



## Facebook Blog Innovation Experience, Age and Residence Distance Daily Travel

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### ABSTRACT

This paper aims to highlight how the dimensions of Facebook Blog Innovation Experience are affected by the Age of the respondents, and also how the dimensions of the Facebook Blog Innovation Experience are affected by the Residence Distance of Daily travel. A 27 item questionnaire was used to record the responses of the respondents. The dimensions of the Facebook Blog Innovation Experience were User-interface, Variability, Privacy, Content catering, Professionalism, and Socialism. The respondents were the students studying across various educational institutions in New Delhi, the capital of India. Finally, the analysis was performed on 182 responses. The analysis revealed that there was found to be a relation between how the respondents assess the Content catering dimension of the Facebook Blog Innovation Experience based upon their Age and the Residence Distance of Daily travel. The authors of this paper are of this belief that no previous study has been done that tries to find such a relation when it comes to the Indian context.

**Key words:** Facebook Blog Innovation, Blog Service, Innovation, Age, Residence Distance, Blog Innovation

### 1. INTRODUCTION

What once started as a hobby of the early adopters of the Internet technology, blogging, has now become one of the mainstream media, and it has a huge impact on various social media platforms and services alike. As social media has evolved over the years, so has the 'taste' of its users, which demands innovations across all the domains of the sector.

The problem of developing latest offerings in the blog service based upon the experience of the user oriented strategy has become a major challenge in today's time. So that the demands of bloggers are met and for gaining a competitive edge, providers of social media service are endeavoring to provide newer services. The ones like Twitter and Facebook, provide services that are multifunctional and also help the user integrate into the online blogging community. A typical social networking website nowadays has features such as sharing images, text, videos and various other forms of media that have redefined the way people blog.

One of the most popular platforms of blogging nowadays is Facebook. Having more than a billion users, that is roughly a seventh of the world population, Facebook sure does have the capacity to affect our lives in more ways than we can possibly imagine. This research paper aims to highlight the relation (if any) between:

- i. The Facebook Blog Innovation Experience and the age of the user and
- ii. Between the Facebook Blog Innovation Experience and the Residence Distance of Daily Travel of the user.

Blog service innovation is an important phenomenon in social media, with its impact being recognized by multiple social media giants across the globe. It makes focusing on the same for the case of Facebook all the more relevant. Previous studies that have happened in the field of service innovation domain have majorly focused on blog service innovation from an overall sense, but the study upon the Facebook Blog Innovation Experience has not yet been studied.

### 2. LITERATURE REVIEW

#### 2.1 Previous research

The previous studies in this domain have mainly focused on the innovation in the e-commerce business [1] and in the service quality of the internet [2].

One study that measures blog service innovation in social media service has been done, which adopted both quantitative and qualitative methods to find the results. Their findings showed that from the perspective of the user there was 18 blog cognition of users that were found to be innovative.

#### 2.2 Blog

Though it is an Internet activity of the second generation, it has gained popularity in the mainstream media only recently [3]. They started majorly as websites in which you could write just like in one's diary, online, along with commentaries and recommended links. [4]. Nowadays, they constitute a major portion of the existing social media content, which include web-based journals, dated in a reverse chronological order [5].

Using interconnection technology, blogs provide for bidirectional communication. This representation is an in demand method of developing interpersonal models of communication and creating novel online interaction models of social nature [6]. Internet portals have given blogging services that are majorly free to attract blog users since a very long time [7]. The phenomenal growth of blogs [8] has made this activity a big sensation in the world of Internet [9].

A survey that was undertaken in 2006, by the Pew Internet and American Life Project, of all the users of internet technology across the world, roughly 8%, i.e. nearly 12 million people used blogging services to write blog, and 39% or over

57 million people read them, which showed a significant amount of increase from 27% from the previous year for the same, i.e. individuals who read blogs [10]. BlogPulse (2011) also reported that as of the year 2011, roughly 150 million blogs had been posted on the internet, and over 27,000 new ones being created every day [11].

### 2.3 Service Innovation

Most service based firms are in a fierce competition with each other in order to gain maximum user base. In this regards service based innovation, has been receiving increased attention, as it provides a potential value for creating a competitive edge against another market player, and can also help in improving the performance of the organization [12].

Development of new service is a task that is both complex and difficult [13]. A good, service or idea that is perceived by anyone as a novel can be called an innovation [14]. Firms that are based upon innovation and innovative ideas work very hard to differentiate themselves from other competitive firms [15]. Services are dynamic and fluidic in nature, and service providers, customers, and technology often co-produce services; and they must focus on experience innovation and process [16].

Consumers' evaluation of quality is majorly influenced by the nature of service mix [17]. Service innovation demands for services that are co-created by both service providers and customers [18]. The creation of values occurs through the experiences of the customers, which implies that there is a need for methods for services that are innovative in nature [19]. A successful business model for services should incorporate strategies for the creation of values for both the service provider and customer [20].

### 2.4 Hypothesis

Based upon the stated objective of this paper and the above mentioned six dimensions. The following are the hypothesis that has been taken up in the paper:

- H1. Differences in age will affect how the User Interface is perceived by the respondents as a part of the Facebook Blog Innovation Experience.
- H2. Differences in age will affect how Variability is perceived by the respondents as a part of the Facebook Blog Innovation Experience.
- H3. Differences in age will affect how the Privacy is perceived by the respondents as a part of the Facebook Blog Innovation Experience.
- H4. Differences in age will affect how the Content Catering is perceived by the respondents as a part of the Facebook Blog Innovation Experience.
- H5. Differences in age will affect how the Professionalism is perceived by the respondents as a part of the Facebook Blog Innovation Experience.
- H6. Differences in age will affect how Socialism is perceived by the students as a part of the Student Course Experience.
- H7. Differences in the Residence Distance of Daily travel of the students from the institution will affect how the User Interface is perceived by the respondents as a part of the Facebook Blog Innovation Experience.

H8. Differences in the Residence Distance of Daily travel will affect how Variability is perceived by the respondents as a part of the Facebook Blog Innovation Experience.

H9. Differences in the Residence Distance of Daily travel will affect how the Privacy is perceived by the respondents as a part of the Facebook Blog Innovation Experience.

H10. Differences in the Residence Distance of Daily travel will affect how the Content Catering is perceived by the respondents as a part of the Facebook Blog Innovation Experience.

H11. Differences in the Residence Distance of Daily travel will affect how the Professionalism is perceived by the respondents as a part of the Facebook Blog Innovation Experience.

H12. Differences in the Residence Distance of Daily travel will affect how Socialism is perceived by the students as a part of the Student Course Experience.

## 3. METHODOLOGY

### 3.1 Frame of Respondents

This study was undertaken in New Delhi. Students studying across various educational institutions in the city were the participants. A 27 items instrument with six dimensions was distributed to the respondents. The questionnaire was prepared with referring to a previous study that validated the questionnaire the authors of this paper chose to use [21]. Finally, the analysis was run on 182 responses. The responses were taken in person using the print copy of the questionnaire. The convenient sampling technique was followed for collecting the responses.

### 3.2 Data Collection

The responses of the survey were taken from the respondents over a period of four months from July 2016 to October 2016. Respondents gave a response about their experience as users of the Facebook Blog Service. The researcher followed a 5-point scale Likert scale (1 meant Strongly disagree and 5 meant Strongly agree) to get responses from the customers. Authors examined how the age and the Residence Distance of Daily travel, affected the Facebook Blog Innovation experience. ANOVA test was performed to ascertain the relation, if any, between the age of the respondents and their Facebook Blog Innovation experience and the relation, if any, between the Residence Distance of Daily, travels with their Facebook Blog Innovation experience. The analysis was done using SPSS 16.0 software.

## 4. ANALYSIS AND RESULTS

The ANOVA test results for both: Age and Facebook Blog Innovation experience dimensions, and Distance of daily travel and Facebook Blog Innovation Experience dimensions were obtained on an individual scale basis for all the six dimensions used in the questionnaire.

### 4.1 Age and SCE dimensions

The responses were examined to find a relation between the age of a respondent (16-18, 19-21, >21) and the Facebook Blog Innovation Experience dimensions. A further step of analyzing the sum of squares, mean square, degrees of freedom and F-test, was to ascertain how the Facebook Blog Innovation Experience dimensions were affected by the age of the respondent. Table 1 shows the ANOVA results of Age and Facebook Blog Innovation Experience dimensions. The results of the ANOVA test showed that there was found to be a relation in between the Age and one of the Facebook Blog Innovation Experience

dimensions, which was the effect of Content Catering (Sig.<0.05 level). The outputs of ANOVA for Age and Facebook Blog Innovation Experience dimensions support H4. Further the results for H1-H3 and H5-H6 were not found significant.

**Table 1:** . ANOVA RESULTS-AGE AND FACEBOOK BLOG INNOVATION EXPERIENCE DIMENSIONS

Factor		Sum of Squares	df	Mean Square	F	Sig.
F 1	Between Groups	1.537	3	.512	.505	.679
	Within Groups	163.205	161	1.014		
	Total	164.742	164			
F 2	Between Groups	2.219	3	.740	.732	.534
	Within Groups	162.736	161	1.011		
	Total	164.955	164			
F 3	Between Groups	2.192	3	.731	.725	.538
	Within Groups	162.261	161	1.008		
	Total	164.453	164			
F 4	Between Groups	8.133	3	2.711	2.852	.039
	Within Groups	153.053	161	.951		
	Total	161.186	164			
F 5	Between Groups	.376	3	.125	.123	.946
	Within Groups	164.100	161	1.019		
	Total	164.476	164			
F 6	Between Groups	2.067	3	.689	.683	.564
	Within Groups	162.543	161	1.010		
	Total	164.610	164			

**4.2 Residence Distance daily travel and Facebook Blog Innovation Experience dimensions**

The responses were examined to find a relation between the Residence Distance of Daily travel of the respondent (<5km, 5-15m, >15km) and the Facebook Blog Innovation Experience dimensions. Similar ANOVA tests were conducted and the responses were noted as in the case of Age and Facebook Blog Innovation Experience dimensions. Table 2 shows the ANOVA results of Residence Distance daily travel and Facebook Blog Innovation Experience dimensions. The results of the ANOVA test showed that there was found to be a relation in between the Residence Distance of Daily travel and one of the Facebook Blog Innovation Experience dimensions, which was the Professionalism dimension (Sig.<0.05 level). The outputs of ANOVA for Residence Distance of Daily travel and Facebook Blog Innovation Experience dimensions support H11. Further the results for H7-H10 and H12 were not found significant.

**Table 2:** . ANOVA RESULTS IN RESIDENCE DISTANCE DAILY TRAVEL AND FACEBOOK BLOG INNOVATION EXPERIENCE DIMENSIONS

Factor		Sum of Squares	df	Mean Square	F	Sig.
F 1	Between Groups	5.706	3	1.902	1.866	.138
	Within Groups	137.635	135	1.020		
	Total	143.341	138			

F 2	Between Groups	2.360	3	.787	.848	.470
	Within Groups	125.227	135	.928		
	Total	127.587	138			
F 3	Between Groups	5.120	3	1.707	1.636	.184
	Within Groups	140.870	135	1.043		
	Total	145.991	138			
F 4	Between Groups	3.293	3	1.098	1.094	.354
	Within Groups	135.429	135	1.003		
	Total	138.722	138			
F 5	Between Groups	10.145	3	3.382	3.795	.012
	Within Groups	120.296	135	.891		
	Total	130.441	138			
F 6	Between Groups	8.186	3	2.729	2.640	.052
	Within Groups	139.510	135	1.033		
	Total	147.696	138			

**5. CONCLUSIONS AND MANAGERIAL IMPLICATIONS**

The results of this research reveal that the Facebook Blog Innovation Experience is not influenced by the Age and Residence Distance Daily travel of the respondents. The exception was that of the Facebook Blog Innovation Experience dimension of Content Catering.

The conclusions show how the Facebook Blog Innovation Experience varies with the difference in Age and the Residence Distance Daily travel.

Talking about the relation between the User-interface dimension of the Facebook Blog Innovation Experience and the Age, no significant difference was found in the responses of the either of the groups (Sig. > 0.05). Similarly, no significant difference was found in the responses of either of the groups in the case of assessing the Variability and Privacy dimension (Sig. > 0.05). These results suggest that all the groups (16-18, 19-21, >21) perceive these dimensions in almost a similar fashion. Hence H1, H2, and H3 were not supported.

Talking about the relation between the Content Catering dimension of the Facebook Blog Innovation Experience and the Age, it was found that there was a considerable amount of difference in the responses of the groups (Sig. <0.05). This implies that the different groups (16-18, 19-21, >21) assess the Content Catering dimension differently based upon their Age. Hence H4 was supported.

Talking about the relation between the Professionalism dimension of the Facebook Blog Innovation Experience and the Age, and the relation between the Socialism dimension of the Facebook Blog Innovation Experience and the Age, no significant difference was found in the responses of either of the groups (Sig. > 0.05). These results suggest that the different groups (16-18, 19-21, >21) perceive these dimensions in an almost similar fashion. Hence H5 and H6 were not supported.

Talking about the relation between the User-interface dimension of the Facebook Blog Innovation Experience and the Residence Distance Daily travel, no significant difference was found in the responses of the either of the groups (Sig. > 0.05). Similarly, no significant difference was found in the responses of either of the groups in the case of assessing the Variability dimension, Content Catering dimension and the Privacy dimension (Sig. > 0.05). These results suggest that all the groups (<5km, 5-15km, >15km) perceive these dimensions in almost a similar fashion. Hence H7, H8, H9, and H10 were not supported.

Talking about the relation between the Professionalism dimension of the Facebook Blog Innovation Experience and the Residence distance daily travel, it was found that there was a considerable amount of difference in the responses of the groups (Sig. <0.05). This implies that the different groups (<5km, 5-15km,>15km) assess the Professionalism dimension differently based upon their Personality Types. Hence H11 was supported.

Talking about the relation between the Socialism dimension of the Facebook Blog Innovation Experience and the Residence Distance Daily travel, no significant difference was found in the responses of either of the groups (Sig. > 0.05). These results suggest that the different groups (<5km, 5-15km,>15km) perceive these dimensions in an almost similar fashion. Hence H12 was not supported.

These results and conclusions aptly point out that the different groups in the case of Age perceive the Content Catering dimension of the Facebook Blog Innovation experience differently and in the case of Residence Distance of Daily travel perceive the Professionalism dimension of the Facebook Blog Innovation experience differently. This has certain managerial implications, such as the organizations can use these results to create a memorable blog innovation experience that can help organizations gain a greater customer base and gain a competitive advantage over their competitors.

## 6. LIMITATIONS AND FUTURE RESEARCH

The study requires being extended such that it focuses on the limitations of the present design of the study. The research was carried out in institutions in Delhi. In order to obtain better results, this research should be carried out across the country i.e. India. The research if conducted in other places of the country and world can provide a deeper understanding of the topic.

Further research can conduct by not limiting this research to technological universities of India and extend this research to all major universities.

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