

<http://doi.org/10.21272/mmi.2020.1-12>

JEL Classification: L85, O32

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ENGAGEMENT MARKETING: THE INNOVATIVE PERSPECTIVE TO ENHANCE THE VIEWER'S LOYALTY IN SOCIAL MEDIA AND BLOGGING E-COMMERCE WEBSITES

Abstract. *The purpose of this paper is to examine the impact of three dimensions of Blog service innovation (system operation, social technology & diversification) on website viewers' online loyalty through the intervening effect of two aspects of online relationship quality (trust & satisfaction) in the context of social media and blogging websites. A sample of 251 social media and blogging sites users responded to a structured questionnaire adapted from existing literature. First, confirmatory factor analysis was carried out, and then data were analysed through structural equation modelling using the bootstrap methodology in AMOS 24. The findings indicated that two innovations (system operations & diversification) indirectly affect the website viewers' online loyalty through both Trust and Satisfaction. In contrast, Social Technology related innovation affects website viewers' online loyalty only through Trust. Further, none of those mentioned above innovations has a direct relationship with the website viewers' online loyalty. This paper explains the loyalty pattern of social media and blogging website users following the changes in services provided by organizations in their websites, which is explicitly mediated through online relationship quality factors. From a managerial perspective, the study does only provides the vital information on user's behaviour in relationship to the innovations in services introduced by organizations in their websites but also reveals that it can help them to minimize their cost and maximize their profits through value creation to the target audience. This paper is first of its kind to investigate the relationship between different dimensions of blog service innovations and website viewers' online loyalty mediated through two dimensions of online relationship quality. Although different studies focused on the enhancement of online loyalty factors through trust and satisfaction, no study was afforded to the blog service innovation perspective which includes innovations related to System operations, Social technology and Diversification especially in the context of social media and blogging website users.*

Keywords: service innovation, social media, blogging, online relationship quality, trust, satisfaction, online loyalty, e-loyalty.

Introduction. The business world and its environment are changing these days dramatically. Although it has always been of pivotal importance for companies and organizations to satisfy their customers' needs and to earn their sustainable loyalty towards their products or services, however, this customer focus has touched new heights in the recent past because of the shift of businesses from production-oriented to customer-oriented (Amin, 2016). Companies always want to find out effective, efficient, economical and novel ways to win, sustain and proliferate their customers' loyalty. Over time there are new ways and methods through which organizations not only could find out the factors responsible for enhancing their customers' loyalty with precision but also able to implement these techniques with successful output, resulting in loyal and satisfied customer pool (Thaichon et al., 2014).

The introduction of the internet in the 20th century and its outstanding growth in the 21st century has changed the face of business dealings. Nowadays, every business needs to show its presence online and attain competence in the field of e-commerce and blogging for sustainable performance and business growth. With the rapid introduction of new technologies, the face of e-commerce, its related information, and digital transactions are also changing rapidly. These days, customers require some kind of manual or operational guidelines regarding the use of any services or products provided by the businesses.

Cite as: Sadiq, W., Abdullah, I., Aslam, K., & Zulfiqar, S. (2020). Engagement Marketing: the Innovative Perspective to Enhance the Viewer's Loyalty in Social Media and Blogging E-Commerce Websites. *Marketing and Management of Innovations*, 1, 149-166. <http://doi.org/10.21272/mmi.2020.1-12>

Customers are always looking to enrich their knowledge about any topic by the latest and approachable information through different blogging websites (Wu and Hisa, 2005; Radclyffe-Thomas, 2012).

Blogging is an internet-based activity through which bloggers could share contact information, ideas, videos, text images and links of other websites, information sources and videos very easily. With the help of blogging, anyone can promote his or her ideas, products and services or any other information quickly and proficiently (Li and Chen, 2009). Blogging can also make discussion and information provision much more convenient and in a cheaper way. It is a beneficial and practical source of handsome earnings through furnishing useful and in-trend information to website visitors and target customers while staying at homes or their business places (Ip and Wagner, 2008). Every click on the website page earns the blogger some amount, and bloggers are continually making efforts to drag optimum visitors. Bloggers are always counting on their visitors or customers and want to find out effective ways to enchant them to visit their websites, thus winning their customers' loyalty. Facebook and many other social media websites are also reckoned as a blog because they provide the services and facility to their users to share contact information, text, images, and videos with others very conveniently and appropriately, and visitors could get a latest and up-to-date information related to their area of interest (Yang et al., 2014).

Visitors move towards different kinds of blogging websites to get the most accurate information regarding their desired products or services. Getting information from different blogging services is helpful for their decision making regarding the use or purchase of any product (Hansen et al., 2010). It is a great tool to provide services to target viewers, but the online world is becoming more competitive daily. Many websites are launched daily, fighting for viewership so that they could be able to enhance their profitability with every passing moment (Watson, 2011). It is becoming cliff-hanger for the businesses to include newness and innovation in the services against their competitors for their survival and sustainability of their profits (Liao et al., 2011).

Innovation in production is an ancient way to achieve higher performance levels and presentation is the key to attract prospective customers as well as retaining the old ones. However, innovation in services is a relatively new concept proposed by (Barras, 1986) and he defines it as new and improved ways of designing and presenting services to the customers for enhanced performance so that the organization could achieve higher customer satisfaction. The famous researcher (Miles, 1993) further clarified that innovation in services could also lead to process, management, people or organizational restructuring for better customer experience and contentment. (Fruja and Jivan, 2006) further defined this concept as a combination of different operations carried out by the service provider according to the clients' demand through a better understanding of his needs and wants.

The same is the case for social media and blogging services all around the world. With the introduction of new and innovative methods and techniques for blog service providers to incorporate new kinds of innovation in their website services so they could be able to provide better services by getting a maximum understanding of the needs and wants of their target customers, thus ultimately earning their loyalty to them in the longer run (Papastathopoulou and Hultink, 2012).

In Pakistan, social media and blogging websites are also efficient and in-trend these days, and according to the stats provided by the Pakistan Telecommunication Authority, Facebook surpasses all other social media applications by having 30 million users. At the same time, other social media & blogging websites also have a strong presence in the Pakistani market.

Social media and blogging websites are trying their best to keep up with the latest trends regarding their area of expertise, but they do not know the whole picture regarding customer loyalty (Yang et al., 2014). Furthermore, social media and blogging websites do not have a complete knowledge that what kind of innovation in their website services generates satisfaction and trust in the minds of their target viewers and ultimately generating loyalty in the eyes of their target customers. (Yang et al., 2014) worked rigorously on research related to the development of relevant factors on which researchers could measure the innovation in services provided by different social media and blogging websites from the users' point

of view. These factors are system-operations related innovation, service- privacy-related innovation and diversification related innovation. This research currently focuses on the purpose of finding the best innovation which invokes feelings of satisfaction and trust in the minds of their target viewers, thus generating maximum viewers' online loyalty. The study is supported by the commitment trust theory of relationship marketing (Morgan and Hunt, 1994) and service innovation theory (Oliver, 1977; Oliver, 1980).

Literature Review. Innovation is considered to be a good, idea or service which is relatively new, and customer or consumer perceives it as a new offering (Kotler, 2009). According to Thompson (Thompson, 1965), innovation is the generation, recognition, realization of new services, processes, ideas, and products. In the innovation creation process, an idea originates from its source of generation or conception and reaches to its users and consumers (Rogers, 2010). Market-oriented and customer-focused organizations may become more creative in delivering higher services to customers (Cheng and Krumwiede, 2012, Jaw et al., 2010, Jimenez-Jimenez et al., 2008) and improved performance with the help of innovation in their products and services according to the current market and customer demand (O'Cass and Viet Ngo, 2007). The clarifications mentioned above further strengthen the explanation of (Su, 2011) who pointed out that the service innovation considerably changes the behavioural objective and client experience. Furthermore, having an intervening consequence of buyer experience on service innovation, it plays an essential role in shaping the customers' point of view regarding that particular service.

Berry et al. (2006) proposed that currently, service innovation or innovation in services is also considered as an essential tool for organizations to create a competitive advantage over their rivals (Johnson and Gustafsson, 2003, Cooper, 1999) for better market growth and improved performance (Karmarkar and Pitbladdo, 1995, Bharadwaj et al., 1993). Considering the outstanding position of service innovation for changing the behaviour of target customers positively in favour of the organization, different companies apply this methodology frequently to set and achieve their goals (Yen et al., 2012)

Firms, who are always focusing on producing better services with the help of innovation in their work and procedures, are always one step ahead of their competitors (Fuglsang et al., 2011) but this success only happened when the newly produced and innovative services are in alignment with the customer expectations and needs (Aaker, 2008). It is also suggested that for the creation of better services or the generation of appropriate innovation in services, it is recommended to inculcate the target customers with the service providers so they could be able to develop those innovations in services which are in line with the customer's needs and wants (Möller et al., 2008, Ramirez, 1999). The discussions mentioned above make the concept of service innovation pretty clear.

Blogging is an internet-based activity through which bloggers share contact information, ideas, videos, text images and links of other websites, information sources, and videos. With the help of blogging, one can promote his or her ideas, products and services or any other thing quickly and proficiently (Li and Chen, 2009). In this fast-paced era of internet and online communication, blogging is also considered as one of the remarkable sources of earning if a blogger has got the services of different advertising networks which includes but is not limited to Google's AdSense, Media.net, Info-links, and many other advertisement networks. These networks show different ads according to the demographics of the target viewers who visit these particular sites and this way, the person or the organization who owns those blogging websites earn a handsome amount (Coeckelbergh, 2011).

With the help of blogging, one can discuss and provide any kind of information on any topic. Nowadays it is a beneficial and practical source of earning, and by providing useful and in-trend information to visitors and target customers, one can earn handsome money. More visitors on the website means earnings, and that is why bloggers are always worried about their visitors, and consistently wants to find out different and effective ways through which they could enhance their customer's loyalty towards their website so they could keep coming on their blogs (Yang et al., 2014).

Blog service innovation is related to its five main dimensions among them. The first dimension is the system operation related to innovation. System operation related innovation is based upon the number of different components. These components are based upon the humanization of system interface, miniaturization of blogs, ease of use, personalization of services, user-friendly interactivity and integration of blogging platforms (Yang et al., 2014). Humanization of system interference is a huge and significant factor related to e-commerce and blogging services these days. According to the (Podger, 1976, Liinamaa and Gustafsson, 2010, Smith, 1980, Durand and Dubreuil, 2001), the humanization of system interference is all about understanding the human needs and changing the behaviour of interface of blogging services or e-commerce websites according to the requirements and understanding level of a shared internet or blog service user. The experience of blogging websites or e-commerce websites can be changed into more customer's or blog reader's friendly. The innovation which is related to miniaturization of blogs is based upon that how easily we can be able to use the particular blogging or e-commerce websites on our handheld devices for enhanced performance and better productivity by further incorporating the factor which is related to the innovation in connection with the ease of use of blogging website (Watson, 2011, Boulos et al., 2006, Cayzer, 2004). According to (Duffy and Bruns, 2006), innovation in the ease of use and user-friendly interactivity in blogging services is another significant factor for their well-known usage and popularity among the blog readers. (Radclyffe-Thomas, 2012, Farkas, 2007) said that integration of blogging platforms is related to the incorporation of blogging website into an existing website, the innovation in this feature is another significant factor for blogging websites to make them accessible and famous among there blog readers.

System operation related innovation → e-loyalty of website viewers:

This relationship is supported by the commitment trust theory of relationship marketing. System operation is the dimension of the Blog Service innovation that's why this theory is equally applicable to blog service innovation and as well as system operation.

H1a: System operation related innovation incorporated by blogging websites has a positive impact on the e-loyalty of website viewers.

System operation related innovation → Trust → e-loyalty of website viewers:

The Actor-network theory supports this relationship. Actor-network theory is discussed by (Law and Lodge, 1984) and (Carroll et al., 2012) in which they explained it as an approach to understanding social theory and research, instigating in the field of science and related studies, which tackles subject as an element of social networks. Although it is most known for its arguable persistence on the capability of nonhumans doing something or contribute in systems or networks or both in connection with the human interactivity. Further, this relationship is also supported by the commitment trust theory of relationship marketing.

H1b: System operation related innovation incorporated by blogging websites has a positive impact on the e-loyalty of website viewers under the mediation of Trust.

System operation related innovation → Satisfaction → e-loyalty of website viewers:

This relationship is also supported by both the Actor-network theory and the commitment trust theory of relationship marketing.

H1c: System operation related innovation incorporated by blogging websites has a positive impact on the e-loyalty of website viewers under the mediation of Satisfaction.

Innovation related to social technology in blogging websites is another significant factor. According to (Yang et al., 2014), an innovation which is related to social technology is based upon but not limited to social technology present in the blogging website, how much technology compatibility does the blogging website have in it? And finally, the presence of microblogging and co- broadcasting function in the blogging website. According to (Keenan and Shiri, 2009), the ease of social interaction provided by the blogging websites among different people and communities is an essential factor in their popularity. Blog readers like to interact with other people more easily and collaboratively (Freeman, 2004). With every passing day,

the introduction of new technologies in the field of e-commerce and blogging has made it necessary to incorporate the feature of new technology compatibility in their websites (Hernandez Ortega et al., 2007), so that they can provide their blog readers and users with more up-to-date technology features, environment, and services for enhanced productivity and performance (Hernandez Ortega et al., 2007). In collaboration with the components mentioned above of social technology-related innovation, it is also essential to understand the function of co-broadcasting and microblogging on the blogging websites. According to (Zhang and Peng, 2015, Coeckelbergh, 2011, Liu et al., 2012) microblogging is a function present in the blogging websites which is related to the exchange of small contents which could be video links, individual image or short sentences, and the blogging websites must be able to broadcast these small contents on different platforms as well.

Social technology-related innovation → e-loyalty of website viewers:

H2a: Social technology-related innovation incorporated by blogging websites has a positive impact on the e-loyalty of website viewers.

Social technology-related innovation → Trust → e-loyalty of website viewers:

This hypothesis is also supported by the commitment trust theory of relationship marketing and actor-network theory.

H2b: Social technology-related innovation incorporated by blogging websites has a positive impact on the e-loyalty of website viewers under the mediation of Trust.

Social technology-related innovation → Satisfaction → e-loyalty of website viewers:

This theory is supported by the commitment trust theory of relationship marketing and actor-network theory.

H2c: Social technology-related innovation incorporated by blogging websites has a positive impact on the e-loyalty of website viewers under the mediation of Satisfaction.

The final dimension, which is related to the blog service innovation is diversification related innovation. This concept is debated by (Yang et al., 2014), which is mainly based on data storage and information sharing. According to (White and Noerr, 1976, Ke et al., 2003), data storage is a technology which is based upon the different computer parts and recording components used to retain and secure data in digital format, and it is also the core functioning component of blogging and e-commerce websites. Blogging is all about sharing ideas, suggestions, and recommendations or in other words, information with other blog readers. It is one of the most critical factors which are related to the innovation related to diversification. Information sharing is described as an exchange of data between the sender and receiver or between the sender or multiple receivers (Kim et al., 2015, Hara and Foon Hew, 2007).

Diversification related innovation → e-loyalty of website viewers:

H1c: Diversification related innovation incorporated by blogging websites has a positive impact on the e-loyalty of website viewers.

Diversification related innovation → Trust → e-loyalty of website viewers:

This relationship is supported by the commitment trust theory of relationship marketing and actor-network theory.

H2c: Diversification related innovation incorporated by blogging websites has a positive impact on the e-loyalty of website viewers under the mediation of Trust.

Diversification related innovation → Satisfaction → e-loyalty of website viewers:

This relationship is supported by the commitment trust theory of relationship marketing and actor-network theory.

H3c: Diversification related innovation incorporated by blogging websites has a positive impact on the e-loyalty of website viewers under the mediation of Satisfaction.

The first and one of the essential components of relationship quality is the trust which has been studied by different researchers since 1950 (Corritore et al., 2003). Trust is a topic of interest in various fields, e.g.

psychology (Rotter, 1967) marketing (Morgan and Hunt, 1994) sociology (Lewis and Weigert, 1985) management (Ramonjavelo et al., 2006) and economics (Williamson, 1993). These days when online marketing is all about having trust between an organization and its target customers, it receives significant attentiveness from researchers and marketing professionals (Beldad et al., 2010). Online trust is a growing research interest among different researchers due to an increase in the online presence of different organizations for the enhancement of their business and the promotion of their products and services (Urban et al., 2009). Online trust is defined by (McKnight et al., 2002) as a "set or we could say a combination of positive thinking or prospect about the capability, honesty and compassion of organizations in an online environment". Online trust considered as same as a trust considered in a traditional context between the organization and its clients, but it can be indeed differentiated based on the physical presence of an organization (Urban et al., 2009).

H1d: Trust has a positive impact on the e-loyalty of website viewers.

Satisfaction is a widely discussed topic these days, and the interest of academic researchers and marketing professionals is increasing in this concept over time (Nusair and Kandampully, 2008). (Oliver, 1981) presented an expectancy disconfirmation model that is extensively used to understand the level of customer satisfaction in services and retail industries. The customer compares the performance of the products or services with the expectations he has from that particular product or services which finally lead to the satisfaction if performance enhances in comparison with the expectations and also lead to dissatisfaction if expectations are higher than the performance of the product or services provided by the organization or blogging websites (Hennig-Thurau et al., 2002). With the latest technologies and shifting of business from traditional context to the online context, it is getting difficult for the customers to understand that whether the services provided by the organization perform more than or less than in comparison with their desired expectations (Zeithaml, 2000, Allagui and Temessek, 2004). Rust et al. (1999) suggested that when the expectations of our target customer are not clear, then we must give considerable weight to the opinion of our customer regarding our product or services which currently he or she is having with those services provided by the organization. So, rather than judging customer satisfaction through the evaluation of the difference between performance and expectation, we need to understand it as a cumulative experience (Krishnan et al., 1999). According to (Garbarino and Johnson, 1999), customer satisfaction is «an overall assessment depend on the total purchase and consumption knowledge with a product or service over time which, especially in an online context, which results from clients interactions with an online service provider over time» (Liang et al., 2008).

H1e: Satisfaction has a positive impact on the e-loyalty of website viewers.

The key to this research study is customer's or in the case of this study is the e-loyalty of website viewers. (Oliver, 2014) explains customer loyalty as «a deeply held dedication to re-buy or re-patronize a favoured product/service constantly in the future, thereby causing same recurring service or same product set purchasing, despite situational environmental influences and promotional or marketing efforts having the ability to cause switching behaviour». This definition of customer loyalty is used in an online loyalty or e-loyalty context also. (Anderson and Srinivasan, 2003) identified the concept of e-loyalty as «a client's positive approach towards an electronic business resulting in reiterate buying or purchase behaviour». The definitions mentioned above elaborate that customer loyalty is mainly considered to be the same phenomena, whether we consider it in the traditional context, or we consider it in an online or e-commerce context. Further, the theoretical framework is also given below based upon this literature review (Figure 1).

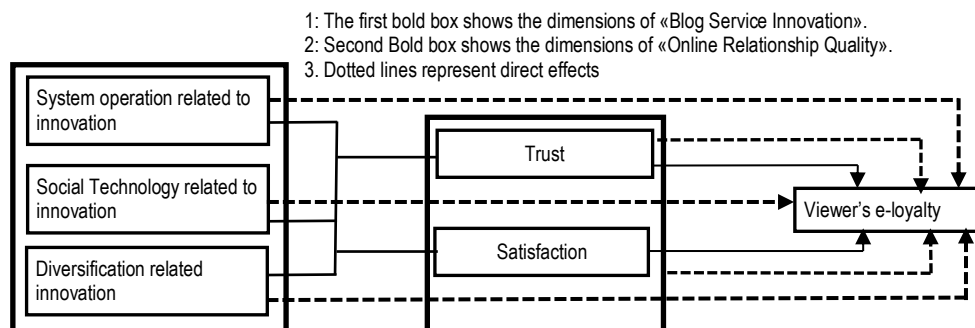


Figure 1. Theoretical Model

Source: The author's input based upon the (Yang et al., 2014)

Methodology and Research Methods. For this research study, the data were collected using a probability simple random sampling technique with the help of a self-administered, structured questionnaire from a sample of 500 students ranging from intermediate to Ph.D. level in different educational institutes of Pakistan. Of these 500 questionnaires, 270 responses were received (54 per cent response rate), among which 19 questionnaires were with incomplete information, so the analysis was done with 251 complete responses. Respondents' demographic profile is presented in Table 1.

Table 1. Demographic Profile of the Respondents

Category	Subdivision	Frequency	Percentage
Gender	Male	155	61.8
	Female	96	38.2
Marital Status	Married	25	10
	Un-Married	226	90
Age	Below 25 years	212	84.5
	25 – 30	29	11.6
	31 – 35	7	2.8
	36 – 40	3	1.2
	40 and above	0	0
Education	Intermediate	7	2.8
	Bachelors	128	51
	Masters	109	43.4
	M. Phil	6	2.4
	PhD	1	0.4
Internet Usage Frequency	Once in a day	202	80.5
	After three days	17	6.8
	After one week	6	2.4
	After two weeks	2	0.8
	After one month	24	9.6

Source: Data gathered from the students of different colleges and universities in Pakistan

Respondents were students in a variety of colleges and universities and were selected randomly using a simple random sampling technique. Respondents had to have the experience of using social media blogging websites, so they could be able to answer the questionnaire with more information and awareness. They were asked to recall the name of the social media blogging website first in their mind (e.g. Facebook, Twitter, Instagram, Snap chat, etc.) and then to answer questions using a given scale and to keep their experience

with that website in mind. Social media blogging websites (e.g. Facebook, Twitter, Instagram, Snap chat, etc.) were the background for the study because of their attractiveness with target respondents (i.e. students of different colleges and universities) and because Social media blogging websites are designed to inspire and indulge their target viewers user experience. In addition to meet their serviceable needs and to give them more freedom to express themselves by using the innovative technologies provided by these high-tech websites. In particular, these social media blogging websites strive to acquire the loyalty of their online viewers using different innovative high tech services to provide them with the best and personalized user experience and to retain them by establishing deep relationships like e-loyalty through their innovations which are specifically related to the online services. Students of different colleges and universities were the focus of this study because they are the primary users of social media blogging websites in the Pakistani market and for the international market because of their size and rising buying power (Nusair et al., 2013). They are more educated and have the ability use the online services of different websites hence they are more open to online advertisements than older generations are (Sönmez, 2010), and their love for purchasing and rising numbers for searching products and services online have a significant impact on markets (Lee Taylor and Cosenza, 2002). All of the measures were drawn from existing literature. They were mentioned in Table 2. The scales which will be used in this research study are mentioned below.

Table 2. Measurement Details

Concepts	Dimension	Source	Scale
Blog Service innovation	System operation	(Yang et al., 2014)	5-point scale (strongly agree to disagree strongly)
	Service privacy	(Yang et al., 2014)	5-point scale (strongly agree to disagree strongly)
	Diversification	(Yang et al., 2014)	5-point scale (strongly agree to disagree strongly)
Online Relationship Quality	Trust	(Brun et al., 2014)	5-point scale (strongly agree to disagree strongly)
	Satisfaction	(Brun et al., 2014)	5-point scale (strongly agree to disagree strongly)
E-Loyalty		(Srinivasan et al., 2002)	5-point scale (strongly agree to disagree strongly)

Source: Items and questionnaires gathered from the existing literature, with proven and given references in the table.

Results. Confirmatory factor analysis: For this research study, there were three independent variables and two mediating variables and one dependent variable. It is necessary to conduct the confirmatory factor analysis for all types of the variable for accurate and precise results. So, consider this scenario, it was decided to conduct a pooled CFA. For model fitness, all values are given in Table 3 meet the cut-off criteria given by (Anderson et al., 2010; Hoe, 2008, Lomax and Schumacker, 2004).

Table 3. Independent variable CFA Model Fitness Tests

Name of Category	Name of index	Index full name	Value in analysis	Acceptable value	Literature
Absolute Fit	GFI	The goodness of fit index	0.965	>0.90	(Joreskog et al., 1979)
	RMSEA	Root Mean Square of Error Approximation	0.020	<0.80	(Browne and Cudeck, 1993)
Incremental Fit	CFI	Comparative fit index	0.994	>0.90	(Bentler, 1990)
	TLI	Tucker-Lewis Index	0.992	>0.90	(Bentler and Bonett, 1980)
Parsimonious Fit	Chisq/df	Chi-Square / Degrees of freedom	1.097	>5	(Hu and Bentler, 1999)

Source: the author's input based on the questionnaire research.

The reliability of the measurement scales was measured with the help of composite reliability which is preferred to report the reliability of a scale (Netemeyer et al., 2003), a widely used indicator. The results of

this test, as shown in Table 3, indicate that the data for all the variables are reliable, as the values are more significant than 0.7 for all variables. The results of the confirmatory factor analysis revealed that the data also match to the requirements of convergent and discriminative validity. For convergent validity, the standardized factor loadings of all the items on a measurement scale should be higher than 0.5 (Fornell and Larcker, 1981; Anderson et al., 2010). The research fulfils this requirement, as the values of standardized factor loadings for all the measurement scales are more significant than 0.5 (Table 3). Discriminant validity is used to confirm that the measurement scales are distinct from other measures used in the study; it was measured through HTMT analysis and discussed in detail in Table 4.

Table 4. Confirmatory Factor Analysis of Independent variables

How important it is from the point of view that Social media websites and other blogging websites need to provide «INNOVATION» in the below mentioned «SERVICES» which are provided by them to their online users.			
Scale	Items	Factor Loadings	Scale Reliability
System Operation related innovation	Miniaturization of blogs.	0.64	0.771
	Humanization of system interference.	0.73	
	User-friendly interactivity.	0.69	
	Ease of use.	0.61	
	Personalization of service.	0.64	
	Integration of blogging platforms.	0.51	
Social Function related to innovation	Social function.	0.68	0.754
	Technology compatibility.	0.79	
	Co-broadcasting function.	0.66	
Diversification Related innovation	Data storage.	0.73	0.828
	Information sharing.	0.80	
	Diversified functions.	0.82	
Confirmatory Factor Analysis of Mediating variables and Dependent variable			
Keep any Social Media or Blogging website (Facebook, Twitter, Linked-In, etc.) in your mind, which you frequently use while answering below mentioned questions.			
Trust	This website is competent in its field.	0.61	0.812
	I know what to expect from this website.	0.57	
	This website keeps its promises and commitments.	0.83	
	I think that the information presented on this web site is reliable.	0.73	
	I can count on this website, to be honest with me.	0.65	
Satisfaction	I am delighted with the ease of use of this web site.	0.52	0.786
	I am delighted with the information provided by this web site.	0.69	
	I am delighted with the personalization offered by this Website.	0.82	
	My experience with this web site is very satisfactory.	0.66	
	I am delighted with the design of this web site.	0.54	
E-Loyalty	I try to use this website whenever I need to use it.	0.60	0.829
	I like using this website.	0.93	
	I believe that this is my favourite website.	0.80	

Source: the author's input based on the questionnaire research.

Discriminant validity is used to authenticate that the measurement scales are distinctive from other measures used in research. Discriminant validity was measured by using the HTMT analysis in which the

cut-off criteria for strict discriminant validity is 0.850 and for liberal discriminant validity is 0.900 (Henseler et al., 2015). By checking the values of discriminant validity in the table, this study fulfils the requirement and suitable for further research (Table 5).

Table 5. HTMT Analysis of all variables for discriminant validity

	System	Diversification	Social	Satisfaction	Trust	e-Loyalty
System						
Diversification	0.068					
Social	0.194	0.093				
Satisfaction	0.261	0.090	0.092			
Trust	0.161	0.244	0.090	0.465		
e-Loyalty	0.026	0.078	0.034	0.022	0.073	

Source: the author's input based on the questionnaire research.

In the Structural model, structural equation modelling (SEM) was used to test the hypotheses, using AMOS 24. As the proposed model contains mediation, the SEM technique was used to analyse all of the paths simultaneously (Alavifar et al., 2012; Hoe, 2008; Iacobucci et al., 2007). The model fit indices for the structural model are meeting the acceptance criteria (Table 6).

Table 6. SEM, Model Fitness Tests

Name of Category	Name of index	Index full name	Value in analysis	Acceptable value	Literature
Absolute Fit	RMSEA	Root Mean Square of Error Approximation	0.047	<0.80	(Browne and Cudeck, 1993)
Incremental Fit	CFI	Comparative fit index	0.925	>0.90	(Bentler, 1990)
	TLI	Tucker-Lewis Index	0.914	>0.90	(Bentler and Bonett, 1980)
Parsimonious Fit	Chisq/df	Chi-Square / Degrees of freedom	1.557	>5	(Hu and Bentler, 1999)

Source: the author's input based on the questionnaire research.

The SEM statistics show that:

H1a (System operation related innovation → Viewers e-Loyalty, $\beta = -0.053$, $P = 0.428$)

H1b (Social Technology related innovation → Viewers e-Loyalty, $\beta = 0.024$, $P = 0.710$)

H1c (Diversification related innovation → Viewers e-Loyalty, $\beta = 0.047$, $P = 0.480$)

The hypotheses above are rejected on the grounds of significance level, as the SEM results show that the beta values of these hypotheses are not significant. As the research is focusing on the effects of these innovations on the viewer's e-loyalty, the results clearly showed that every innovation must relate to some factors of relationship quality such as satisfaction and trust. Without the relationship-building factors, innovations in any sector which are solely related to the customers or in this research case are related to the online viewer's loyalty towards the blogging, and social media websites are a complete waste of resources. The findings are:

H1d (Trust → Viewers e-Loyalty, $\beta = 0.334$, $P = 0.001$).

H1e (Satisfaction → Viewers e-Loyalty, $\beta = 0.399$, $P = 0.001$).

The beta values of these hypotheses are positively significant, which showed that creating trust and satisfaction ultimately leads towards customer loyalty.

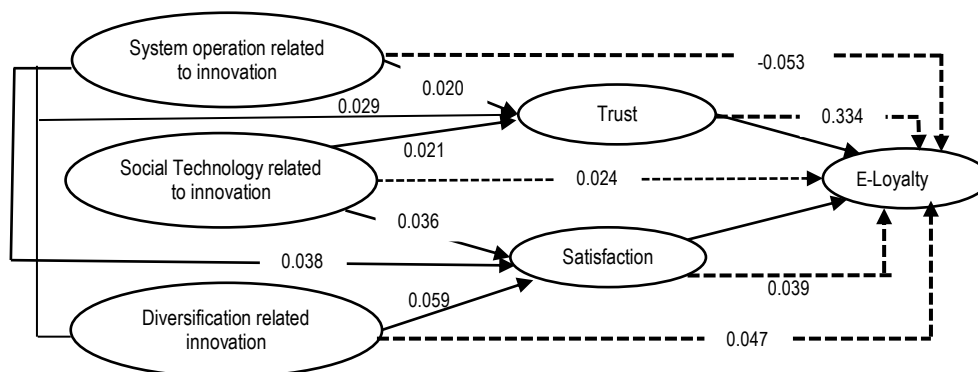


Figure 2. Structural Model

Note: The dotted line represents the direct relationship while straight lines represent the indirect relationship

Source: The author's input based upon the (Yang et al., 2014)

The results of the structural model are shown in Table 7 and Figure 2.

Table 7. Results of structural model: direct effects

Hypothesis	Causal Path	Lower Bound	Upper Bound	P-Value	Standardized Estimated
H1a	System operation related innovation→Viewers e-Loyalty	-0.151	0.052	0.428	-0.053
H1b	Social Technology related innovation→Viewers e-Loyalty	-0.080	0.130	0.710	0.024
H1c	Diversification related innovation→Viewers e-Loyalty	-0.055	0.148	0.480	0.047
H1d	Trust→Viewers e-Loyalty	0.247	0.428	0.001	0.334
H1e	Satisfaction→Viewers e-Loyalty	0.315	0.484	0.001	0.399

Source: the author's input based on the questionnaire research.

However, how it could create trust and satisfaction? Moreover, for that purpose, the organizations need to invest in innovation specifically related to services for blogging and social media websites. They must always need to evolve and provide those kinds of services that create trust and satisfaction, builds the quality relationship with the viewers and untimely leads towards the loyalty of viewers towards that blogging and social media website (Table 8).

The results of the indirect effects showed us the complete picture. The relationship of the innovations in services that are specifically related to the blogging and social media website must create trust and satisfaction in their viewer, which are the stable building blocks of online relationship quality. Nevertheless, from the organizational point of view, every innovation needs time and resources, and companies cannot put their efforts into creating these innovations for their target viewers without knowing that what kind of relationship they are going to build with their target viewer. As discussed previously, that satisfaction and trust usually considered being the same concept, but it is not a correct notion. According to (Brun et al., 2014) the trust and satisfaction are the parts of online relationship quality and must be considered as different from each other.

Table 8. Results of structural model: indirect effects

Hypothesis	Causal Path	Lower Bound	Upper Bound	P-Value	Standardized Estimated
H2a	System operation related innovation→Satisfaction→Viewers e-Loyalty	0.011	0.101	0.028	0.038
H3a	System operation related innovation→Trust→Viewers e-Loyalty	0.003	0.063	0.043	0.020
H2b	Social Technology related innovation→Satisfaction→Viewers e-Loyalty	0.004	0.081	0.070	0.036
H3b	Social Technology related innovation→Trust→Viewers e-Loyalty	0.003	0.060	0.038	0.021
H2c	Diversification related innovation→Satisfaction→Viewers e-Loyalty	0.029	0.117	0.001	0.059
H3c	Diversification related innovation→Trust→Viewers e-Loyalty	0.009	0.070	0.015	0.029

Source: the author's input based on the questionnaire research.

The decision depends upon the organizational needs and what kind of relationship they want to build with their target customers. The SEM results for indirect effects are written below.

H2a (System operation related innovation → Satisfaction → Viewers e-Loyalty, $\beta=0.038$, $P=0.028$) is positively significant and suggest that innovations in services which are related to the system operations of the blogging websites create the satisfaction in the minds of their target viewers and ultimately leads towards their loyalty, this finding is also in line with the results of (Liang et al., 2008) and (Allagui and Temessek, 2004). It suggests that innovation in services creates satisfaction which ultimately leads towards customer loyalty in a longer run.

H3a (System operation related innovation → Trust → Viewers e-Loyalty, $\beta=0.020$, $P=0.043$) is also positively significant. This result suggests that service innovation related to system operations also impacts the viewer's loyalty through trust, or we could say that this kind of innovation enhances the trust, which ultimately increases the viewer's loyalty. The above findings also match with the commitment trust theory of relationship marketing, which clearly states(Morgan and Hunt, 1994)that without building the relationship with your target customers organizations cannot be able to capture the loyalty of their target customers despite having innovations and technologies in services or products.

H2b (Social Technology related innovation → Satisfaction → Viewers e-Loyalty, $\beta=0.036$, $P=0.001$) is rejected based on the significance level of beta values. This result suggests that service innovations related to social technology do not create loyalty in the target respondents through satisfaction. The finding is also significant from blogging and social media websites' point of view, because if they want to spend their resources in the creation of innovations which are related to the social technology, then they must need to rethink their decision again. Nevertheless, the main focus of the result of this hypothesis is the creation of loyalty through satisfaction; if the websites do not want to go through this way or do not want to create loyalty through satisfaction, then they could be able to focus upon innovation in social technology.

H3b (Social Technology related innovation → Trust → Viewers e-Loyalty, $\beta=0.021$, $P=0.038$) is positively significant. This result suggests that service innovation related to social technology impacts the viewer's loyalty through trust, or we could say that this kind of innovation enhances trust, which ultimately increases the viewer's loyalty. As we previously know that innovation related to social technology does not create loyalty in target viewers through satisfaction, but if blogging and social media websites want to

generate loyalty in their target customer through a trust which is entirely different from satisfaction then social technology-related innovations could be considered as a viable option.

H2c (Diversification related innovation → Satisfaction → Viewers e-Loyalty, $\beta=0.059$, $P=0.038$) is positively significant. This result suggests that service innovation related to diversification impacts the viewer's loyalty through satisfaction, as the previous studies showed that the ability of the website to store and digitize data is one of the essential innovations (Ke et al., 2003) which ultimately leads (Urban et al., 2009) towards the loyalty of your target viewers through satisfaction. Alternatively, concluded that innovation related to diversification in social media websites generates satisfaction in the mind of their target viewers which ultimately leads towards their loyalty with a specific website.

H3c (Diversification related innovation → Trust → Viewers e-Loyalty, $\beta=0.029$, $P=0.015$) is also positively significant for the diversification related innovation category. This result suggests that service innovation related to social technology impacts the viewer's loyalty through trust positively, as discussed previously by (Ke et al., 2003) that the ability of the website to store the data of their users so they could be able to view, share and comment this information any time is one of the most critical innovations in the online services sector. This type of finding is also in line with the results discussed by (White and Noerr, 1976) in which they said that sufficient data storage ability is crucial for the survivability of the organization in a longer run.

Conclusions. This study concludes that system operation related innovation and diversification related innovation in social media and blogging websites creates loyalty in their target viewers through trust and satisfaction. In contrast, social technology-related innovation has a significant positive impact on viewers online loyalty but only when the trust factor mediates it, otherwise when it is mediated by satisfaction, it has no significant impact on viewers loyalty.

Further, there is no significant direct relationship between any kind of service innovation and viewer's e-loyalty or online loyalty, while satisfaction and trust both have a direct significantly positive impact on the viewer's e-loyalty. These results clearly show that if any organization wants to generate loyalty in their target viewer's mind then first, they must need to create a sense of satisfaction or trust in their viewer's mind, and an organization cannot just achieve a level of satisfaction or trust in their viewer's mind. They just need to invest resources in a different kind of innovation, and when it comes to social media and blogging websites, then innovation related to these services considered to be more critical than ever. By applying those innovations, the organization could be able to create satisfaction and trust, which ultimately leads towards the generation of loyalty in its target viewer's mind.

The study presents a theoretical foundation for additional investigation of innovation in services, especially from an online perspective. Theoretically, this work adds to the body of knowledge by incorporating system operation related innovation, social technology-related innovation, and diversification related innovation and the dimensions of online relationship quality which consist of trust and satisfaction in an integrated model with website viewers e-loyalty as a dependent variable. (Yang et al., 2014) found the possible dimensions for innovation in blogging and social media websites, but they provided the future recommendation that those types of innovations had to check on the website viewer's e-loyalty under the online relationship quality factor. Because without its implication on the viewer's loyalty factor mediated by online relationship factors, organizations cannot be able to identify which kind of innovation is more suitable for their situation.

Furthermore (Keh and Xie, 2009, Beldad et al., 2010, Urban et al., 2009) also suggested that for gaining customer's loyalty, an organization must generate a sense of trust and satisfaction in their mind. The tasks are impossible to achieve without innovation in services which are provided by the social media and blogging website. The findings of the study also support the previous researchers' argument.

With the induction of social media and blogging, the internet has gone through significant changes that make it predominantly imperative for different organizations to comprehend users' experience following

the innovations provided to them online and their online relationship quality factor in relevance to their loyalty to that website.

One of the most significant examples which emphasize the importance of providing innovations in online services is Facebook and Orkut. Orkut is considered to be the market leader in social media, and there is no Facebook at all at that time. However, Facebook found unprecedented success among social media and blogging website users, Orkut lost its market share because Orkut overlooked the vitality of providing innovations in the online services following the online relationship quality and website viewers' e-loyalty and ultimately faded out from the online competition. In contrast, Facebook realized the importance of the innovation in online services and developed that website which provides the excellent user experience, failure of understanding; later Orkut could not be able to gain its previous momentum and lost to Facebook in this online race, it was a dramatic outcome. The present research may help different organizations to understand better the relationship between viewers and social media websites by their innovations in online services and the viewer's r-loyalty. There is another significant outcome of this research which is extremely important from the organizational point of view. The point is that organization always wants to increase their profits and decrease their costs, while innovations always come from the research and development which is one of the most expensive divisions of any organization.

Further, there are many types of innovations from which businesses can choose according to, environmental, political, geographical, economic and organizational and viewer's needs. The selection of the actual innovation is not an easy task. This research responds to social media and blogging websites, according to the Pakistani market. The findings proved that in the Pakistani market, the websites could not afford to implement all innovation in online services. If the business wish generates maximum loyalty in their online viewers, they should apply at least one kind of innovation. The diversification relates to innovation which will generate loyalty in the eyes of social media and blogging website users through satisfaction and create an online relationship between them. While the least recommended innovation which could still generate a significantly positive impact on the viewer's online loyalty, but a minimal scale is System operation related innovation, which generates loyalty in online viewers through the trust factor of online relationship quality.

Although the results are rigorously checked and rechecked, there is an excellent possibility that with the change in geographical scenario, and demographics the innovations have a different impact, which provides an outstanding tool in the hands of managers who could use this model and could be able to find and identify those innovations which are in line with their market, user and organizational demands. With the changes in business dynamics, it is becoming vital for managers to not only shift their business online and start a direct conversation with their clients but also develop, improve and implement innovations in their online services for better and enhanced decision making and finally superior profitability.

Like all other studies or research work, this research work has some limitations, the first of which disquiet generalization because the unit of analysis is students and data was collected using a simple random sampling method. Future and further research should study the suggested model using other online services like (e-commerce etc.) and a diverse and different range of users and use other sampling techniques. Another limitation of the study connects with issued on the assessment of innovation in services primarily in the context of social media and blogging websites are measured. This study is deductive, and it used a planned questionnaire to compute the respondent's experiences. However, the website viewer's experiences are subjective and based upon the number of different factors, so our quantitative method has limitations in terms of their measurement. In-depth interviews focus groups, or other qualitative methods might be used to conquer this limitation. Future researchers can use experimental methods to validate the causality of this model or inspect phenomena like the viewer's geographical scenario, and their cultural presence concerning innovation in online services, online relationship quality, and website viewer's e-loyalty. Besides, we cannot fully comprehend the extent of innovations in online services, for that purpose new kinds of innovations must be discovered and created

which could better serve the viewers and could be able to decipher their online loyalty in connection with online relationship quality.

Author Contribution: Conceptualization, W. S. data compilation, W. S.; formal analysis, W. S. and I. A.; investigation, W. S. and I. A.; methodology, W. S. and I. A.; software handling W. S.; supervision, I. A.; validation I. A.; writing – original draft, W. S. and I. A. Review, K. I and S. Z.

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Енгейджмент маркетинг: інновації для підвищення лояльності користувачів соціальних мереж та блогів

Метою статті є оцінювання впливу впровадження інноваційних інструментів у блогах на рівень лояльності інтернет-споживачів. При цьому інновації підвищують рівень ефективності онлайн взаємодії (зростання довіри та рівня задоволеності) у соціальних мережах та блогах. Емпіричне дослідження проведено на основі панельних даних, сформованих для вибірки з 254 відвідувачів соціальних мереж та блогів. Підґрунтям емпіричного дослідження стали результати відповідей на питання структурованої анкети, яка є адаптованою відповідно до існуючих наукових напрацювань. Відповідно до мети дослідження авторами проведено факторний аналіз та моделювання структурованих рівнянь за допомогою методу бутстреп на основі програмного забезпечення AMOS 24. Отримані результати дослідження свідчать про те, що два напрями інновацій (функціонування системи та диверсифікація) опосередковано впливають на онлайн лояльність через довіру та задоволення, тоді як інновації, пов'язані з соціальними технологіями, впливають на онлайн лояльність через довіру. Окрім цього, жоден із вищезазначених типів інновацій не має прямого впливу на онлайн лояльність відвідувачів веб-сайтів. З точки зору менеджменту, дане дослідження містить важливу інформацію щодо реакції користувачів на впровадження інновацій на веб-сайтах. Авторами наголошено, що отримані результати дослідження мають практичне значення для розробників веб-сайтів та онлайн бізнесу, сприяючи мінімізації витрат та максимізації прибутку за рахунок створення додаткової цінності для цільової аудиторії. У статті зазначено, що у даному дослідженні вперше проаналізовано взаємозв'язок між різними видами інновацій у блогах та онлайн лояльністю користувачів веб-сайтів, на яку опосередковано впливають два види інновацій. Результати дослідження можуть бути використані розробниками сайтів та платформ для блоггінгу з метою залучення користувачів та підвищення рівня їх лояльності.

Ключові слова: інновації, послуга, соціальні мережі, блогерство, якість онлайн взаємодії, довіра, задоволення, онлайн лояльність, е-лояльність.

Manuscript received: 03.12.2019.

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