

ABSTRACT

Web 2.0 applications facilitate various adaptations of blogs on many different areas. Bloggers who have blog publications and financially depend on the blog are referred to as professional bloggers in this study. As blogging becomes a social trend, a phenomenon, and more – a profession, there should be a rule or a guideline, and relationship marketing is suggested by the author. Guided by relationship marketing, with the definition extracted from various literatures, the study is based on the structure of Christopher, Payne & Ballantyne (1991) – the relationship marketing ladder of customer loyalty. The purposes of the study are to examine the importance of interaction in the blogger-blog reader relationships, and most significantly, to test if relationship marketing can fit-into the blogosphere.

Adopting a two-phase, sequential mixed method, this study applied both qualitative and quantitative research tools. In the first phase, a pretest survey was conducted to serve as the base for further research. In the second phase, focus group discussions were carried out to explore more insights of blogs, blogging, and the target bloggers, Wan Wan & Queen, from blog readers' perspective. At last, a final-found survey was conducted to collect more data for testing the hypotheses and feasibility of the research framework.

To conclude, interaction is indispensable in managing blogs. Interactions and blog readers' expectations toward the blog influence their satisfaction with the blog, and further affect the development of loyalty to spread word-of-mouth. The suggestions for further research including studying from different perspective, adopting longer time span, collecting a larger sample, categorizing bloggers, and implementing behavioral research for business use.

Keywords: blog, blog marketing, customer satisfaction, interaction, loyalty, relationship marketing