Continuance Intention of Food Blog Users in Pakistan

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ARTICLE DETAILS	ABSTRACT

Purpose:
The purpose of this paper is to analyze the relationship between different factors affecting the interest of Pakistani blog users reading food blogs using components of the ECT model.

Methodology:
With the sample size of 392 food blog readers, the study analyzes the impact of expectation confirmation theory, blog user's involvement, and habit on continuance intention of using the blog, and satisfaction level.

Findings:
User habit and user involvement both are positively related to factors which are users' perceived enjoyment, satisfaction, and intention to revisit the blog. Users' perceived enjoyment is positively related to user satisfaction and intention to revisit the food blog. Findings suggest that when bog users are satisfied, they intend to revisit the blog. Blogging time does not moderate the effect of habit on perceived enjoyment, satisfaction, or continuance intention.

Conclusion:
It is concluded from the research that ECT can be applied to examine the satisfaction of blog users and their intention to continue blog use. However, further research is required to analyze the impact of ECT in another context apart from food blog readers and the blogging domain. This research extends the efforts of earlier research as previous research emphasized enjoyment and user involvement and rarely have, they covered the moderating effect caused by blogging time and the effect of blog users' habits specifically in the food and beverage industry.

1. Introduction

With changing marketing dynamics every marketer focuses fully to grab customer attention, build customer relationships and maintain the relationship for longer terms to build loyalty and achieve brand equity. Today consumers have various modes of information-seeking sources about the brand; hence corporate websites don't dominate the source list. Consumers now a day seek information from different online sources such as social media sites, social media groups, microblogs, third-party websites, etc. Amongst numerous marketing approaches that fall under new generation marketing approaches including market-driven, customer-focused, integrated marketing communications, social media management; blogs (weblogs) also rank amongst them to yield a stronger customer base and helps build brand equity (Aden, 2018).

Recently, blogs have become popular amongst internet users and hence it has been a keen interest for companies to use them as a strategic tool for product and service promotion and customer relationship-building platforms (Hsu & Lin, 2008). Blogging is on the rise across the globe and one can find millions of bloggers and blog users who communicate and promote thought or ideas with others. The alone USA has 30 million bloggers which make around 30% share of the blogging industry (Jerome, 2018). Wright (2005) stressed the importance of blog marketing as a dynamic marketing tool, whereas (Alexander, 2018) also stressed upon marketers to use this tool as a strategic communication medium with consumers and potential customers because of its increased effectiveness such as increased brand awareness, higher sales and more visitors on websites; 70% of consumers learn about a brand through blogs, 92% of companies have acquired a customer from corporate blogs and around 55% of blog users have visited the corporate websites (Jerome, 2018).

A blog is a website where the blogger, the one who shares his thoughts, views, and opinions with readers who become users of the blog (Shiau & Luo, 2013). The blogosphere is in a constant state of change with millions of bloggers blogging more frequently and spending more time on their blogs. The key to success is by keeping the blog active once the blogging website is developed. Although blogging has become a nearly oversaturated industry today, blogging still has the tremendous capability of revenue generation (Jerome, 2018).

An important factor that has led to the increase in the size of the blogosphere is the continuous use of blogs by businesses and individuals (Shiau & Luo, 2013). 77% of internet users read blogs and 23% spent time on blogs and social media while using the internet. Considering the importance of blogging, companies spend $790 million in blog development to build and maintain customer relationships because 51% of blog users shop online (Jerome, 2018).

Customers today have become more aware of their surroundings and try to learn from the experiences of other customers. Digital media has made it easy for them to access information and other customers on various forums. Blogs are one of the most common ones (Olivares, 2019). Food bloggers today cover many aspects while writing their views about any eatery which previously usually pertain to food and menu only. Because of the increased following of bloggers collaborations are in the pipelines and meetings are being held between these writing circles and events are held where different brands come to be written about by these bloggers (Umair, 2018).

As the blog becomes popular amongst blog users, they start regarding bloggers as brand or product experts and acquire information from their blogs before making a purchase

decision (Cox et al., 2008). Since blogs have an influentially powerful role in online media, they can affect blog users' attitudes. Repeated visits by blog users eventually make the user satisfied and loyal in the long run to the blogging site and they tend to accept any piece of information posted by the blogger, encouraging users to comment and share the links on other social media sites (Turel & Serenko, 2011).

A blog's value is determined when blog users revisit the blog because of content and relationship with the blogger (Lu & Lee, 2010). Blog user develops an affective bond with the blog and dedicate time and effort to their preferred blogs. Slowly, the continuance intention of revisiting my blog user is created for the blog user who not only accepts the blogger's recommendation but also recommends the blog, convinces other readers and blog users to visit the blog and read the content. The bloggers try to keep their blogs active and interesting by keeping the content of the blog updated, posting their thoughts and opinions regularly so that blog users visit and make frequent comments on their topic of interest. The level of involvement gradually increases for blog users when they make constant responses on blogs; this also makes the use of blogs habitual. The habitual behavior of blog users and their active involvement is a key factor that keeps the existence of the blog in the longer run (Lee, 2014).

Over the years the increased interest in the blogging industry has captured the focus of marketers and companies yet less research has been done on this medium which is becoming a profitable marketing channel that reaches the intended target audience in less time. Hence, blogs are overlooked in the research literature despite their strategic importance and growing popularity. The available literature on blogs mainly focuses on bloggers' perspectives and blog contents (Ellahi & Mushtaq; 2011; Head, Hoeck, & Hostelter, 2017; Jabore, 2008; Lee, 2010). This research takes into account the focus on blog users' continuance intention through determinants of expectation model theory to analyze the predictors and their impact on blog users' continued intention. Less research has been done on the determinants of expectation model theory from the perspective of blog readers in Pakistan (Ghouri, Tong, & Hussain, 2021). The research will keep intact the focus on food blogs run by Pakistani bloggers because food reviews and blogs are quite popular amongst the Pakistani nation. Blog users search for reviews and opinions before they make their intention to visit the restaurant or place their food order (Tam, Santos, & Oliveira, 2020). Hence this study will examine the connection between user's habit, involvement on continuance intention of blogging, enjoyment, and blog user satisfaction regarding food blogs. The study aims to achieve the following objectives.

- To understand the effect of user confirmation on perceived enjoyment
- To analyze the effect of blog user's habits on perceived enjoyment, satisfaction, and continuance intention
- To understand the impact of blog user involvement on perceived enjoyment, satisfaction, and continuance intention
- To examine the impact of satisfaction and perceived enjoyment on food blog readers' continuance intention.
- To analyze the impact of time spent on reading blogs on predictors of continuance intention.

2. Literature Review
2.1. Expectation Confirmation Theory (ECT)
A widely used theory to study consumer behavior and their repeat purchase is the Expectation-confirmation theory (ECT) (Dabholkar, Shepherd, & Thorpe, 2000). The theory ECT theorizes that expectations based upon perceived performance pave the way

to post-purchase satisfaction and repurchase intention because consumers form prior expectations before the purchase of the product or service. The consumer evaluates the perceived performance and their actual exposure to the brand to either confirm or negate the pre-purchase expectation. A satisfaction level is formed when customers find the product exceeds their expectations otherwise, the consumers feel dissatisfied. A satisfied customer intends to purchase the brand again and vice versa (Oliver, 1980).

The theory is extensively used in the marketing domain to evaluate the post-purchase behavior of consumers and their satisfaction level with the product. According to the theory, consumers go through a three-stage process to make the intention to repurchase the brand (Oghuma, Libaque-Saenz, Wong, & Chang, 2016). The first stage is when consumers form an expectation about the brand initially. Once consumers consume, they form expectations about the performance of the product or service, and a comparison is made with initial expectations. The satisfaction level for consumers arises at a point when expectation meets performance perceived on the consumption of the product or service. A customer when satisfied by the usage tends to form the intention to repurchase the product, in case of dissatisfaction; the consumer will discontinue the use (Rowe, 2017).

IS continuance studies highlight that expectations formed before the use of a product are due to perceived usefulness and perceived enjoyment because IS users are motivated intrinsically and extrinsically (Kim, Choi, & Han, 2009). According to the theory of IS motivation, perceived usefulness forms the basis of extrinsic motivation, and intrinsic motivation is captured by perceived enjoyment (Davis, Bagozzi, & Warshaw, 1992). Hence proposed that:

H₁: Confirmation has a positive impact on the Perceived enjoyment of food blog users

The ECT model was extended by Lin, Wu and Tsai (2005) to evaluate the impact of playfulness for the continued use of the website. The results of their study depicted that perceived playfulness, confirmation to satisfaction, and perceived usefulness had explicit contributions to users' intention to reuse a website. In another study by (Lee, 2010), user continuance intention was analyzed in an e-learning environment incorporating the ECT model. He developed a synthesized model for continuance intention in e-learning by including the theory of acceptance model, theory of planned behavior, and flow theory along with the ECT model. Results from 363 learners of web-based learning programs showed that user continuance intention was significantly affected by the satisfaction which was followed by perceived usefulness, attitude, concentration, subjective norm, and perceived behavioral control. Taking this into consideration, it is proposed that;

H₂: Confirmation has a positive impact on user satisfaction of reading food blogs

Furthermore, results from the study of Kang, Hong and Lee (2009) show a positive effect of self-image congruity and regret on continuous online service usage behavior concerning the expectation-confirmation model.

ECT, from a marketing perspective, has always been under the consideration of researchers to examine consumer satisfaction and continued usage regarding the purchase of the product or service. Considering the previous research from the digital marketing domain, the ECT model is commonly used to study the continued use of websites; similarly, the model is appropriate to incorporate this study to help understand the predictors of blog users' satisfaction and continuation to read blogs (Kink & Hess, 2008). Hence this model will make a great contribution to the study.

2.2.   Blog User's Habit

Routine behaviors repeated frequently and are likely to happen subconsciously are habits (Shiau & Luo, 2013). Habits can be automatic responses to a particular scenario and replicate into behavioral tendencies (Limayem & Hirt, 2003; Ouellette & Wood, 1998; Verplanken, Aarts, Knippenberg & Moonen, 1998). The possibility for an individual to enjoy the experience and be constantly satisfied is higher once a personal habit is developed. Habit is not only an automatic behavior to a certain situation but also an originator of behavioral intentions to surge continuance intention of current behavior. Studies highlight that habit predicts behavior and the frequency of previous behavior tends to have an impact on future behavior positively (Norman, Conner, & Bell, 2000; Ouellette & Wood, 1998).

2.3.   Blog User's Involvement

User involvement is a subjective psychological state that highly involves an individual who has greater personal relevance, affects cognition, attitudes, and behaviors than those who are less involved (Barki & Hartwick, 1989; Rouibah, Hamdy, & Al-Enezi, 2009). The role of the use of involvement is studied extensively in social and consumer psychology (Petty, Cacioppo, & Schumann, 1983). User involvement has a positive effect on system success and user satisfaction (Kujala, 2003). Another study by McGill and Klobas (2008) found that user involvement affects user satisfaction of non-participants but has no effect on user satisfaction of participants. However, Baroudi (1986) in their study on 200 product managers found that user involvement will increase system usage and satisfaction of users in the development of IS.

2.4.   Perceived Enjoyment

Davis, Bagozzi, and Warshaw (1992) stated that perceived enjoyment is an intrinsic motivation that use of the system is perceived to be enjoyed in its manner. Previous studies were conducted to examine the relationship between the system use and perceived enjoyment out of which few determined that there is no relationship between the two variables.

A study by MaryAnne and Christine (1997) based on 78 undergraduate business students were surveyed along with 84 graduate MBA students, found a significant impact of perceived enjoyment on worldwide web use for entertainment. Another research by Shin (2009) on Internet Protocol Television (IPTV) demonstrated that intention to use IPTV was significantly affected by perceived enjoyment. The results also demonstrated that perceived enjoyment was affected significantly by the quality of content shown.

2.5.   Continuance Intention

Continuation alludes to a type of post-adoption conduct. Even though the term presents reception, alludes to a suite of practices that pursue starting acknowledgment, including duration, reutilization, imbuement, adjustment, absorption, and so forth. In writing it is regularly utilized as an equivalent word for continuation (Karahanna, 1999). Information system (IS) continuation has been investigated both at the authoritative and individual degrees of examination. Saga and Zmud (1994) associated the IS post-reception at the hierarchical level with the last three periods of their six-stage IT execution model. These stages incorporate hierarchical endeavors embraced to incite associations to focus on its utilization (acknowledgment), modifications that happen inside the working framework with the end goal that they are never again seen as new (routinization), and the way toward inserting the IT into the association's work framework (mixture). Learned at the

individual level, IS continuation conduct alludes to use organize when IS use rises above cognizant conduct and turns out to be a piece of typical routine movement (Bhattacherjee, 2001). In contrast to the underlying selection choice, IS continuation is not a one-time occasion, yet many should be imagined as the consequence of a progression of individual choices to keep utilizing a specific IS, thereby mirroring its longitudinal nature.

2.6.　Satisfaction

To continue the benefits of a steadfast blog user base, a blogger must build up a careful comprehension of the forerunners of loyalty specifically in the digital domain. According to the research study by Hsu and Lin (2008), there are three essential components of blog users' perceived satisfaction (for example; data, social trade, and recreation). Each of these three components is a source of the loyalty of blog increment. The three elements are discussed below.

2.7.　Information Satisfaction

Earlier research has highlighted online users being inspired to seek as much data as possible. Dholakia et al. (2004) utilized the expression purposive worth to express this inspiration, while Nambisan and Nambisan (2008) utilized realistic experience to rethink this utilitarian concern. For any blog, the value of the available and accessible content derives blog readers' satisfaction from the information. To answer the question regarding blog users' extent of satisfaction or whether their information needs have been met is consequently a proportion of that blog's capability to continue on its sustainability. At the point when a blog persuades its readers that it can fulfill their data needs superior to whatever other available source, that blog is bound to draw in users and become their preferred goal blog. Koh and Kim (2003) contended that the data quality and substance of a blog are both helpful for network incitement and part cooperation. Along these lines reader's satisfaction with a blog's enlightening substance escalates attitudinal as well as the loyalty of blog users.

2.8.　Social Exchange Satisfaction

Among the different intentions in visiting sites, the social need is one of them which have been portrayed as essential (MacAulay, 2007). The social benefits got from keeping up relational interconnectivity and picking up the endorsement of others are significant qualities that spur a buyer to partake in a virtual network. This investigation contends that comparative qualities drive the prevalence of blogging networks too. This is reliable with what Nambisan and Nambisan (2008) called social experience as fulfillment with social trade, which is defined as the level of social and social benefits blog users acknowledge through connections with the blogger and different users.

Even though the acknowledgment of blog users' posted feelings on given subjects is probably going to create a level of satisfaction (since it shows that their sentiments have at any rate been perused and considered by their kindred users), the best fulfillment ordinarily originates from a far-reaching dialog of users' conclusions among members. This discussion prompts users' sentiments of affinity with other people who are effectively associated with a similar blog. At the point when blog users increase their support in a blog, in this manner getting more noteworthy passionate satisfaction from social trades through blogging, they are bound to have an unwavering frame of mind and become steadfast blog guests (Dholakia et al., 2004; Wang, Teo, & Liu, 2020).

2.9.   Recreation Satisfaction

Notwithstanding the previously mentioned data and social trade needs, some online users may take an interest in blogging to fulfill recreational needs. To reflect the entertainment viewpoints experienced by users, this investigation embraces the definitions of (Chitturi et al. 2008; Jamil, et al., 2022; Dholakia et al., 2004) in portraying recreational fulfillment as the degree to which a user encounters fun and joy while taking an interest in a blog.

The apparent diversion characteristic in a blog is probably going to create mental pleasure. At the point when users' recreational or gluttonous needs are met, they feel a feeling of enjoyment, which thusly expands their affinity for the blog and the probability of returning to the blog. In the web-based setting (Li, 2011) contended that users of the digital medium are probably going to utilize informal organization sites on the off chance that they find them charming. Along these lines, when a blog fulfills users' recreational needs, blog users' attitudinal and social faithfulness should increment

2.10.   Relationship Of Habit With Perceived Enjoyment, Satisfaction, and Continuance Intention

Lin, Wu, and Tsai (2005) found in their research about the evident positive connection between readers' confirmation to enjoy and readers' confirmation to feel satisfied. Theoretically, the connection between confirmation and perceived enjoyment is rooted in Festinger's (1957) cognitive dissonance theory. In dissonance theory, when clients' perceived pre-acknowledgment usefulness is not matched when using the product in actuality, then higher is the chance that the user will encounter a dissonance in cognition or mental stress. The adjustment of perception causes users to determine the disharmony and make their encounter more practical and real (You, Jong, & Wiangin, 2020; Ashfaq, Yun, Waheed, Khan, & Farrukh, 2019).

Preceding researchers have discovered in their studies that habit has significantly positive effects on (enjoyment), the intention of performing an act (Liao et. al, 2006; Wu, 2008), and actual usage behavior (Gefen, 2003; Kim, 2005; Limayem, 2003). While readers go through the blog, the sentiment of happiness builds up their propensities further to rehash the activity. When readers have created propensities for checking blogs, almost certainly, they will encounter pleasure once more. All things considered, repeatedly checking blogs builds the tendency of satisfaction amongst blog readers. A past report recommended that habit has a positive effect on the satisfaction of the official framework of information systems in an authoritative setting (Ditsa, 2003; Jumaan, Hashim, & Al-Ghazali, 2020). Hence it is proposed that:

H₃: User's habit has a positive impact on perceived enjoyment of food blog users
H₄: User's habit has a positive impact on user satisfaction from using food blogs
H₅: User's habit has a positive impact on user's intention to continue using a food log

2.11.   Relationship of User's Involvement With Perceived Enjoyment, Satisfaction, and Intention to Revisit Blog

Contribution is the inspiration that depends on an individual's qualities and necessities. The involvement of the user emphasizes upon an individual's affect and accomplishments of certain phases of emotions. An individual's affect incorporates all feelings, states of mind, and emotions evoked by a particular object (McGuire, 1974). The object under scrutiny here are blogs whose readers could be induced by their reading activity to accomplish a specific emotional state, for example, pleasant, joy, and, fun. The more

readers engage in blogs for amusement and joy, the more probable they become to return to the blogs later. A higher level of engagement with the content not only implements an individual's affect to accomplish certain enthusiastic states yet, in addition, is a noteworthy driver of their reactions. These passionate reactions lead to a few attitudinal consequences, for example, delight and happiness (Koufaris, 2002), satisfaction (Amoako-Gyampah, 1993; Hwang, 1999; Santosa, 2005), and continuance intention (Jackson, 1997). For this research study, it is proposed that:

H6: User's involvement with food blogs has a positive impact on the perceived enjoyment of food blog users

H7: User's involvement with food blogs has a positive impact on satisfaction from using food blogs

H8: User's involvement with food blogs has a positive impact on user's intention to continue using food blog

2.12. Relationship of Enjoyment With Satisfaction and Intention to Revisit Blog

In earlier research papers, users' intent to continue is highlighted by their satisfaction with IS use and perceived usefulness of consistent use of IS. Secondly, the satisfaction of readers is influenced by their confirmation of expectation level from earlier IS use and perceived usefulness. Lastly, readers' perceived usefulness is controlled by their confirmation level of desire from earlier IS use (Chea & Luo, 2008; Bhattacherjee 2001). Reader's satisfaction to continuation goal (Bhattacherjee 2001, Lin et al. 2005), enjoyment to satisfaction (Lin et al., 2005) and enjoyment to continuation goal (Nysveen et al. 2005, Serenko, Bontis, & Detlor, 2007). From these studies, it is proposed that:

H9: Perceived enjoyment of food blog users has a positive impact on user satisfaction from using food blogs

H10: Perceived enjoyment of food blog users has a positive impact on intention to continue the use of food blog

H11: Food blog user's satisfaction has a positive impact on intention to continue the use of food blog

2.13. Blogging Time

Blogging time (BT) is a significant element that creates an impact on the association between habit, enjoyment, satisfaction, and intention to continue. The huge measure of blog articles makes it is difficult for blog readers to check all sites (Liu, 2011). Readers of blogs, along these lines, will in general create constant practices and are programmed to visit their preferred online blogs. To pull in more users, bloggers need to dispense time to deliver new and fascinating thoughts. When users experience the pleasure and fulfillment or satisfaction, they might want to return to those websites. For the majority of users, scrutinizing blog articles becomes time-consuming.

The number of hours spent on perusing blogs will affect their sentiments of pleasure, satisfaction, and intention to continue using the blogs. Besides, the qualities of Web 2.0 empower blogging highlights and properties, for example, remarking on blog entries, trackback, and contents to be anything but difficult to use by bloggers; blogs, in this way, become a helpful data sharing platform (Furukawa, 2006). Blog readers are allowed to share individual and close issues, experiences, intimate information, and data with one another. These highlights and properties enable blog readers to be more knowledgeable and insightful about various matters and surroundings (Du, 2006).

The blog users' communication with each other is perceived as the basic and important achievement of blogs (Williams, 2004). Staying with a bl brings a feeling of satisfaction for the readers of blogs and this prompts the intention to continue the blogs. In this way, the investigation in this research paper proposes that BT will reinforce the connections among blog users' enjoyment, their habit, user's level of satisfaction, and their intention to continue with the blog site (Jahanmir, Silva, Gomes, & Gonçalves, 2020).

Considering blogging time as moderating factor, it is proposed that:

H$_{12a}$: Blogging time moderates the effect of user's blogging habit on perceived enjoyment of food blog users

H$_{12b}$: Blogging time moderates the effect of user's blogging habit on user's satisfaction with reading food blogs

H$_{12c}$: Blogging time moderates the effect of user's blogging habit on user's intention to continue using food blog
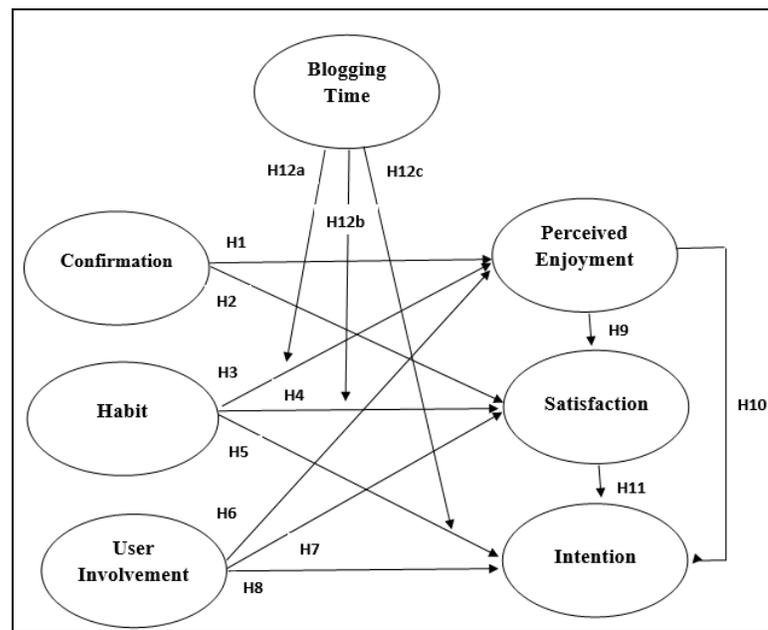
2.14. Theoretical Framework

Figure 1: **Theoretical Framework**
Source: Author's own elaboration

Note: The framework is adapted from Shiau & Luo (2013) to examine the behavior of food blog users in Pakistan.

3. Methodology

Based on our hypotheses developed there are three predictors; confirmation, user involvement, habit, and three criterion variables; perceived enjoyment, satisfaction and IS continuance intention, whereas; analysis is enhanced by the inclusion of one moderator of blogging time. The variables taken for the study are similar to Shiau & Luo (2013) study where the researchers analyzed the impact of predictors on blog users' continuance intention through the ECT model and also included user involvement and perceived enjoyment for better insights. Therefore, original variables were retained in the study to gain insights for Pakistani food blog users since the combination of these variables in

blogging context are used less in earlier research making the concept less focused and relatively new for Pakistani blogging perspective.

The participants of the research are those who are above 17 years and have visited and/or read food blogs at least once while using the internet. The criteria for this are asked in the close-ended questionnaire to ensure they reach the right respondents as required for the study.

The sample size for the study is 384 at a confidence interval of 95% and 5% margin of error calculated from surveysystem.com/sscalc.htmon the basis of active social media users in Pakistan which is 35 million according to the statistics provided by (Alphapro, 2018).

Purposive sampling is used for this research study. Purposive sampling is used when the researcher's knowledge is implied in sample selection. Having time constraints and considering the certain requirements of characteristics in the sample for this research study, including age factor and their visit to food blogs, the sample members need to be chosen carefully. Therefore, purposive sampling is an effective sampling method (Head, Hoeck, & Hostelter, 2017; LaMorte, 2018; Olapic, 2016).

The questionnaire for this study is adapted from the previous study conducted by Shiau and Luo (2013). The study measures six constructs with multiple items adapted from pre-validated measures in studies of IS and ECT. These include; confirmation, user involvement, habit, perceived enjoyment, satisfaction and IS continuance intention. One moderator of blogging time with multiple categories is also part of the study.

The questionnaires were distributed online on social networking sites and by email. 412 responses were collected in a month out of which 393 had complete responses. The rest of the responses were discarded due to missing data in different sections and 393 were considered for further test analysis.

The results of the study are analyzed through Structural equation modeling incorporating a Partial least square approach. The choice of the technique was made based on the multiple dependence relationship in the model, resource availability, ease of application, and availability of resources (Farooq, et al., 2016; Hair, Hult, Ringle, & Sarstedt, 2017; Ringle, Wende, & Becker, 2017).

3.1.   Descriptive Analysis

Table.1. Frequency Distribution of Respondents in terms of Gender

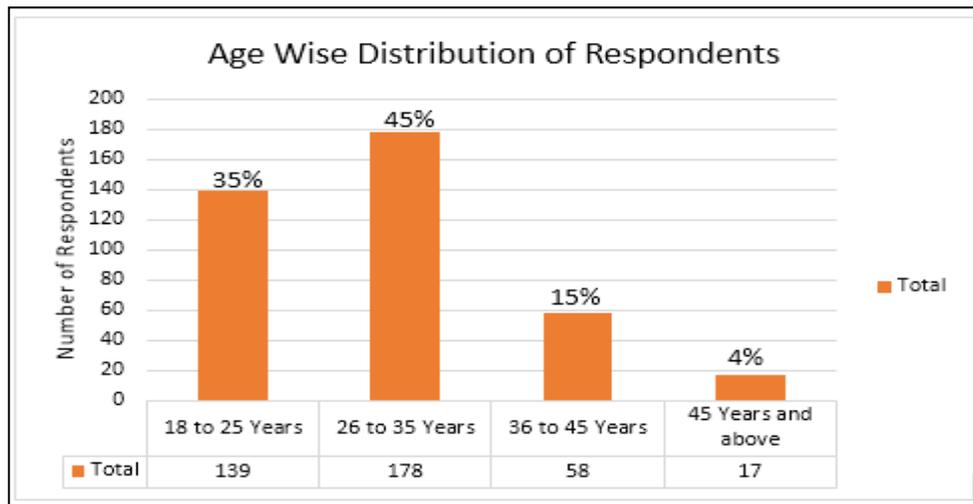|		Frequency	Percent
Valid	Male	185	47.2
	Female	207	52.8
	Total	392	100.0

Source: Author's own elaboration

Figure.2. Frequency Distribution of Respondents in terms of Age
Source: Author's own elaboration

Most of the respondents belonged to the age bracket of 26 to 35 years and 18 to 25 years, consisting of 45% and 35% sample size respectively. This may suggest that people between 18 to 35 years are more into reading food blogs than people above 35 years of age.

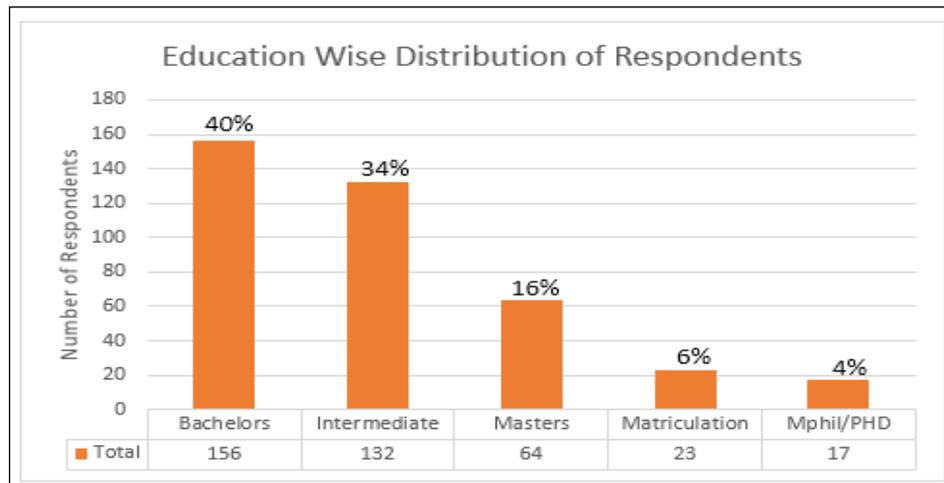**Figure.3. Frequency distribution of respondents in terms of education**
Source: Author's own elaboration

Figure 3 shows that 40% of the respondents for this study belonged to the bachelor's category which was highest in number those with intermediate education background were also high with 34%. Whereas few respondents belonged to the category of matriculation and Mphil/Ph.D. with 6% and 4% respectively.
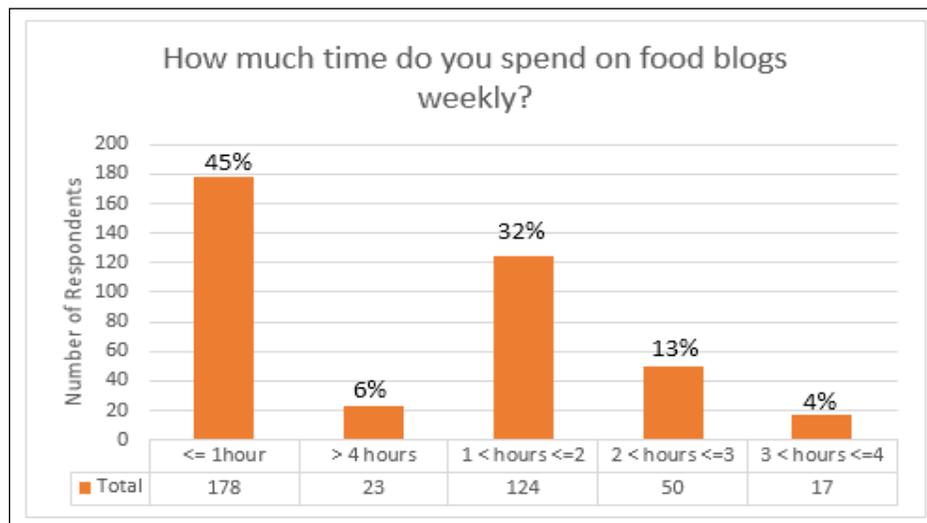
Figure.4. Frequency distribution of respondent's time spent on using food blog
Source: Author's own elaboration

Figure.4 shows that on average 45% of the respondents spend less than an hour in a week on using blogs followed by those who spend 1 to 2 hours (32%), 2 to 3 hours (13%) more than 4 hours (6%) and 3 to 4 hours (4%) weekly.

3.2.   Measurement Model

The factor loadings must be higher than the value of 0.7 for an acceptable construct development (Hair, 2016). Each construct had 6 items that were used in the study originally. After the analysis, one by one, those items that were lacking in the criteria of 0.7 factor loading were removed hence remaining items of the construct were retained. From table 2, it can be seen that adequate construct development has been achieved.

The results obtained from the data show Cronbach alpha values ranging from 0.655 to 1.000, these points out that all values are higher than the cut-off level of 0.700 except one construct which is confirmation. However, confirmation having a value of 0.655 is quite close to 0.700. From the findings of the result, it can be stated that the measurement models are reliable.

The constructs should have composite reliability and AVE should have value of at least 0.800 and 0.500 respectively. Table 3 shows that the composite reliability value ranges between 0.838 and 1.000, which are all in the appropriate range between 0.8-1.00. The AVE value ranges between 0.581 and 1.000 which are all above cut-off values of 0.500. Hence, the result predicts that the reliability of constructs used in the study has been achieved considerably.

The values (in bold) in Table 4 show that the results of this study satisfy the Fornell-Larcker Criterion.

The cross-loading figures were examined to ascertain the discriminant validity of the constructs used in the study. From the values seen in Table 5, the items are loading on their respective factors adequately and there are no cross-loadings of one item on fact other than their respective domain. The cross-loading values in bold in the table above, are higher than the cut-off value of 0.700 which depicts that every item of the construct

has a higher loading with its core construct. This analysis creates the discriminant validity for all constructs which were included in the measurement model for this research.

This calculation states that the HTMT value should be below 0.950 for a considerable extent of dissimilarity between the constructs (Henseler, Hubona, & Pauline, 2016). A value is greater than 0.950 points out a possible problem of discriminant validity. The result from HTMT for this research shows all values below 0.950which reflects that discriminant validity using HTMT ratio has been adequately been achieved. The interaction coefficient between perceived enjoyment and user involvement has the highest HTMT ratio of 0.950 whereas; the interaction between frequency and confirmation has the least HTMT ratio of 0.020.

Table.2. Outer Loading

	Confirmation	Intention	Perceived Enjoyment	Habit	User Involvement	Satisfaction
C2	0.797					
C4	0.743					
C6	0.763					
CI1		0.793				
CI3		0.850				
CI5		0.798				
PE2			0.788			
PE4			0.858			
PE6			0.817			
UH3				0.739		
UH4				0.804		
UH5				0.740		
UH6				0.765		
UI2					0.754	
UI4					0.826	
UI6					0.806	
US1						0.850
US3						0.813
US5						0.783

Note. Outer loadings are assessed with criteria of 0. C = Confirmation; CI = Intention; PE = Perceived Enjoyment; UH= User Habit; UI = User Involvement; US = User Satisfaction

Source: Author's own elaboration

Table.3. Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Confirmation	**0.655**	**0.661**	**0.811**	0.589
Blogging Time	1.000	1.000	**1.000**	1.000
Habit	0.760	0.763	**0.847**	0.581
Intention	0.745	0.748	**0.855**	0.662
Perceived Enjoyment	0.758	0.759	**0.861**	0.675
Satisfaction	0.749	0.752	**0.856**	0.666
User Involvement	0.712	0.720	**0.838**	0.634

Note: Following reliability criteria are used:
Cronbach's Alpha: 0.7 cut off
Composite Reliability:0.8 cut-off

Source: Author's own elaboration

Table.4. Discriminant Validity through Fornell-Larcker Criterion

	Confirmation	Blogging Time	Habit	Intention	Perceived Enjoyment	Satisfaction	User Involvement
Confirmation	**0.768**						
Blogging Time	0.014	**1.000**					
Habit	0.479	0.156	**0.763**				
Int1	-0.007	0.018	-0.141				
Int2	-0.007	0.018	-0.141				
Int3	-0.007	0.018	-0.141				
Intention	0.468	0.132	0.562	**0.814**			
Perceived Enjoyment	0.492	0.051	0.563	0.635	**0.821**		
Satisfaction	0.280	0.037	0.510	0.440	0.458	**0.816**	
User Involvement	0.537	0.085	0.588	0.604	0.709	0.456	**0.796**

Note: All the top values of the column should be greater than underlying horizontal values

Source: Author's own elaboration
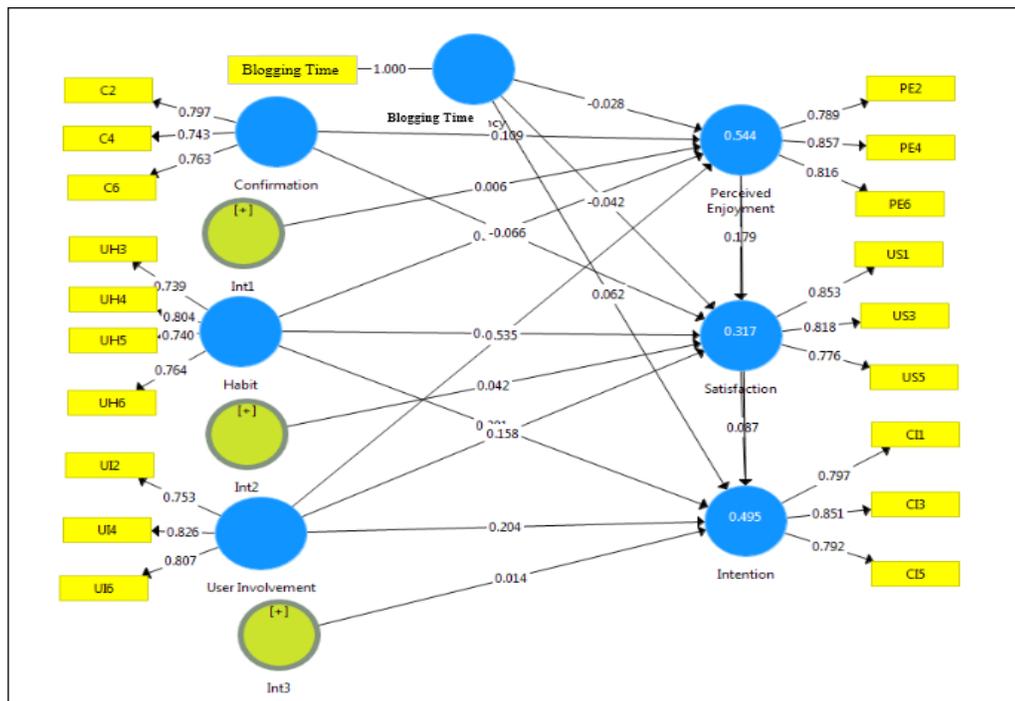
3.3. Structural Model

Figure.5. Path Model
Source: Author's own elaboration

Note: C = Confirmation; PE = Perceived Enjoyment; UH= User Habit; UI = User Involvement; US = User Satisfaction; CI = Intention

From the values thin or below tables, it can be stated that 48.7% of the variation in intention is brought by the model for this study. Similarly, 53.8% of the variation in

perceived enjoyment is brought by the measurement model and 30.6% of the variation in satisfaction is attained from the model for this study.
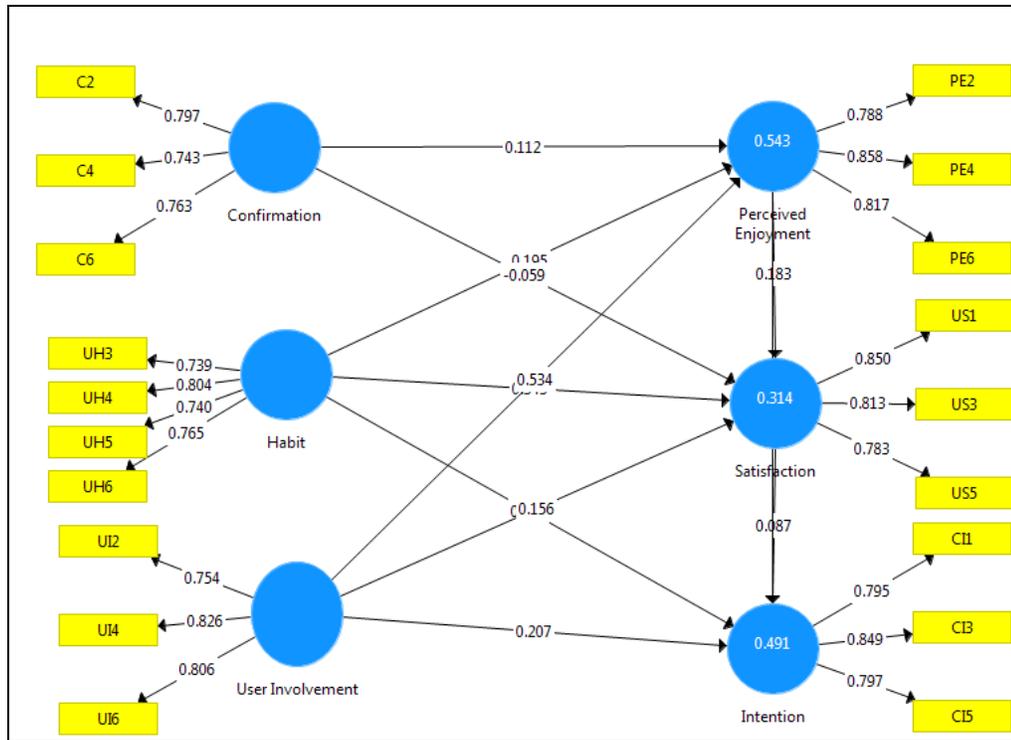

Figure.1. Model Fitted for Analysis
Source: Author's own elaboration

Note: C = Confirmation; UH= User Habit; UI = User Involvement; PE = Perceived Enjoyment; US = User Satisfaction; CI = Intention

Table.5. Cross Loadings

	Confirmation	Blogging Time	Habit	Intention	P.E	Satisfaction	User Involve
C2	0.797	0.007	0.374	0.383	0.411	0.244	0.422
C4	0.743	0.030	0.343	0.350	0.327	0.147	0.400
C6	0.763	0.000	0.383	0.345	0.387	0.240	0.416
CI1	0.470	0.030	0.413	0.793	0.556	0.301	0.503
CI3	0.320	0.171	0.519	0.850	0.544	0.351	0.495
CI5	0.359	0.116	0.437	0.798	0.449	0.424	0.478
Blogging Time	0.014	1.000	0.156	0.132	0.051	0.037	0.085
Habit * Blogging Time Habit * Blogging Time Habit* Blogging Time	-0.007	0.018	-0.141	-0.047	-0.057	-0.028	-0.063
	-0.007	0.018	-0.141	-0.047	-0.057	-0.028	-0.063
	-0.007	0.018	-0.141	-0.047	-0.057	-0.028	-0.063
PE2	0.360	0.047	0.459	0.482	0.788	0.400	0.592
PE4	0.423	0.004	0.430	0.495	0.858	0.383	0.586
PE6	0.428	0.073	0.496	0.583	0.817	0.347	0.568
UH3	0.252	0.089	0.739	0.373	0.390	0.416	0.363
UH4	0.519	0.096	0.804	0.502	0.518	0.331	0.544
UH5	0.240	0.138	0.740	0.389	0.368	0.456	0.331
UH6	0.428	0.156	0.765	0.442	0.430	0.362	0.541

UI2	0.512	0.035	0.489	0.424	0.493	0.355	0.754
UI4	0.410	0.085	0.390	0.492	0.504	0.327	0.826
UI6	0.376	0.079	0.518	0.517	0.672	0.401	0.806
US1	0.242	0.058	0.468	0.385	0.383	0.850	0.383
US3	0.189	-0.036	0.409	0.332	0.338	0.813	0.346
US5	0.251	0.063	0.368	0.357	0.399	0.783	0.386

Note. C = Confirmation; CI = Intention; PE = Perceived Enjoyment; UH= User Habit; UI = User Involvement; US = User Satisfaction

Source: Author's own elaboration

Table.6. HTMT Table

	Confirmation	Blog Time	Habit	Int1	Int2	Int3	Intention	P.E	U.S	U.I
Confirmation										
Blogging Time	0.020									
Habit	0.666	0.180								
Int1	0.016	0.018	0.161							
Int2	0.016	0.018	0.161	1.000						
Int3	0.016	0.018	0.161	1.000	1.000					
Intention	0.673	0.151	0.741	0.055	0.055	0.055				
Perceived Enjoyment	0.691	0.058	0.737	0.066	0.066	0.066	0.843			
Satisfaction	0.388	0.074	0.679	0.032	0.032	0.032	0.589	0.608		
User Involvement	0.794	0.099	0.787	0.071	0.071	0.071	0.824	0.950	0.619	

Note: Cut-off for HTMT table is 0.95

Source: Author's own elaboration

Table.7. Statistical Significance of Path Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Confirmation -> Perceived Enjoyment	0.109	0.108	0.045	2.426	0.016
Confirmation -> Satisfaction	-0.066	-0.065	0.060	1.100	0.272
Blogging Time -> Intention	0.062	0.057	0.038	1.646	0.100
Blogging Time -> Perceived Enjoyment	-0.028	-0.027	0.038	0.734	0.463
Blogging Time -> Satisfaction	-0.042	-0.043	0.043	0.982	0.327
Habit -> Intention	0.201	0.204	0.049	4.095	0.000
Habit -> Perceived Enjoyment	0.201	0.203	0.048	4.192	0.000
Habit -> Satisfaction	0.361	0.364	0.071	5.067	0.000
Int1 -> Perceived Enjoyment	0.006	0.002	0.032	0.177	0.860
Int2 -> Satisfaction	0.042	0.039	0.040	1.047	0.295
Int3 -> Intention	0.014	0.016	0.025	0.591	0.555
Perceived Enjoyment ->Intention	0.336	0.334	0.070	4.827	0.000
Perceived Enjoyment -> Satisfaction	0.179	0.178	0.065	2.761	0.006
Satisfaction -> Intention	0.087	0.089	0.056	1.561	0.119
User Involvement -> Intention	0.204	0.203	0.062	3.261	0.001
User Involvement -> Perceived	0.535	0.533	0.047	11.287	0.000

Enjoyment									
User Involvement -> Satisfaction	0.158	0.157		0.075		2.101		0.036	

Note: P-Values are assessed concerning 0.05 cut-off

Source: Author's own elaboration

Table.9. Path Coefficient

	Confirmation	Blog Time	Habit	Int1	Int2	Int3	Intention	P.E	Satisfaction	U.I
Confirmation								0.109	-0.066	
Blogging Time							0.062	-0.028	-0.042	
Habit							0.201	0.201	0.361	
Int1								0.006		
Int2									0.042	
Int3							0.014			
Intention										
Perceived Enjoyment							0.336		0.179	
Satisfaction							0.087			
User Involvement							0.204	0.535	0.158	

Note: Path coefficients representing unit changes

Source: Author's own elaboration

Table 10 shows the proposed hypothesis for H_1 which was based on the dependency of users' perceived enjoyment on confirmation (confirmation ➔ perceived enjoyment). The impact is positive and significant (t value=2.426 and p=0.016) where a value of p<0.05. Hence, it can be stated that confirmation is positively impacting perceived enjoyment. However, for hypothesis H_2, confirmation is not impacting satisfaction significantly. From the analysis of the table above, it is seen that confirmation and user satisfaction (confirmation ➔ satisfaction) has an insignificant impact (t value=1.100 and p=0.272) where the value of p>0.05.

The hypothesis H_3, based on the impact of habit and perceived enjoyment (habit ➔perceived enjoyment) was supported at p<0.05, stating that the two variables have a highly significant positive dependence relationship (t value= 4.192; p value= 0.000). Similarly, the impact of users' blogging habits on blog users' satisfaction (habit ➔satisfaction) is highly significant and positive making the hypothesis H_4 retained at p<0.05. The next hypothesis for this research study, H_5 (habit ➔intention) was supported at p<0.05 highlighting a highly significant positive effect (t value= 4.095; p value= 0.000) of users' blogging habits and users' intention to revisit blog site.

The next 3 hypotheses, H_6, H_7, H_8, are based on assessing the impact of blog users' involvement on their users' perceived enjoyment, satisfaction, and intention to revisit the blog respectively. The impact of blog users' involvement with a blog on their perceived enjoyment (user involvement ➔perceived enjoyment) is positive and highly significant (t value= 11.287; p value= 0.000) p<0.05. Similarly, the impact of blog users' involvement with the blog on their satisfaction from blog reading (user involvement ➔satisfaction) is positive and highly significant (t value=2.101; p value= 0.036) at p<0.05. Furthermore, the impact of blog users' involvement with the blog on their intention to re-visit the

blogging site (user involvement →intention) is positive and highly significant (t value=3.261; p value= 0.031) p<0.05.

The impact of perceived enjoyment of blog users on their satisfaction of using blogs (perceived enjoyment→satisfaction) is assessed in hypothesis H_9. A positive and highly significant effect is determined (t value= 2.761; p value= 0.006) at p<0.05. Furthermore, a positive and highly significant (t value= 4.827; p value= 0.000) seen is seen between perceived enjoyment of blog users and intention to visit the blogging site again (perceived enjoyment→intention) at p<0.05. Hence, hypothesis H_{10}; perceived enjoyment is positively impacting intention to use is retained.

On other hand, when the impact of blog users' satisfaction on intention to revisit the blogging site (satisfaction→intention) is assessed, an insignificant impact is seen from one variable to another (t value= 1.561; p value= 0.119), where p>0.05.

The moderating effect of blogging time on perceived enjoyment, satisfaction, and intention is determined in the next three hypotheses for this research study, H_{12a}, H_{12b}, H_{12c}, respectively. The effect of time spent on blog reading on the perceived enjoyment of blog users from blogs (blogging time→perceived enjoyment) is positive but insignificant (t value= 0.734; p value= 0.463), where p>0.05. In similar manner, the effect of time spent on blog reading on satisfaction attained by blog users reading blogs (blogging time→satisfaction) is positive but insignificant (t value= 0.982; p value= 0.327), at p>0.05. The effect of time spent on blog reading on the intention of blog users to visit the blog again (blogging time→intention) is positive but insignificant (t value= 1.646; p value= 0.100), where p>0.05.

From the table above it can be deduced that all three interactions, Int1→perceived enjoyment, Int2 →satisfaction, Int3 →Intention, have insignificant values (p value= 0.860, 0.295, 0.555 respectively), where p>0.05.

Table.10. Hypothesis Assessment Summary

	Hypotheses Interpretation Summary	
H_1	A confirmation has a positive impact on the perceived enjoyment of food blog users	Retained
H_2	A confirmation has a positive impact on user satisfaction of reading food blogs	Rejected
H_3	User's habit has a positive impact on the perceived enjoyment of food blog users	Retained
H_4	User's habit has a positive impact on user satisfaction from using food blogs	Retained
H_5	User's habit has a positive impact on user's intention to continue using food blog	Retained
H_6	User's involvement with food blogs has a positive impact on the perceived enjoyment of food blog users	Retained
H_7	User's involvement with food blogs has a positive impact on satisfaction from using food blogs	Retained
H_8	User's involvement with food blogs has a positive impact on user's intention to continue using food blog	Retained
H_9	Perceived enjoyment of food blog users has a positive impact on user satisfaction from using food blogs	Retained

H₁₀	Perceived enjoyment of food blog users has a positive impact on intention to continue the use of food blog	Retained
H₁₁	Food blog user's satisfaction has a positive impact on intention to continue the use of food blog	Rejected
H_{12a}	Blogging time moderates the effect of user's blogging habit on the perceived enjoyment of food blog users	Rejected
H_{12b}	Blogging time moderates the effect of user's blogging habit on user's satisfaction with reading food blogs	Rejected
H_{12c}	Blogging time moderates the effect of user's blogging habit on the user's intention to continue using food blog	Rejected

Source: Author's own elaboration

4. Discussion

This study analyzed the factors that help in developing the intention of blog users to continue using food blogs. To answer the study's first research question, confirmation of expectations affects food blog users' perceived enjoyment but is insignificantly related to blog users' satisfaction. The ECT theory suggests that disconfirmation and expectations affect satisfaction. Disconfirmation indicates that there is a gap between perceived performance and individual expectations. The results from this study highlights that confirmation of expectations is insignificant to food blog users' satisfaction level. The finding is different from previous research studies that have indicated a significant positive relationship between the two variables (Kühl, Scheurenbrand, & Satzger, 2020; Shiau & Luo, 2013; Wijaya, Rai, & Hariguna, 2019). Higher the expectations by blog users towards the blog, more are the chances of user's perceived enjoyment. The finding is consistent with findings of previous researchers (Wijaya, Rai, & Hariguna, 2019; Kühl, Scheurenbrand & Satzger, 2020).

The analysis on food blog user's habits concludes that it has a strong and positive effect on the enjoyment, satisfaction, and continuance intention of the user which answers this study's second research question. Habit is a routine behavior that forms the basis for perception adjustment. When food blogs are enjoyable for the blog user and they come across interesting information then the perceived enjoyment is enhanced and vice versa. This is because adjusting perception is a continuous process as people come across a new piece of information. Habit also affects food blog users' satisfaction. The result is different from Shiau and Luo (2013) that stated that habit is weaker than emotional attitudes and user involvement from the perspective of continued blog usage. Whereas, (Ha, Yoon, & Chio, 2007; Liao, Palvia & Lin, 2006) proved similar results to this research which implies that habitual blog users enjoy blog usage. Although the habit is a repeated behavior, food blog readers often tend to keep a constant check for more pieces of information about eateries or food menu discussed, this ultimately makes them satisfied especially in case of deciding to try the eatery or food, and blog users know they made a good decision based on information they read on a food blog. Earlier studies (Limayem et al., 2007; Shiau & Luo, 2013) suggested that habit is not a significant factor of food blog users' continuance intention. They argue that when intentional behavior becomes habitual, the usage is without conscious intention and is not part of cognitive planning with intention involved. However, as per our result, it reflects that habit has an impact on continuance intention because the environmental and social cues influence them to keep conscious check so that food blog users feel they are updated with information regarding new restaurants, food, and their menu. They look forward to knowing more about them and participating in active discussions (Ortiz de Guinea & Markus, 2009).

The integrated model reflected a great number of variances in satisfaction and continuance intention from the predictors. The study met the objective of evaluating the effect on food blog user satisfaction and continuance intention caused by food blog users' involvement with blogs and their perceived enjoyment The results imply that the study favors the fact that user involvement and perceived enjoyment are highly significant predictors to build intention of blog users to revisit the blogging site. The results are similar to earlier research by (Lin et al., 2005; Shiau & Luo, 2013). The results reflect that not only the value of the food blog but also fun and pleasurable experiences for food blog users are important for the continued use of blogs.

It was assumed that satisfaction would also be a strong predictor leading to blog users' intention to revisit (Limayem M. a., 2003), however, based on analysis of this research it is not a significant factor at all which is similar to the findings of Hsu and Lin (2008). When users assume that food blogs enhance their knowledge and are valuable, they are more likely to use the blogs again. Moreover, a great extent of enjoyment would make them re-use the blogs. The content of a food blog pleases blog readers and creates intention to revisit the food blog however on other hand; the satisfaction of food blog users does not necessarily create the continuance intention. It can be inferred that even a dissatisfied food blog user may continue the blog use.

Food blog readers' enjoyment is the cause of their involvement with the blog and confirmation. The more attention-grabbing the content of the food blog, the more the readers are involved with the blog. Post confirming the expectation of pleasure in reading food blogs, users find pleasure in using food blogs. Users share their experiences and views with other blog users and respond to the blogs or other users' comments. The interaction and involvement are a source of pleasure for food blog users and they are likely to perceive blogs as an amusing tool. Novak, Hoffman and Yung (2000) also confirm that user involvement has a strong effect on enjoyment. Therefore, to answer this study's fourth research question, the food blog user's satisfaction level is insignificant to blog user's continuance intention however, perceived enjoyment does create an impact on blog revisit intention.

One of the research objectives of this study was to analyze the impact of time spent on reading blogs on predictors of continuance intention because blogging time is very crucial to all bloggers. The time spent by blog users determines the success of the blog and highlights bloggers' impressive content writing skills. The result findings highlight that blogging time plays an insignificant role in moderating the nature of the relationship between habit and perceived enjoyment, satisfaction, and intention neither on the relationship between habit and continuance intention. Hence, longer hours spent on a particular food blog by users do not create a satisfactory impact nor build continuance intention. The results are similar to (Limayem et al., 2007) that long hours of food blogging do not create satisfaction amongst users nor does it create a feeling of joy or enhances the intention to re-visit the food blog.

The result of this study also depicts that blogging time has an insignificant moderate effect of habit on perceived enjoyment. The research by Shiau and Luo (2013) found that blogging time is insignificant to satisfaction and continuance intention but stands true in the case of perceived enjoyment. Content quality that brings satisfaction to food blog users does not have anything to do with hours spent on blogs. Although quality of blogs, experience given to blog readers are beneficial to strengthen the effect of habit on perceived enjoyment, gain satisfaction and make users continue the use of blogs (Du & Wagner, 2006) increased interaction also adds to the effect of habit on perceived

enjoyment (Kim, 2008; Shiau & Luo, 2013). The users will attain pleasure from interaction either with bloggers or other food blog users which consequently will lead to satisfaction and continuance intention. The long stays will eventually have a gradual impact on food blog users to continue the use of blogs.

5. Conclusion

This study analyzed blog users' behavior regarding their intention to revisit the blogging site. Since the research body commonly focuses on bloggers and blogging websites, this study significantly contributes to the research literature by assessing food blog users' continuance intention for blogs through the ECT model. For this research study, the ECT model was incorporated along with other factors i.e., perceived enjoyment, food blog users' habit, and blog users' involvement that according to previous research seem to cause an impact on blog users' continuance intention.

The findings depict that the ECT model used in this research gives a great insight into users' intention to continue the use of food blogs. Food blog users' satisfaction level is predicted by perceived enjoyment, user involvement, and habit but confirmation of user's expectation is insignificant to blog user's level of satisfaction. According to the results, perceived enjoyment is the most salient factor of food blog users' satisfaction compared to food blog users' habits which means that when food blog users' level of perceived enjoyment increases, their satisfaction level is increased significantly.

According to the results of this research study, the blog user's enjoyment, habit, and involvement positively influence continuance intention of using food blogs establishing the fact that these are predictors of user's continuance intention in the food blogging category. This research study also found that food blog user satisfaction level does not cause any effect on the continuance intention of food blogs. This means that satisfaction is not a predictor of continuance intention in food blogging.

Blogging time, as moderating variable, causes an insignificant impact on relationships between food blog users' habits and perceived enjoyment, food blog user's habit and satisfaction level, food blog user habit, and their continuance intention. The results depict that the time blog users spent reading food blogs doesn't cause any significant effect on predictors of continuance intention nor does it play any role in developing the intention to reuse the food blog. This suggests that food bloggers need to work on their content and develop such blogs that provide pleasure to the blog users to affect their satisfaction level make blog users continuously visit the blogging site.

Future studies may explore other attitudinal and emotional factors such as anxiety, perceived playfulness, social pressure, peer pressure, etc. that influences continuance intention of using blogs. Furthermore, future studies may examine the precedents of habits to see how to blog users' habits are formed either within the food industry or generally. In addition to this, future studies may also analyze the moderating effects of blogging time on relationships of other factors.

5.1.   Limitations

This research emphasized predictors of food blog users' continuance intention using the ECT model and analyzed the moderating impact of blogging time specifically in the food and beverage industry. However, there are a few limitations to this study.

Firstly, the research is based on food blog users only, so the results may differ when applied to other blog users. Hence it is difficult to generalize this study to other situations or industries. Secondly, the intention to revisit the blogging site may be due to other factors which are not taken into consideration for this research for example perceived usefulness which may be explored in future studies.

5.2.   Recommendations

Based on the findings of this study, there are few recommendations for bloggers, marketing professionals, and brand managers. Firstly, it is recommended that food bloggers should be attentive about making their blogs noticeably fun to read and spend time. Fun and pleasure are for blog users to make them revisit the blog because from the analysis of the research enjoyment is positively associated with satisfaction and continuance intention. If bloggers and blog developers are thoughtful to consider factors to create pleasure, value, and account satisfaction, blog readers will revisit the blogs.

It is also recommended that during the development of the blogs, the blogger or developer should design the blog that is compatible with other digital social platforms such as YouTube and Facebook. This gives a chance to the blog user to form their social network over blogs, get more information about their area of interest in food resulting in enjoyment and satisfaction. A blog user may do a lot of networking on social media networks; therefore, the compatibility of the site to other networking sites encourages blog users to visit blogs more often.

Furthermore, it is recommended to bloggers make user-friendly blogs. The blog user who is only interested in seeking relevant information can visit their site with reduced time and effort.

Another recommendation for food bloggers is that they should generate engaging content for blog users because this will encourage them to return to blogs increasing their readership/ followership. Moreover, emotions, feelings of joy, and satisfaction drive blog users' intention more than rational inputs which make a habit a strong factor for intention to continue. Habit is a reasonably acceptable direction for social media research. The more exciting and updated and trendy the content, the more likely it will be read by blog users with joy. Bloggers may utilize recent trends and talk about current situations to involve the blog user. They may make the blogs in video form known as V-logging, add pictures to their blogs and even simple content may bring blog users to their blogs.

It is recommended to marketers and brand managers working in the food industry reach known food bloggers and ask them to write blogs about their brands. The blog is an impactful marketing tool if used effectively. Known food bloggers have a lot of blog user involvement on their blogs, hence writing blogs on these food brands and/or restaurants may create potential customers for the brands.

5.3.   Areas for Further Research

As for the academicians, it is recommended to search further on different types of blogs specific from the perspective of blog users such as the effect of V-logging on continuance intention. The research paves way for further research in other industries incorporating the ECT model.

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