

The Study of User Behavior in Video Blog: Perspective of Motivational Theory

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ABSTRACT

In recent years, many blog service providers have built multimedia function in their blogs. Thus it can be seen, video blog is a considerable attention services. However, fewer studies have been done on examining what factors influencing users' intention to adopt this service. This study applies motivation theory as research constructs to accurately predict user's attitude and intention of video blog. The propose model was empirically evaluated using survey data collected from 213 user about their attitude and perceptions of video blog. Overall, the results reveal that external motivation (expected associations) and the intrinsic motivation (altruism, enjoyment, pass time and perceived critical mass) that explains about 57.5% of video blog using. Additionally, there was significant difference over the users of different experience on the video blog. The results provide further insights into IT marketing strategies.

Keywords : Video Blog ; intrinsic motivation ; extrinsic motivation

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