

[DOI: 10.20472/BMC.2015.001.018](https://doi.org/10.20472/BMC.2015.001.018)

MOHAMMAD RAHIMIAN

SHAHID CHAMRAN technical university of Kerman, Iran, Iran

SURVEY TO INVESTIGATIVE THE RELATIONSHIP BETWEEN INTERNET MARKETING AND INCREASE RATE OF SALING PRODUCTS AND SERVICES IN THE KERMAN PROVINE'S SMES.

Abstract:

The SMEs have been always a lot of importance and high sensivity case and in period of time it becomes the battle ground for economic heads in some government. Progres and development of ICT has created a deep and wide influence on busines processes and internet has provided as the most effective e-marketing platform with global coverage enables enterprises to reach international markets. But many SMEs have not essential information and knowledge in the use of different methods of e-marketing and its effects on the markets. This study has been conducted to investigate the effect of internet marketing methods to increase sales of products and services of SMEs. In other words this study seeks to answer of question that; does any relationship exist between using internet in the marketing activies and increased sales of products and services in SMEs? The statistical community of this study is the top SMEs of the Industrial Sector of Kerman provins between 2006, 2014. To answering the research question is considered a major hypotheses and six subhypotheses and the relationship between internet marketing and sales performance in the selected enterprises was examined by Kolmogorv-Smirnov, Kendall and Spearmen test. The results indicate that, there is significant relationship between the using internet in marketing activities and sales performance of the surveyed enterprises.

Keywords:

SME, small enterprises, medium enterprises, marketing, internet

JEL Classification: M31