CHAPTER IV DATA ANALYSIS

4.1 Sample Structure

There are 720 samples collected in this study, and among which, 699 samples are valid. Below is the analysis according to age, gender, marital status, educational background, occupation, monthly income, and average daily online hours (Please refer to figure 4-1):

Age

There are 699 participants indicating their age groups. There are seven age groups in this study: 1. under 18; 2. 18 to 24; 3. 25 to 29; 4. 30 to 34; 5. 35 to 39; 6. 40 to 44; 7. 45 and above. There are 136 participants are under age 18, which accounts for 19.5%. The majority falls into the age group of 18 to 24. There are 358 participants and which accounts for 51.2%. There are 165 participants are between age 25 to 29, and which accounts for 23.6%. For age 30 to 34, there are 33 participants, and accounts for 4.7%. There are 4 participants in the group of 35 to 39, two participants in the group of 40 to 44, one participant falls in 45 and above, and accounts for 10% in total.

Gender

Among the 699 valid samples, 107 participants are male, and which accounts for 15.3%. The other 592 participants are female, and account for 84.7%.

Marital Status

Among the 699 valid samples, 660 participants are single, account for 94.4%.

Thirty-two participants are married, which account for 4.6%. Only one falls in the group of separated/divorced/widowed, and accounts for 1%.

Highest Degree Obtained

There 694 participants indicating their highest degree obtained. There are 25 participants' highest degree obtained is elementary school, account for 3.6%. There are 55 participants' obtain junior high school degree, account for 7.9%. There are 142 participants are high school graduates, account for 20.5%. The majority falls in college/university degree. There are 429 participants, and account for 61.8%. There are 42 participants obtain master degree, and account for 6.1%. Only 1 participant obtains doctoral degree, which accounts for 0.1%.

Occupation

There are 694 participants indicating their occupations. Among which, the majority falls in the group of student. There are 377 participants are students, account for 54.3%. There are 62 participants are unemployed, account for 8.9%. There are 12 participants identify themselves as self-employment, account for 1.7%. The other 243 participants are workers or employees distributed in the rest 17 industries, account for 35.1%.

Monthly Income

There are 694 participants identify their income range. There are 415 participants have monthly income under NTD 10,000, which account for 59.8%. There are 205 participants have monthly income range from NTD 10,001~30,000, account for 29.5%.

There are 65 participants range from NTD 30,001~50,000, account for 9.4%. There are 9 participants have monthly income above NTD 50,001, account for 1.3%.

Average Daily Online Hours

There are 699 participants indicating their average daily online hours. There are 55 participants online for less than 2 hours per day, account for 7.9%. There are 248 participants online for 2 to 4 hours per day, account for 35.5%. There are 189 participants online for 4 to 6 hours, account for 27%. There are 94 participants online for 6 to 8 hours, account for 13.4%. There are 63 participants online for 8 to 10 hours, account for 9%. There are 50 participants online for more than 10 hours per day, account for 7.2%.

Blog Reading Motivations

Since people may read blogs with more than one reason, participants are allowed to tick multiple answers in this section. Among 699 participants, 608 people read blogs to get relaxed, which account for 87%. There are 539 participants read blogs to kill time, account for 77.1%. There are 390 participants read blogs for exchanging information, accounting for 55.8%. There are 203 participants read blogs for exchanging opinions, accounting for 29%. There are 126 participants read blogs to fulfill the curiosity of knowing what others' doing, accounting for 18%.

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	Frequency	Percentage (%)
Age		
18 to 24	358	51.20
25 to 29	165	23.60
Under 18	136	19.50
30 to 34	33	4.70
35 to 39	4	0.57
40 to 44	2	0.29
45and above	1	0.14
Total	699	100.00
Gender		
Female	592	84.70
Male	107	15.30
Total	699	100.00
Marital Status		
Single	660	94.40
Married	32	4.60
Separated/divorced/widowed	1	1.00
Total	699	100.00
Highest Degree Obtained		
College/University	429	61.80
High School	142	20.50
Junior High School	55	7.90
Master	42	6.10
Elementary School	25	3.60
Doctor	1	0.10
Total	694	100.00
Monthly Income		
Under NTD 10,000	415	59.8
NTD 10,001~30,000	205	29.5
NTD 30,001~50,000	65	9.4
NTD 70.001~90,000	4	0.6
NTD 90,000 and above	3	0.4
NTD 50,001~70,000	2	0.3
Total	694	100

Table 4-1 Sample Structure

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	Frequency	Percentage (%)
Occupation		
Students	377	54.30
Unemployed	62	8.90
Service Industry	45	6.50
Electronics/Information	40	5.80
Education	29	4.20
Medication/Environment	24	3.50
Manufacture	20	2.90
Accomodation/Food&Beverage	18	2.60
Communications	17	2.40
Finance/Insurance	12	1.70
Self-employed	12	1.70
Wholesales/Retailing	11	1.60
Contruction	9	1.30
Legal/Accouting	8	1.20
Travel/Leisure	3	0.40
Logistic/Warehouse	2	0.30
Argriculture/Forestry/Fisher/Animal Husbandary	2	0.30
Politics/Social Welfare	1	0.10
Others	2	0.30
Total	694	100.00
Average Daily Online Hours		
2 to 4 hours	248	35.5
4 to 6 hours	189	27
6 to 8 hours	94	13.4
8 to 10 hours	63	9
Less than 2 hours	55	7.9
More than 10 hours	50	7.2
Total	699	100
Blog Reading Motivations	(multiple answers)	
Get relaxed	608	87.00
To kill time	539	77.10
To exchange information	390	55.80
To exchange opinions	203	29.00
To fulfill the curiosity	126	18.00
N=	699	

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Table 4-1(continue): Sample Structure

4.2 Preliminary Result

Besides demographic variables stated above, questions in this survey are divided into two sections for Wan Wan and Queen respectively.

4.2.1 WanWan

Blog Exposure Channels

Participants are asked to identify where they get to know Wan Wan's Comic Blog. Multiple answers are allowed since they may get the information from more than one channel. Of 699 participants, 502 answered this question. There are 247 participants getting to know Wan Wan's Comic Blog through Wretch homepage, which account for 49.2%. And 130 participants are through print media, accounting for 25.9%. TV programs/commercials also are information channel for 146 participants, which account for 29.1%. There are 49 participants get to know Wan Wan through BBS/online discussion rooms, which account for 9.8%. There are also 134 participants get to know Wan Wan through Word-of-mouth, which account for 26.7%. Some participants get to know Wan Wan's blog publication before they know their blog. There are 192 participants, and account for 38.2%. There are 191 participants getting to know Wan Wan's blog from other websites/blogs/web pages, accounting for 38%. There are 113 participants just linking to Wan Wan's blog at random, accounting for 22.5%.

Wan Wan's Comic Blog Reading Frequency

Of 699 participants, 501 answered this question. The frequency is divided into 5 categories: 1. less than once a month; 2. 1 to 3 times a month; 3. 1 to 3 times a week; 4.

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4 to 6 times a week; 5. more than once per day. There are 57 participants read Wan Wan's blog less than once a month, accounting for 11.4%. There are 86 participants read the blog 1 to 3 times a month, accounting for 17.2%. There are 142 participants read Wan Wan's blog 1 to 3 times a week, accounting for 28.3%. There are 120 participants read the blog 4 to 6 times a week, accounting for 24%. There are 96 participants read Wan Wan's blog more than once per day, accounting for 19.2%.

Blog Tracking Methods

Of 699 participants, 500 answered this question. Participants are allowed to tick more than one answer for they may use more than one method to track Wan Wan's blog. There are 186 participants add the blog into My Favorite List in the personal computer, accounting for 37.2%. There are 184 participants add the blog into Good Friend List in their own blogs, accounting for 36.8%. There are 71 participants add the blog linkage to their blogroll, accounting for 14.2%. There are 32 participants subscribe to Wan Wan's RSS, accounting for 6.4%. There are 121 participants do not track the blog at all, accounting for 24.2%.

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Interactions

Through focus group discussions, interactions in this survey are defined as comments/leave messages, trackback to the posts, and participate in any online/offline activities held by the professional blogger. Participants are asked to indicate whether they have commented/left messages on Wan Wan's blog, ever trackbacked to Wan Wan's posts, ever participated in any online/offline activities held by Wan Wan, and whether if Wan Wan replied any of their comments/messages. If they tick "yes" on one

item, it is coded as 2; “no” is coded as 1. Then the mean of these four items are referred to as “interactions” (M=1.3, SD=.20).

Of 699 participants, 494 people indicate whether they have ever commented or left message on Wan Wan’s blog, and 300 of them have done that before, which account for 60.7%. Among these participants, 41 people got replies from Wan Wan, which account for 13.7%. Of 699 participants, 493 people indicate whether they use trackbacks to any of Wan Wan’s posts, and among which 73 participants do use the application, which account for 14.8%. Of 699 participants, 488 people indicate whether they have participated in any activities held by Wan Wan, and 43 people ever participated in some activities before, which account for 8.8%.

Word-of-mouth

This is the index of loyalty in this study. There are two questions regarding to this item. Participants are asked to identify whether they have recommended Wan Wan’s blog to others, and whether they have intention to do so. The mean of these two questions are referred to as “Word-of-mouth” (M=1.73, SD=.35).

Of 699 participants, 491 participants indicate whether they have recommended Wan Wan’s blog to others, and 296 ticked yes, which account for 60.3%. Of 699 participants, 490 people indicate whether they have intention to recommend Wan Wan’s blog to other, and 424 participants ticked yes, which account for 86.5%.

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Level of Agreement

In this section, there are eleven statements about Wan Wan's blog, and participants need to identify how they agree with the statement. The options are: 1. strongly disagree, 2. disagree, 3. neutral, 4. agree, 5. strongly agree. This study sets "strongly disagree" as 1 point, "disagree" as 2 points, "neutral" as 3 points, "agree" as 4 points, and "strongly agree" as 5 points.

To better understand how many facets are included in these statements, a principal component factor analysis (varimax rotation) is applied (Please refer to figure 4-2 & 4-3).

Variables	Component 1	Component 2
wide variety	0.89	-0.05
personal style	0.88	0.05
specific theme	0.86	0.11
original	0.85	0.12
entertaining	0.83	0.12
meaningful content	0.80	0.01
mass culture	0.78	0.20
updated frequently	0.74	0.24
high media exposure	0.59	0.39
interactive	0.55	0.34
commercialized	-0.01	0.94
Eigenvalues	6.39	1.07
% of variance	58.10%	9.73%
% of variance in total	67.83%	

Extraction Method: Principal Component Analysis with varimax rotation

Table 4-2: Factor Analysis for Level of Agreement Scale (Wan Wan)

Among 11 statements, only "commercialized" constitute 2nd component, which cover 9.72% of variance (Eigenvalue=1.07). The other ten statements cover 58.09% of variance (Eigenvalue=6.39). As one variable is not enough to structure a facet, "commercialized" was eliminated from the scale. After deletion, there is only one component explaining 63.82% of variance (Eigenvalue=6.38). Then Cronbach's alpha test was carried out to examine the reliability, and the result was an alpha value of .93. These items are added up and divided by 10 to get a mean as the index of the level of agreement (M=4.20, SD=.72).

Variables	Component 1
wide variety	0.87
specific theme	0.87
personal style	0.86
original	0.86
entertaining	0.83
mass culture	0.81
meaningful content	0.80
updated frequently	0.78
high media exposure	0.66
interactive	0.60
Eigenvalues	6.38
% of variance	63.82%
Cronbach's Alpha	.93

Extraction Method: Principal Component Analysis.

Table 4-3: Factor Analysis for Level of Agreement Scale (Wan Wan) After Revision

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Level of Satisfaction

In this section, there are ten statements about Wan Wan's blog, and participants need to identify their level of satisfaction on each facet. The options are: 1. very unsatisfied, 2. unsatisfied, 3. neutral, 4. satisfied, 5. very satisfied. This study sets "very unsatisfied" as 1 point, "unsatisfied" as 2 points, "neutral" as 3 points, "satisfied" as 4 points, and "very satisfied" as 5 points.

To better understand how many facets are included in these statements, a principal component factor analysis (varimax rotation) is applied (Please refer to figure 4-4 & 4-5).

Variables	Component 1	Component 2
blog style	0.88	0.24
blog content	0.88	0.24
blog theme	0.88	0.25
blog originality	0.88	0.19
blog entertaining effect	0.86	0.17
blog layout	0.85	0.28
overall satisfaction	0.80	0.33
blog updating frequency	0.62	0.44
commercialized level	0.11	0.88
interactivity	0.37	0.74
Eigenvalue	6.66	1.01
% of variance	66.63%	10.13%
% of variance in total	76.76%	

Extraction Method: Principal Component Analysis with varimax rotation

Table 4-4: Factor Analysis for Level of Satisfaction Scale (Wan Wan)

Variables	Component 1
blog content	0.92
blog style	0.91
blog theme	0.91
blog layout	0.90
blog originality	0.89
blog entertaining effect	0.87
overall satisfaction	0.86
Eigenvalue	5.60
% of variance	80.03%
Cronbach's Alpha	.96

Extraction Method: Principal Component Analysis.

Table 4-5: Factor Analysis for Level of Satisfaction Scale (Wan Wan) After Revision

Among 10 variables, the first component can explain 66.63% of variance (Eigenvalue=6.66). “Commercialized degree”, “Interactivity” and “blog updating frequency constitute 2nd component, which explain 10.13% of variance (Eigenvalue=1.01). Moreover, “blog updating frequency” is double loading for both components, and is eliminated. Only “Commercialized degree” and “interactivity” two variables are not able to construct a valid facet, therefore, they are also eliminated from the scale. After deletion, there is only one component explaining 80.03% of variance (Eigenvalue=5.60). Then Cronbach’s alpha test was carried out to examine the reliability, and the result was an alpha value of .96. All these seven items are added up and divided by 8 to get a mean, which is the index of the level of satisfaction (M=4.33, SD=.70).

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4.2.2 Queen

Blog Exposure Channels

Participants are asked to identify where they get to know I am Queen Blog. Multiple answers are allowed since they may get the information from more than one channel. Of 699 participants, 469 answered this question. There are 192 participants getting to know I am Queen Blog through Wretch homepage, which account for 40.9%. And 80 participants are through print media, accounting for 17.1%. TV programs/commercials also are information channel for 89 participants, which account for 19%. There are 36 participants get to know Queen through BBS/online discussion rooms, which account for 7.7%. There are also 157 participants get to know Queen through Word-of-mouth, which account for 33.5%. Some participants get to know Queen's blog publications before they know the blog. There are 149 participants, and account for 31.8%. There are 155 participants getting to know Queen's blog from other websites/blogs/web pages, accounting for 33%. There are 94 participants just linking to Queen's blog at random, accounting for 20%.

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I am Queen Blog Reading Frequency

Of 699 participants, 463 answered this question. The frequency is divided into 5 categories: 1. less than once a month; 2. 1 to 3 times a month; 3. 1 to 3 times a week; 4. 4 to 6 times a week; 5. more than once per day. There are 76 participants read Queen's blog less than once a month, accounting for 16.4%. There are 100 participants read the blog 1 to 3 times a month, accounting for 21.6%. There are 145 participants read Queen's blog 1 to 3 times a week, accounting for 31.3%. There are 86 participants read the blog 4 to 6 times a week, accounting for 18.6%. There are 56 participants read

Queen's blog more than once per day, accounting for 12.1%.

Blog Tracking Methods

Of 699 participants, 463 answered this question. Participants are allowed to tick more than one answer for they may use more than one method to track Queen's blog. There are 182 participants add the blog into My Favorite List in the personal computer, accounting for 39.3%. There are 146 participants add the blog into Good Friend List in their own blogs, accounting for 31.5%. There are 45 participants add the blog linkage to their blogroll, accounting for 9.7%. There are 11 participants subscribe to Queen's RSS, accounting for 2.4%. There are 124 participants do not track the blog at all, accounting for 26.8%.

Interactions

As stated above, through focus group discussions, interactions in this survey are defined as comments/leave messages, track back to the posts, and participate in any online/offline activities held by the professional blog. Participants are asked to indicate whether they have commented/left messages on Queen's blog, ever trackbacked to Queen's posts, ever participated in any online/offline activities held by Queen, and whether if Queen replied any of their comments/messages. If they tick "yes" on one item, it accounts for 1 points; "no" doesn't count. Then the mean of these four items are referred to as "interactions" (M=1.36, SD=.26).

Of 699 participants, 455 participants indicate whether they have ever commented or left message on Wan Wan's blog, and 124 of them have done that before, which

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account for 27.3%. Among these participants, 37 people got replies from Queen, which account for 29.8%. Of 699 participants, 458 indicates whether they use trackbacks to any of Queen's posts, and among which 307 participants do use the application, which account for 67%. Of 699 participants, 453 indicates whether they have participated in any activities held by Queen, and 25 participants ever participated in some of them before, which account for 5.5%.

Word-of-mouth

This is the index of loyalty in this study. There are two questions regarding to this item. Participants are asked to identify whether they have recommended Wan Wan's blog to others, and whether they have intention to do so. The mean of these two questions are referred to as "Word-of-mouth" (M=1.73, SD=.39).

Of 699 participants, 455 participants indicate whether they have recommended Queen's blog to others, and 299 ticked yes, which account for 65.7%. Of 699 participants, 454 people indicate whether they have intention to recommend Queen's blog to others, and 366 participants ticked yes, which account for 80.6%.

Level of Agreement

In this section, there are eleven statements about Queen's blog, and participants need to identify how they agree with the statement. The options are: 1. strongly disagree, 2. disagree, 3. neutral, 4. agree, 5. strongly agree. This study sets "strongly disagree" as 1 point, "disagree" as 2 points, "neutral" as 3 points, "agree" as 4 points, and "strongly agree" as 5 points.

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To better understand how many facets are included in these statements, a principal component factor analysis (varimax rotation) is applied (Please refer to figure 4-6 & 4-7).

Factors	Component 1	Component 2
specific theme	0.91	0.13
original	0.89	0.10
wide variety	0.87	0.16
meaningful content	0.87	0.14
personal style	0.85	0.16
updated frequently	0.75	0.29
mass culture	0.75	0.30
interactive	0.69	0.45
high media exposure	0.57	0.45
commercialized	-0.04	0.91
entertaining	0.49	0.65
Eigenvalues	6.77	1.18
% of variance	61.54%	10.77%
% of variance in total	72.31%	

Extraction Method: Principal Component Analysis with varimax rotation

Table 4-6: Factor Analysis for Level of Agreement Scale (Queen)

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Factors	Component 1
specific theme	0.92
original	0.90
meaningful content	0.89
wide variety	0.89
personal style	0.87
mass culture	0.81
updated frequently	0.80
Eigenvalues	5.29
% of variance	75.58%
Cronbach's Alpha	.95

Extraction Method: Principal Component Analysis.

Table 4-7: Factor Analysis for Level of Agreement Scale (Queen) After Revision

Among 11 variables, “commercialized”, “high media exposure”, “ interactivity” and “entertaining” constitute 2nd component, explaining 10.77% of variance (Eigenvalue=1.18). The other seven variables explain 61.54% of variance (Eigenvalue=6.77). Moreover, “interactivity”, “high media exposure”, and “entertaining” are double loading in both components, and so are eliminated. Only “Commercialized” one variable is not enough to construct a valid facet, so it is eliminated. After deletion, there is only one component explaining 75.58% of variance (Eigenvalue=5.29). Then Cronbach’s alpha test was carried out to examine the reliability, and the result was an alpha value of .95. All these seven items are added up and divided by 7 to get a mean, which is the index of the level of agreement (M=4.04, SD=.76).

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Level of Satisfaction

In this section, there are ten statements about Queen's blog, and participants need to identify their level of satisfaction on each facet. The options are: 1. very unsatisfied, 2. unsatisfied, 3. neutral, 4. satisfied, 5. very satisfied. This study sets "very unsatisfied" as 1 point, "unsatisfied" as 2 points, "neutral" as 3 points, "satisfied" as 4 points, and "very satisfied" as 5 points. To better understand how many facets are included in these statements, a principal components analysis (varimax rotation) is applied (Please refer to figure 4-8).

Factors	Component 1
overall satisfaction	0.91
blog style	0.90
blog theme	0.89
blog layout	0.89
blog content	0.88
blog originality	0.88
blog updating frequency	0.83
blog entertaining effect	0.78
blog interactivity	0.78
blog commericalized level	0.54
Eigenvalue	6.97
% of variance	69.67%
Cronbach's Alpha	.95

Extraction Method: Principal Component Analysis.

Table 4-8: Factor Analysis for Level of Satisfaction Scale (Queen) After Revision

There is only one component extracted, explaining 69.67% of variance (Eigenvalue=6.97). Then Cronbach's alpha test was carried out to examine the

reliability, and the result was an alpha value of .95. All of the items are added up and divided by 10 to get a mean, which is the index of the level of satisfaction (M=3.88, SD=.71).

4.3 Research Question & Hypotheses Testing

The major research question of this study is to examine the fitness of relationship marketing in the blogosphere. In chapter one, the relationship ladder of customer loyalty adapted from Christopher, Payne and Ballantyne (1991), is applied to identify that the ultimate level of customer loyalty is becoming an advocate to spread word-of-mouth. The guiding theory of this study is relationship marketing. Concluded from various literatures on definitions of relationship marketing, the core concept of relationship marketing is captured and defined in this study as "during an on-going process of interactions between professional bloggers and blog readers, the professional bloggers attract, maintain, and enhance the reader relationships to achieve mutual benefits through keeping their promises, such as updating blogs regularly".

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According to the definition, the interactions are important determinants in the relationship marketing. Through pretest survey, it is supported that interactions are of significance to blog readers. Expectations, according to Bejou & Palmer (2005), are indispensible while achieving customer satisfaction. Motivations are blog readers' needs. Motivations are reasons why they read blogs, and what they want to obtain from the experiences of reading blogs. Interactions, expectations, and motivations serve as three factors to trigger blog readers' satisfaction. The next step is to put these factors into indicators so that we can measure the correlations between these factors and the

level of satisfaction.

4.3.1 Hypothesis 1

H1. There is a significant positive correlation between blogger-blog reader interactions and fulfillment of expectation.

The first hypothesis in this study is to examine the correlation between interactions and blog readers' level of agreement. As stated before, the different facets of the blog indicates blog readers' expectations toward the blog. Participants were asked to indicate their level of agreement upon each facet from "strongly disagree" (1 point) to "strongly agree" (5 points). The mean of the overall score become the index – level of agreement. Two correlation analyses were carried out for this hypothesis. The first correlation analysis is to examine the correlation between interactions and level of agreement for Wan Wan's blog readers (Table 4-9). Variables adopted including demographic variables (age, sex, marital status, highest degree obtained, occupation, monthly income, and average daily online hours), Wan Wan's blog reading frequency, interactions, and level of agreement.

The correlations between demographic variables and interactions are not significant. Neither are the correlations between demographic variables and level of agreement. However, blog reading frequency has significant, positive correlation with interactions ($r=.28$, $p<.01$). It shows if blog readers read Wan Wan's blog more often, they are more likely to have interactions with the professional blogger. Interactions also have significant positive correlation with level of agreement ($r=.14$, $p<.o5$),

showing that first hypothesis is accepted.

Variables	1	2	3	4	5	6	7	8	9
1.Age									
2.Sex	.08*								
3.Marital Status	.28**	0.08*							
4.Highest Degree Obtained	.56**	-.02	.03						
5.Occupation	-.43**	.03	-.03	-.23**					
6.Monthly Income	.52**	-.05	.10**	.28**	-.53**				
7.Average Daily Online Hours	.15**	.03	-.01	.27**	-.11**	.11**			
8.Frequency	-.21**	-.05	-.09*	-.24**	.13**	-.09*	-.01		
9.Interactions	-.04	.05	.07	-.06	.03	-.10	-.02	.28**	
10.Level of Agreement	-.05	.08	.09	-.07	.03	-.08	-.07	.10	.14*

1. *p<.05, ** p<.01, *** p<.001

Table 4-9: Demographic variables, interaction indicator, and level of agreement indicator correlation

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The second correlation analysis is to examine the correlation between interactions and level of agreement for Queen's blog readers (Table 4-10). Of demographic variables, gender is positively correlated to both interactions (r=.22, p<.01) and level of agreement (r=.13, p<.01). It indicates that females are more likely to interact and have higher scores on level of agreement (male is coded 1; female is coded 2). It may because I am Queen blog is often considered partly female chauvinism. Interestingly, monthly income has positive correlation with interactions (r=.13, p<.05), which indicates that blog readers having higher income are more likely to have interactions

with the professional blogger. However, monthly income is negatively correlated to level of agreement (r=-.10, p<.05), namely, blog readers having higher income are less likely to score higher on level of agreement.

Blog reading frequency has significant positive correlations both with interactions (r=.38, p<.01) and level of agreement (r=.33, p<.01). Blog readers who read Queen's blog more often are more likely to have interactions and score higher on level of agreement. The same as the result of Wan Wan's blog, interactions have significant positive correlation with level of agreement.

Variables	1	2	3	4	5	6	7	8	9
1.Age									
2.Sex	.08*								
3.Marital Status	.28**	.08*							
4.Highest Degree Obtained	.56**	-.02	.03						
5.Occupation	-.43**	.03	-.03	-.23**					
6.Monthly Income	.52**	-.05	.10**	.28**	-.53**				
7.Average Daily Online Hours	.15**	.03	-.01	.27**	-.11**	.11**			
8.Frequency	-.04	-.02	-.07	0.03	-.02	.04	-.01		
9.Interactions	.09	.22**	.02	.12	-.09	.13*	-.00	.38**	
10.Level of Agreement	-.06	.13**	.00	-.05	.00	-.10*	-.06	.33**	0.30**

1. *p<.05, ** p<.01, *** p<.001

Table 4-10: Demographic variables, interaction indicator, and level of agreement indicator correlations (Queen)

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Two hierarchical regression analyses were carried out for this hypothesis for Wan Wan and Queen. The first analysis is Wan Wan's blog. The first block of independent variables was demographic variables (age, sex, marital status, highest degree obtained, occupation, monthly income, and average daily online hours), the second block was Wan Wan's blog reading frequency, and the third block was interactions, and dependent variable is level of agreement (Table 4-11).

Dependent Variable: Level of Agreement			
	b value	Beta value	t value
Age	.05	.06	.49
Sex	.20	.10	1.49
Marital Status	.23	.07	.83
Highest Degree Obtained	-.03	-.04	-.46
Occupation	-.01	-.07	-.89
Monthly Income	-.11	-.13	-1.54
Adjusted R Square =.005			
Frequency	.05	.07	.96
Adjusted R Square increased= .006			
Interactions	.58	.15	2.13*
Adjusted R Square increased=.016			
Total Adjusted R Square=.027			

*p<.05, **p<.01, ***p<.001

b is unstandardized regression coefficient; Beta is standardized regression coefficient

Table 4-11 Hierarchical Regression Analysis (Dependent Variable: Level of Agreement) - WanWan

In Wan Wan's part, demographic variables and blog reading frequency do not show significance. Only interactions shows the significance (Beta=.15, p<.05), which indicates that the more interactions, the higher the score of level of agreement. In Queen's part (Table 4-12), of demographic variables, gender shows significance (Beta=.13, p<.05). Blog reading frequency shows a high significance level (Beta=.23,

p<.001), which indicates that if blog readers read Queen's blog more frequently, their scores on level of agreement would be higher. Interactions is also significant (Beta=.18, p<.01), and so again, supports the hypothesis that interactions influence the level of agreement.

Dependent Variable: Level of Agreement			
	b value	Beta value	t value
Age	-.11	-.11	-1.40
Sex	.29	.13	2.01*
Marital Status	.17	.06	.85
Highest Degree Obtained	.01	.00	.06
Occupation	-.01	-.06	-.80
Monthly Income	-.06	-.06	-.66
Adjusted R Square=.022			
Frequency	.15	.23	3.31***
Adjusted R Square increased=.082			
Interactions	.58	.18	2.53**
Adjusted R Square increased=.023			
Total Adjusted R Square=.127			

*p<.05, **p<.01, ***p<.001

b is unstandardized regression coefficient; Beta is standardized regression coefficient

Table 4-12 Hierarchical Regression Analysis (Dependent Variable: Level of Agreement) - Queen

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4.3.2 Hypothesis 2

H2. There is a significant positive correlation between fulfillment of expectation and level of satisfaction.

The correlation analyses are to examine the correlation between fulfillment of expectation (level of agreement) and level of satisfaction. Variables adopted including demographic variables (age, sex, marital status, highest degree obtained, occupation, monthly income, and average daily online hours), blog reading frequency, level of

agreement, and level of satisfaction. The first correlation analysis in this section is for Wan Wan's blog (Table 4-13).

Variables	1	2	3	4	5	6	7	8	9
1.Age									
2.Sex	.08*								
3.Marital Status	.28**	.08*							
4.Highest Degree Obtained	.56**	-.02	.03						
5.Occupation	-.43**	.03	-.03	-.23**					
6.Monthly Income	.52**	-.05	.10**	.28**	-.53**				
7.Average Daily Online Hours	.15**	.03	-.01	.27**	-.11**	.11**			
8.Frequency	-.21**	-.05	-.09*	-.24**	.13**	-.09*	-.01		
9.Level of Agreement	-.05	.08	.09	-.07	.03	-.08	-.07	.10	
10.Level of Satisfaction	-.15*	0.15*	.04	-.13*	.08*	-.11	-.02	0.16**	.84**

1. *p<.05, ** p<.01, *** p<.001

Table 4-13: Demographic variables, level of agreement indicator and level of satisfaction correlations (WanWan)

Of demographic variables, gender has significant positive correlation with level of satisfaction (r=.15, p<.05), which indicates that females are more likely to score higher on level of satisfaction (male is coded 1; female is coded 2). Besides, educational background has significant negative correlation with level of satisfaction (r=-.13, p<.05) showing that the higher the education level, the lower the score on level of satisfaction. Blog reading frequency has significant positive correlation with level of satisfaction (r=.16, p<.01) indicating that blog readers who read Wan Wan's blog frequently are more likely to score higher on level of satisfaction. Moreover, level of agreement has significant positive correlation with level of satisfaction (r=.84, p<.01), the second hypothesis is accepted.

The next correlation analysis is for Queen's blog (Table 4-14). Blog reading frequency has significant positive correlation with level of satisfaction (r=.27, p<.01). Level of agreement also has significant positive correlation with level of satisfaction (r=.88, p<.01).

Variables	1	2	3	4	5	6	7	8	9
1.Age									
2.Sex	.08*								
3.Marital Status	.28**	.08*							
4.Highest Degree Obtained	.56**	-.02	.03						
5.Occupation	-.43**	.03	-.03	-.23**					
6.Monthly Income	.52**	-.05	.10**	.28**	-.53**				
7.Average Daily Online Hours	.15**	.03	-.01	.27**	-.11**	.11**			
8.Frequency	-.04	-.02	-.07	.03	-.02	.04	-.01		
9.Level of Agreement	-.06	.13**	.00	-.05	.00	-.10*	-.06	.33**	
10.Level of Satisfaction	-.08	.07	-.02	-.06	-.01	-.07	-.07	.27**	.88**

1. *p<.05, ** p<.01, *** p<.001

Table 4-14: Demographic variables, level of agreement indicator and level of satisfaction correlations (Queen)

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Two hierarchical regression analyses were carried out for this hypothesis for Wan Wan and Queen. The first block of independent variables was demographic variables (age, sex, marital status, highest degree obtained, occupation, monthly income, and average daily online hours), the second block was blog reading frequency, and the third block was level of agreement, and dependent variable is level of satisfaction (Table 4-15 & 4-16).

Dependent Variable: Level of Satisfaction			
	b value	Beta value	t value
Age	-.06	-.09	-1.52
Sex	.12	.07	1.82
Marital Status	-.06	-.02	-.49
Highest Degree Obtained	.01	.01	0.17
Occupation	.00	.04	0.84
Monthly Income	.02	.03	0.73
Adjusted R Square=-.030			
Frequency	.04	.06	1.68
Adjusted R Square increased=.021			
Level of Agreement	.83	.80	21.91***
Adjusted R Square increased=.630			
Total Adjusted R Square=.681			

*p<.05, **p<.01, ***p<.001

b is unstandardized regression coefficient; Beta is standardized regression coefficient

Table 4-15 Hierarchical Regression Analysis (Dependent Variable: Level of Satisfaction) - WanWan

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Dependent Variable: Level of Satisfaction			
	b value	Beta value	t value
Age	-.02	-.02	-.81
Sex	-.04	-.02	-.78
Marital Status	-0.01	-.00	-.15
Highest Degree Obtained	-.03	-.02	-.85
Occupation	.00	.01	.32
Monthly Income	.04	.04	1.31
Adjusted R Square=-.040			
Frequency	-.00	-.01	-.20
Adjusted R Square increased=.004			
Level of Agreement	.81	.88	33.78***
Adjusted R Square increased=.037			
Total Adjusted R Square=.081			

*p<.05, **p<.01, ***p<.001

b is unstandardized regression coefficient; Beta is standardized regression coefficient

Table 4-16 Hierarchical Regression Analysis (Dependent Variable: Level of Satisfaction) - Queen

Two hierarchical regression analyses were carried out. Level of agreement show high significance, for both Wan Wan (Beta=.80, p<.001) and Queen's (Beta=.88, p<.001) blogs. The results also indicates that the third hypothesis is accepted.

4.3.3 Hypothesis 3

H3. There is a significant positive correlation between interactions and level of satisfaction.

The correlation analyses are to examine the correlation between interactions and level of satisfaction. Variables adopted including demographic variables (age, sex, marital status, highest degree obtained, occupation, monthly income, and average daily online hours), blog reading frequency, introduction, and level of satisfaction.

For Wan Wan's blog (Table 4-17), among demographic variables, age (r=-.15, p<.05) and educational level (r=-.13, p<.05) have negative correlations with level of satisfaction, which indicate that the younger the blog readers and the lower the educational level, the higher the score on level of satisfaction. Gender is positively correlated to level of satisfaction, indicating that females are more likely to score higher on level of satisfaction.

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Variables	1	2	3	4	5	6	7	8	9
1.Age									
2.Sex	.08*								
3.Marital Status	.28**	.08*							
4.Highest Degree Obtained	.56**	-.02	.03						
5.Occupation	-.43**	.03	-.03	-.23**					
6.Monthly Income	.52**	-.05	.10**	.28**	-.53**				
7.Average Daily Online Hours	.15**	.03	-.01	.27**	-.11**	.11**			
8.Frequency	-.04	-.02	-.07	.03	-.02	.04	-.01		
9.Interactions	.09	.22**	.02	.12	-.09	.13*	-.00	.38**	
10.Level of Satisfaction	-.15*	.15*	.04	-.13*	.08	-.11	-.02	.16**	.18**

1. *p<.05, ** p<.01, *** p<.001

Table 4-17: Demographic variables, interaction indicator, and level of satisfaction indicator correlations (WanWan)

Blog reading frequency has significant positive correlation (r=.16, p<.01) with level of satisfaction indicating that frequent readers are more likely to score higher on level of satisfaction. Interactions also has significant positive correlation (r=.18, p<.01) with level of satisfaction.

As for Queen's blog (Table 4-18), demographic variables do not show significant correlation with level of satisfaction. The same as Wan Wan's case, blog reading frequency (r=.27, p<.01) and interactions (r=.24, p<.01) have significant positive correlations with level of satisfaction.

Variables	1	2	3	4	5	6	7	8	9
1.Age									
2.Sex	.08*								
3.Marital Status	.28**	.08*							
4.Highest Degree Obtained	.56**	-.02	.03						
5.Occupation	-.43**	.03	-.03	-.23**					
6.Monthly Income	.52**	-.05	.10**	.28**	-.53**				
7.Average Daily Online Hours	.15**	.03	-.01	.27**	-.11**	.11**			
8.Frequency	-.04	-.02	-.07	0.03	-.02	.04	-.01		
9.Interactions	.09	.22**	.02	.12	-.09	.13*	-.00	.38**	
10.Level of Satisfaction	-0.08	0.07	-0.02	-0.06	-0.01	-0.07	-0.07	.27**	.24**

1. *p<.05, ** p<.01, *** p<.001

Table 4-18: Demographic variables, interaction indicator, and level of satisfaction indicator correlations (Queen)

Two hierarchical regression analyses were carried out for this hypothesis for Wan Wan and Queen. The first block of independent variables was demographic variables (age, sex, marital status, highest degree obtained, occupation, monthly income, and average daily online hours), the second block was blog reading frequency, and the third block was interactions, and dependent variable is level of satisfaction.

Table 4-19 below is the hierarchical regression analysis of Wan Wan's blog. Among demographic variables, gender shows high significance (Beta=.23, p<.001). Interactions also show significance (Beta=.21, p<.05) indicating that interaction is of importance on level of satisfaction. As for Queen's blog (Table 4-20), blog reading frequency show high significance (Beta=.19, p<.01). Interactions again is significant on the level of satisfaction and supports the hypothesis.

Dependent Variable: Level of Satisfaction			
	b value	Beta value	t value
Age	-.04	-.05	-.43
Sex	.42	.23	3.35***
Marital Status	.07	.02	.27
Highest Degree Obtained	.01	.02	.23
Occupation	-.01	-.07	-.92
Monthly Income	-.08	-.11	-1.31
Adjusted R Square =.005			
Frequency	.03	.05	.67
Adjusted R Square increased= .006			
Interactions	.83	.21	3.02*
Adjusted R Square increased=.016			
Total Adjusted R Square=.027			

*p<.05, **p<.01, ***p<.001

b is unstandardized regression coefficient; Beta is standardized regression coefficient

Table 4-19 Hierarchical Regression Analysis (Dependent Variable: Level of Satisfaction) - WanWan

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Dependent Variable: Level of Satisfaction			
	b value	Beta value	t value
Age	-.12	-.12	-1.52
Sex	.14	.07	1.00
Marital Status	.14	.05	.73
Highest Degree Obtained	.00	.00	.02
Occupation	.00	-.02	-.18
Monthly Income	.01	.01	.10
Adjusted R Square=-.040			
Frequency	.12	.19	2.64**
Adjusted R Square increased=.004			
Interactions	.44	.15	2.03*
Adjusted R Square increased=.037			
Total Adjusted R Square=.081			

*p<.05, **p<.01, ***p<.001

b is unstandardized regression coefficient; Beta is standardized regression coefficient

Table 4-20 Hierarchical Regression Analysis (Dependent Variable: Level of Satisfaction) - Queen

4.3.4 Hypothesis 4

H4. There is a significant positive correlation between level of satisfaction and blog reader's willingness to spread word-of-mouth.

The correlation analyses are to examine the correlation between level of satisfaction and willingness to spread word-of-mouth. Variables adopted including demographic variables (age, sex, marital status, highest degree obtained, occupation, monthly income, and average daily online hours), blog reading frequency, level of satisfaction, and word-of-mouth indicators (the mean of two variables regarding to word-of-mouth).

The first correlation analysis is for Wan Wan's blog (Table 4-21). Among demographic variables, age ($r=-.14$, $p<.05$), educational level ($r=-.12$, $p<.01$) and monthly income ($r=-.09$, $p<.05$) have negative correlations with the willingness to spread word-of-mouth, which indicate that blog readers who are younger, lower educated, and have lower income are more willing to spread word-of-mouth. Since t Wan Wan's blog readers are younger, their educational levels are more likely to be lower and so is their income.

Blog reading frequency has significant positive correlation with the willingness to spread word-of-mouth ($r=.36$, $p<.01$) showing that blog readers who visit often are more willing to spread word-of-mouth. Interactions also has significant positive correlation with the willingness to spread word-of-mouth ($r=.30$, $p<.01$).

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Variables	1	2	3	4	5	6	7	8	9
1.Age									
2.Sex	.08*								
3.Marital Status	.28**	.08*							
4.Highest Degree Obtained	.56**	-0.021	.03						
5.Occupation	-.43**	.03	-.03	-.23**					
6.Monthly Income	.52**	-.05	.10**	.28**	-.53**				
7.Average Daily Online Hours	.15**	.03	-.01	.27**	-.11**	.11**			
8.Frequency	-.21**	-.05	-.09*	-.24**	.13**	-.09*	-.01		
9.Level of Satisfaction	-.15*	.15*	.04	-.13*	.08	-.11	-.02	.16**	
10.Word-of-mouth	-.14*	-.01	-.02	-.12**	.16**	-.09*	-.03	.36**	.30**

1. *p<.05, ** p<.01, *** p<.001

Table 4-21: Demographic variables, level of satisfaction indicator and word-of-mouth indicator correlations (WanWan)

As for Queen's blog (Table 4-22), no demographic variables show significant correlation. The same as Wan Wan's case, blog reading frequency (r=.41, p<.01) and interactions (r=.43, p<.01) have positive correlations with the willingness to spread word-of-mouth. The result also backs up the hypothesis.

Variables	1	2	3	4	5	6	7	8	9
1.Age									
2.Sex	.08*								
3.Marital Status	.28**	.08*							
4.Highest Degree Obtained	.56**	-.02	.03						
5.Occupation	-.43**	.03	-.03	-.23**					
6.Monthly Income	.52**	-.05	.10**	.28**	-.53**				
7.Average Daily Online Hours	.15**	.03	-.01	.27**	-.11**	.11			
8.Frequency	-.04	-.02	-.07	.03	-.02	.04	-.01		
9.Level of Satisfaction	-.08	.07	-.02	-.06	-.01	-.07	-.07	.27**	
10.Word-of-mouth	-.02	.06	-.04	.09	-.03	.00	-.01	.41**	.43**

1. *p<.05, ** p<.01, *** p<.001

Table 4-22: Demographic variables, level of satisfaction indicator and word-of-mouth indicator correlations (Queen)

Again, two hierarchical regression analyses were carried out for this hypothesis for Wan Wan and Queen. The first block of independent variables was demographic variables (age, sex, marital status, highest degree obtained, occupation, monthly income, and average daily online hours), the second block was blog reading frequency, and the third block was level of satisfaction, and dependent variable is word-of-mouth indicator.

For Wan Wan's blog (Table 4-23), among demographic variables, occupation show significance (Beta=.16, p<.05). Blog reading frequency (Beta=.23, p<.001) and level of satisfaction (Beta=.24, p<.001) show high significances.

Dependent Variable: Word-of-mouth			
	b value	Beta value	t value
Age	-.02	-.07	-.65
Sex	.05	.06	.93
Marital Status	.02	.01	.20
Highest Degree Obtained	.03	.10	.16
Occupation	.01	.16	2.30*
Monthly Income	-.01	-.02	-.24
Adjusted R Square =.034			
Frequency	.06	.23	3.72***
Adjusted R Square increased= .063			
Level of Satisfaction	.12	.24	4.04***
Adjusted R Square increased=.053			
Total Adjusted R Square=.150			

*p<.05, **p<.01, ***p<.001

b is unstandardized regression coefficient; Beta is standardized regression coefficient

Table 4-23 Hierarchical Regression Analysis (Dependent Variable: Word-of-mouth) - WanWan

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As for Queen's blog (Table 4-24), educational level show significance (Beta=.10, p<.05). Again, the same as Wan Wan's case, blog reading frequency (Beta=.28, p<.001) and level of satisfaction (Beta=.34, p<.001) both show high significance.

Dependent Variable: Word-of-mouth			
	b value	Beta value	t value
Age	-.01	-.02	-.28
Sex	.07	.06	1.38
Marital Status	.01	.01	.13
Highest Degree Obtained	.07	.10	2.23*
Occupation	.00	-.01	-.26
Monthly Income	-.01	-.01	-0.23
Adjusted R Square =.003			
Frequency	.09	.28	6.33***
Adjusted R Square increased= .142			
Level of Satisfaction	.20	.34	7.65***
Adjusted R Square increased=.108			
Total Adjusted R Square=.253			

*p<.05, **p<.01, ***p<.001

b is unstandardized regression coefficient; Beta is standardized regression coefficient

Table 4-24 Hierarchical Regression Analysis (Dependent Variable: Word-of-mouth) - Queen

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4.3.5 Summary

As stated before, each hypothesis is examined with correlation analysis and hierarchical regression analysis. As there are two target professional bloggers in this study, all hypotheses are tested respectively with each blogger as double confirmation for the results. According to the results, all hypotheses are accepted as summarized below (Table 4-25).

Correlation				
	Wan Wan	significance	Queen	significance
Hypothesis I	There is a significant positive correlation between blogger-blog reader interactions and fulfillment of expectations.	r=.14, p<.05	There is a significant positive correlation between blogger-blog reader interactions and fulfillment of expectations.	r=.30, p<.01
Hypothesis II	There is a significant positive correlation between fulfillment of expectation and level of satisfaction.	r=.84, p<.01	There is a significant positive correlation between fulfillment of expectation and level of satisfaction.	r=.88, p<.01
Hypothesis III	There is a significant positive correlation between interactions and level of satisfaction.	r=.18, p<.01	There is a significant positive correlation between interactions and level of satisfaction.	r=.24, p<.01
Hypothesis IV	There is a significant positive correlation between level of satisfaction and blog readers' willingness to spread word of mouth.	r=.30, p<.01	There is a significant positive correlation between level of satisfaction and blog readers' willingness to spread word of mouth.	r=.43, p<.01
Hierarchical Regression Analysis				
	Wan Wan	significance	Queen	significance
Hypothesis I	Interactions have significant positive influence on fulfillment of expectations	Beta=.15, p<.05	Interactions have significant positive influence on fulfillment of expectations	Beta=.18, p<.01
Hypothesis II	Fulfillment of expectations has significant positive influence on level of satisfaction.	Beta=.80, p<.001	Fulfillment of expectations has significant positive influence on level of satisfaction.	Beta=.88, p<.001
Hypothesis III	Interactions have significant positive influence on level of satisfaction.	Beta=.21, p<.05	Interactions have significant positive influence on level of satisfaction.	Beta=.15, p<.05
Hypothesis IV	Level of satisfaction has significant positive influence on word-of-mouth.	Beta=.24, p<.001	Level of satisfaction has significant positive influence on word-of-mouth.	Beta=.34, p<.001

Table 4-25 Summary of Hypotheses Testing

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