

THE EFFECT OF ONLINE MARKETING ON EXPORTING HEALTH PRODUCTS (IRANIAN EXPORTING COMPANIES)

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Abstract. With regard to the increasing expansion of internet and communicative services, producers and sellers pay more attention to the internet and its use in selling products. In this article, first, the literature review toward the cosmetic products was discussed from different points of view. Then, a regression testing was used as a statistical method in this article. 384 individuals were used as the statistical population of this study. In this study, these people were selected from the health customers who at least bought something from the internet one more time. Also, in this article, SPSS software was used as an instrument for analyzing data in descriptive and inferential statistics. The results show that there is a direct and significant relationship between the online marketing variables and exporting the products.

Keywords: Exports, Online Marketing, Relationship, Sales

1 Introduction

Active companies in different countries exported their products to other countries at the time of domestic market saturation. Companies used exporting as a simple, substantial, and important method in order to enter to the international markets. Companies expanded their exports in order to use their chances and obtain income, financial sources, and other privileges. In most of the developing countries such as Iran, export is considered as a trade strategy (BaBae, 1392).

From economical point of view, internet plays an important role in the success of companies in domestic and foreign markets. In most trades, businessmen use internet as a cheap and expanded media for making a relationship with present and future customers and simplifying the most marketing affairs. Nowadays, internet will lead to the decrease in the communication expenses with removing the time and place limitations in the economic, social, and cultural relationships of people. One of the most important economic processes which are obtained in the international trade directly and indirectly is the export of goods and services. Internet expanded the export of goods and services considerably as a modern electronic trade tool (Tayyebi, 2012).

Studying the efficiency of online marketing on the exporting of health producers can be one of the most regarded issues in managing the marketing in organizations. The aim of this study is to study different dimensions of online marketing and the effect of online marketing on exporting the health products (Iranian exporting companies). (Samiee, 1998).

2 Concepts, Points of View, and Theoretical Background

Marketing is a process of planning, pricing, advertising, and distributing the goods and services in order to reach to individual and organizational aims. Marketing ideas of the 1970s was recognized after two decades of economic boom in the west and at the time of recession caused by the oil shock and economic issues. If organizations wanted to become successful in their carrier, they would have to use marketing (Katler and Armestrang, 2000).

Product marketing can be done in internal or foreign markets. Exporting marketing is included of all activities that a company does at the time exporting goods to the foreign countries. Although product marketing in internal markets is of high importance, exporting marketing is included of choosing the markets and suitable countries through marketing searches, necessary changes in goods, and suitable channels. In exporting marketing, a company may use an internal marketing strategy

and export its things with less product changes (Esmaili Pour, 2008).

Nowadays, internet is an important commercial factor. Internet is developed faster than other communicative technologies and universal markets are progressed more than other media technologies.

Online marketing is one kind of electronic trade which is included of information management, public relations, services, and sales department.

Online marketing is included of using internet and dependent digital technologies for the purpose of accessing to marketing aims and supporting the marketing concept in a modern way. (Clarke, 2002).

In practice, online marketing is a use of a company website and its mixture with direct developed technologies such as Google, banner ads, electronic post, and its relation with other sites for the purpose of giving services to new customers in order to develop the relationship with customers. Also, this point should be regarded that online marketing would be a good way if there were a complete correlation between an online marketing and traditional media such as press and television.

Generally speaking, online marketing means using internet and other digital technologies with traditional media for the purpose of accessing to marketing aims (Chaffy et al., 1999).

2.1 Internet as a Communication Tool in Marketing

Marketing communication is included of different elements such as sales promotion, general relation, direct marketing, and advertisement. Advertisement is an important element of marketing specially, online marketing. Marketers use advertising for giving information about the trade name and its advantages in relation to other trade names, and finally choosing a trade name by the customer. Electronic advertising is one kind of electronic communication. Therefore, companies and industries spend a lot of money on electronic advertising due to an important role of advertising in giving information to the customers and encouraging the customers to buy things (Strauss and Phroust, 2001).

2.2 Internet as a Market Tool in Marketing

Internet is an efficient mediator for conducting the market studies in the worldwide. Due to the fast changes in the international markets and the increasing competitions among them, companies should access to related and timely information in order to expand their exports. Therefore, companies use internet for gathering initial data about online marketing, bulletin boards, web users, advertisement assessment, identifying systems of customers, and post electronic marketing lists (Quelch and Klein, 1996). Also, they use internet for gathering secondary data about online newspapers and journals, industrial companies, trade companies, representatives, distributors, state contacts, and legal details of a host country (Hemil, 1997). Companies use internet for gathering information about marketing in order to expand international markets (Quelch and Klein, 1996).

2.3 Internet as a Sales Tool in Marketing

Internet is a very good sales tool because companies can access to the potential customers from all around the world and sell their products. In addition, internet will lead to a dramatic growth of online population. It means that internet is very good tool for exporting companies to sell their products to people from all around the world. Companies can accept online orders through a safe online payment in online trades. Therefore, internet is considered as an important index in increasing the

existent exporting activities of the companies and expanding the number of customers from all around the world (Hemil, 1997).

2.4 Internet as an Improving Tool in Marketing

Companies use online advertising to introduce their commercial name to the people from all around the world. Therefore, they should make people familiar with their commercial name and answer to the questions toward their commercial name. Also, this kind of advertising should make customers familiar with the values and advantages of a commercial name and encourage them to buy things. If people remember the commercial name of the advertised company, this kind of advertising would be successful. Also, the commercial names which are remembered by customers easier than other commercial names are of high competing advantages (Dubov, 1994).

Remembering the commercial names of the companies and advertisements is related to the customers' point of view toward an advertisement. Generally, studies show that consumers who have a positive attitude toward an advertisement can remember the advertisements and the commercial names of the companies better than the consumers who do not have a positive attitude toward an advertisement (Ston et al., 2000). Researchers such as Chen and Velz (1999), and Beraner and Komar (2000) show the differences between the customers' point of view toward an electronic trade and sites in a model.

The results show that the people's point of view toward a site has a direct relationship with the people's point of view toward advertisement, commercial name, and the purchasing aims of the consumers (Ivanef, 2012).

2.5 Internet as an Expense Reduction Tool in Marketing

Since internet has a less expense, it will make companies to reach to the potential worldwide customers. While companies think that internet is one kind of expensive marketing, this affair will lead to the expense reduction of transactions such as sales expenses, preparation expenses, and expenses of producing and delivering the products which lead to the increase in profits (Dunt and Harpher, 2002). Many companies, industries, and storekeepers can make a complete coordination among worth wide activities through internet. Therefore, companies can perform their international trade activities with less expense through internet.

3 Literature Review

Mr. Hosseini and his coworkers studied the effect of electronic marketing on the exporting performance of industrial exporters from 2000 to 2005 and stated that advancements in information and communication technology would affect trade processes a lot and internet as the most important electronic marketing tool would make companies to reach to the international markets. Most companies do not have a lot of information about different ways of electronic marketing and their effects on exporting markets. The aim of the present study is to study the effect of electronic marketing ways on the exporting performance of producing and exporting companies. In this study, this question can be posed that there is a relationship between the usage of the internet in the marketing activities and the exporting performance? The statistical population of this study is the exporters of the industrial department from 2000 to 2005. One major hypothesis and six sub-hypotheses were defined for the purpose of answering to this question. Also, the relationship between the electronic marketing and exporting performance in the mentioned companies was tested with one conceptual MODEL. These hypotheses were studied with Pearson correlation test. Also, these hypotheses were analyzed more with the variance and regression analysis. Results show that there is a positive and significant relationship between the use of internet in marketing activities and exporting performance of studied companies. This relationship was confirmed with three dimensions of the electronic marketing. These three dimensions of the electronic marketing were the use of internet in the

activities relating to the customers, distributing channels, and marketing studies about the exporting performance. Marketing studies toward exporting performance are included of export growth and profit, the arrival of customers to the new markets, the improvement of market conditions, people's positive point of view toward products, services, and the commercial names of the companies (Marketing News, 2003).

Researchers such as Manian (2010), studied the role of the electronic trade in the expansion of the exporting goods and services in order to attain to the competitive benefits. They stated that the advancements in information and communication technology specially, internet increased a commercial competition among the organizations in attracting, keeping, and preserving the customers. Therefore, internet was considered as a main source of the competitive benefit for the organizations. One of the main strategies of the organizations was electronic trade to be survived in the competitive and dynamic markets. Generally, buying and selling things through electronic tools such as internet is called electronic trade. On the other hand, in the competitive world, we will observe the fundamental developments in the business and changes in the arrangement of economic authorities. Most of these developments are related to the familiarization of forerunner countries with a competitive benefit. In this study, an electronic trade and its importance in developing the non-oil exports such as exporting the goods and services are examined. In this article, first, the studies toward the electronic trade and the exports of goods and services were discussed. Then, a final model toward an electronic trade was suggested for the purpose of expanding goods and services. Finally, the findings of the study and its applied recommendations were given (Mohammadi, 2014).

Hashemi (2010) studied the effect of electronic trade on the amount of petroleum, gas, and petrochemical. They stated that the effect of an electronic trade on the amount of petroleum, gas, and petrochemical was studied and the results and the necessary suggestions were given. In this study, the methodology was explained. In this study, a field method which was supported by the library studies was used. The statistical samples of this study are the exporting companies of petroleum, gas, and petrochemical products. After studying the literature review and analyzing the indexes of the electronic trade, 24 major indexes were identified in the frame of three variables which were the improvement in the exporting process, income increase, and the decrease in the exporting expenses. Data were collected through a questionnaire. Also, quantitative and qualitative techniques were used in this study for analyzing the data. The results of this study showed that an electronic trade had a positive and significant effect on the amount of exporting and the three variables. With regard to the results of the study, it was recommended to the active statesmen and managers in the domain export to pay more attention to an electronic trade at the time of codifying the exporting policies.

Babae (2013) studied the effect of an electronic marketing like an internet on the marketing performance of rug exporters of Tehran. He stated that an electronic marketing is one of the new tools and methods of marketing. Therefore, information and communication technology and internet developed the trade in all around the world. Although internet is the most effective tool in the marketing and makes companies to reach to the world markets, most of the companies do not know to use electronic marketing or not. The purpose of this study is to examine the effect of online marketing on the marketing performance of rug exporters in Tehran. Therefore, the data of this study was gathered from the Iranian rug exporters which their office was in Tehran most of the time and used internet for exporting their rugs. The statistical community of the present study was 642 rug exporters. After a lot of studies, it was identified that only 81 exporters used internet for exporting their rugs. Therefore, in practice, the statistical community of this study was 81 individuals. In this study, 53 companies were selected with a simple sampling. In this study, one major hypothesis and 11 sub-hypotheses were formed. These hypotheses were confirmed or rejected with a regression, multivariable variance analysis, and

Fredman test. In this study, all of these tests were analyzed. The results of this study showed that internet was effective on exporting the rugs. Also, the effect of the three dimensions of online marketing such as the usage of internet in activities relating to the customers, distribution channels, and marketing studies was confirmed with the online marketing dimensions. Finally, the most important factors among online marketing (independent variable) and marketing performance (dependent variable) was identified with Fredman test.

Some researchers such as Kolah Kaj and Azizi (2013) studied the effect of online marketing on the exports of Khuzestan companies. They stated that online marketing was considered as a new industrial revolution in the 21 century and developed with the market universalizing. Nowadays, internet is an important commercial factor and is developed faster than other communicative technology. Also, universalized markets were developed more through the internet rather than other media technologies. Therefore, the effect of online marketing on the exports of the companies is regarded as a considerable issue in the marketing management of corporations. In this study, different dimensions of the internet usage in the marketing (Communications, market studies, sales, image improvement, and expense reduction) were examined on the Khuzestan exporting companies who export their products to other countries and used internet in their business. In this study, a questionnaire was used as a tool for testing the five hypotheses. This questionnaire was distributed among 90 exporting companies in Khuzestan. Kay Eskouer tests and Espearman or Pearson tests were used as a statistical method for analyzing the data. In this article, data were analyzed with the use of SPSS software. The results showed that there is a significant relationship among communications, market studies, sales, image improvement, and expense reduction. Phazyani et al., (2014) studied the role of internet in removing the marketing barriers and problems of exporting companies. They stated that active companies in all around the world would sell some of their things through international marketing at the time of the saturation of internal markets. Exporting goods is a way that companies can attain to the foreign markets. Since there are a lot of problems in this domain, the role of internet in removing the exporting problems was studied. Internet has an effective role on the success of exporting marketing. In this study, Researchers studied the barriers of using information technology by production and exporting companies and the ninth roles of internet in removing the marketing barriers. The researchers reached to a conclusion after studying the benefits of internet, gathering data, analyzing data, and identifying the problems of using an internet.

Manian (2010), who studied the effect of electronic banking on the marketing in Saderat bank stated that marketing was important in the business strategy and formed from the basic concepts. The purpose of marketers is to satisfy customers' needs. Customers' satisfaction will influence on their purchases. Therefore, this affair will influence on the profit of companies. In this study, the effect of electronic banking was studied on the marketing of Saderat bank. Finally, some solutions were given

for developing an electronic banking and the performance improvement of bank marketing. The results of this study show that bank can attain to its aims sooner. The present study was a descriptive study which was done in a survey way. Since the statistical population of the present study were from the clerks of Saderat bank in district 13 and the number of its clerks were 248 individuals, the statistical population of the present study was not a lot. Therefore, Korjesi and Morgan table was used for identifying the sample size of the study.

The samples of this study were 150 individuals which were selected randomly from the statistical population of the study. Some questionnaires were given to the samples of the study to fill the questionnaires. Also, the hypotheses of the present study were analyzed with the multiple regression method. Finally, the researchers reach to this conclusion that electronic banking variables such as automated teller machine, point of sale, telephone banking, mobile banking, internet banking, and factors such as advertisements, human relations, service qualities, and rivals have a positive effect on the marketing and confirm the hypotheses of the study.

Ivanef (2012) who studied the effect of internet on the unified marketing communications stated that the main purpose of this article was to merge systemic activities with the internet in a way that there would be a suitable balance. In recent years, changes has an important effect on the economic and social life of people. Internet will make these changes and provide many chances for the consumers to interact with companies and buy products from them. We should not disregard this point that there are a lot of information sources for consumers.

4 Research Hypotheses

4.1 Main Hypotheses

Online marketing has an effect on the export of health products.

Sub-hypotheses

Internet has an effect on the marketing and exports of the health products as a communication tool.

Internet has an effect on the marketing and the exports of the health products as a tool of the study.

Internet has an effect on the marketing and the exports of the health products as a sales tool.

Internet has an effect on the marketing and the exports of the health products as an image improvement tool.

Internet has an effect on the marketing and exports of health products as an expense reduction tool.

4.2 Conceptual Model of the Study

Researchers need scientific and theoretical framework for conducting scientific and unified studies which is called a conceptual model.

Since the suggested model is included of all variables of the study, it is used in this study and was shown in Figure 1.

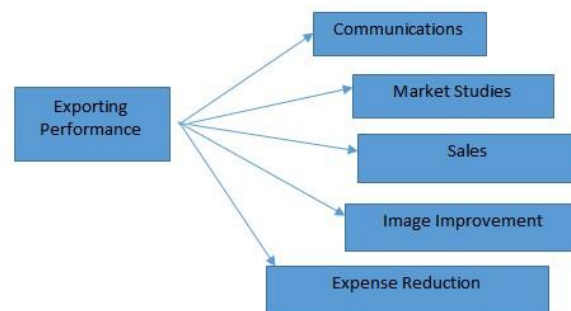


Figure 1. Conceptual Model of a Study

5. Methodology

In general, the methods of the study in behavioral sciences are categorized based on two criteria of research aim and the way of gathering data (Sarmad and his coworkers, 2008). The present study is correlation based on the aim of the study and the way of gathering data.

The statistical population of this study is included of the health production companies' clerks in Iran. The number of these people is 10000. The sampling size of this study which was calculated with Cochran formula is 384 individuals. These people were selected randomly.

5.1. Questionnaire Validity and Reliability

The reliability and the validity identify the correctness of measuring tools (Sakaran, 2002). The questionnaire of this study was extracted from Lou and Julian research (2007). In this study, Cronbach's alpha coefficient was used for measuring the reliability of the questionnaire. If Cronbach's alpha coefficient were more than 0.7, a questionnaire would have reliability. The validity of this questionnaire was confirmed by online marketing professors and elites.

Table 1. Cronbach's Alpha Coefficient (N= 30)

Number	Variables	Cronbach's Alpha Coefficient
1	Communications	0.71
2	Market Research	0.71
3	Sales	0.82
4	Image Improvement	0.82
5	Expense Reduction	0.79
6	The Total of Variables	0.92

6. Data Analysis

In this study, first, descriptive statistics (Some of the research results were stated in the following part.) was used for the purpose of studying the properties of the statistical population. Then, the hypotheses of the study were tested with SPSS software.

6.1. Descriptive Statistics

Descriptive statistics of companies' clerks were shown in Table 2.

Table 2. Descriptive Statistics

Sex	Number of People	Percent of People	Educational Level	Number of People	Percent of People	Age	Number of People	Percent of People
Male	213	55.47	Diploma and Lower	41	10.67	20 to 30	94	44.28
Female	171	44.53	Associate Degree	72	18.75	30 to 40	177	23.43
Total	384	100						
Experiences			Bachelor of Art	197	51.30	40 to 50		81 18.28
Below than Five Years Old	72	41.14	Master of Art and Higher	74	19.27	50 and More		32 16.00
Between 5 to 0 Years old	44	25.14						
Between 10 to 20	27	15.43						
20 and More	32	18.28						
Total	384	100	Total	384	100	Total	384	100

6.2. The Study of Data Normalization with the Use of Kolmogorov-Smirnov test

First, it should be identified that the gathered data are of normal distribution or not. If the distribution of the gathered data were normal, the hypotheses of the study could be tested with parametric t tests, and if the distribution of gathered data were

not normal, the hypotheses of the study could be tested with nonparametric tests. In this part, the results of the Kolmogorov-Smirnov test was studied for all of the dependent and independent variables of this study. Therefore, based on the obtained results, appropriate tests were selected for approving or rejecting the research assumptions.

Table 3. The Test Results of Variable Normalization

Number	Factors	Significance Level	The Amount of Error	Hypothesis Approval	Results
1	Communication	0.657	0.05	H0	Normal
2	Market Research	0.749	0.05	H0	Normal
3	Sales	0.847	0.05	H0	Normal
4	Image Improvement	0.538	0.05	H0	Normal
5	Expense Reduction	0.674	0.05	H0	Normal
6	Export Performance	0.632	0.05	H0	Normal

With regard to the results of the table3, these variables have a normal distribution because their significance levels are more than their error amounts (0.05).

6.3. Hypothesis Analysis

Table 4. The Results of Regression Test

Number	Variables	R2	ANOVA (Sig.)	Hypothesis Approval or Rejection
1	Communication	0.712	0.000	Approved
2	Market Research	0.726	0.000	Approved
3	Sales	0.743	0.000	Approved
4	Image Improvement	0.623	0.000	Approved
5	Expense Reduction	0.684	0.000	Approved

Research hypotheses show that online marketing has an effect on the exporting of health products. The amount of ANOVA in the table 4 is less than 0.05. This amount of ANOVA shows that there is a liner relationship between online marketing variables and production exports. The results of regression test in Table 4 show that sales and market research have the most effect on the product export, and image production has the least effect on the exports of products.

7. Conclusion

The main purpose of this study was to study the effect of online marketing on the export performance. With regard to the significance level between the use of internet as a communication tool in marketing and export performance, the obtained results by a regression test show that there is a liner relationship between communications in marketing and export performance of health products. Amount of R2 is equal to 0.712 and shows that %71.2 of variations in product exports are related to the marketing.

The results of this study show that the managers of the health product exporting companies believe that using internet as a communication tool is effective and can improve the export performance as a communication tool in marketing. Findings of this hypothesis is not in accordance with the research results of Lou and Julian (2007). In other words, communication was rejected in the study of Lou and Julian.

With regard to the fact that there is a significant relationship between the use of internet as a research tool in marketing and export performance, the obtained results with a regression test show that there is a linear relationship between a market research in marketing and export performance of health products. The amount of R2 is 0.726 and shows that %72.6 of product export variations is related to a market research. Since a market research will influence an export performance, managers of these companies should make an opportunity that the companies become aware of systems relating to information technology and use them easily. Although this hypothesis was approved in exporting companies of Iran, Lou and Julian (2007) study had different results. The results of Lou and Julian study rejected this hypothesis.

With regard to the fact that there is a significant relationship between the use of internet as a sales tool in marketing and export performance, the obtained results with a regression test show that there is a linear relationship between sales in marketing and export performance of health products. The amount of R2 is 0.743 and shows that %74.3 of product export variations is related to sales in marketing.

Therefore, it is suggested to the managers of health product exporting companies to pay more attention to the sales through internet because selling through internet can influence the export performance. (Hosseini et al., 2005)

The findings of this study are not in accordance with the findings of Lou and Julian, (2007) research. In other words, selling through internet was rejected in Lou and Julian's research.

With regard to the fact that there is a significant relationship between the use of internet as an image improvement tool in marketing and export performance, the obtained results with a regression test show that there is a linear relationship between image improvement in marketing and export performance of health products. The amount of R2 is 0.623 and shows that %62.3 of product export variations is related to the image improvement in marketing.

Therefore, it is suggested to the managers of health product exporting companies to make an opportunity for companies to become aware of systems relating to information technology and use these systems easily. Findings relating to this hypothesis is not in accordance with the results of Lou and Julian, (2007) study. In other words, image improvement was rejected in Lou and Julian's research. With regard to the fact that there is a significant relationship between the use of internet as an expense reduction tool in marketing and export performance, the obtained results with a regression test show that there is a linear relationship between expense reduction in marketing and export performance of health products. The amount of R2 is 0.684 and shows that %68.4 of product export variations is related to the expense reduction in marketing.

Therefore, the managers of these companies should make an opportunity for companies to become aware of systems relating to information technology and use these systems easily.

In a similar study, Lou and Julian (2007) made a tough relationship between an expense reduction and export performance in Austrian country.

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