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Media Richness and User Continuance to Instant Messaging

Fan-Chen Tseng
Kainan University, Taiwan, tfckn01@mail.knu.edu.tw

Tzu-Ling Huang
Chang Gung University, Taiwan, emily109emily@yahoo.com.tw

Ching-I Teng
Chang Gung University, Taiwan, chingit@mail.cgu.edu.tw

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Fan-Chen, Tseng, Kainan University, Taiwan, tfckn01@mail.knu.edu.tw
Tzu-Ling, Huang*, Chang Gung University, Taiwan, emily109emily@yahoo.com.tw
Ching-I, Teng, Chang Gung University, Taiwan, chingit@mail.cgu.edu.tw

ABSTRACT

Media richness determines adoption of information systems. Insufficient research was done for investigating its influence on user continuance of using instant messaging applications. This study used classic IS and psychological theories to construct a research framework. This study gathered more than 200 responses by using an online form. LISREL software was used to conduct structural equation modeling technique to test the research framework. The findings indicated that various but not all dimensions of media richness positively contribute to users' continuance to use instant messaging applications. Specific dimensions provide insights for managers to design their applications to effectively retain their users.

Keywords: Media richness, instant messaging, user, continuance, structural equation modeling.

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*Corresponding author