

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

Marcos Francisco Briskiewicz

Master Program in Production Engineering and Systems
Universidade Tecnológica Federal do Paraná
Pato Branco – PR, Brazil
briskiewicz@gmail.com

Gilson Ditzel Santos

Master Program in Production Engineering and Systems
Universidade Tecnológica Federal do Paraná
Pato Branco – PR, Brazil
ditzel@utfpr.edu.br

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

Marcos Francisco Briskiewicz earned Master degree in Production Engineering and Systems from the Federal University of Technology – Paraná, Brazil.

Gilson Ditzel Santos is Full Professor, and Chair of Master Program in Regional Development at the Federal University of Technology – Paraná, Campus Pato Branco. He earned a master's degree in management sciences and Public Policy Studies from the University of Tsukuba, Japan. He has a doctoral degree in Management Sciences, granted by the School of Economics, Business Administration and Accountancy - University of Sao Paulo, Brazil. His professional and academic experience concerns: organizational impacts of information technology, innovation and sustainability assessment, structural equations modeling.