

Exploring Impact Factors of Mobile Instant Messenger Users' Continuance

Intention

ABSTRACT

Combining uses and gratifications theory and one construct, that is attitude, from the theory of planned behavior, led to the creation of the research model in this study. Structural equation modeling was applied to analyze data from 414 WeChat users. In this research, we aimed to explore the direct impacts of various gratifications on attitude regarding the use of mobile instant messenger. It was also sought to explore the direct and indirect influences of various gratifications on the continuance intention to use mobile instant messenger. According to the results, attitude is essential in deciding mobile instant messenger users' intention to continue using the service. Additionally, results show that process gratification, as represented by entertainment, and technology gratification, as represented by convenience are two main direct predictors of continued intention to use WeChat. Results also show that attitude acts as a full mediator between process gratification (entertainment), technology gratification (media appeal, social presence), and continuance intention of WeChat users. Attitude partially mediates the relationship between technology gratification (convenience) and continuance intention of WeChat users. Attitude is directly influenced by process gratification (entertainment), as well as technology gratification (convenience, media appeal, social presence). This research helps with grasping the inherent connection mechanism between various gratifications and continuance intention. There are a number of important theoretical and practical implications that emerge from this study.