An Extension of the Theory of Planned Behavior for Studying the Usage Behavior of Marketing-oriented blogs

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ABSTRACT

The rapid development of Internet has brought the rising of Blogs, and the number of Bloggers and browsers is growing rapidly. Various Blog commercial models and applications have been developed, which cause a major influence on personal behaviors and decision-making with Blogs as a new kind of Internet media. Bloggers or managers must consider how to use Blogs to promote marketing and to obtain benefit. The development of marketing-oriented Blogs is important in the future and it is also worth our attention. This research investigated the usage behavior of marketing-oriented Blogs. Based on literature review, this research uses the theory of planned behavior as a theoretical framework. Furthermore, based on the characteristics of Blogs, this research also includes “Trust”, “Perceived Enjoyment”, “Perceived Usefulness”, “Perceived Ease of Use”, “Download Delay” and “User Skills” into the model in order to establish the usage behavior of marketing-oriented Blogs. An empirical study was conducted. The research adopted questionnaires for collecting data and investigating and used PLS-Graph3.0 to analyze data. The results of this research as follows. “Attitude Toward Behavior”, “Subjective Norm” and “Perceived Behavioral Control” are positively related to “Behavioral Intention to Use”, and those factors have been effected by “Trust”, “Perceived Enjoyment”, “Perceived Ease of Use”, “Download Delay” and “User Skills”. The result also bring some implication on the management of marketing-oriented Blogs.

Keywords : Blog; TPB; PLS


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