



The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study

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ABSTRACT

Blogs are currently powerful instrument and their proliferation has attracted substantial attention from marketing practitioners and academics. The aim of this study is to propose a model to understand and examine during the formation of sustainable social relationships and the continued usage of blogs in marketing contexts. Two exogenous constructs – customer experience and perceived value – have not only directly influenced satisfaction and intention to continue to use blogs, but also indirectly affected customers'/citizens' sustainable social relationship with blogs through the mediation of satisfaction and continuance intention. The analysis results herein demonstrate that sustainable social relationship is determined significantly by continuance intention and satisfaction toward blogs, while the influences of customer experience and perceived value on continuance intention are both respectively significant. However, the direct influence of customer experience on continuance intention is insignificant. In addition, this study examined and empirically confirmed the mediating role of continuance intention and satisfaction on blogs between customer experience and perceived value. Finally, the findings of this research propose the detailed theoretical and managerial implications for academicians, blog operators and government agencies.

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1. Introduction

Notwithstanding the fact that the sustainability of social relationships has been traditionally deemed in physical environments, extended investigations and empirical studies demonstrate that the sustainable social relationship (SSR) of individuals in social media on the Internet is analogous to face-to-face relationships in the physical world (Lin, 2010). Following O'Reilly's proposal (O'Reilly et al., 2005) of the concept of Web 2.0, scholars have increasingly emphasized interaction and sharing on Web-based platforms, and the generation of Web content has shifted from enterprises to individual users/citizens, revolutionizing people's general impressions of customer–vendor relationships (O'Reilly et al., 2005). Subsequently,

numerous application services associated with Web 2.0 have emerged, such as blogs, YouTube, Facebook, and Wikipedia (Cachia et al., 2007; Chen et al., 2012; Huang et al., 2015). Following the dissemination of software, hardware, and other technologies, Web 2.0 applications became economical, effective, and a means of instantaneous social interaction. In addition to the business applications of social media, many governments have found new ways of promoting their policies and guidelines using social media in the spirit of transparency, efficiency and openness. Therefore, the use of social media to achieve marketing goals is a topic that is worthy of further discussion.

The prevalence of blogs has changed the way in which messages are propagated on the Internet. At present, a considerable number of websites present their content in the form of blogs. Countless people are passionate about writing blogs, and both seasoned and novice bloggers offer articles for everyone to read. Furthermore, various forms of media and applications have been developed on the Internet over time.

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These media and applications have not only changed conventional methods of social interaction, but also created the development of novel marketing methods. For example, the prevalence of blogs has altered the structure of websites. Enterprises and governments have begun to influence using blogs they establish as means of communication with customers and citizens, to identify the needs of customer and citizens, and to facilitate business-to-customer (B2C) and government-to-citizen (G2C) interactions. For instance, customers and citizens can post their personal opinions, experiences and comments, which can be used to improve products and services, and to government policies or guidelines (Hsu and Tsou, 2011; Yi et al., 2013). Owing to these numerous aforementioned advantages, blogs can directly connect firms and users, gather like-minded people, change perceptions and behaviors of users, and turn public attention in numerous industries (Pookulangara and Koesler, 2011). From a marketing perspective, blogs should not only emphasize commercial aspects, but also interactions among community members, to stimulate purchase intention and positive words-of-mouth (Algesheimer, 2005).

The prevailing experience-based economies have been exhibited in recent years (Tsaour et al., 2007). Customer experience (CE) refers to the sensory, emotional, and cognitive impacts generated by customers following participatory and observational experiences, which elevates their interest, motivations, and recognition, and subsequently adds value to the brand communities (von Wallpach and Kreuzer, 2013; Kim and Perdue, 2013). CE can be incorporated into customers' and citizens' lives to produce perspectives consistent with those of the customer and citizen, or create stunning modes of thinking, attracting the interest of customers and leaving a positive impression, thereby creating tangible revenue for the enterprises and intangible reputation for the governments (Bruhn et al., 2014).

Fierce commercial competition has forced firms to seek new and innovative methods of marketing. In this context, enterprises have sequentially expanded into virtual platforms (Shobeiri et al., 2013). With respect to E-government, a government can use blogs to promote policies and guidelines to ensure transparency and efficiency. However, conventional marketing methods tend to focus on the functions and benefits of products, competition among products, rational customers, and analytical, quantitative, and verbal marketing methods and tools. In contrast, CE establishes consumer contexts and creates perceived value (PV) by employing diversified and flexible marketing methods and tools. Focusing on CE can help to maintain competitive advantages. In recent years, numerous empirical studies have taken various perspectives to examine the acceptance of social media in various environments, such as information-seeking (Xiang and Gretzel, 2010), education (Mazman and Usluel, 2010), knowledge-sharing (Chou et al., 2010), leisure (Moore and McElroy, 2012), brand equity (Kim and Ko, 2012), and political and voting environments (Kushin and Yamamoto, 2010). A review often relevant literature reveals that empirical studies have taken a technological perspective to investigate Web 2.0 applications (Pookulangara and Koesler, 2011; Chang et al., 2015), and numerous studies have adopted the perspective of social capital and social influence (Chen et al., 2012; Algesheimer, 2005; Lin and Lu, 2011). However, with respect to the management of social networks, in addition the development of various applications to attract users, other

marketing methods that are favorable to consumers/citizens should be identified to enhance the continuance intention (CI) toward blogs for SSR. This study establishes a conceptual model to characterize and predict consumers'/citizens' sustainable usage behaviors and factors that relate to blog usage, based on their perceptions of CE and different values. Besides, it is also an important issue to understand how the effect of blogs influences the SSR and CI among government agencies and social actors such as citizens. Therefore, this research is aimed to find out the sustainability of factors that affect social relationship and e-governance for understanding the web-blogging to propose an integrated model that is based on CE and PV.

2. Literature review

2.1. Customer experience (CE)

CE is defined as the cognitive acknowledgment or perception that follows from stimulated motivation of a customer who observes or participates in an event. Such acknowledgment or perception consequently enhances the value of products and services (Schmitt, 1999). Enterprises use intangible services and tangible products to create memorable events for users (Tsaour et al., 2007; Pine and Gilmore, 1998). CE is essential because experience is the psychological perception in the hearts of users, and substantially influences subsequent usage behaviors (Hsu and Tsou, 2011). Improving CE can help marketers to identify niche markets than does maintaining competitive prices or superior product functions and features (Kao et al., 2007).

Schmitt (1999) developed an integrated CE framework to help marketers to evaluate different types of experiences (i.e., strategic experiential modules). CE is a method that generates a link between the customer and the product and provides a memorable experience for the customer, thereby adding value to the product. Schmitt (1999) suggested that five types of CE as a basis for an overall experiential marketing analysis. These types are sensing, feeling, thinking, acting, and relating. The following section will explain the five types of experience.

- (1) *Sense*: This type of experience primarily derives from the five senses (sight, hearing, smell, taste, and touch). These senses can be exploited to affect the user of desire to buy. For example, pleasant music or delicious food elevates the value of an experience or product as perceived by the customer, increasing their interest in, and knowledge and usage of the product or service (Schmitt, 2012). However, the user interface of a blog cannot provide smells, tastes, and touch sensations. Therefore, visual content (such as web published text and image contents, and design) and sound (background music) are the primary determinants of favorability of a blog to a user.
- (2) *Feeling*: This type of experience primarily stimulates the inner feelings and emotions of the customer. The presentation of experiential text, music, and images establishes a strong connection between customers and service/product providers, causing customers to resonate with the brand or product and have positive emotional responses (Kim and Perdue, 2013).
- (3) *Thinking*: This type of experience aims to facilitate user groups to think more creatively using creative methods. This type of experience initially integrates experiences

with the habits of the user group and presents this integration to the user in a creative way, enabling them to gain a basic understanding of the experience and increase their interest in the experience provided by the marketing operators. Accordingly, various opinions toward the brand and product are generated.

- (4) *Acting*: This type of experience integrates numerous behavioral options, such as physical activities, living patterns, and interaction. Behavioral activities in the daily lives of a user leave a lasting impression or become a subconscious direct response.
- (5) *Relating*: This type of experience transcends individual and personal emotions, associating the ideal self with other people or cultures. Subsequently, a relationship between the individual and a wider social system is established following this experience.

CE is currently popular because each experience is constituted by different experience types, which vendors can utilize to create an appropriate experience model for their product. In contrast to conventional websites, blogs not only deliver products or services to customers through sensing and feeling, but also deliver affective, creative/cognitive, lifestyle, and social-identity experiences of enterprises or vendors to the customer. Some studies have also investigated the application of CE to the service industry (Tsaur et al., 2007; Mason and Paggiaro, 2012). However, these studies pertaining to the application of CE in blogs are lacking. Therefore, the present study endeavored to examine the application of CE in blogs and its influence on other factors from the perspective of blog users.

2.2. Perceived value (PV)

Numerous scholars have regarded PV as a key metric in enterprise marketing by firms. PV is emphasized and widely discussed in various branches of marketing research (Khalifa, 2004). Consumers' service preferences or purchase intentions can be determined by examining PV. Findings can then be developed into a key differentiation tool for maintaining a competitive advantage (Yu et al., 2013). The significance of PV is based on the value of a product or service that is perceived by customers (Zeithaml, 1988), which can be defined as a tradeoff between perceived benefits and perceived costs (Lovell and Marketing, 2001). In a mobile commerce study, Kim et al. (2007) indicated that PV is a metric of overall effectiveness of a service as assessed by an individual, taking into account the effort made by the individual to use the surface and the benefits gained from it.

Consumers commonly receive the added value of a product or service that is provided by a vendor. Such value is known as consumption value (Grönroos, 2008). Consumption value is a form of personal value, which people gain by completing various social interactions, exchanges, or spending. Consequently, consumption value is essentially a belief of acquiring personal value. Restated, consumption value is the ultimate personal value (Lai, 1995).

Following a discussion of various dimensions of PV that have proposed in theoretical and experiential studies, Sheth et al. (1991) proposed the concept of "consumption values", based on which, Sweeney and Soutar (2001) developed a scale for measuring the PV of customers in a retail purchase context.

PV incorporates the five theoretical types of value – functional value, social value, emotional value, epistemic value, and conditional value (Ledden et al., 2007). Essentially, PV is a psychological evaluation, which not only exists in products and the ownership of selected products or services, but also originates from the consumers themselves (Tynan et al., 2010).

2.3. Satisfaction and continuance intention

To predict and explain the continuance intention (CI) of users of a system more precisely, Bhattacherjee (2001) revised expectation–confirmation theory to comply with information systems (IS) and developed the "post-acceptance model of IS continuance." This model primarily maintains that a system's CI is influenced by satisfaction and perceived usefulness, and indicates that the CI for using ISs is similar to the repurchase intention generated during a purchase. CI refers to willingness to continue using a product or service after a customer has positively experienced such a product or service (Premkumar and Bhattacherjee, 2008).

The level of satisfaction of users of an IS or service affects their willingness to continue using it. This satisfaction is similar to that of customers during a purchase, which influences their intention to repurchase. Relevant studies have suggested that the satisfaction of customers following the use of a product or service is highly correlated with CI (Chen et al., 2012; Shin et al., 2011).

2.4. Sustainable social relationship (SSR)

Social media applications, such as blogs, Facebook, and virtual communities have become preferred platforms using which individuals, enterprises or governments present their works, remarks, opinions, policies, and guidelines. The reputation of the social media applications that are by individuals or enterprises can rapidly improve as they are shared by users. However, few empirical studies of evaluating SSR among users and social media operators are available. Customers typically generate sustainable online relationships when they attach emotional importance to the products or services of a specific brand (Founier, 1998; Dall'Omo Riley and De Chernatony, 2000). Emotional connections and communication are two major factors that establish relationships between customers and brands (Veloutsou, 2007). The emotional importance placed on brands by customers arises from the connection between the customer and the brand (Pawle and Cooper, 2006). Other studies found that the sustainability of communication and interaction between consumers and vendors has positive effects on their relationships (Veloutsou, 2007; Veloutsou and Moutinho, 2009). If customer–vendor relationships can be converted into consumers' positive impressions of products and services, then the satisfaction and loyalty of those consumers will be enhanced (Dacin and Smith, 1994). Therefore, in this study, SSR is defined in a blog context as an assessment of the strength of a relationship, and the extent to which a relationship meets the expectations to maintain interactive and long-term communication with their customers or citizens and provide them with necessary information from blog operators and government agencies.

From the perspective of SSR, customers' or citizens' interactive relationships with blog operators and government agencies

can be considered to be long-term relationships. By sharing and discussing experiences of the consumptions of products and services, customers establish and affirm their relationships with the brand (Morgan-Thomas and Veloutsou, 2013). Customers' emotional linking, assessments of product functionality, and brand performance are key factors that influence customer–brand relationships (Christodoulides et al., 2006). Moreover, increased frequency and duration of customer–brand interactions reflects increased stability of the customer–brand relationship (Morgan-Thomas and Veloutsou, 2013). To summarize the above discussion, in this study the adopted SSR is used as a key metric of long-term relationships between users (customers and citizens) and blog operators.

2.5. Development of research hypotheses

Through CE, consumers implicitly generate various psychological assessments to measure metrics for assessing the value that can be gained from experiential services that are provided by enterprises (Mathwick et al., 2001; Vera and Trujillo, 2013). PV is the perception that is perceived by customers following a customer–experience interaction, presented in terms of concrete assessment items. These items include a customer's return on investment, determined by comparing resources invested and benefits gained, superiority of service, determined by whether the commitments made by the service provider were met, esthetic value, determined by subjectively judging the esthetic conception, and the pleasure gained in the form of experienced enjoyment and happiness (Mathwick et al., 2001; Vera and Trujillo, 2013). CE refers to the sensory, emotional, and cognitive impacts of participatory and observational experiences on customers, and specifically on their interest, motivations, and recognition, and subsequently adds PV to the online communities (von Wallpach and Kreuzer, 2013; Kim and Perdue, 2013). CE can be incorporated into the life contexts of the customer to produce values that are consistent with those of the customer or create stunning thinking patterns, attracting the interest of the customer and leaving a positive impression, creating tangible revenue and intangible reputation for the brand enterprise (Bruhn et al., 2014; Schmitt, 1999). Based on the cited literature and theoretical deductions, this study proposes the following hypothesis:

H1. CE has a positive influence on PV.

CE is the perception that is generated by customers after they have in an experience, and satisfaction is the outcome when customers generate a positive perception and recognition (Kim, 2005; Janda and Ybarra, 2005). When factors of CE are favorable, customers experience positive emotions about the experience in question and feel satisfied. Previous studies have found that enterprises can manipulate CEs to improve the customers' satisfaction and loyalty (Brakus et al., 2009). Subsequently, CE is correlated with satisfaction (Torres et al., 2014). A favorable CE refers to a positive interaction between a customer and the experience (Christodoulides et al., 2006), which enhances customer satisfaction (Kim, 2005; Koufaris, 2002). Scholars have found that CE significantly affects or influences the online browsing and purchase intentions of users in online gaming and shopping environments (Luo et al., 2011). Thus, when customers/citizens perceive excellent CE, such CE also positively influences satisfaction and CI. Based on

the aforementioned literature and theoretical deductions, the present study proposed the following hypotheses:

H2. CE has a positive influence on satisfaction.

H3. CE has a positive influence on CI.

Cronin et al. (2000) examined six service industries and found a significant correlation among PV, satisfaction, and behavioral intention. Chen and Chen (2010) found that PV and quality of experience positively influence satisfaction, and that PV positively influences loyalty. Numerous scholars have studied the relationship between PV and satisfaction (Zeithaml, 1988; Oh, 1999; Yang and Peterson, 2004). In addition, studies conducted in the IS industry have identified the correlation among PV, satisfaction, and CI (Kim et al., 2007; Lin et al., 2012). Based on the aforementioned literature and theoretical deduction, the present study proposed the following hypotheses:

H4. PV has a positive influence on satisfaction.

H5. PV has a positive influence on CI.

Based on a literature of expectation–confirmation theory, satisfaction is a key factor that influences users' intention to reuse the IS (Oliver, 1980). The post-acceptance model that was developed by Bhattacharjee suggested that the CI of customers depends on the previous satisfactory experience of using ISs. According to the expectation–confirmation model, a positive causal relationship exists between the satisfaction and CI of users of ISs and technology (Hong et al., 2006; Thong et al., 2006; Bhattacharjee et al., 2008). In summary, the findings obtained in previous expectation–confirmation theory studies have shown that the relationship between satisfaction and CI has great explanatory power. In the context of the present study, users who experience that generate increased satisfaction after using a blog are less prone to change other services, and thus have a higher CI toward the blog. Thus, the following hypothesis is proposed.

H6. Satisfaction has a positive influence on CI.

Online brand relationship is a key indicator for measuring the brand affirmation of customers (Morgan-Thomas and Veloutsou, 2013). However, brand relationships are extremely difficult to maintain. Maintaining sustainable online relationships requires the establishment of long-term and stable customer satisfaction and loyalty (Kollmann and Suckow, 2008; Choi and Gao, 2014). Restated, the sustainable maintenance of online brand relationships depends on the continuous provision of quality services by the online brand. Satisfying customers' expectations and needs, which enhances their CI, increases their frequency and duration of use of related online communities, establishes favorable brand experience, and creates a stronger customer–brand relationship. Guaranteeing brand quality helps reassure customers that they will be satisfied, promoting their continuous use of the brand services. When a strong customer–brand relationship is established, customers are less likely to be attracted by competitors and enterprises are better able to form a stable client base within the target community and creating long-term profits for their brands (Simmons et al., 2010; Kang et al., 2014). Morgan-Thomas and Veloutsou (2013) found that online relationships are primarily influenced by customers' use intention and satisfaction. Thus, the present study hypothesized

that customers' CI and satisfaction toward blogs significantly influence the SSR. Accordingly, the following hypotheses are proposed.

H7. Satisfaction has a positive influence on SSR.

H8. CI has a positive influence on SSR.

Fig. 1 presents the research framework. This study focuses on using PV to elucidate how the CE of blog users affects their satisfaction and CI, and maintenance of the SSR with blogs.

3. Research method

A questionnaire survey was utilized method to collect samples. The measurement items were based on the aforementioned research objectives, research framework and operational definitions, as well as relevant literature. The questionnaire was discussed with scholars and social network operators, and revised several times following pretests. To formulate measurement items, this study referenced existing literature to establish operational definitions and measurement items for all of the used constructs (as shown in Table 1 and Appendix A).

The questionnaire survey period was from February 28, 2014 to April 15, 2014. A total of 466 questionnaires were collected, 452 of which were valid questionnaires. Table 2 presents the demographics of the respondents to elucidate the sample structure.

4. Data analysis

A partial least squares (PLS) research model was used to verify the model stability and hypotheses testing. SmartPLS 2.0 software was utilized to perform as the PLS analysis (Ringle et al., 2005). PLS is a structural equation modeling (SEM) technique that is based on path analysis and regression analysis.

This technique has recently become critical for analyzing causal relationship models with multiple constructs. PLS is superior to covariance-based SEM for the following four reasons (Chin, 1998; Chin and Newsted, 1999; Urbach and Ahlemann, 2010).

- (1) PLS can simultaneously process reflective indicators and formative indicators;
- (2) PLS yields stable parameter values from a small sample;
- (3) PLS overcomes the problem of multicollinearity;
- (4) PLS can analyze complex predictive models (with many research constructs and variables).

PLS was used herein as the analytical method for the following reasons. First, an integrated model is to be developed to examine consumers' CI toward blogs and their SSRs. A number of constructs are considered in this framework, such as CE, PV, and satisfaction. Second, the CE that is observed in this study is a second-order formative measurement construct so PLS can be used to process simultaneously reflective and formative indicators. However, since PLS does not test significance, a re-sampling was used procedure for significance testing. In this context, the present study employed the bootstrapping method, which repeatedly retrieves and returns used samples to simulate a random sample size. The corresponding simulated sample is then used to perform statistical evaluation and testing. Based on the suggestions proposed by Chin and Newsted (1999), the number of re-samples was set at 1000 to achieve a stable estimates of parameters.

4.1. Outer model

In PLS, the relationship between indicators and latent constructs is referred to as the outer model. Factor loads and reliability test results of the various construct items are tabulated in Table 3. The Cronbach's α and composite reliability

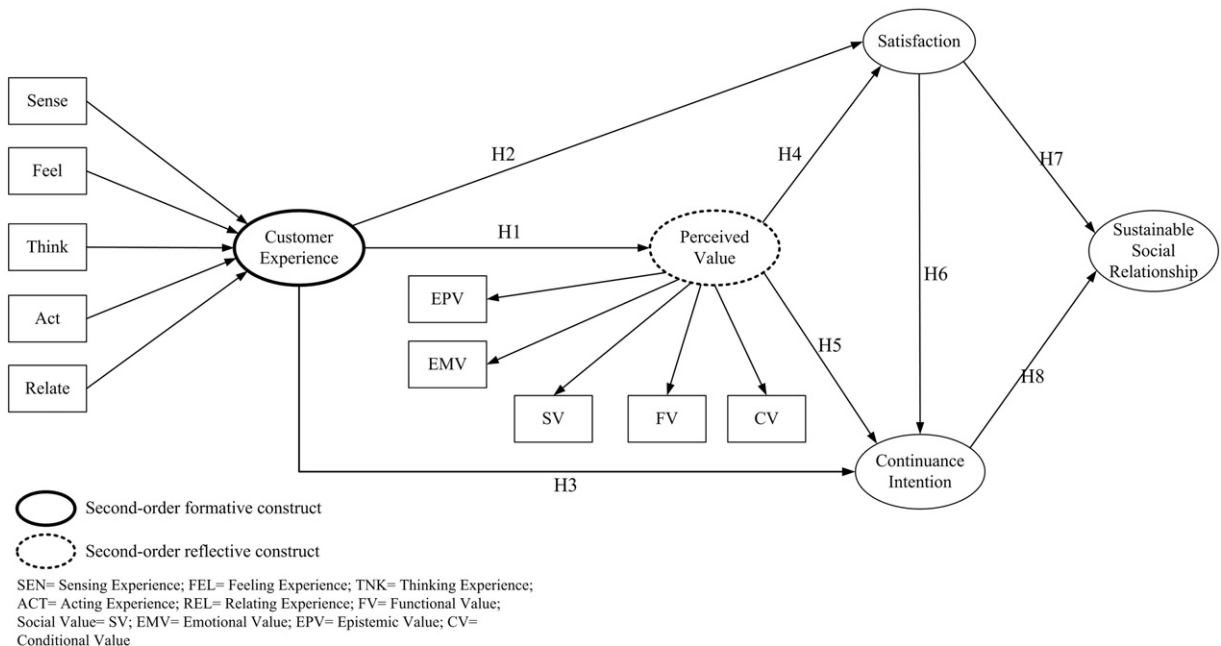


Fig. 1. Research framework.

Table 1
Operational definition.

Construct	Definition	Source
Customer experience	The degree of sensory, emotional, and cognitive impacts generated by users when participating in and observing blogs, which elevates their interest, motivations, and recognition, and subsequently adds value to the blogs.	Hsu & Tsou (2011), Tsaur et al. (2007), and Schmitt (1999)
Functional value	Users' evaluation toward the service functions, effectiveness, or actual performance of blogs.	Sheth et al. (1991), Sweeney and Soutar (2001), and Ledden et al. (2007)
Social value	The degree to which the service functions of blog connects users to other members of the community.	
Emotional value	Whether users' selected blogs depended on the release of consumers' affections.	
Epistemic value	Whether users' use of blogs is based on the need to satisfy curiosity and pursue new knowledge and novelty.	
Conditional value	Whether blogs can provide greater perceived value under certain specific circumstances.	
Continuance intention	Users' intentions toward the continued use of related application services of blogs.	Bhattacharjee (2001) and Bhattacharjee et al. (2008)
Satisfaction	Users' degree toward the consistency of the expected and actual user experience of blogs.	Bhattacharjee (2001) and Chen et al. (2012)
Sustainable social relationship	The degree of the intensity and emotional sustenance produced by interaction and sustainability between users and blog operators.	Veloutsou (2007) and Morgan-Thomas and Veloutsou (2013)

values of all constructs were 0.7 or higher, suggesting that the constructs were acceptably reliable.

To validate the construct validity, two tests were performed: the convergent validity test and the discriminant validity test. Fornell and Larcker (1981) suggested that constructs exhibit convergent validity if the factor loads of the indicators are greater than 0.5, the average variance extracted (AVE) is greater than 0.5, and reliability is greater than 0.7. Table 3 shows that all constructs comply with the suggestions proposed by Fornell and Larcker (1981), indicating favorable convergent validity. In addition, whether the square root of AVE was greater than the correlation coefficient of the constructs was tested to confirm discriminant validity. According to Table 3 and Table 4, the constructs exhibited discriminant validity.

4.2. Common method variance testing

In a questionnaire survey, common method variance (CMV) may exist when a single respondent completes all questionnaire items. Based on the suggestions of Podsakoff et al. (2003), the questionnaire was designed with process control. Not

only was the questionnaire revised based on the comments that were made by three professors who specialize in relevant fields and two social media operators, but also a pre-test was conducted to modify the semantics of the questionnaire. Harman's single-factor test was employed to test for the presence of CMV (Podsakoff and Organ, 1986). The fundamental assumption of the Harman's single-factor test is that the CMV is confirmed when a single factor can explain most of the covariance of variables. The relevant test results showed that the first factor failed to explain 50% of the variance, suggesting that the questionnaire did not exhibit CMV.

4.3. Inner model

In PLS, the path structures between constructs comprise the inner model. The path coefficient t-values, significance, and hypothesis testing results for the inner model are tabulated in Table 5 and illustrated in Fig. 2. The direct influence of CE on CI (H3) failed to achieve significance, and thus H3 was rejected. Apart from H3, the remaining seven hypotheses formulated in this research were supported.

4.4. Testing of mediation effects

Sobel test was used to analyze the mediation effect. Significance is reached when the absolute z-value is greater than 1.96, suggesting the presence of a mediation effect (MacKinnon et al., 1995; Sobel, 1982). The direct influence of CE on CI is not significant statistically, so for the mediation effect no further testing was required to determine whether such an effect existed. All remaining constructs underwent mediation effect testing. The test results are tabulated in Table 6.

5. Discussion

A number of managerial implications can be obtained for academic researchers and practical practitioners from this study. Based on the results concerning H1 and H2, CE with blogs positively and significantly influences PV and satisfaction. However, results concerning H3 suggested that CE did

Table 2
Sample demographics.

Characteristics	Frequency	Percent (%)
Gender		
Male	217	48.0%
Female	235	52.0%
Age		
Under 20 years old	142	31.4%
21–30 years old	161	35.6%
31–40 years old	114	25.2%
41 years old or above	35	7.7%
Education level		
High school certificate or lower degree	50	11.0%
Undergraduate degree	238	52.7%
Master or higher degree	164	36.3%
Marital status		
Not married	292	64.6%
Married	141	31.2%
Other (e.g. divorced, separated, etc.)	19	4.2%

Table 3
Reliability analysis and convergent validity.

Construct	Measurement items	Factor loading/ coefficient (t-value)	Composite reliability	AVE
Customer experience (CE)	SEN	0.275	N.A.	N.A.
	FEL	0.250		
	TNK	0.230		
	ACT	0.247		
	REL	0.231		
Sense experience (SEN)	SEN1	0.930	0.933	0.875
	SEN2	0.941		
Feel experience (FEL)	FEL1	0.898	0.902	0.821
	FEL2	0.914		
Think experience (TNK)	TNK1	0.828	0.824	0.700
	TNK2	0.845		
Act experience (ACT)	ACT1	0.877	0.849	0.738
	ACT2	0.840		
Relate experience (REL)	REL1	0.870	0.887	0.798
	REL2	0.914		
Functional value (FV)	FV1	0.807	0.906	0.764
	FV2	0.913		
	FV3	0.898		
	FV4	0.861		
Social value (SV)	SV1	0.921	0.944	0.850
	SV2	0.947		
	SV3	0.898		
Emotional Value (EMV)	EMV1	0.824	0.921	0.734
	EMV2	0.876		
	EMV3	0.887		
	EMV4	0.861		
Epistemic value (EPV)	EPV1	0.925	0.921	0.853
	EPV2	0.923		
Conditional value (CV)	CV1	0.870	0.851	0.741
	CV2	0.852		
Satisfaction (SAT)	SAT1	0.844	0.921	0.796
	SAT2	0.897		
	SAT3	0.894		
Continuance intention (CI)	CI1	0.947	0.970	0.914
	CI2	0.964		
	CI3	0.957		
Sustainable social relationship (SSR)	SSR1	0.816	0.936	0.744
	SSR2	0.893		
	SSR3	0.898		
	SSR4	0.855		
	SSR5	0.849		

not directly influence CI directly, but mediated CI through satisfaction. CE transcends conventional marketing methods and highlights customers'/citizens' interactive experiences, emotional reactions, and interests. After customers'/citizens' interact and produce the psychological evaluation of CE, they

Table 4
Correlation matrix.

	CE	PV	SAT	CI	SSR
CE	N.A.				
PV	0.776	0.857			
SAT	0.624	0.716	0.891		
CI	0.603	0.732	0.821	0.953	
SSR	0.680	0.769	0.827	0.838	0.862

Note 1: CE = customer experience; PV = perceived value; SAT = satisfaction; CI = continuance intention; SSR = sustainable social relationship.

Note 2: The diagonal line of the correlation matrix represents the square root of AVE.

Note 3: CE is a second-order formative construct so no estimation of AVE.

Table 5
Summary of hypotheses testing results.

Hypothesis	Path	Standardized path coefficient	t-value	Supported
H1	CE → PV	0.777***	28.561	Yes
H2	CE → SAT	0.170**	2.439	Yes
H3	CE → CI	−0.018	0.302	No
H4	PV → SAT	0.684***	8.907	Yes
H5	PV → CI	0.308***	4.280	Yes
H6	SAT → CI	0.612***	11.802	Yes
H7	SAT → SSR	0.427***	7.727	Yes
H8	CI → SSR	0.487***	9.093	Yes

Note 1: CE = customer experience; PV = perceived value; SAT = satisfaction; CI = continuance intention; SSR = sustainable social relationship.

Note 2: **p-value < 0.01; ***p-value < 0.001.

generated preferences concerning the layout and design of the blog virtual environment. Thus, if blogs can stimulate user satisfaction, then users will more strongly stick with the services, consequently producing a lock-in effect. When this effect is produced, blog operators and government agencies can then profit from commercial or promotional activities. For instance, blog operators should attempt to develop stories about products or scenarios related to marketing experiences, attracting the attention of people who use the application or read content for long periods.

This study confirms that the PV of blog users positively and significantly influences the satisfaction and CI of the blog community (H4 and H5 are both supported). From the practical perspective, when users develop an interest in, and follow, a blog for an extended period, they gradually attach emotional significance to the blog and can maintain a lasting relationship with it. When users/citizens perceive increased PV in, and satisfaction with a blog, they tend to find the experience of using the blog pleasurable. Such satisfaction and CI establish a basis for long-term online relationships.

Based on the analysis results for H6 and H7, the present study found that customers'/citizens' satisfaction with the content of a blog positively and significantly influences their CI and SSR of it. Users (customers and citizens) who are satisfied with blog operators/government agencies tend to maintain an advantageous relationship with them. Accordingly, customers'/citizens who feel highly satisfied with a blog typically gain a pleasurable experience when visiting the blog. This pleasure establishes a basis for building solid user–blog operator relationships. Furthermore, this study found that the satisfaction and CI of blog users positively and significantly influence the maintenance of SSR (H8 is supported). Users' (customers'/citizens) repeated use of blogs significantly influences their SSR between customers'/citizens and blogs. Over time, users gradually form emotional connections with the blog and can maintain a lasting relationship, which further suggests that customers maintain a favorable, stable and sustainable relationship with it. Such relationships can result in the introduction of new customers'/citizens to the blogs (i.e. positive electronic word-of-mouth) and improve the loyalty of existing users. Therefore, in cases in which satisfaction and CI significantly influence SSR, this study found that the CI generated by blog customers and citizens more evidently influences their relationship with blogs and governments. This result suggests that in addition to satisfaction, blogs and public sectors must increase CI to greatly

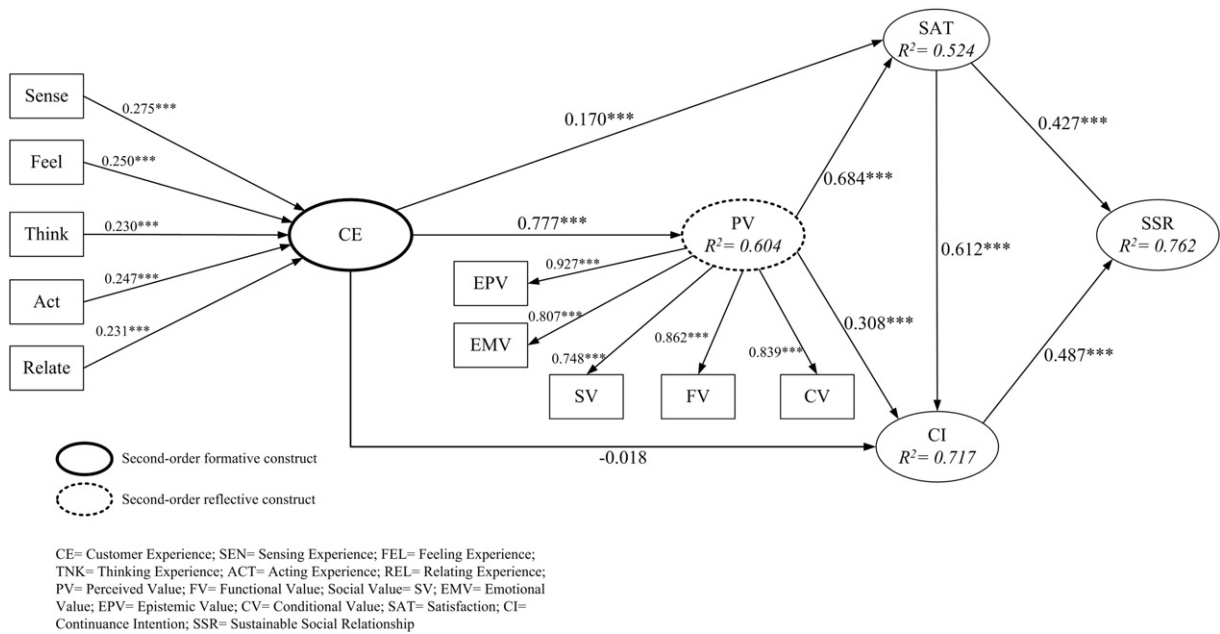


Fig. 2. Inner model and path coefficient.

enhance the user–blog relationship and marketing effectively to customers and citizens.

6. Conclusion and future work

When consumption behavior changes, blog operators and government agencies must adjust marketing methods and content accordingly. Thus, this study investigated the impact of CE on PV, and examined the influences and effects that this impact has on the CI of blogs and SSR. Based on empirical data, the contribution of this work is to develop a model for elucidating and predicting the relationships between users/citizens and blog operators/government agencies. The results can serve as a reference to practitioners who seek to establish favorable relationships between the users of blogs and their platforms. In the future, market competition will focus on CE.

Methods in which CE is exploited to leave a strong impression on customers are one of the key to successful marketing (Tsaour et al., 2007; Pine and Gilmore, 1998; Schmitt, 2012). Users/citizens today not only focus on the functionality and stability of systems, but also demand that blog operators/government agencies provide memorable and pleasurable experiences (Komppula and Gartner, 2012).

This study investigates how customers maintain their SSR toward blogs owing to CE. Subsequently, CE is presented as a formative construct, which involve sensing, feeling, thinking, acting, and relating, which are used to establish an integrated model and observe the effects of this model on maintaining SSR. The present study argues that blog operators including government agencies can use CE sensory marketing strategies to interact with blog users, increasing their interest in blogs, motivating them to take action, and helping to generate various emotions toward experiences, thereby adding to the PVs of services and marketing of blogs.

In recent years, the prevalence of social media has shifted conventional commercial marketing methods, from focusing solely on mass media, TV advertisements and so on. Blogs, virtual platforms and social network websites disseminate rapidly and over long distances. Such platforms have almost no geographical or spatial limitations. If an especially designed CE can be delivered through such platforms to increase the attractiveness of blogs, enrich content, and resonate with customers, then customers will benefit from novel experiences and create more added value for vendors. Similarly, government agencies can link and interact with users (citizens, residents, immigrants) through blogs and social media. This study investigated the effects of CE on PV and further discussed how the relationship between users/citizens and blog maintainers are established and maintained. The findings of this study can be used as a reference for scholars and practitioners in the establishment of favorable, long-term and sustainability

Table 6
Mediation effects testing.

Constructs	Construct relationships	T-value of path coefficients	Sobel test's z-value
CE → PV → SAT	CE → PV	28.561	8.503***
	PV → SAT	8.907	
CE → PV → CI	CE → PV	28.561	4.232***
	PV → CI	4.280	
PV → SAT → CI	PV → SAT	8.907	7.110***
	SAT → CI	11.802	
PV → SAT → SSR	PV → SAT	8.907	5.836***
	SAT → SSR	7.727	
SAT → CI → SSR	SAT → CI	11.802	7.203***
	CI → SSR	9.093	

Note 1: CE = Customer Experience; PV = Perceived Value; SAT = Satisfaction; CI = Continuance Intention; SSR = Sustainable Social Relationship.

Note 2: ***p-value < 0.001.

customer–blog relationships. Blog operators including government agencies must consider how to satisfy users of blogs using various types of CE, because blogs are important marketing platforms. For the positioning of different consumer/citizen groups, blogs should supplement different interactive CEs to provide stunning life occurrence for customers/citizens. For marketing, SSR should not only be established to market company products, but also engage in all activities related to the customers/citizens. When customers/citizens are able to easily interact within a sufficiently specific interaction process and can relate to the experience without making too much effort and without excessive expense, their interest in products or services will be elevated. When customers compare the resources they have invested with the benefits they have gain and find that the benefits exceed the investment, they tend to perceive the corresponding experience as providing great value, reinforcing their faith in products or services that is provided by the operators or government agencies of experiential interaction process relate to the blog.

The limitations and future prospects of the present study are summarized as follows. First, the differences among various types of blogs were not analyzed. This study suggests that future studies should extend research to include users of various platforms (e.g. Facebook and different types of virtual communities) to provide more representative results and

implications. Furthermore, future studies can adopt the CE perspectives of different types of blogs to develop experimental designs with various properties. These designs can be used to observe the emotions that consumers/citizens exhibit toward blogs in more detail and thus consequently produce customized layouts, content, and targeted recommendations for consumers/citizens. Second, this study did not measure the potential contribution of social media applications to the interactivity, transparency, and openness of governments or public sector entities. Further work must be conducted to elucidate the advanced maintenance processes of SSR and E-governance in the formulation and execution in the entire policy cycle. Finally, the items of the questionnaire that was developed in this study were randomly ordered to reduce the possibility of CMV. Although Harman's single-factor test was utilized to test for CMV, a more detailed research design should be applied to identify the presence of CMV.

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Appendix A. Measurement items of constructs

Construct	Measurement item
Sense experience	SEN1. The blogs try to engage my senses.
	SEN2. Participation in the blogs is perceptually interesting.
Feel experience	FEL1. The blogs try to put me in a certain mood.
	FEL2. The blogs make me respond in an emotional manner.
Think experience	TNK1. The blogs try to intrigue me.
	TNK2. The blogs stimulate my curiosity.
Act experience	ACT1. The blogs try to make me think about my lifestyle.
	ACT2. The blogs remind me of activities I can do.
Relate experience	REL1. The blogs try to get me to think about relationships.
	REL2. I can relate to other people through the blogs.
Functional value	FV1. The blogs offer me various options of products or services.
	FV2. The offering information of the blogs makes me feel confident.
	FV3. The information I will have acquired on the blogs will enable me to do my life/job better.
Social value	SV1. Getting information from blogs helps me to feel accepted by others
	SV2. Getting information from blogs makes a good impression on other people.
	SV3. Getting information from blogs gives me a social approval.
Emotional value	EMV1. Getting information from the blogs gives me pleasure.
	EMV2. Getting information from the blogs makes me feel good.
	EMV3. Getting information from the blogs has given me a sense of self-achievement.
	EMV4. Getting information from the blogs has boosted my self-confidence.
Epistemic value	EPV1. Content of the blogs keeps me interested.
	EPV2. I am satisfied to learn new things from the blogs.
Conditional value	CV1. The blogs can help me when I need get information what I need.
	CV2. The blogs can satisfy me when I meet festivals (Christmas, Valentine's Day, Mother's Day, etc.).
Satisfaction	SAT1. My overall experience of blog use was very pleased.
	SAT2. My overall experience of blog use was absolutely delighted.
	SAT3. My overall experience of blog use was very contented.
Continuance intention	CI1. I intend to continue using or browsing the blogs on my job/life.
	CI2. If I could, I would like to continue using or browsing the blogs as much as possible.
	CI3. I will recommend using the blogs to other people.
Sustainable social relationship	SSR1. I want to be informed about the blogs.
	SSR2. I am more willing to get news about the blogs than other media.
	SSR3. I am willing to give feedback to the blogs' owners.
	SSR4. I care about the developments relevant to the blogs.
	SSR5. Over time the blogs become more important to me.

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