



Research on the Influence of Internal Marketing on the Behavior of New Generation of Knowledge Workers — Intermediary Role of Employee Loyalty

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Abstract: From the perspective of internal marketing theory, this paper introduces the intermediary role of employee loyalty and discusses the mechanism of internal marketing on the new generation of knowledge workers' voice behavior. Through the investigation of 258 new generation knowledge workers, the related analysis and cross-level regression analysis were used to test the impact of internal marketing on the new generation of knowledge workers' voice behavior. The results show that after controlling demographic variables, internal marketing (organizational expectation, organizational communication, training development) has a significant positive impact on the new generation of knowledge workers' voice behavior; Employee loyalty plays a partial intermediary role between internal marketing and voice behavior. In addition, the research results also show that the voice behavior is influenced by the gender and post level. And the post level significantly positively affects the new generation of knowledge workers' voice behavior.

Keywords: Internal Marketing; Employee's Loyalty; Voice Behavior; New Generation; Knowledgeable Workers.

1. Introduction

Under the background of the new normal economy, knowledge has given enterprises the competitive vitality, and the value of human capital of knowledge workers has become increasingly prominent. According to 《China Statistical Yearbook of 2017》, there are about 350 million new generations of people (aged between 19 and 38 years old), of which 39.4% have college education or above. At present, the vast majority of this group has entered the workplace and has become the backbone of organizational development. The new generation of knowledge workers have accumulated a large amount of knowledge under the influence of higher education. How to transform their accumulated theoretical knowledge into work output to improve organizational performance is an urgent issue for any enterprise.

Studies have shown that the knowledge reserve of employees can be transformed into work output through suggestions (Jiang and Yiming, 2014). Because the knowledge superiority of the new generation of knowledge workers makes their viewpoints more innovative, their suggestions and suggestions can help enterprises to make correct judgments in a complicated market environment to a certain extent. In reality, employee behavior is not necessarily recognized by the organization, which makes it risky. Therefore, organizations need to give employees a strong incentive to stimulate the creation of behaviors so that senior managers can capture the important information they need when making decisions on key events. How to motivate employees to make suggestions? The study found that internal marketing as a means to organize employees' work enthusiasm and create a sense of belonging has a positive effect on employee behavior (Lin and Teng, 2013). In summary, from the perspective of internal marketing, it is worthwhile to conduct in-depth research on the behavior of new generation knowledge workers.

At present, although scholars at home and abroad have set off a research boom in the behavior of the proposed language, relevant research on the new generation of knowledge workers is still rare. Based on the above thinking, this paper will introduce internal marketing as an independent variable to explore the behavior of the new generation of knowledge-based employees, and introduce employee loyalty as a

mediator based on the perspective of employee psychological perception, in order to influence the internal marketing influence on the new generation of knowledge-based employees. The mechanism of action is empirically discussed.

2. Theoretical Basis and Research Hypothesis

2.1. Internal Marketing Theory

The idea of internal marketing was originally proposed by Berry when discussing how to improve the quality of corporate services. He believes that internal marketing refers to organizations that regard employees as customers, work as products, and accomplish organizational goals while meeting employee needs (Berry *et al.*, 1976). Since then, the theory and practice have continuously enriched and deepened its connotation. Ahmed and Rafiq (2003) argue that internal marketing is a cultural framework that is a tool for achieving front-line employees' alignment with marketing. Chinese scholars Lin and Teng (2013) proposed that internal marketing is a series of internal active collaborative activities that enterprises regard employees as "internal customers" and "employee-oriented". So far, scholars have not made a precise and consistent definition of internal marketing, and have endowed and enriched its meaning at different stages. To sum up, this article defines internal marketing as: The organization adopts a series of human resource measures to encourage, retain and attract employees by treating employees as internal customers, and ultimately to make external customers feel satisfied.

With regard to the dimensions of internal marketing, scholars construct from different research objects, perspectives and purposes. Liu P. and Li (2011), through nearly three decades of literature review, found that most scholars consider internal marketing from the perspective of corporate employees, including managerial support, employee acceptance training, internal communication between organizations and employees, personnel management, and enterprises. External activities Huang and Rundle-Thiele (2014) divides internal marketing into three dimensions: internal communication, training and internal market research, taking into account the employee's own cultural background. Yan and Wang (2016) explored six dimensions of integrating internal marketing in the context of a transitional economy, namely, empowerment, internal communication, strategy and change, training development, market orientation, and wage rewards. In order to study the relationship between internal marketing and its behavior, this paper divides internal marketing into three dimensions: organizational expectation, organizational communication and training development from the perspective of promoting the positive behavior of new generation knowledge workers.

2.2. Research on Employee's Voice Behavior

The "resignation-professional-loyalty" model built by economist Hirschman shows that employees often have two behaviors when they have low job satisfaction or are dissatisfied with the status quo of the organization: a higher-level proposal or a resignation. And the behavior of making a statement is an active behavior of employees to provide their own views for the growth and transformation of the organization (Su *et al.*, 2017). At present, the academic community has different definitions of the concept of employee behavior. Liu A. and Zhou (2015) based on the principle of reciprocity of social exchange theory, it is proposed that employees' behaviors of suggestions and suggestions to superiors are an active behavior outside the role and have the characteristics of challenging the status quo. Han Yi and others believe that employee's voice behavior is a high-risk gambling, and the proponent may hinder his career development by proposing ideas that are not expected by the organization (Han *et al.*, 2017). However, Cen and Wu (2017) believes that employees not only need to make extra efforts, but also dare to bear the risks after the introduction. Therefore, although scholars have given employees different definitions of their voice behavior, their connotations are consistent, that is, behavior outside the role, positive behavior, and purpose is to promote organizational development. Combined with previous research, this paper defines the concept of employee voice behavior as follows: employees improve their organizational status, proactively provide opinions and suggestions to their superiors, and can bear the risk of the organization being dissatisfied with their own ideas.

2.3. The Relationship Between Internal Marketing and Employee's Voice Behavior

The core idea of internal marketing theory is to regard employees as a key resource for the organization. The organization effectively operates the internal exchanges with employees before it can achieve the goals of the external market, and provides services that satisfy employees, ultimately enabling

employees to recognize the organization's values and organizational culture, thereby enabling them to better serve the organization. From the implementation process and purpose of internal marketing, it can be seen that the internal marketing of the organization is actually to improve the satisfaction of employees. Chinese scholar Zheng (2017) based on the perspective of employees as a certain professional, through empirical research to verify that employee satisfaction and employee behavior are positively correlated. Therefore, this paper believes that internal marketing can promote employees' voice behavior.

As a dimension of internal marketing, organizational communication is helpful to make employees have a sense of belonging and affinity to the organization, enhance the sense of organizational commitment of employees, and thus enhance the behavior of staff advice. Zheng (2017) also believed that establishing effective communication and feedback channels can encourage employees to engage in constructive behavior. Because the new generation of knowledge workers grow up in a superior environment, this makes them have high personal expectations and desire to have a more open working environment, can participate in decision-making, and make recommendations can be effective feedback from the leadership (Wang H. and Yang, 2011). Based on the New Generation of Knowledge-based employees to take self as their own Center, strong performance, unwilling to listen to other people's views and ideas characteristics, create a good communication environment to enable them to work effectively in an open organizational environment, and reduce psychological dissatisfaction and complaints. The organization expects to encourage employees to achieve their job goals, improve their job satisfaction, and thus enhance employee advice behavior. Wang M. *et al.* (2017) also proposed an organizational vision, belief, mission, and selfless care that positively predict voice behavior of employees. Moreover, the new generation of knowledge workers are more inclined to meet their spiritual needs, they have strong individual growth motivation, more attention to work achievements (Yuan *et al.*, 2014). Providing training for the new generation of knowledge workers and the development path suitable to the development goal of the organization will improve their loyalty to the organization and encourage them to progress and grow together with the organization. It can be seen that organization through training and development of employees will improve the job satisfaction of employees, so that employees have more ideas about the work, and then enhance the voice behavior of employees.

It can be seen that the organization's internal marketing can positively predict employees' voice behavior, and make the individual's voice behavior more likely to occur. Based on this, this paper holds that:

H1: There is a significant positive impact of internal marketing on employee's voice behavior.

H1a: Organizational expectations have a significant positive impact on employee's voice behavior.

H1b: Organizational communication has a significant positive impact on employee's voice behavior.

H1c: Training development has a significant positive impact on employee's voice behavior.

2.4. The Intermediary Function of Employee Loyalty

Employee loyalty was first proposed by Becker in 1960. It describes the behavioral orientation and psychological attribution of employees to the company, that is, the degree of dedication of employees to the companies they serve. Research has shown that employee loyalty is conducive to enhancing the competitiveness of enterprises and the creativity of employees. Considering the characteristics of the new generation of knowledge workers, their loyalty to the company is generally low (Wang L. and Niu, 2018). Internal marketing creates a specific micro-environment. It not only trains and trains employees to meet customer needs, but also gradually makes employees feel consciously and behaviorally, and they also get enough the incentives work better in a service-oriented way. This change in consciousness helps employees to take more extra-role behaviors, such as voice behavior, so that companies can gain more development possibilities. In other words, internal marketing enhances employee loyalty and encourages employees to speak out their opinions and opinions more honestly. Organizational expectations, organizational communication, and training development are the three dimensions of internal marketing. They help to improve employees' psychological orientation of organizational goals and organizational culture understanding, and mobilize the enthusiasm of organizational members, as well as improve employees' knowledge, management skills and business skills. The behavior points. Once employees generate and improve this mental orientation and behavioral orientation, the organization will give employees a stronger sense of belonging. This sense of belonging will both increase employee loyalty and promote their voice behavior. Therefore, employee loyalty is the link between internal marketing and employee's voice behavior.

Employee's voice behavior can be seen as a risk behavior. In the context of the proposal, employees need to weigh the pros and cons. Employees want their own advice to help managers gather team intelligence to get the multi-faceted problem solution, and choose to be silent when considering the negative consequences of their suggestions, such as destroying interpersonal relationships in the organization. However, some scholars have found that loyalty appeals to employees' behaviors (Meng and Huang, 2015). Specifically, employees with low loyalty will consider whether leaders will use their own suggestions, so their chances of making a statement will be lower; employees with high loyalty have optimistic psychological expectations for the results after the proposal, and have higher Self-efficacy, they will actively make suggestions based on the improvement of the organization's current situation. Xiang *et al.* (2014) also found that employees' self-efficacy can positively promote their behavior. Therefore, employees with higher loyalty are more proactive in generating employee's voice behavior.

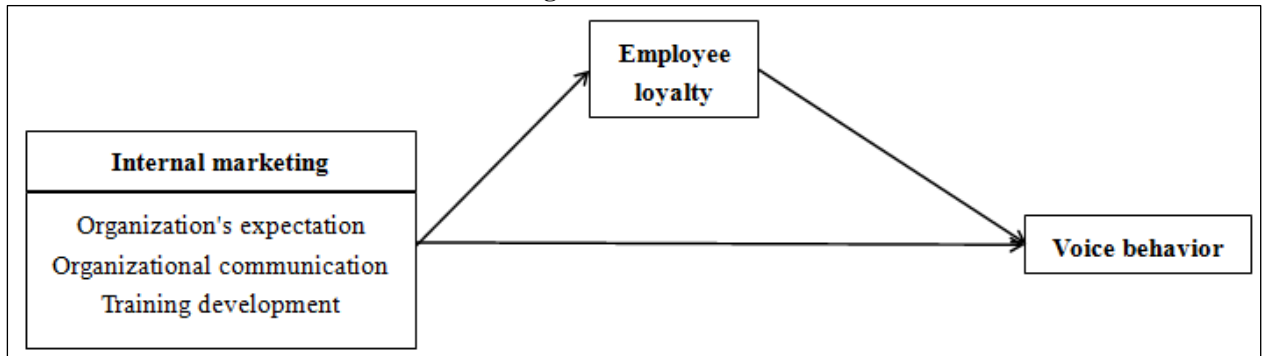
Based on the above theory, this paper proposes the following assumptions:

- H2: Employee loyalty plays an intermediary role in the impact of internal marketing on employee's voice behavior.
- H2a: Employee loyalty plays a mediating role in the organization's expectation of employee's voice behavior.
- H2b: Employee loyalty plays a mediating role in the impact of organizational communication on employee's voice behavior.
- H2c: In the impact of training development on employee's voice behavior, employee loyalty plays a mediating role.

2.5. Conceptual model

Based on the research of domestic and foreign research, this study takes the new generation of knowledge workers as the research group, explores the relationship between internal marketing, employee loyalty and suggestion behavior, and establishes the theoretical framework between internal marketing, employee loyalty and employee's voice behavior:

Figure 1. Research model



3. Method

3.1. Data Collection and Sample

The research object of this study is the new generation of knowledge workers, mainly from state-owned enterprises and small and medium-sized enterprises in Jiangxi, Shanxi, Guangzhou, Shenzhen, Fujian and other places. A total of 337 questionnaires were distributed, and the invalid questionnaires were eliminated. Finally, 258 valid questionnaires were obtained. The proportion is 76.85%. Among them, males accounted for 47.29% and females accounted for 52.51%; the ages of the subjects were 19-38 years old, mainly distributed in 19-24 years old, accounting for 46.51%; in terms of education, junior colleges accounted for 28.57%, undergraduate occupation 54.05%, master's degree and above accounted for 16.98%; in terms of marital status, unmarried accounted for 57.36%, married accounted for 42.64%; in the current business hours, 48.84% within 1 year, 15.12% within 1-3 years, 3- Within 5 years, 5.81%, 5 years or more accounted for 30.23%; in terms of the nature of the company, state-owned enterprises accounted for 24.03%, private enterprises accounted for 31.01%, foreign or joint ventures accounted for 9.69%, others accounted for 35.27%; in terms of job level, general employees Accounted for 57.75%, grassroots management personnel accounted for 22.48%, middle management personnel accounted for

11.63%, top management personnel accounted for 8.14%; work position attributes, management category accounted for 30.62%, research and development category accounted for 3.87%, marketing category accounted for 12.79%, technology category 31.01%, and other industries accounted for 21.71%. As can be seen from the above basic characteristics, the sample of this study can be moderately matched with the research object of this paper.

3.2. Variable Measurement and Reliability and Validity Analysis

The questionnaire in this paper is mainly composed of four parts: basic personal information, internal marketing, employee loyalty, and employee's voice behavior. Among them, internal marketing, employee loyalty, and employee's voice behavior are the main research variables of this study, and all refer to mature questionnaires at home and abroad. The survey questionnaire used a 5-point Likert score.

3.2.1. Measurement of Internal Marketing of the Organization

For the internal marketing questionnaire design, this paper mainly uses the items designed by scholars such as Keller and Wang Yumei, and modifies and merges the characteristics of the new generation of knowledge workers, and finally forms the questionnaire for internal marketing of this article. Internal marketing mainly consists of three components: organizational expectations, organizational communication, and training development. Each dimension has three items, such as "full communication and information sharing among departments" and "company-to-business" Development planning attaches great importance to "and the company has invested enough resources for employee training". The results show that the Cronbach's α value of the scale is 0.875, and the reliability is verified.

3.2.2. Measurement of Employee Loyalty

With regard to the measurement of the loyalty of the new generation of knowledge workers, the scale mainly refers to the loyalty metrics of Allen & Meyer, which has been widely recognized by the theoretical community, and refers to the scales of Zhao Wei and Zhou Shuo in their master's degree thesis. The integration formed the loyalty test questions of this questionnaire, with a total of 10 items. Its Cronbach's α value is 0.880, indicating that the questionnaire has a high degree of credibility.

3.2.3. Measurement of Employee's Voice Behavior

This study takes into account the complexity of employee's voice behavior in China's context. Therefore, the localization scale developed by Liang et al. has been selected to measure the behavior of the proposed language. The scale has expanded in content compared with the former, with a total of 9 items. Better applied to the study of Chinese employee's voice behavior. In this study, the Cronbach's α value was 0.924, indicating that the questionnaire was highly reliable.

4. Data Analysis and Results

4.1 Correlation Analysis

Table 1 is derived from the analysis of internal marketing and its various dimensions and employee's voice behavior. As shown in the table, the correlation coefficient between the three dimensions of internal marketing (organization expectation, organizational communication, training development) is less than 0.6, indicating that the collinearity between the three is weak. The correlation coefficients of employee loyalty and internal marketing (organizational expectation, organizational communication, training development) were 0.392, 0.526 and 0.616, respectively, which showed a significant positive correlation. The correlation coefficient between employee's voice behavior and employee loyalty was 0.614, which showed a significant positive correlation. The correlation coefficients of the three dimensions of internal marketing (organization expectation, organizational communication, training development) and employee's voice behavior were 0.421, 0.491 and 0.550, respectively, which showed a significant positive correlation.

Table 1. Mean, standard deviation and correlation coefficient of variables (N=258)

Variable	M	SD	1	2	3	4	5
Organizational expectations	3.336	0.781	1				
Organizational communication	3.239	0.782	0.435**	1			
Training development	3.440	0.939	0.511**	0.558**	1		
Employee's loyalty	3.390	0.790	0.392**	0.526**	0.616**	1	

Employee's voice behavior	3.464	0.819	0.421**	0.491**	0.550**	0.614**	1
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Note: *** indicates significant at the 0.001 level, ** indicates significant at the 0.01 level, and * indicates significant at the 0.05 level, the same below.

4.2. Analysis of the Mediating Effect of Employee's Loyalty

In order to test the mediating role of employee loyalty, this study first de-centered the variables, reduced the multi-collinearity between the variables, and then used the cross-level test method to construct multiple regression models. The results are shown in Table 2. Model 1 represents a regression model of demographic variables and vocabulary behavior or employee loyalty, including gender, age, etc. Model 2, Model 3, and Model 4 represent the introduction of organizational expectations, organizational communication, and training development to Model 1. The regression model, the dependent variable is the employee's voice behavior; the model 5, model 6 and model 7 represent the regression model that introduces organizational expectation, organizational communication and training development into model 1, and the dependent variable is employee's loyalty. Finally, the organizational expectation, organizational communication and training development and employee's loyalty are introduced into the model 1, and the dependent variable is the constructive behavior, and the model 8, the model 9 and the model 10 are constructed. It can be seen from the data in the table that with the addition of independent variables, R2 is increasing, which indicates that the predictive ability of each model to predict employee's voice behavior is increasing. The results also show that the dimensions of internal marketing are significantly positively correlated with the behavior of the proposed language (regression coefficients are 0.383, 0.429, 0.424, respectively, P value is less than 0.01); the internal marketing dimensions are significantly positively correlated with employee loyalty (regression coefficient is 0.383 respectively) 0.429, 0.424, P value is less than 0.01); the regression coefficient of organizational expectation, organizational communication and training development and employee loyalty are respectively introduced into the model are 0.218, 0.224, 0.245, P value is less than 0.01, that is, employee loyalty is Organizational expectations, organizational communication, training development and advocacy behaviors play a partial intermediary role, both hypothesis 1 and hypothesis 2 are verified; not only that, the research results also show that the behavior of the speech and employee loyalty will be affected by gender; the post level can also significant influence on employee's voice behavior.

Table 2. Mediation Effect Test of Employee Loyalty (N=258)

Variable	X—Y (voice behavior)				X—M (employee loyalty)			X—M、Y		
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8	Model 9	Model 10
Gender	0.257*	0.190*	0.144	0.158	0.279**	0.219*	0.227**	0.058	0.046	0.073
Age	0.158	0.08	0.099	0.152	0.036	0.045	0.101	0.063	0.079	0.115
Education level	-0.04	-0.045	-0.037	-0.036	0.003	0.011	0.012	-0.046	-0.042	-0.041
Marital status	0.113	0.137	0.199	-0.083	0.071	0.141	-0.174	0.103	0.136	-0.019
Working years	-0.075	-0.011	-0.069	-0.009	0.068	0.016	0.084	-0.043	-0.076	-0.04
Company Nature	-0.063	-0.037	-0.054	-0.042	0	-0.014	0	-0.037	-0.048	-0.043
Post Level	0.268***	0.213***	0.179***	0.180***	0.180***	0.135**	0.131**	0.128**	0.119*	0.132**
Job Attribute	-0.012	-0.036	-0.015	-0.016	-0.017	0.001	0	-0.028	-0.016	-0.016
Organization expectation		0.383***			0.348***			0.218***		
Organizational communication			0.429***			0.457***			0.224***	
Training development				0.424***			0.481***			0.245***
Employee loyalty								0.475***	0.447***	0.373***
F值	6.930***	12.085***	13.831***	18.396***	10.156***	14.564***	23.618***	20.893***	20.718***	21.927***
R ²	0.182	0.305	0.334	0.4	0.269	0.346	0.462	0.458	0.456	0.47
ΔR ²	0.156	0.28	0.31	0.379	0.243	0.322	0.442	0.436	0.434	0.449

Note: *** indicates significant at the 0.001 level, ** indicates significant at the 0.01 level, and * indicates significant at the 0.05 level, the same below.

5. Conclusions

5.1. Research results

Based on the relevant literature, based on the survey data of 258 employees in Jiangxi, Shanxi, Guangzhou, Shenzhen, Fujian and other places, this paper analyzes the relationship between internal marketing, employee loyalty and voice behavior of new generation knowledge workers. Conducting

empirical analysis, the research conclusions are as follows: 1. There is a significant positive correlation between organizational internal marketing and employee loyalty and voice behavior of new generation knowledge workers. Specifically, the three dimensions of organizational expectation, organizational communication, and training development within the organization will promote the voice behavior of new generations of knowledge workers and enhance employee loyalty, and employee loyalty will promote employee's voice behavior. 2. In the relationship between the three dimensions of organizational expectation, organizational communication, and training development of internal marketing and employee's voice behavior, employee loyalty plays a part in mediating. 3. The study also found that the gender in the basic characteristics of the sample has an impact on the behavior of the new generation of knowledge workers, and there is a significant positive correlation between the position level and the employee's voice behavior.

5.2. Theoretical Significance

The above conclusions explain the mechanism of the internal marketing of the new generation of knowledge-based employees from the perspective of theory, that is, internal marketing can promote voice behavior of the new generation of knowledge-based employees through the effective transmission of employee loyalty. The inherent logic is that the organization implements internal marketing to employees, which not only improves the sense of belonging of employees, but also enhances employees' sense of identity with their organizational values and missions. It also stimulates employees' positive behaviors and achieves internal marketing from the organization's superiors. The overall transformation of the overall marketing of the organization's upper and lower levels. Second, employee loyalty plays an intermediary role in the process of aligning the organization and employees' thinking and voice behavior. The deeper the internal marketing of the organization, the stronger the employee loyalty, in order to promote the occurrence of employee voice behavior, and thus form a good atmosphere for the establishment of the organization. Third, in addition to the positive impact of the loyalty of employees on voice behavior, internal marketing has a direct positive impact on employee's voice behavior. In the process of organizing internal marketing, the organization will continuously communicate with employees, communicate organizational goals and culture to employees, and provide relevant training for employees' work needs. When employees perceive the internal services provided to them by the organization, they will give employees great encouragement and courage to make suggestions, so as to promote employees' voice behaviors and provide external services to improve performance to give back to the organization's internal services.

The theoretical contribution of this paper is that, first of all, there are many researches on the influence of leadership style and organizational atmosphere on employee voice behavior at home and abroad. Research on employee voice behavior based on internal marketing perspective is still very rare, and there are research objects, organizational environment, etc. The difference, from the perspective of employee psychological perception, introduces the intermediary variable of employee loyalty, and targets the specific subject of the new generation of knowledge-based employees who are the main force of the enterprise. Secondly, the research on internal marketing in this study enriches the research content of internal marketing in China, especially the impact of internal marketing on employee's voice behavior, thus enhancing the indirect role of organizational performance. Especially for the cultivation of employee loyalty, The research of the new generation of knowledge workers fully reflects the characteristics of the new situation. Finally, the original research on the impact of internal marketing on employee loyalty is to explore the impact of internal organizational level on employee engagement behavior from the perspective of employee self-efficacy. This study shows that employee loyalty can also serve as internal marketing and employee's voice behavior. A bridge between the two, which enriches the in-house theoretical research of internal marketing and employee's voice behavior.

5.3. Management Revelation

The above part of this paper shows the mechanism of internal marketing on employee's voice behavior. In the application of management practice, enterprises should explore appropriate and efficient management methods based on scientific theoretical foundation.

(1) Establish diverse communication channels

Smooth communication provides a basic guarantee for the organization's decision-making and execution. Enterprises should improve the communication mechanism from the inside, set up work goals for employees to guide the communication between enterprises and employees, clearly and rationally

assign work tasks, and timely convey relevant information, so that it is not ambiguous and clear and easy to understand. As the main force of the future enterprise, the new generation of knowledge-based employees, based on their self-focusing characteristics, should communicate with them to understand their personality traits, listen to their needs in the work and opinions on the problems in the organization, pay attention to and try to avoid blaming employees for their advice. In addition, the organization should also set up informal communication channels such as relevant forums and announcements on the company's website to deliver information through the network, and provide a new way for employees to make suggestions. This will also help to close the distance between leaders and employees and help them to understand the true thinking of employees better.

(2) Implement employee training needs

The new generation of knowledge workers have the motivation for individual growth, and the human resources department should give them sufficient career guidance to help them define their career plans, and then combine questionnaires and interviews to determine the true training needs of employees. After employees have a deep understanding of professional skills, they will generate more ideas related to their own work, which is conducive to creating a positive and open organizational atmosphere, which has a greater role in promoting employees' voice behavior.

(3) Develop employee loyalty

Employee loyalty is the invisible force for companies to embark on the road to success. The loyalty of the new generation of knowledge workers is generally low, so managers need to explore as much as possible to improve the management of employee loyalty. Based on the characteristics of the new generation of knowledge workers who dare to challenge, the organization should set a higher expectation value, at the same time authorize employees, provide financial security for employees, help employees to achieve their personal goals, and affirm when employees make suggestions. At present, the new generation of knowledge workers has increasingly become the mainstream core group, their participation in the organization is becoming more and more important, the organization should pay attention to the cultivation of their loyalty, from the cultivation of employees' internal loyalty to the external staff. Active behavior, which is the content that enterprises should pay attention to in terms of human resource management and organization construction.

5.4. Research Limitations and Deficiencies

Although this paper has obtained useful research conclusions and management implications, there are still some areas for improvement.

First, research content. This study aims to discuss the impact of internal marketing on the voice behavior of new generation knowledge workers, and does not extend to other types of employees. To some extent, due to differences in employee characteristics, it does not apply to other related research content. Has certain limitations. In addition, this article does not divide the "employee loyalty" and "employee's voice behavior" into different dimensions. Therefore, in-depth exploration of this theory is a future research trend.

Second, research methods. First, this paper uses cross-sectional data based on static perspective. The data in the same time period is not enough to reflect the relationship between various factors in the dynamic process. Therefore, the data in this paper represents the internal marketing to employee loyalty from a dynamic perspective. There are still some limitations in the role of degree and employee's voice behavior. Second, this paper only collects data by means of questionnaires, and lacks the investigation method of on-site experiments. Therefore, there are some shortcomings in the data analysis basis of this paper.

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