

# Exploring the Critical Factors of Blog Reader Loyalty: Perspectives of Trust and Technology Acceptance

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## ABSTRACT

With the increasing number of blog users, the business opportunities of blog have received considerable attention. Although growing numbers of researchers have explored blog issues in recent years, little attention have been done on the perspectives of trust and technology acceptance exploring the blog reader behavior. Therefore, the purpose of this study is to develop and validate the user behavior model which explains what influence blog reader loyalty. This study applies the technology acceptance model (TAM) that incorporates trust, compatibility, satisfaction, preference, affective loyalty and conative loyalty as additional belief-related constructs to accurately predict the blog reader loyalty. The proposed model is empirical evaluated using survey data collected from 211 users about their perceptions of blog. This study analysis reveals that relative usefulness, ease of use, compatibility, satisfaction and preference are positively related to affective loyalty. Trust has indirect effects, mainly through satisfaction( $R^2=0.501$ ) and preference( $R^2=0.292$ ), on loyalty toward blogging. Additionally, affective loyalty positively related to conative loyalty, explains about 50% of conative loyalty. The results provide further insights into blog managers ok marketing strategies decision making.

Keywords : blog ; trust ; loyalty

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