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Coming Back For More: Exploring Three Theoretical Perspectives Influencing IS Resumption

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COMING BACK FOR MORE: EXPLORING THREE THEORETICAL PERSPECTIVES INFLUENCING IS RESUMPTION

Research Paper

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Abstract

IS resumption describes ex-users returning to an information system (IS) after quitting it beforehand. IS research has conceptualized, operationalized, and defined this behavior and explained some initial causes for ex-users' IS resumption, such as nonuse-related dissatisfaction. We aim to complement that understanding by discussing the influence of three theoretical perspectives: reasoned action, experiential responses, and habitual responses. We use those perspectives to develop hypotheses and offer a comprehensive understanding of the causes of IS resumption intention. We chose a quantitative approach to evaluate our research model, conducting an online survey with 190 ex-users of streaming services. Our findings show that subjective norm and attitude influence IS resumption intention, while higher satisfaction with prior usage influences attitude. We contribute to IS research by carving out how the three theoretical perspectives influence ex-users' IS resumption intention, providing a solid theoretical basis for future studies on IS resumption.

Keywords: Resumption, Reasoned action, Experiential responses, Habitual responses, Streaming service, Technology acceptance.

1 Introduction

Millions of users stop using an information system (IS), such as Facebook, Netflix, or Spotify, for weeks, months, or even years (Farooq et al., 2023). Notably, many ex-users return to that IS after having stopped its usage for some time (Xu et al., 2017; Maier et al., 2021). For example, individuals resume using Facebook when moving to a new city and wanting to make contacts there (O'Dell, 2018). Understanding this behavior enables researchers to understand the relationship between individuals and IS better and provides valuable insights for practitioners to support or avoid IS resumption regarding particular IS. This paper aims to shed light on the causes of IS resumption.

Some initial information system (IS) research has focused on the behavior of returning to a previously used IS after having stopped its usage for some time (Xu et al., 2017; Maier et al., 2021). This behavior has been named IS resumption and focuses on ex-users who currently do not use an IS but have prior experience using it. The causes of IS resumption discussed so far include attitude (Xu et al., 2017) and satisfaction (Maier et al., 2021). Thus, existing research focused on two perspectives, reasoned action and experiential responses, thereby building the basis for our work. First, we base our research on the perspective of *reasoned action*, which points to the importance of attitude and subjective norm (Ajzen and Fishbein, 1980). Second, the perspective of *experiential responses* complements that knowledge. Some initial research has studied the role of satisfaction and revealed that a higher satisfaction with prior usage causes a higher IS resumption intention (Maier et al., 2021). We argue that ex-users can also express experiential responses through multiple emotions, for example, their enjoyment (Ortiz de

Guinea and Markus, 2009). Correspondingly, our study will also focus on enjoyment to better understand its influence on IS resumption intention. In addition to reasoned action and experiential responses, related literature has pointed to the additional perspective of *habitual responses* and their importance for forming behavioral intention (Limayem et al., 2007; Amoroso and Lim, 2017). Among others, it was shown that low habit influences discontinuance intention (Zhou et al., 2018), while strong habit influences continuance intention (Ortiz de Guinea and Markus, 2009). Thus, integrating these three theoretical perspectives – reasoned action, experiential responses, and habitual responses – provides a high potential for a comprehensive understanding of why ex-users resume using IS. Thus, we focus on the following research question:

> *What are the causes of ex-users' IS resumption intention?*

We have conducted a quantitative study among 190 ex-users to address this research question. As IS resumption is typical for streaming services (Meier et al., 2021), we focused on that context to collect data. The results reveal that subjective norm and attitude significantly impact IS resumption intention, while ex-users' satisfaction with prior usage also positively influences their current attitude toward the technology. We thereby contribute with a comprehensive perspective on IS resumption intention by considering three theoretical perspectives. Our findings builds a fundamental basis for researchers to investigate IS resumption intention further. The remainder of this paper is as follows. We next summarize research related to IS resumption intention. Then, we develop hypotheses for our research model and outline the methodological procedure. We finally discuss our findings and propose implications for future research.

2 Related Literature, Research Model, and Hypotheses Development

2.1 IS Resumption

For more than three decades, a plethora of research has explained why individuals adopt, continue, and discontinue the use of IS (Dwivedi et al., 2019). Recently, IS resumption intention, defined as returning to a previously used IS after having stopped its usage for some time (Maier et al., 2021), has complemented these behaviors (Xu et al., 2017). So far, existing literature in that stream has operationalized and conceptualized IS resumption, and in addition, some initial research on its causes exists. We next summarize them concerning the theoretical perspectives of reasoned action and experiential responses.

Reasoned action as the first perspective has been partially considered by existing research. Especially perceived usefulness of prior use is relevant to explain resumption intention (Maier et al., 2021). The more valuable an ex-user thinks using a particular IS, the more use-related satisfaction is created, resulting in a positive attitude (Maier et al., 2021). This positive attitude not only exists during the use of the IS but also after discontinuing the use of a particular IS (Xu et al., 2017), driving IS resumption intention.

Existing research regarding IS resumption has already considered *experiential responses* as the second perspective. Nonuse-related dissatisfaction and use-related satisfaction are causes of IS resumption intention, with nonuse-related dissatisfaction being a push factor and use-related satisfaction being a pull factor (Maier et al., 2021; Xu et al., 2017). Thus, ex-users who either have discontinued using a particular IS and are not content with this discontinuation or who were satisfied with the use of the IS during continuance tend to perform resumption (Maier et al., 2021). Time also plays a role in this aspect: nonuse-related dissatisfaction has a stronger influence on recent ex-users, and use-related satisfaction has a stronger influence on long-standing ex-users (Maier et al., 2021).

2.2   Research Model Development

We study how the three perspectives, reasoned action, experiential responses, and habitual responses, influence IS resumption intention. We refer to existing literature (Maier et al., 2021; Xu et al., 2017) by considering the two perspectives, reasoned action and experiential responses, and complement existing findings by including habitual responses as a third perspective. We provide theoretical arguments on how reasoned action, experiential responses, and habitual responses influence IS resumption intention. Furthermore, interdependencies exist, e.g., between experiential responses and reasoned action. In the following, we will introduce each perspective. Figure 1 presents our research model that considers three theoretical perspectives.
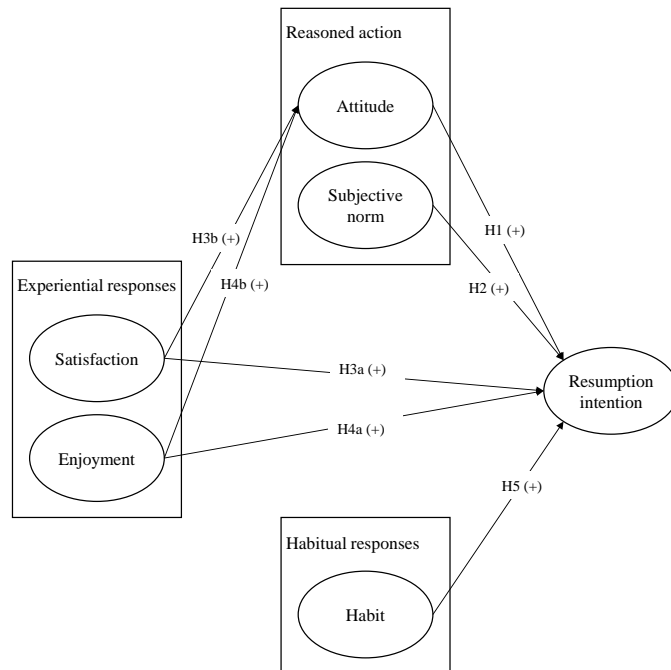

Figure 1: Research model.

Reasoned action. Research on the perspective of reasoned action is based on social psychology theories, such as the theory of reasoned action (TRA) (Fishbein and Ajzen, 1975) and the theory of planned behavior (TPB) (Ajzen, 1991). It typically shows that a positive attitude influences the intention to perform a particular behavior (Bhattacherjee and Lin, 2015; Devaraj et al., 2008).

In line with that, the current attitude toward an IS influences IS resumption intention (Xu et al., 2017). Explanations for that relationship result from knowing that, especially when ex-users form attitude due to direct experience, the attitude significantly influences intentions (Ortiz de Guinea and Markus, 2009). Moreover, as ex-users have already used but discontinued using an IS, they had their own experiences. Ex-users who used a particular IS developed an attitude during usage. This attitude will be stored in the ex-user's memory over time (Karahanna et al., 1999), meaning that it remains even when the IS no longer used and thus influence IS resumption intention. A positive attitude toward an IS will influence the ex-user's high IS resumption intention. Therefore, we hypothesize:

H1: *Attitude toward a particular IS positively influences ex-users' IS resumption intention.*

Following the perspective of reasoned action, the subjective norm is another important influencing factor for ex-users behavior. It reflects how others shape an individual's behavioral intention (Venkatesh et al., 2012). Subjective norm defines the degree of social pressure to perform a particular behavior (Bock et al., 2005; Lewis et al., 2003). Existing research finds that subjective norm significantly influences the continuance intention of social networking sites, e-commerce, and online games (Yan et al., 2021). With increasing experience of using a particular IS, individuals internalize others' opinions, and the influence of subjective norm on IS continuance intention wears out over time (Venkatesh and Morris, 2000).

We consider subjective norm relevant for resumption because resuming to use of a previously used IS represents a changing situation, meaning that ex-users are more susceptible to other opinions. For example, ex-users resume using a particular IS if other people (e.g., partners, friends, colleagues, or family) want them to do it. For example, friends might try to convince an ex-user to resume using a streaming service (e.g., Netflix) because they want to discuss a particular film. Resumption intention, in this case, results from social pressure and wanting to meet the expectations of influential people. In addition, other ex-users might talk about the advantages and benefits of the IS and what might enhance an ex-user's IS resumption intention. In line with that, we assume that subjective norm positively affects IS resumption intention. Thus, we hypothesize:

H2: *Subjective norm positively influences ex-users' IS resumption intention.*

Experiential responses. Experiential responses form behavioral intention (Ortiz de Guinea and Markus, 2009), so positive experiential responses, such as satisfaction and enjoyment, increase an individual's intention to perform a specific behavior. In addition, existing research found that satisfaction and enjoyment cause the development of favorable attitudes (Steelman and Soror, 2017), indicating interdependencies between experiential responses and reasoned action.

Satisfaction as one specific experiential response is derived from prior experiences and indicates an individual judgment about an IS (Ortiz de Guinea and Webster, 2013). While satisfied individuals have a high behavioral intention of using a particular IS, dissatisfied individuals tend to discontinue or switch to an alternative, indicating that satisfaction predicts behavioral intention (Pereira and Tam, 2021).

Research regarding IS resumption identified satisfaction of prior use to have a positive influence on ex-users' IS resumption intention (Maier et al., 2021). Evaluating IS resumption intention during discontinuance is possible because prior satisfaction can be stored in an ex-user's long-term memory (Maier et al., 2021). However, experiential responses, such as satisfaction, relate to prior use, so we are interested in how satisfied individuals were in retrospect with prior use of a particular IS. In line with prior research regarding IS resumption, we propose (H3a) that satisfaction with a prior usage influences an ex-user's IS resumption intention in a positive way (Maier et al., 2021; Xu et al., 2017). In addition, we know from existing research that satisfaction positively affects attitude (Idemudia and Raisinghani, 2014). Thus, an ex-user satisfied with using a particular IS in the past develops a better attitude toward an IS (H3b). We therefore hypothesize:

H3a: *Prior satisfaction with IS usage positively influences ex-users' IS resumption intention.*

H3b: *Prior satisfaction with IS usage positively influences ex-users' attitude toward the respective IS.*

As another experiential response, enjoyment is the extent to which an IS enjoyable (Beaudry and Pinsonneault, 2010). Existing research finds that enjoyment is a crucial determinant of behavioral intention (Yan et al., 2021; Wu and Lu, 2013). Therefore, enjoyment of using a particular IS translates into more time spent using the IS (Pereira and Tam, 2021).

Enjoyment influences IS resumption intention in a way that remembering joyful situations of prior usage increases the tendency to use it again. This experiential response, as well as satisfaction, refers to the prior usage of a particular IS. For example, when an ex-user perceives the prior usage of a particular IS enjoyable (e.g., gaming application), the resumption intention might be influenced (H4a). Some studies in online gaming and mobile apps identified enjoyment to influence behavioral intention and an ex-user's attitude (Yan et al., 2021). Prior enjoyment of using a particular IS, thus, influences an ex-user's attitude toward it (H4b). Thus, we hypothesize:

H4a: *Prior enjoyment of IS usage positively influences ex-users' IS resumption intention.*

H4b: *Prior enjoyment of IS usage positively influences ex-users' attitude toward the respective IS.*

Habitual responses. Automatically generated habitual answers triggered by specific situations that have already been faced in the past are known as habitual responses (Ortiz de Guinea and Markus, 2009). Habitual responses define the extent to which people automatically perform goal-directed behaviors because of learning (Wood and Rünger, 2016; Amoroso and Lim, 2017; Limayem et al., 2007).

Individuals do not need to think about behaviors caused by habit, and habitual responses are effortless and efficient (Limayem et al., 2007). For example, an individual might develop habitual responses of automatically starting the Netflix application on TV when wanting to watch a series. Existing IS research has found significant relationships between habitual responses and continuance intention (Bhattacherjee and Lin, 2015; Amoroso and Lim, 2017) because repeatedly and regularly using a particular IS reduces the need for cognitive planning (Ortiz de Guinea and Markus, 2009).

Prior IS use predicts future IS use (Venkatesh et al., 2012). Thus, we consider the habit of prior IS use as a cause of IS resumption intention. Ex-users might still have habits of using a particular, currently discontinued, IS despite discontinuance. For example, in streaming services, ex-users might automatically try to start using Netflix, although they had discontinued the subscription. We propose that existing habits of previously using an IS influence an ex-user's IS resumption intention, and we hypothesize:

> **H5:** *Habit of using a particular IS positively influences ex-users' IS resumption intention.*

3 Methodology

In order to test our hypotheses, we conducted an online survey and focused on one specific context. We consider IS resumption in the context of streaming services as increasingly relevant because streaming service users show interesting switching behaviors, often switching back to a previously used streaming service after subscribing to an alternative one (Meier et al., 2021). To understand the importance of the theoretical perspectives on IS resumption intention of streaming services, as outlined above, we follow a quantitative research approach.

3.1 Data Collection

Given the contextualization of our research approach, our sampling strategy was finding ex-users of streaming services. We decided to use MTurk because research proves that collecting data through online crowdsourcing markets might be better than traditional approaches if the recruiting and analysis process is done carefully (Lowry et al., 2016). In addition, a recent study shows that data from MTurk results in similar findings to data collected in an organization (Maier et al., 2019). We followed the predefined guidelines by Jia et al. (2017) for collecting and using MTurk data. We restricted access to the U.S. as a restricted area to ensure that our respondents are native English speakers. In addition, we revised all items to use neutral wording and achieve social desirability. During data collection, we included attention checks to ensure attentiveness. For example, we asked the respondents not only answer, which of the listed streaming services they had already discontinued but also which of these they had already used. Logically, a streaming service that has been discontinued must also have been used beforehand. In addition, we included one reverse-coded item to check if the respondents conscientiously went through the survey. After data collection, we removed all responses that failed quality control.

The restriction for participation in the study was that individuals had already used and discontinued using at least one streaming service. If respondents answered that they had never discontinued using a streaming service, we automatically sent them to the end of our survey, as all other questions were related to a particular discontinued streaming service. To ensure validity, we included two attention control questions, such as asking participants to choose "agree." During data analysis, we did not consider the responses of those participants, who responded differently than expected. Also, we conducted a data cleaning process by deleting unreliable data sets. For example, some responses could have been more consistent, as participants chose to discontinue the use of Netflix but also reported that they had never used it.

The participants were asked to reflect on their prior use of streaming services from their current perspective. First, the participants, who were all from the U.S., had to answer which of the five most popular streaming services (i.e., Netflix, Amazon Prime, Disney+, Hulu, and HBO Max) they had already used and discontinued. Afterward, they had to answer questions regarding reasoned action,

experiential responses, and habitual responses from their current perspective, rating them on a 1 to 7 Likert scale. We use well-established measures from prior research to measure the constructs of our model. Each construct consisted of at least three items. We report the constructs and items in Table 3 (Appendix). In addition, we included control variables in terms of age and gender.

We conducted an a priori power analysis using G*Power 3 (Faul et al., 2007). The results showed that 89 respondents are needed to achieve 0.95 power in detecting a medium-size effect, which was set at 0.15 as suggested by Cohen (1988). We collected 190 usable responses, exceeding the required sample size as indicated by our power analysis.

The respondents were between 20 and 66 years old, with a mean age of 39.69 (standard deviation = 10.12). We report the demographics in Table 1.

Demographic feature	Types	Distribution (in %)
Gender	Male	55.79
	Female	42.63
	Other	0.00
	Prefer not to answer	1.58
Age	<26	11.05
	26-35	27.89
	36-45	17.37
	46-55	34.21
	56-65	3.16
	>65	0.53
	Prefer not to answer	5.79

Table 1.   Demographic profile of 190 streaming services ex-users.

3.2   Data Analysis

To analyze the gathered data, we used SEM and SmartPLS 4 (Ringle et al., 2022). PLS, in comparison to covariance-based SEM, does not require normally distributed data (Ringle et al., 2012), which is why we use SEM in terms of SmartPLS. The model consisted of seven constructs and a sample of 190 respondents. Our model meets the recommended sample size requirement of 10 observations per construct, as we consider more than 70 observations (Hair et al., 2019). PLS is recommended for testing newer relationships (Soror et al., 2015), which is relevant for our context, as only a little research exists regarding IS resumption intention.

4   Findings

4.1   Measurement Model

In line with prior research, we modeled all constructs using reflective indicators. To ensure indicator reliability, assessing how much of an item's variance is explained by the construct (Hair et al., 2017), we calculate the factor loadings (see Appendix, Table 3). All except three-factor loadings meet or exceed the threshold of 0.707, considered the limit for indicating practical significance (Carmines and Zeller, 2008). Therefore, three items were removed during the data analysis (see Appendix, Table 3).

We calculated composite reliability (CR) and average variance extracted (AVE) to test the internal consistency reliability and convergent validity of the constructs in our research model (Chin, 1998; Hair et al., 2017). The threshold for CR of 0.7 and the threshold for AVE of 0.5 (Chin, 1998) are all met by

our model. Therefore, all constructs fulfill internal consistency reliability and convergent validity. We report the results in Table 2.

Discriminant validity, the extent to which items differ, has been tested by checking for the Fornell-Larcker criterion (Fornell and Larcker, 1981). Table 2 shows that the square root of AVE is greater than the corresponding construct correlation, thereby confirming discriminant validity for our model.

	Construct	Mean	SD	AVE	CR	1	2	3	4	5	6	7	8
1	Attitude	5.74	2.51	0.79	0.94	0.89							
2	Subjective norm	5.62	2.15	0.78	0.92	0.87	0.89						
3	Satisfaction	5.67	2.62	0.85	0.92	0.87	0.83	0.92					
4	Enjoyment	5.65	2.92	0.79	0.95	-0.04	-0.01	-0.02	0.89				
5	Habit	5.61	2.73	0.87	0.97	-0.03	-0.02	-0.01	-0.01	0.95			
6	Resumption intention	5.65	2.68	0.81	0.93	0.84	0.89	0.77	-0.01	-0.03	0.90		
7	Age	39.69	10.12	1.00	1.00	-0.09	-0.09	-0.09	0.13	-0.02	-0.10	*1.00*	
8	Gender	1.43	0.50	1.00	1.00	-0.02	0.07	-0.06	-0.02	-0.01	0.06	0.15	*1.00*
Note: SD = standard deviation, AVE = average variance extracted, CR = composite reliability													
the shaded diagonal represents the square root of AVE													
1.00 indicates one item constructs													

Table 2.   AVE, CR, Fornell-Larcker criterion, and bivariate correlations for our research model.

4.2   Structural Model
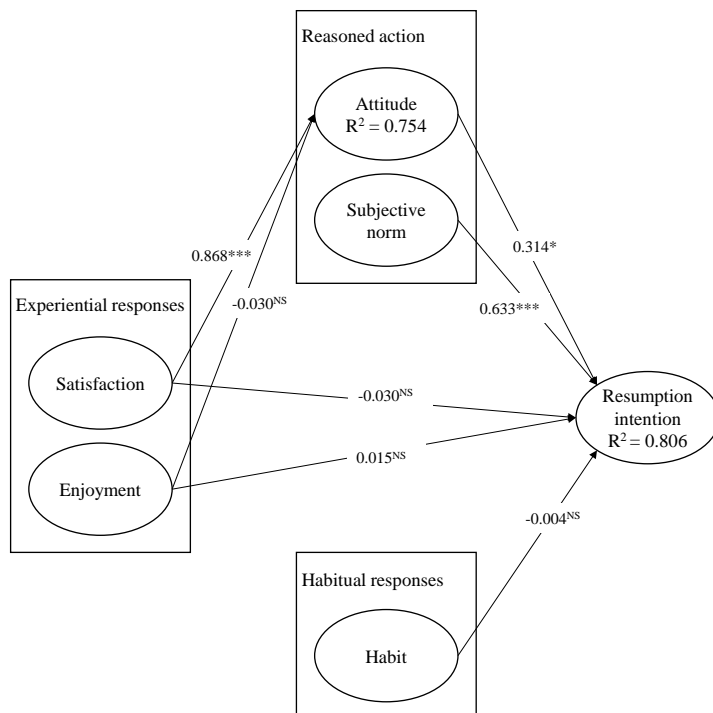
NS: $p > 0.05$, *: $p < 0.05$, **: $p < 0.01$, ***: $p < 0.005$

Figure 2: Structural model evaluation.

Concerning the R^2 values, the model explains 80.6% of the variation in IS resumption intention and 75.4% in attitude. As shown in Figure 2, by using path coefficients and p-values, we find that three paths

are significant. Our findings reveal that the path coefficient between attitude and IS resumption intention is significant (H1 is supported, $p < 0.05$), meaning that an ex-user's current attitude toward a particular streaming service positively influences IS resumption intention. The relationship between subjective norm and IS resumption intention is also significant (H2 is supported, $p < 0.005$), explaining that the influence of people important to an ex-user significantly influences IS resumption intention. In addition, the relationship between satisfaction and attitude is significant (H3b is supported, $p < 0.005$), revealing that an ex-user's prior satisfaction with a particular streaming service positively influences an ex-user's current attitude toward this streaming service. All other hypotheses cannot be supported because of p-values above the significance level of 0.05.

5 Discussion

5.1 Contributions

With the increasing relevance of resuming the use of different IS, such as streaming services (Curry, 2022), this paper aims to explain what factors influence IS resumption intention.

Against that backdrop, we ground our research on three well-known theoretical perspectives: reasoned action, experiential responses, and habitual responses. We explain how these three theoretical perspectives influence each other and IS resumption intention. With that, we forward literature on IS resumption by better understanding the causes of ex-users returning to an IS after having stopped its usage for some time. While current literature has pointed to the importance of some selected influencing factors, such as attitude and satisfaction with prior usage and dissatisfaction with non-use (Maier et al., 2021), we complement those findings by including the perspective of habitual responses. We integrate different perspectives and contribute to multiple causes of IS resumption intention that can be tested in future research for different contexts.

From a reasoned action perspective, research informs us that attitude and subjective norms influence behavioral intentions (Fishbein and Ajzen, 1975; Ajzen, 1991). To some degree, this perspective has also been used by IS resumption intention literature, as perceived usefulness as an antecedent of attitude influences IS resumption intention (Maier et al., 2021). We complement that by showing that attitude and subjective norm also significantly influence the resumption intention regarding a streaming service. Thus, we contribute that the overall attitude, related to the ex-user themselves, and the subjective norm, which reflects how others impact the ex-user's thinking (Venkatesh et al., 2012), influences IS resumption intention.

From an experiential responses perspective, we have seen that satisfaction with prior usage influences IS resumption intention (Maier et al., 2021). While we supposed that other emotions, e.g., enjoyment, would also influence, findings show that satisfaction and enjoyment have no influence. Despite that, our results indicate that satisfaction indirectly affects resumption intention through attitude. This finding is necessary and relevant as it reveals exciting interdependencies between the three studied perspectives. Thus, we need to consider the respective interdependencies between the three perspectives.

From a habitual responses perspective, our findings show that habitual responses do not significantly influence IS resumption intention. This finding might be grounded in several causes. For example, habitual responses are probably more relevant and related to behaviors (here: IS use behavior) instead of (ex-) users' intentions (Bhattacherjee and Lin, 2015) or we might need to focus on moderating variables, such as the time since when the ex-user had discontinued the IS.

5.2 Implications for Research

Our research provides a fundamental understanding of the causes of ex-users' resumption intention. Our findings have several implications for future research on IS resumption. Subjective norm has a highly significant influence on an ex-user's resumption intention. Thus, other people's opinions might be even more relevant than one's position. Resumption intention is also caused by norm understanding and pressure. Ex-users might resume using streaming services (e.g., Netflix) because it is socially desired

and because many use it. So, individuals want to belong to the group instead of being perceived as outsiders. Future research may identify different groups of individuals who influence resumption intention and how significant their impact is. Thereby, not only friends and family but also the role of influencers and media campaigns who actively promote streaming services need to be considered.

The experiential responses considered in this paper, prior satisfaction (H3a) and prior enjoyment (H4a), do not significantly influence an ex-user's resumption intention. However, they need to be distinguished. Satisfaction can be seen as a two-edged sword. An explanation for the non-significance of the influence between satisfaction and resumption intention might be that the satisfaction of previously using an IS only holds until the decision the discontinuing it. Thus, dissatisfaction that causes discontinuance might outweigh the prior satisfaction, and therefore prior satisfaction does not influence resumption intention. Although satisfaction with prior usage does not cause IS resumption intention, dissatisfaction with the current situation of not using a particular streaming service might have a significant influence. This finding indicates that dissatisfaction about not using a streaming service might be more relevant for an ex-user than high satisfaction with prior usage. Thus, it might be interesting for future research to test both forms, use-related and nonuse-related satisfaction, and identify potentially significant effects on IS resumption intention.

Enjoyment is a short-lasting emotion and is dependent on prior use. Thus, good emotions do not influence ex-users' intentions in the current situation. The context of streaming services implies that enjoyment in its underlying purpose does not last long and therefore does not cause identification with the corresponding streaming service and its use. This implication explains, why prior enjoyment does no significantly influence on the current attitude toward a particular streaming service (H4b). Individuals might expect streaming services to be joyful, without spillover of positive emotions. However, using programming applications might not be considered joyful initially, so feeling unexpected joy might have a long-lasting effect and influence resumption intention. The significance of the influence of enjoyment as an experiential response heavily depends on individuals' expectations of how joyful a particular IS should be, highlighting the role of unexpected joy. Thus, future research might focus on identifying enablers for recalling positive emotions in the long term. Individuals need a particular mindset or personality trait to make it possible to feel prior enjoyment after quitting.

Habit also does not have a significant influence on a streaming service ex-user's resumption intention (H5). Therefore, a prior habit of using a particular streaming service has no spillover effect on an ex-user's resumption intention in the present. Therefore, we conclude that quitting a technology is a conscious choice that causes immediate habit-breaking. Following this, individuals can break existing habits of using a particular IS by simply stopping it. Future research might focus on two aspects. First, this form of habit-breaking might also exist in another context. Thus, future research might investigate whether this is a context-dependent phenomenon for streaming services or if it is stable across different IS. Second, if quitting causes habit-breaking, future research might distinguish between quitting and switching as two different forms of discontinuance. It would be interesting to find out if habit spillover effects on the resumption intention of one streaming service occur, if an individual switches from one streaming service to another, or if individuals might immediately develop a new habit, therefore breaking the old habit.

In addition, as we contribute to existing research by revealing the potential interdependencies of the three different perspectives, future research might have a closer look at the relationship between satisfaction and attitude. We considered satisfaction as the degree of meeting the expectations of a prior usage from a current perspective while measuring attitude as the current mood toward a particular IS. Thus, these two constructs might overlap in some points. For example, individuals with a positive attitude toward a particular IS might automatically report satisfaction with prior usage from a current perspective. Thus, future research might consider a two-wave approach, meaning that the same individuals could be asked during usage and discontinuance of one particular IS. Consequently, discrepancies between prior satisfaction and satisfaction with prior usage and attitude during usage and during discontinuance could be identified and further analyzed. This approach enables researchers to conclude the relationship between satisfaction and attitude and how they emerge over time.

5.3 Implications for Practice

This research can be used by IS providers trying to regain ex-users of the IS they provide. They can use the fact that a positive attitude and subjective norm influence IS resumption intention. However, they have to start work even before individuals discontinue using the IS since they first have to ensure that the users have a positive attitude toward their IS. This step can be done with qualitative or quantitative methods, determining the attitude toward the provided IS. Following this, IS providers can introduce measures to improve the attitude toward the IS, such as likable advertising or charity donations.

Furthermore, subjective norm plays a crucial role in IS resumption intention. From a provider's perspective, the offered IS should make people feel they need to use it to belong with their friend or a similar group. The reason for this is that other individuals influence how people feel toward a particular IS, thereby influencing their decision whether to use it. However, we must not neglect that individuals might view this recommendation as harmful. They might feel manipulated because of providers' strategies to intentionally influence inividuals' decision-making. Thus, IS providers need to keep in mind that individuals' trust must be maintained when trying to influence their IS resumption intention.

Satisfaction significantly impacts attitude toward an IS, meaning that providers have to ensure that their users are satisfied with it to make it easier for them to resume using the IS later on. Surveys on user satisfaction would be beneficial to find out how satisfied the users are and what causes improved satisfaction. This way, IS providers can find out how they can increase satisfaction to raise the positive attitude, which improves the future IS resumption intention probability.

5.4 Limitations and Future Research

Our research includes some limitations that need to be taken into consideration. We only conducted the study among U.S. citizens, meaning that results could look different in other countries and cultures. In addition, using crowdsourcing markets such as MTurk brings some challenges, such as the increased risk of non-independence, attentiveness, and social desirability bias (Jia et al., 2017). Further, to first examine the significance of our research model, we limited our research to streaming services. Results might have been different if we had surveyed participants about other IS types. Future research might identify IS-related differences on the one hand and support existing results on the other hand.

Apart from those limitations, there is plenty of room for future research directions. So far, research in the stream of IS resumption assumes linear relationships between causes, and IS resumption. Research might complement this by using a configurational perspective (Mattke et al., 2022), revealing combined causes for IS resumption in different ways. Such a perspective is helpful to see that different ex-users have different, equational causes that all bring them back to resume the use of the prior IS. Another future research direction might be the investigation of the prior use and revealing why the individuals discontinued using the IS. Whether the user discontinued the IS in the trial period (Maier et al., 2022) or after using it over a longer period (Soliman et al., 2019) might influence IS resumption differently.

In addition, a significant criterion for adopting, continuing, and discontinuing particular streaming services is their price. High prices significantly negatively influence the intention to continuously use streaming services (Weniger and Loebbecke, 2011) and increase the probability of discontinuance (Matt et al., 2015). Therefore, future research might include the price as a control variable. Thereby, each individual's willingness to pay might be evaluated. However, one must keep in mind that many people share one account (e.g., to save money), and different subscription models (e.g., two or four users) exist among different streaming services. Therefore, it is not valuable to use the standard prices that are available on the Internet, but individual costs for each ex-user need to be determined.

6 Conclusion

This research uses three perspectives, reasoned action, experiential responses, and habitual responses, to explain the causes of IS resumption. Based on data from 190 ex-users of streaming services, we show that attitude, and subjective norm significantly influence IS resumption intention. In addition,

satisfaction influences attitude, while enjoyment does not influence attitude or IS resumption intention. Prior habit does not significantly affect IS resumption intention. We contribute by explaining how three theoretical perspectives explain IS resumption intention. We also point to the interdependencies between those theoretical perspectives, thereby paving the way for future research in IS resumption intention.

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Appendix

Construct	Items	Loading	References
Attitude	Using {streaming service} is a good idea.	0.876	(Venkatesh et al., 2003)
	{streaming service} makes watching series/movies more interesting.	0.871	
	Using {streaming service} is fun.	0.904	
	I like using {streaming service}.	0.911	
Subjective Norm	People who influence my behavior think I should use {streaming service} again.	0.891	(Bhattacherjee and Lin, 2015; Venkatesh et al., 2012)
	People who are important to me think I should use {streaming service} again.	0.876	
	People who influence my behavior would welcome using {streaming service}.	0.888	
Satisfaction	Using {streaming service} satisfied me.	0.924	(Bhattacherjee and Lin, 2015; Maier et al., 2021)
	Using {streaming service} pleased me.	-0.040[NS]	
	Using {streaming service} contended me.	-0.058[NS]	
	I felt delighted about {streaming service}.	0.920	
Enjoyment	Using {streaming service} was enjoyable.	0.937	(Maier et al., 2021)
	Using {streaming service} was pleasurable.	0.965	
	Using {streaming service} was fun.	0.737	
	Using {streaming service} was exciting.	0.905	
	Using {streaming service} was interesting.	0.872	
Habit	Using {streaming service} had become automatic to me.	0.990	(Bhattacherjee and Lin, 2015; Maier et al., 2021)
	Using {streaming service} was natural to me.	0.798	
	When I want to watch a series/movie, {streaming service} was an obvious choice.	0.990	
	I have had a habit of using {streaming service}.	0.990	
Resumption intention	I would rather restart using {streaming service} than further discontinue it.	0.881	(Bhattacherjee and Lin, 2015; Maier et al., 2021)
	I intend to restart using {streaming service} rather than using an alternative.	-0.034[NS]	
	I prefer using {streaming service} again.	0.911	
	In the future, I intend to use {streaming service} again.	0.908	
Note: Three items marked [NS] were removed during the data analysis process because their loadings were < 0.707, indicating non-significance			

Table 3.   Measurement items.