

The Effects of Using Internet-Based Export Marketing Information Sources on Export Market Growth Capability

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ABSTRACT

Purpose – Using internet-based sources in obtaining information in export markets is prevalently preferred as it provides fast access and cost advantages. In this study, firstly all internet-based export marketing information sources were explained conceptually. Then (i) the effects of usage of internet-based export market information sources on obtaining new market knowledge and (ii) the effects of obtaining new market knowledge on export market growth capability were empirically investigated.

Design/methodology/approach – Hypotheses were tested with the data collected from 174 exporting firms by means of a structured questionnaire. The data were analyzed by using the SmartPLS 2.0 software.

Findings – The findings revealed that usage of internet-based export marketing information sources in obtaining information in international markets has a positive effect on obtaining new market knowledge. The results also showed that obtaining new market knowledge has a positive effect on growth capability in the export market.

Discussion – As far as the previous literature is concerned, there is no empirical study in the literature which showed the internet-based sources of data on export markets as a whole and examined the effects of these factors on new market knowledge and export market growth capability. This study contributes to the literature by filling this gap. In this study, it was determined that using internet-based information sources for obtaining export market information has an effect on obtaining new market knowledge. Additionally, it was found that using internet-based export market information sources positively influence export market growth capability.

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