ISNN 3030-3907

2026/3
VOLUME 6

# DEVELOPMENT OF SCIENCE

## ILMIY JURNAL



# Development of science

## Ilmiy jurnal

2026/3 VOLUME 6

ISSN 3030 -3907

Ilmiy jurnal OAK rayosatining 2024 yil 27 sentabrdagi 361-son qaroriga asosan 02.00.00 kimyo fanlari hamda 2025 yil 12 fevral 367- son qaroriga asosan 05.00.00 texnika fanlari bo‘yicha falsafa doktori (PhD) va fan doktori (DSc) ilmiy darajasiga talabgorlarning dissertatsiya ishlari yuzasidan dissertatsiyalari asosiy ilmiy natijalarini chop etish tavsiya etilgan milliy ilmiy nashrlar ro‘yxatiga kiritilgan.

**BOSH MUHARRIR:**
***Temirov Alisher Hoshim o‘g‘li – texnika fanlari falsafa doktori (PhD),Dotsent.***
**TAHRIRIYAT KENGASH RAISI:**
***Fozilov Sadriddin Fayzullayevich – texnika fanlari doktori, professor***
***TAHRIRIYAT KENGASH A’ZOLARI***

**TEXNIKA FANLARI/ TECHNICAL SCIENCES/ ТЕХНИЧЕСКИЕ НАУКИ**

***Bozorov G‘ayrat Rashidovich***
*Buxoro Davlat Texnika Universiteti, professor*
***Abdurahmonov Olim Rustamovich***
*Buxoro Davlat Texnika Universiteti, professor*
***Adizov Bobur Zamirovich***
*O‘zbekiston Respublikasi Fanlar akademiyasi Umumiy va noorganik kimyo instituti, professor*
***Hayitov Ruslan Rustamjonovich***
*Buxoro Davlat Texnika Universiteti, professor*
***Jumayev Qayum Karimovich***
*Buxoro Davlat Texnika Universiteti, professor.*
***Berdiyev Dorob Murodovich***
*Islom Karimov nomidagi Toshkent Davlat Texnika Universiteti, professor*
***Maxmudov Rafiq Amonovich***
*Buxoro Davlat Texnika Universiteti, professor.*
***Tilloyev Lochin Ismatilloyevich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Raxmonov Qahramon Sanakulovich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Barakayev Nusratullo Rajabovich***
*Islom Karimov nomidagi Toshkent Davlat Texnika Universiteti, professor.*
***Jo‘rayev Xayrullo Fayziyevich***
*Buxoro Davlat Texnika Universiteti, professor.*
***Panoyev Erali Rajabboyevich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Ataullayev Sherzod Nabiullyevich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Murodov Malik Negmurodovich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Axmedova Ozoda Bahronovna***
*Islom Karimov nomidagi Toshkent Davlat Texnika Universiteti.*
***Safarov Bahri Jumayevich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Xaydarov Axtam Amonovich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Safarov Jasur Alijon o‘g‘li***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Асадова Раъно Дилмуратовна***
*Тошкент Давлат техника университети доценти*

**KIMYO FANLARI/ CHEMICAL SCIENCES/ ХИМИЧЕСКИЕ НАУКИ**

***Axmedov Voxid Nizomovich***
*Buxoro Davlat Texnika Universiteti, professor*
***Umarov Baqo Bafoyevich***
*Buxoro Davlat Universiteti, professor*
***Kodirov Abduaxad Abduraximovich***
*Qarshi davlat Universiteti, professor*
***Qurbonov Mingniqul Jumagulovich***
*Qarshi davlat Universiteti, dotsent*
***Turemuratov Sharibay Naurizbaevich***
*O‘zbekiston Respublikasi Fanlar akademiyasi Qoraqalpog‘iston bo‘limi Bosh ilmiy kotibi, professor*
***Tursunov Kaxor Shonazarovich***
*Qarshi davlat Universiteti, professor*
***Do‘stov Hamro***
*Buxoro Davlat Texnika Universiteti, professor*
***Panoyev Nodir Shavkatovich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Olimov Bobur Bahodir o‘g‘li***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Kasimov Sherzod Abduazimovich***
*Termiz Davlat Universiteti, professor.*
***Aliqulov Rustam Valiyevich***
*Termiz Davlat Universiteti, professor*
***Tropov Xamza Tursunovich***
*Samarqand Davlat Universiteti, professor*

**IQTISODIYOT FANLARI/ ECONOMICS/ ЭКОНОМИЧЕСКИЕ НАУКИ**

***Nizamov Aslitdin Badreddinovich***
*Buxoro Davlat Texnika Universiteti, professor.*
***Boboyev Akmal Choriyevich***
*Buxoro Davlat Texnika Universiteti, professor.*
***Ergashxojayeva Shaxnoza Djasurovna***
*Toshkent davlat iqtisodiyot universiteti, professor*
***Saidaxmedova Nodira Ilxomovna***
*Toshkent davlat iqtisodiyot universiteti, professor*
***Muxsinov Bekzod Toxirovich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Shakarov Qulmat Ashirovich***
*Renessans ta'lim universiteti,dotsent.*
***Jumaeva Zulfiya Qayumovna***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Norova Salomat Yusupovna***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Avezova Shaxnoza Maxmudjonovna***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Jalilov Jamshid G‘anijonovich***
*Toshkent davlat iqtisodiyot universiteti, dotsent*
***Xasanova Gulruh Djumanazarovna***
*Buxoro Davlat Texnika Universiteti, dotsent.*

**PEDAGOGIKA FANLARI/ PEDAGOGICAL SCIENCES / ПЕДАГОГИЧЕСКИЕ НАУКИ**

***Siddiqova Sadoqat G‘afforovna***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Zoyirov Erkin Xalilovich***
*Buxoro Davlat Texnika Universiteti, DSc, professor*
***Gaffarov Feruz Hasanovich***
Puchon Universiteti, *professor*
***Ruziyev Davron Yuldashevich***
*Buxoro Davlat Universiteti, professor*
***Muradova Firuza Rashidovna***
*Buxoro Davlat Texnika Universiteti, professor.*
***Yunusova Gulandon Samiyevna***
*Buxoro Davlat Texnika Universiteti, professor.*
***To‘xtayeva Zebo Sharifovna***
*Buxoro Davlat Texnika Universiteti, professor.*
***Navro‘zova Gulchixra Nigmatovna***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Uzoqova Laylo Polvonovna***
*Buxoro muhandislik – texnologiya instituti, dotsent.*
***To‘raqulova Marjona Qiyom qizi***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Muradova Zarina Rashidovna***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Murodov Sanjar Aslonovich***
*Buxoro Davlat Texnika Universiteti, dotsent.*
***Shodiyev Jahongir Jo‘raqulovich***
*Buxoro Davlat Texnika Universiteti, dotsent*
***Gaffarov Laziz Hasanovich***
*Buxoro muhandislik – texnologiya instituti, dotsent.*

Tahririyat a’zolarning to‘liq ro‘yxati jurnalning www.devos.uz saytida keltirilgan.

Tahririyat hay’ati a’zolarining tarkibini o‘zgartirish hamda qo‘shimcha kiritish yoki tahririyat a’zoligidan chiqarish bosh muharrir tomonidan amalga oshiriladi.



ISSN 3030-3907

**Development of science** ilmiy jurnali 2024 yil 15 aprel kuni №256445 sonli guvohnoma bilan Davlat ro‘yxatidan o‘tgan.

To‘plam elektron ko‘rinishda (pdf formatida) mualliflarga taqdim etiladi. To‘plamga kiritiladigan maqolalarning mazmuni, ulardagi statistik ma’lumotlar va me’yoriy hujjatlarning to‘g‘riligiga hamda har qanday fikr - mulohazalarga mualliflarning o‘zlari mas’ul hisoblanadilar. Talablarga javob bermaydigan maqolalar to‘plamga kiritilmaydi. Tashkiliy qo‘mita maqola matnini qisqartirish, qisman tuzatish kiritish, seksiyalarga joylashtirish huquqiga ega.



ISSN 3030-3907

# THE IMPACT OF DIGITAL MARKETING PRACTICES ON THE EXPANSION OF INTERNATIONAL MARKETS

**Abdullayev Aziz Kurbanovich**
*UWED, Associate Professor of the Department of International Finance and Investment*
**Kodirov Muxammad-Qodir Zokirovich**
*UWED, Department of International Finance and Investment, Master's degree in Foreign Economic Activity*
**Shirinova Nigina Bobir-qizi**
*UWED, Department of International Finance and Investment, Master's degree in Foreign Economic Activity*

**Annotatsiya.** Ushbu tadqiqot raqamli marketingning xalqaro bozorlar o'sishiga ta'sirini o'rganadi. Zamonaviy biznes muhitida axborot-kommunikatsiya texnologiyalari, xususan, Internet kompaniyalarning mijozlar bilan o'zaro munosabatlari va jahon bozorlariga chiqish usullarini o'zgartirdi. Ushbu imkoniyatlarga qaramay, ko'plab firmalar eksport strategiyalarida raqamli vositalardan yetarlicha foydalanmaydilar. Ushbu hodisani o'rganish uchun internet-marketing imkoniyatlari, eksport ma'lumotlarining mavjudligi va biznes-tarmoq munosabatlari kabi o'zgaruvchilarga e'tibor qaratgan holda 232 nafar ekspert o'rtasida so'rovnoma o'tkazish orqali ma'lumotlar to'plandi. So'rovning ishonchliligi Kronbax alfa dasturi yordamida tasdiqlandi va gipotezalarni tekshirish uchun LISREL dasturiy ta'minoti bilan strukturaviy tenglamalarni modellashtirish (SEM) qo'llanildi. Natijalar shuni ko'rsatadiki, raqamli marketing imkoniyatlari eksport bozorining o'sishini sezilarli darajada oshiradi. Bundan tashqari, tegishli bozor ma'lumotlariga kirish va kuchli biznes tarmoqlari xalqaro kengayishni yanada qo'llab-quvvatlaydi. Natijalar global raqobatbardoshlikni oshirish va xalqaro biznesni barqaror rivojlantirishda samarali raqamli marketing strategiyalarining muhim rolini ta'kidlaydi.

**Kalit so'zlar.** E-marketing, raqamli marketing imkoniyati, xalqaro eksport bozorining o'sishi, biznes tarmog'i aloqalari, marketing kompetensiyasi.

**Аннотация.** В данном исследовании исследуется влияние цифрового маркетинга на рост международных рынков. В современной бизнес-среде информационно-коммуникационные технологии, особенно Интернет, преобразили то, как компании взаимодействуют с клиентами и получают доступ к мировым рынкам. Несмотря на эти возможности, многие фирмы недостаточно используют цифровые инструменты в своих экспортных стратегиях. Для изучения этого явления данные были собраны путем анкетного опроса 232 экспертов, с акцентом на такие переменные, как



ISSN 3030-3907

возможности интернет-маркетинга, доступность экспортной информации и отношения в бизнес-сетях. Достоверность опроса была подтверждена с помощью альфы Кронбаха, а для проверки гипотез использовалось моделирование структурных уравнений (SEM) с использованием программного обеспечения LISREL. Результаты показывают, что возможность цифрового маркетинга значительно повышает рост экспортного рынка. Кроме того, доступ к релевантной рыночной информации и сильные бизнес-сети дополнительно поддерживают международную экспансию. Результаты подчеркивают критическую роль эффективных стратегий цифрового маркетинга в повышении глобальной конкурентоспособности и устойчивом международном развитии бизнеса.

**Ключевые слова:** Электронный маркетинг, цифровая маркетинговая способность, рост международного экспортного рынка, деловые сетевые отношения, маркетинговая компетентность.

**Abstract.** This study investigates the effects of digital marketing on the growth of international markets. In the modern business environment, information and communication technologies, particularly the Internet, have transformed how companies interact with customers and access global markets. Despite these opportunities, many firms underutilize digital tools in their export strategies. To examine this phenomenon, data were collected through a questionnaire survey of 232 experts, focusing on variables such as internet marketing capability, availability of export information, and business network relationships. Reliability of the survey was confirmed using Cronbach's alpha, and structural equation modeling (SEM) with LISREL software was employed for hypothesis testing. The results indicate that digital marketing capability significantly enhances export market growth. Moreover, access to relevant market information and robust business networks further support international expansion. The findings underscore the critical role of effective digital marketing strategies in improving global competitiveness and fostering sustainable international business development.

**Keywords:** E-marketing, digital marketing capability, international export market growth, business network relationships, marketing competence.

## 1. INTRODUCTION.

The rapid development of the Internet has significantly contributed to various aspects of internationalization, particularly by enabling easier access to information and creating broader networking opportunities for businesses operating in global markets.[1] Through the Internet, organizations are able to collect valuable data, communicate with partners, and explore new business opportunities

[1] http://dx.doi.org/10.1016/j.jefas.2015.07.001



ISSN 3030-3907

across borders. However, despite these advantages, there is still limited understanding regarding how Internet-based marketing activities interact with and support opportunities for growth in international markets.

Throughout history, change, innovation, and transformation have played an essential role in shaping different areas of human life. Technological advancements and new ideas continuously influence social, cultural, and economic systems. The business and economic sectors, which are key components of human society, are also deeply affected by these developments. In fact, it can be argued that business and economic activities are among the areas most strongly influenced by innovation and technological progress.

One of the most distinctive characteristics of the 21st century is the remarkable advancement of communication and information technologies. These technologies have significantly improved the efficiency and quality of services and business operations worldwide. Moreover, global trade has experienced substantial growth in recent decades. For example, the service sector accounts for approximately 20% of international trade, while the trade of goods has increased rapidly, growing at a rate exceeding 8% over the past fifteen years. Such developments highlight the growing importance of technology in supporting economic activities on a global scale.[2]

Today, information and communication technology (ICT) plays a crucial role in supporting economic development as well as social and cultural progress in many countries. Governments and organizations increasingly rely on technological tools to address various challenges and improve performance in different sectors.[3] As technological innovations continue to advance rapidly, the use of digital systems, electronic devices, and information networks has become increasingly essential in business environments. These technologies help organizations perform tasks more efficiently, reduce operational costs, save time, and improve productivity.

Digital marketing has emerged as one of the most important outcomes of these technological developments. Often considered a major transformation in modern business practices, digital marketing represents a new stage in the evolution of marketing activities in the 21st century. With the globalization of markets and the increasing integration of digital technologies, companies are now able to promote their products and services more effectively across international boundaries. Among the various digital tools available today, the Internet stands out

[2] International Transaction Journal of Engineering Management & Applied Sciences & Technologies, 10(1), 73-79.

[3] https://doi.org/10.1016/j.sbspro.2011.09.010



ISSN 3030-3907

as one of the most influential communication and marketing platforms. It has expanded at an unprecedented rate compared to other communication technologies and has significantly reshaped global markets and commercial activities.

Electronic marketing, or e-marketing, has therefore become a critical component of modern marketing strategies. Companies must evaluate their digital marketing capabilities to ensure that they can effectively respond to changing customer needs, preferences, and expectations. As the role of the Internet in commercial activities continues to grow, advancements in communication technologies have brought profound changes to business operations and marketing processes. The Internet now serves as one of the most powerful instruments for reaching international customers and expanding into global markets.

In recent years, Internet-based marketing practices have become an important source of revenue for many organizations across different industries. Companies increasingly use online platforms to communicate with customers, build relationships with stakeholders, and offer electronic products and services through digital channels. In essence, Internet marketing can be defined as a modern business approach that involves promoting and selling goods, services, information, and ideas through websites and other electronic communication technologies.

Furthermore, the rise of the digital economy has strengthened the role of Internet marketing as a critical factor in enhancing the competitiveness of companies in global markets. Digital technologies allow businesses to process information more rapidly, conduct transactions more efficiently, and reduce the need for traditional intermediaries. These capabilities significantly shorten transaction times, increase operational efficiency, and improve the overall value of marketing and commercial exchanges. As a result, both electronic commerce and digital marketing have gained substantial importance in contemporary business environments. In modern markets, customers are no longer limited to physical interactions; instead, they exist both in traditional environments and in virtual digital spaces where Internet marketing plays a central role.

Research on the influence of the Internet on international business operations has become an important area of study within the broader field of digital marketing and international trade. Although numerous studies have explored the impact of Internet technologies on the internationalization of companies and their ability to reach foreign customers, there is still insufficient understanding of the complex relationships between digital transformation and the performance of companies in international markets.



ISSN 3030-3907

Recent studies have begun to investigate potential connections between Internet use and export market performance. Nevertheless, there remains a limited amount of research that specifically analyzes how Internet marketing influences the performance and growth of online markets. In many cases, the unique role of the Internet as a driving force behind international business success has not been fully examined or adequately recognized.

Initially, when the Internet was first introduced for commercial use, many organizations viewed its potential to transform business activities—particularly marketing-as largely theoretical. Over time, however, continuous research and practical experience have demonstrated the real benefits and capabilities of Internet-based marketing strategies. Various researchers have categorized and analyzed these advantages, highlighting how digital technologies can support business expansion and improve marketing effectiveness.

The Internet has therefore become one of the most powerful tools for enhancing export marketing success. It provides companies with new opportunities to overcome traditional marketing barriers and reach international customers more efficiently. However, many manufacturing and exporting companies still face challenges when attempting to adopt and implement Internet-based marketing strategies. Identifying and understanding these barriers is essential for improving the effectiveness of digital marketing practices.

Consequently, the present study aims to examine the influence of digital marketing on the growth of international markets.[4] By analyzing the role of Internet-based marketing capabilities, this research seeks to provide insights into how organizations can use digital technologies to strengthen their international market presence and achieve sustainable growth in global trade.

## 2. LITERATURE REVIEW

Previous studies have extensively examined the relationship between Internet usage, marketing capabilities, and the growth of international markets. In one important study, the researchers analyzed how Internet-based marketing capabilities contribute to the expansion of international markets. The research involved a sample of 224 companies operating in Australia. Using structural equation modeling (SEM), the authors developed a conceptual framework to explore the relationship between Internet marketing capabilities and international market growth. The results of the study indicated that organizations that effectively utilize Internet marketing tools are able to reduce uncertainty in market information and improve their ability to develop international networks. Moreover, Internet marketing capabilities were found to have an indirect positive influence on the

[4] First National Conference on Marketing Opportunities and Challenges.



ISSN 3030-3907

growth of international markets. This occurs because companies with strong digital marketing skills tend to develop clearer international strategic orientations and stronger global networking capabilities. Overall, the findings suggested that Internet marketing capabilities strengthen internal organizational competencies, which ultimately contribute to improved performance and growth in international markets.

Another study emphasized that the rapid expansion of digital technologies has transformed marketing activities around the world and has become a major source of competitive advantage for organizations. This research collected data from a sample of 777 marketing managers working in different countries and industries.[5] The results highlighted several important challenges faced by companies in adapting to the digital marketing environment. In particular, the study revealed that many organizations experience gaps in digital marketing skills and competencies. Addressing these skill shortages, redesigning organizational structures, and implementing measurable marketing performance indicators were identified as significant opportunities for companies seeking to improve their competitiveness in the digital era.

Further research investigated the role of Internet marketing in supporting the growth of international markets by focusing on companies associated with the export organization in Mazandaran province. The study examined a population of 120 companies, using a targeted and survey-based research design. Data analysis was conducted using both descriptive statistics and inferential statistical techniques. Among the companies studied, 94 organizations that maintained operational websites were included in the final analysis. The findings demonstrated a meaningful and positive relationship between Internet marketing capability and the availability of strategic market information. Additionally, the study found that Internet marketing capabilities contribute to the development of international networking abilities, which are essential for expanding business activities in global markets.

Another study explored the impact of digital relationship marketing on customer satisfaction, trust, and loyalty within tourism companies operating in Babol, located in Mazandaran province. For this research, a standardized questionnaire consisting of 14 questions across four dimensions was distributed among 300 respondents who represented the study population. To analyze the relationships among the variables, structural equation modeling was applied using statistical software such as SPSS and AMOS. The results revealed that relationship marketing plays a significant role in influencing both customer satisfaction and

[5] European Management Journal. 32: 1–12



ISSN 3030-3907

customer trust. Furthermore, customer satisfaction was identified as an important factor affecting customer loyalty behavior. These findings highlight the importance of maintaining strong relationships with customers through digital marketing strategies in order to build trust and long-term loyalty.

In addition, studies examining other industries have also emphasized the importance of international market expansion. For instance, research focusing on automobile sales in Russia suggested that companies must seek new opportunities in international markets in order to sustain growth and remain competitive. Such findings further support the argument that digital marketing and international market strategies are increasingly important for organizations operating in the global business environment.

Overall, the existing literature demonstrates that digital and Internet-based marketing capabilities play a crucial role in improving organizational competitiveness, strengthening international networks, and supporting market expansion beyond domestic borders. These studies provide a theoretical foundation for understanding how digital marketing strategies contribute to international market growth and highlight the importance of further research in this area.

## 3. METHODOLOGY

In academic research, various techniques can be applied for collecting data, and in many cases researchers combine several methods to obtain more reliable and comprehensive information. In the present study, the data were primarily gathered through a field research approach. Field research allows investigators to collect information directly from respondents and real-world environments, which increases the reliability and relevance of the collected data.

Among the different data collection tools available in descriptive studies, questionnaires are widely recognized as one of the most effective instruments for gathering quantitative information. Therefore, in this research a structured questionnaire was used as the main tool for collecting the necessary data. The study was conducted using a survey-based approach because the objective of the research was to analyze how certain organizational characteristics influence export performance and international market development.

To ensure the reliability and internal consistency of the questionnaire items, the Cronbach's alpha coefficient was applied. This statistical measure helps determine whether the questionnaire items are consistent and suitable for measuring the intended research variables. Based on the objectives of the study, a questionnaire was developed to measure several key variables, including Internet marketing capability, accessibility of relevant information, business network relationships, and the growth of customer export markets.



ISSN 3030-3907

The questionnaire was distributed among 213 experts who possess knowledge and experience related to marketing and international trade activities. After collecting the completed questionnaires, a descriptive analysis of the respondents' demographic characteristics was conducted. In addition, statistical tests were performed to examine the normal distribution of the variables included in the research model.

For the purpose of data analysis, both descriptive and inferential statistical techniques were employed. The analysis was performed using the LISREL statistical software, which is widely used for testing complex relationships among variables through structural equation modeling (SEM). Descriptive statistics were applied to summarize and present the characteristics of the collected data, including measures such as averages and distributions of the responses.

Inferential statistical analysis was used to examine the relationships among the research variables and to test the proposed hypotheses. Through inferential methods, researchers analyze sample data and use statistical models to estimate the characteristics of the larger population from which the sample was drawn. In other words, inferential statistics allow the results obtained from a sample group to be generalized to the broader statistical population. Without the use of inferential statistical analysis, research findings would lack sufficient scientific validity and would not provide reliable conclusions about the broader population.

### 3.1 Conceptual Model of the Research

The primary objective of this research is to investigate the influence of digital marketing on the expansion and development of international markets. To achieve this objective, a conceptual framework was designed based on previous theoretical and empirical studies in the field of digital marketing and international business.

The conceptual model of the study illustrates the relationships among several key variables, including digital marketing capability, access to export-related information, business network relationships, and the growth of export markets. This framework provides a structured representation of how digital marketing activities may contribute to international market development both directly and indirectly.

The conceptual model used in this research was adapted from the framework proposed by previous scholars and is illustrated in Figure 1. It serves as the basis for testing the research hypotheses and analyzing the relationships among the variables included in the study.



ISSN 3030-3907

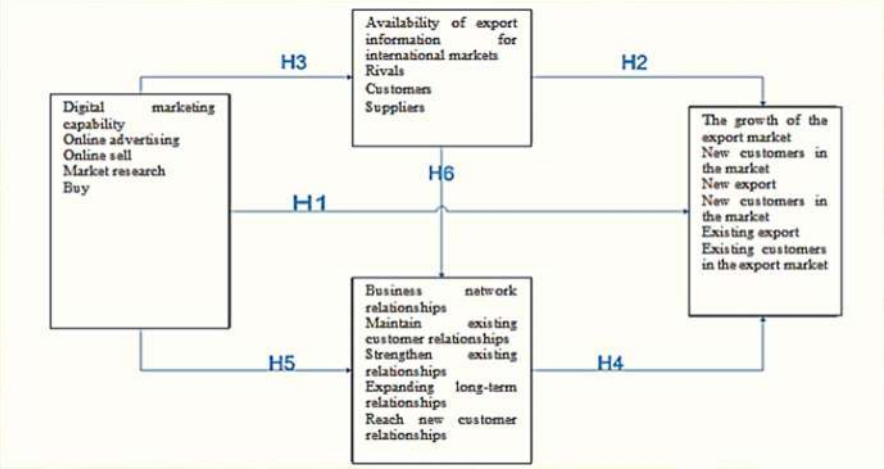



**Figure 1: Conceptual model derived from the research of Bianchi and Mathews**

**Source:** Journal of Business Research, 69(2), 426-434.

The conceptual model used in this study illustrates the hypothesized relationships between digital marketing capability, the availability of export information, business network relationships, and export market growth. This framework is adapted from the theoretical model developed by Constanza Bianchi and Shane Mathews, which highlights how digital marketing resources contribute to international market expansion.

## 4. RESULTS AND DISCUSSION

### 4.1 Reliability of the Questionnaire

To evaluate the reliability and internal consistency of the questionnaire used in this research, the Cronbach's alpha coefficient was applied. This statistical technique is widely used in social science research to assess the reliability of measurement instruments and to determine whether the questionnaire items consistently measure the intended variables.

The questionnaire used in this study consisted of 47 items and was distributed among 213 respondents. After collecting the responses, reliability analysis was performed using SPSS statistical software. The calculated Cronbach's alpha values for all variables were greater than 0.7, which indicates a high level of reliability and confirms that the questionnaire items are internally consistent. Therefore, the collected data are considered reliable and suitable for further statistical analysis. The reliability results for each variable are presented in Table 1.

**Table 1.**

| Cronbach's Alpha Results SPSSVariable | Items | Cronbach's Alpha |
|---|---|---|
| Digital Marketing Capability | 1-13 | 0.862 |



ISSN 3030-3907

| | | |
|---|---|---|
| Export Information Availability | 14-27 | 0.871 |
| Business Network Relationships | 28-38 | 0.854 |
| Export Market Growth | 39-47 | 0.825 |

**Source:** Author's calculation based on survey data (n=213)

Since all Cronbach's alpha coefficients exceed the commonly accepted threshold of 0.70, the measurement instrument demonstrates acceptable reliability for evaluating the research variables.

### 4.2 Data Normality

Before conducting further statistical analysis, it is necessary to examine whether the collected data follow a normal distribution. To assess the normality of the data, the Kolmogorov–Smirnov (K–S) test was applied at a significance level of 0.05.

According to the criteria of this test, if the significance value (Sig. or p-value) is less than or equal to 0.05, the null hypothesis of normal distribution is rejected. Conversely, if the significance value is greater than 0.05, the data can be considered normally distributed.

The results of the Kolmogorov–Smirnov test for the research variables are presented in Table 2.

**Table 2.**

**Results of the Kolmogorov–Smirnov Normality Test (n = 213)**

| Variable | N | Average | Std. Deviation | K-S Statistic | Sig. level | Normality |
|---|---|---|---|---|---|---|
| Digital Marketing Capability | 213 | 2.65 | 0.70 | 0.78 | 0.125 | Normal |
| Export Information Availability | 213 | 2.12 | 0.85 | 0.79 | 0.189 | Normal |
| Business Network Relationships | 213 | 2.33 | 0.98 | 1.01 | 0.036 | Normal |
| Export Market Growth | 213 | 2.85 | 0.80 | 2.54 | 0.114 | Normal |

**Source:** Author's calculation based on survey data (n=213)

Since the significance values for all variables are greater than 0.05, it can be concluded that the collected data follow a normal distribution. Therefore, parametric statistical techniques can be appropriately used in further analysis.

### 4.3 Results of Hypotheses Testing

The results of the study, presented in Table 3, indicate that all factor loadings for the measured variables fall within the acceptable range of 0 to 1. This confirms



ISSN 3030-3907

that the survey items adequately represent their corresponding constructs. Correlation strength was interpreted based on standard thresholds: values between 0 and 0.3 indicate weak correlation, 0.3–0.6 indicate moderate correlation, and 0.6–1 indicate strong correlation. The findings suggest that the mean and standard deviation values, along with factor loadings, sufficiently explain the relationships between digital marketing capabilities, availability of export information, business network relationships, and export market growth.

Digital marketing has become a critical area of study within international business and marketing, yet despite extensive research on its role in internationalization and facilitating access to foreign markets, there remains limited understanding of the complex interplay between company digitalization and global market functioning. While prior studies have explored the potential relationship between internet adoption and export activities, research on the direct effects of digital marketing on online market performance is still relatively scarce.

The Internet's strategic role in guiding market direction and evaluating digital channels has often been overlooked, even though it represents a major driving force behind international business performance. This study, therefore, specifically examines how digital marketing capabilities influence the development and growth of online and export markets. By doing so, it contributes to the literature on digital marketing as a strategic enabler of international market expansion, highlighting the importance of integrating digital tools, information accessibility, and business networks to enhance global competitiveness.

**Table 3.**

**Structural model and hypothesis testing results.**

| Hypothesis | Relationship | Mean | SD | T-value | p-value | Result |
|---|---|---|---|---|---|---|
| H1 | DMC → EMG | 0.27 | 0.56 | 3.65 | 0.001 | Confirmed |
| H2 | EIA → EMG | 0.7 | 0.34 | 1.80 | 0.072 | Confirmed |
| H3 | DMC → EIA | 0.71 | 0.67 | 8.21 | 0.000 | Confirmed |
| H4 | BNR → EMG | 0.71 | 0.54 | 4.80 | 0.000 | Confirmed |
| H5 | DMC → BNR | 0.11 | 0.42 | 2.81 | 0.005 | Confirmed |
| H6 | EIA → BNR | 0.57 | 0.69 | 4.38 | 0.000 | Confirmed |

**Source:** Author's calculation based on survey data (n=213)

The study first examined the demographic characteristics of the 213 respondents. Regarding age, 11% were between 21 and 25 years, 22% between 26 and 30 years, 34% between 31 and 35 years, 25% between 36 and 40 years, and 8% were over 41 years old. In terms of educational background, 10% held a diploma or lower, 13% had an associate degree, 42% possessed a bachelor's degree, and 35% held a master's degree or higher. Concerning work experience,



ISSN 3030-3907

25% had less than 5 years, 23% had 6–10 years, 23% had 11–15 years, 18% had 16–20 years, and 11% had more than 21 years of experience. The gender distribution was 40% female and 60% male.

According to the results, all the hypotheses were confirmed.

The first hypothesis posited that digital marketing capabilities positively influence export market growth. The t-value was 3.65, exceeding the critical value of 1.96, confirming the hypothesis. The standardized estimate ranged between 0.3 and 0.6, indicating an acceptable effect.

The second hypothesis suggested that the availability of export information affects export market growth. Although the t-value was 1.8, slightly below the conventional threshold of 1.96, the standardized coefficient (0.34) and estimate (0.7) fell within acceptable ranges, supporting the hypothesis.

The third hypothesis proposed a positive relationship between digital marketing capabilities and the availability of export information. The t-value of 8.21 and standardized estimate of 0.67 confirmed a strong and significant relationship, with the estimate of 0.71 also falling within the desirable range.

The fourth hypothesis examined the impact of business network relationships on export market growth. The t-value of 4.80 and standardized estimate of 0.54 confirmed a significant effect, with an estimate of 0.71 indicating a desirable magnitude.

The fifth hypothesis assessed the effect of digital marketing capabilities on business network relationships. The hypothesis was supported, with a t-value of 2.81, a standardized coefficient of 0.42, and an estimate of 0.11, all within acceptable or desirable ranges.

The sixth hypothesis evaluated whether the availability of export information influences business network relationships. The t-value of 4.38, standardized estimate of 0.69, and test estimate of 0.57 confirmed a significant positive effect.

In summary, the findings demonstrate that digital marketing capabilities and the availability of export information significantly contribute to both the growth of the export market and the development of business network relationships, highlighting the interconnected nature of these factors in enhancing export performance.

## 5.CONCLUSION

The influence of digital marketing on the international activities of companies has become an increasingly important topic within the fields of international marketing and global business studies. As businesses continue to expand beyond domestic markets, the role of digital technologies in facilitating internationalization and improving access to foreign customers has attracted



ISSN 3030-3907

considerable attention from researchers and practitioners. However, despite the growing body of research in this area, the complex relationship between the digital transformation of organizations and the performance of international markets is still not fully understood.

Although previous studies have explored the connection between Internet usage and export market development, only a limited number of studies have specifically focused on analyzing how digital marketing affects the performance and growth of online and international markets. In many cases, the Internet and digital marketing have not been fully recognized as key drivers of international business success. As a result, there remains a need for further empirical research examining the impact of digital marketing capabilities on the development and expansion of export markets.

In response to this research gap, the present study aimed to investigate the influence of digital marketing on the growth of international markets. To achieve this objective, a structured questionnaire was developed to measure several important research variables, including digital marketing capability, availability of export-related information, business network relationships, and the growth of export markets among customers. The questionnaire was distributed to a sample of 213 experts with relevant knowledge and experience in marketing and international business activities.

The results of the empirical analysis revealed several significant relationships among the studied variables. First, digital marketing capabilities were found to have a significant and positive effect on the growth of export markets. This finding highlights the importance of adopting digital marketing tools and strategies to support international business expansion. Second, the availability of export information was also shown to have a significant impact on export market growth, indicating that access to reliable and timely market information plays a critical role in improving export performance.

Furthermore, the study demonstrated that digital marketing capabilities significantly contribute to improving the availability of export-related information. Organizations that effectively use digital technologies are better able to collect, analyze, and utilize market information, which helps them make more informed strategic decisions in international markets. The results also showed that strong business network relationships positively influence export market growth, emphasizing the importance of maintaining collaborative partnerships with customers, suppliers, and other business stakeholders.

In addition, the findings confirmed that the availability of export information significantly strengthens business network relationships. Access to accurate and



ISSN 3030-3907

relevant market information enables companies to build stronger communication channels and develop more effective collaborations with international partners.

Overall, the results of this research highlight the important role of digital marketing capabilities, information accessibility, and business networking activities in supporting international market expansion. These factors collectively contribute to improving the competitiveness and export performance of companies operating in global markets.

For future research, it is recommended that similar studies be conducted in other organizations and industries that operate within digital marketing and Internet-based markets. Comparing the results across different sectors and companies could provide deeper insights into the role of digital marketing in international business development. Moreover, organizations should focus on gaining a deeper understanding of their customers' needs and preferences while maintaining long-term relationships with them, as customer knowledge and retention remain critical factors for sustainable business success.

## REFERENCES

1. Jayaram, D., Ajay K. Manrai, Lalita A. Manrai. (2015). Effective use of marketing technology in Eastern Europe: Web analytics, social media, customer analytics, digital campaigns, and mobile applications. Journal of Economics, Finance and Administrative Science. http://dx.doi.org/10.1016/j.jefas.2015.07.001
2. Kouhzadi, F., MirHesami, A., Rashidi, Y., & Kouhzadi, M. (2019). Statistical-Based Analysis on Effects of the Dimensions of Human Capital on Marketing Capabilities in Private Banks. International Transaction Journal of Engineering Management & Applied Sciences & Technologies, 10(1), 73-79.
3. Nuray Terzi (2011). The impact of e-commerce on international trade and employment. Procedia-Social and Behavioral Sciences. 24: 745-753. https://doi.org/10.1016/j.sbspro.2011.09.010
4. Mohammad Faryabi, Hossein Abbasi Esfanjani, Mohammad Reza Kosheshi. (2014). Investigating the role of the Internet in removing barriers and problems of exporting companies' marketing. First National Conference on Marketing Opportunities and Challenges.
5. Peter S.H. Leeflang, Peter C. Verhoef, Peter Dahlström, Tjark Freundt. (2014). Challenges and solutions for marketing in the digital era. European Management Journal. 32: 1–12
6. Bianchi. Constanza, Mathews. Shane. (2016). Internet marketing and export market growth in Chile, Journal of Business Research, 69(2), 426-434.



ISSN 3030-3907

7. Sorayae, Ali and Maryam Azizi. (2016). The Impact of Internet Marketing Capacity on International Marketing Components. Second International Conference on Accounting and Management in the Third Millennium, Rasht, Rasht Municipality, Mirza Kuchma University of Technology. https://www.civilica.com/Paper-AMTM02-AMTM02_129.html
8. Mathews, S., et al. (2015). Internet marketing capabilities and international market growth. International Business Review. http://dx.doi.org/10.1016/j.ibusrev.2015.10.007



ISSN 3030-3907