

CONSUMER SKEPTICISM AND BLOGS: IMPLICATIONS FOR MARKETING COMMUNICATORS

Leyland Pitt, Simon Fraser University, Canada
Peter Steyn, Lulea University of Technology, Sweden
Gene van Heerden, Lulea University of Technology, Sweden
Esmail Salehi-Sangari, Lulea University of Technology, Sweden
Nic Terblanche, University of Stellenbosch, South Africa

ABSTRACT

Blogs have become a pervasive and powerful forms of communication in the milieu enabled by Web 2.0, and are assuming important roles in the arsenals of marketing communicators. Yet little evidence currently exists of the extent to which consumers believe the content of blogs or not. This paper presents the results of a study that examines the extent of skepticism toward blogs within a reasonably large sample. Using a scale adapted from the advertising literature to measure skepticism, the research compared levels of skepticism among consumers by age, level of education and gender, as well as the frequency with which consumers accessed blogs, and the number of blogs they accessed. Some preliminary observations on psychometric properties of the adapted scale are also made. The paper concludes by acknowledging the limitations of the research, identifying the implications for management, and noting avenues for future research.

References Available on Request.