

The Impact of Internet and its dimensions on export marketing performance of Goods and Services: Evidence from Pakistan

By

HASSAN NAWAZ

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Dedication

This Dissertation is dedicated to my beloved father and mentors for their unconditional love, encouragement and support which always motivate me to set higher targets.

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ABSTRACT

The stimulus to carry out this research is to investigate the impact of internet, and its dimensions (internet advertisement, affiliate marketing, corporate website and social media marketing) on export marketing performance of goods and services in Pakistan. The study uses cybercrime as moderating variable between internet and export marketing performance. The units of analysis are those firms, enterprises and companies in Pakistan which are exporting their products and services by using internet to some or full extent. Primary data is collected from 93 exporting firms located in the Sialkot, Mirpur, Faisalabad, Lahore, Rawalpindi and Islamabad. To empirically determine the relationship among independent variables, moderating variables and dependent variable, the study uses various statistical techniques, including OLS method. Findings indicate that internet advertisement, social media marketing and corporate websites have significant positive impact on export marketing performance. Findings of this study helps to develop reliable and valid measures for the manufacturers and service providers to enhance their export performance by using effective export marketing techniques on internet. Findings also help them to substantially increase their contribution in Pakistan economy by increasing the exports.

Keywords: Internet, cybercrime, internet and exports, exports of Pakistan, affiliate marketing, corporate website, social media marketing, and internet advertisement