CONTINUANCE INTENTION OF BLOG USERS: THE IMPACT OF PERCEIVED ENJOYMENT AND USER INVOLVEMENT

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Abstract

The purpose of this study is to understand factors that affect Blog continuance intention. The expectation-confirmation theory (ECT) model is adapted with perceived enjoyment and user involvement. Data was collected via an online survey which results 430 valid samples. The research model was assessed by structural equation modeling (SEM) as performed in LISREL program. The results show that continuance intention of Blog use was predicted collectively by users' involvement, satisfaction, and perceived enjoyment. Users' satisfaction with Blog use was predicted primarily by perceived enjoyment, followed by users' confirmation of expectation and user involvement. Perceived enjoyment was predicted by users' involvement and users' confirmation of expectation. The integrated model explains 65 percent of the satisfaction and 57 percent of continuance intention. The results suggest that integrating perceived enjoyment and user involvement into the ECT provides better insights into continuous use in the Blog context.

Keywords: Blog, Expectation-confirmation theory, User involvement, Perceived enjoyment, Continuance intention

1   INTRODUCTION

The use of Blogs (Weblogs) is getting popular in recent years (Hsu and Lin 2008). A Blog is website which allows individuals to share thoughts and feelings instantaneously with friends and readers. It provides functions that allow users to make comments to topics of interests. It has been widely used in many fields, such as arts, automotive industry, education and learning, and media industry (Cox et al. 2008; Gracie and Rita 2005; Lu & Yeh 2008). A report from Technorati's tracking worldwide Blogs suggests that the growth of worldwide Blogs is hiking (less than 2 million Blogs in January 2004, 6 million in January 2005, 24 million in January 2006, 57 million in October 2006, 70 million in March 2007, and 184 million in March 2008) (Winn 2009). One important factor that affects growth of Blogs was continuance use of Blogs by individuals and businesses. Though ComScore stated that in mid-2008 there were 77.7 million blog users in the US. eMarketer, many Blog websites have been given up soon after their creation (Arnold 2008). Thus to keep a Blogs active is crucial to the success of Blog websites.

In active Blogs, not only a host (blogger) need to post the content regularly, but also other Blog users require to visit and make comments frequently. The user involvement therefore becomes a critical issue. Currently, few researches investigate user involvement in a Blog context. It is an area worthy of pursuit because the business value of Blogs as a tool of leisure, communication, and business. The goal of this study is to understand Blog continuance by extending expectation-confirmation theory (ECT) (Oliver 1993) with user involvement. We also attempt to confirm the effects of perceived enjoyment in Blog continuance intention. Perceived enjoyment predicts intentions to use information systems in many studies (e.g., Nysveen et al. 2005; Teo et al. 1999); however, its impact to intention to use is controversial (Igbaria, Iivari, & Maragahh 1995; Pikkarainen, Pikkarainen, Karjaluoto, & Pahnila 2004). Thus, to clarify the issue in the context of Blogs, we propose to integrate ECT with user involvement and perceived enjoyment. Research questions addressed in this study are: (1) what are the salient factors affecting Blogs continuance intention, and (2) what are the effects of enjoyment and user involvement on satisfaction? The remainder of this paper is organized as follows. The next section describes ECT, theoretical background of perceived enjoyment and user involvement. The third section presents research model and hypotheses. The fourth section describes the research methodology used in this paper. The fifth section presents the results of data analysis. The sixth section discusses the key findings of this research. The final section is the conclusion and limitations of the study.

2   THEORETICAL BACKGROUND

2.1   Expectation-Confirmation Theory

Expectation-confirmation theory (ECT) is widely used to study consumer satisfaction, repeat purchase, and service marketing in the consumer behavior literatures (Dabholkar, Shepherd, & Thorpe 2000; Oliver 1980; Oliver 1993). It posits that expectations, coupled with perceived performance, lead to post-purchase satisfaction and repurchase intention.

In ECT, consumers form initial expectations of the product or service prior to purchasing it. The purchase and use resulted in a perceived performance to the product or service. Consumers than assess the perceived performance and their original expectations and decide either confirm or refute pre-purchase expectation. Finally, user satisfaction was formed by confirmation level and expectation of a product or service. If the product outperforms expectations, the consumers are satisfied. If the product falls short of expectations the consumers are dissatisfied (Oliver 1980). Satisfied consumers eventually form a repurchase intention, while dissatisfied users discontinue their subsequent purchase.

2.2 Perceived Enjoyment

Perceived enjoyment is an intrinsic motivation that system use is perceived to be enjoyable in its own right (Davis, Bagozzi, & Warshaw 1992). Its impact to system use has been widely studied (Igbaria, et al. 1995; Lin Wu, & Tsai 2005; MaryAnne & Christine 1997; Nysveen, Pedersen, & Thorbjornsen 2005; Pikkarainen et al. 2004). For examples, Nysveen et al. (2005) investigate intention to use mobile chat services using data from a survey of 684 mobile chat services users. Their results show that perceived enjoyment is an important determinant of intention to use among female users in comparison with male users. Lin et al. (2005) investigate intention to use web portal using data from a survey of 300 undergraduate students in management major. They find that perceived enjoyment significantly influences web portal use. Similarly, MaryAnne and Christine (1997) investigate World Wide Web (WWW) usage for entertainment purposes using data from a sample of 78 undergraduate business students and 84 graduate MBA students. They find that perceived enjoyment significantly influences WWW use. On the contrary, Pikkarainen et al. (2004) investigate on line banking service using data from a sample of 268 on line banking users. They find that perceived enjoyment does not statistically significantly affect the use of online banking. Similarly, Igbaria et al. (1995) investigate computer usage using data from a sample of 450 users of 81 companies. They find that enjoyment has no statistically significant effect on the usage of data processing systems.

The above studies suggest that the impact of perceived enjoyment in utilitarian information system use is not as salient as that in hedonic information system use. We also can see that the web environment provides functional and emotional gratifications to users; therefore, the perspective of perceiving a system as a tool of performing task and job performance will no longer be appropriate. It is meaningful to explore system uses that fulfill functional and emotional gratifications; we therefore broaden our perspective of looking at information systems as just tools; instead they are artifacts seamlessly connect with our daily life. The current uses of Blogs show that it is an artifact that users highly involved with. Blog is a new context where users maintain their social relationships, share photos and thoughts, and exchange information. It is also a new context where businesses use for Internet marketing. Testing the impact of perceived enjoyment in a Blog context helps us to understand the extent to which perceived enjoyment drives hedonic system use. It will contribute our understanding of how the impact of perceived enjoyment differs from emotion related concepts (i.e., satisfaction and user involvement) that have been constantly tested in other hedonic systems.

2.3 User Involvement

The concept of involvement originates from both social and consumer psychology (Krugman 1965; Petty, Cacioppo, & Schumann 1983; Sherif & Cantril 1947). Marketing literature suggests that the more users get involved in an activity or advertisements for enjoyment and pleasure; the more likely they increase the likelihood of product/service purchase and use (Petty, Cacioppo, & Schumann 1983; Krugman 1962; Wright 1973; Clarke & Belk 1978; Greenwald & Leavitt 1984). Studies further suggest that personal, physical, and situational factors impact level of involvement (Zaichkowsky 1985). For instance, an individual's personal needs and values influences level of involve with the same product (Lastovicka & Gardner 1978). Physical factors such as different media types influence an individual's interest and level of involvement; an individual therefore responds differently toward the media messages (Wright 1974). Different purchase situations for the same products cause differences in search and evaluation or raise the level of involvement (situational) (Clarke & Belk 1978). Based on the reasoning, measures that would pick up differences across people, objects, and situations were developed (Zaichkowsky 1985) in order to fully depict the concept of user involvement.

In information systems (IS), user involvement generally relates to participation in the system development process by potential users. In later studies, user involvement relates to participation in the system development process was labeled as user participation (e. g., Barki & Hartwick 1989). The concepts of user participation (behaviors or activities joined by users in the system development

process) and user involvement (a subjective psychological state indicating the importance and personal relevance of a system to the user) were identified and measured differently (Barki & Hartwick 1994), after reviewing psychology, marketing and organizational behavior literature. In general, researchers agree upon the definition of user involvement as a subjective psychological state that highly involved persons may have greater personal relevance, affect cognitions, attitudes, and behaviors than lowly involved ones (Amoako-Gyampah 2007; Barki & Hartwick 1989; Barki & Hartwick 1994; Rouibah, Hamdy, & Al-Enezi 2009).

A survey of 200 production managers suggests that user involvement will enhance both system usage and the user's satisfaction in the development of information systems (Baroudi, Olson, Ives, & Davis 1986). Also, user involvement positively correlates with attitude and explains relationships among user participation, involvement, and attitude during systems implementation. A survey of 382 respondents from public organizations who have had high experience with IS/IT show that user involvement affects information systems and information technology usage (Rouibah et al. 2009). The expensive nature of an ERP system requires an effective usage of the system for an organization to achieve the expected benefits from the technology. Prior study with 571 ERP system users suggests that user involvement affects their intention to use the ERP system (Amoako-Gyampah 2007).

The concept of user involvement is not yet well-explored in the context of Blog usage. Given that it is a context where users often highly participant and involved with to maintain their visibility, the impact of level of involvement will be expected to be critical to a success Blog and often time it is highly to do with a Blog's survival. Investigating the concept is a worthy of pursuit because user involvement is crucial to this type of information system and yet the concept is yet fully develop and understood in system use, from a perspective of IS. Since in IS the use involvement is often regarded as user actively participating in system design, we adapted the concept and measures from marketing literature. Based on reasoning in marketing literature, user involvement refers to psychological state that an individual interacts with products or advertisements. Adapting the measures therefore is appropriate to study Blog. In current study, the measures developed by Zaichkowsky(1985) were adapted.

3   RESEARCH MODEL AND HYPOTHESES

The research model was developed based on original ECT model, results of Bhattacherjee's (2001a) study, and intrinsic motivation theory. In our proposed model, perceived enjoyment (PE) is an individuals' intrinsic motivation which drives continuance use of BLogs. Confirmation would have impact on perceived enjoyment (Lin et al. 2005). The other construct of interest is user involvement, the extended part of the model. When people get involved more in an activity for enjoyment and pleasure, their intrinsic motive may likely to increase the likelihood to revisit the Blogs in the future. Our basic assumption is that user involvement impacted perceived enjoyment, individuals' satisfaction in using Blogs and their intention to reuse them.

Involvement is a subjective psychological state that relates to a person's values and needs (Zaichkowsky 1985; 1986; 1994). As noted earlier, highly involved persons may have greater personal relevance, affect cognitions, attitudes, and behaviors than lowly involved ones (Amoako-Gyampah 2007; Barki & Hartwick 1989; Barki & Hartwick 1994; Rouibah, Hamdy, & Al-Enezi 2009). Furthermore, affects—includes all emotions, moods, and feelings— are evoked by an object (McGuire 1974). These emotional responses lead to several attitudinal outcomes (Andrews & Terence 1990; Petty et al. 1983) such as pleasure and enjoyment (Koufaris 2002), satisfaction (Amoako-Gyampah & White 1993; Baroudi et al. 1986; Hwang & Thorn 1999; Santosa, Wei, & Chan 2005) , and intention (Jackson, Chow, & Leitch 1997; Swinyard 1993). Based on these studies we infer that Blog users could be evoked by their use to achieve a certain emotional state, such as agreeable, pleasure, and fun. High level of involvement with information not only enforces a person's affect to achieve certain emotional states (i.e., perceived enjoyment) but also is a major driver of their responses. We thus propose hypothesis one:

H1: User involvement is positively associated with the perceived enjoyment.

Users' feeling of participation and relevancy has been calling the attentions of system development.

For instance, involving information system users in defining system requirements leads to systems success (Hunton, 1996; Hunton and Beeler, 1997); it enhances both system usage and the user's satisfaction in the development of information systems (Baroudi, Olson, Ives, and Davis, 1986). Therefore, we hypothesize that:

H2: User involvement is positively associated with the satisfaction.

Given that previous study supports that user involvement relates to user intention (Baroudi, Olson, Ives, and Davis, 1986) and that the level of involvement increases; the likelihood of product/service purchase and use increases (Petty, Cacioppo, & Schumann 1983; Krugman 1962; Wright 1973; Clarke & Belk 1978; Greenwald & Leavitt 1984), we hypothesize that:

H3: User involvement is positively associated with the intention to reuse.

Previous study on online banking suggests that employ ECT to study users' continuance intention is appropriate. Research findings show that (1) users' continuance intention is influenced by their satisfaction with IS use and perceived usefulness of continued IS use, (2) user satisfaction is influenced by their confirmation of expectation from prior IS use and perceived usefulness and (3) users' perceived usefulness is determined by their confirmation level of expectation from prior IS use. In addition, a number of studies have suggests positive relationship among users' confirmation to playfulness/enjoyment (e.g., Lin et al. 2005). We therefore hypothesize that:

H4: Confirmation is positively associated with the perceived enjoyment.

Likewise, relationship between users' confirmation and satisfaction has been attested in previous studies (Bhattacherjee 2001b; Lin et al. 2005), thus we hypothesize that:

H5: Confirmation is positively associated with the satisfaction.

Based on the theory of reasoned action, user belief (i.e., perceived enjoyment) relates to attitudinal outcome (satisfaction). This assertion has supported by an empirical study. In Lin et al. (2005), playfulness/enjoyment and satisfaction were found positively related. We hypothesize that:

H6: Perceived Enjoyment is positively associated with the satisfaction.

Numerous studies have found the relationship between playfulness/enjoyment to continuance intention (Atkinson & Kydd 1997; Nysveen et al. 2005; Lin et al. 2005); collectively, these studies support that:

H7: Perceived Enjoyment is positively associated with the intention to use.

Furthermore, in Bhattacherjee (2001b) and Lin et al. (2005), positive relationship between satisfaction and continuance intention are supported by empirical evidence. Thus we hypothesize that:

H8: Satisfaction is positively associated with the intention to use.

4   RESEARCH METHODOLOGY

4.1   Subjects

Subjects are individuals who have experiences on a Blog use. Data was collected by means of online survey. The survey was developed under programming technique with Java. Online surveys have several advantages over traditional paper-based surveys, such as fast response, lower cost, and unlimited geography (Tan & Teo 2000). Participants were recruited via a widely-used bullet broad system (BBS), PTT (http://www.ptt.cc/index.html). A message regarding the online survey was posted in the BBS and participants were invited to fill out the questionnaire. Participants may click the survey web site URL to give responses to the questionnaire. In the message, participant was told that their personal information would be kept confidential. There are 430 usable responses.

4.2   Measurement Development

Five constructs are measured by multiple-item scales which were adapted from pre-validated IS or ECT measures: confirmation, user involvement, perceived enjoyment, satisfaction, and IS

continuance intention. The applicability of the modified items was enhanced by literature reviews and a pre-test in order to ensure the content validity. Nine graduate students who had lots of experience with Blogs participated in the pre-test. They were asked to comment on the items reflecting the constructs, semantic wordings, length and format of the questionnaire. After modifying and rewording measurement items specific to Blog use, content validity has improved. All items were measured on a seven-point Likert-type scale ranging from (1) "strongly disagree" to (7) "strongly agree". Table 1 shows operational definitions and scale items of these constructs.

Construct	Operational definition	Items	Source
Confirmation (CONF)	User's perception of the congruence between expectation of enjoying Blogs and use	I generally get what I expected from Blogs. Blogs provide me with fun as I would expect. Pleasurable use of Blogs meets my expectations.	Bhattacherjee (2001a)
User Involvement (UI)	A person perceived relevance of the Blogs based on inherent importance, need, and values	Blogs are important to me. Blogs are valuable to me. I need Blogs.	Zaichkowsky (1994)
Perceived Enjoyment (PE)	The extent to which the activity of using Blogs is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated	Using Blogs is way of passing time. Using Blogs is pleasant. I have fun with Blogs.	van der Heijden (2003)
Satisfaction (SAT)	Users' affect with (feelings about) Blogs use	I am satisfied with my decision on Blog use. My choice to use Blogs was a wise one. I think I did the right thing by deciding to use Blogs.	Bhattacherjee (2001b)
Continuance Intention (INT)	The individual's intention to continued use the Blogs	I intend to continue using Blogs rather than discontinue its use. If I could, I would like to continue my use of Blogs. I will try to use Blogs in my daily life.	Bhattacherjee (2001a)

Table 1. Operationalization of Constructs

5 DATA ANALYSIS AND RESULTS

5.1 Descriptive Statistics

Among 430 usable responses, 175 were males and 255 were females. Ninety two percent of participants have post secondary degrees. Most of respondents had over 3 years Internet experience, representing long experience in using the Internet. All respondents were Blog users. The majority of the respondents use Wretch Blog (Yahoo! Kimo) (68.8 %), the largest Weblog in Taiwan. Most of respondents (77.9 %) use Blogs within one hour. Table 2 summarizes the respondents' profile.

Measure	Items	Counts	Percentage
Gender	Male	175	40.7
	Female	255	59.3
Education	High school (below)	33	7.7
	College	275	64

	Master (above)	122	28.3
Internet experience	<3 year	8	1.8
	3–7 years	119	27.6
	7–11 years	207	48.2
	>11 years	96	22.3
Primary Blogs used	Wretch Blog (Yahoo! Kimo)	296	68.8
	I m Vlog	45	10.5
	Xuite Blog	17	3.9
	PIXNET Blog	14	3.3
	Others	58	13.5
Time of use at Blogs (daily)	< 0.5 h	173	40.2
	0.5–1 h	162	37.7
	1–2 h	65	15.1
	>2 h	30	7

Table 2. Descriptive Statistics of Respondents' Characteristics (N = 430)

5.2 Assessment of Measurement Model

Construct reliability and validity of the measurement model was assessed by using LISREL 8.7. In confirmatory factor analysis (CFA), each indicator was modeled in a reflective manner with their corresponding latent constructs. The fit of the measurement model was estimated by various indices provided by LISREL. Prior to statistical estimations, we have conducted tests of assumption of maximum likelihood method. Table 3 shows the goodness-of-fit statistics of the measurement model.

Fit Indices	Recommended value	Sources	Research model
χ^2	--	--	310.55
df	--	--	80
χ^2/df	<5	Bollen (1989)	3.88
GFI	>0.9	Scott (1994)	0.91
AGFI	>0.8	Scott (1994)	0.86
SRMR	<0.1	Hu et al. (1999)	0.037
CFI	>0.9	Bagozzi et al. (1998)	0.98
RMSEA	<0.08	Jarvenpaa et al. (2000)	0.08
NFI	>0.9	Bentler et al. (1980)	0.98
NNFI	>0.9	Bentler et al. (1980)	0.98

Table 3. Goodness of Fit of the Measurement Model

Based on assessment criteria for current CFA model, the model shows an adequate model fit. The construct reliability could be assessed by composite reliabilities and average variance extracted. The composite reliability represents the internal consistency of the measurement model. Average variance extracted (AVE) represents how much the construct is extracted. The composite reliabilities of all constructs exceeded 0.7 (ranged from 0.88 to 0.97). Average variance extracted (AVE) exceeded 0.5 (ranged from 0.70 to 0.92) in Table 4. All are greater than the benchmark. This suggests that all measures have strong and adequate reliability. Construct validity deals with accuracy measurement and is represented by convergent validity and discriminate validity. Convergent validity is evaluated by three criteria recommended by Hair, Black, Babin, and Tatham (2006): (1) all standardized factor loading estimates should be higher than .5, and ideally .7 or higher, (2) construct reliability (CR) should be .7 or higher to indicate adequate convergence or internal consistency, and (3) variance extracted (VE) should be .5 or greater to suggest adequate convergent validity. The CFA results, presented in Table 4, indicate that all three conditions are met.

Construct	Item	Item Mean	Standard Deviation	Error Loading	Standardized Item Loading	T-value	SMC	CR	AVE
CONF	CONFI1	4.64	1.151	0.24	0.87	22.01	0.76		
	CONFI2	4.73	1.159	0.12	0.94	24.61	0.88	0.90	0.74
	CONFI3	4.32	1.244	0.43	0.76	17.97	0.57		
UI	INVOL1	4.61	1.185	0.25	0.86	22.26	0.75		
	INVOL2	4.87	1.157	0.15	0.92	24.85	0.85	0.93	0.81
	INVOL3	4.55	1.268	0.17	0.91	24.21	0.83		
PE	ENJOY1	4.95	1.118	0.12	0.94	25.82	0.88		
	ENJOY2	5.13	1.058	0.06	0.97	27.52	0.94	0.97	0.92
	ENJOY3	5.09	1.060	0.07	0.96	27.29	0.93		
SAT	SAT1	5.24	1.040	0.13	0.93	24.96	0.87		
	SAT2	5.06	1.092	0.27	0.85	21.64	0.73	0.90	0.76
	SAT3	5.08	1.009	0.33	0.82	20.26	0.67		
INT	INT1	5.44	1.119	0.39	0.78	18.71	0.61		
	INT2	4.37	1.471	0.39	0.78	18.76	0.61	0.88	0.70
	INT3	4.89	1.348	0.11	0.94	24.91	0.89		

Table 4. Scale Properties and Assessment of Reliability

Discriminate validity means a construct is distinct from other construct and is evaluated using one criterion recommended by Hair et al (2006). The square root of average percent of variance extracted (AVE) for each construct is greater than the correlation between all constructs. The results in the Table 5 show that all square root of AVE for each construct is greater than the correlation between all constructs. The discriminate validity is also met. In summary, the test of reliability and validity are satisfactory.

Construct*	CONF	UI	PE	SAT	INT
CONF	**0.86**				
UI	0.40	**0.90**			
PE	0.40	0.70	**0.96**		
SAT	0.49	0.64	0.78	**0.87**	
INT	0.34	0.67	0.67	0.69	**0.84**

* The diagonal is the square root of AVE for each construct.
Table 5. Correlations among Constructs

5.3 Assessment of Structure Model

After confirming reliability and validity of the measurement, the proposed research model was assessed using structural equation modeling (SEM), performed in LISREL. The path coefficient and significance of each hypothesized are examined. The variance explained (R^2) of each depend constructs is calculated. The results of these analyses are present in Figure 1.
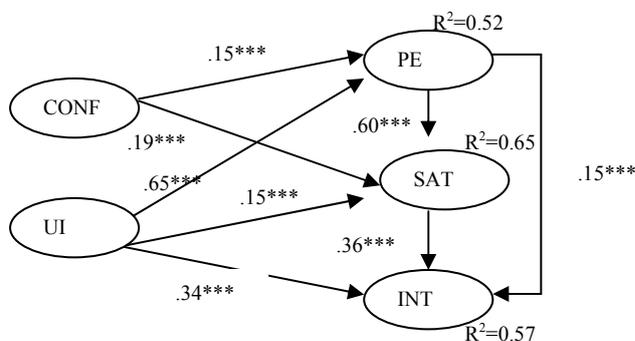

Figure 1. Results of Structure Model

An analysis of research explained 57 percent of the variance in intension, 65 percent of the variance in satisfaction, and 52 percent of the variance in perceived enjoyment to continue using Blogs. Hypothesis 1, 2 and 3 examine the effects of user involvement on perceived enjoyment, satisfaction and intention. User involvement was significantly related to perceived enjoyment (γ =0.65; p $<$ 0.001), satisfaction (γ =0.15; p $<$ 0.001), and intention (γ =0.34; p $<$ 0.001). Hypothesis 4 and 5 examine the effects of confirmation on perceived enjoyment and satisfaction. Confirmation was significantly related to perceived enjoyment (γ =0.15; p $<$ 0.001) and satisfaction (γ =0.19; p $<$ 0.001). Hypothesis 6 and 7 examine the effects of perceived enjoyment on satisfaction and intention. Perceived enjoyment was significantly related to satisfaction (β =0.15; p $<$ 0.001) and intention (β =0.19; p $<$ 0.001). Hypothesis 8 examines the effects of satisfaction on intention. Satisfaction was significantly related to intention (β =0.36; p $<$ 0.001). Therefore all hypotheses are supported. The direct, indirect, total effects and variance explanation of factors are shown as Table 6.

Factors		PE	SAT	INT
CONF	Direct effects	0.15	0.19	
	Indirect effects		0.09	0.33
	Total effects	0.15	0.28	0.33
UI	Direct effects	0.65	0.15	0.34
	Indirect effects		0.39	0.29
	Total effects	0.65	0.54	0.63
PE	Direct effects		0.60	0.15
	Indirect effects			0.22
	Total effects		0.60	0.37
SAT	Direct effects			0.36
	Indirect effects			
	Total effects			0.36
Variance Explanation		0.52	0.65	0.57

Table 6. Effects of Factors

6   DISCUSSION

Results of the study support that user involvement and satisfaction are the strongest predictors of continuance intention of Blog users, followed by perceived enjoyment. When users perceive that Blogs are important and valuable, they are likely to use Blogs again. Their level of satisfaction also impact intent to continue using Blogs. The indirect effects of enjoyment on continuance intention suggest that a satisfied user would more likely continue Blog use. The direct and indirect effects of perceived enjoyment on continuance intention are nearly the same (0.15) and (0.22). The similar effect size suggests that contents and functionalities of Blogs should consider not only pleasing users but also satisfying users' needs.

Secondly, perceived enjoyment is the key construct that explains the user satisfaction, followed by confirmation and user involvement. If Blog users have enjoyable experiences, they are more likely to be satisfied. The more they have feeling of enjoyment, the more likely they will be more satisfied. These results suggest that contents and functionalities of Blogs should provide fun and pleasure to users.

Thirdly, user involvement is the key to explaining the users' enjoyment (R^2 = 0.42), followed by confirmation (R^2 = 0.02). Highly involving with the contents provided by other Blog users may have an effect on a user's experience and behavior. After confirming the use of Blogs meet their expectations of pleasure, users feel the activity of using the Blogs is perceived to be enjoyable. They share their experiences, thoughts and feelings with friends and other users. Users could response their comments in the same topics which they concern about. The interactive activities are enjoyable

experiences. Users who feel a Blog has significance and relevance are more likely to perceive the Blog as a tool for pleasure. This confirms previous study that user involvement has a strong effect on the primary antecedents of flow, such as playfulness/enjoyment (Novak, Hoffman, & Yung 2000).

In this study, we modify ECT model with perceived enjoyment and integrated user involvement. The integrated model explains 65 percent of the satisfaction and 57 percent of continuance intention. Thus this study has identified that perceived enjoyment and user involvement are salient predictors of Blog satisfaction and continuance intention. The results of this study are consistent with the results of Lin et al's study (2005). The enjoyment is positively associated with satisfaction and continuance intention. Perceived enjoyment is a salient predictor either in a context of a web portal or Blog satisfaction and continuance intention.

7   CONCLUSIONS AND LIMITATIONS

The ECT is widely-used in studying consumer behaviors and in system use. Prior studies focus the effect of playfulness/enjoyment but rarely confirm the effect of perceived enjoyment in post usage behavior. Perceived enjoyment and user involvement are critical factors for continuance use of Blogs. Our study has confirmed that integrating the perceived enjoyment, user involvement, and the extended ECT model provides better insights into continuance use in the Blogs context. As shown in this modified ECT model, continuance with Blog use was predicted primarily by users' involvement and satisfaction, followed by perceived enjoyment. Users' satisfaction with Blog use was predicted primarily by perceived enjoyment, followed by users' confirmation of expectation and user involvement. Perceived enjoyment was predicted primarily by users' involvement, followed by users' confirmation of expectation of Blogs use. ECT is applicable in examining satisfaction and continuance usage in new IT; however, research efforts in a variety of contexts are needed. Understanding the satisfaction, importance, needs and values of Blog users should be foci of Blog research, because these factors contribute our knowledge of the continuance Blog use. Furthermore, future studies may explore the antecedents of perceived enjoyment. For practitioners, understanding continuance behaviors is worthwhile and is more important than one-time acceptance. Users' continuance intention is associated greatly with customer loyalty. How to attract and to retain loyal customers is a critical issue of a company's survival. As a result, we suggest that perceived enjoyment should be a crucial consideration in the development of Blog systems. While developing contents of Blogs, developers and service providers should take into account of users' feelings on pleasure, importance, value, and satisfaction in order to make users like to return to the Blogs.

This study has its inherent limitations. First, the sample may have self-selection bias. Model replications will be an alternative for eliminating the problem. We intend to develop a larger scale of research to conduct the model replication in the future. Secondly, the data collection approach may obtain biased survey responses; it is therefore hard to generalize the results to other user groups. Thirdly, perceived enjoyment is the only affect factor tested in our model, given our limited time and resources. Other affects or traits may have impact to Blog continuance use (e. g., computer playfulness, entertainment motive, perceived playfulness, and fun) and they may be explored in future studies.

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