

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

許雅綾、包冬意

E-mail: 9707168@mail.dyu.edu.tw

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

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
ix 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	5	第三節 研究範圍	5
5 第四節 研究流程	6	第五節 論文架構	6
7 第二章 文獻探討	8	第一節 部落格與行銷導向部落格	8
8 第二節 計畫行為理論	18	第三節 信任	18
31 第四節 認知愉悅性	33	第五節 下載延遲	33
34 第六節 使用者技能	35	第三章 研究方法	35
38 第一節 研究模式與假說	38	第二節 變數的操作型定義	43
43 第三節 問卷調查對象與方式	46	第四節 衡量問項	47
47 第五節 資料分析方法	50	第四章 資料分析	53
53 第一節 樣本基本資料分析	53	第二節 信效度之檢驗	57
57 第三節 結構化方程模式(SEM)	63	結論與建議	66
66 第一節 研究結論	66	第二節 研究貢獻與建議	69
69 第三節 研究限制		70 參考文獻	71
71 附錄 研究問卷		86 表目錄	
		表 1-1 Web 1.0與Web 2.0的變化與差異	2
		表 2-1 部落格定義之整理	15
		表 2-2 常見部落格服務平台	15
		表 2-3 計畫行為理論的相關研究	15
		表 3-1 本研究假說匯整表	42
		表 3-2 變數的操作型定義	42
		表 3-3 本研究衡量問項	47
		表 4-1 樣本基本資料分析表	47
		表 4-2 網際網路及部落格使用時間	56
		表 4-3 使用行銷導向部落格網站類型	56
		表 4-4 敘述統計分析表	58
		表 4-5 測量模型之檢定結果	58
		表 4-6 區別效度分析	62
		表 4-7 本研究假設檢定結果	62
		64 圖目錄	
		圖 1-1 歷年台灣經常上網人口成長情況	1
		圖 1-2 本研究的研究流程圖	1

6	圖 2-1 2006第四季部落格貼文語言別	14	圖 2-2 台灣目前有在經營的部落格網站
15	圖 2-3 理性行為理論	19	圖 2-4 計畫行為理論
21	圖 2-5 科技接受模式	24	圖 2-6 結合計畫行為理論與科技接受模式
26	圖 3-1 本研究的研究架構	38	圖 3-2 認知行為控制的二階模型
39	圖 4-1 本研究各變數路徑係數及關係圖	63	

REFERENCES

- 一、中文部份 Blogger.com (1999), 何謂網誌[線上資料], 來源: <https://www.blogger.com/start> [2008, January 11]。Cyril Fievet & Emily Turrettini (2006), 誰沒部落格!, 商周出版。百萬部落客(2007), 贊助媒合-服務簡介[線上資料], 來源: <http://mb.emailcash.com.tw> [2008, January 11]。林克襄(2004), 妳不能不知道的部落格[線上資料], 來源: <http://jedi.org/Blog/archives/003856.html#entry> [2008, January 11]。林克襄(2005), 信任, Jedi 's Blog[線上資料], 來源: <http://jedi.org/Blog/archives/004929.html#entry> [2008, January 11]。林依潔(2007), 以延伸型科技接受模式探討使用參與網誌行為之研究, 大葉大學資訊管理學系未出版之碩士論文。洪淑芬(2005), 部落格(blog)之特質與發展現況—應用於圖書館服務之探討, 國家圖書館館刊, 94(2), 27-71。財團法人資訊工業策進會(2006), Amazon推出作者部落格服務[線上資料], 來源: <http://www.find.org.tw/find/home.aspx?page=news&id=4145> [2006, February 17]。財團法人資訊工業策進會(2006), 瞭解消費者需求 從網路開始[線上資料], 來源: <http://www.find.org.tw/find/home.aspx?page=news&id=4608> [2008, January 11]。財團法人資訊工業策進會(2007), 企業於Web 2.0的使用上仍緩步前進[線上資料], 來源: <http://www.find.org.tw/find/home.aspx?page=news&id=4835> [2008, January 11]。創市際市場研究顧問公司(2005), 部落格使用意見大調查[線上資料], 來源: http://www.insightxplorer.com/specialtopicblog_1031_05.html [2008, January 11]。創市際市場研究顧問公司(2007), 近七成網友坐擁部落格 部落客願為空間影音上傳付費[線上資料], 來源: http://www.insightxplorer.com/news/news_09_21_07.html [2008, January 11]。創市際市場研究顧問公司(2007), 創市際部落格經營傾向與滿意度調查[線上資料], 來源: http://www.insightxplorer.com/specialtopic/self_blog200710.html [2008, January 11]。資策會FIND/經濟部技術處「創新資訊應用研究計畫」(2008), 2007年12月底止台灣上網人口[線上資料], 來源: <http://www.find.org.tw/find/home.aspx?page=many&id=193> [2008, April 26]。維基百科(2008), 網誌[線上資料], 來源: <http://zh.wikipedia.org/wiki/%E7%B6%B2%E8%AA%8C> [2008, January 11]。劉江釗(2005), 部落格之社會網絡與自我呈現初探, 國立中山大學資訊管理研究所未出版之碩士論文。劉基欽(2005), Blog 特性對Blog 信任之影響, 國立台灣科技大學企業管理系研究所未出版之碩士論文。蕃薯藤(2005), 台灣網路使用調查[線上資料], 來源: <http://survey.yam.com/survey2005/chart/index.php> [2008, January 11]。
- 二、英文部份 Ahn, T., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information & Management*, 44(3), 263-275. Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84(5), 888-918. Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. New Jersey: Prentice-Hall, Englewood Cliffs. Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckman (Eds.), *Action-control: From cognition to behavior*. Heidelberg, Germany: Springer. 11-39. Ajzen, I., & Madden, T. J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of Experimental Social Psychology*, 22(6), 453-474. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665-683. Bandura, A. (1982). Self-efficacy mechanisms in human agency. *American Psychologist*, 37(2), 122-147. Bandura, A. (1986). Social foundations of thought and action: A social cognitive theory. New Jersey: Prentice-Hall, Englewood Cliffs. Barger, J. (1999). Weblog resources FAQ. [Online]. Available: <http://www.robotwisdom.com/weblogs> [2008, January 11] Barki, H., & Hartwick, J. (1994). Measuring user participation, user involvement, and user attitude. *MIS Quarterly*, 18(1), 59-82. Bock, G. W., Zmud, R. W., Kim, Y. G., & Lee, J. N. (2005). Behavioral intention formation in knowledge share: examining the roles of extrinsic motivators, social-psychological forces, and organizations climate. *MIS Quarterly*, 29(1), 87-111. Bollen, K. A., & Stine, R. (1992). Bootstrapping goodness of fit measures in structural equation models. *Sociological Methods and Research*, 21(2), 205-229. Chen, Y. H., & Barnes, S. (2007). Initial trust and online buyer behaviour. *Industrial Management & Data Systems*, 107(1), 21-36. Chin, W. W. (1998). Issues and opinion on structural equation modeling. *MIS Quarterly*, 22(1), 7-16. Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2003). A partial least squares latent variable modeling approach for measuring interaction effects: Results from a Monte Carlo Simulation Study and an Electronic-mail Emotion/Adoption Study. *Information System Research*, 14(2), 189-217. Cuene, J. (2005). Web 2.0 at MiMA [Online]. Available: http://cuene.typepad.com/blog/2005/05/web_20_at_mima.html [2008, January 11] Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340. Davis, F. D., Bagozzi, R. P., & Warshaw P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8), 982-1003. Davis, F. D., Bagozzi, R. P. & Warshaw, P. R. (1992). Extrinsic and intrinsic motivation to use computers in the workplace. *Journal of Applied Social Psychology*, 22(14), 1111-1132. Dolen, W. M., Dabholkar, P. A., & Ruyter, K. (2007). Satisfaction with online commercial group chat: The influence of perceived technology attributes, chat group characteristics, and advisor communication style. *Journal of Retailing*, 83(3), 339-358. Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationship. *Journal of Marketing*, 61(2), 35-51. Eastin, M. S., & Rose, R. L. (2000). Internet self-efficacy and the psychology of the digital divide. *Journal of Computer-Mediated*

Communication, 6(1), 67-78. Efron, B. (1979). Bootstrap methods: Another look at the Jackknife. *Annals of Statistics*, 7(1), 1-26. Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, Massachusetts: Addison-Wesley. Fogg, B. J. (2003). *Persuasive technologies: Using computers to change what we think and do*. San Francisco: Morgan Kaufmann Publishers. Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50. Garbarino, E., & Johnson, M. S. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing*, 63(2), 70-87. Gefen, D. (2000). E-commerce: The role of familiarity and trust. *The International Journal of Management Science*, 28(6), 725-737. Gefen, D., Karahanna, E. & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51-90. Hair, J. F., Rolph, E. A., Ronald, L. T., & William C. B. (1998). *Multi-variate data analysis* (5th ed.). Upper Saddle River, New Jersey: Prentice-Hall, Inc. Heberlein, T. A. & Black, J. S. (1976). Attitudinal specificity and the prediction of behavior in a field setting. *Journal of Personality and Social Psychology*, 33(4), 474-479. Heijden, H., & Verhagen, T. (2004). Online store image: Conceptual foundations and empirical measurement. *Information & Management*, 41(5), 609-617. Hu, P. J., Chau, P. Y. K., Sheng, O. R. L., & Tam, K. Y. (1999). Examining the technology acceptance model using physician acceptance of telemedicine technology. *Journal of Management Information Systems*, 16(2), 91-112. Ives, B., Olson, M. H., & Baroudi, J. J. (1983). The measurement of user information satisfaction. *Communications of the ACM*, 26(10), 785-793. Kang, H., Hahn, M., Fortin, D.R., Hyun, Y. J., & Eom, Y. (2006). Effects of perceived behavioral control on the consumer usage intention of e-coupons. *Psychology & Marketing*, 23(10), 841-864. Kang, Y., & Kim, Y. J. (2006). Do visitors' interest level and perceived quantity of web page content matter in shaping the attitude toward a web site?. *Decision Support Systems*, 42(2), 1187-1202. Katz, J. E., & Aspeden, P. (1996). Motivations for and barriers to internet usage: Results of a national public opinion survey. Paper presented to the 24th Annual Telecommunications Policy Research Conference, Maryland: Solomons. Koufaris, M., Kambil, A., & LaBarbera, P.A. (2001-2002). Consumer behavior in web-based commerce: An empirical study. *International Journal of Electronic Commerce*, 6, 115-138. Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information Systems Research*, 13(2), 205-223. Law, K. S., Wong, C. S., & Mobley, W. H. (1998). Toward a taxonomy of multidimensional constructs. *Academy of Management Review*, 23(4), 741-755. Legrisa, P., Inghamb, J., & Collette, P. (2003). Why do people use information technology? A critical review of the technology acceptance model. *Information & Management*, 40(3), 191-204. Lepper, M. R. (1985). Microcomputers in education: Motivational and social issues. *American Psychologist*, 40(1), 1-18. Li, D., Browne, G. J., & Wetherbe, J. C. (2006). Why do internet users stick with a specific web site? A Relationship Perspective. *International Journal of Electronic Commerce*, 10(4), 105-141. Liao, C., Chen, J. L., & Yen, D. C. (2007). Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated model. *Computers in Human Behavior*, 23(6), 2804-2822. Lin, H. F. (2007). Predicting consumer intentions to shop online: An empirical test of competing theories. *Electronic Commerce Research and Applications*, 6(4), 433-442. Lipton, R. (2002). What is a weblog? [Online]. Available: <http://radio.weblogs.com/0107019/stories/2002/02/12/whatIsAWeblog.html> [2008, January 11] Liu C., & Arnett, K. P. (2000). Exploring the factors associated with web site success in the context of electronic commerce. *Information and Management*, 38(1), 23-33. Luo, W., & Najdawi, M. (2004). Trust-building measures: A review of consumer health portals. *Communications of the ACM*, 47(1), 109-113. Madden, M., & Fox, S. (2006). Riding the waves of "Web 2.0" more than a buzzword, but still not easily defined. [Online]. Available: http://www.pewinternet.org/pdfs/PIP_Web_2.0.pdf [2008, January 11] Mashhadi M. M., Tofighi, M., & Salamat V. (2007). Investigating customers' decision to accept e-banking services. *Proceedings of the 2007 IEEE IEEM*, 204-208. Mathieson, K. (1991). Predicting user intentions: Comparing the technology acceptance model with the theory of planned behavior. *Information Systems Research*, 2(3), 173-191. Mawhinney, C., & Lederer, A. (1990). A Study of personal computer utilization by managers. *Information and Management*, 18(5), 243-253. Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-734. Merholz, P. (2002). Play with your words. [Online]. Available: <http://www.peterme.com/archives/00000205.html> [2008, January 11] Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information and Management*, 38(4), 217-230. Morris, M. G., & Dillon, A. (1997). How user perceptions influence software use. *IEEE*, 14(4), 58-65. Murray, R. (2005). RICK MURRAY, EDELMAN [Online]. Available: <http://blip.tv/file/211724> [2008, January 11] Nunnally, J. (1978). *Psychometric theory*. New York: McGraw-Hill. O'Reilly, T. (2005). What is web 2.0. O'Reilly media. [Online]. Available: <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html> [2008, January 11] Palmer, J. W. (2002). Web site usability, design, and performance metrics. *Information Systems Research*, 13(2), 151-167. Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 69-103. Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS Quarterly*, 30(1), 115-143. Qin-Min, & Xu-Shenghua (2007). An extended expectation confirmation model for information systems continuance. In *Wireless Communications, Networking and Mobile Computing. WiCom 2007. International Conference on*, 3874-3877. Robbins, S. P. (1993). *Organizational behavior* (6th ed.). New Jersey: Prentice Hall. Rose, G., Khoo, H., & Straub, D. W. (1999). Current technological impediments to business-to-consumer electronic commerce. *Communications of the AIS*, 1(16), 1-73. Sifry, D. (2007). The founder and chairman of Technorati. [Online]. Available: <http://www.sifry.com/alerts/archives/000493.html> [2008, January 11] Shang, R., Chen, Y., & Shen, L. (2005). Extrinsic versus intrinsic motivations for consumers to shop on-line. *Information & Management*, 42(3), 401-413. Sheppard, B. H., Hartwick, J., &

Warshaw, P. R. (1988). The theory of reasoned action: A meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research*, 15(3), 325-343. Szmigin, I., Canning, L., & Reppel, A. E. (2005). Online community: Enhancing the relationship marketing concept through customer bonding. *International Journal of Service Industry Management*, 16(5), 480-496. Taylor, S., & Todd, P. A. (1995). Assessing IT usage: The role of prior experience. *MIS Quarterly*, 19(2), 561-570. Walter, Z. (2007). Web credibility and stickiness of content web sites. In *Wireless Communications, Networking and Mobile Computing, 2007. WiCom 2007. International Conference on*, 3815-3818. Webster, M. (1999). blog [Online]. Available: <http://www.merriam-webster.com/dictionary/blog> [1999] Wold, H. (1982). Systems under indirect observation using PLS. In C. Fornell(ed.), *A Second Generation of Multivariate Analysis*. New York: Praeger, 325-347. Wright, J. (2005). *Blog marketing*. New York: McGraw-Hill. Yi, M., & Hwang, Y. (2003). Predicting the use of web-based information systems: self-efficacy, enjoyment, learning goal orientation, and the TAM. *International Journal of Human Computer Studies*, 59(4), 431-449. Yoon, S.J. (2002). The antecedents and consequences of trust in online-purchase decisions. *Journal of Interactive Marketing*, 16(2), 47-63. Zand, D. (1972). Trust and managerial problem solving. *Administrative Science Quarterly*, 17(2), 229-239.