Evaluation of mobile instant messaging (MIM): a study of continuance intention to use Whatsapp

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Abstract
The use of mobile instant messaging (MIM) has become indispensable in everyday use for communication. Several systems can be classified as MIM and among them is WhatsApp. In this study we evaluate the continuance intention to use WhatsApp through the model developed by Oghuma et al. (2016). The model aims to investigate the impact of Perceived Satisfaction, Perceived Usability, Perceived Security, User Interface, Satisfaction, Perceived Quality of Service and the confirmation of users' continuance intention to use MIM. The data collection was done through a printed and self-administered questionnaire with 212 servers of the Universidade Tecnológica Federal do Paraná - Campus Pato Branco. Partial least squares (PLS) were used for data analysis with the aid of SMARTPLS software. The research model is validated, except for the influence of Perceived Security on Satisfaction.

Keywords
Mobile Instant Messaging, WhatsApp, Continuance of Use, PLS

Biographies
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