

Content Analysis of KSE Pakistan – 100 Index Companies Websites: A Marketing Perspective

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Abstract

In this study, content analysis of Karachi Stock Exchange (KSE) Pakistan 100 indexed companies is carried out to identify the mix of promotional activities on their web sites. This content analysis of Web sites utilized many categories representing a range of marketing communications, including: communicating product, pricing and dealer/retail location information, advertisements, sales promotion, direct marketing, basic company information, corporate social responsibility and public relations. The study identified difference between and among industries based on ANOVA. The results revealed considerable variability in how members of the KSE 100 indexed companies used their Web sites. The Web sites ranged from very simple ones that focused on basic company information, such as company history, to quite complex Web sites that incorporated a mix of promotional elements, such as press releases, advertisements, games, free gifts and pricing information.

Keywords: Content Analysis, websites, KSE, Pakistan, marketing communication

Introduction

Effective and efficient communication is a fundamental requirement of every organization for its success. Such communications provide support to the customers and help marketers to build a desired image of their brands in the minds of their customers which eventually make the customers feel good about the brand (Azzone & Noci, 2001).

In the physical market place, organizations use multiple channels for communicating effectively with their customers and stakeholders such as print, broadcasts, coupons, displays, trade shows, press release, sponsorships, telemarketing and magazines (Kotler and Armstrong, 2012). However, advances in communications technologies have opened up new avenues for effective communication for the marketers (Kotler and Armstrong, 2012). Marketer has many tools at his disposal for generating awareness and supporting the selling effort. They use these electronic channels to create value for their customers. Communicating the value of products and services is important as it focuses on how they will benefit the customers (Flavián et al., 2006). Although, the business use of internet is being discussed generally in the context of e-business activities such as business intelligence, business processes and collaborative technologies; however, the marketing communication is one of the major uses of internet and it has been found that highest use of internet in business is for marketing communication (Baloglu and Pekcan, 2006). Communication through Internet is multi-directional and more and more websites today offer online services to their customers (Azzone & Noci, 2001).

A firm's website is the primary channel of communication with its stakeholders. A firm's website is the key to influence customer's perception positively which ultimately leads them to develop favorable brand attitude and helps them for the brand selection (Casalo, Flavian, & Guinaliu, 2007). A website is not only the main hub for promoting products and services but also a main source of generating revenues (Wen-ChihChiou, 2010; Baloglu and Pekcan, 2006). The websites with the highest quality of contents produced highest business performance (Lee and Kozar, 2006). Organizations focus a lot while designing and managing their websites because website quality impacts directly and positively on customer satisfaction which ultimately stimulates the purchase intentions of the customers (Bai et al., 2008). When planning their strategy for online marketing through websites, the marketers aim to dialogue with their customers by facilitating active interaction through effective coordination of content, timing and delivery of the products or services (Teo, 2005). Clarity and appearance of their online messages conveyed through websites expresses the benefits of their brand and help them to enhance the instant product recognition (Rosen and Purinton, 2004).

Therefore, integration of website components with its contents that drives the customer to the organizational objective is the real challenge. Websites with help of attractive graphics, mass customization and interactive capabilities can engage and influence the customers on one hand and can be proven as competitive advantage for that company on the other hand (Rosen and Purinton, 2004). Engaging visitor or customer with the interactive capabilities of the website can leverage lots of benefits including improving 'know your customers' (KYCs), influencing the behaviors of the customers and customizing information products with the needs of the particular customer (Scaglione et al., 2009).

Various researches have been done earlier to conduct the content analysis of the corporate firms' websites as well as to measure the quality of website contents (Perry and Bodkin, 2000; Perry and Bodkin, 2002; Kim and Niehm, 2009; Lee and Kozar, 2006). Some of the researches were sector specific such as hotel or air line industry (Baloglua and Pekcan, 2006; Lepp et al., 2011; Schmidt et al., 2008; Tsai et al., 2011). However, all these researches focused on

countries having strong economies like America, Singapore, China, and Turkey. However, no such study has been conducted in less developed countries such as Pakistan. So, in this research, we aim to fill this gap and do the marketing related content analysis of websites of Karachi Stock Exchange (KSE) 100 index Pakistani companies. The research questions of this study are (Perry & Bodkin, 2000):

- Do KSE 100 index Pakistani companies' web sites reflect the variety of marketing communications activities that are used in the physical market place?
- What are the dominant and rarely used marketing communications on KSE 100 index Pakistani companies' Web sites?
- Do Pakistani industries differ in their use of Website marketing communications?

Literature Review

Marketing Communications Mix

All communications must be planned and blended into carefully integrated programs. The promotion mix is the marketer's bag of tools for communicating with customers and other stakeholders. To deliver a clear and compelling message, each tool must be carefully coordinated under the concept of integrated marketing communications. Marketing communication is the blend of advertising, public relations, personal selling, sales promotion and direct marketing. These are the tools which company uses to persuade their customers by delivering value and building customer relationships. Marketer needs to understand the characteristics associated with these elements (Kotler and Armstrong, 2012).

Advertising

Advertising is the quickest way to reach the geographically dispersed buyers at low cost per exposure. As the advertising is of public nature, consumers take the advertised product as more legitimate. Advertising allows the company to dramatize its offerings through crafty use of visuals, print, sound and color. On the one hand, advertising helps to build apt image for a product and on the other side it helps to trigger quick sales (Kotler and Armstrong, 2012).

Online advertisements that include banner ads, text ads, interstitial ads, pop-up ads, and HTML ads exist as the dominant media that companies use to market their products and services via the Internet. The effectiveness of online advertisements has the primary goal of enticing customers to buy products and services., The effectiveness of a television or newspaper advertisement can be measured through viewer or reader reactions (Chen and Wells, 1999) but in a process of measuring website effectiveness, the customers are the main participants (Law et al., 2010). Using such methods, advertisers and marketers can study consumer reactions and how these reactions influence buying preferences (Hwang et al., 2011). One relatively recent form of web marketing allows web users to choose which advertisement to be exposed to. Individuals are typically exposed to multiple advertisements when using the websites such as

hulu.com. In comparison to past forms of marketing within the web or traditional media (e.g. television, radio, etc.), advertisement choice allows users to selectively expose themselves to persuasive material (Eagly and Chaiken, 2005; Hart et al., 2009; Jonas et al., 2001). This form of dynamic marketing is strikingly different from traditional forms of marketing which use a one size fits all approach or tries to predict interest in an advertisement using various factors (e.g. age demographics) (Nettelhorst and Brannon, 2012).

No matter which particular forms of web advertisement are employed, the principal objectives of web advertisements are to get the customers to visit online shopping mall sites, and to keep them at the websites as long as possible, such that they stay over the sites due to the generation of their “stickiness” to the website (Kim et al., 2010).

Personal Selling

Personal selling helps to build buyers preferences, convictions and actions. It facilitates the personal interaction between two parties, the marketer and the consumer. Hence, each of the two parties can observe the needs and characteristics of each other and make quick adjustments accordingly (Kotler and Armstrong, 2012).

Personal selling has a singular objective of increasing sales. It involves face-to-face communication between the sales person and prospective consumer. In this new technological era, the personal selling has dramatically changed. Initially it was considered that internet would circumvent the human factor but it has proved wrong as more and more online consumers demand superfluous customer services now a days (Anderson, 1996). The high traffic of the consumers on the websites making it a mountainous task to convert them into sales leads. The capable trained Live Sales Agents make it easy through live chat with personalized greetings and messages. The live chat operator can explain the displayed product, its functionality, how and when to use it and can even add the personal trust element by connecting on a human level (Flavián et al., 2006). Thus, personal selling is best utilized by companies which sell services or products requiring display, explanation or personal trust (Grewal et al., 2002).

Sales Promotion

Sales promotions include wide variety of tools such as discounts, premiums, contests, coupons and many others. All of them have many unique qualities. They not only offer strong incentive to purchase but also can be used to dramatize product offers. Sales promotions help marketer to draw consumer attention, boost sagging sales, invite and reward quick responses. When advertising convinces consumer to buy the product, sales promotion convince them to buy it now (Kotler and Armstrong, 2012).

Organizations generally adopt different methods of sales promotion using their websites. Such techniques include specific brochures of product and services on website as well as general promotions such as different offers, gifts, new packages and coupons (Perry and Bodkin,

2000).The promotional means such coupons, gifts and cash rebates can be included in the content of the website to provide incentive to the customers (Tsai, Chou & Leo, 2011).

After the invention of World Wide Web, websites has facilitated the organizations to promote the brand values, reduce printing costs, attract and qualify prospects and leads, and foster customer loyalty. Sites can also expand the customer database, provide customer service, and showcase and sell products (Hollensen, 2010). For example, a company may introduce discounts to its customers using its website (Bhatt and Emdad, 2001). With airlines, special travel packages or discounted packages are offered to attract the Internet users' attention.

Public Relations

Public relation is very believable way to communicate positively with the consumers as compared to advertisement because the message gets to buyers as news rather than as a sales directed communication. It includes news stories, features, sponsorship and events (Kotler and Armstrong, 2012). PR is very influential as it can also reach many prospects who generally avoid sales people and advertisements. A well thought out PR strategy and campaign used with other promotion mix elements can be very effective as well as economical. Previous works have shown the importance of the Internet and of corporate websites as tools for public relations (Hill and White, 2000; Kent et al., 2003; Kent and Taylor, 1998; White and Raman, 2000), and also the growing importance of corporate websites for communicating organizational responsibilities (Esrock and Leichy, 2000). Organizations use their web sites for creating and managing public relations such as electronic press release, newsletters, news & events and careers etc. Besides these, financials information, annual reports and shareholders information are also displayed on the websites of the organization for creating public relations and attracting them towards the company website. Public relations are the second largest category of the overall contents available on the websites for marketing communication purposes (Perry and Bodkin, 2000).

Research shows that there is a large group of enterprises (nearly 70%) that have a section dedicated to PR, and that section is usually situated mainly on the homepage of the websites (almost 80%) (Capriotti and Moreno, 2007; Nettelhorst and Brannon, 2012).For smaller organizations, such as activists or nonprofit organizations, websites play a primary role as main resources for communicating with, and responding to, key stakeholders (Jun, 2011; Kent et al., 2003)

Direct Marketing

There are many forms of direct marketing such as direct mail and catalogs, online marketing, telephone marketing, and others. Direct marketing involves less number of people; it is directed to a specific person (Kotler and Armstrong, 2012). Direct marketing is an immediate and customized way to promote the product and services. Messages are tailored to appeal to specific consumers. In addition to this, the direct marketing is interactive in nature which

facilitates an active dialogue between the marketing team and the consumers. Thus it helps to build one to one customer relationship by adopting highly targeted marketing efforts.

By the introduction of World Wide Web, direct marketing became possible by using the company website. Now, organizations create & maintain the accounts of their customers to offer them services virtually (Liao et al., 2011). Such as banks and financial institution offer internet banking services to their clients. Direct marketing contents displayed on the websites include catalogs, apply for an account and sign in facility.

Research Methodology

Instrument Development

Previous studies have used contents analysis of websites to examine the level of interactivity within the websites of organization (Ghose and Dou, 1998). Similarly, Perry & Bodkin (2000) also conducted content analysis of firms to measure the variety of marketing communications activities using websites. They used a list of contents to measure the variety of marketing communications of organizations through websites. Hence, for developing a coding sheet, first, we consulted that list. Then for checking the authenticity of the list in the context of Pakistan, we undergo for a pilot study of 20 KSE listed companies websites. The coding sheet was then finally reviewed by five website designers engaged in development of website in Pakistan. As a result, a final list containing 52 components was prepared to be used in the analysis of websites of the sampled organization.

Sample

The sample consists of 100 websites of the firms listed and included in Karachi Stock Exchange 100-index. The reason for selecting KSE -100 index organizations as a sample is that these organizations represent 86% market capitalization of the largest stock exchange of the country (KSE, 2012). Four of the hundred KSE- 100 index selected companies do not have their own websites, thus they were excluded for further analyses. For better data analysis thirty six sectors of KSE were merged into ten broad categories on the basis of similarities among sectors (See Table 1).

Table I: Merging of KSE Sectors List

Sr. #	Sectors divided by KSE	No. of Companies under each sector	Sectors merged in the current study	N
1	Chemicals	11	Chemicals	11
2	Oil & Gas	10	Oil & Gas	10
3	Non Life Insurance	6	Life & Non Life	07

4	Life Insurance	1	Insurance			
5	Banks	15	Banks and Financial Services	18		
6	Financial Services	1				
7	Equity Investment Instrument	1				
8	Real Estate Investment & Service	1				
9	Food Producers	7	Consumer Products	16		
10	Beverages	1				
11	Household Goods	1				
12	Personal Goods	5				
13	Tobacco	2				
14	Industrial Metals & Mining	1			Mining & Construction Material	06
15	Construction & Materials	5				
16	Fixed Line Telecommunication	1	Utilities	08		
17	Electricity	5				
18	Gas Water & Multi Utilities	2				
19	Electronic & Electrical Equipment	1				
20	Industrial Engineering	2	Heavy Industry	12		
21	Industrial Transportation	1				
22	Automobile & Parts	3				
23	General Industries	5				
24	Forestry & Paper	1				
25	Health Care Equipment & Service	1			Others	07
26	Pharmaceutical & Bio Tech	2				
27	Software & Computer Services	1				
28	Technology Hardware & Equipment	1				
29	Media	1				
30	Leisure Goods	1	Leisure Product	05		
31	Travel & Leisure	3				
32	Support Services	1				
33	Bond	0				
34	Future Contracts	0				
35	Non Equity Investment Instruments	0				
36	Stock Index Future Contract	0				
Total		100		100		

Results

The results of the study have been discussed in three parts. The first part presents the overall Web site characteristics, whereas second part shows the statistics relating to website marketing

communication components' categories. Finally, in the third part, ANOVA result has been discussed for evaluating websites content across different industry classifications.

Overall Web site characteristics

We examined a total of 4992 components of 96 companies (52 components per company). The findings indicate that the 96 companies are utilizing 44.1 per cent of the total components initially identified (2203 out of 4992 components). Whereas, remaining 55.9% of the contents are not utilized. Of these 4992 components, approximately 67.23 % of the total components were accounted for by four categories: 1. *advertising/company-specific*, 2. *public relations*, 3. *Customer Relationship Management*, and 4. *Web site/Images*. The remaining 22.67 % of the components were accounted for the remaining six categories i.e. Advertising/product, Direct marketing, Web site/interactive-customized, Web site/issues, Corporate Social Responsibility and Sales promotion.

Table II: Total Components within Categories

	Yes (N)	No (N)	Yes Percent of Total
Advertising/company-specific			
<i>Logo</i>	93	3	13.90
<i>About us</i>	87	9	13.00
<i>Careers</i>	76	20	11.36
<i>Management team</i>	70	26	10.46
<i>Google Maps</i>	61	35	9.12
<i>Vision Mission</i>	60	36	8.97
<i>Company Profile</i>	59	37	8.82
<i>History</i>	42	54	6.28
<i>Slogan</i>	41	55	6.13
<i>Achievements</i>	37	59	5.53
<i>Certifications</i>	21	75	3.14
<i>Future plan</i>	13	83	1.94
<i>Members</i>	9	87	1.35
Total	669	579	100.00
Advertising/product			
<i>Picture of Products</i>	65	31	36.11
<i>Branch locator</i>	32	64	17.78
<i>Quality</i>	29	67	16.11
<i>Brands</i>	28	68	15.56

<i>Prices</i>	26	70	14.44
Total	180	300	100.00
Direct marketing			
<i>Catalogs</i>	70	26	44.03
<i>Category</i>	64	32	40.25
<i>Create Account</i>	25	71	15.72
Total	159	129	100.00
CRM			
<i>Contact us</i>	85	11	30.47
<i>Market Segment</i>	52	44	18.64
<i>Downloads</i>	32	64	11.47
<i>Customer Service</i>	24	72	8.60
<i>Links to Other site</i>	21	75	7.53
<i>FAQ</i>	17	79	6.09
<i>Complaint</i>	16	80	5.73
<i>Help</i>	14	82	5.02
<i>Link to Youtube</i>	9	87	3.23
<i>Directory</i>	8	88	2.87
<i>Google translate</i>	1	95	0.36
Total	279	777	100.00
Corporate Social Responsibility			
<i>CSR</i>	49	47	65.33
<i>Health & safety</i>	26	70	34.67
Total	75	117	100.00
Sales promotion			
<i>Brochure</i>	26	70	72.22
<i>General Promotions</i>	10	86	27.78
Total	36	156	100.00
Web site/images			
<i>Banners</i>	67	29	32.68
<i>Pictures of Processes</i>	54	42	26.34
<i>Gallery</i>	39	57	19.02
<i>Image Slider</i>	45	51	21.95
Total	205	179	100.00
Web site/interactive-customized			
<i>Search</i>	73	23	47.71
<i>Sitemap</i>	65	31	42.48
<i>Links to Social Networking sites</i>	15	81	9.80
Total	153	135	100.00

Web site/issues			
<i>Copyright</i>	61	35	51.26
<i>Terms & Conditions</i>	31	65	26.05
<i>Privacy Policy</i>	27	69	22.69
Total	119	169	100.00
Public relations			
<i>Annual reports</i>	93	3	28.35
<i>Financials</i>	85	11	25.91
<i>News Events</i>	69	27	21.04
<i>Newsletter</i>	32	64	9.76
<i>Press release</i>	25	71	7.62
<i>Disclaimer</i>	24	72	7.32
Total	328	248	100.00
Grand Total	2203	2789	

Component Categories

Table III presents the results and detailed analysis of all of the ten combined component categories.

Table III: Number of Categories present in sample firms

	Yes (N)	No (N)	Yes Percentage of Total
Advertising/company-specific	669	579	30.37
Public relations	328	248	14.89
Customer Relationship Management	279	777	12.66
Web site/images	205	179	9.31
Advertising/product	180	300	8.17
Direct marketing	159	129	7.22
Web site/interactive-customized	153	135	6.95
Web site/issues	119	169	5.40
Corporate Social Responsibility	75	117	3.40
Sales promotion	36	156	1.63
	2203	2789	

Advertising company specific: This category includes thirteen components out of total fifty two components discussed in the study. This category account for approximately 30.37 % of total components identified and measured. Within this category, the four components (logos, about

us, careers and management team) are included and displayed on the websites. These four components account for 48% of the total components of the category.

Public Relations: Of the total fifty two components, this category includes six components and accounts for 14.89 % of the total number of Web site components displayed. Within this category, three components (financials, annual reports and news & events) account for approximately 75% of the total components identified in this category. Other elements included in this category such as newsletters press release and disclaimer are also found on the websites of the selected organizations.

Customer Relationship Management: Customer relationship management includes items that are necessary for managing and retaining customer relations such as contact us, customer services, frequently asked questions etc. This category also includes eleven elements that account for 12.66% of the total used components by the organization. Within the category, contact us, market segment and downloads are the most likely used components and account for approximately 60% of the total contents of the category.

Web site/images: This category includes four contents as banners, pictures of processes, gallery and image slider. This category accounts for 9.31% of the overall contents displayed by the organization on their website. Analysis within the category reveals that banners and pictures of processes (Plant & Equipment) are frequently used elements displayed by the organizations on their website and these two elements accounts for approximately 59.04% of the total elements within the category.

Advertising of product: This category is used to advertise the products and services of the organizations and includes contents as pictures of products, brands, prices as well as branch locator (nearest dealer) etc. Within the category, analysis reveals the fact that the pictures of products and services are the most widely used component in this category which accounts for 36.11% of the total elements of the category. However, this category as a whole contributes 8.17% of the overall 4992 contents measured in the study.

Direct marketing: This category displays the contents concerned with sale of product and services directly to their customers using websites. Direct marketing includes contents such as catalogs, product categories, and creation of customer accounts and their login. This category accounts for 7.22% of the total contents measured in the study. Catalogue is the most frequently used content within the category which accounts for 44.03% of the total elements within the category.

Web site/interactive-customized: This category includes contents such as search, sitemap and links to social networking site (facebook, tweeter, linkedIn). This category accounts for 6.95% of the total contents measured in the study. Searching the website is the most widely used content under this category which accounts for approximately 47.71% of the contents. After this, the site maps are the second most frequent content which account for 42.48% of the contents usage within the category.

Web site/issues: Copyright, terms & conditions and privacy policy are the contents combined in this category. It accounts for 5.4% elements of the whole contents measured in the study. However, analysis shows that copyrights are the most frequently used component displayed by the organizations on their website.

Corporate Social Responsibility: Corporate Social Responsibility is the most emerging content displayed by the organizations on their website. It includes only two components such as health & Safety and corporate social responsibility. This category accounts for 3.4% of the total 4992 elements.

Sales promotion: The final category under this study is sale promotion which accounts for only 1.63% of the total contents of the study. It includes two elements such as brochures and general promotion on their website. Brochures are the most frequently used content under this category that accounts for 72.22% of the contents within the category.

Industry Classification Differences

An analysis of variance (ANOVA) was performed to look at the impact of the categories of website contents across industrial sectors of Pakistan listed at KSE 100 index. Based on market capitalization, A total of 36 different sectors were identified by KSE Pakistan. However, KSE include only 32 sectors while making inclusion of the organization based on market capitalization and excludes four sectors because these sectors belongs to open market fund. However, for better data analysis, some of the sectors were merged based on the similarities among the sectors. The results of ANOVA indicate that the company specific advertising, direct marketing, CRM, corporate social responsibility, sales promotion, website image usage, interactivity and public relations were the categories that significantly differ among the sectors (i.e. $p=0.001$, $p=0.031$, $p=0.009$, $p=0.000$, $p=0.000$, $p=0.000$, $p=0.038$, $p=0.011$ respectively). Whereas in the categories of product specific advertisement and website issue didn't show any significant differences across all of the sectors merged and grouped in the study ($p=0.151$ and $p=0.097$) respectively.

The results reveal that, companies classified as oil and gas and Chemicals were the most likely to utilize company specific advertising as compared to other sector. In addition, companies classified as Banks and Financial services were most likely to utilize direct marketing in comparison with other sector. Similarly, talking about Customer Relationship Management category, Banks & Financial and Utilities sectors were utilizing most of the components of CRM and have the highest Mean value comparing with others, while analyzing the Corporate Social Responsibility, companies classified as Oil & Gas and Chemical were utilizing most of the contents of the category. Similarly, companies classified as Leisure product and Consumer Food Products were displaying more contents of sales promotion as compared to other sectors. Finally, organizations grouped into utilities sector were concentrating more than other sectors in the category of Public Relations.

Table IV: ANOVA Results For Categories (Means)

Sectors Categories (N)	1	2	3	4	5	6	7	8	9	10
Utilities (8)	1.54	1.20	1.29	1.38	1.64	1.00	1.81	1.52	1.24	1.81
Life & Non Life Insurance (7)	1.57	1.31	1.43	1.26	1.29	1.07	1.43	1.71	1.43	1.74
Chemicals (11)	1.59	1.29	1.48	1.23	1.68	1.00	1.73	1.45	1.33	1.67
Oil & Gas (10)	1.69	1.40	1.50	1.23	1.80	1.00	1.67	1.72	1.57	1.62
Banks & Financial Services (18)	1.51	1.48	1.76	1.38	1.11	1.00	1.35	1.61	1.46	1.60
Leisure Products	1.48	1.40	1.58	1.25	1.38	1.25	1.42	1.50	1.58	1.38
Heavy Industry (12)	1.56	1.47	1.69	1.22	1.38	1.00	1.56	1.42	1.36	1.57
Mining & Construction Material (6)	1.53	1.30	1.50	1.17	1.42	1.00	1.89	1.39	1.28	1.47
Consumer Products (16)	1.46	1.40	1.51	1.21	1.27	1.23	1.49	1.42	1.36	1.46
Others (7)	1.41	1.27	1.44	1.24	1.17	1.00	1.50	1.56	1.61	1.47
Total	1.54	1.38	1.55	1.26	1.39	1.05	1.56	1.53	1.41	1.58
ANOVA (Significance, p-value)	0.00	0.151	0.031	0.009	0.000	0.000	0.000	0.038	0.097	0.011
1. Company specific Advertisement 2. Product Specific Advertisement 3. Direct Marketing 4. Customer Relationship Management 5. Corporate Social Responsibility				6. Sales Promotion 7. Website Images 8. Website Interactivity 9. Website Issues 10. Public Relations						

Discussion

The ANOVA results reveal that, organizations are making only a slight mark on the websites in terms of marketing communication. Only about 44% of the total observed Web site components have been utilized. Discussing the comprehensive components categories, it is clear that much of the Web site activities involve company related advertising and public relation.

For most companies from utilities, health care equipment & service, pharmaceutical & bio tech sector etc. takes direct marketing as a supplemental channel or medium. But for many other companies such as banks and financial services, leisure products and heavy industry direct marketing is a complete way of doing business as can be seen by comparatively higher mean values. Direct marketers never close their doors, and customers don't have to trek to and through stores to find products. From their homes, offices, or almost anywhere else, customers can shop the Web at any time of the day or night. Business buyers can learn about products and services without tying up time with salespeople. Direct marketing channels facilitate the buyers to access a wealth of comparative information about the companies' product and services.

Good catalogs or websites have proven more informative as compared to the most helpful retail sales person. Finally the interactive nature of direct marketing gives consumers a greater measure of control. It is the consumer's choice which catalogs they will like to browse and which websites they will like to visit.

The interesting thing to note is that the most frequently utilized component of all of the fifty two elements was logos followed by about us which are the elements of company-specific advertising. And product specific advertising does not differ across various sectors. The products design, its price, the shape and color of its package, and the stores that sell it all communicate something to buyers. As brands and prices are most commonly used in product specific advertising in the physical as well as virtual marketplace, hence all of the companies display such type of information on their websites. Web site communication seems to focus more on differentiating institutional advertising such as logos and about us as compared with advertising of products & services and brands.

After the company specific advertising, public relations was the most frequently used category which was observed on the websites of KSE 100 index organizations. Under this category, annual reports and financials were the most frequently displayed contents. The public relations category seems to mirror the emphasis on news and shareholder information that exists in the physical market place. By itself, a company's Web site is an important PR vehicle. Consumers and other publics often visit Web sites for information or entertainment. Web sites can also be ideal for handling crisis situations. Consumers also combed the Internet looking for newsgroups discussing these companies and posted links to the site. In this age where it's easier to disseminate information through e-mail marketing, blogs, and online chat, public relations is becoming a valuable part of doing business in a digital world.

The important thing to note here is that companies are not merely using Websites just for communications with customers, but they are also targeting several other target audiences. A lot of Websites include various components such as Careers, Financials, Annual Reports, News & event to attract potential employees, investors and general public respectively. These sites help to build customer goodwill and customer feedback by supplementing other sales channels rather than selling the company's product directly. They offer rich variety of information and other features which helps them to satisfy customer query and build closer customer relationship by generating excitement about the company or brand. Creating the website is not sufficient rather the important is how to get the people to visit the site. The web users quickly abandon the websites about which they do not find compelling. Creating value by adding exciting features is the main stimulus to be stick to the website and revisit the website.

This means that instead of merely focusing on communicating with customers, websites today are providing a platform to have multiple audiences of the organizations. So, it can be urged that focus of organization on multiple audiences for the delivery of information using websites will be helpful for their success.

The main aim of companies is building and managing lasting customer relationships. Companies focus on managing information about individual customers and maximizing customer loyalty. The marketer want to continue generating customer value but by earning profit for the company as well.

With respect to customer relationship management, contact us and market segment were found to be mostly used items on the websites. Similarly, Downloads, Customer Service and feedback were also found on the website. This suggests that the organizations certainly recognize the importance of customer relationship and possibility of customer feedback through website instead of using traditional means of communications. Thus, such contact us, downloads and feedback allow the firms to better communicate with their existing and potential customers. However, the results reveal that the organizations are making less use of Web specific contents to help Website visitors navigate their sites such as help or Frequently Asked Questions. There are more organizations that have their logo, about us or annual reports than a help, complaint or FAQs contents on their Web site. This gap may indicate that organizations are not particularly responding to the unique problems and opportunities associated with Website visitors. Then, bank & financial services sector was quite aggressive in direct marketing and customer relationship management because of the growing needs of their customers to use internet banking services.

Beyond the customer relationship management, marketers think beyond immediate customer satisfaction and business performance toward strategies that preserve the world for future generations. Responsible marketers discover what consumers want and respond with market offerings that create value for buyers and capture value in return. Not all marketers follow the marketing concept, however. In fact, some companies use questionable marketing practices that serve their own rather than consumers' interests. Moreover, even well-intentioned marketing actions that meet the current needs of some consumers may cause immediate or future harm to other consumers or the larger society. Responsible marketers consider whether their actions are sustainable in the longer run. Oil & Gas and Banks& Financial Services are two sectors whose websites are dominantly showing their concern for corporate social responsibility, hence thinking beyond immediate customer satisfaction and concerned for society as a whole.

Sales promotion is about providing short term incentives to enthuse the sale of a product or service. Advertisement motivates consumers to buy a product but sales promotion encourages them to buy it now. It enables the marketer to add some behavioral influences to the promotional campaign such as adding time urgency.

The study also found significant differences among sectors related to sales promotion contents on websites of organizations. Under this category, leisure & consumer product sectors were found to be quite aggressive for the display of sales promotion related contents on the websites. We also found out consumers want websites easy to use, professional looking, and physically attractive. Ultimately, however, Web sites must also be useful. As when it comes to online shopping, substance over style and function over flash is preferred by most of the

consumers. Attractive websites incorporate animation, video, sound, and interactivity. Mining & Construction Material sector is found to be belligerent in displaying variety of images on their websites.

Contrary to the expectations, the websites for the companies of consumer product sector are found to contain less marketing communication related content, as their mean values are relatively less for all the categories. And the websites for the companies of oil and gas sector are found to contain high marketing related content, as their mean values are relatively high for all the categories.

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