
H8a	VISIO4	<---	Visionary	1.166	.227	5.144	***	Supported
H9a	REWAR1	<---	Reward	.928	.107	8.668	.654	Unsupported
H10a	REWAR2	<---	Reward	.988	.120	8.235	***	Supported
H11a	REWAR3	<---	Reward	1.451	.152	9.527	***	Supported
H12a	REWAR4	<---	Reward	1.421	.145	9.812	***	Supported
H13a	MARPER6	<---	Market Perf.	.928	.107	8.668	***	Supported
H14a	MARPER5	<---	Market Perf.	1.392	.154	9.024	***	Supported
H15a	MARPER4	<---	Market Perf.	1.466	.150	9.763	.543	Unsupported
H16a	MARPER3	<---	Market Perf.	1.458	.150	9.744	***	Supported
H17a	MARPER2	<---	Market Perf.	1.523	.157	9.696	***	Supported
H18a	MARPER1	<---	Market Perf.	1.196	.113	10.54	***	Supported

Source: AMOS Output investigation (2023)

H1: There is a Positive and significant relationship between Visionary Practice with Sustainable Marketing Performance.

H2: There is a Positive and significant relationship between Developmental Practice with Sustainable Marketing Performance.

H3: There is a negative and insignificant relationship between Rewarded Practice with Sustainable Marketing Performance.

The assumption of internal Marketing practices with Marketing Performance the Relationship in terms of regression that estimates, the t-value, standardize and a level of significance of p-value H1 visionary practice result output of 0.003**, and H2 Developmental Practice of the result of 0.000** SMEs with Marketing Performance has a positive& significant relationship with p-value result of

<0.5, the value is Accepted and H3 of Rewarded practice of SMEs has a negative influence the result of .561** with p-value of >0.5 value has rejected, based on this assumption in Ethiopia there is a less employee and Customer rewarded and to motivate Employee reward and other benefits has so many gap for the future it has arranged and modified for the future in Ethiopia.

H1a: There is a Positive and significant relationship between Developmental practice with Developmental practices 1.

H2a: There is a Positive and significant relationship between Developmental with Developmental practices 2.

H3a: There is a Positive and significant relationship between Developmental practice with Developmental practices 3

H4a: There is a negative and insignificant relationship between Developmental practices with Developmental practices 4

H5a: There is a Positive and significant relationship between Visionary practice with Visionary practice 1

H6a: There is a Positive and significant relationship between Visionary practice with Visionary practices 2

H7a: There is a Positive and significant relationship between Visionary practice with Visionary practices 3

H8a: There is a Positive and significant relationship between Visionary practice with Visionary practices 4

H9a: There is a negative and insignificant relationship between Rewarded practices with Rewarded practices 1

H10a: There is a Positive and significant relationship between Rewarded practice with Rewarded practices 2

H11a: There is a Positive and significant relationship between Rewarded practice with Rewarded practices 3

H12a: There is a Positive and significant relationship between Rewarded practice with Rewarded practices 4

H13a: There is a Positive and significant relationship between Sustainable Marketing Performance with Marketing Performance 6

H14a: There is a Positive and significant relationship between Sustainable Marketing Performance with Sustainable Marketing Performance 5

H15a: There is a negative and insignificant relationship between Sustainable Marketing Performance with Sustainable Marketing Performance 4

H16a: There is a Positive and significant relationship between Sustainable Marketing Performance with Sustainable Marketing Performance 3

H17a: There is a Positive and significant relationship between Sustainable Marketing Performance with Sustainable Marketing Performance 2

H18a: There is a Positive and significant relationship between Sustainable Marketing Performance with Sustainable Marketing Performance 1

The Measurement model that regression result based on the assumption of Internal Marketing practice of Internal Marketing of Visionary practice, Developmental Practice and Rewarded practice of SMEs Ethiopia with a Sustainable Marketing Performance measurement variables result that shows the positive relationship influence the Null hypothesis is rejected and the alternative Measurement model result output are highly Supported the p-Value result of both predicted measurement model result is <0.05, H1a, H2a, H3a, H4a, H5a, H6a, H7a, H8a, H10a H11a H12a, H13a, H14a, H16a, H17a, H18a has a positive relationship with a variables, it indicates supported hypotheses result of the date, based on this assumption the judgment of hypotheses of Regression weight model can be drawn that there has been a significant and positive influence, and we dismiss our false assertions while supporting the hypotheses, and Ha9 with the negative relationship of measurement model of Reward with Reward1 of 0. 654 and Ha15, with the negative relationship of measurement model of Reward with Reward1 of 0.543 insignificant relationship output value with p-value of >0.05 the measurement model result has rejected.

7. MODEL FIT INDICES SUMMARY

Table 3. Model Fit indices Summary

Constructs	χ2	DF	χ2/df	RMR	GFI	AGFI	NFI	CFI	RMSEA	P Value
I.M and Mar. Per.	15.704	112	1.372	.216	.958	.946	.938	.982	.199	.000

Fit indices of CFA of Marketing Performance

The CFA for this model resulted in a very large value of items with standardized regression less than 0.50 were deleted Chi-square of direct effect of 15.704of model fit data indicates the difference between observed and expected covariance matrices, and the hypotheses of this model of Internal Marketing practice with a significant P-value is .000, and a CFI result of .982 as RMR,0.216, GFI results .958, AGFI Results .946, NFI Result .938 along with the RMSEA value of .199 it implies that the null H0 hypothesis is rejected, as well the alternative Ha1 best model fit result of high CFA data result has highly fit and the internal marketing determinant of Visionary practice, Developmental practice and Rewarded practice study has highly recognized and accepted on SMEs of Ethiopia of national Manufacturing, Agricultural sectors, Federal Construction office, Traders, from different services has high attention for the future in Ethiopia.

8. CONCLUSION

The correlation between the constructed and demonstrated on AMOS static suggested all are in the statistical relationship between two variables it may be the columns of a given data set of data observation and sample components of multivariate random variables of internal marketing dimensions of Reward with Developmental practice of model estimate result output is 0.701, that means very strong correlation between two variables, the variables between Developmental with

visionary variables output is 0.472 it means a medium between those variables, and the relationship between Reward and Visionary Practice correlational result is 0.421 it shows the medium relationship between them. Totally the relationship between Reward and Developmental correlation result is highly correlated in internal marketing practice with sustainable Marketing Performance are highly fitted and strongly relationship in the assumption of SMEs Models in Ethiopia.

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