

## Exploring the Different Motives of Blogging Behavior: Do Gender and Marital Status Impact These?

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### Abstract

*The exploratory study examines the motives behind the usage of blogging activity in different domains and the impact of demographic factors like gender and marital status on its usage. A questionnaire was used to collect the primary data from the respondents. Data was collected from two hundred and fifty-two respondents residing in and around Bengaluru, Chennai and Jaipur in India. The collected data was analyzed with the help of statistical tools. The study revealed that blogging provided a platform to share information and views as the respondents revealed that blogging helps them to give opinions, share thoughts and feelings, display creativity, help and inspire others. Blogging helped self-improvements/ self-development by providing, hair tips, health tips, cooking tips. Blogging as a source of information helped to make better destination choices before travelling, get reviews and feedback of car rental services, on hotels before making travel plans, availability of different organic foods and their benefits. Blogging also provided up-to-date national news, international news, regional news and technical information regarding different gadgets. Significant differences were noticed among the male and female respondents in nine out of the thirty- four variables on which the test was applied and among married and single respondents, significant differences were noticed in three out of the thirty-four variables on which the test was applied. The research has explored motives for blogging in different domains which would provide ample opportunities to business entities and their marketing teams to design their marketing strategies more specifically to ensure that they can not only keep track of their customers and retain them but also try and acquire new customers.*

**Keywords:** Blogging, Motive, Gender, Marital Status.

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### Introduction

In today's highly interconnected world, blogs are an important part of a trend; the trend of communicating and marketing through social media networks. It is no longer a new thing, it has established itself as the leading online medium influencing the buying decisions of people across the world (Schroeder, 2014). A blog is a user generated website, where entries are made in journal style, and exhibited in reverse chronological order. Blogging consists of writer's comments, brief texts, images and links to other websites or blogs and allows users to share their thoughts, observations, experiences, feelings and perspectives with each other. Readers are able to leave comments in an interactive format. They have not only brought out a sea change in the manner of seeking and presenting information, but have also allowed for the rapid spread of mutual social identification (Krishnamurti and Agarwal, 2014).

The association between the buyers and the sellers is changing. Information delivery sources have considerably changed along with the technological empowerment by the internet. Consumers are technologically enabled and aware on the practicality in their purchasing decisions. Hsu and Tsou (2011), that outlined the association among consumer experience, purchasing intention, and information credibility in the blogging environment. The customer experiences had a significant influence on purchasing intentions due to information accountability. According to (Al-Haidari, 2016), bloggers are likely to use information recommended by the associated consumers to evaluate the alternatives before reaching the purchase decision. People blog their comments frequently after using any product or service to share their views with others. Wegert (2010) showed that while 81 percent of consumers look for suggestions from bloggers before purchasing any product online, 74 percent of the people who had taken the recommendations and advice found them significant in purchasing any product or service. Consequently, blogging has evidently become an important source of information in the consumer buying process.

## Literature Review

Studies have been conducted to examine the intentions and motivations of bloggers. Bloggers with higher total motivation scores on rewards have higher levels of blogging intention Chung Yuan et al. (2007). Hsu and Lin (2008) investigated determinants of attitudes toward blogging and intentions to continue blog usage. They found that ease of use, enjoyment, altruism, and reputation explained attitudes toward blogging to a large extent, whereas community identification together with attitudes toward blogging impacted future intentions to use blogs.

One of the key factors for the popularity of blogs is demand for self-expression. (Zasurskyi, 2007). McCullagh (2008, p. 3) suggests that blogging gives people 'a unique opportunity to work on their self-identity via the degree of self-expression and social interaction that is available in this medium'. Bloggers are able to get their voice heard by creating their own media channel, and thereby become empowered as they are able to convey their messages to large audiences (Kucuk, 2008). Articulating ideas helps bloggers improve their analytical writing skills and provides inspiration (Nardi et al., 2004). Farfaglia et al. (2006) also mention self-improvement as a gratification of writing to online communities, by continuously learning and staying updated. In recent years, blogging has been considered to be the most common and prominent platform for recording and presenting ideas and reactions related to any specific life event (Hsu, Judy and Hsiu, 2013). Blogs function as a thought-sharing platform for the community. Community motivation is a motivating factor for discussion-board posting (Nonnecke et al., 2006) and for intentions to blog (Hsu & Lin, 2008). It may also take the form of altruism (Hsu & Lin, 2008), which denotes to bloggers wanting to increase their readers' wellbeing.

Enjoyment of helping others is mentioned by Lee et al. (2006) as a reason for sharing information and posting comments to online discussion boards. Information sharing is proposed as a blogging motive by Huang et al. (2007). Life-documenting is a central gratification of blogging. Some bloggers like to organize information on different topics and actively engage in hyper-linking. Chung and Kim (2008) also included the gratification of information sharing, suggesting that people tend to help each other by providing as much information as possible in their blogs. They use their power to inform readers about tastes and preferences (Casteleyn, Mottart, & Rutten, 2009), as well as spread product information (Bhagat, Klein, & Sharma, 2009). Bronstein (2013) conducted a study to investigate the manner in which bloggers present themselves in their blogs; the degree and frequency of revelation of personal information in the blogs; the frame of mind or reactions bloggers have when posting or receiving a comment; the significance blogs have in their lives; and the subjects bloggers write about in their blogs. Findings revealed that bloggers reported feeling satisfied and drained when posting a new comment in their blog. Their blogs were a part of their selves, a communication tool, a writing tool and their favorite hobby. Krishnamurti and Agarwal (2014) examined the role of blogs as an information source for expatriates. The findings revealed that the majority of respondents have not only the motivation to blog, but also to continue blogging because they use blogs as a platform to express their thoughts on the views

ventilated by fellow bloggers, to make enquiries about products and services in which they are interested, help them to share information on medical issues and are keen to motivate others to blog.

Park, SooYoung and KimH (2010) conducted a study to delineate the blogging motivations and predict blogging behaviors. They found that the desire for entertainment, information, and efficiency are the key drivers for blogging behaviors. Specifically, information- seeking is the significant motivation behind online shopping and getting digitally engaged. Liao, Lai To and Chun Liu (2013) conducted a study to comprehend the driving forces behind blog participation. They found out that four primary drivers determined the blog users' intentions to participate in blogs like habit, perceived playfulness, blog identification, and perceived usefulness. Blog quality had an effect on perceived usefulness and perceived playfulness.

Peng Lu and LunHasiao (2009) conducted a study to understand the motivations behind posting information frequently of individual blog and the effect of gender on those motivations. The results indicated that that subjective norms had a stronger effect on the intention than personal outcome expectations or self- expression. Moreover, women's intention was strongly influenced by self-expression while men's intention was strongly influenced by personal outcome expectations of using weblogs. Peng Lu and Ren Lee (2010) conducted a study to find out how demographic differences affect the antecedents of blog stickiness. They found out that the duration of visits to a blog and not retention to the blog is affected by social influence. Female readers are primarily concerned in content, while males showed greater interest in system quality and social influence. While blog veterans or heavy users cared about content and social influence, blog “newbies” cared about context and system quality. Chai, Das, and Rao (2012) found that that women bloggers stress on reciprocity and social ties in sharing knowledge—more so than do men bloggers. Trust, norms of reciprocity, and strength of social ties have a more significant effect on women bloggers’ knowledge-sharing behavior than the behavior of men bloggers. In addition, trust has a greater influence on the privacy concerns of women than of men, but the knowledge-sharing behaviors of women are relatively unencumbered by such privacy concerns.

As our review of literature shows though there have been studies uncovering certain facets of blogging behavior, yet studies have not examined motives like self- development/self- improvement and sharing and receiving up to date information related to different domains behind the use of blogging. Though few studies have addressed the impact of gender, none have attempted to study the significance of marital status on blogging.

## **Objectives of the Study**

The aim of this exploratory study is to understand and examine on the basis of gender and marital status of residents living in around Bengaluru, Chennai and Jaipur, the motives behind the blogging activity.

To develop a holistic analysis of the stated research problem, following objectives have been developed for the study. To know the extent, the surveyed respondents, used blogging:

1. As a platform to share information and views
2. For Self Improvement/ Self- Development purposes
3. As a source of information and
4. To keep themselves updated with the happenings both at home and the outside world.

## **Research Design and Methodology**

A questionnaire on a five-point scale was used to collect the primary data from the respondents residing in around Bengaluru, Chennai and Jaipur. The questionnaire was framed to elicit the motives for blogging

from the respondents. Respondents were chosen using convenience sampling. Out of the 600 questionnaires distributed, 252 respondents provided complete information and were taken as sample for this study. Factor analysis, Student t- tests, Reliability tests, Percentages and Averages were applied to analyze the collected data.

## Hypotheses Testing

In order to test whether the motives for blogging behavior of the sample respondents differ according to Gender and Marital Status, an independent t-test was applied on all the 34 variables (of the interval scale).

## Sample Profile

### Demographic information reported on the study disclosed the following:

Both male and female respondents were represented equally. The respondents were in the following age ranges: 88 % percent were under 40 years of age and the remaining 12%, above 40 years. The report also indicated that 42% of the respondents were married and 58% were single. About 67 % of the sample had a bachelor's degree and 33% had done their masters. The income levels of the respondents were as follows: 50% of the respondents were earning up to INR 50,000 per month; 18% earned between INR 50,001 and 75,000; 15% earned between INR 75,001 and 1,00,000 per month and the remaining 17% earned above INR 1,00,000 per month.

### Blogging habits of Respondents reported on the study indicated the following:

Majority of the respondents appear to be less connected to social networks: Fifty-two percent of the respondents' blog twice a week: About four-fifth of the surveyed respondents indicated that they spend an hour blogging during each session.

## Results of Factor Analysis

To identify and analyze the reasons why the respondents were blogging 44 variables were identified for this study at the time of initial finalization of the questionnaire. In order to extract the various factors that indicated the reasons why the respondents were blogging, a Principal Component analysis was applied on all the 44 statements included in the interval scale. Retaining only such of those factors which had Eigen values greater than one (as suggested by Kaiser), we can infer that in total four factors have emerged. These four factors put together have explained 64.23 % of total variance. The results are presented in Table 1 below.

## Factor Dimensions

Only such of those variables that had loadings > 0.50 have been included in the process of extracting individual factors from the analytical results. The results are presented in Table 2. Thus, variables 1 to 15 constituted Factor- I. A close look at all the variables in the Factor I impelled the researchers to identify a common name. The factor was then conceptualized as "Sharing of Information and Views - Related Factor". Variables 16 to 24 constituted factor II. The items in Factor II guided the researcher to conceptualize this factor as – "Self-Improvement/ Self-Development Related Factor". In a similar way, variables 25 to 33 formed factor III. This was grouped under the heading "Source of information -Related Factor". Factor IV is related to "Keep updated with happenings both at home and outside world- Related Factor" and comprised variables 34 to 44.

**TABLE – 1**
**TOTAL VARIANCE EXPLAINED**

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.382	36.416	36.416	12.382	36.416	36.416	9.837	28.932	28.932
2	4.779	14.055	50.472	4.779	14.055	50.472	5.272	15.507	44.440
3	2.691	7.916	58.388	2.691	7.916	58.388	3.751	11.033	55.472
4	1.981	5.826	64.213	1.981	5.826	64.213	2.972	8.741	64.213
5	1.537	4.520	68.733						
6	1.030	3.029	71.762						
7	.856	2.516	74.278						
8	.736	2.165	76.444						
9	.646	1.900	78.343						
10	.545	1.603	79.946						
11	.517	1.522	81.468						
12	.481	1.415	82.882						
13	.466	1.370	84.253						
14	.449	1.322	85.575						
15	.420	1.236	86.811						
16	.379	1.115	87.926						
17	.373	1.097	89.023						
18	.348	1.023	90.046						
19	.328	.965	91.011						
20	.303	.892	91.904						
21	.284	.835	92.739						
22	.268	.789	93.527						
23	.256	.753	94.280						
24	.242	.712	94.993						
25	.234	.689	95.681						
26	.218	.641	96.322						
27	.209	.616	96.938						
28	.179	.526	97.464						
29	.175	.515	97.978						
30	.167	.491	98.469						
31	.165	.485	98.954						
32	.131	.385	99.339						
33	.126	.371	99.710						
34	.099	.290	100.000						

Extraction Method: Principal Component Analysis.

**The major outcomes of the factor analysis are presented shown in Table-2 below:**

Bloggging allows me to give my opinions (Factor loading 0.877), Bloggging allows me to share my thoughts (Factor loading 0.87), Bloggging allows me to display my creativity (Factor loading 0.866), Bloggging allows me to express my feeling (Factor loading 0.861), Bloggging helps me write better (Factor loading 0.847), Bloggging enables me to help and inspire others (Factor loading 0.836), Bloggging helps me to build my network (Factor loading 0.816), Bloggging builds my confidence (Factor loading 0.812), Bloggging helps me acquire valuable new skills (Factor loading 0.809) appear to be the primary reasons which help the respondents to share information and their views: I blog because it provides me hair tips (Factor loading 0.757), I blog because it provides me tips to maintain healthy skin (Factor loading 0.746), I blog because it



provides cooking tips for daily consumption for adults (Factor loading 0.732) are the reasons that lead to self-improvement/ self-development according to the surveyed respondents: I blog to make better destination choices before travelling (Factor loading 0.777), I blog to know the availability of different organic foods (Factor loading 0.736), I blog to get reviews and feedback of car rental services (Factor loading 0.734), I blog to learn the specific benefits of organic food (Factor loading 0.732) reasoned the respondents as source for getting the required information: I blog to get up-to-date national news( Factor loading 0.863), I blog to get up-to-date international news (Factor loading 0.861) to be the reasons for keeping the surveyed respondents updated with happenings both at home and outside.

TABLE -2		Identification of factors related to reasons behind blogging	
Factor Name	Item	Variable	Factor loading
Factor 1 Sharing of information/ Views – Related Factors	6	Blogging allows me to give my opinions	0.877
	5	Blogging allows me to share my thoughts	0.87
	3	Blogging allows me to display my creativity	0.866
	2	Blogging allows me to express my feeling	0.861
	7	Blogging helps me write better	0.847
	1	Blogging enables me to help and inspire others	0.836
	13	Blogging helps me to build my network	0.816
	8	Blogging builds my confidence	0.812
	12	Blogging helps me acquire valuable new skills	0.809
	4	Building opens new opportunities for me	0.799
	14	Blogging helps me to promote my art	0.773
	11	Blogging helps me make better choice	0.749
	10	Blogging helps me build an audience	0.706
	15	Blogging helps me to promote my hobby	0.62
	9	Blogging can make me money	0.571
Factor -2 Self Improvement/ Self- Development- Related Factors	17	I blog because it provides me hair tips	0.757
	18	I blog because it provides me tips to maintain healthy skin	0.746
	22	I blog because it provides cooking tips for daily consumption for adults	0.732
	16	I blog because it provides me make-up/grooming tips	0.7
	21	I blog because it provides cooking tips for daily consumption for children	0.689
	23	I blog because it provides cooking tips for daily consumption for parties	0.689
	19	I blog because I learn better ways to take care of my health	0.669
	24	I blog to get new tips for gardening	0.628
Factor 3 Source of Information- Related Factors	20	I blog because I learn better ways to improve fitness levels	0.596
	39	I blog to make better destination choices before travelling	0.777
	41	I blog to know the availability of different organic foods	0.736
	40	I blog to get reviews and feedback of car rental services	0.734
	42	I blog to learn the specific benefits of organic food	0.72
	38	I blog to get reviews and feedback on hotels before making travel plans	0.68
Factor 4 To keep updated with happenings both at home and outside world	43	I blog to keep myself up-to-date with the latest fashion trends	0.649
	32	I blog to get up-to-date national news	0.863
	34	I blog to get up-to-date international news	0.861
	33	I blog to get up-to-date regional news	0.785
	36	I blog to get detailed technical information regarding different gadgets	0.564

### Hypotheses Testing

In order to test whether the reasons for blogging of the sample respondents differ according to Gender, an independent t-test was applied on all the 34 variables (of the interval scale). Significant differences were noticed among the male and female respondents in nine out of the thirty- four variables on which the test was applied. The results where significant differences have been noticed are presented in the Table – 3 below:

TABLE- 3		Results of Student's t-test - Gender			
Item	Gender	N	Mean	S.D.	P
1	Male	126	2.746	1.2389	0.001
	Female	126	3.286	1.2577	
3	Male	126	2.746	1.2833	0.003
	Female	126	3.246	1.3368	
5	Male	126	2.683	1.4235	0.004
	Female	126	3.19	1.3724	
6	Male	126	2.659	1.3216	0.009
	Female	126	3.111	1.3927	
7	Male	126	2.643	1.2741	0.006
	Female	126	3.119	1.4233	
8	Male	126	2.667	1.3206	0.001
	Female	126	3.206	1.3286	
11	Male	126	2.817	1.2159	0.001
	Female	126	3.31	1.1964	
12	Male	126	2.841	1.2225	0.002
	Female	126	3.341	1.2532	
13	Male	126	2.603	1.2717	0.001
	Female	126	3.167	1.3191	

Source: Primary Data

H1: "Blogging enables me to help and inspire others" is independent of gender. Interpretation: The t-test shows a mean value of 2.746 for male and 3.286 for female respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.001 < 0.01$  (at 5% level of significance), hypothesis 1 is rejected.

H2: "Blogging allows me to display my creativity" is independent of gender. Interpretation: The t-test shows a mean value of 2.746 for male and 3.246 for female respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.003 < 0.01$  (at 5% level of significance), hypothesis 2 is rejected.

H3: "Blogging allows me to share my thoughts" is independent of gender. Interpretation: The t-test shows a mean value of 2.683 for male and 3.190 for female respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.004 < 0.01$  (at 5% level of significance), hypothesis 3 is rejected.

H4: "Blogging allows me to give my opinions" is independent of gender. Interpretation: The t-test shows a mean value of 2.659 for male and 3.111 for female respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.009 < 0.01$  (at 5% level of significance), hypothesis 4 is rejected.

H5: "Blogging helps me write better" is independent of gender. Interpretation: The t-test shows a mean value of 2.643 for male and 3.119 for female respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.006 < 0.01$  (at 5% level of significance), hypothesis 5 is rejected.

H6: "Blogging builds my confidence" is independent of gender. Interpretation: The t-test shows a mean value of 2.841 for male and 3.206 for female respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.001 < 0.01$  (at 5% level of significance), hypothesis 6 is rejected.

H7: "Blogging helps me make better choices" is independent of gender. Interpretation: The t-test shows a mean value of 2.817 for male and 3.31 for female respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.001 < 0.01$  (at 5% level of significance), hypothesis 7 is rejected.

H8: "Blogging helps me acquire valuable new skills" is independent of gender. Interpretation: The t-test shows a mean value of 2.841 for male and 3.341 for female respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.002 < 0.01$  (at 5% level of significance), hypothesis 8 is rejected.

H9: "Blogging helps me to build my network" is independent of gender. Interpretation: The t-test shows a mean value of 2.841 for male and 3.341 for female respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.001 < 0.01$  (at 5% level of significance), hypothesis 9 is rejected.

### Hypotheses Testing

In order to test whether the reasons for blogging of the sample respondents differ according to Marital Status, an independent t-test was applied on all the 34 variables (of the interval scale). Significant differences were noticed among the married and (single) unmarried respondents in three out of the thirty-four variables on which the test was applied. The results where significant differences have been noticed are presented in the Table – 4 below:

TABLE- 4 Results of Student's t-test – Marital Status					
Item	Marital Status	N	Mean	S.D.	P
22	Married	106	2.811	1.2276	0.004
	Single	146	3.274	1.2402	
23	Married	106	2.896	1.3088	0.002
	Single	146	3.384	1.2049	
41	Married	106	2.821	1.2932	0.003
	Single	146	3.281	1.1611	

Source: Primary Data

H1: "I blog because it provides cooking tips for daily consumption for adults" is independent of marital status. Interpretation: The t-test shows a mean value of 2.811 for married and 3.274 for single respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.004 < 0.01$  (at 5% level of significance), hypothesis 1 is rejected.

H2: "I blog because it provides cooking tips for parties" is independent of marital status. Interpretation: The t-test shows a mean value of 2.896 for married and 3.384 for single respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.002 < 0.01$  (at 5% level of significance), hypothesis 2 is rejected.



H3: "I blog to know the availability of different organic foods" is independent of marital status. Interpretation: The t-test shows a mean value of 2.821 for married and 3.281 for single respondents, respectively, which signifies that there exists a difference. Since the P-value  $0.003 < 0.01$  (at 5% level of significance), hypothesis 3 is rejected.

## Discussions and Implications

On the basis of different analysis that was carried out, the following picture emerges: Majority of the respondents appears to be less connected to social networks: Fifty-two percent of the respondents' blog twice a week: About four-fifth of the surveyed respondents indicated that they spend an hour blogging during each session.

Factor analysis of the data clearly grouped the items included in the interval scale into the following four factors: Sharing of information/ Views –Related Factors, Self-Improvement/ Self-Development- Related Factors, Source of Information- Related Factors and to Keep informed and updated with happenings both at home and outside world – Related Factors.

Significant differences were noticed among the male and female respondents in nine out of the thirty- four variables on which the test was applied and among married and single respondents, significant differences were noticed in three out of the thirty-four variables on which the t-tests were applied.

Based on the study, motives behind blogging can be gauged. These open up a number of opportunities to business entities and their marketing teams to explore the ways that can help them to update and keep track of their existing customers and their changing needs and also to attract new customers.

Implications based on the study and how these can be positively used by organizations providing goods and or services.

### Sharing of information/ Views:

Surveyed respondents have disclosed sharing of information/ views as one of motives behind blogging.

**Implications:** Out of the 14 variables forming factor -1: sharing of information and views, the t-test shows significant differences on 9 out of the 15 variables, Organizations marketing goods and or services can identify the bloggers amongst their customers based on gender and try to use the blogging motive on the variables where there are similarities. For example, irrespective of gender, the respondents have disclosed that Blogging allows them to express their feeling. This can help organizations to reach out to such customers for their feedback and suggestions which in turn help organizations to fine tune their marketing strategies.

### Self-Improvement/ Self- Development:

The respondents have expressed the motive behind blogging is for self-improvement/ self-development with regards to their overall health, fitness, grooming and also culinary tips.

**Implications:** Out of the 9 variables grouped under Factor-2, the t-test shows significant differences on 2 out of the 9 variables. Service organizations like hospitals, medical centers, fitness centers, and hotels and restaurants when collecting data from their customers should try to group them on the basis of their marital status to evolve marketing strategies to reach these customers through their blogs. For example, respondents have disclosed that the motive for blogging is because it provides cooking tips for daily consumption for adults and as well as consumption for parties. However, the t-test has shown significant difference between married and single respondents to these variables. Hence, organizations providing

culinary tips should design their marketing communications through blogs knowing the marital status of their customers.

**Source of Information:** The surveyed respondents have indicated that the motives for blogging is to make better destination choices before travelling, get reviews and feedback of car rental services, on hotels before making travel plans, benefits of organic foods and also about latest fashion trends.

**Implications:** Travel agencies, car rentals, hospitality providers, organizations dealing in organic foods and textiles dealers of fashion cloths can tailor their marketing and sales communications strategies to meet the requirements of these customers.

**To keep updated with happenings both at home and outside world:** Motive behind blogging according to the surveyed respondent to keep updated with national news, international news, regional news and detailed technical information regarding different gadgets.

**Implications:** When business entities come out with innovative products, practices and or services they can use their social blogs to capture the attention of customers who wish to get updated with the happenings.

### Limitations of the Study and Future Research

Convenient sampling was used to collect the primary data from two hundred and fifty-two respondents living in and around the cities of Bengaluru, Chennai and Jaipur. Any survey based method, including that adopted in this exploratory study, involves measurement error. In other words, the elicitation of a scale measurement, respondent's ability to accurately report their level of agreement with the survey statements (Bodey&Grace, 2006). However, researchers put in a lot of efforts to design the administered tool to be not only simple, but also easy to understand and respond.

With regards to future research, it is suggested that samples can be taken from other metropolitan cities or cities from different regions can be taken up for study.

### Wrapping Up:

The study shows that the motives for blogging as a tool of communication differ across gender and marital status when it comes to sharing of information and views, self-development/ self- improvement and as a source of information. Organizations providing goods and or services irrespective of the gender or marital can focus on the similarities disclosed by the respondents when using blogs as a marketing communications tool. Similarly, organizations based on gender or marital status of their customers can come out specific blogs to reach their customers.

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