Social Media Commercialization and Blog Marketing

Adding value for bloggers and consumers

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KTH Computer Science and Communication

Master of Science Thesis
Stockholm, Sweden 2010
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M I N G L I C H I

Master’s Thesis in Media Technology (30 ECTS credits)
at the Media Management Master Programme
Royal Institute of Technology year 2010
Supervisor at CSC was Christer Lie
Examiner was Nils Enlund

TRITA-CSC-E 2010:109
ISRN-KTH/CSC/E--10/109-SE
ISSN-1653-5715

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Abstract

In this thesis blog marketing were analyzed focusing on the user behavior.

One of the aims of this thesis is to build a business model of blog marketing concerning the whole social media commercialization corresponding with the experienced companies and user behavior. In order to discuss this, 20 of 2005 Fortune 500 companies were analyzed to summarize how those companies maintain and control their blog marketing and ten of the most popular Chinese elites’ blogs based on Sina web portal was discussed to identify their common feature and how they do blog marketing for companies.

Blogs were divided into three different types in this thesis based on the different value they can provide to company marketing. The value of “open show” according to corporate blogs, the elite group’s value come from the elite blog available in web portal and the value of communication and interaction which community blog can provide.

In order to understand blog user behavior, one questionnaire was designed trying to answer the questions with the following aspects: the present user behavior scenario, the blogger’s motivation of using blog, the factors that affect them to use blog and the blog marketing effect among those bloggers and so on.

Based on those studies, a business model of blog marketing-based on the case study and a business model of blog marketing -based on the user behavior built, one of the findings of this thesis that blog can create more value for both bloggers and companies. As a result, the value chain from creation to consumption of blog was discussed.
kommersialisering av Sociala medier och bloggmarknadsföring

-Ökat värde för bloggare och konsumenter

Sammanfattning

I denna avhandling har bloggmarknadsföring analyserats med fokus på användarbeteende.

Ett av syftena med avhandlingen är att bygga en affärsmodell för blogganpassad marknadsföring avseende alla sociala medier kommersialisering avpassad för etablerade företag och användarbeteende. För att diskutera detta har 20 av 2005 Fortunes 500 företag analyserats. Syftet var att sammanfatta hur dessa företag kontrollerar sin bloggbaserade marknadsföring. Tio av de mest populära kinesiska elitbloggarna på Sina webbportal analyserades för att identifiera gemensamma drag och hur de använder bloggmarknadsföring.

Bloggar delades i denna avhandling in i tre olika typer i och bygger på vilka värden de kan ge i bolagets marknadsföring. Värd "öppet visa" för företagenbloggar, elitkoncernens värde kommer från elitens blogg i webbportaler och värdet av kommunikation och interaktion som portalbloggar kan ge.

För att förstå blogganvändarnas beteende utformades ett frågeformulär som avser att försöka besvara frågor med följande aspekter: de nuvarande användarnas beteendescenario, bloggares motivation att använda bloggen, vilka är de faktorer som påverkar dem att använda blogg och bloggens marknadsföringseffekt bland för dessa bloggare.

Baserat på dessa studier, föreslås en affärsmodell för bloggmarknadsföring som bygger på fallstudie och en affärsmodell för bloggmarknadsföring baserad på användarbeteende. Ett av resultaten i denna avhandling att bloggen kan skapa mer värde för både bloggare och företag. Som en följd av detta har värdekedjan från idé till konsumtion av blogg diskuterats.
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1. Introduction

With the development of new media technology, various social media popping up which make us feel much easier and interested in getting internet and communicate with others. Different from traditional media, social media is information content created by people using highly accessible and scalable publishing technologies. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM). Nowadays, the internet goes to Web 2.0 era which has changed the focus from the company to the customer. Broadly, Web 2.0 differs from Web 1.0 in which it is customer centric, user-generated, interactive and dynamic, fosters community participation, and builds on collective community intelligence. Blogs are one of the leading tools in the next generation of the Internet tools in Web 2.0. Social media utilization is believed to be a driving factor in the idea that the current period in time will be defined as the Attention Age (Wikipedia). Social media websites have become an information resource for consumers, a research from DEI Worldwide company investigated different types of online sources people have visited to get information on a company, brand or product, social media websites owns the highest percentage which is 70% (DEI Worldwide, 2008). Meanwhile, a report from Barnes and Mattson (2008) indicated that "When queried on the importance of social media, 26% of the respondents [Inc. 500 members] in 2007 felt social media is 'very important' to their business and marketing strategy. That figure rose to 44% in approximately one year." (ReadWriteWeb, 2008) It seems that more and more companies are willing to use social media to marketing. One example is marketing research because social media are more accessible to reach global audience and are generally available to any company at little or no cost. Another example is branding through social media like Twitter, Veronica Belmont who is a celebrity write a tweet in Twitter in March 30th 2009 which is “Hah! Have you seen this? You can chat with a complete stranger anonymously. http://omegle.com/ Some guy just asked me about giraffes.” and after 20 days Omegle had 15 million register users. (Twitter, March 30th, 2009) Of course it is not only because Veronica’s tweet but we can not deny her influence to her 1,626,024 followers and the followers’ followers. We may or can say that Twitter helped a lot at the first beginning of Omegle’s branding.

Meanwhile, blog as one of the social media also shows its potentiality of business. As a business week article noted that blog plays more and more important part in the business. It is even the prerequisite of business since the internet created. (Baker & Green, 2005, p. 56) There are lots of research indicating that how the company can use blog for marketing even in conjunction with their other new media like some interactive videos and so on to support their integrated marketing strategy. It is interesting to know that the number of blogs in the whole world increase rapidly, only 2.16 million in 2002, while in 2007 this number increased to 70 million which shows 10% increase rate during these years. (CNNIC, 2007) Chinalab indicated that one blog will be built in every 74 seconds and the Chinese internet information center indicated that there are 107 million (Cai Zhaoming, 2008) blogs until the end of 2008 in China which shows great potential of blog marketing. Blog was introduced to China in 2002 and began to commercialize in 2004, while in 2005, Sina.com began to operate blog which starts the popularity of blog among Chinese, blog
begins to new marketing tools to heel in 2006 by lots of companies. Does blog only means the space where bloggers can satisfy the spiritual and culture needs? The answer may be negative when www.holaa.com starts to put advertisement in some individual blog in 2006 and more and more individual blogs willing to accept advertisement in their blog.

This paper will focus on individual blogs which means bloggers who are blogging in their unique space, write some information and share it with others who is also the most important ones that the companies need to understand during their marketing. I want to divide blogs into three different types based on the different value they can provide to company marketing. The value of “open show” according to corporate blogs, the elite group’s value comes from the elite blog available in web portal and the value of communication and interaction which community blog can provide.

First, corporate blogs are focusing on business purposes especially the externally ones for marketing, branding or public relations. It gives full access to the company’s value of “open show”. It is investigated that more than 12% of the Fortune 500 companies blog (Anderson C. and Mayfield R, 2006) externally. Market research done in the first half of 2006 indicated that 34% of large companies had established weblogs. Another 35% planned to do so by the end of 2006, thus bringing the total to nearly 70% (Jupiter Research, 2006). Based on the technical knowledge, New PR Wiki ranked top 15 Corporate Blogs (Wiki, 2010). What is there business model or strategy? How do they use other social media to marketing? What are their aspirations of their business for the future through social media especially by blogs? How do they compare social media to traditional media when they marketing? Besides, corporate blogs may become a good platform that the company can receive great ideas from the customers’ feedback and discussion.

Second, blogs based on web portal like YAHOO, Google, Sina.com and so on. Anyone can create a blog in these websites and any company can use these blogs to marketing, but which kind of blogs are more useful and how can they use blogs to marketing is still a problem, if Veronica Belmont write the information of Omegle.com in some Blog but not Twitter, will the result be the same? Do the companies also need high exposure rate blogs marketing like in the mass media or not? I want to analysis the marketing possibility of high quality blogs which can be the blogs belong to celebrity, also can be the blogs have high clicks ratio. A sampling action will be taken to analysis how a company can use such kind of blogs to marketing. That kind of blogs shows the elite group’s value to the company marketing.

Third, blogs based on some online community like Myspace, Facebook, Renren (www.renren.com) and so on. In such kind of community anyone can communicate their knowledge and opinions to their friends and the friends’ friends.

Besides, there are Top 500 Fortune companies (USA Today, 2005) available that I want to choose 20 of them to research how to do blog marketing and try to write the business model of blog marketing. Meanwhile ten of the most popular Chinese elites’ blogs will also be analyzed to identify their common feature and how they do blog marketing for companies.

What kind of value can the blogger get? Is there any economic value to the bloggers? If
companies use some blogs to do marketing, can they get more value from blogs as a customer?

Here, I want to divided the blog into two main forms, one is blogs based on web portal like blog in Sina, Yahoo and so on, the other is blogs based on online community like Facebook, Xiaonei.com and so on.

In the topic of adding value for bloggers and customers, bloggers means also the companies who want to use blog to marketing and the personal blog users, the customers here also means the normal customer as a consumer and the companies who use other blogs for marketing, for example a company use one of the people’s blogs to advertising its products, we can say that the company is the customer of that blog in the process of marketing.

1.1 Significance and objective of the research

There are lots of papers about social media, but not so much focus on the commercial of social media while it is a fact which already indicates its ability. Also lots of papers discuss blog marketing but no mature business model had so far been put forward. Because new social media is based on the development of technology, so with the technology innovation social media also in a growth process, everyone try to use them to do business is also in the experiment stage. Hence, this thesis will analysis the different marketing strategy for different types of blogs and try to put forward some business models for blog marketing based on the bloggers’ using behavior. This will complement the user research of social media and also give more reference to companies when they do their media management and business marketing.

As was mentioned in the introduction, the focus of this thesis is on blog marketing and how they are related to the development of the whole social media’s commercialization and the challenges brought to them due to user behavior.

So this thesis will give an integral description of social media commercialization and then analyze the blog marketing mainly based on literature review and on user behavior investigation. The proposed research questions will include three main parts:

- The First part is blogger information like gender, age, educational level, income, social status and so on.

- The second part is using behavior like the time spent on writing blog, utility frequency, the number of articles already published, the number of friends available in his or her blog, the number of evaluation in his or her blog, except writing article, did the blogger also publish other material like pictures, videos and music in their blog? Do bloggers use links in their blog? These factors may also be compared to traditional media.

- The third part is about motivation and impact factors. Why are they blogging? What are their aspirations for the future? What kind of factors will facilitate blogger’s using behavior? And
which will hinder it?

As the literature indicates the blog can provide the value of communication and interaction which is important for marketers because consumers now control part of the conversation and can influence a brand's future based on their personal perceptions. Will this situation just like the personal communication in mass media? Can we use the same business model to marketing in these blogs? To these bloggers, what are their motivations? What does their "careers" as amateur/semi-professional bloggers look like? How much time do they spend blogging? What are their aspirations (if any) for the future? What is their relationship to, and how do they think about and position themselves in relation to traditional media? Here i want to design a questionnaire to investigate some bloggers about their blog useing behavior. This thesis thus aims to put forward the value added business model for the company who want to use social media especially the blog to marketing and added value of blogs as perceived by the bloggers. The trend of blog marketing will also be discussed.

1.2 Limitations

There are few literatures available, most of the information I can get are from internet that the authority should be interrogative. Some of the example I searched are in countries like China, this situation may not work in other countries. This problem also exist in the questionnaire I want to do to analysis regarding the bloggers’ behavior, users in different areas will have different characteristics when they are using social media.

1.3 The overall structure of the thesis

This thesis begins with the introduction of the general trends of social media commercialization then describes the business potential of blog marketing followed by the definition and classification of the central words. Focused on the blog marketing model based on user behavior which will be analyzed by the following parts:

First is the theory part which includes social media ecology analysis, theory of blog marketing, web user behavior analysis and value chain from blog creation to consumption.

Second is the methodology part which focuses on the survey analysis, meanwhile it also studies the successful case related to blog marketing from which can summarizes some business model.

The third part is combined the first two parts which proposes some business models for blog marketing.

At last this paper will forecast the trend of blog and blog marketing followed by a short conclusion.
2. Literature Review

In this chapter I will define every central word and classify the important words in the social media circumstance. Theory of blog marketing will be described in this part, web user behavior will also be analyzed by related theory and the model of value chain from blog creation to consumption will be described.

2.1 Definition and Classification

2.1.1 Social media

In this thesis social media means the media available in internet or related to internet technology with some obvious characteristics that it supports people interactive and transforms them from content consumers to content producers. Andreas Kaplan and Michael Haenlein (2010) defined social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content.” (Kaplan Andreas M., Haenlein, 2010) Michael Meanwhile, businesses also consider social media as user generated media and pays more attention to the user.

2.1.2 Blog

According to Rebecca Blood, blog is a portmanteau of “web log” which is a type of website or part of a website (Rebecca Blood, 2000). In this thesis blog mainly refers to the website maintained by an individual, in this blog he or she can write something like describe some events taken place in his life, record his own feeling about something, comment or discuss the news or any other things or ideas. He or she also can put pictures, videos or others in his or her blog. This thesis refers to a blog as a website that combines text, pictures, videos and even links.

As the introduction part already described that this thesis will quote for the following three types of blogs based on different value they can provide to the company marketing:

- Corporate blogs which belong to the company or maintained by the company, owns the value of “open show” according to the product or services introduction in their blogs. The case study part will focus on this kind of blogs.
- Elite blog available in web portal where full of elite group’s value and have much effect on the public.
- Community blog which can provide the value of communication and interaction to let people share freely on the internet.

When it is related to marketing part, as Jeremy Wright(2006) said “Blogging is a communication tool, a marketing technique, a listening device, and a way to interact directly with customers one-to-one on a global scale.”
2.1.3 Blog marketing

Nowadays, a lot of companies use blog to introduce their product or service to its customers, by sharing the product characteristics, functions, they can get feedback from its targeted customers and adjust the marketing strategy or positioning to meet customer needs better. This is the main way of blog marketing can also be considered to be the definition of it.

According to Justin Kirby and Paul Marsden (2006), blog marketing is the use of weblogs to promote a brand, company, product or service, event or some other initiative. While in this thesis blog marketing mainly refers to using the individual blog to marketing. For example use the elite blog to advertise something by right of its great fans available in the blog. From the constant feedback and comments the company can advertise its product effectively and even may develop a group of loyalty users.

2.1.4 Customer value

Every product or service has its own value but some have more value than other similar ones that will attract customer to choose it. Then what is customer value, according to Robert B. Woodruff, Customer value is the next source for competitive advantage (Robert B. Woodruff, 2008). Value is the consumer's overall assessment of the utility of product based on perceptions of what is received and what is given. (Zeithaml 1988,p.14) and customer value is the emotional bond established between a customer and a producer after the customer has used a salient product or service produced by that supplier and found the product to provide an added value. (Butz and Goodstein 1996, p.63) In this thesis, the customer value will be build from the perspective of customers' understand to a product or service but not only design or create the product value for the customers at the standpoint of the company. Customer value also related to customer satisfaction which may contains the benefits that the product or service can provide, the difference compared to its competitors, other reasons the customer may thought is important when he or she consume something. Those will be discussed in detail in the fifth section of this chapter.

2.2. Theory of social media communication and blog ecology

Blog is not only a place where people can record something but also an important place for sharing. With the rapid development of social media, blog also plays more and more important part in the whole media ecology. According to the Media Ecology Association, media ecology can be defined as “the study of media environments, the idea that technology and techniques, modes of information and codes of communication play a leading role in human affairs.” (Media Ecology Association, 2010)
Social media is interactive-oriented, blog is also aided at sharing. The following figure is quick look at the four level described the relationship between blog and others in the whole social media ecology. There are lots of techniques related to blog, lots of ways to using blog, hundreds of websites runs millions of blogs that combined millions of people from all over the world. There are billions of articles, pictures, videos available in those blogs accompany with more comments and discussion.

![Diagram of the four level of the blog ecology](image)

Figure 1: The four level of the blog ecology

The bloggers using the form of text, image, music, video or others to blogging, this can be considered as individual level of the blogger. By this the blogger can express him or herself, record his or her life. As soon as somebody invite this blog and give comments it will develop to the relationship level which means the blog combine two actors, the comments and the reply from the blogger build a relationship between these two people. And sometimes, the reader will recommend this blog to his or her own blog or some interactive community to let this blog publicly in the community, if the blog was searched by google, wiki or others, then we can say the blog reach to a new level, society level.

2.3 Theory and business model of blog marketing

This part mainly analysis two theories which are the marketing theory of “5Ps” and the customer needs oriented “4C” theory followed by how they guide blog marketing.

2.3.1 The marketing theory of “5Ps”

The marketing theory of “4Ps” was proposed by NeilBorden in 1953 and summed up by E.Jerome McCarthy in 1960s it include four factors: product, price, place and promotion (E. Jerome
This theory was developed to “6Ps” theory by Philip Kotler (1984), two factors were added which are Political Power and Public Relations. However, in this thesis, Political Power is not an important factor, so it will focus on the other five factors which are product, price, place, promotion and Public Relations to analysis blog marketing. Here we may define it as “5Ps” theory.

Although some researchers thought “4Ps” even “6Ps” as already out of date, it still plays an important part in marketing, the following figure indicates how it affects blog marketing.

<table>
<thead>
<tr>
<th>5Ps</th>
<th>Blog Marketing Characteristics</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>Interactive, Collaborative, Community, Online user group</td>
<td>Communicate with the customer or potential customer, gather information, investigate the customer satisfaction, help to test the product etc.</td>
</tr>
<tr>
<td>Price</td>
<td>Very low</td>
<td>Save cost, save more investment to product design, produce and after-sales service etc.</td>
</tr>
<tr>
<td>Place</td>
<td>Online blog in the form of text, image, video etc.</td>
<td>The way of multimedia let the marketing people give full play to design marketing plan.</td>
</tr>
<tr>
<td>Promotion</td>
<td>Unlimited both in time and place</td>
<td>Effectively in broadcasting the information and have much time to marketing.</td>
</tr>
<tr>
<td>Public Relations</td>
<td>The public only can read the information of the product but not the real product.</td>
<td>Can build a good image of the product to the customer and also improve the bad image among customers especially in the Crisis.</td>
</tr>
</tbody>
</table>

*Figure 2: The effect of 5Ps theory on blog marketing*

From figure 2 we can see how “5Ps” theory affects blog marketing, as a product or service, blog has four obvious characteristics which are interactive, collaborative, community and has online user group (Wiki, 2010). Firstly, it is much easier for the company to gather information from its customers and potential customers and will get feedback quickly. Especially in the test period of a new product, the bloggers and the people who read this blog will give feedback in time that can help the company to modify their design and plan. Most of the online groups are young and with high education level who have strong purchasing power and are the potential marketing for most of the companies (Guo Kongsheng, 2007). Blog is a good way to contact those customers. Secondly, blog marketing is much cheaper, of course it is a good news for the company who can save lots of money for the product design, produce, and even after-sales service which will get more customer satisfaction. Compared to devote more time and money to marketing, both the company and the customer will like to expect a better product but not a better advertisement. Thirdly, online websites are called multimedia which in the form of text, image, video and other interesting forms, blog also owns these advantages which are free for the bloggers to use. Hence the company has lots of ways to perform their advertisement in the blog and even can design a way to let the customer participate in. This is also gives more possibility and creativity to the marketing people to design and plan how can their marketing look like. Fourthly, when related to
promotion, it is time and place unlimited, so the company has 7 days in a week and 24 hours in a
day to promote their product or service, meanwhile the customers also have 24 hours in a day to
receive the promotion information, they don’t need to worry whether the shop is still open or
closed, whether the promotion period is over or not. At last, blog provide a good place for
company to deal with the public relations especially in crisis, when the big earthquake happened
in China in 2008, because Hangeng (a Chinese singer) said something inappropriately leads to the
company he belonged to a crisis, at last they use the company’s official blog to apology to the
public and relieved the crisis (Sina.com, 2008).

2.3.2 The marketing theory of “4Cs”

American marketing expert Robert Lauteerborn proposed four main factors in marketing which
are consumer, cost, convenience and communication, in short “4C” theory (1990) (Gillian Doyle,
2002). This theory put the customer in the center of marketing and it has great meaning to
enterprise’s marketing nowadays.

<table>
<thead>
<tr>
<th>4Cs</th>
<th>Blog Marketing Characteristics</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer</td>
<td>Free edition</td>
<td>Communicate with the customer or potential customer to find the customer needs.</td>
</tr>
<tr>
<td>Cost</td>
<td>Almost Zero</td>
<td>Decrease communication and channel cost to increase competitive power.</td>
</tr>
<tr>
<td>Convenience</td>
<td>No time limited, No technical limited</td>
<td>Convenience for customer because of timeless.</td>
</tr>
<tr>
<td>Communication</td>
<td>No distance</td>
<td>Can answer the customer’s question in time, solve problems quickly.</td>
</tr>
</tbody>
</table>

Figure 3: The effect of 4Cs theory to blog marketing

Firstly, every reader in the blog can be the potential customer of the company, the links available
in the blog also can increase the read rate which means it can bring more potential customer to the
company. Meanwhile, at the period of new product testing the company can use blog to get
feedback from those potential and actual customers. It is free to edit the forms in the blog, there is
no limitations of page size or time limitation and so on.

Secondly, blog marketing decrease the cost to develop new customer and maintain the old ones,
and it provide a way to research and understanding the customers. Online survey reduces the
research cost directly. Meanwhile, the advertisement in the blog is low cost which can help to emphasize the company’s other advertisement, to increase the effect of the marketing.

Thirdly, it is convenient not only for customers to get information without time and place limitation but also for the company who can broadcast the advertisement anytime in any forms not need to follow the traditional media’s regulations.

Last but not least, blog can build a good relationship between a company and its customers, people are much easier to believe a blog they pay attention to usually than to believe a advertisement in a newspaper or TV. Interpersonal communication always believable than media, in this sense, blog is just like the communication between two persons. Especially in the crisis, blog can help the company to explain the truth at the first time or clarify the misunderstanding quickly.

According to this theory, I think blog marketing should follow some rules like the following four. First, pay attention to customer’s needs that means the content of the blog should related to the problem that customer cares directly or indirectly. Sometimes customers can’t find the detailed information from the company’s website, if the blog can provide additional information like usage experience and so on will communicate more product or service information to customer which will also build customer trust. Second, decrease visit cost like using a clear title to tell what content available in this blog can save customer’s time to find the information they want to. Combined the third one is increase read convenience. Edit a page that suitable for reading and use appropriate links to enrich customer’s knowledge. Last but not least, enhance the communication with customers, blog have the advantage of no time and space limitation that can facilitate good relationship between customer and the company.

### 2.3.3 Business model of blog marketing

According to Justin Kirby and Paul Marsden, there are three solutions for blog marketing as shown in figure 4. The first one is “Blogvertorials” focusing on encouraging third party bloggers to post positive comments or reviews, the second one is “Business blogs” focusing on running branded or corporate blogs to promote a brand or company and the third one is “Faux blogs” which are used for dealing with the fake customer, client or consumer blogs and so on.
The second two solutions of this model are also most of the researchers and business man agreed. The first one is “Blogvertorials” which means encouraging a third party blogger to post positive comments or reviews, this third party can be the employee belongs to the company, it also can be a famous person who have large traffic on his or her blog. The second one is “Business blogs” which is lunched by the company itself, the main purpose is promote a brand or company like P&G’s “sparklebodyspray.com” blog, it is used for promote the new product and get customer feedback. However the last one is called “Faux blogs” which is a controversial practice that needs to setting up false or fake customer, client or consumer bogs. It is auto-generated somehow with a very specific topic, so the authority and reliability is lower. (Justin Kirby and Paul Marsden, 2005)

2.4 Theory of web user behavior research

2.4.1 The need for self presentation

The conception of self presentation was proposed by Owen • Goffman (1978), an American sociologist, it means the process of adjust ones behavior to create a certain of impression to others in social life. In this theory, Goffman divided an individual as two basic parts: one is the people originally looks like, the other is the image that the people want other people to consider how he or she looks like. He thought everyone is performer in daily life, in different place, different situation, different relationships, different behavior will be expected and when we realize it we will adjust our behavior and emotion according to different situation. Goffman also thought people’s performance have two levels, the first level is performing that can be seen by anyone while the second level is about ones ideology that he or she thought about how should he or she
perform. This is the place other people can’t involved. With the development of internet technology a new interpersonal space or we can called a new social relationship network formed. In the internet people can realize self-presentation more freely which is difficult in real social life because of the limitation of law, moral, regulations and other limited factors. However blog provided such a place to let people make their private ideology public.

In blogs individuals try to shape or create a unique image for himself to attract other reader, while because of the characteristic of internet there are much complex and subtle psychological available when people publish their blogs. On one hand the blogger is just blogging in the internet, there have no identified reader, so he feel very freely to blogging. On the other hand, because the reader is not identified, it could be anybody which included the familiar ones that make the blogger feel worried even fear. Just like you stand there and anyone can judge you, give comment to your dress, looks, behavior even thought. It is uncomfortable. Then why so many people use blog for self-presentation? Basically there are two reasons. First is because there are various ways for self-presentation in blogs. In the blog, how to design the style of webpage, how to interact with the readers, what kind of content is available in the blog etc. are all depends on the blogger. Those are the first step for the blogger to achieve self-presentation and also reflect the blogger and the readers’ expectation. It is the technology which helps to achieve the difference. The second reason is internet is a free media which is different from traditional media who controlled by financial group or government but belongs to the blogger himself. Compared to traditional media, blog let people speak freely and will win lots of like-minded friends.

2.4.2 The sense of social belonging

If we take blogging as performing on the stage, the visitors of the blog are just like “audience”. Of course, these audiences play an important role for facilitating the blogger’s performing, and which performance would the audience like to see depends on what kind of person the audience belongs to, it means the activities of blog's audience have a strong needs of social belonging.

Although blog is not the "vertical media" that like the traditional media throughout all status of society, the blog's content still like kind of "agenda" which have obvious “group” characteristics (Mina, 2010). The blog's readers are also strength their social belonging by reading, giving comments, participating discussion in corresponding blogs.

2.4.3 The need for information and knowledge

Corresponding to the blogger who want to achieve information dissemination and sharing many readers also in order to get information and knowledge to visit the blogs. Of course, there are also lots of people who read others’ blogs just for fun. In China, lots of people want to be the first one
who write the comment after one blog, they are called “sofa”. To read other people’s blog you can know lots of things that you’ll never know in real life, it is like to see a movie or read a fiction but the situation and feeling will be more real. Reading other people's blog and correlative comment is the same as blog's disseminators’ self-expression, self-record, which makes the readers get more information and other people's opinions and attitudes. Therefore, it's also a good way to recognize the environment.

Usually, the traditional media provide more public information. It pays little attention to the specific individual life. However, blog provide a space to let people know others real life from which they can make comparison to judge their personal life, their self-value concept and behavior, in this sense, blog provides a broad way of deeply knowing other people's individual life for blog readers.
3. Methodology

This chapter has two main parts, in the first part 20 of 2005 Fortune 500 companies (USA Today, 2005) were analyzed to summarize how those companies maintain and control their blog marketing, how to harmonize blog marketing to traditional marketing and in chapter four will try to summarize some business model for blog marketing according to their success. Besides ten of the most popular Chinese elites’ blogs which based on Sina web portal will be analyzed to identify their common feature and how they do blog marketing for companies. The second part is the most important part in this whole thesis which is the survey of bloggers’ usage behavior analysis.

3.1 Study on experienced blog marketing

3.1.1 The 20 of 2005 Fortune 500 companies’ blog

Sang Lee and Taewon Hang described the new phenomenon of Fortune 500 companies’ blog (2006), this thesis reference ten of the companies that they described which are Microsoft, Sun Microsystems, General Motors, Boeing, Sprint, Oracle, IBM, Cisco, Ford and Delphi. Meanwhile, I choose another ten to analysis, they are McDonald’s, Dell, Amazon, Procter&Gamble, Motorola, Nike, Wal-Mart, Coca-Cola, Manpower Inc and Maytag.

3.1.2 The ten of the most popular Chinese elites’ blogs-based on Sina web portal

September 8th 2005, Sina.com lunched Blog 2.0 and became the first web portal to operate blog in China. Now it became the most popular blog operators with lots of entertainment stars’ blogs, lots of celebrities' blogs, lots of emotional blogs and also lots of normal individual blogs. Especially Sina designed the rank of popularity for the blogs and the top ten are all social elite like entertainment star, writer, economist, analyst, critics and so on. The most popular one has 1,077,560,000 view rates totally close to June 1st 2010 (Sina.com, 2010). They have great potential to do blog marketing for companies which some of them had already tried. This thesis will sum up the common features of these blogs and try to find why are they popular, all the data come from Sina.com, accessed on July 10th 2010.

3.2 Survey of bloggers using behavior

As was mentioned in the introduction part, the focus of this thesis is on blog marketing and how they have related to the development of the whole social media’s commercialization and the
challenges brought to them due to user behavior. Hence, a questionnaire was designed to answer those questions with the following aspects: the present user behavior scenario, the bloggers motivation of using blog, the factors that affect them to use blog and the blog marketing effect among those bloggers and so on.

In this thesis I divided blogs into three different types based on the different value they can provide to company marketing. First is the value of “open show” according to corporate blogs, second is the elite group’s value come from the elite blog available in web portal and last one is the value of communication and interaction which community blog can provide. The first two types of blogs had already analyzed in the case study part. And this questionnaire will be directed to the third one which means the individual, personal bloggers live in online communities which have the potential ability to do specific marketing. Before the questionnaire four hypothesis were proposed and an initial research model was built as follows:

**Hypothesis**

1. Background of bloggers like gender, age, education background and experience will affect their using behavior.
2. The blogger’s using behavior is affected by using habit, contributing factors and motivation (self-expression, information accumulation, social communication, social status aspiration and so on).
3. The bloggers hate advertising in their blog but they will accept the reasonable ways that chose by themselves.
4. Economic reason will contribute the bloggers do marketing in their blogs.

**Initial research model**

Man Cass, Morris and Davis (2003) mentioned four main factors that will facilitate one’s behavior, they are rewarding expectation, social expectation, social influence and contribute factors. According to China Internet Development Statistics Report (CNNIC 2007), people with different gender, age, education level will have different using behavior on internet. Before the survey this thesis build the following research model, from it we can see that gender, age, educational background and experience will affect one’s blog using behavior in some extent while self-expression, information accumulation, social communication and social status aspiration will facilitate one’s blog using motivation and lead to using behavior. Combined using habit and other facilitate factors, everyone’s using behavior may unique. That will be proved to be true or may false by the questionnaire.
Figure 4: Initial research model of blogger’s using behavior
4. Results and Discussion

4.1 Discussion on the experienced study

4.1.1 The 20 companies

Table 1: The 20 of 2005 Fortune 500 companies blog scenario

<table>
<thead>
<tr>
<th>Company</th>
<th>Objective</th>
<th>Multi-media usage</th>
<th>Connect to other social media</th>
<th>Capabilities/Advantage</th>
<th>Example of URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft</td>
<td>Product development and customer service</td>
<td>Text, picture</td>
<td>Email, RSS, Facebook, Twitter, Digg, Delicious, LinkedIn</td>
<td>Connect to other social media fully especially the connect to “Delicious” will increase its view rate</td>
<td><a href="http://www.microsoft.com/communities/blogs">www.microsoft.com/communities/blogs</a></td>
</tr>
<tr>
<td>SUN Microsystems</td>
<td>Extension of the existing strategy</td>
<td>Text, picture, video</td>
<td>RSS, Facebook, Twitter, Podcasts</td>
<td>Use Podcasts to emphasize its advantage</td>
<td>channel9.msdn.com/blog.sun.com</td>
</tr>
<tr>
<td>General Motors</td>
<td>Transmit information from top to the key group, promotion</td>
<td>Text, picture, video, translation control board</td>
<td>RSS, Facebook, Twitter</td>
<td>The translation control board can expand the user range</td>
<td>Gmblogs.com/smallblock.gmblogs.com</td>
</tr>
<tr>
<td>Boeing</td>
<td>Transmit information top-down</td>
<td>Text, picture, PDF file</td>
<td>Email, RSS</td>
<td></td>
<td><a href="http://boeingblogs.com/indy/">http://boeingblogs.com/indy/</a></td>
</tr>
<tr>
<td>Sprint</td>
<td>Customer service</td>
<td></td>
<td></td>
<td></td>
<td>businessblog.sprint.com</td>
</tr>
<tr>
<td>McDonald's</td>
<td>Communicate with customers and other key stakeholders.</td>
<td>Text, picture, video</td>
<td>Email, RSS, Facebook, Twitter, Flickr</td>
<td>Use Flickr to show the pictures is a good way</td>
<td><a href="http://www.aboutmcdonalds.com/mcd/csr/about/values.html">http://www.aboutmcdonalds.com/mcd/csr/about/values.html</a></td>
</tr>
<tr>
<td>Oracle</td>
<td>News and opinion from Executives</td>
<td>Text, picture, video</td>
<td>Email, RSS, Facebook, Twitter, LinkedIn, Youtube, Bookmark &amp; Share</td>
<td>Connect to other social media fully especially the connect to “Share” will increase its view rate</td>
<td><a href="http://www.oracle.com/corporate/executive/blog/index.html">www.oracle.com/corporate/executive/blog/index.html</a></td>
</tr>
<tr>
<td>IBM</td>
<td>Individual employee share the passion of computer’s past and future.</td>
<td>Text, picture, video, podcast</td>
<td></td>
<td></td>
<td><a href="http://www.ibm.com/investor">www.ibm.com/investor</a></td>
</tr>
<tr>
<td>Dell</td>
<td>Provides information about using Linux on</td>
<td></td>
<td></td>
<td></td>
<td><a href="http://www.linux.dell.com/blog">www.linux.dell.com/blog</a></td>
</tr>
<tr>
<td>Company</td>
<td>Message</td>
<td>Platform</td>
<td>Website/Link</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------------------------------</td>
<td>------------------</td>
<td>--------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dell computer</td>
<td>Team members share public policy expertise and opinions</td>
<td>Text, picture, video</td>
<td><a href="http://www.cisco.com/go/blog">www.cisco.com/go/blog</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cisco</td>
<td>Introduce software developers to Amazon's new technology platform and product data</td>
<td>Text, picture, google map,</td>
<td>aws.typepad.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ford</td>
<td>Promote its new sport coupe</td>
<td>Text, picture, video</td>
<td>blog.ford.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procter&amp;Gamble</td>
<td>Introduce product features</td>
<td>Text-FAQs, picture, video</td>
<td><a href="http://www.sparklebodyspray.com">www.sparklebodyspray.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motorola</td>
<td>Motoblog</td>
<td></td>
<td><a href="http://www.motoblog.com">www.motoblog.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nike</td>
<td>Lunch the blog as part of the &quot;Art of Speed&quot; project</td>
<td>Text, picture, video</td>
<td><a href="http://www.nikeblog.com/">http://www.nikeblog.com/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wal-Mart</td>
<td>Introduce Walmart's wages, health care and work conditions</td>
<td>Text, picture, video</td>
<td><a href="http://blog.wakeupwalmart.com/">http://blog.wakeupwalmart.com/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delphi</td>
<td>Introduce latest information and news, including tips and tricks on Delphi for PHP and PHP Programming in general</td>
<td>Text, picture, video</td>
<td><a href="http://www.delphi-php.net/">http://www.delphi-php.net/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>Share information on a wide variety of topics, ranging from the role in history to Coke collectibles with the way of dialogue</td>
<td>Text, picture, video</td>
<td><a href="http://www.coca-colaconversations.com/">http://www.coca-colaconversations.com/</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manpower Inc</td>
<td>&quot;Provide you with up-to-the-minute employment law information without putting you to sleep.&quot;</td>
<td>Text, picture, video</td>
<td><a href="http://manpowerblogs.com/toth/">http://manpowerblogs.com/toth/</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SkyBox, collect customer feedback which is directly given to Maytag's product design team.

According to Sang Lee, Taewon Hwang and Hong-Hee Lee, most organizations maintain high level of control by implementing top-down blog strategy like McDonald's, Sprint, Boing, GE, Oracle and so on while few support high level of autonomy by applying bottom-up strategy (2006). Like Microsoft. From table 1 we can see that most of the companies lunch their blog in the form of text, image, video to let their blog more look vivid. If some technology-based companies like Microsoft only use text and picture to provide technology support for their customers. While P&G use “FAQs” to let customers easily communicate the knowledge to its targeted customers. General Motors even use translation board which is a good and friendly way to serve its customers. It will also enlarge its customer group. Coca-cola is using its blog to broadcast its corporate culture just like they did in the traditional media, though leadership also becomes one of the most important reasons why the company is using blog for marketing. Most companies starts to use blog with a specific purpose with different forms and related social media. In figure 1 we can also see that most of the companies use RSS to increase its links and joined Facebook and Twitter to increase readers which means potential customer to them. Some like McDonald's and Cisco use Flickr which is an image hosting and video hosting website to extend its blog space (Wiki, 2010). Those blogs provide some advantage to some extent. But still some blog have management problems like Sprint, during the past week, its blog always was down due to maintenance and one can not link to its blog. Their initial purpose of this blog is discussing the products, services and solutions to customers. They even lunched a forum for this purpose.

Back to these 20 blogs, there are some common characteristics available. Firstly, focus on one aspect, for example, Microsoft concentrate on providing technology support for its customers, Wal-Mart's blog focus on introduce Walmart's wages, health care and work conditions.

Secondly, coordinated with their traditional marketing strategy, like Coca-cola always for improve brand image but not for sale on its marketing, its blog is also in order to improve brand image and upgrade customer cognitive.

Thirdly, close connected to other social media, as mentioned before, Facebook and Twitter are the most two to be linked. Links to other social media will increase its visitors for one hand, on the other hand, its information will be shared by more people.

4.1.2 Ten of the elites’ blog

Table 2: The ten of the most popular Chinese elites’ blogs-based on Sina web portal
<table>
<thead>
<tr>
<th>Blogger</th>
<th>Professional</th>
<th>View Rate/Rank</th>
<th>Blog content</th>
<th>BME</th>
<th>BM plan</th>
<th>Possible popular reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xu Jinglei</td>
<td>Entertainment star</td>
<td>293,164,898/9</td>
<td>Job activities, Entertainment gossip, Family, Her magazine etc.</td>
<td>No</td>
<td>No</td>
<td>Reputation as a famous star, update frequently, linked by readers frequently, interactive with readers</td>
</tr>
<tr>
<td>Han Han</td>
<td>Writer</td>
<td>407,961,688/6</td>
<td>Comments and feelings</td>
<td>Yes</td>
<td>Yes</td>
<td>Reputation as a famous writer, distinctive writing expression</td>
</tr>
<tr>
<td>Xu Xiaoming</td>
<td>Security Analyst</td>
<td>1,079,550,368/1</td>
<td>Stock Market Philosophy, Market Analysis</td>
<td>Yes</td>
<td>Yes</td>
<td>Many times to predict the stock market development, buying stock is popular at present in China, almost update every day and the reader need to read almost every day.</td>
</tr>
<tr>
<td>Li Chengpeng</td>
<td>Football reporter, commentator</td>
<td>240,130,000/10</td>
<td>Essays, Football comments, Fiction</td>
<td>No</td>
<td>Yes</td>
<td>Famous Football reporter, 20ten World Cup ongoing,</td>
</tr>
<tr>
<td>Dang Nianming yue</td>
<td>Novelist</td>
<td>223,226,375/12</td>
<td>Fiction serialize</td>
<td>Yes</td>
<td>Yes</td>
<td>Reputation as famous Novelist, the form of serialize attract lots of people, interactive with readers</td>
</tr>
<tr>
<td>Acosta</td>
<td>Amateur writer</td>
<td>222,891,649/13</td>
<td>Essays, Vague photos</td>
<td>Yes</td>
<td>Yes</td>
<td>Handsome youth in special photos, Nice song, comments of challenge other celebrity, recalled lots of people’s youth memory etc</td>
</tr>
<tr>
<td>Ugly Nemo</td>
<td>Maybe an entertainment reporter</td>
<td>159,985,554/16</td>
<td>Entertainment privacy and gossip report</td>
<td>Yes</td>
<td>Yes</td>
<td>Exclusive reports, entertainment topic attract lots of people, unknown identity of the blogger</td>
</tr>
<tr>
<td>Guo Jingming</td>
<td>Writer</td>
<td>134,060,519/19</td>
<td>Fiction, comments and feelings</td>
<td>No</td>
<td>Yes</td>
<td>Young Writer with high media exposure, lots of fans support</td>
</tr>
<tr>
<td>Sanxia-online</td>
<td>Online Writer</td>
<td>132,849,509/20</td>
<td>Education inspirational, Entertainment commentary, Sports etc.</td>
<td>Yes</td>
<td>Yes</td>
<td>Always comment the news especially the entertainment news from the angle of normal reader but not a reporter or professional critic, more reliable</td>
</tr>
<tr>
<td>Ma Modu</td>
<td>Editor, Jade collectors</td>
<td>130,622,615/21</td>
<td>Essay, Event Bulletin</td>
<td>No</td>
<td>No</td>
<td>Authority of a particular area, Authentic, update frequently</td>
</tr>
</tbody>
</table>

(1) Note: BME means Blog Marketing Experience. (2) Note: BE means Blog Marketing)

As table 2 shows the ten popular blogs in Sina.com are all lunched by “social elite” with the high visit rate more than 100 million totally close to June 1st 2010 (Sina.com, 2010). They will be analyzed in the following four aspects.

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1 Note: BME means Blog Marketing Experience
2 Note: BE means Blog Marketing
(1) Content

In content, three of these ten blogs are related to entertainment news and star’s private information which consistent with the fact that most of the netizen are young people between the age of 18 to 30 (The 23rd Internet Development Report, 2009) who interest in talking about the gossip from entertainment stars and pay more attention to the entertainment news. Five of the blogs belong to writer who have skilled writing and have serialized works like fiction available in their blog which can attract readers consistently. The other two focused on one specific area, one focused on stock market, the other focused on football.

(2) Blog marketing experience

Six of them have marketing experience in their blog, take Han Han as an example, May 11th, 2010, Han Han public an article to introduce one of Lenove’s mobile phone and promise to give the first commenter one mobile phone as a gift (Han Han’s blog, 2010). But this behavior arose readers’ dissatisfaction because the obvious advertisement purpose in Han Han’s blog. The same Han Han put a Microsoft Security Essentials advertisement in his blog and explained that all of the money he got from this advertisement is for his new magazine (China daily, 2010). Still lots of people criticize his behavior but still lots of fans and readers visit Han Han’s blog and download this Microsoft Security Essentials software. Compared to Han Han’s blog marketing experience, Xu Jinglei’s blog marketing is praised and accepted by public. Xu Jinglei put a link of her online shop available in Taobao.com in her blog and give a short introduction of this shop also encourage people to visit her shop. It is also an obvious advertisement in a blog, but most of the links in this shop are come from Xu Jinglei’s blog which indicates this is a successful advertisement.

The main marketing forms in these ten blogs are product or service introduction or links in the blog’s home page, the blogger get reward by transfer some space in his or her blog. The form of blog marketing is easy compared to traditional media’s marketing.

(3) Blog marketing plan

80% of these bloggers have the plan or expectation to accept marketing in their blog which is good news for companies. This is also indicates bloggers expect social rewarding by blogging. Especially the elite’s blog have lots of visitors which are pursuit by the companies. There are mainly three different types of social rewarding for bloggers, the first one is the blogger will win some social reputations because of the big number of visit rate and comments. The second one is relationship formed in the blog will help the blogger development social relationship to help his or her social work and life. Meanwhile it will also increase the blogger’s social belonging. Last but not least is the economic rewarding from blog marketing, the more visitors the blog have the more possibility the blog attract advertisement.
(4) Popular reasons

Why these ten blogs are popular may explained by the following four aspects. First is because they are all famous who have lots of fans to pay attention to everyday. Such big visit rate is impossible for normal individuals. Second reason is they are all very active to update the blog almost every day which attract their fans click their link frequently. A report in February 17th 2006 once analysis why Xu Jinglei’s blog can have more than ten million visit rate (Sina.com, 2006) said that interactive is an important factor. There are hundreds of comments and followings available in Xu Jinglei’s blog, she always give reply to most of them which facilitate the visitors enthusiasm. The last but not least reason may relate to the content which is special always. Take Sanxia-online’s blog as an example, there are thousands of blogs talk about entertainment stars privacy but Sanxia-online talk about them from the angle of normal reader but not a reporter or professional critic, it is more reliable which develop a group of faithful fans to read his blog frequently.

4.1.3 Business model of blog marketing-based on the experienced study

Based on the case study of 20 of 2005 Fortune 500 companies’ blog in chapter three, I suggest the following model for the corporate blog.

![Figure ten: Business model for blog marketing based on case study-corporate blog](image)

As figure ten shows, the company can take two different strategies according to different purpose, usually, for information communication and promotion, Top-down strategy is more suitable
because there is only one official origin from the company that can ensure the authority and validity of the information. In this sense, the blog is just like the company’s website which shows detailed information of the company. While Bottom-up strategy is fit for discussion, like in order to develop the product, the company can use blog to collect customer’s feedback to improve the product. It is also better for customer service. In this sense, the blog looks like a forum or community which can gather people with the same purpose, same interest.

In chapter three I analyzed ten elites’ blogs in Sina.com, of course not only in Sina.com but also in other platforms, the celebrity as the thought leader in some field always share their experience and ideas via blogs to the interested readers. Like Xu Jinglei, Han Han are well-known names in the blogosphere. Compared the advertisement in other medias, blog marketing is more personal and credible. Based on these case study, the following ways can be considered to do celebrity blog marketing.

1) Put the coupons in the homepage of the celebrity’s blog. Meanwhile, the blogger can also get economic rewarding by count the number the links to the coupons from his or her blog. if there are less links to the coupons, the great visit in the celebrity’s blog can also win attention rate for the company.

2) It is better to do blog marketing combine to the blogger’s recent affairs. For example, in June 2006, the Chinese famous entertainment star Xu Jinglei who have more than ten million visit rate in her blog became image representative of the world famous Microprocessor manufacturers-AMD company’s product. At the same time, AMD signed a contract with Xu Jinglei to advertise in her blog. In Xu Jinglei’s blog, there are lots of readers who have high personal quality, high educational level which are the potential customer that AMD want to pursuit. This is more like “Word of Mouth” marketing. From Xu Jinglei’s introduction this is not like a advertisement but a recommendation from a closed friend whose blog I will visit frequently.

3) Public valuable and interesting article in the blog to cause attention. This can integrated to the bloggers article also can prepared by the company and released by the blogger.

4) The logo of the company appeared in the blog as the blogger’s project or activity’s sponsor. This is a good way to build brand image and increase brand cognitive. Meanwhile the advertisement purpose is not so obvious which won’t cause disgust.

5) Design links to the corresponding words or pictures to gather visit rate to the company’s website or blog from the celebrity’s blog. This should be designed very smart. Otherwise nobody will click the link only order to see the company’s introduction.

4.2 Questionnaire data Retrieval and analysis

4.2.1 Background information

This questionnaire is lunched on the internet with 20 closed questions for 500 Chinese bloggers in advance and received 438 reply, sample recover rate is 87.6%. To increase the reliability and validity of the survey, question ten and 13 are exactly the same and in question 15, No.3 and No.5
are also the same, but unfortunately there are still 11 respondents chose different answers in these two questions which indicate their casual and did not take this survey seriously. Hence, when I analysis the data, the total number would be 427, sample valid rate is 85.4%. Among these 427 questionnaires 51.76% are between age of 25 to 35, secondly is the age of 18 to 24 which account for 20.61%, thirdly is bloggers whose age over 35 and account for 19.2% and the least group is less than 18 years old which account for 8.43%. According to Chinese Internet Statistical Report (2006), about the netizen’s age, 82.3% are under 35 and 17.7% are over 35 which indicates the effectiveness of this survey.

Based on the initial research model, age, gender, educational background and experience are the four main factors affect bloggers’ using behavior, there is no specific relationship between these four factors and using behavior, for example, the female are more likely to use blog than male have no scientific reason and we can’t make sure that the young the people are the more possibility they will write blog than the older. However, from the survey we can still found some general trend as follows:

**Age:** group1-under18, 36 bloggers, group2-18-24, 88 bloggers, group 3-25-35, 221 bloggers, group 4-over 35, 82 bloggers.

Firstly, Group under 18 does not have enough time to manage their blogs but they expressed high enthusiasm about blog. They don’t have lots of articles available in their blogs, 14 of them chose the option of “less than ten” but all of these 36 have more than 50 friends in their blog, the social communication motivation is obvious among this group. Meanwhile, this group is very active to have links, advertisement, new functions in their blog, especially 30 of them chose agree of strongly agree with advertisement in their blog which shows great potential of blog marketing.

Secondly, compared to the first group, the group 2 shows the least enthusiasm to advertisement and more than half of them won’t introduce any product or service in their blog in question 19. But most of them willing to accept new functions in their blog, 3 of them suggested to adding “game” in the blog in question 18. We may say group 2 may not the targeted marketing blog.

Thirdly, group 3 is the group who spent the most time and most frequently to use blog and willing to read others frequently, the group who has high educational level, there are 41 in 427 have graduate educational background while 29 of them are belong to group 3. And group 3 has the most articles in their blog, ten6 of them have more than ten0 articles, 76 of them have 50 to ten0 articles. From this we may say the high educational level provide capability to write blog article and willing to write something. Lastly, 59.7% of group 4 using blog because of somebody suggested and they seem to interested in read others’ blog but not maintain their own blog. So it doesn’t matter whether there are links, advertisements or others in their blog. This phenomenon is contrary to the elite blog in case study, most of the top blogs in Sina.com are belong to the blogger old than 30 even 35 while in this survey, focused on ordinary individual blog indicates that age over 35 don’t have directly possibility to do blog marketing, first because the blogger have no willing to accept advertisement in their blog, second reason is they are not active to update their blog and more willing to read others, so do marketing in their blog is feasible. However, good news is this group likes reading blogs, the future research may focus on what kind of blog they willing to read, the product or service designed for over 35 may use such kind of blog do marketing. In conclusion, according to age, blog marketing looks like as the following table 3.
Table 3: Blog marketing according to different age

<table>
<thead>
<tr>
<th>Age group</th>
<th>Blog usage</th>
<th>Attitude to Links</th>
<th>Attitude to Advertisement</th>
<th>Attitude to decide Advertisement</th>
<th>Blog marketing Possibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (under 18)</td>
<td>Long time once/ Not frequently</td>
<td>Agree (+42 points)</td>
<td>Agree (+32 points)</td>
<td>Agree (+44 points)</td>
<td>YES</td>
</tr>
<tr>
<td>2 (18~24)</td>
<td>Short time once/ frequently</td>
<td>Disagree (-14 points)</td>
<td>Neutral (+6 points)</td>
<td>Agree (+12 points)</td>
<td>NO</td>
</tr>
<tr>
<td>3 (25~35)</td>
<td>Long time once/ frequently</td>
<td>Agree (+94 points)</td>
<td>Agree (+30 points)</td>
<td>Agree (+56 points)</td>
<td>YES</td>
</tr>
<tr>
<td>4 (over 35)</td>
<td>Short time once/ Not frequently</td>
<td>Disagree (-52 points)</td>
<td>Disagree (-24 points)</td>
<td>Neutral (-4 points)</td>
<td>NO</td>
</tr>
</tbody>
</table>

Note: The points in table 3 can be explained like this: there are totally 36 belong to group 1, 4 chose strongly disagree which get -2*4=-8 points, 2 chose neutral which 0 points, ten chose agree which get ten, 20 chose strongly agree which get 20 points, as a result, group 1 get +42 points about the attitude to links.

Gender: Male have 165 which account for 38.64%, Female have 262 which account for 61.36%.

The questionnaire indicates that female have more interest in writing blog and more willing to read other’s blog especially the female between the age of 18 to 35 which means group 2 and 3.

Education background:

54.1% have college level, 9.6& have graduate level, only 4 bloggers whose age under 18 years have less than high school degree which indicates the general education level of bloggers are high. While the educational level of Chinese netizen is much lower than bloggers, 69.3% of Chinese netizen’s educational level lower than college degree, while this survey shows 63.7% of the bloggers’ educational level higher than college degree which we may presume that the education level and blogging behavior are directly proportional.

Experience:

As predicted student is a large group of Chinese bloggers which account for 28.81%, however the blogger whose occupation is business is account for 3.98% and surprisingly those 3.98% spent less time on blogging and most of them don’t like advertisement in their blog. One of the reason is blog marketing is still not taken seriously by business people themselves. Another reason maybe they thought the prospect of blog marketing is not optimistic. Also surprisingly in this survey,
38.88% have work experience with media, business or internet technology. Put aside the blogger have business experience, the ones who have experience of media and internet technology have the advantage and facilities to use blog and their job require them to pay attention such kind of new media like blog.

### 4.2.2 Using behavior

As the initial model formulated that there are three factors affect bloggers’ using behavior which are using habit, using motivation and other facilitate factors included time, interest, friends’ suggestion and so on. In this part I will analysis how those three factors contribute or hinder bloggers using behavior based on the survey.

#### Using habit

Question 7 to 11 in the questionnaire is designed to test the using habit. From question 7 we can learn most of the bloggers already use blog between half to one year which account for 44.03% and nest one is between one to three years account for 33.26%. 11.24% of the bloggers only use blog less than half year however they are the bloggers who spent the most time on blogging and update frequently. From question 8, only 7.26% of the bloggers using blog everyday which include blogging and read the other people’s blogs. 46.37% of the bloggers using blog several times in a week and 38.88% using blog several times in a month. 7.49% of the bloggers were not always using blog. Compared to this question, question 9 shows much enthusiasm to read others blogs. There are 11.24% bloggers like to read others everyday and 43.56% will read others several times in a week, 33.02% will read others several times in a month, these rate are similar to question 8 which we may infer that when the time the bloggers blogging in their own blog, the same time they will habited to link to others to look at what happened to others. Most bloggers spent 11 to 30 minutes on blogging who account for 53.86%. There are still 4.68% bloggers through the time they spent on blogging depend on the internet speed that indicates the Net Speed will also affect people’s blog behavior, for example, if the speed is quickly that only needs one or two seconds to upload a photo, the blogger may upload his or her photo frequently but if it needs several minutes to upload something, I am afraid that he or she won’t like to upload even won’t blogging. Question 11 indicates 45.43% bloggers already write 11 to 50 articles in their blog, compared to question 7, there are 77.29% (44.03%+33.26%) bloggers using blog between half to three years, while only 11 to 50 articles available in their blog which indicates the negative attitude to blogging or we can explained by the active attitude to pay attention to others. Combined to question 12 there are 2/3 (68.85%) bloggers have more than 50 friends in their blogs which linked to more than 50 blogs. Lots of blog like Facebook or QQ.com have the function to remind you who update the blog today and who upload new photo or music or video that may facilitate the blogger to click on the link to the updated blog and read others. However, some blogs don’t have this function, like Sina.com, in Sina you don’t know whether your friends update their blogs or not unless you open their blog to see. But there are some wonderful blogs recommended by Sina linked in one’s blog, so the blogger may click these links to read others. Combined No.1
of question 15, there are 37.23% agree to have links in their blog and 32.55% don’t hate the links which indicates lots of blogger like to read those blog recommend in their blog.

Using motivation

In the initial model we can see there are four factors will contribute to blogger’s using motivation which will facilitate their using behavior.

(1) Self-expression

From No.4 of question 15 we can calculate the result is +162 points which indicates the bloggers agree to set reading rights to different people. It can be explained as the following reasons: first is the privacy of the blog included the articles, photos, videos and so on that available in somebody’s blog. So the blogger may want to share them to different people, some articles may public to everybody, some may only share with his or her friends, some may only public to his or her best friends. There is assortment system in some blog like QQ.com, and you can set different right for different friends. You can even set a password in your blog. That’s decided who can see your blog by asking you the password. Blog is a way to expression oneself but it is still not totally open and it is more like an open dairy, so when people write blog they still won’t write like what they thought because other people will see it. The +162 point just explains this. Combined question 16, 31.15% bloggers using blog because they want to express their feeling and opinion.

(2) Information accumulation

Question 16 clearly explains why people blogging, 59.25% bloggers using blog for recording their life. It is also the means of open diary. Meanwhile lots of people want to read others also a way of accumulate information.

(3) Social communication

Question 12 tells us 2/3 bloggers have more than 50 friends in their blogs which means bloggers want to keep the social relationships also in the internet. No. 2 of question 15 got the result of +117 points which shows the blogger want to communicate with other people but not only want to record his or her life by him or herself. Sharing is important to the bloggers. On the other hand, No.8 of question 15 also got +202 points which indicates lots of friends of the blogger are also using blog, blog is not an individual behavior, it is social related to others. Question 17 also shows 50.59% bloggers expect more evaluation to their articles, pictures, videos and so on. The blogger expect interactive to others.

(4) Social status aspiration
Question 16 shows 24.36% bloggers using blog because of following others which indicates they don’t want to fall behind the times they want to keep in touch with others and keep up with the time in order to belong to a certain social status. No.2 of question 15 also shows bloggers want more people read their blog, from that attention they can feel their social status as well. The elite blog always attract thousands of people to read with hundreds of comments and followings which let the bloggers also want to be paid attention to.

**Facilitate factors**

There are also many other factors will facilitate people’s blogging, No.8 and No.9 of question 15 give us some clues that the time and energy are also two factors will affect people’s blogging, meanwhile whether one’s friends and familiar people blogging or not will affect this person’s behavior. This can attribute to crowd mentality. But at the same time when people belong to a certain social status, they will expect more like No.6 of question 15 shows that 47.78% bloggers thought using blog make them more fashion, and No. 7 of question 15 also shows that 48.95% bloggers using blog will improve their personal image. They want to figure an image among the people who interview their blog. So when they write articles, upload photos, videos and so on, the content will also in accord with that image they want to figure. This is also a way of self-recommendation. Besides, question 16 also gives more reasons why people using blog, like just for fun, improve my writing, somebody suggested (it seems if he or she don’t use blog anymore, the people who suggest him or her to use blog will disappointed.), interesting and one answer from a blogger is “I don’t know.” That is really interesting even the blogger him or herself don’t know why he or she have such kind of behavior which just explained he or she don’t have explicit purpose in using blog.

<table>
<thead>
<tr>
<th>1. The links available in my blog.</th>
<th>Strongly Disagree (-2)</th>
<th>Disagree (-1)</th>
<th>Neutral (0)</th>
<th>Agree (1)</th>
<th>Strongly Agree (2)</th>
<th>Δ/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.49% (32)</td>
<td>22.72% (97)</td>
<td>32.55% (139)</td>
<td>20.84% (89)</td>
<td>16.39% (70)</td>
<td>427</td>
<td></td>
</tr>
<tr>
<td>2. More people can read my blog.</td>
<td>6.09% (26)</td>
<td>19.44% (83)</td>
<td>29.51% (126)</td>
<td>28.57% (122)</td>
<td>16.39% (70)</td>
<td>427</td>
</tr>
<tr>
<td>3. More function can be created in the blog.</td>
<td>2.01% (12)</td>
<td>15.35% (57)</td>
<td>35.13% (150)</td>
<td>32.00% (137)</td>
<td>16.65% (71)</td>
<td>427</td>
</tr>
<tr>
<td>4. It is necessary to set read rights to different people.</td>
<td>3.28% (14)</td>
<td>17.23% (74)</td>
<td>34.19% (146)</td>
<td>28.57% (122)</td>
<td>16.62% (71)</td>
<td>427</td>
</tr>
<tr>
<td>5. More function can be created in the blog.</td>
<td>2.01% (12)</td>
<td>13.11% (58)</td>
<td>30.91% (132)</td>
<td>37.94% (162)</td>
<td>15.22% (65)</td>
<td>427</td>
</tr>
<tr>
<td>6. Using blog make me more fashion.</td>
<td>2.28% (14)</td>
<td>16.63% (71)</td>
<td>22.22% (100)</td>
<td>21.85% (126)</td>
<td>15.93% (64)</td>
<td>427</td>
</tr>
<tr>
<td>7. Using blog improve my personal image.</td>
<td>3.28% (14)</td>
<td>14.52% (62)</td>
<td>33.26% (142)</td>
<td>32.79% (140)</td>
<td>16.16% (69)</td>
<td>427</td>
</tr>
<tr>
<td>8. A lot of my friends use blog.</td>
<td>2.81% (12)</td>
<td>16.63% (71)</td>
<td>26% (111)</td>
<td>37.24% (159)</td>
<td>17.39% (74)</td>
<td>427</td>
</tr>
<tr>
<td>9. I have a lot of time and energy to manage my blog.</td>
<td>6.32% (27)</td>
<td>27.17% (116)</td>
<td>31.85% (138)</td>
<td>27.4% (117)</td>
<td>7.20% (31)</td>
<td>427</td>
</tr>
<tr>
<td>10. The advertisement in my blog.</td>
<td>10.3% (44)</td>
<td>18.97% (81)</td>
<td>33.09% (143)</td>
<td>27.63% (118)</td>
<td>9.13% (36)</td>
<td>427</td>
</tr>
<tr>
<td>11. I can decide which optional advertisement can be existed in my blog.</td>
<td>2.81% (12)</td>
<td>10.07% (45)</td>
<td>28.81% (123)</td>
<td>40.52% (173)</td>
<td>17.8% (78)</td>
<td>427</td>
</tr>
</tbody>
</table>

Figure 5: Question 15. For each of the following statements, please check the response that best express your opinion. Your opinions are very important even of you are not very familiar with some of the topics mentions.
4.2.3 Modify the initial research model

The previous verified the previous four hypothesizes that the background of bloggers like gender, age, education background and experience will affect bloggers using behavior. The blogger’s using behavior is affected by using habit, contributing factors and motivation (self-expression, information accumulation, social communication, social status aspiration and so on). The bloggers hate advertising in their blog but they will accept the reasonable ways that chose by themselves. Economic reason will contribute the bloggers do marketing in their blogs. According to these it is necessary to adjust the initial research model as follows:

![Modified initial research model of blogger’s using behavior](image)

As was mentioned above, there are lots of reasons people blogging, overall there are internal and external two main reasons affected blogger’s using behavior.

**Internal**

(1) Self-expression & self-recommendation

Blog is a free way to express oneself, but some people blogging not only for express himself but also want to recommend himself to get more rewarding from blogging. Like show one talent to others to get more respect.

(2) Life record
This is a simple purpose to use blog, just like dairy to record one’s live.

(3) Social communication

Blog is a small world which not only friends on it but also strangers will visit some time. Blogging is a good way to sharing, but some bloggers also want to get social rewarding like social relationship that can help their real life or work.

(4) Social status aspiration
(5) Crowd mentality

According to the survey, lots of people using blog because of others recommendation or because lots of people use. Like a fashion to pursuit blogging. It can be explained by crowd mentality.

(6) Just for fun

There are also some people using blog just for fun, like play game in the internet for fun, blog is a way to have fun by read other blog’s interesting things, visit some interesting pictures or get satisfied from communicate with others in the blog and so on.

External (means the facilitate factors in the model)

(1) Personal specialty

Personal specialty like writing skill is an important factor to affect blog using behavior, or some people is good at photography and there will be lots of wonderful pictures available in their blogs.

(2) Time & energy

It needs time to blogging, it is difficult for the people have regular time schedule to dealing with the work or study. In the survey we found 33.49% bloggers thought they don’t have enough time and energy for blogging every day.

(3) Blog environment

In the survey 4.68% bloggers thought how much time do they spent on blogging every time depends on the internet speed which is the technology environment of blogs. Besides, the functions available in the blog also will affect the blog using behavior, for example the remind function in QQ.com will remind you your friend update his blog today, somebody upload new photo today and so on, when you open your own blog you will found these remind and may click to see these update. It is not necessary to check every friend of you whether they have new information or not. This situation is also available in Facebook. And the platform which the blog
belongs is also a factor, if the platform is popular, there will be more people pay attention to your blog.

(4) Others influence

In question 14 of the survey, one third (33.26%) bloggers began to use blog because of somebody suggested. It can clearly be seen that interpersonal influence is an important factor on blog using. And when somebody begin to use blog, whether he or she will continue to blogging also depends on other people’s attention, this will let him or her know that he or she have readers, he or she can share more to them.

4.2.4 Bloggers attitude to blog marketing

According to the survey traditional media like newspaper, TV, radio still the best way for 50.12% bloggers. Because of some reasons, internet advertisements have reliability problems. But still have 16.63% bloggers thought internet is the best way for them to get advertisement information.

<table>
<thead>
<tr>
<th>20 Which is the best way for you to get advertising information?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Option</strong></td>
</tr>
<tr>
<td>A. Outdoor Liers.</td>
</tr>
<tr>
<td>B. Traditional media like newspaper, TV, radio and so on.</td>
</tr>
<tr>
<td>C. Mobile phone.</td>
</tr>
<tr>
<td>D. Internet.</td>
</tr>
<tr>
<td>E. From familiar people’s recommend.</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

*Figure 7: The channel to get advertising information*

Compared to figure 7, figure 8 will let the famous companies who plan to do blog marketing feel happy that 52.69% bloggers willing to accept well-known company’s advertisement available in their blog. This is a tough problem for the unknown company. Except advertisement 49.18% bloggers would like to have news on their blog and 27.63% bloggers expect the links to other terminal device like mobile phone/iPod and so on. There are 13 bloggers thought there could be other content available in their blogs like games, coupons, music, interesting article’s links, personal favorite website (like Taobao.com), private online chat room in the blog and so on.
Compared the above two questions, the following question 19 may the question most of the companies would like to see the result from. 57.84% bloggers will introduce some product or service in their blog as advertisement if they thought the product or service is good according to their personal usage experience. 34.89% of them would like to get some charge by broadcasting the advertisement. The rate is more than the bloggers who will introduce the advertisement for free. 30.21% bloggers will accept that new product or service even they have not use it ever. Among these bloggers, 15.22% bloggers would like to charge for the advertisement. The rate is also a little bit more than the one want to introduce it for free. Only 11.94% bloggers won’t introduce any product or service in their blog. From those data we can forecast a good future of blog marketing.

**Figure 8: Bloggers attitude to different content in their blogs**

**Figure 9: Bloggers attitude to advertisement in their blogs**
4.2.5 Business model of blog marketing - based on the user behavior

According to the above analyzed survey, compared to celebrity’s blog, the normal individual blogger don’t have great visit rate but they do have some faithful friends available in their blog, the information from their blog has great affection to their friends. Hence, I think the company especially the unknown small company can use these blogs for marketing, focusing on two aspects: for promotion and for brand building.

![Promotional Business model for blog marketing based on user behavior](image)

**Figure 11: Promotional Business model for blog marketing based on user behavior**

Question 18 of the survey tells us 27.63% bloggers would like to accept other terminal devices like mobile phone/iPod and so on available in their blogs, which I think is a good idea for promotion. Once a company puts the coupons in some blogs, the visitors need to click the link in the blog, so that they can visit to link of the company’s website to download and print the coupons, if they want to, but because of the other terminal devices like mobile phone, customers can download the coupons to their mobile phone directly and just need to show the mobile phone when they want to use it. It is much easier for customers and also can increase the usage possibility for the company, in a word, it gets double win.

For the bloggers as figure 11 indicated, the bloggers can get economic reward from the company who do marketing in his blog. The company can find a space to do blog marketing and also can win lots of potential customers or actual customers from the blog visitors.
Brand building needs long time planning which requires the company have clear idea with their company culture and accurate marketing position at first, and then to find corresponding blogs to do brand marketing with detailed planning. At the same time, company can build a overall image according to the traditional media’s marketing strategy. Through brand building process, the visitors especially the friends who visit this blog regularly will become more and more familiar with this brand. In this sense, the company develops awareness and loyalty by engaging the customer in co-creation of expectations and experience. The potential customers can understand the product from the blog by reading a blog before buying it, give comments on product and even discuss with others in the blog community. Such kind of communication helps to create an open and trust-based conservation between the company and customers. Through this open communication, a customer becomes an active participant and can feel good about a product or a brand, which will likely lead to increase loyalty (Nardini, 2005).

4.3 The value chain from creation to consumption of blog

According to Barnes, Cindy, Blake and Helen, Value = Benefits - Cost (cost includes risk) (Barnes, Cindy, Blake, Helen, Pinder, 2009). The value that blog can provide to bloggers and the readers include the company who want to do marketing in the blog is obvious. These three critical parts build a unique value chain in the blog marketing field as the following figure indicates.
Figure 13: The value chain from creation to consumption of blog

Value created to different actors

**Blogger:**
By blogging the blogger can experience the value just like the purpose he or she began to use blog which are self-expression, life record, information integration, entertainment, sharing and so on.

**Reader:**
The readers can get information and knowledge from reading blog. Satisfy the need for social belongs, get fun from interesting information in the blog or from communicate with others in blog. They can also develop new relationships by blog.

**Company:**
Information from customers, save marketing cost, release information actively, feedback to help new product development, develop potential customer, get more links to their home website.

Value chain maintenance
In the blog platform, because of the blogger’s blogging behavior, the first value created to the blog himself, and by reading the blog, the readers get more value from the blog. The interactive between the blog and the reader creates new relationship and new environment to attract blog marketing from the companies. As a result the company can get lots of value from blog marketing that the most important value is the potential and actual customer in the blog. Value chain maintenance is a consistence process which will become more and more mature in the interactive communication among these three actors.

4.4 Trend of blogs and blog marketing

Because all of the data are collected from Chinese bloggers, hence, based on these using behavior, the trend I want to discuss here is also correspond with Chinese blog marketing’s future. With the
development of Internet and new media, mobile business and e-business will be the next industry which is full of promise and hope. The future of China's business marketing focus is likely based on social media. But now, we must recognize that needs time not only for the consumer but also for the firms. The newspapers, magazines, radio and television, as the traditional media are still the leading actors in business marketing. And many traditional media also set up blogs. Meanwhile, blog operators also expand to the mobile wireless penetration. The situation of integrating old and new media will be last in the future.

The future of blog marketing will depend on the value that blog can create. I think to integrate with some C2C website and convert the blog into a C2C (customer to customer) or C2B (customer to business) functional website may be feasible. Whatever C2C’s website provided, blog also can provide. Maybe, the relationship between the bloggers and the visitors can be changed to sellers and buyers, which may create a new “emotional-type marketing”. For example, some mothers share how they take care of their babies in the blog, and in the blog, companies are selling baby products, then through clicking, you can easily buy those products the experienced mothers recommend. In this situation, there’s emotional interaction developed between the buyers and the sellers.

Blog can also be a C2B site, as a personal service from the company's authorize, in this sense the blogger becomes the representative of the company. If this blogger has lots of visitors, he or she can do almost everything to marketing the products or service that usually done by the company. However this blogger also has personal feelings, thoughts and preferences that a company doesn’t have. Such kind of marketing can keep fixed customers and even develop new ones. Advertisement effect will be more obvious by focusing on target customers.

With blog marketing’s development, relevant rules and regulations also should be formulated to ensure lawful and orderly blog marketing. By this every actor’s benefit can be protected. Meanwhile evaluation system will also need to be designed to evaluate the effect of blog marketing and to evaluate the validity of customer’s feedback and so on.
5. Conclusion

By analysis on the 20 well-known firms’ blogs, one fact is found that customer should always be in the center of company’s marketing strategy. This is also what “4Cs” theory and “5Ps” theory inspired us. The main purpose of blog marketing for a company is to satisfy customers’ demand, to reduce communication and marketing costs, to improve product competition and to enhance corporate image. While the first ten celebrity blogs on Sina.com indicated different blog marketing phenomenon. First of all, to introduce the product features in a story because the blogger’s own stories about usage experience can better explain products’ features. Secondly, it is important to write the product story by series. Thirdly, updating frequently and interacting with the readers will increase the visit rate of the blog which will increase the blog marketing effect.

By analysis on the blog users’ behavior we found that the background of bloggers like gender, age, education background and experience will affect their using behavior. The blogger’s using behavior is affected by using habit, contributing factors and motivation (self-expression, information accumulation, social communication, social status aspiration and so on). The bloggers hate advertising in their blog but they will accept the reasonable ways that chose by themselves. And economic reason will contribute the bloggers do marketing in their blogs. As a result the initial research model was modified by adding some affect aspects. Meanwhile we found that most people have positive attitude to blog marketing. According to this, this thesis proposed two business models, one for promotion and the other for brand building. These two models also express the value chain among the blogger, the reader and the company.

With the blog’s sustained and rapid growth of subscribers and the further development of Web2.0 technology, blog marketing as a new marketing tool has presented its advantages and positive future already. It has potential applications and commercial value experienced by customers and companies. However, relevant management and controlling system are still not perfect, which needs every people’s efforts to facilitate the development of blog marketing.
List of references

http://www.pcworld.com/article/134635/is_facebook_the_new_myspace.html [24 July 2007].


Using Behavior of Bloggers Survey

Hi and welcome to this survey, I am doing my thesis and this survey is an important part of the thesis. Your answers are valuable to me and will be treated anonymously. Thank you for your participation and if you have any questions regarding to the questionnaire, please send an e-mail to mingli@kth.se.

PART A: Background Information

1. What is your age?
   - Under 18
   - 18~24
   - 25~35
   - Above 35

2. What is your gender?
   - Male
   - Female

3. What is your education level?
   - None
   - Elementary school
   - High school
   - College
   - Graduate school
   - Other (_______ please specify)

4. What is your occupation?
   - None
   - Student
   - Teacher/Professor
   - Worker
   - Engineer
   - Business
   - Other (_______ please specify)

5. Do you have work experience that related to media, business, or internet technology?
   - Yes (_______ please specify)
   - No
6. How much is your personal income range (RMB per month)?
   - Below ten00
   - ten00 ~ 3000
   - 3001 ~ 5000
   - 5001 ~ 9000
   - Above 9000
   - It’s a secret

PART B: Using Behavior

7. How long have you been using the blog?
   - Less than half year
   - Half – one year
   - 1-3 years
   - More than 3 years

8. How often have you using blog in a month?
   - Every day
   - Several times in a week
   - Several times in a month
   - Not always

9. How often have you read others’ blog?
   - Every day
   - Several times in a week
   - Several times in a month
   - Not always
   - Never

10. How much time did you usually spent on blogging?
    - Less than ten minutes
    - 11-30 minutes
    - More than 30 minutes
    - It depends on the internet speed

11. How many blog articles have you already write?
    - Less than ten.
    - 11-50
    - 51-ten0
    - More than ten0

12. How many friends available in your blog?
    - Less than ten
    - 11-50 minutes
13. How much time did you usually spend on blogging?
- Less than ten minutes
- ten-30 minutes
- More than 30 minutes
- It depends on the internet speed

14. How did you begin to use blog?
- Somebody suggest
- It seems a fashion to use blog
- By advertisement or media introduce
- By chance

15. For each of the following statements, please check the response that best express your opinion.
   Your opinions are very important even of you are not very familiar with some of the topics mentions.

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<th>Disagree</th>
<th>Neutral</th>
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16. Why are you using blog? (Multi-choice)
17. Do you except more evaluation to your blog articles, pictures or videos?
   - Yes
   - No
   - It doesn’t matter

18. Which content below will you accept in your blog?
   - Advertisement from any other company
   - Advertisement from well-known company
   - News
   - Links to other terminal device like mobile phone\iPod and so on.
   - Others (____________________ please specify)

19. What’s your opinion to introduce a product or service in your blog?
   - If it is good according to my experience I will introduce for free.
   - If it is good according to my experience I will introduce for charge.
   - If it is new and I never experienced I will introduce for free.
   - If it is new and I never experienced I will introduce for charge.
   - I won’t introduce any product or service in my blog

20. Which is the best way for you to get advertising information?
   - Outdoor Lions.
   - Traditional media like newspaper, TV, radio and so on.
   - Mobile phone.
   - Internet.
   - From familiar people’s recommend.

END, thank you for taking the survey! 😊