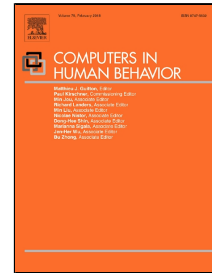


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Does mIM experience affect satisfaction with and loyalty toward O2O services?

ShinYoung Hwang and Seongcheol Kim*

School of Media and Communication, Korea University, 145 Anam-ro, Seongbuk-gu, Seoul, 02841, Korea

*Corresponding author. Tel.: +82 2 3290 2267 | Fax: +82 2 925 4797 |

Email address: hiddentrees@korea.ac.kr Email address: sychloe91@gmail.com (S.Hwang)

Abstract

Mobile instant messaging (mIM) services are a critical tool that has transformed people's means of communication and ways of living. By using smart devices that enable users to be connected anytime and anywhere, mIM users can exchange real-time messages that enhance their interpersonal relationships and social belonging. To continuously retain and attract users to their mobile platforms, mIM service providers are extending their business models to provide online-to-offline (O2O) services. This study investigates the extent to which mIM user satisfaction affects loyalty toward and satisfaction with O2O services delivered on mIM mobile platforms. The antecedents to user satisfaction are also measured by evaluating consumers' perception of O2O and mIM service quality performance. The empirical findings are drawn from 335 Korean respondents that use Korea's dominant mIM application, KakaoTalk, and its related O2O services. The study finds that mIM satisfaction positively influences O2O satisfaction. Attitudinal and behavioral loyalty are also observed among users satisfied with O2O services. By using cooperative approaches to enhancing the perceived service quality of both new and existing services, mIM service providers are encouraged to create value-added services and secure their sustainable competitive advantage.

Keywords: Mobile instant messaging (mIM), Online-to-offline (O2O)¹, Perceived service quality, **Loyalty, Satisfaction**

¹ Online-to-offline (O2O) refers to an e-commerce business model that matches offline vendors to consumers through an Internet-based platform or smartphone application.

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