7-15-2012

Affects And Post-Adoption Behaviors Of Blog Users

Margaret Meiling Luo
School of Information Systems and Technology, Strayer University, Springfield, PA, USA, margaret.luo@strayer.edu

Sophea Chea
Information Systems and Services, University of Maryland University College, Adelphi, MD, USA, schea@faculty.umuc.edu

Jashen Chen
College of Management, Yaun-Ze University, Taiwan, R.O.C, jchen@saturn.yzu.edu.tw

Shih-Chieh Chen
College of Management, Yaun-Ze University, Taiwan, R.O.C, s997106@mail.yzu.edu.tw

Follow this and additional works at: http://aisel.aisnet.org/pacis2012

Recommended Citation
http://aisel.aisnet.org/pacis2012/129

This material is brought to you by the Pacific Asia Conference on Information Systems (PACIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in PACIS 2012 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.
AFFECTS AND POST-ADOPTION BEHAVIORS OF BLOG USERS

Margaret Meiling Luo, School of Information Systems and Technology, Strayer University, Springfield, PA, USA, margaret.luo@strayer.edu

Sophea Chea, Information Systems and Services, University of Maryland University College, Adelphi, MD, USA, schea@faculty.umuc.edu

Jashen Chen, College of Management, Yaun-Ze University, Taiwan, R.O.C., jchen@saturn.yzu.edu.tw

Shih-Chieh Chen, College of Management, Yaun-Ze University, Taiwan, R.O.C., s997106@mail.yzu.edu.tw

Abstract

Positive and negative word-of-mouth (WOM) have yet well-understood in social media like blogs. These affective-driven WOM and cognitive-driven acceptance decision are important to e-services success. In this study, we incorporate two main streams of IS research: 1) the quality of the systems in determining systems success and 2) the effects of online incidents including online waiting, interruptions, and service failures on consumer behaviors, to understand these affective and cognitive-driven behaviors. We bridge the two streams of research and explain blog usage from the perspectives of affective events theory and social exchange factors. The research model posits that blog usage behaviors are determined by perceived site quality and cognitive appraisal of incidents handling (CAIH) and satisfaction mediated the effects of positive and negative affects to post-adoption behaviors. Results of partial least squares analysis with 467 responses from an online survey indicate that all measures have acceptable psychometric properties and confirmatory factor analysis attests the dimensionality of constructs. Structural equation analysis provides evidence for the structure relationships of the integrated model.

Keywords: Blogs, Affective Event Theory, Affects, Post Adoption Behaviors, Knowledge Sharing, Social Influence, Word-of-Mouth
1. **INTRODUCTION**

Using blogs (Weblogs) has become increasingly popular in recent years (Hsu & Lin 2008; Yu, Lu, & Liu 2010). A blog is an e-service that allows individuals to share thoughts and feelings instantaneously with fellow readers. Blogs provide functions that allow users to make comments on topics of interest, and have been widely used in many fields, such as arts, automotive, education, and media industries (Gracie & Rita 2005; Cox, Martinez, & Quinlan 2008; Lu & Yeh 2008). Though ComScore stated that in mid-2008 there were 77.7 million blog users in the U.S. eMarketer, many blog Websites have been given up soon after their creation (Arnold 2008). It is challenging to keep blogs alive in high competition.

Given the high competition of social media services, these e-service providers have to pay great attention to retaining customers with a customer-centric strategy. First, the decrease in exit barriers blog users can switch loyalty in a matter of a mouse click away and the switching cost is relatively low. To satisfy blog users by providing them a better use experience is a key to success. Unfortunately, anecdotal evidence suggests that retaining e-service users has been a major challenge for e-service providers because competitors are only a mouse click away. For instance, a study of e-loyalty suggested that 15 to 60 percent of customers in various online industries defects to competitors before the firms can break even from the recruiting costs (Reichheld & Schefter 2000).

Previous studies has identified three major post-adoption behaviors that open up research opportunity of understanding factors that impact user’s e-loyalty. The key post-adoption behaviors are: continuance intention, complaint, and recommendation behaviors (Chea & Luo 2008). Continuance intention has been well explored in system usage context; however, complaint and recommendation are relatively under-explored. With the recent popularity of online social-oriented systems, including blogs, social networking, and consumer review forums as media for online customers to spread word-of-mouth and complaints, a better understanding of other post-adoption behaviors, such as word-of-mouth and complaint behaviors and their determinants is needed because the findings can help practitioners engineer better online services. A survey by Forrester research (2006) underscores the importance and timeliness of understanding the customers’ word-of-mouth behaviors in addition to continuance intention in the study of customer retention. The survey found that comparison-shopping engines and social networking sites were ranked third and fourth (behind organic super-sites like ebay.com, amazon.com, and search engines) as sources of traffic for e-commerce. Thus, the antecedents of the three post adoption behaviors (complaint and recommendation behaviors and word-of-mouth) are of interest of current study.

Apart from post-adoption behaviors, Website quality and customer’s cognitive appraisal of online service provider’s incidents handling are important issues. Numerous studies suggest that e-service users are often been turn off by poor Web site quality and the fear of some critical incidents like the lost of private information and unfulfilled transaction. Besides, incidents such as longer-than-necessary download time, information push interruption, down times, and dead links lead to service failure and discourage customers from returning to a Web site. There is a general consensus among customer retention studies in traditional service that customer loyalty is suffered by service failures and when service failures occurs, the recovery processes have even a greater impact on the loyalty than the original failure (Spreng, Harrell, & Mackoy 1995). We therefore are interested to find out how recovery efforts from online service disruptive incidents influence post-adoption behaviors. We examine how customer’s cognitive appraisal of online provider’s incidents handling affects the post-adoption behaviors in the context of online services. We also examine how the perceived Web site quality and cognitive appraisal of incidents handling fit into a model of online service customer retention. In the context of blog, knowledge sharing factors and social influence factors were found to be crucial to user satisfaction and continuance intention, respectively (Hsu & Lin 2008). We are interested to see whether those factors have strength in comparison with affects, cognitive appraisal incidents handling, and site quality.
The goal of this study is to test research model, based on affective event theory, which encompasses factor of system quality, cognitive factors (knowledge sharing and social influence), and affective factors (positive and negative affects) and intend to figure out the relative strength of these factors, so that post-adoption behaviors of an increasingly popular e-service—blogs—can be better understood. The research attempt can not only contribute to system development but also to elucidate the key factors that enable e-service providers to build up e-loyalty.

In the following sections, we review prior work with affective event theory, satisfaction, affects, cognitive appraisal of incidents handling, knowledge sharing, and social influence. Then we present the arguments supporting the hypothesized relationship between constructs in the integrated model. The effects of constructs under investigation are empirically tested with online surveys of 467 blog users. Partial least squares (PLS) was used as an analytical tool. Finally, the results, discussion, theoretical and practical implications were presented.

2. Literature Review and Hyptheses

2.1 Affective Event Theory

Affective events theory (AET) has been popularized in the organizational literature (e.g., Weiss & Cropanzano 1996; Fisher 2002). The theory explains the relationship between employees and their emotional reaction to events that happen to them at work. It posits that momentary work events cause concurrent positive and negative affective states. Employees’ affective states at work place predispose their attitude toward the jobs and in turn attitude toward the job affects the cognition-driven behaviors about the jobs (e.g., intention to quit or stay). Additionally, work features influence these attitudinal judgments directly and indirectly via work events and affective states (Weiss & Cropanzano 1996; Weiss 2002). The theory also posits that affective states at work affect the affect-driven behavior (e.g., helping others). When affective events theory is applied to explain e-service like blog user behaviors, we can see that work features are similar to e-service Website features because some blogs have design features that make users feel at ease when using them while others do not have these features or have features that frustrate blog users. Second, some Web incidents in blogs will delay, interrupt, or prohibit a smooth blog experience. These incidents are similar to the annoying work events at the work place because, they are not expected by users/workers and they induce negative emotional reactions. Finally, AET conceptualizes two types of behaviors (cognition-driven and affective-driven behaviors) in workplace settings. The two types of behaviors can be conceptualized in Web usage context as e-service retention—continuance intention for cognition-driven behavior and two types of word-of-mouth for affect-driven behaviors (Chea & Luo 2008). Based on affective event theory, we developed an integrated model that explains post-adoption behavior of e-services of all kinds including blog usage. For blog usage, we add context-specific factors: knowledge sharing and social influence (Hsu & Lin 2008). Figure 1 shows the research model.

2.2 Satisfaction and Post-Adoption Behaviors

Satisfaction is a major determinant of continuance intentions; this has been attested in expectation-confirmation theory (ECT) studies (Bhattacherjee 2001; McKinney, Yoon & Zahedi 2002; Oliver 1994). Blog user’s satisfaction with blog was a significant predictor of their continuance intention (Hsu & Lin 2008; Shiao & Luo 2012). Thus, we hypothesize that:

\[ H1: \text{Satisfaction with blog use is positively associated with continuance intention to use blogs.} \]

Marketing literature on customer loyalty has focused on how satisfaction affects continuance, recommendation, and complaint behaviors (Bougie, Pieters, & Zeelenberg 2003; Mooradian & Oliver 1997; Richins 1982, 1983; Blodgett, Wakefield & Barnes 1995; Bearden & Teel 1983; Singh 1988; Mooradian & Oliver 1997). However, researchers rarely include all three aspects of post-adoption behaviors in a single model. According to previous literature, we therefore hypothesize that:

\[ H2: \text{Satisfaction with blog use is positively associated with recommendation intention to use blogs.} \]

\[ H3: \text{Satisfaction with blog use is positively associated with continuance intention to use blogs.} \]

\[ H4: \text{Satisfaction with blog use is positively associated with complaint intention to use blogs.} \]

\[ H5: \text{Satisfaction with blog use is negatively associated with discontinuation intention to use blogs.} \]
**H2:** Satisfaction with blogs is negatively associated with complaint intention.

**H3:** Satisfaction with blogs is positively associated with recommendation intention.

---

**Figure 1. Research Model**

2.3 **Positive and Negative Affects**

Numerous literatures support the positive relationship between positive affect and satisfaction. So does the negative relationship between negative affect and satisfaction (e.g., Mano & Oliver 1993; Mooradian & Oliver 1997; Oliver 1993; Phillips & Baumgartner 2002; Westbrook 1987; Mano & Oliver 1997; Zajonc 1980; Bagozzi 1982) therefore, we hypothesize that:

- **H4a:** Blog user’s level of positive affective reaction to blogs is positively associated with satisfaction with blog use.
- **H4b:** Blog user’s level of negative affective reaction to blogs is negatively associated with satisfaction with blog use.

2.4 **Web Events and Cognitive Appraisal of Incidents Handling**

When encountering a situational state (event) that can be either motive-consistent or motive-inconsistent, an individual will experience certain emotional states (positive emotion and negative emotion, respectively); this has been consistently described in Roseman’s appraisal theory of emotion (1984) and the hypotheses of AET. Similar idea has been discussed in consumer behavior literature where affect is recognized as dual experience of negative affect and positive affect in consumption (Mano & Oliver 1993; Mooradian & Oliver 1997; Oliver 1997). Therefore, cognitive appraisal of incidents handling determines both positive and negative affective reactions. We propose the following hypotheses:
H5a: Cognitive appraisal of incidents handling is positively associated with level of positive affective reaction to blog use.
H5b: Cognitive appraisal of incidents handling is negatively associated with level of negative affective reaction to blog use.

Affective experiences in the workplace determine the affect-driven behaviors, like helping behavior (influenced by positive affect) or job-incompatible behaviors (influenced by negative affect) (Weiss & Cropanzano 1996). Positive and Negative word-of-mouth (i.e., complaint and recommendation behaviors) are both affect-driven. A positive affective reaction toward blogs is related to recommendation behavior. Likewise, a negative affective reaction toward blogs might also relate to complaint behavior (Mooradian & Oliver 1997; Chebat, Davidow & Codjovi 2005; Singh 1988; Chea & Luo 2008). Previous studies support the relationship between positive affect and recommendation behavior (Mooradian & Oliver 1997; Chea & Luo 2008). Thus, we hypothesize that:

H6a: Blog user’s level of positive affective reaction is positively associated with blog recommendation intention.
H6b: Blog user’s level of negative affective reaction is positively associated with blog complaint intention.

Store atmospheric quality works as stimuli on customer affect was confirmed in the stimulus-organism-response (S-O-R) paradigm and consumer behavior literature (Bitner 1992). Specifically, Ethier et al. (2006) found that Web site quality affects customer cognitive appraisal of situational state during online shopping episode. The similar conclusion has drawn from research with the S-O-R paradigm in a Web environment (Eroglu, Machleit & Davis 2001; Ethier et al. 2006) in which elements of a site, such as color, background patterns, typestyles, shopping recommendation agents, and online communities were found as stimuli affecting cognitive appraisal of emotional states of online customers. Hence, we hypothesize that:

H7: Perceived site quality of blogs is positively associated with cognitive appraisal of incidents handling.

While modeling e-service usage, identifying cognitive antecedents from emotional antecedents of satisfaction is valuable to advance information systems (IS) and consumer literature (Westbrook 1987; Mano & Oliver 1993; Oliver 1997; Wirtz, Mattila, & Tan 2000; Smith & Bolton 2002). Perceived site quality, including both hedonic and utilitarian beliefs, is customer post-adoption belief about the level of quality of e-service Web site. Its relationship with satisfaction was attested (Bhattacherjee 2001), so did its relationship with customer continuance intention (Bhattacherjee 2001; Chea & Luo 2008). Perceived site quality and perceived usefulness are both post-adoption beliefs about the performance of an e-service. If perceived usefulness is related to satisfaction and customer continuance intention, we can infer that perceived Web site quality is also related to satisfaction and customer continuance intention. Therefore, we propose that blog Website quality is a predictor of satisfaction and continuous use of blogs.

H8: Perceived site quality of blogs is positively associated with satisfaction.
H9: Perceived site quality of blogs is positively associated with continuance intention.

2.5 Knowledge Sharing and Social Influence

Knowledge sharing factors are crucial to positive blog attitude. Driven by the social exchange theory (SET) (e.g., Pervan, Bove, & Johnson 2009), previous studies have developed a few knowledge factors based on the concept that knowledge sharing and exchange can acquire benefits (Davenport et al. 1998; Bock & Kim 2002). The factors include: altruism (the degree to which a person was willing to increase other people’s welfare without expecting returns), expected reciprocal benefits (the degree to which a person believed he or she could obtain mutual benefits through knowledge sharing),
reputation (the degree to which a person believed that participation could enhance personal reputation through knowledge sharing), trust (the tendency to believe in others and in their posted articles on the blog), and expected relationships (the degree to which a person believed he or she could obtain an improved mutual relationship through knowledge sharing). These factors were empirically attested in blog study (i.e., Hsu & Lin 2008). Social influence factors like community identification (the perception of belonging to a blogging community) and social norms (the degree to which a user perceived that others approved of their participating in the blog.) are positively related to blog use intention (Hsu & Lin 2008). In particular, social norms and its relationship between intention to use information system has found positive in various IS studies (e.g., Venkatesh & Bala 2008), we therefore hypothesis that:

**H10:** Knowledge sharing factors are positively associated with post-adoption behaviors (i.e. continuous intention, recommendations, and complaints).

**H11:** Social influence factors are positively associated with post-adoption behaviors (i.e. continuous intention, recommendations, and complaints).

In this study, multiple theories (affective event theory, social exchange theory, and theory of emotions) were adopted to fully describe the post-adoption behaviors. Even through the conceptual framework appears to be complicated; however, it shows our attempt to take into account cognition, affectivity, and usability factors that impact the post adoption behaviors. We expect to build upon the existing literature on these three aspects and include the contextual factors (factors derived from SET), so the phenomenon of usage of social media can be fully understood.

3. Methodology

3.1 Method

The population of interest was blog users. A pretest and a main study were conducted to collect the data. In the pretest, participants were students who enrolled in a 300 level IT course in a major university in Taiwan in Spring, 2009. A total of 50 responses were collected. All participants were in their junior and senior years of college. The instruments were modified based on the pretest results. The main study data collection was conducted in Spring, 2009. A message of online survey was posted in the bulletin broad system (BBS) (telnet: //ptt.twbbs.org) and an information portal (http://taiwan.look.tw). The BBS is one of the most popular bulletin broad systems, with a large user population. The information portal, whose major function is to provide timely information on fan club events and activities to get awards from consumer products, also has a huge user population. In the announcement message, users were guided to link the survey URL. Incentives were provided to evoke participation. A total of 467 subjects participated in the online survey. The online survey system has function to pop up a window reminding respondents when certain question left unanswered. Therefore, all 467 responses were valid and were used for PLS analysis. The 467 participants who completed the questionnaire were composed of 249 (53.4%) male and 218 (46.6%) female. They were between 18 and 50 years of age. The majority of them (242, 51.8%) were between 21 to 25 years of age.

3.2 Instrumentation

The survey questionnaire includes 70 items representing ten constructs identified in Figure 1, as well as a series of demographic items and self-reported Internet use items. Each question was measured on Likert-type scale, ranging from 1 to 7. Table 1 summarizes the literature pertaining to the constructs in the integrated model. As mentioned earlier, we conducted a pretest with 50 subjects to test the items, prior to the main survey. Few items were re-worded based on the pre-test participants’ responses. The items were adapted from the scales list in Table 1. The questionnaire for Taiwan participants was developed through a translation and back translation process by two bilingual coders in Taiwan.
Table 1 presents the definitions of constructs and measurements adapted in our research model. Major constructs use measurements developed and validated in previous studies (Watson, Clark, & Tellegen 1988; McKnight et al. 2002; Oliver 1997; Roseman et al. 1996, Bhattacherjee 2001; Bougie et al. 2003). The construct of cognitive appraisal of incidents handling used in this proposed study is adapted from cognitive appraisal construct proposed by Roseman, Antoniou, and Jose (1996) and being adopted by Ethier et al. (2006) in their study on emotional response to site quality in online shopping. Perceived site quality was measured by the 5-item perceived site quality scale adapted from McKnight et al. (2002). Negative and positive affect (NA and PA) were measured with the 20-item PANAS Scales developed by Watson, Clark, and Tellegen (1988). Satisfaction was measured with the 6-item satisfaction scale adapted from Oliver (1997). Customer continuance intention was measured with the 4-item continuance intention scale adapted in Bhattacherjee’s study of online banking (2001). Complaint intention and recommendation intention were measure by the 6-item complaint and 3-item recommendation scales respectively (Bougie et al. 2003). Knowledge sharing and social influence items were used in Hsu and Lin (2008) with their blog study. The choices of these measures are based on known reliability and validity in previous studies.

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Definition</th>
<th>Measurements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative Affect</td>
<td>Customer’s subjective distress toward the site which subsumes a broad range of aversive mood states, including distressed, nervous, afraid, angry, guilty, and scornful.</td>
<td>20-item PANAS Scales (Watson, Clark, &amp; Tellegen 1988) including 10 items for PA and 10 items for NA.</td>
</tr>
<tr>
<td>Positive Affect</td>
<td>Customer’s level of pleasurable experience with the online service. High PA is composed of terms reflecting enthusiasm (e.g., excited, enthusiastic), energy (e.g., active, energetic), mental alertness (e.g., alert, attentive), and determination (e.g., strong, determined).</td>
<td>5-item perceived site quality scale adapted from McKnight et al. 2002</td>
</tr>
<tr>
<td>Perceived Site Quality</td>
<td>Perception toward the quality of the site attributes.</td>
<td>3-item adapted from Roseman et al. 1996</td>
</tr>
<tr>
<td>Cognitive appraisal of incidents handling</td>
<td>Customer’s cognitive evaluation of how well the Web incidents were handled by the service provider.</td>
<td>6-item satisfaction scale adapted from Oliver 1997.</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>The consumer’s fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment (Oliver 1997, pp. 13).</td>
<td>4-item scale (Bhattacherjee 2001)</td>
</tr>
<tr>
<td>Continuance intention</td>
<td>Customer’s intention to continue using the online service.</td>
<td>3-item scale (Bougie, Pieters, &amp; Zeelenberg 2003)</td>
</tr>
<tr>
<td>Recommendation</td>
<td>Customer’s intention to spread positive word-of-mouth.</td>
<td>6-item scale (Bougie, Pieters, &amp; Zeelenberg 2003)</td>
</tr>
<tr>
<td>Complaint</td>
<td>Customer’s intention to engage in negative word-of-mouth includes intention to complain to the service provider and to a third-party.</td>
<td>17-item scale (Hsu &amp; Lin 2008)</td>
</tr>
<tr>
<td>Knowledge sharing</td>
<td>A transaction process of knowledge markets, where the knowledge buyers and sellers needed to have reciprocal benefits from the exchange. Expected reciprocal benefits, reputation, altruism, expected relationships, and trust were considered as the incentives for knowledge sharing.</td>
<td>6-item scale (Hsu &amp; Lin, 2008)</td>
</tr>
<tr>
<td>Social influence</td>
<td>To influence an individual’s behavior by normative force and identity shaping: social norms and community identification.</td>
<td>6-item scale (Hsu &amp; Lin, 2008)</td>
</tr>
</tbody>
</table>

Table 1. Measurements of the Model

4. Data Analysis

A partial least squares (PLS) analysis in PLS Graph (version 3.00) was conducted to examine the reliability and validity of the measures and test the significance of the hypothesized relationships of the proposed model.
Construct validity was tested with the PLS loadings. All items loaded substantially high (i.e., above .600, though this is a bit lower than .70 standard, the pattern exists), on their intended constructs and were found significant at the p < .001 level with the exception of three items (two trust items and one item of negative affect). Given these loadings were very close to 0.600, they were retained for analysis. The internal composite reliability, square roots of AVE (average variance extracted) and the inter-construct correlations were all at acceptable levels. Table 2 shows internal composite reliability of constructs, inter-correlation between construct, and square roots of average variance extracted.

<table>
<thead>
<tr>
<th>AVE/Correlation</th>
<th>Latent Constructs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Site Quality (PSQ)</td>
<td>0.90 0.80</td>
</tr>
<tr>
<td>Cognitive appraisal of incidents handling (CAIH)</td>
<td>0.85 0.73 0.86</td>
</tr>
<tr>
<td>Positive Affect (PA)</td>
<td>0.88 0.46 0.43 0.69</td>
</tr>
<tr>
<td>Satisfaction (SAT)</td>
<td>0.88 0.62 0.49 0.46 0.75</td>
</tr>
<tr>
<td>Continuance intention (CI)</td>
<td>0.92 0.58 0.46 0.48 0.81 0.87</td>
</tr>
<tr>
<td>Recommendation (RECM)</td>
<td>0.77 0.43 0.39 0.34 0.75 0.68 0.73</td>
</tr>
<tr>
<td>Complaint (CMPLN)</td>
<td>0.94 -0.15 -0.04 0.04 -0.46 -0.39 -0.52 0.85</td>
</tr>
<tr>
<td>Community identification (COMID)</td>
<td>0.88 0.481 0.37 0.43 0.36 0.37 0.23 -0.01 0.80</td>
</tr>
<tr>
<td>Social norms (SN)</td>
<td>0.94 0.36 0.28 0.30 0.23 0.27 0.15 0.1 0.621 0.94</td>
</tr>
<tr>
<td>Trust (TR)</td>
<td>0.88 0.4 0.35 0.33 0.31 0.31 0.25 0.06 0.42 0.37 0.84</td>
</tr>
<tr>
<td>Reputation (REP)</td>
<td>0.88 0.33 0.28 0.37 0.19 0.26 0.10 0.15 0.62 0.55 0.38 0.84</td>
</tr>
<tr>
<td>Expected reciprocal benefits (ERB)</td>
<td>0.92 0.42 0.31 0.35 0.28 0.33 0.15 -0.04 0.61 0.45 0.35 0.62 0.88</td>
</tr>
<tr>
<td>Altruism (AL)</td>
<td>0.91 0.347 0.31 0.33 0.18 0.21 0.12 0.15 0.53 0.42 0.39 0.56 0.70 0.88</td>
</tr>
<tr>
<td>Expected relationships (ER)</td>
<td>0.92 0.47 0.38 0.42 0.33 0.38 0.18 -0.01 0.71 0.52 0.44 0.59 0.64 0.51 0.84</td>
</tr>
<tr>
<td>Knowledge sharing (KS)</td>
<td>0.93 0.50 0.41 0.46 0.33 0.38 0.20 0.06 0.75 0.59 0.59 0.79 0.85 0.79 0.85 0.68</td>
</tr>
<tr>
<td>Social influence (SF)</td>
<td>0.89 0.48 0.37 0.42 0.34 0.37 0.22 0.03 0.93 0.85 0.45 0.65 0.60 0.54 0.70 0.76 0.77</td>
</tr>
<tr>
<td>Negative Affect (NA)</td>
<td>0.94 -0.17 -0.06 0.08 -0.47 -0.40 -0.45 0.63 -0.06 0.06 -0.02 0.11 -0.04 0.09 -0.06 0.01 0.1</td>
</tr>
</tbody>
</table>

Notes: 1. ICR: Internal Composite Reliability. 2. Diagonal elements are the square root of the shared variance between the constructs and their measures; off-diagonal elements are correlations between constructs.

Table 2. Measurement Model Estimation

A bootstrap method (200 times for both samples) tested the validity of the constructs and the significance level of regression path coefficients. With PLS, convergent and discriminant validity were assessed by examining the square root of the AVE for each construct with its (larger) correlation to other constructs, and comparing each item’s higher loading on its construct against its loading on others (Gefen, Straub, & Boudreau 2000). The results met the criteria. Furthermore, the internal composite reliability of all constructs was greater than .80 with an exception of one construct: recommendation (0.77, acceptable). Thus, there is evidence of construct reliability and validity. Figure 2 summarize the results for the direct effects. Of the AET constructs, the data set supports most of the hypothesized relationships with only cognitive appraisal incident handling to negative affect (H5b) and positive affect to recommendation (H6a) not supported though the direction of relationships were found as expected. In addition, knowledge sharing factor (2nd order construct) was found to be precursor of only complaint. Social influence (2nd order construct) was found to be the
predictor of continuous intention, left alone the rest two post-adoption behaviors. Thus, the proposed relationships were mostly supported by the data set.

Figure 2. The PLS Analysis Result

5. Discussion

5.1 Discussion of Key Findings

The results show that most of the hypothesized relationships were supported by the data. A good site quality (belief on system quality) leads to satisfaction, which in turn influence continuance intention, positive and negative word-of-mouth. Cognitive appraisal of incidents handling has impact toward positive affect which in turn predicts satisfaction. Negative affect contribute negatively to satisfaction. Positive affect towards the blog leads to recommendations to other potential blog users. In contrast, an unsatisfied blog user will complaint to other or service providers about their unhappy feeling of the use experience. This is consistent with earlier e-service study in which positive relationships of perceived site quality, cognitive appraisal of incident handling, affects, satisfaction, and three post-adoption behaviors: continuance intention, recommendations, and complaints (Chea & Luo 2008; Chea & Luo 2009). The consistent results suggest that bringing affective event theory to online context is reasonable and the pattern of the relationships between constructs exists. However, the negative items (i.e., negative affect) did not significantly determine cognitive appraisal of incidents handling. Perhaps the service failure of the Internet has become part of Internet experiences and blog users may feel acquainted with it. Given the direction of relationship holds, the weak strength of relationship should not be overlooked.

Information quality and system quality factors have been discussed well with satisfaction and adoption decision (e.g., Wixom & Todd 2005). We go beyond information/system quality and taken into account of affects (i.e., negative and positive affects) and social factors (knowledge sharing and social influence). The boundary condition of adoption and satisfaction theories is therefore being
extended. This attempt enriches our understanding to social media when social media are widely used and it gradually becomes an important part of users’ everyday experiences. The knowledge sharing factor was found only predicts continuance intention, although the strength is weak. Social influence only predicts complaints, again, with relative weak associations. Despite the weak association, knowledge sharing as a predictor of blog use intention explains its role as a tool of social exchange. However, relationship of social influence and complaints need to be explored in future study, because it should reasonable contribute more to the rest of two post adoption behaviors—recommendations and continuous intentions of blog usage.

The findings of this study are beneficial to practitioners. Usability practitioners can use the perceived site quality items to examine the usability issues of blogs and cognitive handling appraisal items to manage the perception of blog users on their reactions to the unexpected Web events. Marketing executives can also use the results to figure out the differences in satisfaction and provide solutions for intrigue positive affect and minimize the negative affect. For instance, a blog user may respond positive affect when blog Website receive a message of acknowledgement when critical incidents happen or provide instant chatting with online representatives for problem solving and these may lead to satisfaction. Likewise, negative affect can result in unsatisfied blog user to spread negative word-of-mouth. These negative affect should not be overlooked and need to be managed by enhancing system functionalities and better customer cares. Taken affect, and system quality measures, knowledge sharing and social influence factors into account would provide valuable information to designers as currently users satisfaction is a key to success of blog Websites. This attempt gives a holistic view of modeling blog users’ post-adoption behaviors.

5.2 Limitations of the Study

It is necessary to point out that the study has certain limitations. Since it uses a cross-sectional survey method of data collection, the results presented here comprise a snapshot of the post-adoption behaviors of blog users, neglecting possible time-lag effects of affective response. There are several kinds of e-services and social media like blogs are one of them, so the results might not be applicable to other forms of e-services, such as customer-to-customer and business-to-business. Context-specific factors have to be explored to fully understand the e-service adoption. However, our study takes the initiative to explain blog post-adoption behaviors with affective event approach and the results are encouraging. More research effort with this orientation is worthy of pursuit. Finally, some degree of caution is required because the study is “recall based”: some covariates/factors may have affected the results.

This study has several implications for blog customer retention practice. First, keeping the Web site quality up to or better than industry standard in blog/e-services is an important aspect to keep customer satisfied. Second, satisfied customers not only intend to continue the patronage of blog but also help spread positive word-of-mouth and intend to complaint less to friends and third-party. Finally, practitioners need to take customers’ affect into account when engineering a blog offering. The goal is to maximize customer positive emotional experience and minimize their negative emotional experience through better handling of Web incidents to make the blogs meet users’ expectation to ensure their satisfaction with blog use. Special attention needs to be paid to the negative customer affect. Thus, recovery efforts from incidents on the Web site need to be immediate and right at the first trial to avoid accumulation of negative affect.

5.3 Conclusion

With affective event theory, we test the factors that affect post-adoption behaviors of blog users. Given social media like blogs is still in its infancy, studies in modeling blog users behaviors with a holistic view encompasses cognitive, affective, and system quality, and online incidents, attributes to our knowledge, is yet well-developed. We foresee the potential of doing research with this approach. Future research may explore different types of e-services and provide context-specific factors to test with AET constructs. Specifically, the roles of knowledge sharing and social influence are found
important to social media usage. Further research may adopt social exchange theory to elaborate how these factors to do with the exchange of benefits with other users and how systems can support and facilitate these exchanges.

References


