

Editorial: Intention in Information Systems Adoption and Use: Current State and Research Directions

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ABSTRACT

Intention has been a key dependent variable in information system (IS) research for the last several decades. It features in various technology acceptance models including the technology acceptance model (TAM), the elaboration likelihood model, the IS success model, and the unified theory of acceptance and use of technology (UTAUT). In the context of IS adoption and use, intention has been portrayed in different forms including intention to adopt, intention to use, intention to continue use, intention to discontinue, and intention to switch. It has been modeled as an antecedent to behavior, a consequent of behavior, and a proxy for behavior. Prior studies of intention have been contextualized in a various settings involving use contexts (i.e., voluntary vs. mandatory use), populations (i.e., non-adopters, adopters, users), respondents (i.e., students, employees), and duration of use (i.e., limited vs. indefinite time), have used cross-sectional and longitudinal empirical designs, and employed different measurement instruments. This editorial

provides a brief review of extant IS literature on intention, highlights underlying issues, and proposes directions for future research.

Keywords: information systems; intention to adopt; intention to use; intention to continue use; intention to discontinue; intention to readopt; intention to switch; intention to upgrade

INTRODUCTION

Intention has received considerable attention in information systems (IS) research largely in the context of IS adoption and use¹. It has been included in several models of IS acceptance including the technology acceptance model (TAM), expectation confirmation model, unified theory of acceptance and use of technology (UTAUT), updated IS success model, elaboration likelihood model, hedonic-motivation system adoption model, herd behavior model, multimotive information system continuance model, and their many variants (Bhattacharjee, 2001; Bhattacharjee and Sanford, 2006; Davis, 1989; DeLone and McLean, 2003; Lowry et al., 2013; Lowry et al., 2015; Sun, 2013; Venkatesh et al., 2003; Venkatesh et al., 2008).

Intention is rooted in theories of social psychology such as the theory of reasoned action (TRA) and the theory of planned behavior (TPB) (Ajzen, 1985; Fishbein and Ajzen, 1975). Intention may be considered as a self-instruction of an individual to perform a specific behavior (Triandis, 1980). It also implies that the individual has finished deliberations about future behavior and is prepared to engage in or expend effort in performing the behavior (Webb and Sheeran, 2006).

Intention is well-established and generally accepted as the determinant most proximate to actual

¹ Intention has also been used in other contexts, e.g., intention to share information or knowledge, intention to seek information or knowledge, intention to purchase, intention to play, intention to trust, intention for word-of-mouth (e.g., Bock et al., 2005; Hamari et al., 2020; Li et al., 2008; Park et al., 2014; Wirtz et al. 2017; Wu and Holsapple, 2014).

behavior (Venkatesh et al., 2003; Venkatesh et al., 2006). However, the gap between intention and behavior has been recognized and the relationship between intention and behavior has not always been empirically supported in prior literature (Bagozzi 2007; Jeyaraj 2021; Sheeran and Webb, 2016; Wu and Du, 2012).

This editorial provides a review of some of the key IS literature on intention to surface the underlying issues and opportunities for research.

CONCEPTUALIZING INTENTION

Different constructs have been used to represent individuals' intentions consistent with the various stages of IS acceptance (Rogers, 1995; Soliman and Rinta-Kahila, 2020; Jeyaraj, 2022). These include intention to adopt, intention to use, intention to continue use (or reuse), intention to discontinue, intention to readopt, intention to switch, and intention to upgrade (Bhattacharjee, 2001; Chang et al., 2014; Kim and Ammeter, 2014; Kim and Malhotra, 2005; Luqman et al., 2018; Ng 2020; Wang et al., 2018). **Figure 1** depicts the typical sequence of intention constructs in the domain of IS adoption and use. Barring intention to upgrade and intention to switch, intention constructs generally deal with one type of IS, referred to as the focal IS here. Intention to upgrade largely applies to a new generation of the focal IS, whereas intention to switch typically relates to an alternate IS different from the focal IS.

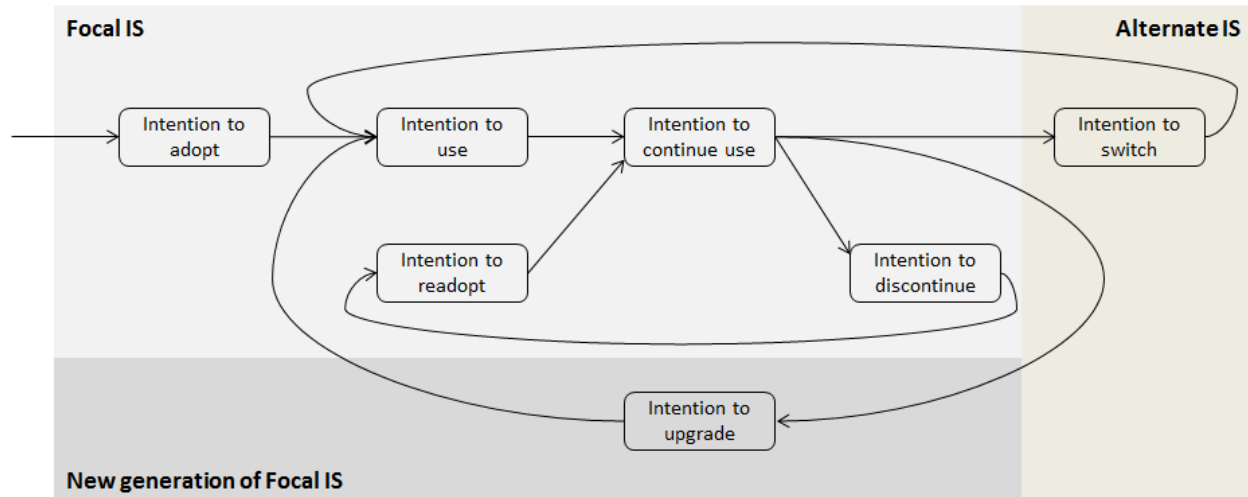


Figure 1. Typical sequencing of Intention constructs in IS Adoption and Use

- Intention to adopt is the extent to which an individual is willing to use an IS for the first time (Kim and Ammeter, 2014). It is used to capture the intentions of individuals who have not yet adopted it (i.e., non-adopters or non-users).
- Intention to use refers to an individual's willingness to use an IS in the future (Kim and Malhotra, 2005; Brown et al. 2010). It has been portrayed as behavioral intention in prior research (e.g., Venkatesh et al., 2003) and is used to measure the intentions of individuals who have already adopted the IS.
- Intention to continue use (or reuse) represents an individual's willingness to continue using an IS that is currently being used (Bhattacharjee, 2001; Larsen et al., 2009). It is also named as continuance intention and is used to measure the intentions of individuals who are already users of the IS.
- Intention to discontinue describes an individual's willingness to stop using an IS being used (Luqman et al. 2017; Luqman et al., 2018). Also depicted as discontinuance intention, it is used to capture the intentions of individuals who are already users of the IS.

- Intention to readopt is the extent to which an individual desires to resume use an IS again (Ng, 2020). It assumes that individuals have previously discontinued using the IS or taken a break from using the IS and captures the intentions of prior users (Cao et al., 2021).
- Intention to upgrade represents an individual's willingness to use a new generation of the IS currently being used (Wang et al., 2018). It deals with the intentions of users of an incumbent IS who are interested in moving to a new generation of the same IS.
- Intention to switch refers to an individual's willingness to partially or fully replace an incumbent IS with an alternate or a new IS (Chang et al., 2014). It assumes that the incumbent IS no longer serves the purposes of the user or the alternate IS may be more appropriate for the user and deals with the intentions of individuals who are already users of the incumbent IS.

MODELING INTENTION

Prior literature has modeled intention in three ways (**Figure 2**).

- First, intention has been examined as an antecedent² of behavior, i.e., intention to engage in certain behaviors influences such behaviors in individuals. It is typically seen in the context of adopters who intend to use the IS in the future (Dasgupta and Gupta, 2019; Khatri et al., 2018; Sharma and Sharma, 2019); however, the relationship is also found in studies that examined intention to adopt and intention to continue use (Alalwan et al., 2017; Zhou et al., 2019). This approach is consistent with the notion of intention being the most proximate

² Several other antecedents of behavior such as facilitating conditions, habit, behavioral expectation, system quality, information quality, and user satisfaction have been proposed and examined in prior literature (DeLone and McLean, 2003; Maruping et al., 2017; Vaithilingam et al., 2022; Venkatesh et al., 2003; Venkatesh et al., 2008; Venkatesh et al. 2012; Venkatesh et al. 2023). However, they are not described in this editorial due to its focus on intention.

determinant of behavior. The empirical support for the relationship is mixed—prior studies reported significant (Dwivedi et al., 2016; Oliveira et al., 2014; Sharma and Sharma, 2019) and non-significant (Dasgupta and Gupta, 2019; Gupta et al., 2008) results.

- Second, intention has been portrayed as a consequent of behavior, i.e., users intend to use the IS based on their prior or current use. It is more commonly found in the context of adopters who intend to use the IS they adopted (Amoaka-Gyampah, 2007; Law et al., 2016; Varma and Marler, 2013) and in the context of users who intend to continue using the IS they current used (Larsen et al., 2009; Lin, 2016; Naranjo-Zolotov et al., 2019). Because users have had the opportunity to better understand the IS, use of the features available in the IS, and experiment with the IS and find additional ways to use the IS, they may favor the IS to a greater extent and intend to use it in the future (Jasperson et al., 2005; Larsen et al., 2009). Thus, prior use of and experience with the IS are instrumental in this relationship. In some cases, system use was included as a control variable on intention (van Slyke et al. 2007).
- Finally, intention has been treated as a proxy for behavior, i.e., intention is modeled as the primary dependent variable of interest and behavior is not included in the research model (Mao and Palvia, 2008; Sun and Jeyaraj, 2013; Yi et al., 2006). The general assumption is that individuals follow through with the relevant behavior they intend to pursue although there is no guarantee that intention results in behavior based on empirical studies that examined both intention and behavior (Wu and Du, 2012), which implies that intention may not be the best proxy for understanding behavior. However, intention as a proxy for behavior is widespread in IS research examining intention to adopt, intention to use, and intention to continue use (Huang et al., 2013; Kim and Ammeter, 2014; Mao and Palvia, 2008).

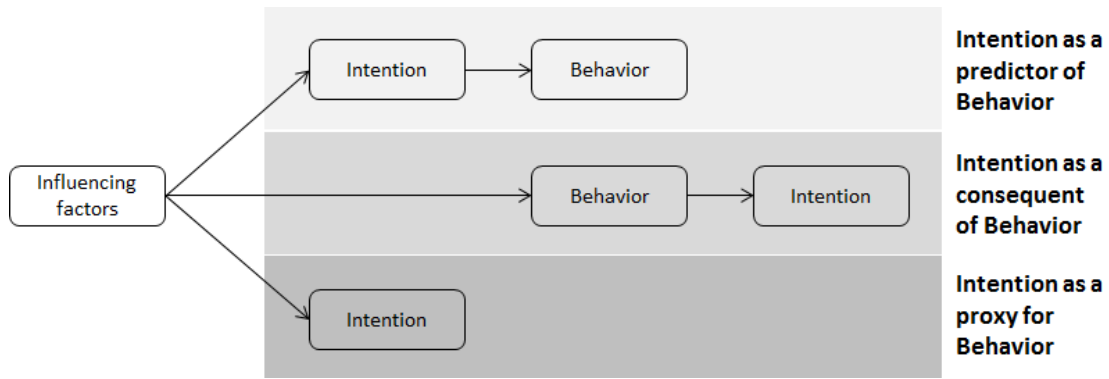


Figure 2. Typical roles of Intention in IS Adoption and Use

The influencing factors (Figure 2) represent the antecedents of intention and behavior. Prior literature has proposed and examined a variety of influencing factors including individual characteristics, technology attributes, task characteristics, and environmental factors, some of which impact both intention and behavior. The influencing factors are considered beyond the scope of this editorial, but readers can refer to studies such as Jeyaraj (2021; 2022).

MEASURING INTENTION

Intention has been measured using a variety of instruments and scales in prior studies. **Table 1** illustrates the measurement items employed in selected studies published since 2000 to showcase the diversity in measuring intention.

Table 1. Typical measurement instruments for intention

Construct	Measurement items	Reference
Intention to adopt	I intend to buy a _____ in the future.	Kim and Ammeter (2014)
	I intend to buy a _____ whenever appropriate to my needs.	
	I would consider purchasing a _____.	
	I would expect to buy a _____ after my current mobile phone.	
	I am willing to use _____.	Tsai et al. (2019)
	I will try to replace my current (manual) _____ with _____.	
	I plan to use _____.	
	I intend to use _____.	Lian (2015)
	It is very possible that I will use _____.	
	I hope to use _____.	

	I am very likely to adopt _____ in the future. I plan to adopt _____ in the future. I believe it is worthwhile for me to adopt _____.	Lin (2011)
Intention to use	I intend to use _____ over the semester. I predict I would use _____ over the semester. I plan to use _____ over the semester.	Khatri et al. (2018)
	I intend to use _____ in the next 6 months. I predict I would use _____ in the next 6 months. I plan to use _____ in the next 6 months.	Brown et al. (2010)
	I intend to use _____ in the near future. I predict I would use _____ in the near future. I plan to use _____ in the near future.	Sun and Jeyaraj (2013)
	I will use _____ on a regular basis in the future. I will frequently use _____ in the future. I will strongly recommend others to use _____.	Moon and Kim (2001)
	I intend to use _____ in my job as often as needed. I intend to use _____ in my job routinely. Whenever possible, I intend to use _____ in my job. To the extent possible, I would use _____ to do different things.	Wu and Wu (2005)
	I intend to depend more on _____ to do my work in the future. I intend to move more work to _____ in the future. I intend to increase my use of _____ in the future.	Fang and Neufeld (2006)
	I intend to use _____ to handle future procurement cases. I plan to use _____ to complete the procurement tasks. In general, I intend to use _____. -3: never to +3: very likely	Chu et al. (2004)
	Times I intend to access _____ during a week for the next month. Messages I intend to post on _____ during a week for the next month. 1: not at all 2: less than once a week 3: about once a week 4: two or three times a week 5: several times a week 6: about once a day 7: several times a day	Limayem and Hirt (2003)
	I predict I will continue to use _____ on a regular basis. Chances in 100 that I will continue as a _____ user. - Zero - 1-10% - 11-30% - 31-50% - 51-70% - 71-90% - More than 90%	Al-Gahtani et al. (2007)
	To do my work, I would use _____ rather than any other means available. How much do I anticipate using _____ for each activity: MRP management and control, Operations scheduling, Capacity management, Quality assurance, Production management for making parts, Shop floor control, Tool planning - Not at all - ... 5 intermediate levels - Extensively	Saeed et al. (2010)
	I intend to visit _____ frequently. - Wholly disagree ... Wholly agree	van der Heijden (2003)
	- Very unlikely (1) ... very likely (7) - Very improbable (1) ... very probable (7)	Ashraf et al. (2021)

	- Very impossible (1) ... very possible (7) - Very uncertain (1) ... very certain (7) - Definitely not use (1) ... definitely use (7)	
Intention to continue use	I intend to continue using _____. I am motivated to continue to use _____ rather than any alternative technology. If I could, I would like to continue to use _____.	Zhou et al. (2019)
	I intend to continue using _____. I plan to continue using _____. I will continue using _____.	Venkatesh et al. (2011)
	I intend to continue using _____ rather than discontinue its use. My intentions are to continue using _____ rather than use any alternative tool. If I could, I would like to discontinue my use of _____ (R).	Bhattacharjee (2001)
	If I could, I would like to continue my use of _____. All things considered, I expect to continue using _____ during the next four weeks. All things considered, it is likely that I will continue to use _____ during the next four weeks.	Limayem and Cheung (2011)
	I intend to continue using _____ rather than discontinuing its use. My intention is to continue using _____ than use any alternative means. I will recommend use of _____ to others. I will always try to use _____ in my daily life. I plan to continue to use _____ frequently.	Chopdar and Sivakumar (2019)
	I intend to continue using _____ to obtain health information. I plan to continue using _____ to obtain health information. I will continue using _____ to obtain health information.	Mou et al. (2017)
Intention to discontinue	I intend to stop using _____ in the next 3 months. I predict I would stop using _____ in the next 3 months. I plan to stop using _____ in the next 3 months.	Luqman et al. (2018)
	In the future, I will use _____ far less than today. I will sometimes take a short break from _____ and return later. I will deactivate my _____ account.	Luqman et al. (2017)
	I prefer using alternatives to _____. In the future, I prefer to use alternatives to _____. I prefer to use alternatives instead of continuing to use _____.	Maier et al. (2015)
Intention to readopt	I will suspend the use of _____, and then re-use it. I will take a short break from using _____, but I will not completely abandon it. I will stay away from _____ a period of time, and then re-use it.	Cao et al. (2021)
Intention to upgrade	I intend to upgrade to the new _____ on my current computer. I plan to upgrade to the new _____ on my current computer.	Wang et al. (2018)
Intention to switch	I am considering switching from my current _____. The chance of my switching to another _____ is high. I am determined to switch to another _____.	Chang et al. (2014)
	I would likely start using _____ within the next two weeks. I plan to abandon using my current _____ within the next two weeks. I intend to switch from my current _____ to _____ within the next two weeks.	Bhattacharjee et al. (2012)
	I would likely start using _____ more. I am considering increasing time on my _____ and decreasing time on other _____.	Peng et al. (2016)
	I am determined to switch to _____.	
	The probability that I would switch from primary _____ to alternate _____ within the next 2 months: - Very unlikely ... Very likely - Improbable ... Probable	Ye and Potter (2011)

Prior studies used different scales including Likert scales (Luqman et al., 2018), Guttman scales (Limayem and Hirt, 2003), and semantic differential scales (Ye and Potter, 2011).

- The ranges of the Likert scale differed across studies: Eom et al. (2016) used a 5-point scale, whereas Chopdar and Sivakumar (2019) and Chu et al. (2004) used a 7-point scale. The descriptors for the scales also differed across studies: Eom et al. (2016) used 1=very low, 2=low, 3=neutral, 4=high, 5=very high with a description for each level, whereas Chopdar and Sivakumar (2019) used 1=strongly disagree and 7=strongly agree and Chu et al. (2004) used -3=strongly disagree to +3=strongly agree with no descriptors for the intermediate levels between the two anchors.
- The Guttman scales have captured different aspects of individuals' intentions. Limayem and Hirt (2003) measured the extent to which individuals intended to post messages, Al-Gahtani et al. (2007) the chance of individuals continuing to be users, and Saeed et al. (2010) dealt with the intended use of an IS for specific activities. These scales generally included a "no" or a "zero" option, i.e., individuals can also report that they do not intend to use or continue using the IS.
- The semantic differential scales allow for subjective perspectives of individuals to be captured. Ye and Potter (2011) used multiple semantic differentials such as "very unlikely" to "very likely" and "no chance" to "certain" to measure individuals' intentions to switch to a different IS. Van der Heijden (2003) used a single semantic differential ranging from "wholly disagree" to "wholly agree" to measure individuals' intended frequency of visits to a site.

The items in the same measurement instrument refer to different aspects such as the timeframe (Khatri et al., 2018), purpose (Saeed et al., 2010), activity (Limayem and Hirt, 2003), and content (Chopdar and Sivakumar, 2019).

- Prior studies have dealt with intentions over specific and non-specific timeframes. For instance, Khatri et al. (2018) examined the intentions of students to use e-textbooks “over the semester” while Sun and Jeyaraj (2013) analyzed intentions of students to use the Blackboard system “in the near future”. In contrast, Alalwan et al. (2017) examined intentions of customers to use mobile banking “in the future.”
- The measurement items have comparative and non-comparative language. For instance, in measuring intention to continue use, Zhou et al. (2019) included an item that stated “rather than any alternative technology”, whereas Limayem and Cheung (2011) did not use such a comparison. Similarly, in the context of measuring individuals’ intention to switch, Chang et al. (2014) measured the chance of switching to another technology, whereas Ye and Potter (2014) captured the chance of switching from the primary technology to another technology.
- Prior studies have contextualized intention for both specific and non-specific activities. For instance, Mou et al. (2017) measured intention to continue using an IS for the purposes of obtaining health information and Chu et al. (2004) examined intention to use an IS to handle procurement tasks. Wu and Wu (2005) gathered intention to use IS for the individual’s “job”, whereas Fang and Neufeld (2006) referred to the individual’s “work” in obtaining data for intention to use. However, Khatri et al. (2018) and Dasgupta and Gupta (2019) did not refer to specific activities in measuring intention.
- Certain items on the measurement instruments seem unrelated to intention. For instance, Chopdar and Sivakumar (2019) included “recommend use of _____ (technology) to others”

as an item to measure intention to continue use, whereas Sharma and Sharma (2019) used “recommend _____ (technology) to peers and relatives” as an item to measure intention to use. Although recommending a system to others may be desirable, it does not necessarily indicate an individual’s intention to use the system.

Prior studies have also used measurement items that may not directly represent intention in any form. **Table 2** provides few illustrations. For instance, Neufeld et al. (2007), Maier et al. (2015), and Martinez-Torres et al. (2008) employed items that imply personal preferences or practices that may not necessarily represent intention.

Table 2. Examples of measurement items not capturing “intention”

Measurement items	Reference	Notes
I like to spend time mastering _____. Using _____ is personally meaningful to me. I really feel _____ is my system.	Neufeld et al. (2007)	The items indicate personal preferences rather than intention
I prefer using alternatives to _____. In the future, I prefer to use alternatives to _____. I prefer to use alternatives instead of continuing to use _____.	Maier et al. (2015)	The items suggest a preference for alternatives but not intention
I usually try to review concepts using _____ tool. I usually try to compare concepts learned in class and _____ view.	Martinez-Torres et al. (2008)	The items imply a general practice held by individual but not intention

_____ : represents technology used in study

Instruments in which the measurement items seem to refer to more than one type of intention could also be found in prior literature. **Table 3** shows examples of such instruments. Zhang et al. (2016) examined discontinuous usage intention but employed items that suggest intention to readopt as well as intention to discontinue. Ahmad and Khalid (2017) conceptualized intention to adopt but used items that measured both intention to adopt and intention to continue use. Rauniar et al. (2014) analyzed intention to use but the measurement included items for both intention to use and intention to continue use.

Table 3. Examples of measurement items representing “mixed” intention

Measurement items	Reference	Notes
In the future, I will use _____ far less than today. In the future, I will use another _____. I will sometimes take a short break from _____ and return later. If I could, I would discontinue the use of _____.	Zhang et al. (2016)	Includes items for “intention to readopt” and “intention to discontinue”
I will use _____ in the near future. I will purchase _____ in the near future. I am currently using _____ frequently. I predict that I will continue to use _____ on a regular basis.	Ahmad and Khalid (2017)	Includes items for “intention to adopt” and “intention to continue use”
I intend to use _____ for communicating with others. I intend to use _____ to get reconnected with people that matter to me. I will continue to use _____ for social networking.	Rauniar et al. (2014)	Includes items for “intention to use” and “intention to continue use”

_____: represents technology used in study

The majority of prior studies have used multiple items to measure intention. However, exceptions such as van der Heijden (2003) that employed a single-item instrument to measure intention to use do exist in prior literature.

ISSUES UNDERLYING INTENTION RESEARCH

Several issues underlying intention research can be identified based on the modeling, empirical design, measurement, and use context examined in studies.

- The primary focus of IS acceptance could be reconsidered. Should it be behavior or would intention be sufficient? If the focus should be on behavior, then studies based on intention are likely to be insufficient. The empirical results for the effect of intention on behavior are not convincing (Sheeran and Webb 2016; Wu and Du 2012) and drawing conclusions about behaviors based on an analysis of intentions may not be accurate. The intention-behavior gap suggests that just because an individual intends to engage in a particular behavior (e.g., adopt, use, discontinue, upgrade, switch) does not necessarily mean that the individual would actually engage in the behavior in the future.

- Prior studies have used both longitudinal and cross-sectional designs in examining intention as a predictor of behavior. In longitudinal studies (Bhattacharjee et al., 2012; Chopdar and Sivakumar, 2019), intention and behavior are typically measured at two different points in time, with intention in time t_1 and behavior in time t_2 , which is a requisite condition for explaining causality (Maier et al., 2023). However, intention and behavior are measured at a single point in time in cross-sectional studies (Chopdar et al., 2018; Oliveira et al., 2014), which implies that any conclusions about the causal effect of intention on behavior are not possible (Jeyaraj, 2021; Maier et al., 2023).
- Cross-sectional studies may also be prone to conflation of intention and behavior due to measurement issues. For instance, Chopdar et al. (2018) and Gumussoy and Calisir (2009) examined the effect of intention (i.e., “intend to use” in future) on behavior (i.e., use in the “last 6 months”), in which intention seems to explain *past* use although the research model purports to examine the impact of (current) intention on (future) behavior. At best, such measurements may be appropriate for examining the effect of behavior on intention or to control the effect of past behavior on future intention.
- Measurement instruments that contain items representing different types of intention (e.g., intention to adopt and intention to continue use) may not yield clarity on intention because those items are relevant for different user groups (e.g., non-users and users). Since respondents cannot belong to more than one group at the time of data collection (i.e., they can either be users or non-users but not both), their responses for different types of intention may not offer the best description. Ideally, the measurement items will represent a single type of intention, and the instrument will be administered to respondents in a single type of user group relevant for the study.

- The arbitrary language of the measurement items for intention could be problematic. For instance, in measuring intention to use, Moon and Kim (2001) refers to “a regular basis” and Wu and Wu (2005) refers to “as often as needed,” both of which can be interpreted in many ways by individuals. Even when both items are measured using a common scale (e.g., 7-point Likert), the measurements may not be reliable due to the different ways in which the terms may have been interpreted by study participants.
- The population of respondents chosen for the research may not be consistent with the stages of IS acceptance and research models. For instance, Yi et al. (2006) included both users and non-users of personal digital assistants when examining intention to use or continue use. While intention to use or intention to continue use may be appropriate for examining users, it may not be as relevant for non-users because they have not yet adopted the IS.
- Prior studies have examined intention ranging from fully voluntary to fully mandatory use settings. However, intention may not be as relevant in mandatory settings because individuals may be under a fiat to use the systems and may not have the authority to decide otherwise (Jaspersen et al., 2005). In other words, an individual’s intention may not be relevant or may be secondary in mandatory use settings and may not serve as a useful predictor of or proxy for behavior. Youngberg et al. (2009), for instance, examined individuals’ use of mandatory IS, but employed intention as one of the dependent variables.
- Prior studies have examined IS use that may be disrupted due to necessity or prolonged indefinitely. For instance, Khatri et al. (2018) and Sun and Jeyaraj (2013) examined use of educational IS by students, who may not need to use the systems beyond their course or program completion dates, whereas Alalwan et al (2017) examined use of customer-oriented

systems that may be continued by users indefinitely, or at least until the next generation of such systems are implemented.

RECOMMENDATIONS FOR FUTURE RESEARCH

Based on the foregoing assessment, several recommendations for future research on intention can be proposed.

- Intention as a terminal dependent variable (when using intention as a proxy for behavior or using behavior as an antecedent of intention) may not be particularly helpful especially in the absence of a *post hoc* verification of whether the behavior was performed. There could be challenges in conducting *post hoc* data collection to assess the extent to which the behaviors were consistent with the intentions, but mixed-method approaches may be leveraged for validation (Venkatesh et al., 2016).
- Apply measurement instruments for intention more consistently across studies. There is considerable diversity in measuring intention and the extent to which the different measures capture the same underlying concept is unclear. Items in prior studies were also time-bound, task-specific, and comparative. These also suggest opportunities to theorize intention in the short- and long- terms and task-specific settings.
- Conduct longitudinal studies if intention needs to be modeled and tested. Ideally, intention and behavior should be measured at different points in time. Assuming that intention is measured at time t_0 , behavior may be measured at time t_1 with the explicit recognition that the measurement for behavior would refer to time elapsed since time t_0 to precisely draw conclusions on the relationship between intention and behavior.

- Design studies that can more clearly convey the role of intention. Several simple heuristics can be applied. Studies that examine intention to use may gather data from adopters (and not non-adopters), whereas studies that examine intention to continue use may gather data from users (and not adopters). Studies that deal with system use over limited durations (e.g., students who may not need to use an IS beyond their course) may not be ideal for drawing conclusions about intention over longer terms.
- Accord greater attention to behaviors related to discontinuance, switching, upgrades, and readoption. Discontinuance and switching are crucial behaviors in modern environments due to the availability of various comparable systems to accomplish similar tasks (e.g., Tableau, Power BI, and Excel for visualization tasks). Upgrades are relevant because new generations of systems are increasingly common in the marketplace (e.g., new versions of Windows and Mac OS are released periodically). Readoption seems to be gaining prominence due to the pervasiveness of systems, which forces users to temporarily discontinue use of such systems (e.g., social media web sites such as FaceBook and Twitter).

CONCLUSION

Despite the considerable body of literature on intention in IS research, there are significant opportunities to reconsider the role of intention in IS acceptance as well as its conceptualization, modeling, and measurement. It is also possible to design and conduct more robust empirical studies that may lend greater credence to intention. The issues underlying extant research on intention and the recommendations for future research described in this review would hopefully spur serious debate and encourage further advances in our understanding of intention.

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