Information Technology Continuance Intention: A Systematic Literature Review

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ABSTRACT

This article provides a systematic review of 191 research articles published on the Information Technology (IT) continuance intention between 2001 and 2014. The IT continuance intention literature was analyzed based on a series of dimensions including year of publication, journal, country, author, research methods, type of respondents, the theories and theoretical constructs utilized, and the contexts and technologies examined. Findings suggest that interest in the topic of IT continuance intention has been increasing steadily in recent years, and becomes an emerging area for academic research into the future. In order to improve research in IT continuance intention, future researchers could apply greater use of the theoretical and methodological approaches such as qualitative methods to investigate the continuance intention of information technology.

KEYWORDS

Information Technology, IT Continuance Intention, Post-adoption Intention, Research Issues, Systematic Literature Review

INTRODUCTION

The expansion of IT technologies has been influential on all areas of human life. Benefits from IT investment are only realized through sustained usage, rather than initial acceptance (Bhattacherjee, 2001b; Kim & Son, 2009). Users’ post-adoption behaviors have emerged as a key topic in recent IT researches (Bhattacherjee, 2001b; Bhattacherjee & Premkumar, 2004). Continuance intention describes the user’s decision to carry on using a specific IT that an individual has already been using. So, this subject is different from the user’s first-time usage of the IT. Understanding the reasons for
users’ continuance in the use of an IT is critical for the long-term viability and the eventual success of the newly born means of IT (Bhattacherjee, 2001b). It turns out to be retaining existing users is considerably more cost-effective than attracting fresh users. This is especially true in services, wherein the continuous participation of users is vital for realization of desired goals. Therefore, designing strategies on continuously attracting user retention is one of the critical and general questions in IT global market (Zhang, Zhang, Ordóñez de Pablos, & Sun, 2014).

Over the last three decades, the amount of research works within the adoption umbrella has been vigorous (Hoehle, Scornavacca, & Huff, 2012; Song & Walden, 2007; Taufique & Shahriar, 2013). Although in the past a great deal of researches were devoted to understanding individuals’ acceptance of a new IT application, but recent literatures have been more dedicated to individuals’ behaviors at the post-adoption stages among both researchers and practitioners (Gerpott, 2011; Lee, 2010; Lin, 2012; Lu, 2014; Roca, Chiu, & Martínez, 2006; Tsai, Chien, & Tsai, 2014; Venkatesh, Thong, Chan, Hu, & Brown, 2011; Wu & Zhang, 2014; Yuan, Liu, Yao, & Liu, 2014; Zheng, Zhao, & Stylianou, 2013). Ortiz de Guinea and Markus (2009) describe post-adoption as “one of the most welcome developments in recent Information Systems (IS)”. However, our shared understanding of post-adoption use behaviors is still at its early stage of development (Jasperson, Carter, & Zmud, 2005).

A growing body of research has been developed to understand the continuance intention of IT which is an important research domain in the IS academia and we rarely come across a comprehensive article review on IT continuance intention. It is appropriate to review the existing body of knowledge in this area for two major causes; first, researchers may benefit from this study because we review researches across continuance intention of IT spanning over 13 years and we believe that this article is one of the first comprehensive articles in reviewing IT continuance intention literature systematically. This provides a comprehensive picture because users are influenced by various factors when using different IT services in post-adoption stage. We focus our attention to the methodologies used and theoretical frameworks employed to study IT continuance intention over the last decade. Second, practitioners could be benefitted by understanding key factors that determine the continuance intention of diverse range of technologies among customers, as retaining existing customers is a crucial feature of successful service providers.

According to Fink’s (2005) systematic literature review (SLR) represent: “a systematic, explicit, and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars, and practitioners.” In a SLR the most important aspects of the accomplished researchers must be investigated, and useful information and statistics must be extracted (Jula, Sundararajan, & Othman, 2014). This paper, therefore, seeks to contribute to the understanding of IT continuance intention by undertaking a SLR of IT continuance intention.

The purpose of this study is twofold. First, exploring a SLR on IT continuance intention and to classify these studies based on a series of dimensions including journals, authors, theories and theoretical constructs utilized, research methods, contexts and technologies examined. Second, and, most importantly, we provide a useful and usable resource for future researchers. The paper is organized as follows. The Information technology continuance usage intention is described in next section and a brief overview of previous literature reviews written in third section. The research method is described in fourth section, and then we present our findings on IT continuance intention and clarify the different perspectives in the IT continuance intention literature. The 6ths section analyzes and discusses existing research in order to identify gaps. The paper concludes with a summary and recommendations for future research on the IT continuance intention.
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