

## The role of job attachment and emotional commitment as a mediator between internal marketing and customer-oriented behavior of librarians in public libraries

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Received: 8<sup>th</sup> June 2017; 8<sup>th</sup> July 2017

### Abstract

**Purpose:** To explore the effect of internal marketing on customer orientation behavior of librarians with mediation of attachment and emotional commitment in public libraries.

**Method:** 135 librarians, selected by random cluster sampling completed four questionnaires including: 1) internal marketing questionnaire, 2) Customer-oriented behavior, 3) job attachment and emotional commitment. The data was analyzed using structural equation analysis with AMOS and PLS software.

**Findings:** Firstly, the findings showed that the model has a good fit. Secondly, the results showed that internal marketing has a significant effect on customer oriented behavior. Internal marketing also affects job attachment and emotional commitment. Job attachment and emotional commitment also have a significant effect on customer oriented behavior, Finally, job attachment has a positive and significant effect on emotional commitment.

**Originality / Value:** The merit of this research is the ability of proposing a model to simultaneously assess the internal marketing variables, occupational attachment, emotional commitment, and customer oriented behavior that have not yet been included in a model. Public libraries also have to be committed to human resources according to their vision.

**Keywords:** internal marketing, Customer-oriented behavior, job attachment, emotional commitment, SEM, public libraries of Kerman province.