

Evaluating the Impact of Adopting the Internet Exporters in Khorasan Razavi

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ABSTRACT

This research was done to investigate effectiveness reasons of adoption the internet by export. The way of research is descriptive and the way of collection data is standard questionnaire. Statistical population in Khorasan Razavi for analysis of data has used statistical description and for elicitation the thesis was used the pearson correlation coefficient and The results showed that all the thesis were confirmed and so all the export firms internet for their international business.it means that there is positive and significant between learning orientation and firm' market orientation, perceived ease of use of the internet, perceived usefulness of use of the internet and intention of use of the internet. Export, marketing, market orientation, learning orientation, perceived ease of use of the internet, perceived usefulness of use of the internet.

Keywords: Export, Marketing, Market Orientation, Learning Orientation, Perceived Ease of Use of the Internet, Perceived Usefulness of Use of the Internet.

Introduction

These years the internet has gained a high level of attention to academics, business professionals, government and the media business. In fact, Internet has spread in high-speed across sectors and different parts of life. Internet penetration is higher among other media, so this kind of media is spreading among different parts of society quickly. Internet has published a very variety environment for accessing, organizing and communicating information [1]. Companies

can access a variety of information sources such as newspapers and magazines, online market research reports, industry risk trade suppliers list, distributors and governments in various countries, by the Internet. They can also get online market researches. Producers and consumers make communication via the Internet with each other directly.

Compare to the other tools of communication such as email, phone, fax, internet is a flexible,

reliable and low-cost method of communication, especially in relation to foreign markets provides. Although Internet marketing has boomed in recent years, yet many companies do not have use the power of the Internet marketing as a new channel for online transactions [2].

Statement of Problem

These days, the technology is changing the people life. No doubt the arrival of IT-based technologies in recent years in all areas of human life in a tangible way to show off. Advent these technologies has created many changes in the performance of individuals and organizations .In marketing, IT-based technologies are considered as powerful tools in order to increase sales and improve efficiency in organizations and This evidence indicates that Internet marketing has boomed in recent years as one of the Internet technology are revolutionizing the field of marketing. Since the internet marketing arena in recent years, the means of communication, communication methods between companies and their customers has change [2]

The Importance and Necessity of Research

Considering that the Internet is one of the tools to enter the international market and gain a competitive advantage and internet is a good strategy for penetration in international arena and this subject has not been noted less in field of strategies for arriving in international arena. . Since a country's investment in information technology is an important factor in economic growth, Innovations in electronic technology, is a key factor that can brought a sustainable future for developed countries and developing countries [2]

Literature and Previous Research

Internet

Internet is one of global communication tools in the past two decades. The adoption of information technology, new technologies and the internet have paid attention a lot of researchers, policymakers and practitioners. Potential of the internet as a commercial and marketing media has been proved in many serials. Internet communication can be improved significantly with actual and potential customers, suppliers, and partners overseas, generating great wealth of information on the market developments around the world, including the latest technology and research and development as a tool to promote sales [3].

Internet Marketing

Internet marketing can be defined as: Accessing to marketing purposes via applying digital technologies. On the Other words the process of conducting business transactions in an electronic format, is the simplest definition that electronic commerce can be offered.

Internet can shed balance of industry, it would be necessary with incredibly short period of time.

Attention the fast development of internet marketing and to use online technology to prevent losing competitive advantage [4]

Importance and Benefits of Internet Marketing

The Benefits of Internet Marketing has been studied by various researchers. In one of studies Kiang and Chi have been studied the benefits of Internet marketing in three aspects.

They say that marketing activity occurs through three types of channels which consist of communication, transaction, and distribution channels.

1- Communication Channel: Exchange information between sellers and buyers.

2-Transaction Channel: Generate sales activities.

3- Distribution Channel: Physical exchange of products/services [5]

Techniques and Methods in Internet Marketing

E-marketing techniques and methods are different, which are briefly presented.

1-Createing a website on the World Wide Web for the organization and introducing the address to the main search engines and specialized groups and online groups.

The website is one of the most important of e-Marketing tools. The first step of setting up a website is presence in famous search engines and being membership in bilateral ties of organizations and institution and active companies in e-Marketing.

Marketing by email.

2- Marketing by email: Companies to inform current and potential customers about your brand and products and services can send email and attract or influence the most people to their business in lowest cost.

3- Forums and chat rooms: this method is used for communicating with costumers and market and informing them about product and brand and collect variety information.

Using this method we can attract many customers' products and services ' to get feedback and to understand their needs and desires.

4- Banner adds: Banner ads are rectangular advertising are usually being observed on the top of the websites. If banner ads are not attractive, they will not attract customers to the website.

5-Online discounts: Online discounts as one of promotions is one of the most important factors for attracting customer for company' website.

6- Online Catalog and e-newspapers: this method provides the variety of designs and products to customers' sight to choice the best option.

7- Frequently asked questions. These are questions that are frequently asked by the customers may have questions related to their purchase about using products or services.so acceding to this aim companies have created special section on their websites

8- Cookies: Cookies are small packets of information are placed on the hard disk When the user visits certain websites, using them the customers' behaviors are investigated and followed, then is collected necessary information and according these information ,strategies and marketing plans are developed.

9- Viral marketing: Viral marketing is new marketing method in electronic environment that diffuse its information the same as virus and its diffuser is the customer.

10- Network marketing: In general, the old economic system have been formed of three major factors included: producers, consumers and intermediaries [6].

Export

Export is the most usual ,easiest and fastest way to many companies in order to become international which why the export is, unlike other methods of entering into international markets, it requires less commitment of organization resources and also it is flexible is the more and it needs low risk of management actions [7].

Previous Empirical Studies

1-Arslany (1387), did a research entitled: "studying the Role of Internet Marketing in the export of Iranian food industrial exporters of exporters 'view "he concluded internet marketing caused to increase in food exporters' success.

2-Hasanzadeh (1389), did a research entitled: "The Impact of Web content on, e-marketing 'effectiveness via an e- trust " he concluded that companies have to be more careful about what Information provided on the website.

3- Khoddami (1387), did a research entitled: The effect of The Internet food industry producer SMEs and examine the impact of the internet in this part of Industry and concluded that using more the Internet more than enough, is useful for doing business activity.

4- Vinh Nhat Lu (2007) did a research entitled: "The internet and performance of export marketing." and examine the rate of impact of the internet on export marketing performance and concluded that when. The internet were examined with the aim of

achieving a competitive advantage, reducing the costs of international commerce , The important indicator of performance between top and bottom in export. As a result, in these cases was proved positive.

A model of internet adoption

What is evaluated in this study as a model of internet adoption, has presented by Nguyen and Nigel (2006) in following Figure.

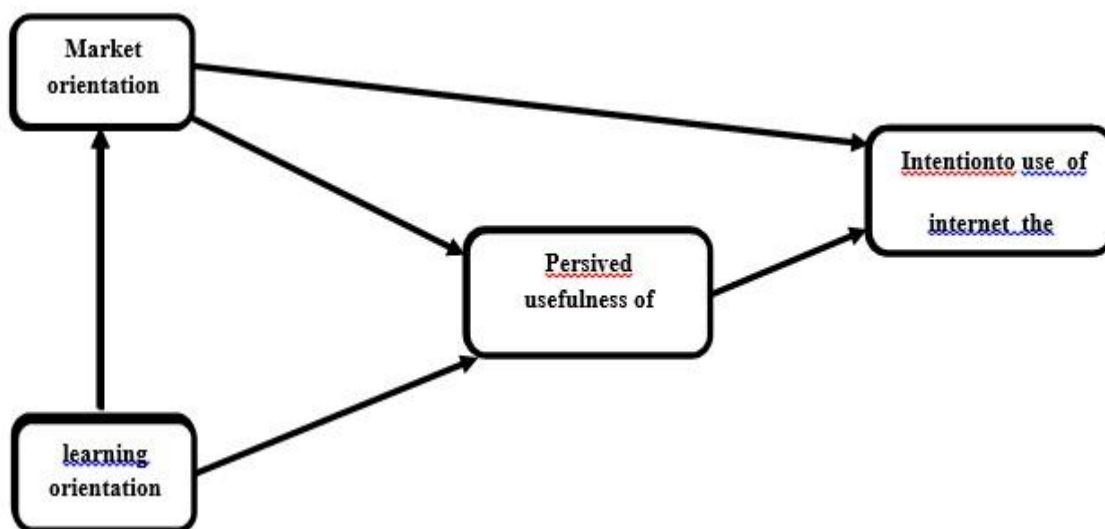


Figure 1. Model of the adoption of the internet,derivation from.Model of the internet adoption,(Nigel et all)

This model have adapted from Model of the adoption of the internet which has presented by Davis in 1989 and revised by Nigel et al. in 2006.

In this model, some variables investigated which included market orientation and learning orientation and perceived usefulness of the internet, then investigated their influence on intention to adopt of the internet including marker orientation and learning orientation.

What examined as exogenous variables in the current study are market orientation and learning orientation.

Learning Orientation: is organization's ability to adapt to customer 'needs.A key component of learning orientation is an organization's ability to engage in adaptive as well as generative learning. Learning orientation is exogenous variables in TAM model which has direct effect on market orientation, perceived usefulness and perceived ease of use of the internet [8].

Marketing Orientation: Market orientation is a process that continuously concentrate on collecting information about the target customers 'needs and competitors' ability and use these information continuously collecting information about target-

customers' needs and competitors' capabilities and using this information to create continuously superior customer value".

Perceived Usefulness of the Internet

Therefore, the concept of organizational perceived usefulness (shortened to perceived usefulness) of the internet can be defined as the degree to which the firm believes that the internet would assist its export activities and is exogenous variables in TAM.

Research Variables: Variables in the research model includes three variables which are as follow: market orientation and learning orientation and perceived usefulness of the internet and their effect on adoption of the internet [9].

Hypothesis

- 1- Firms with higher levels of learning orientation are more interested in having higher levels of market orientation.
- 2- Firms with higher levels of learning orientation are more interested in having higher levels of perceived usefulness of the internet.
- 3- Firms with higher levels of market orientation are more interested in having higher levels of perceived usefulness of the internet.
- 4- Firms with higher levels of perceived usefulness of the internet will be more interested in having intention to adopt the internet.
- 5-Firms with higher levels of market orientation are more likely to have higher levels of intention to adopt the internet.

Research Method

In view of the purpose, this is practical research, and from the data collection view point of methods, it is descriptive and is a branch of field studies.

Data Collecting Tools

For Data Collecting this study has been divided into two parts as the following to obtain the required data.

1) Library studies: in order to study the literature of research subject, we studied books and articles and magazines.

2) Questionnaire: Questionnaire is used to collecting the required information and measure the variables of the model of research.

Sample:

In this study, determining the Sample has been done by the census, so all exporter firm' information of Khorasan Razavi province have been used in order to sampling.

Validity and Reliability of Measurement Instruments:

Validity

Research questionnaire has been derived from a standard research from a researcher paper so the validity of this study has been confirmed by exporters.

Reliability of Questionnaire

Cronbach's alpha was used to determine the reliability of questionnaire. According to 20 samples, Alpha was equal to 0/942 so we can say that the questionnaire has a high reliability.

Method of Data Analysis

Kolmogorov – Smirnov and Shapiro – Wilkie was used in order to investigate normality of the data. The results of this test are as following:

Table 1. Results of the Kolmogorov – Smirnov and Shapiro – Wilk test

variable	Kolmogorov – Smirnov		Shapiro – Wilk	
	Statistic	sig	Statistic	sig
perceived usefulness of the internet	0/093	0/093	0/600	0/600
market orientation	0/067	0/067	0/00	0/00
learning orientation	0/085	0/085	0/023	0/023

As we can see from the above table, the significant values of all the variables are more than

0.05; therefore, assumption of normality of the data is accepted.

Evaluate the research hypotheses.

Evaluating the Research Hypothesis

Conclusion

Table 2: Results of the pierson corelation coefficient test

Hypothesis	Spearman's rho	Realationship	sig	result
1	0/630	positive	0/001	confirmed
3	0/500	positive	0/001	confirmed
4	0/504	positive	0/001	confirmed
5	0/611	positive	0/001	confirmed

First Hypothesis: This hypothesis has examined the relationship between learning orientation and market orientation. according to table 2, Positive value of the correlation coefficient between learning orientation and market orientation, and because of confirmed hypothesis, illustrated that the more learning orientation, the more market orientation.

Second Hypothesis: This hypothesis has examined the relationship between learning orientation and perceived usefulness of the internet. according to table 2, Positive value of the correlation coefficient between learning orientation and usefulness of the internet, and because of confirmed hypothesis, illustrated that the more learning orientation, the more perceived ease of the internet.

Third Hypothesis: This hypothesis has examined the relationship between market

orientation and perceived usefulness of the internet, according to table 2, Positive value of the correlation coefficient between learning orientation and usefulness of the internet, and because of confirmed hypothesis, illustrated that the more market orientation and perceived usefulness of the internet.

Fourth Hypothesis: This hypothesis has examined the relationship between perceived usefulness of the internet and adoption of the internet, due to companies have comprehended usage Internet 'experience, on the other hand they Have experienced the usefulness of its use, they know the internet is a usefulness instrument so they are more interested in adopting the internet.

Fifth Hypothesis: Companies achieved higher level of market orientation, have comprehended higher level of adoption of the internet, so they are more interested in

adopting the internet for their export activities.

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