

블로그의 포스트가 블로그의 테마와 관련이 있을 때 항상 더 사용자의 신뢰를 받는가?: 관련성의 정도가 메시지 신뢰성에 미치는 영향

Do Users Always Trust More when Blog Posts are Related to the Blog's Theme?: The Degree of Relevance and Its Effect on Message Credibility

김 지 열 (Jiyeol Kim) 아주대학교 경영정보학과 석사과정
이 철 (Cheul Rhee) 아주대학교 경영정보학과 부교수, 교신저자

요 약

검색엔진을 통해서 맛집(레스토랑)에 대한 정보를 찾는 경우 유저들은 맛집을 주제로 한 블로그에 있는 맛집 리뷰 포스트만이 아니라 맛집이 아닌 다른 것들을 주제로 한 블로그에 위치한 맛집 리뷰 포스트에도 방문할 수 있다. 이 연구의 목적은 검색 엔진을 통해 맛집 리뷰 포스트에 방문 했을 때 포스트와 블로그의 주제 사이의 관련성이 해당 맛집 리뷰에 대한 유저의 신뢰에 영향을 미치는지를 알아보는 것이다. 또한, 우리는 유저의 연령이 이 결과에 영향을 미치는 지도 알아보려고 한다. 이 연구를 위해서 우리는 동일한 맛집 리뷰 포스트가 있는 2개의 다른 주제를 가진 블로그들을 제작하였다. 하나는 포스트와 블로그 주제 간의 관련성 높은 맛집을 주제로 한 블로그이고, 다른 하나는 포스트와 블로그 주제 간의 관련성 낮은 맛집을 주제로 하지 않은 블로그다. 실험참가자들은 2개의 그룹으로 나누어져 각각 다른 블로그에 있는 동일한 맛집 리뷰를 방문한 후 설문 조사에 응답했다. 이 연구는 총 206명의 실험 참가자들을 대상으로 한 온라인 설문 조사를 통해 연구를 검증했다.

본 연구의 결과는 1) 리뷰 포스트와 블로그 주제의 관련성의 높고 낮음에 따라서는 두 그룹 간의 메시지 신뢰도(리뷰에 대한 유저의 신뢰)에 큰 차이가 없었으며 2) 30세 이상 유저 그룹에서는, 포스트와 블로그 주제 간의 관련성이 유저의 블로그에 대한 매체 의구심과 전문성(리뷰 포스트가 충분한 레스토랑 정보를 제공한다는 유저의 믿음) 사이의 관계에서 조절 효과를 보였으며 3) 맛집 리뷰에 대한 유저의 지각된 가치는 전문성과 추가적인 정보를 검색하려는 의도 간의 관계에서 매개 효과가 있는 것으로 검증되었다.

키워드 : 블로그, 신뢰, 매체 의구심, 전문성, 지각된 가치, 추가적인 정보 검색 의도, 맛집 리뷰

I. Introduction

Restaurant dining is a typical experiential product (Jeong, 2010), but when people seek restaurant information, they cannot confirm the restaurant's utility; it is difficult to evaluate restaurants based on descriptions in the same way it is possible to evaluate search products. In addition, people are more likely to make mistakes in purchasing experiential product categories than in purchasing search product categories (Jin and Gu Suh, 2005). When visiting restaurants, people need to evaluate reviews by people who have already visited the restaurant but also those of people who have not yet visited the specific restaurant but who have experienced other restaurants. That is, people evaluate restaurants based on their own and others' experiences (Yuan and Choi, 2016) they themselves produce vast amounts of information about restaurants because the market is growing quickly (Yoon, 2006). However, this tremendous amount of information, called information overload, decreases the quality of customers' choices (Jacoby *et al.*, 1974).

Because of information overload, blog users tend to use search engines and visit specific posts when they need them; these are one-time events that take only a few minutes. Thus, blog users who visit sites through search engines cannot evaluate the expertise or reputations of the bloggers, which they could do with long-term relationships. In these situations, blog users need to evaluate restaurant reviews in very little time, and thus they are influenced by other factors such as media skepticism, age, and blog contents and contexts. First, users already have knowledge of and experience with inherently persuasive information (Friestad and Wright, 1994), but this information varies by information source. Once people have negative experiences with an information source, they doubt it in the future, which is called media skepticism.

Second, the user's age is also important in visiting blogs through search engine. In many previous studies, younger and older generations show different behavior patterns based on their accumulated experiences. Lastly, the relevance of post and blog is also an influence on blog users. Searches for restaurants show results not only for restaurant review blogs but also blogs with little relevance to restaurants theme such as firm blogs. In these situations, do blog users always trust more when the blog posts are related to the blogs' themes? Can blog users trust restaurant reviews on blogs whose main themes are not restaurant reviews?

In this study, we sought to examine the relevance between post and blog type, which relevance between posts and main themes of blog, and users' media skepticism, which is users' feeling of mistrust toward blog, and expertise belief, which is users' beliefs that the review post provides sufficient restaurant information, and to investigate how belief in expertise influences intention to seek additional information, which is users' intention and need to search for restaurant information, and perceived value of the restaurant review post. First, to answer our research question, we reviewed previous studies on blog users' trust and compared the means of message credibility between our respondents. Second, we reviewed previous blog studies to explain why we focused on blog users who found the sites through search engines. Third, we focused on users' initial formations of trust during short-contact situations by reviewing studies on media skepticism and belief in expertise. Lastly, we sought to explain intention to seek additional information and perceived value by reviewing previous studies on blog trust. We present the research hypotheses and methodology next, and following methodology, we present the research results, conclusion, and discussion are presented.

II. Theoretical Background and Research Model

Trust is defined as an individual's confidence with risk and dependence on others (Currall and Judge, 1995), and risk can be defined as a probability hazard and the results of that hazard (Kim and Prabhakar, 2000). Individuals must consider risk when they trust someone or something, and many previous research studies on trust have considered the relationship between trust and risk (Bart *et al.*, 2005; Kim *et al.*, 2008; Mayer *et al.*, 1995). There are many risks and uncertainties in using online services and vendors, and thus, trust is important because it can reduce customers' uncertainty and sense of risk (Kim *et al.*, 2016; McKnight *et al.*, 2002). Trust also leads to behaviors such as purchasing products and sharing personal information. For this reason, online vendors, service providers, and marketers need to gain users' and customers' trust (Arnott *et al.*, 2007). When blog users read restaurant reviews, what will users trust about the blog?

Many previous blog research studies have focused on the continuous relationships between bloggers and users (Choi and Kim, 2012; Gill *et al.*, 2009; Hsu and Lee, 2014; Jo, 2012; Kaye and Tremayne, 2007; Liu *et al.*, 2007). However, blog users do not consist solely of regular users; some users visit blog sites after conducting internet searches. In this latter case, users and bloggers do not establish continuing relationships because these non-regular users typically do not spend more than a few minutes reading blogs they found via Internet searches. Therefore, researchers have also conducted research on how and why users search for blogs online (Dolinska, 2010; Hope *et al.*, 2007; Mishne and De Rijke, 2006). In long-term relationships, bloggers' reputations (Cugelman *et al.*, 2009; Fogg and Tseng, 1999; Srivastava *et al.*, 2010) influence

users' trust. However, in such short-contact situations, blog users cannot use bloggers' reputations as a standard of judgment. Instead, users who enter a blog by searching online tend to judge a blogger after just a few minutes. Thus, a user's trust in the contents of a blog post is referred to as "message trust."

Message trust has been defined as the credibility of information (Ho and Chien, 2010), and many previous studies have focused on message trust (Deng *et al.*, 2010; Ho and Chien, 2010; Pan and Chiou, 2011). Ho and Chien (2010) investigated how blog users' message trust in food blogs affected their food consumption behaviors. Pan and Chiou (2011) tested the effects on message trust of online information and attitudes toward experience goods and credence goods. Deng *et al.* (2010) confirmed that customer satisfaction mediates message trust and loyalty toward mobile instant messages in China. Therefore, when people visit restaurant review posts through online searches, they trust the contents of the reviews. In this situation, do users always trust restaurant reviews more on sites that carry only restaurant reviews, high-relevance theme blogs, than reviews on sites whose main theme is not restaurant reviews, low-relevance theme blogs?

We started this study because of the question whether users really trust the review post in high relevance between post and blog type. For solving the question, we did ANOVA test to confirm this question. There are no significant differences in message trust by relevance between post and blog type or age group. Thus, we did this research to learn more about the users who visit restaurant review posts via search engine results. In next, to develop our research model and hypotheses, this study reviews blog research, media skepticism, expertise belief, and intention to seek additional information.

Blogs are good sources for restaurant information for a number of reasons. First, the main content of

blogs is their posts, which describe consumer experiences with using new products and visiting restaurants. Thus, blogs are good sources for learning about others' experiences. Second, blogs are multimedia formats; blog posts may include pictures, videos, and indexes to share people's experiences (Ock *et al.*, 2009). Third, blogs are online, so that people can visit them and obtain the required information immediately. For these reasons, many blog users read review posts to learn about restaurants.

Thus, many companies and marketing firms consider bloggers and their posts to be advertising media (Back, 2017; Kim *et al.*, 2009; Li and Wang, 2015). In particular, researchers have focused on power blogs (Kim, 2016; Lee and Sohn, 2013), influential blogs with many users and a variety of content (Kim, 2016). Previous research on restaurant review blogs has also focused on power bloggers and long-term relationships between bloggers and blog users (Choi and Kim, 2012; Jo, 2012). Numerous researchers have focused on the characteristics of bloggers (Gill *et al.*, 2009; Kaye and Tremayne, 2007; Liu *et al.*, 2007) and users (Colucci and Cho, 2014; Hsu and Lin, 2008). Gill *et al.* (2009) examined the effects of authors' personalities on their motivations for blogging, and Kaye and Tremayne (2007) examined why people use blogs and the Internet. Liu *et al.* (2007) used expectancy theory to research bloggers' motivations to write blog posts, and Hsu and Lin (2008) examined blog users' motivations, including technology acceptance, knowledge sharing, and social factors. Colucci and Cho (2014) conducted research on the features that influence young blog users' trust. All of these previous studies have focused on the continuous relationships between bloggers and users (Hsu and Lee, 2014).

A decade ago, to stay current with blog content, users would bookmark blogs and maintain their bookmarks (Blood, 2002). However, today, this is an in-

efficient approach because there is so much information available online. Because of this vast quantity of information, blog users instead tend to search for information on search engines and to visit specific blogs when they need them. Thus, today, many blog studies focus on blog recommendations and blog searches (Chiu *et al.*, 2010; Dolinska, 2010; Magnini *et al.*, 2011; Mishne and De Rijke, 2006). In general, researchers have found that users tend to visit blogs one time and to stay for only a few minutes at a time. Thus, researchers and industries need to consider blog users' changing blog reading patterns. Because of the nature of these relationships, blog users struggle to trust review posts. People are influenced by their sense of value and existing ideas in such uncertain situations, and media skepticism is one of those existing ideas.

Media skepticism refers to feelings of mistrust toward the media (Tsfati and Cappella, 2003). In particular, it is the perception that a writer is dishonest and is attempting to deceive users to achieve profits, and it is not limited to traditional media such as newspapers, television news, and magazines. Media skepticism can also refer to lack of confidence and distrust in media (Kim and Ahmad, 2013). In many previous studies, skepticism and lack of confidence negatively affected trust, particularly in regulations and policies and in advertisements, in addition to negatively affecting advertisers' credibility (Cho and Kim, 2009; Poortinga and Pidgeon, 2003, 2006). People are essentially rational. Thus, blog users attempt to infer bloggers' motivations for operating blogs and they attempt to perceive bloggers' real objectives in posting restaurant reviews; they worry that bloggers are profiting from posting these reviews. In this research, media skepticism refers specifically to blog users' skepticism about blogs themselves, and it affects users' trust and beliefs in the expertise of the bloggers.

Trust formation entails initially uncertain, risky relationships between parties. According to McKnight *et al.* (2002), people must have beliefs about a vendor before they can trust the vendor. Among other trust beliefs, we focus on expertise belief, which is individual beliefs in others' abilities, competence, proficiency, and expertise (Mayer *et al.*, 1995). It is also defined as an individual's ability to do things that others need (McKnight *et al.*, 2002). Expertise belief can reduce people's uncertainty by allowing them to trust others and avoid undesirable behaviors (Gefen and Straub, 2004). In our research, we define expertise belief as users' beliefs that restaurant reviews provide sufficient information about restaurants (Gefen and Straub, 2004; Neuendorf *et al.*, 2014; Pirzadeh *et al.*, 2007). Such expertise beliefs are directed toward specific restaurant review posts, not toward bloggers or the blogs. With only visiting blogs via search engine results, blog users can only perceive the expertise of restaurant reviews. When users visit restaurant review post via search engine, users are hard to trust about blog because those bloggers may be not a specific power blogger who has been proven or long-term relationship with bookmarks. Thus, media skepticism can have a negative effect on user's expertise beliefs toward the restaurant review post.

H1: A blog user's media skepticism will have a negative effect on expertise belief.

Association is defined as the relevance between the topic of a post and the theme of a blog (Sun *et al.*, 2016). In general, blogs that have restaurant reviews are found through search engines; for this reason, blog users may contact posts not only with high associations with their blogs but also posts with low associations with the blogs, such as blogs aimed at promoting different products and services. We refer

to these connections between blogs and review posts as associations to distinguish them from blog users' perceptions of associations. During the process of reading a post, blog users consider the blogger's motivation for hosting the blog and then infer the blogger's real objective for posting restaurant reviews.

H2: Relevance between post and blog type influences the relationship between media skepticism and expertise belief.

What effects do restaurant review posts have on blog users? The future behavior related to reading restaurant reviews is visiting the restaurants in person. However, in the visiting blogs via search engine results, seeking additional information on restaurants is another related behavior. Blog users may feel interest in a restaurant and seek more information about it due to their intention to seek additional information, and intention to seek additional information is influenced by users' trust that the information in a post is true. Blog users' perceptions of a post's value are another important factor in seeking additional information. Blog users perceive the value of a restaurant review post before they feel positively about the restaurant and search for additional information.

Intention to seek additional information is the intention to gain and extend information and knowledge. Intention to seek additional information has closely related to curiosity. Curiosity is the cognitive belief that individuals gain more interest as affective reactions influence their individual behaviors (Wu *et al.*, 2011). Koo (2009) defined curiosity as a category of cognitive belief, and his research showed that curiosity works in the field of IT acceptance. Curiosity can lead users to experience new things, strategies, and trends. According to AL-Faresi and Patel (2012), curiosity has significant effects on behavioral in-

tentions and the use of online services and products, and it can also make people adopt new products (Song, 2012). Curiosity is affected by individual trust and perceived value (Allen Catellier and Yang, 2012; Florentha *et al.*, 2012; Gasper and Zawadzki, 2013; Hongyoun Hahn and Kim, 2009; Wang and Chou, 2014; Zhang *et al.*, 2013). Those researches investigated how customers' trust influenced their curiosity about online retailers. In risky situations, people's trust affects additional information search intentions (Allen Catellier and Yang, 2012), and perceived value influences curiosity, which also influences additional information seeking (Wang and Chou, 2014; Zhang *et al.*, 2013). According to Gasper and Zawadzki (2013), users tend to seek more relevant information, if the information perceived to be valuable. Thus, intention to seek additional information is affected by trust and perceived value.

H3: Blog users' expertise belief will have a positive effect on perceived value.

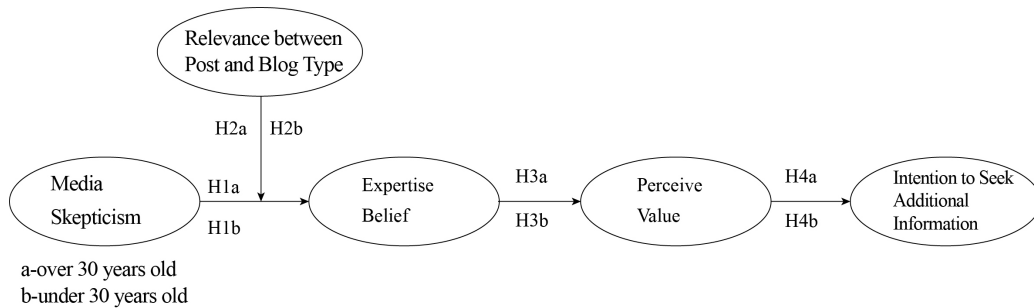
H4: Blog users' perceived value will have a positive effect on their intention to seek additional information.

Intention to seek additional information is influenced by trust, and many studies have found evidence supporting this relationship (Allen Catellier and Yang, 2012; Hongyoun Hahn and Kim, 2009; Kuo and Nagasawa, 2015; Wang and Chou, 2014). In riskier processes such as online purchases, individuals' trust and attitudes influenced their intention to seek additional information, which is an intention to seek information (Catellier and Yang, 2012; Hahn and Kim, 2009). Another way that trust affects intention to seek additional information depends on whether the information is trustworthy. Intention to seek additional information has also been shown to be influ-

enced by perceived value (Florentha *et al.*, 2012; Gasper and Zawadzki, 2013; Wang and Chou, 2014; Zhang *et al.*, 2013). Intention to seek additional information, in this research model, is the intention to seek additional information about a restaurant. If people feel that the posts that provide restaurant reviews have expertise about restaurants, it will naturally give value to the restaurant provided in the post. As a result, they will be searching for more information about the restaurant. Thus, perceived value must precede information-seeking intentions and it mediates the relationship between expertise belief and the intention to seek additional information about a restaurant.

H5: Blog users' perceived value will mediate the relationship between expertise belief and intention to seek additional information.

Age can also make a difference in initial trust formation. Many previous studies have shown that age influences online behaviors (Hernández *et al.*, 2011; Javadi *et al.*, 2012; Kazi, 2013). Restaurant visiting experiences and frequencies differ depending on blog users' ages in that older blog users have more purchasing power and moving range than younger users. We collected 106 results from individuals older than 30 and 100 results from individuals under age 29. We interviewed younger participants during a pilot study and found that they visited restaurants less often than participants older than 30 because they have less purchasing power. Other previous research has shown that people under 29 and over 30 showed significantly different characteristics (Lee *et al.*, 2002; Sorce *et al.*, 2005). The under 29 age group is adolescent, college student and young people who just starting their careers, those people have lack of experiences in society. In other hands, the over 30 age group has many experiences



〈Figure 1〉 Research Model

in society. The differences of their experiences in society will make them different perspectives when facing the same situation. Therefore, even if they visit the same restaurant review post, they will have different perspectives from other age groups when the restaurant review post is located on a different type of blog. Thus, age affects trust in restaurant reviews. Previous research has also shown that age is a critical factor (Hernández *et al.*, 2011; Javadi *et al.*, 2012; Kazi, 2013). It influences people’s attitudes and their behavioral differences.

H6: age group influences relevance between post and blog type moderated the relationship between media skepticism and expertise belief.

Based on the above literature review, we formulated the following research model: (See <Figure 1>)

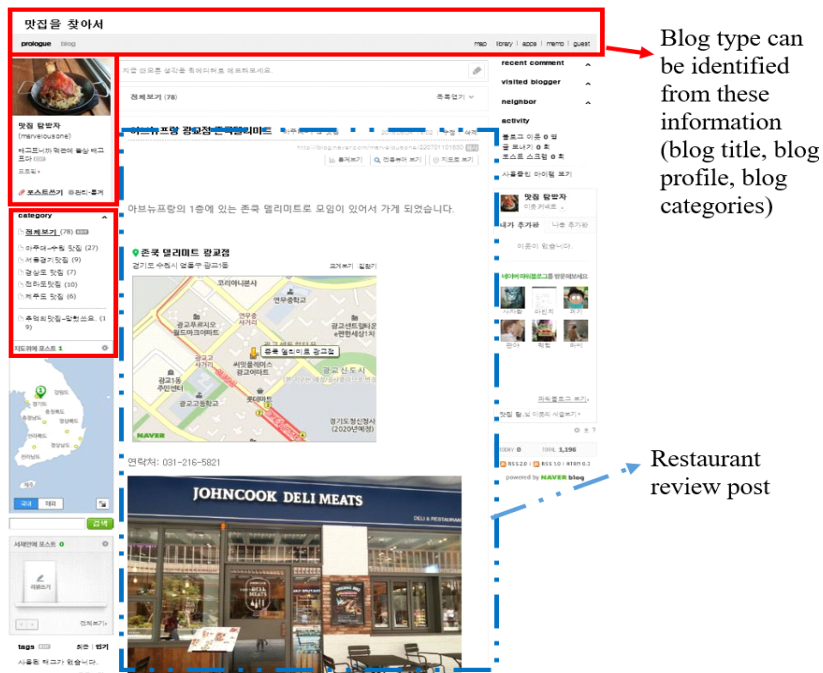
III. Methodology

We conducted this investigation online and focused on blog users who visited blogs via search engine results. Specifically, we designed a restaurant review post for two different blogs, one with high relevance between restaurant reviews post and blog theme and one with low relevance.

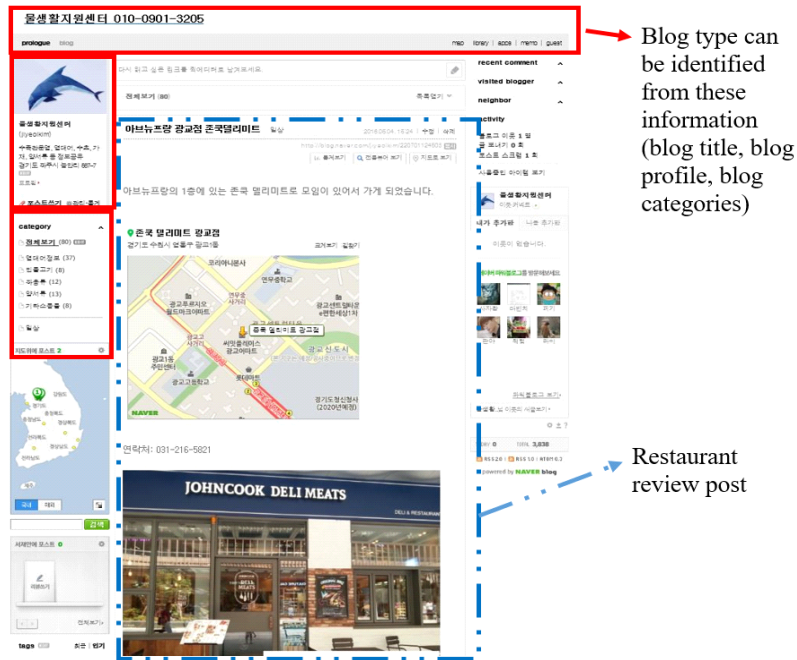
Both restaurant review posts included information

on a deli restaurant: the visiting experience, pictures of the dishes and the restaurant, a map, a phone number, and a menu. We designed the blogs to have different levels of association between the restaurant review post and the blog. To control for the other blog aspects, other design factors such as the blog service provider, the layout, the color of the background, and the font size were identical. To compare the review posts by the different blog associations, we designed different blog titles, blog profile and blog categories for identifying blog type. The titles of both blogs make it possible to guess the blogs’ main themes. For the highly relevant blog, the blog profile used a photo of a dish, and for the low-relevance blog, we used the store’s symbol as the title of the restaurant review post. On the high-relevance blog, we classified the posts by the locations of the reviewed restaurants (See <Figure 2>). On the low-relevance blog, we classified the posts by their products and the bloggers’ private lives (See <Figure 3>). Both posts with different blog type have same restaurant review post.

This survey was a lab experiment and we gave participants a scenario that they visit a restaurant review post via search engine and they visited the survey website with restaurant review post which randomly assigned relevance between post and blog type. When participants visited our online survey site,



<Figure 2> High-Relevance Case: Post and Blog Type are Closely Related



<Figure 3> Low-Relevance Case: Post and Blog Type are not Related

we divided them into two groups. One group visited the restaurant review post on the high-relevance blog, which had high associations between the posts and the blog theme, and the other group visited the review post on the low-relevance blog, which had low associations after the participants visited their respective posts, they answered our questionnaire. We first con-

ducted a pilot study of 20 participants who were recruited online, and for the main research, we recruited 234 individual participants. Of these, 18 did not complete the survey, resulting in a sample size of 206 (see <Table 1>). We drew the measurement items for all variables from existing research studies (see <Table 2>).

<Table 1> Demographic Characteristics of Respondents

Variable		Number of participants	Percentage of Participants
Gender	male	92	44.6
	female	114	55.4
Age group	over age 30	106	51.4
	under age 29	100	48.6
Relevance between Post and log Type	high-relevance	102	49.5
	low-relevance	104	50.5

<Table 2> Measurement Items

Variable	Description	Measurement Items	Resource
Media Skepticism	Users' feeling of mistrust toward blog	MS1: Blog is a reliable source of information about product MS2: Blog is generally truthful MS3: I feel I've been accurately informed after viewing most blogs MS4: Most blogs provide users with essential information MS5: Most blogs provide users with useful information	Kim and Kim (2000), Obermiller and Spangenberg (1998)
Expertise belief	Users' beliefs that the review post provides sufficient restaurant information	EB1: This post is competent EB2: This post understands the market it works in EB3: This post knows about restaurants EB4: This post knows how to provide restaurant review information EB5: This post has the ability to provide restaurant review information	Gefen and Straub (2004)
Perceived value	Perceived value of the restaurant review post	PV1: A feeling of satisfaction PV2: A good feeling PV3: Good impression	McKnight <i>et al.</i> (2002), Wu and Tsang (2008)
Intention to Seek Additional Information	Users' intention and need to search for restaurant information	ISAI1: Need additional information ISAI2: Additional information searching ISAI3: Causing interest	Stell and Paden (1999)

IV. Data Analysis and Result

We examined the reliability, convergent validity, and discriminant validity of the constructs, and we used structural equation modeling to test the research model. Specifically, we used SmartPLS 2.0 for the analysis.

In confirmatory factor analysis, the composite reli-

abilities for all constructs were greater than 0.70, as recommended by Werts *et al.* (1974). Gefen *et al.* (2000) also recommended that the average variances expected (AVE) should be greater than 0.5 and that factor loadings should be greater than 0.70. Comrey and Lee (2013) considered loadings of 0.45 to 0.54 to be fair 0.55 to 0.62, good 0.63 to 0.70, very good and above 0.71, excellent. <Table 4> shows that the

<Table 3> Convergent Validity

Construct	Items	Factor loading	Composite reliability	AVE
Media Skepticism	MS1	.786	.931	.731
	MS2	.782		
	MS3	.819		
	MS4	.796		
	MS5	.641		
Expertise Belief	EB1	.739	.934	.738
	EB2	.822		
	EB3	.715		
	EB4	.812		
	EB5	.706		
Perceived value	PV1	.615	.949	.860
	PV2	.612		
	PV3	.635		
Intention to Seek Additional Information	ISAI1	.787	.939	.838
	ISAI2	.830		
	ISAI3	.776		
Relevance between Post and Blog Type	PBR	.989	1.000	1.000

<Table 4> Correlations of the Latent Variables and the Square Root of the AVE

Construct	Age group	Expertise belief	Media Skepticism	Intention to Seek Additional Information	Perceived value
Age group	1.000				
Expertise belief	-.182	1.000			
Media skepticism	.099	-.614	1.000		
Intention to Seek Additional Information	-.105	.661	-.629	1.000	
Perceived value	-.064	.757	-.713	.773	1.000

AVEs for all constructs were greater than 0.5 and that all factor loadings of the constructs were good (over 0.55). For all questions except PV1, PV2, PV3, and MS5, the loadings were excellent (over 0.71), and all test results indicated good convergent validity (see <Table 3>).

To ensure discriminant validity in Smart PLS2, the square root of the AVE should be higher than the correlations of the latent variables. <Table 4> shows that all square root AVEs were higher than those for the other variables. Thus, this measurement model had discriminant validity.

After we analyzed all participants, we divided the groups based on the associations of the visited blog and found the following results. As shown in <Table 5>, H1-a had a path coefficient of -0.592^{***} and a t-value of 10.643. This shows that media skepticism had a strong and significant effect on expertise belief. In H2-a, relevance between post and blog type moderated the relationship between media skepticism and

expertise belief. In H3-a, expertise belief significantly affects perceived value. In H4-a, perceived value also had a significant effect on intention to seek additional information.

As shown in <Table 6>, H1-b had a path coefficient of -0.627^{***} and a t-value of 7.675. This shows that media skepticism had a strong and significant effect on expertise belief. In H2-b, age group did not moderate the relationship between media skepticism and expertise. In H3-b, the path coefficient was 0.783^{***} , and the t-value was 17.653. In H4-a, perceived value to intention to seek additional information had a path coefficient of 0.649^{***} and a t-value of 6.316. This means that expertise belief positively affected perceived value and perceived value positively affected intention to seek additional information. In H6, a moderate effect of relevance between post and blog type between message skepticism and expertise belief is a difference between over 30 age group and under 30 age group.

<Table 5> Analysis and Hypothesis Testing (over age 30)

Variable	Path	Path Coefficient	T-Value	R Square	Result
H1a	MS → EB	-0.592^{***}	10.643	.448	Accepted
H2a	Relevance between Post and Blog Type moderate H1	-0.219^*	2.355		Accepted
H3a	EB → PV	0.733^{***}	14.768	.538	Accepted
H4a	PV → ISAI	0.649^{***}	6.316	.614	Accepted

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

<Table 6> Analysis and Hypothesis Testing (under age 29)

Variable	Path	Path Coefficient	T-Value	R Square	Result
H1b	MS → EB	-0.627^{***}	7.675	.403	Accept
H2b	Relevance between Post and Blog Type moderate H1	-0.102	0.843		Reject
H3b	EB → PV	0.783^{***}	17.653	.538	Accept
H4b	PV → ISAI	0.649^{***}	6.619	.614	Accept

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

<Table 7> Mediating Effect Test Results

Variable		Step 1 (EB → PV)	Step 2 (PV → ISAI)	Step 3 (EB, PV → ISAI)		Step 4	Result
H5-a		.776*** (t = 10.803)	.639*** (t = 8.480)	EB → ISAI	.163 (t = 1.824)	Comparing Adj.R ² Step 3 > Step 2 .603 > .409	Fully mediated
				PV → ISAI	.655*** (t = 7.310)		
	Adj.R ²	.524	.409	.603			
	F	116.704***	71.913***	80.803***			
H5-b		.782*** (t = 12.432)	.665*** (t = 8.824)	EB → ISAI	.165 (t = 1.605)	Comparing Adj.R ² Step 3 > Step 2 .593 > .437	Fully mediated
				PV → ISAI	.639*** (t = 6.212)		
	Adj.R ²	.608	.437	.593			
	F	154.559***	77.856***	73.158***			

* p < 0.05, ** p < 0.01, *** p < 0.001.

Based on (Baron and Kenny, 1986), we analyzed the mediating effects of perceived value (shown in <Table 7>). The results showed that in both age groups, the path coefficient for expertise belief to intention to seek additional information was not significant. That is, perceived value fully mediated the relationship between expertise belief and intention to seek additional information, and thus, H5-a and H5-b were accepted (fully mediated).

V. Discussion and Conclusion

In this study, we investigated how age group influenced blog users' initial formations of trust when visiting a post via online search results. We also examined whether the users' trust in the expertise of the post influenced the post's perceived value and the users' intention to seek additional information, which could lead to intentions to search for more information. Moreover, we examined how the association between a restaurant review post and two different blogs moderated the relationship between media skepticism and belief in expertise. We focused on how the association

between a blog and a restaurant review post moderated the effects of the blog on users' trust. In addition, we examined how perceived value mediated the relationship between expertise belief and intention to seek additional information. We divided the blog users by age group, under age 29 and over age 30.

Our findings indicate that the restaurant review post on the blog with the unrelated theme showed promise as a marketing tool for restaurants. We also found that blog users' age was an important influence in building trust during visiting blogs via search engine results. First, there were no significant differences in users' perceptions of message credibility depend on relevance between post and blog type or age groups. In general, people trust sources that have high post-blog type relevance because to poreduces their risk and improves their attitude about information sources (Zimmer *et al.*, 2010). However, there are numerous reasons for which people have less trust in blogs that carry restaurant reviews only. First, restaurant reviews are not expert knowledge they merely reflect customers' experiences, but if a restaurant review is too professional, people will think that the information comes

from a vendor or marketing agent. Second, people may not trust restaurant reviews is that bloggers with very influential power blogs have exploited companies and stores specifically, they intentionally post negative information about products and negotiate with companies for services, products, or money. These are called “black blogger” (Pole, 2005), and people often see Internet and television news reports on these bloggers. Furthermore, other power bloggers receive significant profits by encouraging group purchases of low-quality products (Lee and Min, 2015). For these reasons, restaurant reviews posted on blogs whose main themes are not restaurant reviews are important marketing tools.

Third, as we noted above, we divided the study participants by age and found that age group significantly affected whether the relevance between post and blog type moderated the relationship between blog users’ skepticism of the blog and belief in the expertise of the post, specifically in the over-age-30 group in comparison, relevance between post and blog type did not moderate this relationship in the group under age 29. As we mentioned earlier, this difference is caused by their differences experiences. For the most part, younger people generally have more experience with using the Internet to find and post information. However, in South Korea, not only teenagers (100.0%) and 20s (99.9%), but also 30s (99.8%), 40s (99.4%), and 50s (94.9%) have high Internet usage rates of over 90% (KISA, 2017). In addition, older people have more direct experience with restaurants because they have more purchasing power and moving range than younger one. Therefore, the older participants had experience as much searching as the younger participants and more visiting restaurants than did the younger ones, including more experience with insufficient restaurant information and disappointing restaurants. As the result of this experience, the older participants

were aware that some bloggers profit from posting about restaurants. Even restaurants review bloggers who are not power bloggers can earn profit from advertising products and introducing restaurants. Thus, some blog users can be suspicious of restaurant review bloggers who operate blogs that only carry restaurant reviews, whereas on low-relevance blogs, users can see that the blogs’ main purposes are not to promote restaurants. In this study, for the participants over age 30, the restaurant review on the low-relevance blog alleviated the negative effects of blog users’ media skepticism on their belief that the review provided sufficient information about the restaurant. Lastly, perceived value mediated the relationship between the blog users’ beliefs in the expertise of the post and their intention to seek additional information. When blog users read posts that they found by searching for information online, their perceptions of the value of a post precede their intentions to search for additional information, and people seek additional information because they feel the restaurant information is worthwhile. This perceived worth of restaurant review posts is based on trust in the posts, and thus, belief in the expertise of a post indirectly influences intention to seek additional information through perceived value of the post.

The implications of this research are as follows. First, our study extends previous blog research that has focused on long-term relationships between bloggers and blog users (Gill *et al.*, 2009; Kaye and Tremayne, 2007; Liu *et al.*, 2007). Even if these studies explained long-term relationships, they did not sufficiently explain blog users’ pattern changes. These visits are short-term relationships or one-time events because they are the results of online searches for information. To explain blog user’s trust in visiting blogs via search engine results, we adopted a Web trust model that we derived from research about initial trust formation

our data can help in understanding blog users' trust when they visit posts by conducting online searches. Second, our research model can be adopted in studies about other online services and products. Even though other online research has focused on long-term relationships, researchers also need to be concerned with visiting blogs via search engine results. Because the Internet is open to customers and vendors from all over the world, these relationships also influence firms' profits and have grown in importance. For this reason, this study can be a stepping stone for future research. Third, reviews posted on blogs that have otherwise irrelevant themes can be marketing tools for promoting products and services. Previous blog marketing research has focused on power blogs and blogs with relevant themes. However, people visit a product review post through searching result of search engine. As we mentioned in the introduction, there are many problems of power bloggers. In the other hands, when people visit a post with irrelevance topic blog, users perceived their real object of operating blog and post product information. If the perceived object of operating blog and product in the review post are irrelevance, user think that the object of posting is not for deriving blogger's profit and posting review post come from the blogger's good intention for the users. In this reason, posting product review post with irrelevance topic blog is differentiated marketing approach for promoting product and reflects blog user's behavior pattern today.

This study has the following limitations. Firstly, the generalization of the results is limited to the Korean populations sampled. This research model is hard to adopt in the case of other countries. Secondly, we used only one restaurant review post. If types of restaurant were different, trust and intention to seek additional information may also change. There are also differences in pricing, objective to visit the restaurant, and food preferences (e.g. for lunch, dinner, or a snack). For

future study, several posts which have different restaurant information should be used in future study. Thirdly, we focus on restaurant review post. However, bloggers also post reviews about other experiential product like movie, book and performance. When blog users visit a review post about those contents, the result of their trust formation can be different from restaurant review post. Those industries are also growing very quickly today(Jung and Lee, 2009). In future study, we need to compare with restaurant review post and review post of another experiential product. Lastly, other stimuli affect blog users' expertise belief, perceived value and intention to seek additional information. Regarding the visual factor, for example, a blog's user interface, picture types, number of pictures, human images, and picture vividness all affect users' trust. Future blog studies may benefit from the inclusion of eye-tracking experiments related to other influential factors, such as visual design and the framework of the post and the blog.

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〈Appendix〉

본 설문 목적은 레스토랑에 대한 정보가 있는 포스트에서 어떠한 요인들이 블로그 방문자의 신뢰와 지각된 호기심에 영향을 미치는지를 조사하는 것입니다.

본 조사는 일체의 개인의 소속과 신분에 관한 질문들이 없으며, 응답 내용 또한 통계적으로 처리되어 통합된 보고만을 연구의 결과들로 사용될 것입니다. 모든 답변의 내용은 절대적으로 비밀로 부쳐질 것입니다.

또한 본 조사는 자발적인 참가에 의한 조사로 원하시면 언제든지 중간에 중단 하셔도 됩니다. 바쁘시더라도 본 설문조사의 취지를 이해하시고 설문에 성실히, 정직하게 응답해주시면 감사하겠습니다.

만약 연구에 대해 궁금증이 생기신다면 아래에 연구자의 메일 주소로 문의해주세요.

김지열

아주대학교 경영정보학과 석사과정

이메일: setanta05@naver.com

이철

아주대학교 경영정보학과 교수

이메일: crhee@ajou.ac.kr

Type 1. A Post in Low-Relevance Blog

당신은 수원 광고 지역에서 레스토랑을 찾기 위해 검색 엔진에서 광고에 있는 레스토랑을 검색한 결과 중 하나인 포스트를 찾아 들어왔습니다. 당신이 방문한 포스트와 블로그를 살펴 봐주십시오.

물생활지원센터 010-0901-3205


The screenshot shows a Naver blog page for '물생활지원센터' (Water Life Support Center). The main post is titled '아브뉴프랑 광고점 존죽델리미트' (Abnewfrance Ad Point Johncook Delimit) and was published on 2018.05.04 at 15:24. The post content includes a map showing the location of Johncook Deli Meats in Suwon, with a red arrow pointing to the store. Below the map is a photo of the store's exterior at night, with the sign 'JOHNCOOK DELI MEATS' clearly visible. The post also includes the phone number '031-216-5821' and '물생활지원센터 010-0901-3205'. The blog's sidebar on the left shows a profile picture of a dolphin, the name '물생활지원센터 (Jlyeoikim)', and various category counts. The right sidebar shows a 'recent comment' section and other blog-related information.

Type 2. A Post in High-Relevance Blog

당신은 수원 광고 지역에서 레스토랑을 찾기 위해 검색 엔진에서 광고에 있는 레스토랑을 검색한 결과 중 하나인 포스트를 찾아 들어왔습니다. 당신이 방문한 포스트와 블로그를 살펴 봐주십시오.

맛집을 찾아서

prologue blog



맛집 탐반자
(marvelousone)


바고프리카 덕분에 놀상 배고프다
포드필

포스트쓰기 휴먼리-휴게

category

- 점제보기 (78)
- 아주대-수원 맛집 (27)
- 서울경기맛집 (9)
- 경상도 맛집 (7)
- 전라도맛집 (10)
- 제주도 맛집 (6)
- 추석의맛집-갈황쓰요. (19)

지도위에 포스트 1



서재안에 포스트 0

리뷰쓰기

tags

최근 인기

사용된 태그가 없습니다.

로그인

회원가입

지금 떠오른 생각을 적어디퍼트 머브하세요.

아주대-수원 맛집 (27)	스크랩	워킹	등록일기
아브뉴프랑 광고점 존콕델리미트	0	0	2018.06.04.
아주대 아문달	0	0	2018.06.04.
아주대 복지국밥 배화잡	0	0	2018.06.04.
비룡수침지사 맛봄이다	0	0	2018.06.04.
아주대 최고의 중독식 한정식 휴먼주점	0	0	2018.06.03.

1 2 3 4 5 6

아브뉴프랑 광고점 존콕델리미트 아주대-수원 맛집 2018.06.04. 16:02 | 수정 | 삭제

http://blog.naver.com/marvelousone/220701101830

이웃이 없습니다.

네이버 파워블로그를 방문해보세요

크든 주상 이훈민

독립 허피하이 피기

파워블로그 보기

맛집 탐반자 이쿱커세르

내가 추가한 나의 추가한

이웃이 없습니다.

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블로그 이웃 0 피
글 보내기 0 회
포스트 스크랩 0 회


사용중인 아이디를 보기

아브뉴프랑의 1층에 있는 존콕 델리미트로 모임이 있어서 가게 되었습니다.

존콕 델리미트 광고점
경기 수원시 영통구 광고1동



연락처: 031-216-5821



1. 다음은 Media Skepticism에 대한 질문입니다.

다음 질문에 답해주세요.

설문 항목	매우 동의 하지 않음		⇒	보통		⇒	매우 동의함	
블로그는 대체로 상품에 관해 사실을 전달한다.	①	②	③	④	⑤	⑥	⑦	
전체적으로 볼 때, 블로그는 믿을 만하다.	①	②	③	④	⑤	⑥	⑦	
대부분의 블로그를 보고 나면 상품에 대해 정확히 알게 되었다고 생각한다.	①	②	③	④	⑤	⑥	⑦	
대부분의 블로그는 소비자에게 꼭 필요한 정보를 제공한다.	①	②	③	④	⑤	⑥	⑦	
블로그는 상품에 대해 유용한 정보를 제공한다고 생각한다.	①	②	③	④	⑤	⑥	⑦	

2. 다음은 Expertise Belief에 대한 질문입니다.

다음 질문에 답해주세요.

설문 항목	매우 동의 하지 않음		⇒	보통		⇒	매우 동의함	
이 레스토랑 리뷰 포스트는 레스토랑 정보를 제공하는데 능숙하다.	①	②	③	④	⑤	⑥	⑦	
이 레스토랑 리뷰 포스트는 이 분야가 어떻게 돌아가는 지 잘 안다.	①	②	③	④	⑤	⑥	⑦	
이 레스토랑 리뷰 포스트는 레스토랑에 대해서 잘 안다.	①	②	③	④	⑤	⑥	⑦	
이 레스토랑 리뷰 포스트는 어떻게 레스토랑에 대한 정보를 제공해야 할지 잘 안다.	①	②	③	④	⑤	⑥	⑦	
이 레스토랑 리뷰 포스트는 방문자에게 레스토랑에 대한 정보를 제공할 능력이 충분히 있다.	①	②	③	④	⑤	⑥	⑦	

3. 다음은 Perceived Value에 대한 질문입니다.

다음 질문에 답해주세요.

설문 항목	매우 동의 하지 않음		⇒	보통		⇒	매우 동의함	
레스토랑 리뷰 포스트에 나온 레스토랑에 대해 만족감을 느낀다.	①	②	③	④	⑤	⑥	⑦	
레스토랑 리뷰 포스트에 나온 레스토랑에 대해 호감을 느낀다.	①	②	③	④	⑤	⑥	⑦	
레스토랑 리뷰 포스트에 나온 레스토랑에 대해 좋은 인상을 받았다.	①	②	③	④	⑤	⑥	⑦	

4. 다음은 Intention to Seek Additional Information에 대한 질문입니다.

다음 질문에 답해주세요.

설문 항목	매우 동의 하지 않음		⇒ 보통 ⇒			매우 동의함	
	①	②	③	④	⑤	⑥	⑦
레스토랑 리뷰 포스트의 정보를 보고 나서 레스토랑 정보에 대해 추가로 알고 싶다.	①	②	③	④	⑤	⑥	⑦
레스토랑 리뷰 포스트의 정보를 보고 나서 레스토랑에 관한 추가적인 정보를 탐색하고자 한다.	①	②	③	④	⑤	⑥	⑦
레스토랑 리뷰 포스트의 정보를 보고 나서 레스토랑에 관한 흥미가 생겼다.	①	②	③	④	⑤	⑥	⑦

Additional Question (Manipulation Check)

1. 레스토랑 리뷰 포스트에서 나오지 않은 음식은 무엇인가요?

- ① 잠발라야
- ② 학센
- ③ 피자

2. 당신은 성실하게 설문에 응답하고 있습니까?

- ① 예
- ② 아니요

Demographic Question

DQ 1. 당신의 성별은 무엇인가?

- ① 남성
- ② 여성

DQ 2. 당신이 태어난 해는 몇 년도 인가요? (서술형)

DQ 3. 당신의 최종학력은 무엇입니까?

- ① 중졸
- ② 고졸
- ③ 대재
- ④ 대졸
- ⑤ 석사
- ⑥ 박사

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Do Users Always Trust More when Blog Posts are Related to the Blog's Theme?: The Degree of Relevance and Its Effect on Message Credibility

Jiyeol Kim* · Cheul Rhee**

Abstract

When people try to find restaurant information via search engine results, they look at posts not only from sites with solely restaurant reviews but also from sites with restaurant unrelated contents. This study aims to investigate whether relevance between post and blog type affects users' trust toward a review. This study also attempts to check if the above effects interact with age. We designed a restaurant review post for two different blogs: one featuring restaurant review and another that does not feature restaurant reviews. After our participants visited one restaurant review post, they answered our questionnaire. We conducted an online survey on 206 participants to test our research model.

Results show that 1) the effect of relevance between post and blog type on message credibility, which is users' trust toward restaurant reviews, is not greater when posts are consistent with the theme of a blog. 2) Among users who are over 30 years old, relevance between post and blog type moderates the relationship between media skepticism, which is users' feeling of mistrust toward blog, and belief in expertise, that is, users' belief that the review post provides sufficient restaurant information. 3) Users' perceived value of the restaurant review post mediates the relationship between users' belief in the expertise in a post and users' intention to seek additional information.

Keywords: *Blog, Users' Trust, Media Skepticism, Expertise Belief, Perceived Value, Intention to Seek Additional Information, Relevance, Restaurant Review*

* MS, Department of E-business, School of Business Administration, Ajou University

** Corresponding Author, Associate Professor, Department of E-business, School of Business Administration, Ajou University

◎ 저 자 소 개 ◎



Jiyeol Kim (setanta05@naver.com)

Jiyeol Kim holds his Bachelor's and Master's degree from Ajou University. He has research interests in customer behavior, e-commerce and agribusiness.



Cheul Rhee (crhee@ajou.ac.kr)

Cheul Rhee is an associate professor of e-business department at Ajou University in Korea. He received his Ph.D. from the State University of New York at Buffalo in 2009. He holds his Bachelor's and Master's degree from Seoul National University. He has research interests in e-learning, knowledge management, virtual communities, enterprise systems and e-business strategies. He has published papers in journals such as Communications of the ACM, Journal of Electronic Commerce in Organizations, Online Information Review, Asia Pacific Journal of Information Systems, and others.

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