

# The analysis of the impact of perceived attributes of the content of web pages on the image of the organization

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**Abstract:** The main aim of the article is to carry out an analysis of the impact of selected attributes of the content of web pages run by a selected organization on the perception of its image among consumers through a survey. The aim of the survey is to test the effectiveness of various elements of online marketing campaigns on the perception of the organization by its customers. To meet this goal, we decided to focus on the selected organization from the field of small and medium companies that actively conducts marketing campaigns on the Internet. Therefore, it is possible to monitor and assess the impact of these activities on the perception of the organization by its customers. From the results we can assume that the perceived up-to-date nature and usefulness of the web content is directly dependent on the influence of the website on the image of the organization.

**Keywords:** perceived usefulness; perceived up-to-date nature; organization's image

**JEL Classification:** M15; M30; M31; M37

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## 1. Introduction

Internet marketing is a whole complex of activities through which organizations can effectively meet their strategic marketing activities. Marketing communication in an online environment and its efforts to create and contribute to a positive company image shows us that these modern forms of marketing imply a huge amount of potential.

Online communication is now closely linked to other communication disciplines and, according to Karliček (2011), it corresponds to the width of functions it performs. Through internet communication it is possible to introduce new product categories, raise awareness about the products and brands, strengthen brand image and reputation or to communicate with key groups (stakeholders). Marketing communication on the Internet has a number of significant positive features - precise targeting, personalization, interactivity, multimedia content usability, easy measurement of efficiency and low costs.

Marketing communication on the Internet is according to Janouch (2011) very wide and therefore also includes various targets. The goal of marketing communication is not a direct selling, but to support the whole process of buying at the end of which is a sale. Dividing goals into goals towards the customer and away from the customer is only logical because both directions use different methods and means of communication. In order to fulfill customers' needs we need to know their preferences and requirements. These preferences and requirements are then transformed into the groups with certain goals. These goals then develop their specific forms, which are very often classified according to the method of marketing communication. Companies generally want to obtain following information (Janouch 2011):

- customer requirements, need, customer satisfaction etc.;
- information about customers themselves (name, address, e-mail, phone),
- demographic and geographic information, shopping behavior, etc.);
- information related to their purchase (customer's of interest in the product).

Although social media are currently of high importance, the most important communication tool is online websites, which have become the most important part of the marketing mix of companies and other institutions. Websites represent the basic platform to which refers not only all communication tools in the online environment, but also increasingly communication tools which are outside the internet environment (Karliček 2011).

The development and permanent advances in technologies related to the Internet have led to fundamental changes in the fundamentals concerning the interaction of organizations on the B2B (Business to Business) and B2C (Business to Consumer) market (Parasuraman 2002). Marketing communication is a component of corporate communication which focuses on stimulating sales and which must be consistent with the objectives of corporate communication in order to create a single image. According to Jakubíková (2008) marketing communication can be divided into:

- thematic communication (above the line) – information on products and brands;
- communication focusing on image - improving relations with the target group, strengthen the brand's reputation.

Tomek (2011) defines the Internet as a new medium creating new ways of mutual communication between sellers and buyers. The main advantage is the fact that the Internet provides an opportunity to lead an interactive communication. In this respect websites provide the following options:

- extracting information from static and dynamic documents of organizations,
- sending queries and questions and receiving replies,
- monitoring replies to questions from the archives of previous messages/links,
- filling out questionnaires to various forms of research,
- online purchase, product bundling,
- monitoring advertising, advertising campaigns and promotions.

## 2. Data and Methodology

The main aim of the article is to analyze the influence of the perceived clarity of the content of the selected organization's website on the perception of its image among its customers through the survey. The aim of the survey is to test the effectiveness of various elements of online marketing campaigns on the perception of the organization by its customers. To meet this goal, we decided to focus on a selected company from the field of small and medium companies that actively conducts marketing campaigns on the Internet. Therefore, it is possible to monitor and assess the impact of these activities on the perception of the organization by its customers.

In the research we focused on one selected company based in the Slovak Republic. We also used the selected Internet marketing tools the company uses to carry out its marketing strategy in the online environment. Based on our objectives we have set the following research questions:

*Is there a significant correlation between the impact of the website on the image of the organization and the up-to-date nature of its web content?*

*Is there a significant correlation between the impact of the website on the image of the organization and usefulness of its web content?*

Based on the defined objectives and research problems, we decided to formulate the following research hypotheses:

**H1.** We assume the existence of a linear relationship between the influence of the website on the image of the organization and the perceived up-to-date nature of its web content.

**H2.** We assume the existence of a linear relationship between the influence of the website on the image of the organization and the perceived usefulness of its web content.

To obtain the necessary data for our survey questionnaire we used the exploratory method that is based on data collection (subjective responses of respondents). Respondents were visitors of the organization's website.

## 3. Results and discussion

Primary sources were obtained from the quantitative research carried out using the method CAWI (Computer Assisted Web Interview). Data were collected via an online questionnaire in November 2014. The link to the electronic questionnaire was placed on the website of the company [www.citygym.sk](http://www.citygym.sk), on its Facebook page [www.facebook.com/city.gym.presov](http://www.facebook.com/city.gym.presov) and [www.facebook.com/city.gym.kosice](http://www.facebook.com/city.gym.kosice). The overall reach of the post published on the Facebook was supported by a short-term advertising campaign advertising the post with a link to the questionnaire. When the data collection was completed, we started sorting, coding and evaluating respondents' answers. The basic set of respondents consisted of visitors of City Fitness Gym and its website and subscribers of their Facebook page. The research sample consisted of 222 respondents.

The above results show that the survey sample features a slightly higher share of females (N = 123, 55.41%), compared to males (N = 99, 44.59%). It can be said that the composition of the research sample corresponds to the real long-term composition of clientele monitored in the fitness center. Gender composition of the conducted survey corresponds to the gender composition on the social network Facebook and the structure of Citygym.sk web site visitors

The largest research sample consisted of respondents aged 19-29 years (N = 144, 64.86%). Surprisingly, respondents under 18 years of age amounted to 8.11% (N = 18). The second largest group of respondents aged between 30-39 years (42 respondents), representing a value of 18.92%. Given the nature of research, where the research sample consists of active visitors and those interested in fitness, we can assume lower number of respondents in the age range of 40-49 years (N = 12, 5.41%) and respondents aged 50 and over (N = 6, 2.70%). Based on data obtained from the web analytic tool Google Analytics the age structure of survey participants corresponds to the age structure of Facebook subscribers and Citygym.sk web site visitors

**Table 1. Up-to date nature and perceived usefulness of the website**

	N	%	N	%
<i>Website content is important for me</i>		<i>Website content is usefull for me</i>		
Definitely yes	99	44,59	93	41,89%
Rather yes	90	40,54	84	37,84%
Not choose	30	13,51	33	14,86%
Rather no	3	1,35	9	4,05%
Definitely no	0	0	3	1,35%
Overall	222	100,00	222	100,00

The question on the up-to date nature of the website content met with positive responses. The option "definitely yes" was chosen by 99 respondents, representing a value of 44.59% of the total participating respondents. "Rather yes" level of agreement was chosen by 90 respondents (40.54%). 30 respondents (13.51%) were not able to assess this aspect. As a next issue we examined the perceived usefulness of the website content. The option "definitely yes" was chosen by 93 respondents (41.89%) and the answer "rather yes" was chosen by 84 respondents (37.84%). Almost 15% of respondents had no clear stance on this question.

**Table 2. Image of the organization**

	N	%	Cumulative N	Cumulative %
<i>Influence of the website on the image of organization</i>				
Definitely positive	96	43,24	96	43,24%
Rather positive	96	43,24	192	86,48%
Not choose	30	13,51	222	100%
Rather negative	0	0	222	100%
Definitely negative	0	0	222	100%
Overall	222	100,00	222	100,00

One of the questions in the survey assessed the influence of the website on the image of the examined organization. 192 respondents (86.48%) assessed the impact of the website on the image of the company as "very positive" or "rather positive".

#### 4. Conclusions

The results we obtained in this stage of our research assume that the perceived up-to-date nature and usefulness of the web content of the monitored website are directly dependent on the influence of the websites on the organization's image. We assume that between the variables (up-to-date nature and image of the organization /.

usefulness and image of the organization) exists a linear trend. The statistical evaluation used Pearson correlation coefficient that examines the degree of linear dependence between variables.

The positive correlation coefficient indicates a linear relationship between the organization's image and the selected attributes of the web content. We rejected the alternative hypothesis about the lack of linear relationship between the variables. The significance was calculated at  $p = 0.000$ . The analysis showed a significant relationship between the variables at the significance level  $\alpha < 0.01$ . The values of the correlation coefficient in the light of the impact of different aspects of the web content on the perceived impact of organization's image were calculated for the variable "clarity of the content" where the correlation coefficient reached the level  $r = 0.361 / r = 0.423$ , which, according to Cohen (1988), can be interpreted as a moderate correlation between the monitored variables.

Although the results of the survey show a positive attitude towards the selected attributes of the website content, the attractiveness of the content needs to be increased and adapted to the requirements of customers. An important tool in building the reputation of the organization and also an effective element in attracting repeat visits is a blog and its regular updates related to the topic (fitness). This may result in a number of positive effects in the optimization of websites for search engines. Another positive effect of keeping a blog on the website is credibility building.

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