

WEBSITE CONTENT QUALITY IN TERMS OF PERCEIVED IMAGE OF HIGHER EDUCATION INSTITUTION

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Abstract: The main objective of the article is to clarify the importance of different types of website content found on websites of higher education institutions in relation to the image – reputation perceived by their students – customers based on the analysis. Specifically, the analysis focused on the content found in the sections Information about the study and News and events. The analysis focused on the higher education institution of economic and economic-management type that actively communicates with its existing students as well as prospective students online. The results of the analysis are based on responses from 400 respondents - 20.83 % of the total number of students studying at the selected educational institution. Based on the findings it can be concluded that the correlation coefficients found in both cases - contents of the website - were significantly low. In the case of the section "Information about the study" the analysis did not reveal a significant relationship between variables, however, in the case of the section "News events" the analysis found a positive relationship. This relationship was described using the regression equation. The results of the analysis should serve higher education institutions as a tool for better understanding of their target groups' preferences in order to optimize online reputational management activities.

Key words: website content, content management, internet marketing, image, faculty

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Introduction

It is not necessary to emphasize that the online environment of the Internet offers a wide range of promotion possibilities, possibilities for dissemination of information about products, services or brands, thus offering undeniable advantages in marketing activities of organizations and entities. Reputation building on the Internet is nowadays becoming more important since people change their communication habits and also ways they spend their leisure time or search for information. The unquestionable advantage of the Internet as a marketing tool lies also in the fact that it targets specified audience.

New and modern rules of communication ruled by the Internet have brought a new dimension into the communication between entities and their consumers – direct and effective relations (Scott, 2010). The Internet has brought opportunities for direct addressing of a narrow range of customers, which can be in terms of positive reputation building considered significant.

The main scope of the reputational management is to ensure that an entity is viewed positively and perceived as customer-oriented. Reputation is a crucial

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factor for continued success and survival of any organization. We understand it as a means to an end - win the trust of the parties involved and their continued support (Merwe et al., 2014; Carroll, 2013). Reputation represents past activities of the organization, future prospects and its overall assessment in comparison with other leading competitors (Money et al., 2010; Scullion and Collings, 2011). Good reputation of the organization plays a key role in business success. It is the core of any business, core of the success or failure and is reflected by the return on investment (Weiner, 2006; Moraru, 2012).

With regard to fierce competition, organizations are now putting an increasing emphasis on the intangible value of reputation in order to achieve their goals. Reputation of any entity affects its market position, and is affected by a decision of its stakeholders. Entities strive for good reputation by producing products and services and also by showing off their reliability and responsibility (Özturek et al., 2013; Yan, 2010; Pearce, 2010, Kot and Ślusarczyk, 2014). Communication can effectively support integrated processes of an entity. Reputation management is thus a key to creating values. Reputation management of any entity can help in achieving market success (Helm et al., 2011). Numerous authors like Fan et al. (2016), Xiao and Dong (2015), Portmann (2015), Manaman et al. (2015), Papuc et al. (2014), Nekmat et al. (2014), Smith et al. (2010), Zacharia and Maes (2000) have tackled this issue.

Following the above advantages of online environment from the perspective of marketing communication and positive reputation building it is necessary to highlight the importance of own website. Authors such as Levinson (2011), Bruck (2005) state that websites allow for communication with entity's target groups - customers, employees, potential employees, journalists, business partners and the general public. In this context it is necessary to make entities aware of the importance of this communication channel and the need for further investments in the form of time, effort and funds (El-Gohary and Eid, 2013). When creating a website, it is important to keep in mind that instead of reading them, people only browse through them looking for pieces and bits of necessary information. This is one of the reasons why the textual content of any web page must have an appropriate structure. The structure and layout of the text should be adjusted in such a way it is easily readable for the end user (Karlíček and Král 2011). Authors such as Scott (2010), Gay et al. (2011) stand for a view that a website of any entity should be rich in content. This view, however, does not exclude the relevance of the design, the importance of color palette and clear navigation. All these features make a website attractive and interesting while at the same time providing useful information for target groups. Nowadays users require websites to display their content on various platforms, whether cell phones or different types of web browsers and monitors (Tušer 2010). The importance of websites is enormous and it continues to grow (Svoboda 2009). Numerous authors like Strebe (2016), Skulmowski et al. (2016), Pollák et al. (2015), Shah et al. (2015), Al-Qeisi et al. (2014), Rahimnia and Hassanzadeh (2013), Pudło and Gavurová (2013), Thielsch

et al. (2014), Hruza et al. (2014), Sumanjeet and Minakshi (2013), Fransen & Van Rompay (2011), Otim and Grover (2006) have tackled this issue.

Methodology

Based on the above and on research carried out in this field, the aim of this article is to describe specific aspects regarding the use of a website as a factor influencing the perception of the reputation of the higher education institution among its target groups. The basic set of respondents comprised of undergraduate and graduate students (full-time and part-time study) of the Faculty of Management, Prešov. The research sample consisted of 400 answers, which represents 20.83% share of the total number of students of the Faculty. Our priority was through quotas obtain well-balanced data representing respondents in all years of study, as well as full-time and part-time study students. In relation to the stated objectives the subject of the research was the official website of the Faculty of Management, Prešov. Empirical material was obtained using questionnaire - subjective statements of surveyed respondents. With regard to further mathematical and statistical examination the questionnaire items used Lickert scale. Respondents were randomly approached before and after classes at the premises of the Faculty. Using online tools for the production and collection of data (GoogleDocs) we made a questionnaire that was sent out with the consent of the students to the available e-mail addresses. The process of data collection took place in March-April 2014. The established hypotheses were subsequently mathematically and statistically verified using the statistical program StatSoft STATISTICA and Minitab Statistical Software.

Table 1. Sex of the respondents

| Sex | (%) | Σ (N=400) | (%) | Full-time students (N=200) | (%) | Part-time students (N=200) |
|--------|-------|---------------------|-------|----------------------------------|-------|----------------------------------|
| Male | 25.25 | 101 | 30.50 | 61 | 20.00 | 40 |
| Female | 74.75 | 299 | 69.50 | 139 | 80.00 | 160 |

As stated in Table 1 the research sample for each year of study consisted of 80 respondents for each form of study. The research sample consisted of 75% women, which follows the overall gender structure of the Faculty – 74.11% women and 25.89% men.

Results

The research primarily focused on the official website of FM PU in Prešov. When analyzing the attitude of respondents towards the issue of a website as a tool for building a positive image of the University, 52.75% of respondents expressed their strong approval, 83.75% of respondents expressed overall positive opinion.

Moreover, 44% of respondents strongly agreed with the statement that the website is generally an important tool affecting the perception and assessment of a Faculty by prospective students when comparing faculties and universities. 76.75% of respondents expressed positive opinion on this issue.

When exploring the relevance of the news content on the website 32.75% of respondents said that it is very important, 41.25% of respondents said it is important to some extent. When comparing the data from part-time students, we did not find any significant differences (the difference in the interval from 0.50 to 3.50 %). Another surveyed item was information regarding the study. In this case, 46.75% of respondents considered such content to be very important, 36% of respondents said that such content was important to some extent.

Based on the above findings, it can be concluded that the respondents – students of FM Prešov show a positive attitude towards the University's website as a tool for building a positive image of the entity as well as a tool affecting the perception and assessment of faculties by prospective students when comparing different faculties.

Table 2. Assessing the reputation of FM PU in Prešov

| Image assessment | (%) | Σ (N=400) | Full-time students | | Part-time students | |
|----------------------|-------|------------------|--------------------|------------------|--------------------|------------------|
| | | | (%) | Σ (N=200) | (%) | Σ (N=200) |
| 1 – Very bad | 2.75 | 11 | 3.00 | 6 | 2.50 | 5 |
| 2 | 14.00 | 56 | 15.00 | 30 | 13.00 | 26 |
| 3 | 56.75 | 227 | 54.50 | 109 | 59.00 | 118 |
| 4 | 24.00 | 96 | 24.00 | 48 | 24.00 | 48 |
| 5 – Very good | 2.50 | 10 | 3.50 | 7 | 1.50 | 3 |

The conducted analyzes shows that in the case of reputation assessment most respondents (56.75%) expressed a neutral approach. 24% of people interviewed said the FM's reputation was good. It should be emphasized that only 2.50% of the respondents perceived FM's reputation to be very good. Almost 16.75% of the respondents perceive the FM's reputation as bad. When comparing the data from part-time students, we did not find any significant differences (the difference in the interval from 0.50 to 4.50%).

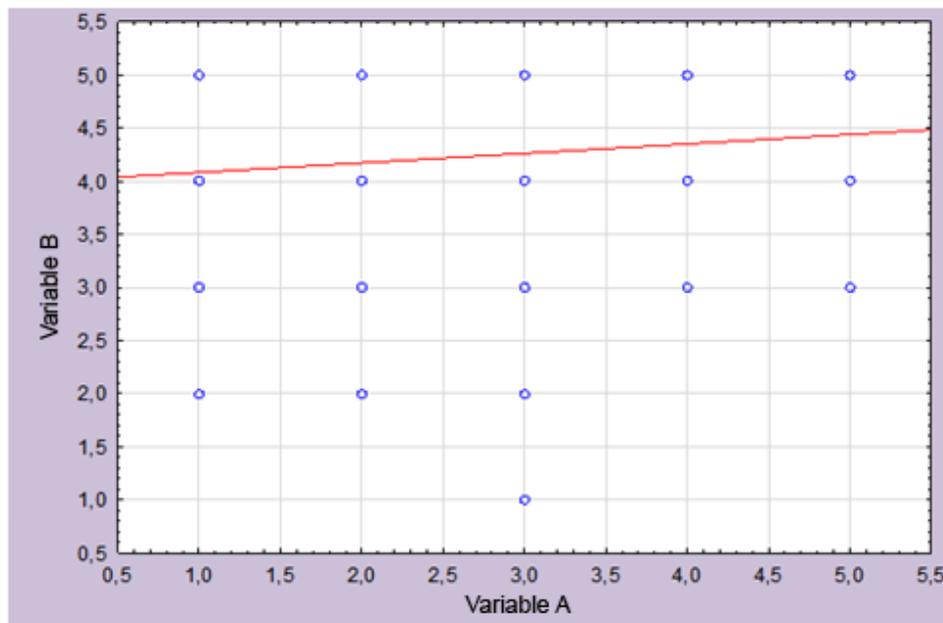
Our aim within this research was to determine whether there is statistically significant association between the assessment of the website content by FM's student and their perception of the FM's image. In order to evaluate the hypothesis we did not explicitly define the null hypothesis "no difference", since it is embedded within the alternative hypothesis (which relates to the existence of the difference") defined as follows:

H_1 : *It is assumed that the assessment of the Faculty's reputation by its students is significantly related to the perception of the significance of the website content*

(information about the study, news regarding events taking place at the Faculty) in relation to reputation building efforts of the Faculty.

To evaluate the hypothesis we used the correlation analysis (Pearson correlation coefficient). The analysis answers the question how tight is the relationship between the correlated variables. The analysis focused on the following correlations:

- The perception of the Faculty's reputation – the significance of the content (information on study) on the Faculty's website,
- The perception of the Faculty's reputation – assessing the importance of the content (news / articles regarding the life at the Faculty) on the Faculty's website.



Variable A – Perceived reputation

Variable B – the assessment of the importance of web site content – study information

Figure 1. Scatter plot: the perception of the Faculty's image – study information

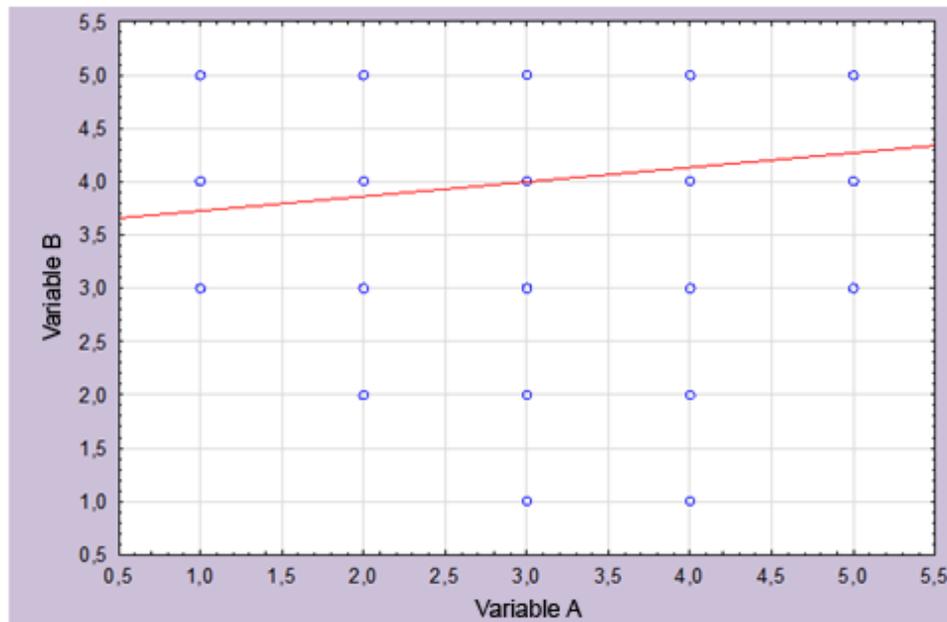
The above scatter plot assumes a positive relationship between the analyzed variables (perceived reputation of the Faculty - the significance of the content (information about the study) on the website of the Faculty). It should be emphasized that based on the scatter plot the power of the relationship can be perceived as negligible. The level of the average importance of content among respondents reached $M = 4.270$ ($\sigma = 0.808$). Strength of the relationship was verified by calculations. The results are shown in the following table.

Table 3. Pearson correlation analysis

| | AVG | STD | $r_{(X, Y)}$ | r^2 | t | p |
|------------------------|----------|----------|--------------|----------|----------|----------|
| Perceived image | 3.095000 | 0.763172 | | | | |
| Variable | 4.270000 | 0.808538 | 0.084239 | 0.007096 | 1.686556 | 0.092472 |

(N=400); Variable – the assessment of the importance of web site content – study information

As shown in Table 3 the correlation coefficient reached $r = 0.0842$ and the monitored variables showed negligible correlation. The significance reached $p = 0.092$. The analysis did not demonstrate any significant relationship between variables. In terms of positive reputation building it is to conclude that "General - formal information" is not a significant factor affecting the perception of target groups. On the other hand, however, we would like to point out that the absence or improper presentation of the same type of content on the website would, in our view, negatively affect the perception of the organization by its target groups - students as well as prospective students.



Variable A - Perceived reputation

Variable B - the assessment of the importance of web site content – Faculty news

Figure 2. Scatter plot: the perception of the Faculty’s image – Faculty news

Scatter plot regarding the second part of the studied hypothesis suggests a positive relationship between the analyzed variables (perceived image of the Faculty – the significance of content (news / articles regarding event taking place at the Faculty) on the website of the Faculty). It is already clear, however, that the strength of the

relationship can be assessed as very weak. Average importance given to the content reached $M = 4.010$ ($\sigma = 0.878$). Strength of the relationship was verified by means of calculation, the results of which are shown in the following table.

Table 4. Pearson correlation analysis

| | AVG | STD | $r_{(x,y)}$ | r^2 | t | p |
|------------------------|----------|----------|-------------|----------|----------|----------|
| Perceived image | 3.095000 | 0.763172 | | | | |
| Variable | 4.010000 | 0.878538 | 0.118197 | 0.013971 | 2.374666 | 0.018038 |

(N=400); Variable - the assessment of the importance of web site content - Faculty news

The correlation coefficient in this case reached $r = 0.118$, and we found a positive correlation between the monitored variables. The significance reached $p = 0.018$. The analysis showed a significant relationship between the variables at a significance level of $\alpha < 0.05$ (Table 4). The relationship can be described by the following regression equation:

The assessment of the importance of content (news regarding events taking place at the Faculty) for reputation building of the Faculty = 3.5889 + 0.1361 the perceived reputation of the Faculty

With regard to the above findings it is possible to conclude that "engaging and attractive" is a factor that tends to positively influence the reputation in the eyes of the target group. We emphasize the importance of the content presentation since it is, in our view, as important factor as the quality of published information.

With regard to the hypothesis H1 we can state that the correlation coefficients for the two pairs of monitored variables were significantly low. Despite the fact that the hypothesis in one of the pairs of monitored variables was confirmed, the overall evaluation did not confirm the hypothesis that the perception of the Faculty's reputation by its students/ prospective students statistically significantly correlates with the perceived significance of the Faculty's website content. It should be emphasized that the difference in average ratings of the two variables accounted for 6.48%. This implies that students perceive information related to their study and news on the Faculty's website in almost equal way.

Summary

It should be emphasized that the reputation management and associated activities are now getting into the spotlight more often as they did in the past. The reason for this is the continuous development of online technology that constantly pushes the possibilities of the online environment and reputation building of organizations forward - new forms of communication between organizations and their target groups and also the fact that one customer review/ view may influence broad mass of potential customers and the general public. Online environment can combine previously incompatible variables such as global reach and instant mass action on

the target market. These properties of the online environment are from the point of view of reputational management and marketing significant in shaping and developing a positive reputation of organizations.

Based on our findings it can be stated that the reputation of the higher education institution can be positively influenced by engaging and interesting (for the viewer) website content. In the case of the website content primarily focused on general information about the study we were unable to confirm the relationship demonstrating positive effects of this type of content on the perception of the educational institution's reputation. With regard to the management of educational institutions and based on our findings we recommend institutions to pay high attention to any content that is published on their website, specifically to the quality of information published and their relevance to the target audience. We should not forget about the actual presentation of information - the content of the website. The attention should be paid to clarity of content, easy navigation and readability of information on the website. By sticking to these principles higher education institutions will provide their target audience with quick and user-friendly information.

In this context, we would like to highlight the results of the research conducted by Al-Qeisi et al. (2014). Their results are based on a comprehensive analysis of the various factors affecting users' perception of a website and complement our partial analysis. Findings indicate that the technical, general content and appearance dimensions of a website are most important for users. These dimensions are significantly related to usage behavior directly and indirectly. The implication is that improvements to these website factors should enhance the overall evaluation of the site, leading to greater usage intentions.

In their basic essence websites serve as a communication tool used for reputation building of the organization. A website is a cornerstone of every entity's online presence, followed and upgraded by other marketing tools. Despite the fact that our hypothesis could not be confirmed, we believe that the quality of a website should be a primary priority in the process of planning any online marketing activities aimed at building a positive reputation. We stress the importance of the content of the website since it is the carrier of information about entities, their business partners and their products and services offered. Quality content of the website helps shaping positive attitudes of customers and the general public, thus significantly affecting the reputation of the entity.

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JAKOŚĆ TREŚCI WITRYNY POD WZGLĘDEM POSTRZEGANEGO WIZERUNKU INSTYTUCJI SZKOLNICTWA WYŻSZEGO

Streszczenie: Głównym celem artykułu jest wyjaśnienie znaczenia różnych rodzajów treści strony znalezionych na stronach internetowych szkół wyższych w stosunku do wizerunku - reputacji postrzeganej przez swoich studentów - klientów na podstawie analizy. W szczególności analiza skupiła się na zawartości znajdującej się w sekcji Informacje na

temat studiów i Nowościach i wydarzeniach. Analiza skoncentrowała się na instytucji szkolnictwa wyższego typu ekonomicznego i zarządzania ekonomicznego, która aktywnie komunikuje się zarówno z istniejącymi studentami, jak i przyszłymi studentami online. Wyniki analizy oparte są na odpowiedziach 400 respondentów - 20.83% ogólnej liczby studentów studiujących w wybranej placówce edukacyjnej. Na podstawie wyników można stwierdzić, że współczynniki korelacji w obu przypadkach - zawartość strony - były znacząco niskie. W przypadku sekcji "Informacje o badaniu" analiza nie wykazała istotnego związku pomiędzy zmiennymi, jednakże w przypadku sekcji "Aktualne wydarzenia" analiza wykazała pozytywną relację. Związek ten został opisany za pomocą równania regresji. Wyniki analizy powinny służyć instytucjom szkolnictwa wyższego jako narzędzie do lepszego zrozumienia preferencji grup docelowych odnośnie optymalizacji działań związanych z internetową działalnością w zakresie zarządzania reputacją.

Słowa kluczowe: zawartość strony internetowej, zarządzanie treścią, marketing internetowy, wizerunek, wydział

網站內容質量的高等教育機構感知形象方面

摘要：文章的主要目的是澄清與高等教育機構的網站上找到的圖像不同類型的網站內容的重要性 - 分析的基礎上的客戶 -

信譽深受學生察覺。具體來說，著重分析有關研究和新聞事件的部分信息中發現的內容。分析側重於經濟和經濟管理型的高等教育機構即積極與現有的學生以及未來的學生在網上溝通。分析的結果是基於從400受訪響應 -

學生在選定的教育機構學習的總次數的20.83%。基於該發現可以得出結論，在這兩種情況下，發現相關係數 - 網站的內容 -

均顯著低。在一節“有關研究資料”的情況下，分析沒有發現變量之間的關係顯著，然而，在一節“新聞事件”的分析，發現存在正相關關係的情況下。這種關係，使用回歸方程描述。分析的結果應該以優化在線聲譽管理活動服務於高等教育機構作為一種工具，以便更好地了解他們的目標群體的喜好。

關鍵詞：網站內容，內容管理，網絡營銷，形象，教師