

# **The Effect of Internet Marketing Strategies on Creating Competitive Advantage in International Markets (Case Study: Companies Based in Guilan Province)**

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**Companies in different sectors of the economy should use new tools to earn limited resources and increase their share in international markets and one of the newest innovations in the field of commerce is Internet marketing. The main objective of this research is to investigate the impact of internet marketing strategies on the role of information accessibility, international strategy orientation and international network capability on gaining competitive advantage of companies based in Guilan province in international markets. So, according to the Cochran formula, 298 companies were ed by simple random sampling method. Validity of the questionnaire was confirmed by using face validity and factor analysis (0.827) and its reliability was confirmed by Cronbach's alpha coefficient (0.953). To test the hypotheses, structural equation technique was used. The results indicate that Internet marketing strategies have an impact on gaining competitive advantage in international markets. Also, the variables of information accessibility, international strategy orientation and international network capability have an impact on the intensity of communication between internet marketing strategies and gaining competitive advantage in the international markets of companies based in Guilan province.**

**Keywords : Keywords: Competitive Advantage, Internet Marketing Strategies, Access to information, International Strategy Orientation, International Network.**

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