

The beta coefficients for significant antecedent of website marketing i.e. Service Ability (SA) is -0.711. It depicts that if service ability is increased by 0.71 units, the business exposure will be increased by 1 unit.

Hypothesis Testing – Website Marketing on Customer Response

Regression statistics in table shows that correlation value R is 0.72, which depicts that there is high relationship between website marketing and Customer Response. The value of R Square is 0.528 i.e. the model explains only 52% of variables and there may be many other parameters of Customer Response. The values of Durbin Watson test (2.084) depicts that the model is fit as the value must be near to 2.

Table 13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.726	0.528	0.523	0.683	2.084

Independent Variable - WA, SA, TA & Dependent Variable – CR

Table 13 reveals that website marketing has a significant impact on Customer Response as F (calculated value) (112.042) is greater than F (table value) (2.184), moreover the p value (significant value) is 0.000 which is less than 0.05 significance level. Therefore, research hypothesis H₂ is accepted.

Table 14: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156.656	3	52.219	112.042	0.000
	Residual	140.285	301	0.466		
	Total	296.941	304			

Independent Variable - WA, SA, TA & Dependent Variable – CR

Among all the three antecedents of website marketing two antecedents i.e. Service Ability (SA) and Technical Adequacy have significant impact on business exposure with p values of 0.000 (p<0.05) and 0.010 (p<0.05) as shown in table 14.

Table 14: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.860	0.287		3.000	0.003
	TA	0.771	0.048	0.694	16.132	0.000
	SA	0.123	0.048	0.105	2.585	0.010
	WA	0.016	0.036	0.019	0.439	0.661

Independent Variable - WA, SA, TA & Dependent Variable – CR

The beta coefficients for significant antecedent of website marketing i.e. Service Ability (SA) are -0.711 and Technical Adequacy (TA) is 0.123. It depicts that if service ability is increased by 0.71 units, and Technical Adequacy by 0.12 units the Customer response will be increased by 1 unit.

6. Discussion and Recommendations of the Study

In this competitive world, educational institutes require effective marketing tactics for their business exposure as well as to get adequate customers response in terms of admissions. The result of this study was in the hypothesized direction in which the web based promotional tools used by the educational institutes with reference to the institute website to

promote their business has significant impact on business exposure and customer response. The results was found similar with results of the various studies done by other researchers in the past as mentioned in the literature review like Aladwani and Palvia’s (2002); Robinson et al, 2005; Park and Lee, 2009. Both the research hypothesis has been accepted i.e. confirming that website marketing has significant impact on business exposure and customer response. Out of four antecedents of website marketing only one antecedents i.e. Technical Adequacy has significant impact on Business Exposure, whereas only two antecedents i.e. Technical Adequacy and Service Ability have significant impact on customer response.

The results of the study depicts that customers of educational institutes are more concerned with the technical ease of the website and the details of the information received through website. Hence, websites of educational institute must fulfill the criteria of easy navigation to other webpages, easy search facilities within website, valid links to other websites, speed of loading of website as well as easy asses to website through internet. These are certain important technical features of the website as far as Technical Adequacy of the website is concerned, which must be taken care for better exposure of their educational business and hence better customer response in terms of visiting the campus and taking admission.

Providing accurate and relevant information must be the purpose of any website and the need of the customer too. Hence, any website will fulfill the objective of web based promotion only when it is able to provide the required, relevant, correct, and timely information. As far as Service Ability of the website is concerned, the website must be formed such that it provide the details of contact information of the institute, information of the course/programmes offered by the institute, academic policies and other relevant information to the customers easily, which helps to get better customer response.

Therefore, management of the educational institutes must focus on formulating and implementing strategies related to those antecedents of website marketing which have significant impact on business exposure and customer response as mentioned in the results of the study. This study suggest few strategies in order to enhance business exposure and customer

response on the basis of significant variables of web base promotional tools and hence recommend the management of the institutes to implement them as mentioned below:

- 1) Website is the most important and in fact the first interface between the organization and the customers. The image of the organization largely depends on the website in this technological era. As far as educational institute is concerned, they must have the finest website with all the relevant information in order to reach out maximum customers and to impress them by large.
- 2) In today's competitive market of education, the management must focus on building an impressive and stunning website which must be able to attract customers to visit the institute physically, which can further compel them to take admission and also help to create positive word of mouth in the market.
- 3) Customer's collects the information before taking any purchase decision; hence, promotion is a tool to expose any business to create an image of the organization in their minds. Whereas, web based promotion, now-a-days is the most convenient & preferred tool of promotion and collection of information. Therefore, management of the educational institutes must focus on marketing through website, hence, making an effort to provide all the required information to the customers at just one click. Focusing on certain critical aspects of website marketing can fulfil the objective of marketing and hence, educational institutes can experience the enhancement of business exposure and customer response.

7. Limitations

The major limitation of the study was the population factor. Only Students of educational institutes of Chhattisgarh were considered leaving out the general public. This poses a threat to generalizability of the study in relation to prediction of Website Marketing of the institutes. It is not certain that similar results would be obtained when a study is conducted using all their customers like faculty members, students of other states, their parents, financial supporters, and the general community that is in one way or another influenced by the Institutes activity for estimation of business exposure of educational institutes. Moreover, the sample size was low. More accurate results can be obtained by sampling more number of students.

8. Conclusion

The study was aimed to evaluate the impact of Website Marketing on Business Exposure and Customer Response of education institutes of Chhattisgarh. The influx of higher education services in Chhattisgarh has attracted the attention of many in recent times. This is leading to education institution paying more attention to marketing of their activities. Though some expert would not encourage website marketing of education services, it is becoming a part of their planning process. The case specific examination of the website marketing activities of an institution provides an avenue to

peep into a real situation. The study revealed that the institutions today are market oriented and follows strategy of marketing through website. Today, the Institutes derive a Website marketing plan which it uses in managing and promoting its activities (Kotler et al., 1995; Port et al., 1989). The implication of this study is that institutions must re-examine the website marketing process and practice to ensure that the right procedures are followed and utilized to benefit education services if they have to overcome the intense competition.

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