AN ANALYSIS OF PERCEIVED TOPICALITY OF WEBSITE CONTENT INFLUENCE IN TERMS OF REPUTATION MANAGEMENT

Štefko R., Fedorko I., Bačík R., Fedorko R.[*]

Abstract: The main aim of the article is to analyse the influence of the up-to-date nature of a selected organization's website content on the perception of its image in terms of reputation management from the consumers' point of view through a research. The research intends to test the effectiveness of the impact of various elements of online marketing campaigns on the perception of organization by consumers. For this purpose we chose the company from among small and medium-sized businesses which actively engages itself in marketing campaigns in the Internet environment, and therefore it is possible to examine and evaluate the influence of these activities on the perception of the given organization. As shown by the research results, it can be assumed that the perceived up-to-date nature of the web content, regarding the chosen web pages, is directly dependent on the perceived influence of website on the image of the chosen company. Furthermore, the article aims to assess chances this issue brings to marketers and at the same time point out the main pitfalls.

Key words: website content, reputation management, organization image, E-marketing

Introduction

Reputation management is a whole new concept in marketing terminology, despite the fact that the brand building and brand protection is an important issue. Reputation management came to the fore in the case of building long-term and good relations with the public. Through good reputation management organization can ensure that it will be positively perceived by the target customers. However, many organizations do not pay enough attention to their reputation, and they also underestimate the importance of its own reputational capital. Currently, a new approach is needed to assist businesses to monitor, measure and manage their reputation and to contribute to the creation of long-term reputation of the organization (Doorley and Garcia, 2015). There are many authors who point out to the importance of reputational management, such as Shad Manaman et al. (2015); Xiao and Dong (2015); Xie et al. (2014), Bačík et al. (2014), Helm (2013); Helm and Tolsdorf (2013); Smith et al. (2010).

The majority of reputation management is centered on pushing down negative search results. Reputation management may attempt to conquer any gap between how an organization sees itself and how others view it.

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Despite the growing importance of social media, web pages still remain the main tool for online communication. They became the most significant part of marketing mix of companies and other institutions. Furthermore, they form the basic platform being referred to not only by communication tools in online environment but also, with growing frequency, by those outside the Internet (Ślusarczyk, 2015; Dima et al., 2014; Ferencová et al., 2014; Karlíček and Král, 2011; Smarandache and Vlăduțescu, 2014). The key of success for creating a proper communication mix in online environment is, according to Přikrylova (2010) interactive relationship with target groups, which can be significantly supported by the website itself. The fact that customers control the whole transaction by selecting and examining the content, time and channel of communication, confirms that only interactive strategy can bring utmost communication and thus also marketing benefit for organizations.

Through their website, organizations present themselves to the whole world, they build their brand-name, provide information about products and services, sell their products and services, provide support and customer service, or they can function as a means of gaining information from customers (Downes, 2011). Websites are often a place of the first contact between a company and its customers. Understanding the process how websites of organizations gain trust of anonymous customers and, at the end, influences their buying behaviour, is of a vital importance for eBusiness (Gregg, 2010). Botha (2007) adds that the organization website must fulfil needs of various target groups, such as customers, business partners or media. The importance of websites for their users is now of high importance that constantly grows (Svoboda, 2009).

Web presentations of organizations directed at external audience have become a common tool for company marketing communication, which is not only used to inform current and potential customers and other interest groups, but also allows for relations with various target groups to be established and creates environment for bipartite communication (Voinea et al., 2015; Přikrylová and Jahodová, 2010). We identify with the opinion of authors Karlíček and Král (2011), who state that what is important in creation of websites is the fact that instead of reading them, people only browse them, looking for pieces of necessary information. This is one of the reasons why the textual content of any web pages must have appropriate structure with sufficient amount of key words, citations, titles and the like. Structure, range and layout of the text should be adjusted in such a way the final text is easily readable for the end user. We can find many authors dealing with these issues, such as Durkasree and Ramesh (2011); Flavián et al. (2009); Lin (2007); Otim and Grover (2006); Štefko et al. (2015).

Development and permanent progress in technology related to the Internet has led to radical changes in fundaments concerning interaction in B2B (Business to Business) and B2C (Business to Consumer) markets (Parasuraman and Zinkhan, 2002). Marketing communication is a component of company communication concerned with sales support which laso has to be in accordance with goals

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of company communication in order to create a unified image. According to Jakubíková (2008), marketing communication can be divided into:

− thematic communication (above the line) – product and brand information;
− communication focused on image – improvement of relationships with target group and brand reinforcement.

Online communication is nowadays closely related to other disciplines of communication mix, which is, according to Karlíček and Král (2011), represented by the range of its functions. Through Internet communication it is possible, among other things, to create new product categories, increase product and brand awareness, support positive image and brand reputation, or communicate with stakeholders. Marketing communication on the Internet is characterized by various significantly positive features - precise targeting, personalization, interactivity, efficiency of multimedia content, measuring effectiveness and, mainly, low cost. It can be stated that it generally represents the simple method of providing target groups with information they need. Web pages can contain basic, as well as more detailed information, various updates, electronic documents, and can even provide direct communication with client via online chat. Organizations therefore have an opportunity to easily answer questions of clients and public (Štefko et al., 2015b; Foret, 2011). We can find many authors concentrate on these issues, such as Rahimnia and Hassanzadeh (2013); Shah et al. (2015); Kim et al. (2012).

Methodology

The aim of the article is to analyse the influence of the up-to-date nature of a selected organization's website content on the perception of its image from the consumers' point of view through a research. The research intends to test the effectiveness of the impact of various elements of online marketing campaigns on the perception of organization by consumers. For this purpose we chose the company from among small and medium-sized businesses which actively engages itself in marketing campaigns in the Internet environment, and therefore it is possible to examine and evaluate the influence of these activities on the perception of the given organization.

For the purposes of the research part of this analysis we are focusing on the company with headquarters in Slovak republic and on the selected Internet marketing tools, which are used by the company in question for its marketing strategy in the online environment.

Based on the scope of the studied issue, it can be assumed that the perceived up-to-date nature of the web content of the examined websites is directly dependent on the perceived influence of a website on the image of the examined company. We further assume that there is a linear trend between the two independent variables. The following research hypothesis was formed after determining the research aim:

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H1. We assume that there is a linear relationship between the influence of the website on the organization's image and up-to-date nature of the web content.

To acquire data needed for the purposes of the questionnaire survey we used the exploratory method. This method collects data through subjective responses of participants, who, in this case, were represented by visitors of internet pages of the selected company. Data from the electronic questionnaire were collected in November 2014. A link to the electronic questionnaire was shared on the website of the selected company and posted on the Facebook page of the company. The overall reach of the post shared on the Facebook page was supported by a short-term advertisement campaign, which included the link to the given post and a request to fill out the electronic questionnaire. After data collection was finished, selection, coding and subsequent evaluation of collected answers began. For the purposes of quantitative research we carefully observed the primary file which consisted of visitors of the selected subject and visitors of the examined website, as well as subscribers of the examined Facebook page. The research sample consists of answers collected from 222 respondents. Pearson's correlation coefficient was used for statistical evaluation. The said coefficient examines the degree of linear dependence between individual variables.

Based on the results that are presented in the table below, it can be seen that there is a slightly higher representation of women (N=123; 55.41%), as compared to male representation (N=99; 44.59%). It can be stated that the structure of the target group corresponds with actual long-term composition of the examined fitness centre clientele. Proportions of individual genders found in the conducted research correspond with actual gender rates received from the Facebook page and the website.

Table 1. Respondent representation based on age

	N	CF	RF	CRF
less than 18 years	18	18	8.11 %	8.11 %
19 – 29 years	144	162	64.86 %	72.97 %
30 – 39 years	42	204	18.92 %	91.89 %
40 – 49 years	12	216	5.41 %	97.30 %
more than 50 years	6	222	2.70 %	100.00 %
SUM	222	222	100.00 %	100.00 %

The majority of the research sample consisted of respondents between the ages 19 and 29 (N=144; 64.86%). Respondents under 18 years represented 8.11% (N=18) of the target group. The second largest group consisted of people from 30 to 39 years, which included 42 respondents, represented 18.92% of respondents. Considering the character of the research, where the research sample is formed by active visitors and those who are interested in fitness centre, lower rates of people

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belonging to age groups from 40 to 49 (N=12; 5.41%) and over 50 (N=6; 2.70%) could be assumed. Age structure of the research participants is correspondent with the age structure of website users considering both, the Facebook page and the web page of the examined organization. This conclusion was drawn based on the data acquired from the online analytical tool, Google Analytics.

Results

The research question regarding the examined website of the studied subject examined the perception of the web page content from the viewpoint of its up-to-date nature. The up-to-date nature of the content met to a large extent with positive evaluation from respondents. On the question whether the website is easily understandable 108 respondents (48.65%) responded by selecting "definitely, while 87 respondents (39.19%) stated in their answers that the website was "rather" understandable. "Do not know" approach was selected by 10.81% of respondents (N=24). It is possible to interpret this data in such a way that the website of the examined company and its content (navigation, texts, structure of website etc.) is sufficiently comprehensible for its visitors.

Table 2. Impact of website on the company's image

	N	CF	RF	CRF
Strongly positive	96	96	43.24 %	43.24 %
Rather positive	96	192	43.24 %	86.48 %
Do not know	30	222	13.51 %	100.00 %
Rather negative	0	222	0.00 %	100.00 %
Strongly negative	0	222	0.00 %	100.00 %
SUM	222	222	100.00%	100.00 %

One of the questions in the questionnaire aimed to determine the extent of the web page impact on the perceived image of the examined organization. 192 respondents (86.48 %) of the research sample stated that they rate the impact of the website on the image of the company as 'strongly positive', or 'rather positive'.

Table 3 Website content up-to-date nature

	N	CF	RF	CRF
Strongly agree	99	99	44.59 %	44.59 %
Agree	90	189	40.54 %	85.13 %
Do not know	30	219	13.51 %	98.64 %
Disagree	3	222	1.35 %	100.00 %
Strongly disagree	0	222	100.00 %	100.00 %
SUM	222	222	100.00 %	100.00 %

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The question considering up-to-date nature of the content on the examined website also met with positive reactions. The answer "strongly agree" was selected by total of 99 respondents, which represents 44.59% of the overall number of participants. "Agree", which is the second highest possible evaluation of the content's up-to-date nature, was selected by the total of 90 respondents (40.54%). This aspect of the website was not evaluated by 30 respondents who selected the option "Do not know" (13.51%).

Furthermore, the questionnaire contained the question examining the perception of the given web page content, judging from the point of view of its comprehensibility. The comprehensibility of the content met to a large extent with positive evaluation from respondents. 108 respondents (48.65%) stated the response "Strongly agree" when judging the comprehensibility of the website, while 87 respondents (39.19%) chose the response "agree". 10.81% of respondents (N=24) stated they "did not know". It is possible to interpret this data in such a way that the website of the examined company and its content (navigation, texts, structure of website etc.) is sufficiently comprehensible for its visitors.

Based on the results acquired in this part of the research, it can be assumed that the perceived up-to-date nature of the website content of the examined company is directly dependent on the perceived influence of the website on the company's image. Moreover, it can be also assumed that there is a linear trend between the two variables (up-to-date nature and company image).

The results of correlation analysis establish that the positive rates of the correlation coefficients indicate linear dependence between the regarded image of the studied subject and content up-to-date nature. Therefore we refused the alternative hypothesis which suggests a non-existence of this linear relationship between the two variables. The significance was calculated at $p=0.000$. The analysis demonstrated substantial relationship between the variables on the significance level $a<0.01$. The value of the correlation coefficient of the dependent variable, i.e. the influence of the website content up-to-date nature on the company image reached the value $r=0.361$. This can be interpreted as the medium correlation between the two independent variables.

Summary

Web pages can be considered as being the basic and the most important tool of e-marketing in terms of reputation management, interlocking all the other tools. It is necessary for organizations to realize the importance of this communication channel, and invest as much time, funds and effort as possible. The goal of other e-marketing tools is to bring target groups to the company website, thus increasing its visit rate.

Despite the fact that positive evaluations prevail in the research results regarding the up-to-date nature or comprehensibility of the website content of the examined subject, it is essential to constantly improve the attractiveness and overall quality of the content. Furthermore, it is necessary to adapt these aspects to demands

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of target groups. When using e-marketing tools in terms of reputation management, organizations should at all times follow the principles, such as the customer orientation, offering the highest quality and constant innovation of their communication channels. A great deal of attention should be paid to the quality content, since the content in online environment shapes public opinion, thus directly influencing the company image.

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ANALIZA POSTRZEGANEJ AKTUALNOŚCI WPŁYWU ZAWARTOŚCI STRONY INTERNETOWEJ POD WZGLĘDEM ZARZĄDZANIA REPUTACJĄ

Streszczenie: Głównym celem artykułu jest analiza wpływu nowoczesnego charakteru zawartości strony internetowej wybranej organizacji na postrzeganie jej wizerunku w zakresie zarządzania reputacją z punktu widzenia konsumentów za pośrednictwem badań. Badanie ma na celu sprawdzenie efektywności wpływu różnych elementów kampanii marketingowych online na postrzeganie organizacji przez konsumentów. W tym celu spośród małych i średnich przedsiębiorstw wybraliśmy firmę, która aktywnie angażuje się w kampanie marketingowe w środowisku internetowym, a więc jest możliwe zbadanie i ocena wpływu tych działań na postrzeganie danej organizacji. Jak przedstawiono w wynikach badań, można założyć, że postrzegany nowoczesny charakter treści internetowej, w odniesieniu do wybranych stron, jest bezpośrednio zależny od postrzeganego wpływu strony internetowej na wizerunek wybranego przedsiębiorstwa. Ponadto artykuł ma na celu ocenić szanse, jakie kwestia ta przynosi marketingowcom i jednocześnie podkreślić główne pułapki.

Słowa kluczowe: zawartość strony internetowej, zarządzanie reputacją, wizerunek organizacji, E-marketing

網站內容的影響感知時事的條款聲譽管理分析

摘要：本文的主要目的是，通過研究分析了對自身形象的感知所選擇的組織的網站內容了最新自然從消費者的角度來看，聲譽管理方面的影響。這項研究旨在測試的在線營銷活動對組織的感知到消費者的各種元素的影響效果。為此，我們選擇了從公司在小型和中型企業其中積極從事自己在市場營銷活動中的互聯網環境，因此它是可能的審查和評價這些活動對特定組織的看法的影響。如由研究的結果，可以假設這的web內容的感知上的最新性質，關於所選擇的網頁，是直接依賴於網站的公司選擇的圖像上的感知影響。此外，本文的目的是評估可能性，這一問題帶來的營銷，並在同一時間點出主要缺陷。

關鍵詞：網站的內容。聲譽管理。組織的形象。網絡營銷