

# A Study on the Extended Technology Acceptance Model for Blog Usage Behavior

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## ABSTRACT

In recent years, the rising of blog has brought the internet a new kind of appearance. Blog produces a media-shocking power, gathering huge crowds in the new virtual broadcasting space. The number of bloggers and browsers is growing rapidly. And blog has been forming an unrestrained citizens' media gradually. Different creative kinds of blog marketing and applications have been developed, generating a great influence to the decision-making behaviors. With aspect to the new developing network media of blog, how a company uses it to acquire an advantage is a key to its future developer, and the position is also worth our attention. By investigating users of blog research probes into the impact of blog marketing on customer behaviors. Based on literature review, this research uses the Technology Acceptance Model as a theoretical from work. Furthermore, based on the characteristic of blog, this research also involve Trust and Perceived Playfulness to its model in order to establish the customers acceptance behaviors of blog marketing. It has also conducted an empirical study consequently research. The results of the empirical research are as follows: "perceived ease of use" related to "perceived usefulness", "perceived enjoyment" and "attitude toward using". "Perceived enjoyment" related to "attitude toward using" and "behavioral intention to use". "Perceived usefulness" related to "attitude toward using". "Perceived usefulness" did not exhibit direct influence "Behavioral intention to use". "Trust" related to "attitude toward using". "Trust" did not exhibit direct influence "behavioral intention to Use".

Keywords : Blog marketing ; Technology acceptance model ; Trust ; Perceived enjoyment

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