

The Effect of Internet Marketing Capabilities on International Market Growth (Case Study: Products of Pegah Gilan Company)

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Internet Marketing All experiences can focus on compliance and the development of marketing strategies in cyberspace, including websites, social networks and other online resources. Internet marketing involves marketing components directly or indirectly, and the use of other technologies to connect businesses with customers. The aim of this study was to measure the impact of internet marketing capabilities on the international market growth Milk Products Company's (P) respectively. As is the research purpose and a descriptive survey 243 people have been considered. A standard questionnaire was to collect information and data using software and LISREL8.5 SPSS21 were analyzed. The results showed that Internat marketing capabilities through international strategic orientation and capabilities of international Networks on international Market growth in Milk Products Company's (P) isn't effect positive and significant. Based on findings related to test hypotheses, suggestions are given.

Keywords : Marketing, Internet Marketing Capabilities, International Market Growth, Products of Pegah Gilan Company

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