IS User Behavior in the Age of Disruptions

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FOREWORD BY PROF. DR. CHRISTIAN MAIER

“In the midst of every crisis lies great opportunity.”
Albert Einstein

Die verhaltensorientierte Forschung in der Wirtschaftsinformatik hat unser Verständnis von Technologienutzungsverhalten über Jahrzehnte geprägt. Doch Disruptionen wie Pandemien, Cyberangriffe, Datenpannen oder Systemausfälle beeinflussen zunehmend unser tägliches Leben und stellen etablierte Erklärungen von Nutzungsverhalten infrage. Genau hier setzt die Dissertation von Herrn Dr. Meier an: Sie erklärt die zentrale Rolle von Disruptionen im Umgang mit digitalen Technologien und liefert eine fundierte Antwort auf eine der drängendsten Fragen im digitalen Zeitalter.

Die Dissertation bietet der Scientific Community ein konsistentes Rahmenwerk, das das Zusammenspiel interner und externer Einflussfaktoren berücksichtigt, um Nutzungsverhalten in Zeiten ständiger Disruptionen besser zu verstehen. Damit geht die Arbeit über traditionelle Erklärungen von Nutzungsverhalten hinaus und etabliert einen neuen, zeitgemäßen Forschungsstrang. Dabei beschreitet die Dissertation neue Wege mit dem deduktiven Einsatz der Fuzzy Set Qualitative Comparative Analysis (fsQCA). Die Entwicklung einer Blaupause zur Verfeinerung, Erweiterung und Abgrenzung von Theorien wird zukünftig als Vorlage dienen.

Daraus werden konkrete und strukturierte Handlungsempfehlungen für Anbieter von Informationssystemen abgeleitet, um Technologienutzungsverhalten gezielt zu steuern. Interessant ist insbesondere die Idee, externe Disruptionen als strategische Chance zu begreifen. Damit schlägt die Arbeit eine wunderbare Brücke von der akademischen Erkenntnis zur unternehmerischen Praxis und bietet einen Kompass für das digitale Zeitalter.

Diese Dissertation ist ein *Must-read* für alle, die Disruptionen und deren Konsequenzen verstehen möchten; sei es in der Forschung oder in der Praxis. Sie steht zugleich exemplarisch für ein neues Verständnis von Nutzungsverhalten: eines, das sich nicht mit Standardmodellen begnügt, sondern die Realität in ihrer Vielschichtigkeit ernst nimmt – mit all ihren Disruptionen, Konfigurationen und kontextabhängigen Dynamiken. Damit leistet die Arbeit einen substanziellen Beitrag zur Weiterentwicklung der verhaltensorientierten Forschung in der wissenschaftlichen Gemeinschaft der Wirtschaftsinformatik.

Prof. Dr. Christian Maier

Dedicated to my parents

Monika and Josef

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Pursuing this doctoral degree and writing this dissertation has been an intellectually challenging and rewarding journey. As I write these final words, I am overwhelmed with gratitude for the many people who have supported me. This work is a testament not only to my own efforts but to their collective encouragement, wisdom, and patience.

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I would also like to extend my heartfelt thanks to Prof. Dr. Tim Weitzel for being a part of my doctoral committee. I will always cherish our conversations, which often ventured far beyond the scope of my research. Your willingness to engage on any topic, from academia to life's bigger questions, has profoundly expanded my worldview. I am also grateful to Prof. Dr. Martin Friesl for his willingness to join my doctoral committee and for his generous support and interest in my research.

My sincere gratitude also goes to Prof. Dr. Jason Thatcher and Prof. Dr. John D'Arcy. It was a true privilege to work together with you. Our collaboration sharpened my thinking and taught me how to shape my work for an international audience.

My doctoral journey has been deeply enriched by my wonderful colleagues at the University of Bamberg and LMU Munich. It was a pleasure to work with and learn from so many capable and amazing people. A heartfelt thank you to Dr. Christoph Weinert, Dr. Jens Mattke, Dr. Axel Hund, Dr. Katharina Pflügner, Dr. Lea Reis, Caroline Oehlhorn, Laura Bayor, Nina Platzer, Vinzenz Wolf, Florian Wintmölle, Guoye Sun, Maximilian Valta, Tina Ilek, Gudrun Stilkerich, and Pia Beil for the insightful discussions, the supportive atmosphere, and making the daily work so much more fun.

None of this would have been possible without the unwavering support of my family. To my parents, Monika and Josef, thank you for your constant encouragement and for believing I could accomplish anything I set my mind to. To my brother, Christian, thank you for being not only my brother but the best friend I could wish for. Finally, to my partner, Lena, words cannot express how much your support has meant to me. You have been my rock through every challenge and my greatest cheerleader in every success. Thank you for being by my side every step of the way.

Thank you all for being a part of this journey.

Marco Meier

GERMAN SUMMARY (ZUSAMMENFASSUNG)

Disruptionen, also außergewöhnliche, beobachtbare und in sich abgeschlossene Ereignisse, veranlassen Individuen dazu, ihr Verhalten anzupassen (Morgeson et al., 2015). Dies gilt auch für das Verhalten der Nutzenden von Informationssystemen (IS). Beispielsweise beeinträchtigte die COVID-19-Pandemie wirtschaftliche, soziale und technologische Systeme weltweit (Susskind et al., 2020) und führte unter anderem zu einer verstärkten Nutzung von Streaming-Diensten wie Netflix (Goetzen, 2020). Das Datenleck der Passwort-Management-Software LastPass wiederum veranlasste Nutzende, nach Alternativen für das betroffene IS zu suchen (Kost, 2022). Disruptionen können das Nutzungsverhalten aus Sicht der Anbietenden von IS somit sowohl positiv, durch die Gewinnung neuer Nutzender, als auch negativ, durch die Abwanderung bestehender Nutzender, beeinflussen. Um diesen Chancen und Herausforderungen effektiv zu begegnen, benötigen IS-Anbietende ein umfassendes Verständnis der Treiber solchen Nutzungsverhaltens – einschließlich der entscheidenden Rolle, die Disruptionen dabei spielen.

Bisherige IS-Forschung erklärt Nutzungsverhalten vor allem durch die Wahrnehmungen (Blut et al., 2022), Emotionen (Beaudry & Pinsonneault, 2010), Motivationen (Rahrovani & Pinsonneault, 2020) und Persönlichkeitsmerkmale der Nutzenden (Barnett et al., 2015). So verwenden Nutzende beispielsweise ein IS, wenn sie es als nützlich und einfach zu bedienen wahrnehmen (Blut et al., 2022) oder beenden ihre Nutzung, wenn sie mit einem IS unzufrieden sind (Soliman & Rinta-Kahila, 2020). Während solche Erkenntnisse das alltägliche Nutzungsverhalten umfassend erklären, berücksichtigen sie überwiegend nicht, dass Disruptionen, wie die COVID-19-Pandemie, ebenfalls und unvorhergesehen Nutzungsverhalten beeinflussen können. Erste IS-Forschung zu Disruptionen konzentriert sich hierbei vorwiegend auf die negativen Auswirkungen für IS-Anbietende und zeigt beispielsweise, dass Nutzende ihre Nutzung von IS aufgrund von Disruptionen ändern oder einstellen (Maier et al., 2024; Ortiz de Guinea, 2016). Diese Betrachtungsweise lässt dabei unberücksichtigt, wie Disruptionen die Nutzung von IS verstärken können und mit den Wahrnehmungen, Emotionen, Motivationen und Persönlichkeitsmerkmalen von Nutzenden zusammenspielen.

Basierend auf der Feldtheorie (Lewin, 1946), die Verhalten als das Ergebnis von internen und externen Kräften beschreibt, untersucht diese Dissertation, wie interne Kräfte in Form von Wahrnehmungen, Emotionen, Motivationen und Persönlichkeitsmerkmalen und externe Kräfte in Form von Disruptionen das Nutzungsverhalten erklären können. Die zentrale Forschungsfrage dieser Dissertation ist:

Wie erklären interne Kräfte, insbesondere Wahrnehmungen, Emotionen, Motivationen und Persönlichkeitsmerkmale, sowie externe Kräfte, insbesondere Disruptionen, Nutzungsverhalten?

Das erste Kapitel der Dissertation konzentriert sich auf den Einfluss interner Kräfte, und das zweite Kapitel auf den Einfluss externer Kräfte auf Nutzungsverhalten. Das dritte Kapitel integriert interne und externe Kräfte und zeigt auf, wie deren Zusammenspiel Nutzungsverhalten beeinflusst. Das vierte Kapitel befasst sich mit der Entwicklung des notwendigen methodischen Baukastens, der es ermöglicht, das Zusammenspiel interner und externer Kräfte und deren Einfluss auf Nutzungsverhalten empirisch zu untersuchen.

Die Ergebnisse des ersten Kapitels zeigen, dass interne Kräfte, wie Wahrnehmungen, Emotionen, Motivationen und Persönlichkeitsmerkmale, das Nutzungsverhalten auf komplexe Weise beeinflussen. Anhand beispielhafter Kontexte wie Streaming-Diensten wird verdeutlicht, dass Kombinationen interner Kräfte unterschiedliche Nutzungsverhalten, wie beispielsweise Wechselintentionen zu einem alternativen IS, erklären. Insbesondere zeigt sich, dass Nutzende unterschiedliche Gründe in Form von unterschiedlichen Kombinationen interner Kräfte für das gleiche Nutzungsverhalten haben können.

Die Ergebnisse des zweiten Kapitels zeigen, dass externe Kräfte in Form von Disruptionen das Nutzungsverhalten beeinflussen. Disruptionen unterscheiden sich in Art (z. B. umwelt- oder technologiebezogen), Antizipation (erwartet oder unerwartet), Valenz (positiv oder negativ) und Dringlichkeit (hoch oder niedrig). Am Beispiel von IT-Bedrohungen wird aufgezeigt, dass unerwartete und negativ bewertete Disruptionen Nutzungsverhalten wie die Vermeidung der Nutzung von IS hervorrufen können.

Die Ergebnisse des dritten Kapitels zeigen, dass Disruptionen als situativer Kontext wirken können, der die Beziehung zwischen internen Kräften und Nutzungsverhalten beeinflusst. Disruptionen wie die COVID-19-Pandemie verändern die Art und Weise, wie interne Kräfte wie Wahrnehmungen das Nutzungsverhalten beeinflussen. Beispielsweise führte die COVID-19-Pandemie dazu, dass Personen die Nutzung von Chatbots in Erwägung zogen, da sie als Alternativen zur erschwerten menschlichen Interaktion wahrgenommen wurden.

Die Ergebnisse des vierten Kapitels zeigen, dass konfigurationale Methoden, wie die fuzzy set Qualitative Comparative Analysis (fsQCA), effektive methodische Werkzeuge sind, um komplexe Beziehungen zwischen internen und externen Kräften und Nutzungsverhalten zu analysieren. Die Dissertation liefert praktische Leitlinien für die Anwendung dieser Methode zur Identifizierung konfigurationaler Moderatoren und Rahmenbedingungen für theoretische Mechanismen. Zudem zeigt die Dissertation auf, dass fsQCA deduktiv eingesetzt werden kann, um bestehende Theorien zu testen und weiterzuentwickeln.

Durch die Ergebnisse dieser Dissertation können theoretische, methodische und praktische Erkenntnisse abgeleitet werden. Theoretisch erweitert die Arbeit das Verständnis von Nutzungsverhalten, indem sie interne und externe Kräfte integriert und basierend auf deren Zusammenspiel eine umfassende Erklärung für Nutzungsverhalten entwickelt. Methodisch trägt die Arbeit zur Weiterentwicklung konfigurationaler Ansätze in der IS-Forschung bei. Praktisch liefert die Dissertation IS-Anbietenden konkrete Handlungsempfehlungen, wie sie Nutzungsverhalten managen und auf Disruptionen reagieren können.

Zusammenfassend zeigt die Dissertation, dass Nutzungsverhalten durch das komplexe, kontextabhängige Zusammenspiel von internen und externen Kräften geprägt wird und liefert Ansatzpunkte für die Gestaltung von IS und Steuerung von Nutzungsverhalten in einer zunehmend disruptiven Welt.

Introductory Paper

IS User Behavior in the Age of Disruptions

1 INTRODUCTION

"Recent years have heralded a particularly disruptive period in human history."
(Zahidi, 2024)

Users encounter various disruptions in their daily lives that influence their behaviors related to information systems (IS). Disruptions describe events that change users' current situation, are observable, have an identifiable beginning and end, and are non-routine, requiring users to adapt (Morgeson et al., 2015). The COVID-19 pandemic is an example of such a disruption, as it disrupted economic, social, and technological systems globally (Susskind et al., 2020). As a result, users turned to technological solutions that help them address the disruption. For example, they used chatbots to interact with organizations in place of human advisors to avoid personal contact (Schwartz, 2021) and streaming services to spend time during stay-at-home orders (Goetzen, 2020). Other examples of disruptions include the data breach of the password management software LastPass, where sensitive user credentials were compromised (Kost, 2022), and the faulty update of the wide-spread security software of CrowdStrike, which rendered critical systems worldwide inoperable (WIRED, 2024). Such disruptions cause users to adjust their use of the affected IS (Ortiz de Guinea, 2016) and explore alternatives (Nikkhah & Grover, 2022). These illustrations highlight that disruptions influence user behavior in various ways, ranging from the COVID-19 pandemic that seemingly increased the use of IS, such as chatbots, to data breaches that cause users to reconsider their use of the affected IS. As such, disruptions pose challenges for IS providers as diverse as the potential of attracting new users to the risk of losing current ones. To effectively navigate such challenges, IS providers need a comprehensive understanding of the drivers of user behavior and, importantly, the role disruptions play.

Prior IS research typically explains user behavior based on users' perceptions (Blut et al., 2022), emotions (Beaudry & Pinsonneault, 2010), motivations (Rahrovani & Pinsonneault, 2020), and personality traits (Barnett et al., 2015). For instance, users adopt an IS when they perceive it as useful, easy to use, and inexpensive (Blut et al., 2022) and continue or discontinue using it based on emotions such as their satisfaction with it (Maier et al., 2015; Stein et al., 2015). Users' intrinsic and extrinsic motivations let them use IS in innovative ways and influence which features of an IS they use (James et al., 2019; Rahrovani & Pinsonneault, 2020). Further, users' personality traits influence their user behavior. For instance, conscientious users are more likely to use an IS, while neurotic users are less likely to do so (Barnett et al., 2015). While such insights are helpful in explaining everyday user behavior, they do not explain why and how disruptions, such as the COVID-19 pandemic, influence user behavior beyond such perceptions, emotions, motivations, and personality traits. Understanding the influence of disruptions can advance IS theory and practice by providing more generalizable explanations for user behavior, and help IS providers better support users that face disruptions.

Initial IS studies offer early insights into disruptions' influence on user behavior. For instance, disruptions can lead users to discontinue their IS use irrespective of their satisfaction (Maier et al., 2024) and cause negative emotions and adjustments in IS use (Ortiz de Guinea, 2016). While such prior work offers important initial insights on disruptions' influence on user behavior, it focuses on the negative effects and does not explore if and how disruptions interplay with users' perceptions, emotions, motivations, and personality traits. An integrated perspective that accounts for both disruptions and users' perceptions, emotions, motivations, and personality traits allows for a comprehensive explanation of user behavior.

A helpful theoretical lens to craft such an integrated explanation for user behavior is field theory (Lewin, 1946). Field theory explains behavior as the result of forces that describe a tendency to behave in a certain way. Importantly, it distinguishes between internal forces, i.e., forces stemming from users themselves, and external forces, i.e., forces stemming from users' environments. While both types of forces influence behavior on their own, they also interplay, such that combinations of internal and external forces, also referred to as configurations, explain user behavior (Elie-Dit-Cosaque et al., 2011). With its holistic perspective, field theory provides a solid foundation for explaining user behavior. This dissertation draws on this theoretical lens to craft a comprehensive explanation for user behavior based on internal forces, i.e., users' perceptions, emotions, motivations, and personality traits, and external forces, i.e., disruptions. It poses the following central research question:

How do internal forces, i.e., perceptions, emotions, motivations, and personality traits, and external forces, i.e., disruptions, explain user behavior?

This dissertation addresses this central research question in this introductory paper and eight papers (see Figure 1). The introductory paper introduces field theory as this dissertation's guiding theoretical framing, summarizes theoretical foundations and related research relevant to this dissertation, provides an overview of the used research methodologies in the eight papers and their key findings, and highlights this dissertation's key theoretical, methodological, and practical implications.

The eight research papers are structured into four chapters. Chapter 1 focuses on internal forces, i.e., the influence of perceptions, emotions, motivations, and personality traits on user behaviors. Specifically, it illustrates that perceptions related to an IS and potential alternatives interplay with users' emotions to explain their switching behavior (**Papers I** and **II**). Further, it shows that users' motivations for using an IS explain their willingness to pay (WTP) for it (**Paper III**) and suggests that configurations of users' perceptions, motivations, and personality traits explain IS use (**Paper IV**). Chapter 2 focuses on external forces, i.e., the influence of disruptions on user behaviors. It provides a classification of the different types of disruptions by developing a taxonomy (**Paper V**) and outlines the distinct influence of disruptions on user behavior (**Paper VI**). Chapter 3 focuses on the interplay of internal and external forces, i.e., the influence of perceptions and disruptions on user behavior. It demonstrates that disruptions can stimulate IS use, such that they let users consider using an IS even when their perceptions would otherwise not have been sufficient (**Paper VII**). Chapter 4 outlines configurational methods as a means to investigate the interplay of such internal and external forces empirically. Among others, it provides a blueprint for using configurational methods to test theory deductively (**Paper VIII**).

The remainder of this introductory paper is structured as follows: The second section presents the theoretical background and related research of this dissertation. It introduces field theory as the guiding theoretical framing of this dissertation and outlines the theoretical foundations needed for studying the influence of internal forces, external forces, and their interplay on user behavior. In addition to that, it provides an overview of research on the illustrative research contexts investigated in this dissertation. The third section presents an overview of the research methods used in this dissertation, including literature review, qualitative approaches, quantitative approaches, and mixed-methods approaches. The fourth section synthesizes the results across the eight papers of this cumulative dissertation. The fifth section draws on these insights to deduce this dissertation's key theoretical, methodological, and practical implications, limitations, and future research avenues. The sixth section closes with a conclusion.

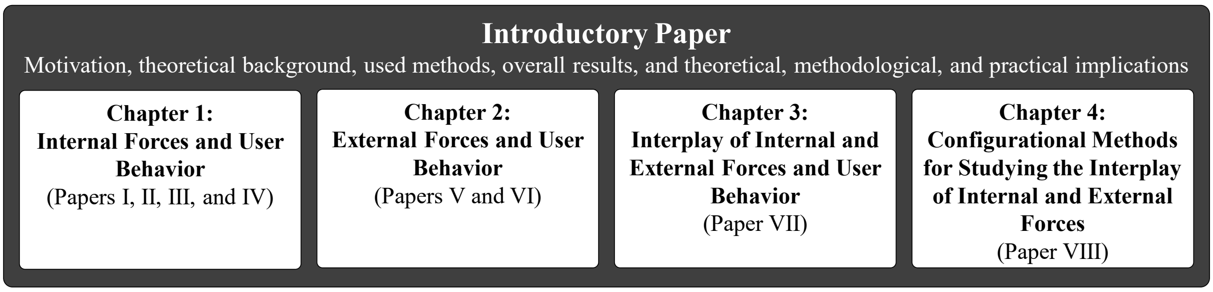


Figure 1: Structure of the dissertation

2 THEORETICAL BACKGROUND AND RELATED RESEARCH

This dissertation draws on field theory as the guiding theoretical framing to craft a comprehensive explanation for user behavior based on internal and external forces (Lewin, 1946). The papers included in this cumulative dissertation rely on theories such as the expectation disconfirmation theory (Bhattacherjee & Premkumar, 2004) to explain the influence of internal forces on user behavior. The papers draw on theories such as the stimulus-organism-response model (Mehrabian & Russell, 1974) to explain the influence of external forces on user behavior. This dissertation uses the theory of consumption values (Sheth et al., 1991) to explain the influence of interplaying internal and external forces on user behavior. The following section introduces the used theories and studied user behaviors in more detail and describes the illustrative contexts in which user behavior is explained in this cumulative dissertation. It then synthesizes prior behavioral IS research to identify research opportunities and craft the specific research questions for this cumulative dissertation.

2.1 Lewin's Field Theory

Field theory postulates that individuals experience different forces, describing tendencies to behave in a specific way (Lewin, 1946). It distinguishes between internal forces that stem from within the individual and external forces that stem from an individual's environment. Notably, internal and external forces can influence behavior distinctively (Elie-Dit-Cosaque et al., 2011; Gerow et al., 2011). This perspective resonates with recent IS research showing, for instance, that either users' dissatisfaction with an IS, i.e., an internal force, or a disruption from users' environment, i.e., an external force, can cause users to discontinue using it (Maier et al., 2024). Additionally, internal and external forces may interplay (Elie-Dit-Cosaque et al., 2011) to influence behavior together. With this consideration, field theory is a helpful theoretical lens for crafting a holistic and generalizable explanation of user behavior, suggesting that it is necessary to investigate the distinct influence of internal and external forces and how they influence user behavior together. Previous IS research has leveraged Lewin's field theory to explain, for instance, perceived behavioral control (Elie-Dit-Cosaque et al., 2011), information sharing (Shang et al., 2017), and cyber-slacking (Gerow et al., 2011).

While behavioral IS research draws on diverse theoretical lenses, there is a consensus that perceptions (Blut et al., 2022), emotions (Stein et al., 2015), motivations (Rahrovani & Pinsonneault, 2020), and personality traits (Maier et al., 2019; Menzel et al., 2023) are key to explaining user behavior. For instance, perceptions like performance expectancy, effort expectancy, control beliefs, and price value explain IS adoption and continuous use (Blut et al., 2022). Emotions like satisfaction, excitement, dissatisfaction, and anxiety are helpful in explaining the way users use IS (Beaudry & Pinsonneault, 2010; Stein et al., 2015) and discontinue using IS (Soliman & Tuunainen, 2022). Motivations like intrinsic and extrinsic motivation explain IS adoption (Lowry et al., 2013), IS feature use (James et al., 2019), and innovative IS use (Rahrovani & Pinsonneault, 2020). Personality traits like extraversion, personal innovativeness with information technology (IT), and computer self-efficacy explain user behaviors such as IS adoption (Barnett et al., 2015) and deep structure use (Tams et al., 2018). This dissertation consequently draws on users' perceptions, emotions, motivations, and personality traits as the relevant internal forces to explain user behavior.

Disruptions originate outside the user, i.e., stem from their broader environment, and break them out of their routines and automatic cognitive processing (Morgeson & DeRue, 2006). They resonate with field theory's notion of external forces as they introduce new environmental conditions that influence individuals' behavior. To offer insights into how disruptions, such as the COVID-19 pandemic or the data breach of the password management software LastPass, influence user behavior, this dissertation focuses on disruptions as the relevant external forces to explain behavior (see Figure 2).

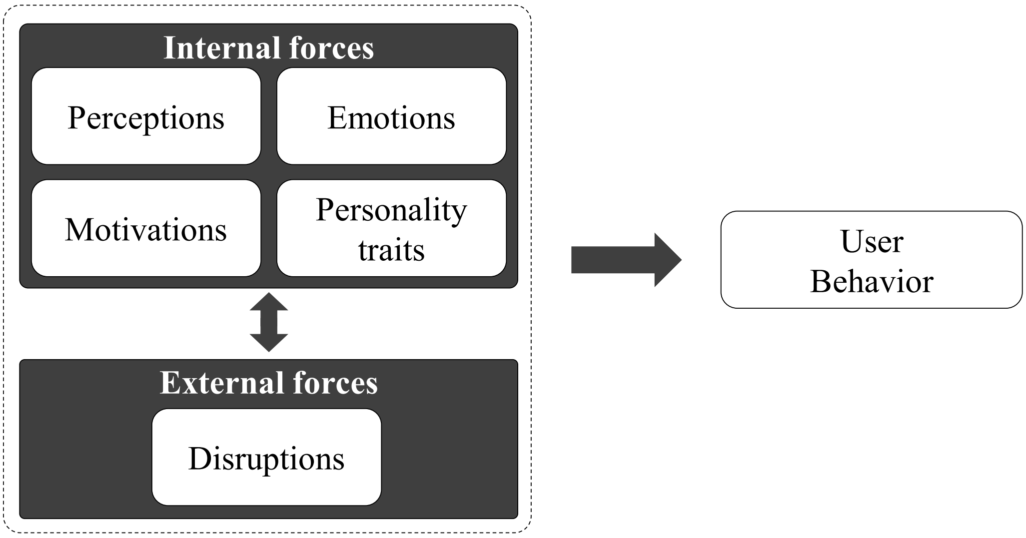


Figure 2: Field theory as this dissertation's guiding theoretical framing

The following sections are structured based on field theory, introducing theoretical foundations that offer insights into the underlying mechanisms of how internal and external forces influence user behavior distinctively and together.

2.2 Theoretical Foundations of Internal Forces

This section introduces theoretical lenses that help explain how internal forces in the form of perceptions, emotions, motivations, and personality traits influence user behavior.

2.2.1 Unified Theory of Acceptance and Use of Technology (UTAUT)

UTAUT provides a unified approach to explain the use of IS (Venkatesh et al., 2003). As such, it extends prior theories used to explain IS adoption and continuous use, like the theory of planned behavior (Ajzen, 1991), innovation diffusion theory (Rogers, 1995), and the technology acceptance model (Davis, 1989). The original UTAUT explains IS adoption in organizational settings based on the perceptions of performance expectancy, effort expectancy, social influence, and facilitating conditions (Venkatesh et al., 2003). An extended version complements hedonic motivation, price value, and habit to extend it to continuous use in private contexts (Venkatesh et al., 2012). In a meta-analysis of UTAUT studies, recent work suggests that adding compatibility, personal innovativeness with IT, and costs further enhances the explanatory power of UTAUT (Blut et al., 2022) (see Table 1).

UTAUT factor	Definition
Performance expectancy	The degree to which an IS will provide benefits to a user when performing certain activities (Venkatesh et al., 2003).
Effort expectancy	The degree of ease associated with using an IS (Venkatesh et al., 2003).
Social influence	The degree to which a user perceives that important others believe they should use an IS (Venkatesh et al., 2003).
Facilitating conditions	A user's perceptions of the resources and support available to perform a behavior (Venkatesh et al., 2003).
Hedonic motivation	The fun or pleasure derived from using a technology (Venkatesh et al., 2012).
Price value	A user's cognitive tradeoff between the perceived benefits of an IS and the monetary costs of using it (Dodds et al., 1991).
Habit	The extent to which a user tends to perform behavior automatically because of learning (Venkatesh et al., 2012).
Compatibility	The degree to which an IS is perceived as being consistent with existing values, needs, and experiences of a potential user (Moore & Benbasat, 1991).
Personal innovativeness with IT	An individual characteristic reflecting a user's willingness to try out any new IT (Agarwal & Karahanna, 2000).
Costs	The degree to which a user perceives that using a technology is expensive (L. Zhang et al., 2012).

Table 1: UTAUT factors (Blut et al., 2022)

UTAUT explains user behavior primarily based on perceptions (e.g., performance expectancy, effort expectancy, social influence, facilitating conditions, price value, compatibility, costs), motivations (e.g., hedonic motivation), and personality traits (e.g., personal innovativeness with IT). It provides insights into how these internal forces influence user behavior across diverse contexts, such as health IT (Chong et al., 2022), blockchain technology (T.-P. Liang et al., 2021), esports (Jang & Byon, 2020), and internet use in emerging economies (Dasgupta & Gupta, 2019). While some studies agree on how the UTAUT factors influence IS use, others show mixed results, for instance, regarding whether the perception of social influence increases IS use (Dasgupta & Gupta, 2019; Jang & Byon, 2020). Such seemingly inconsistent findings may be explained by users having different rationales in terms of perceptions, motivations, and personality traits for the same behavior. For example, social influence may be an essential driver for one user's IS use but irrelevant to another's IS use. This perspective aligns with field theory, which suggests an interplay between different internal forces (Elie-Dit-Cosaque et al., 2011). Therefore, moving beyond the isolated consideration of the UTAUT factors may help reconcile these seemingly conflicting findings and shed light on the interplay between perceptions, motivations, and personality traits.

2.2.2 Expectation Disconfirmation Theory (EDT)

EDT provides a theoretical lens to explain post-adoption user behavior based on the discrepancies between users' prior expectations and actual experiences after adopting an IS (Bhattacherjee, 2001; Oliver, 1980). Specifically, EDT suggests that when users are exposed to information about an IS, they form expectations about it (Susarla et al., 2003). Only after adopting the IS can users assess the discrepancy between their expectations and actual experiences (Bhattacherjee & Premkumar, 2004). If users find an IS better than expected, i.e., their expectations are disconfirmed, they develop satisfaction and are likely to continue using it. Conversely, if the IS falls short of expectations, i.e., their expectations are not disconfirmed, users experience dissatisfaction and are less likely to continue using it (Bhattacherjee & Lin, 2015). Thus, expectations, their disconfirmation, and the resulting satisfaction guide users' post-adoption behaviors, such as their continuous and discontinuous IS use. Prior IS literature has used EDT to explain post-adoption user behavior in different contexts, including online forums (Fadel et al., 2022), office software (Tams et al., 2018), and cloud-based technologies (Lankton et al., 2016).

Users form various expectations toward an IS and individually assess discrepancies between each expectation and their actual experiences (Venkatesh et al., 2011). Disconfirmed expectations generally promote continued use (Lankton & McKnight, 2012). Since users differ in their rationales for their behavior (Liu et al., 2017), some users may find all their expectations disconfirmed, while others may experience only partial disconfirmation of their expectations. This illustration suggests that users experience different disconfirmed expectations that guide their post-adoption user behavior. While EDT literature points to a nonlinear relationship between disconfirmed expectations, satisfaction, and post-adoption use behavior (Brown et al., 2012; Lankton et al., 2016), it primarily focuses on general explanations based on the positive influence of isolated disconfirmed expectations (Venkatesh et al., 2011). As such, it has yet to consider the possibility that users may experience different disconfirmed expectations but show the same user behavior.

2.2.3 Migration Theory

Migration theory describes individuals' physical movement from an origin to a destination to improve their situation (E. S. Lee, 1966). The pull-push mooring model (PPM) extends migration theory by suggesting that individuals migrate due to pull, push, and mooring factors (Moon, 1995). Pull factors represent the advantages of a destination compared to an origin, such as better living conditions and job opportunities. Push factors represent the disadvantages of an origin that drive individuals away, such as persecution and higher taxes. Mooring factors describe obstacles like language barriers that hinder individuals' migration from an origin to a destination. Importantly, individuals' perceptions of these pull, push, and mooring factors, rather than their objective state, influence their behavior (E. S. Lee, 1966).

IS research draws on migration theory to explain switching behavior, a post-adoption behavior where users face multiple alternative IS. Switching behavior refers to substituting a previously used IS with an alternative that satisfies similar needs (Chang et al., 2014). Previous research has examined switching behavior in various contexts, including messaging services (J. Lin et al., 2022), mobile payment applications (Gong et al., 2022), and cloud storage services (S. Cheng et al., 2019). Aligned with migration theory, the current consensus is that push factors, such as dissatisfaction with a used IS (Xu et al., 2014), pull factors, such as alternative attractiveness (Chang et al., 2014), and mooring factors, such as switching costs (Bhattacherjee & Park, 2014), explain switching behavior.

Migration theory emphasizes that a range of interplaying pull, push, and mooring factors influence individuals' migration behavior and that people seldom migrate due to a single factor (E. S. Lee, 1966). In other words, individuals follow different rationales for migrating, each consisting of different pull, push, and mooring factors. Despite this insight, extant IS switching research has focused on linear explanations (J. Lin et al., 2022; Zou et al., 2022), which provides a general explanation of switching behavior but does not distinguish between users with different rationales for their switching behavior.

2.2.4 Uses and Gratification Theory (UGT)

Uses and Gratification Theory (UGT) posits that users consume media to satisfy their motivations (Katz et al., 1973), making it well-suited to explain broader user behaviors, such as WTP, in IS that provide content to users, like streaming services. Users engage with an IS that best meets their motivations for consuming content (Lariscy et al., 2011). For instance, users use an IS for content consumption when they are motivated by the content's visually appealing elements (i.e., aesthetics) (Kozinets et al., 2004), by aggressive behavior and a heated atmosphere (i.e., aggressiveness enjoyment) (Hamari & Sjöblom, 2017), by escaping from daily life (i.e., escapism) (Hamari & Sjöblom, 2017), by gaining knowledge about something (i.e., learning) (Hamari & Sjöblom, 2017), appreciating displayed experience and knowledge (i.e., skill appreciation) (Hamari & Sjöblom, 2017), and sharing achievements (i.e., vicarious achievement) (Trail et al., 2000). Previous IS research uses UGT to explain user behavior in different contexts, including esports (Hamari & Sjöblom, 2017; Sjöblom & Hamari, 2017), live streaming (Hilvert-Bruce et al., 2018), online games (Sherry et al., 2006), and video streaming (Chiang & Hsiao, 2015).

Notably, previous studies have reported differing results on how motivations such as aesthetics (Hamari & Sjöblom, 2017; Neus et al., 2019) and vicarious achievement (Pizzo et al., 2018; Sjöblom et al., 2020) relate to consuming media. According to UGT, users seek to satisfy their motivations (Katz et al., 1973), often driven by a complex interplay of multiple motivations (Whiting & Williams, 2013; Yee, 2006). Hence, the seemingly inconclusive findings from prior literature may stem from user behavior being influenced by different interplaying rather than isolated motivations.

2.2.5 Summary

Theories like UTAUT (Venkatesh et al., 2003), EDT (Bhattacherjee, 2001; Oliver, 1980), migration theory (E. S. Lee, 1966; Moon, 1995), and UGT (Katz et al., 1973) offer rich insights into how internal forces such as perceptions, emotions, motivations, and personality traits influence different user behaviors. While IS literature draws on these theories to explain user behavior in various contexts, some studies, e.g., those drawing on UTAUT (Dasgupta & Gupta, 2019; Jang & Byon, 2020) and UGT (Hamari & Sjöblom, 2017; Neus et al., 2019), show seemingly inconsistent findings on how different perceptions, emotions, motivations, or personality traits influence user behavior. A promising explanatory approach is that not all users may have the same rationale for their behavior (Liu et al., 2017), which may be reflected in experiencing different interplaying factors. While theories like EDT and migration theory implicitly suggest that users may experience different factors yet show the same behavior, extant IS research has yet to provide empirical insights into this complexity.

2.3 Theoretical Foundations of External Forces

This section introduces theoretical lenses that help explain how external forces in the form of disruptions influence user behavior.

2.3.1 Event System Theory (EST)

EST provides a theoretical lens for explaining how events influence behavior by focusing on their attributes (Morgeson et al., 2015). According to EST, if and how events influence behavior depends on their disruptiveness, which describes the degree to which an event changes the current situation. Users can differ in their assessment of the disruptiveness of an event (Kammeyer-Mueller et al., 2005; Pleskac et al., 2011), suggesting that some users will evaluate a specific event as highly disruptive, i.e., a disruption, while others will not. Disruptions interfere with users' status quo (Holtom et al., 2005) and potentially influence their behavior, while events with low disruptiveness do not have such power. Disruptions describe non-routine events that change the current situation, constitute an observable action or circumstance, have an identifiable beginning and end, and require users to adapt by breaking them out of their routines (Morgeson et al., 2015).

EST emphasizes that disruptions also differ in duration, and their influence on users changes over time (Morgeson et al., 2015). While users may directly change their behavior when they encounter a disruption for the first time, i.e., the disruption has a distinctive and immediate influence on their behavior irrespective of their internal forces, they may adapt to it if they experience it over an extended period, such that they experience it as part of their situational context that must be considered and potentially influences the way their internal forces influence behavior.

IS research offers insights into disruptions related to IS, showing that IT threats and breakdowns influence user behavior (H. Liang et al., 2019; Ortiz de Guinea & Webster, 2013). For example, data breaches may cause users to switch to an alternative IS (Nikkhah & Grover, 2022; Salo et al., 2020). Initial IS research extends these insights by showing that disruptions unrelated to an IS can also influence user behavior, such as a bad date arranged by a matchmaking service that lets users discontinue their use (Maier et al., 2024). With these findings, extant IS literature focuses on disruptions' distinctive, negative influences on user behavior.

As such, it does largely not consider that disruptions may also interplay with users' internal forces and potentially do not only influence users in negative ways. For instance, practical data indicate that more users interacted with chatbots during the COVID-19 pandemic (Schwartz, 2021). The COVID-19 pandemic was arguably a disruption for many, making it difficult to interact with human advisors in person. In response, users viewed chatbots as a potential solution to the disruption and considered interacting with them in this situation. This illustration shows that disruptions do not necessarily influence user behavior distinctively and immediately. They can also serve as a situational context that may let users reconsider their behavior based on their internal forces, such as their perceptions about a chatbot.

EST's nuanced understanding of disruptions and their influence on behavior aligns well with the notion of external forces in field theory. They can influence behavior either distinctively or as a situational context. With its insights on disruptions, EST allows going beyond previous explanations of disruptions' distinctive and negative influence on behavior and crafting an integrated explanation of user behavior.

2.3.2 Stimulus-Organism-Response (S-O-R) Model

The S-O-R model explains individuals' response to external cues from their environment (Mehrabian & Russell, 1974), which is helpful in explaining how disruptions distinctively influence user behavior. The model suggests that when individuals experience an external cue, i.e., stimulus, it activates their cognitive and affective processes to make sense of it, i.e., organism, which influences their resulting behavior, i.e., response (Mehrabian & Russell, 1974). IS research leverages the S-O-R model to explain user behaviors such as discontinuous IS use (Luqman et al., 2017), crowdfunding contributions (Hou et al., 2023), and online shopping (Benlian, 2015).

The S-O-R model is helpful in explaining how disruptions distinctively influence user behavior, irrespective of users' typical internal forces, e.g., how they perceive and feel about an IS. Disruptions can be seen as stimuli, i.e., external cues originating in users' environment and triggering cognitive and emotional processes directed at the disruption to make sense of it. When users encounter a disruption (i.e., stimulus), it causes them to develop perceptions and emotions about the disruption (i.e., organism), which ultimately influences their user behavior (i.e., response). As such, the S-O-R model effectively captures the process through which users make sense of disruptions and develop their responding user behavior, offering a valuable perspective to investigate the distinct influence of disruptions on user behavior (see Figure 3).

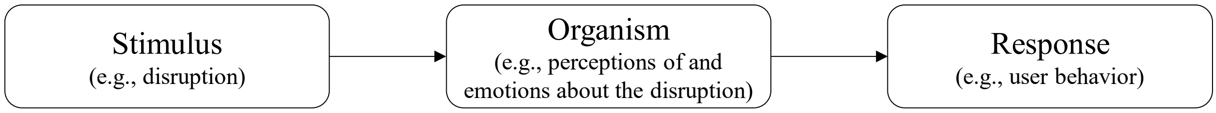


Figure 3: Stimulus-organism-response model for explaining user behavior

2.3.3 Summary

Theories like EST (Morgeson et al., 2015) and the S-O-R model (Mehrabian & Russell, 1974) provide valuable insights into how disruptions influence user behavior. EST highlights that disruptions are non-routine events that break users out of their routines and potentially influence their behavior, distinctively or as a situational context. The S-O-R model helps explain disruptions' distinct influence on user behavior by considering them as external stimuli that activate users' cognitive and affective processes, which lead to behavioral responses directed at the disruption and irrespective of internal forces. While prior IS research offers initial insights into the influence of disruptions on behavior, it largely focuses on their distinct, negative effects (Maier et al., 2024; Ortiz de Guinea, 2016). EST's implicit suggestion that disruptions can also serve as a situational context, thereby interplaying with internal forces, provides an opportunity for a more nuanced perspective on how users respond to disruptions. This perspective affords moving beyond traditional explanations and developing an understanding of the various ways disruptions influence user behavior.

2.4 Theoretical Foundations of the Interplay of Internal and External Forces

This section introduces the theory of consumption values as a theoretical lens that helps explain how internal and external forces interplay and influence user behavior.

2.4.1 Theory of Consumption Values (TCV)

The Theory of Consumption Values (TCV) offers a helpful lens to explain how disruptions influence user behavior by acting as a situational context that affects the relationship between users' internal forces in the form of their perceptions of an IS and their resulting behavior. TCV suggests that users' perceptions of the values of technology are central to explaining their behavior (Sheth et al., 1991). These values, which can be categorized into emotional, epistemic, functional, and social values (Sweeney & Soutar, 2001), help determine when users interact with an IS. Emotional values describe the perceived utility acquired from an IS' capacity to arouse feelings or affective states (Sheth et al., 1991). Epistemic values describe the perceived utility acquired from an IS' capacity to arouse curiosity, provide novelty, or satisfy a desire for knowledge. Functional values describe the perceived utility acquired from an IS' capacity for utilitarian or physical performance. Social value describes the perceived utility acquired from an IS' association with one or more specific groups (Sheth et al., 1991).

One of the key insights of TCV is that values are situational, meaning that users' behavior is influenced by how they perceive the specific situation in which they evaluate the values of an IS (Sweeney & Soutar, 2001). When users experience a disruption that an IS could support, they reevaluate the values an IS needs to offer them to engage in a behavior (Vázquez-Martínez et al., 2021), such that they may lower their mental threshold for what they consider ample values for interacting with an IS to adapt to the disruption. This perspective offers an explanatory approach for, among others, why many users started interacting with chatbots as an alternative to human interaction during the COVID-19 pandemic (Schwartz, 2021), as the disruption caused them to consider fewer values than usual as ample for interacting with a chatbot.

TCV also posits that behavior is influenced by multiple interplaying values rather than by isolated values (Sheth et al., 1991). Users typically do not evaluate emotional, epistemic, functional, and social values in isolation. Instead, they consider how these values interplay and together contribute to their interaction with an IS. This suggestion indicates that explaining user behavior in the situational context of disruptions requires considering multiple values. For instance, a user may interact with a chatbot during a disruption because it is beneficial to them and offers emotional support in times of uncertainty. Different users might prioritize these values differently, such that different values together influence users' interaction with an IS.

Existing IS research has employed TCV to explore IS interactions in different contexts, including digital content services (Mäntymäki et al., 2020), hedonic digital artifacts (Turel et al., 2010), and social networking sites (SNS) (H.-W. Kim et al., 2011). These studies provide insights into how different values generally influence user behavior but do not consider the situational context in the form of disruptions. Leveraging the key insights of TCV allows explaining how users' internal forces influence user behavior in the situational context of a disruption.

2.4.2 Summary

TCV (Sheth et al., 1991) is helpful in explaining how disruptions as situational contexts influence the relationship between users' perceptions in the form of values and their behavior. When users experience a disruption that an IS can support them in addressing, they may lower their threshold for what they consider sufficient value for using an IS, which can lead to an adjustment of their behavior. Additionally, TCV highlights that user behavior is influenced by multiple interplaying values, suggesting that the interplay of different values is key for explaining user behavior during disruptions. Existing IS research has not yet considered how disruptions as situational contexts influence the relationship between values and user behavior, offering the opportunity to draw on TCV to explain how internal and external forces interplay to influence user behavior.

2.5 Research Contexts

Internal and external forces influence user behavior in various contexts. This dissertation focuses on streaming services, IT-enabled investments, and chatbots as illustrative contexts for IS in users' private lives. The following section outlines prior research on the influence of internal and external forces on user behavior in these illustrative contexts.

2.5.1 Streaming Services

Prior research on streaming services provides insights into how internal forces in the form of users' perceptions, emotions, motivations, and personality traits influence user behavior in this context. Streaming services offer flexibility and personalized viewing experiences based on content recommendation algorithms (Lobato, 2018). Users' perceptions of content quality, price, and compatibility with their streaming devices, such as laptops, tablets, and smartphones (Hoang & Kauffman, 2018), play an important role in their behavior. For example, perceived utility, influenced by price, quality, and the availability of feature films, influences users' WTP for a streaming service subscription (Mann et al., 2008).

Emotions like satisfaction also play a key role in user behavior in the context of streaming services. Users' satisfaction with a streaming service is driven by its content quality, which influences their continuous use of a streaming service or their consideration of alternatives like piracy content (Riekkinen, 2018). Satisfied users are more likely to continue using a streaming service and less likely to engage in piracy, suggesting that positive emotions can deter behaviors negative to streaming service providers. Contrary to that, binge-watching, a behavior that reflects users watching content for an extended period in one sitting, decreases continuous use intention, as it leads to content depletion and reduces the perceived value of a streaming service (Godinho de Matos & Ferreira, 2020).

Motivations, such as the desire for exclusive content, are also important factors influencing user behavior in the context of streaming services. Users are motivated by the availability of exclusive content, which makes them more satisfied with a streaming service and more likely to continue using it (Riekkinen, 2018). Additionally, prior research on streaming services related to esports identifies six key motivations for watching content, suggesting that aesthetics, aggressiveness enjoyment, escapism, knowledge acquisition, skill appreciation, and vicarious achievement explain user behaviors like the frequency and hours spent watching streaming services (Hamari & Sjöblom, 2017; Sjöblom & Hamari, 2017). Users' characteristics also influence user behavior in the context of streaming services. Users with a low WTP are more likely to engage in content piracy, suggesting that users' financial means are an essential constraint for user behavior in this context (Godinho de Matos et al., 2018).

2.5.2 IT-Enabled Investments

Prior IS research on financial investments investigates how perceptions, emotions, and personality traits influence user behavior regarding investment forms supported by technology, i.e., IT-enabled investments. IT-enabled investments include, among others, cryptocurrencies, decentralized finance (DeFi) applications, and exchange-traded funds (ETFs). Cryptocurrencies describe a public peer-to-peer payment application that stores all transactions on a distributed and publicly accessible blockchain ledger (Mattke, Maier, Reis, et al., 2021). While cryptocurrencies can be used as a means of payment, they are primarily used as a form of investment due to their volatility (Mattke et al., 2018). DeFi applications are decentralized financial services that allow transactions directly between users without the need for central intermediaries, such as banks (Zetzsche et al., 2020). These transactions are conducted on blockchain technology, which is secured by a consensus mechanism (Lockl & Stoetzer, 2021). For instance, DeFi applications offer users opportunities to lend money to other users for interest (Bartoletti et al., 2021), effectively making it a form of investment. ETFs are financial products that trade on stock markets and represent a collection of underlying securities, such as stocks, bonds, or commodities (Lettau & Madhavan, 2018). ETFs can be seen as a form of IT-enabled investment because the underlying creation and redemption process, i.e., the mechanism for adjusting the supply of ETF shares to reflect the value of the underlying securities, relies on largely automated and standardized data exchange between ETF issuer, authorized participants, and stock exchanges (Leavell, 2020).

Users' perceptions of IT-enabled investments influence their behavior. For instance, users are more willing to invest in cryptocurrencies when they perceive them as profitable and believe in the underlying ideology of the technology (Mattke, Maier, Reis, et al., 2021). Their perceived risks, such as stock market volatility and information asymmetry, can deter their investment behavior (Jiang et al., 2020; M. Park & Chai, 2020). Users are more likely to invest in IT-enabled investments if they perceive them as more beneficial than traditional options, such as DeFi applications, versus depositing money in banks. Additionally, users who experience social influence, i.e., believe that important others want them to invest, are more likely to invest (Lockl & Stoetzer, 2021).

Emotions like satisfaction with past investments influence the likelihood of future investments, as satisfied users are more likely to invest in similar forms of investments (Tronnier et al., 2020). Counterintuitively, distrust in conventional financial systems like banks does not influence the use behavior of IT-enabled investments like DeFi applications (Lockl & Stoetzer, 2021). Users' characteristics, such as investment skills and risk affinity, further influence user behavior. Users with better investment skills or a higher affinity for risk are more likely to use IT-enabled investments such as cryptocurrencies (Mattke, Maier, Reis, et al., 2021)

2.5.3 Chatbots

Chatbots are IS communicating with users via natural language and serving as virtual assistants (Luo et al., 2019). IS literature on chatbots offers extensive insights into how users' perceptions, emotions, motivations, and personality traits influence different user behaviors (Diederich et al., 2022).

Users' perceptions of chatbots, such as perceived task-solving competence and perceived personalization, enhance trust in chatbots and foster a sense of attachment, making users more likely to use chatbots (Jiang et al., 2023; C. T. Lee et al., 2022). Perceived anthropomorphism, i.e., the belief that chatbots are human-like, and perceived social presence increase satisfaction and trust and make users more likely to adopt chatbots (Gnewuch et al., 2022; Konya-Baumbach et al., 2023). Similarly, perceived ease of use and perceived usefulness increase their use intention (D. Zhang & Zhao, 2024). Users who perceive chatbots as having conversational competency are more likely to engage with them, especially when the chatbot surpasses their initial expectations (Grimes et al., 2021).

Emotions such as empathy play an important role in user behavior in the chatbot context. When chatbots display empathy, users feel more emotionally connected to them, which promotes their trust, decreases their resistance, and increases their reliance on them (X. Cheng et al., 2022). Emotional arousal, which can be evoked by social features embedded in chatbots, increases users' positive attitudes towards them and fosters continuous use intention (S. Y. B. Huang & Lee, 2022).

Users have different motivations for using chatbots, such as seeking to solve specific tasks or social interaction. Motivations like information-seeking gratification and social interaction gratification increase users' engagement with chatbots and continuous use (J.-S. Lin & Wu, 2023). Users motivated by satisfying social needs with chatbots are more likely to become emotionally attached to chatbots (Pentina et al., 2023).

Users' personality traits influence their user behavior in the context of chatbots. For instance, users with high technological self-efficacy feel more confident in using technology, such that they develop a positive attitude towards chatbots and intend to use them (Priya & Sharma, 2023). Users who interact with chatbots that mirror their personalities are more likely to develop a connection to them, increasing their engagement (Shumanov & Johnson, 2021).

2.5.4 Summary

The literature on streaming services, IT-enabled investments, and chatbots provides valuable insights into how users' internal forces, i.e., perceptions, emotions, motivations, and personality traits, influence user behaviors across different IS contexts. For instance, users' perceptions of an IS, such as perceived task-solving competence and perceived personalization, influence their interaction with an IS (Jiang et al., 2023; C. T. Lee et al., 2022). Emotions like satisfaction or dissatisfaction influence continuous and discontinuous IS use (Riekkinen, 2018; Tronnier et al., 2020). Motivations, such as seeking exclusive content or social interaction, guide how users interact with an IS (Hamari & Sjöblom, 2017; J.-S. Lin & Wu, 2023). Personality traits, such as risk affinity or technological self-efficacy, also influence user behavior (Mattke, Maier, Reis, et al., 2021; Priya & Sharma, 2023).

While such prior research offers rich explanations of how distinct, isolated internal forces influence user behavior across contexts, it largely does not consider that internal forces may interplay (Elie-Dit-Cosaque et al., 2011). Further, extant IS research in those contexts does not address if and how disruptions as external forces influence user behavior, be it distinctively or as a situational context, offering an opportunity to explore how external forces interplay with internal forces to explain user behavior more comprehensively.

2.6 Research Opportunities

This section synthesizes the insights from prior IS research on the influence of internal and external forces on user behavior to identify research opportunities and develop specific research questions. These research questions contribute to the overall objective of this cumulative dissertation of crafting a comprehensive explanation for user behavior based on internal and external forces.

Previously used theoretical lenses and investigated contexts in IS research on user behavior suggest a need to go beyond linear approaches to consider that user behavior is not necessarily influenced by different isolated internal forces, i.e., perceptions, emotions, motivations, and personality traits. For instance, the overview of IS research using theoretical lenses such as UTAUT (Blut et al., 2022) and UGT (Katz et al., 1973) reveals seemingly inconclusive findings on whether and how specific internal forces influence user behavior. Recent configurational IS research points out that such differences in findings may stem from the fact that prior explanatory approaches based on linear assumptions are limited in capturing the complex relationship between different internal forces and user behavior (Pflügner et al., 2024). Most IS research draws on different theoretical lenses to identify generally valid explanations for user behavior based on the positive and negative influences of specific internal forces (Barnett et al., 2015; Blut et al., 2022). Consequently, extant IS research tends to craft unifinal explanations for user behavior, implicitly assuming that all users follow the same rationale for a specific user behavior. Diverging from this assumption by considering the possibility that there may be different, equifinal explanations for user behaviors provides the opportunity to resolve seemingly inconclusive findings. How a specific internal force relates to user behavior may depend on other internal forces, and different combinations of internal forces, i.e., configurations, may account for the same user behavior. For instance, a specific internal force may be an important driver in a configuration that explains one user's behavior while being irrelevant in a configuration that explains another user's behavior.

In the same line of argumentation, EDT (Bhattacherjee, 2001) and migration theory (E. S. Lee, 1966) indicate that users may follow different rationales for engaging in a user behavior. Users likely experience multiple factors at the same time, making their user behavior subject to multiple interplaying factors, as reflected in different configurations of factors that may lead to the same user behavior. Despite these indications, the overview of prior IS research on user behavior in different contexts, such as streaming services (Hamari & Sjöblom, 2017; Riekkinen, 2018), IT-enabled investments (Lockl & Stoetzer, 2021), and chatbots (Diederich et al., 2022; Priya & Sharma, 2023), shows that prior work largely follows linear approaches to identify the isolated influences of distinct internal forces on user behavior. Following field theory's suggestion that internal forces interplay (Elie-Dit-Cosaque et al., 2011) and that they can drive behavior irrespective of external forces (Gerow et al., 2011), this dissertation adopts a configurational perspective to resolve inconsistencies in prior IS literature and explore how different configurations of interplaying internal forces influence user behavior. It asks the following research question:

> ***Research question 1:*** *How do internal forces, i.e., perceptions, emotions, motivations, and personality traits, influence user behavior?*

Theoretical lenses such as EST (Morgeson et al., 2015) and the S-O-M model (Mehrabian & Russell, 1974) suggest that external forces in the form of disruptions have the power to influence user behavior distinctively. They act as stimuli that elicit a response from users irrespective of internal forces, such as their perceptions and emotions about an IS. Prior IS research on disruptions offers insights into their distinct influences on user behavior, thereby focusing largely on negative disruptions related to an IS (H. Liang et al., 2019; Ortiz de Guinea, 2016; Salo et al., 2020). For instance, a data breach can cause users to switch to an alternative IS (Nikkhah & Grover, 2022). However, disruptions are not necessarily related to an IS, such as the COVID-19 pandemic (Goetzen, 2020), and not necessarily negative, such as having a baby and starting to use online shopping (Hand et al., 2009).

Following field theory's suggestion that external forces can influence user behavior irrespective of internal forces (Gerow et al., 2011), this dissertation suggests a need for considering different types of disruptions and shedding light on how they influence user behavior in different ways. It asks the following research question:

Research question 2: *How do external forces, i.e., disruptions, influence user behavior?*

EST (Morgeson et al., 2015) also indicates that users can experience disruptions as part of their situational context that must be considered and potentially influence the way their internal forces influence behavior. In other words, disruptions do not necessarily influence user behavior irrespective of internal forces. This suggestion aligns with arguments from TCV, which suggest that how internal forces influence user behavior depends on the situational context (Vázquez-Martínez et al., 2021). Users who experience a disruption that an IS may help them address may reevaluate whether their experienced internal forces are ample for using it. For instance, the COVID-19 pandemic was a disruption for many people that limited their personal contact with human advisors, which led them to consider interacting with chatbots as an alternative (Schwartz, 2021), even though their internal forces may not have been sufficient to let them interact with chatbots without the disruption. This example emphasizes that disruptions as external forces may not only influence user behavior distinctively and irrespective of internal forces but may also interplay with them.

Such practical indications are in line with field theory's suggestion that internal and external forces can interplay (Elie-Dit-Cosaque et al., 2011), i.e., external forces may influence if and how the internal forces influence a behavior. This dissertation asks the following research question:

Research question 3: *How does the interplay of internal forces, i.e., perceptions, emotions, motivations, and personality traits, and external forces, i.e., disruptions, influence user behavior?*

The theoretical insights on the influence of internal and external forces on user behavior suggest a need to go beyond prior linear approaches and use methodological approaches that capture the complex interplay between different internal forces and how external forces, such as disruptions, influence the relationship between those internal forces and user behavior. A configurational perspective offers a way to address this need by providing a methodological toolkit that can investigate and identify causal complexity, i.e., conjunctural causation, equifinality, and asymmetric relationships (Mattke, Maier, Weitzel, et al., 2021). Conjunctural causation describes that different factors, such as different internal forces, together lead to an outcome in the form of configurations. Equifinality describes that different configurations can lead to the same user behavior. Asymmetric relationships describe that a factor, such as a specific internal force, can be present or absent and contribute to the same user behavior in both cases, depending on the other factors.

While existing IS research provides insights for leveraging a configurational perspective by using methods like fuzzy set qualitative comparative analysis (fsQCA) to investigate causal-complex relationships (Mattke et al., 2022; Y. Park, Fiss, et al., 2020), it offers limited guidance on how boundary conditions, such as disruptions, influence the relationship between configurations, such as different internal forces, and an outcome, such as a specific user behavior. In addition to that, prior configurational IS research largely relies on inductive (S. Huang et al., 2024) and abductive modes of reasoning (R. Zhang & Ramesh, 2024) for developing configurational theory, suggesting a need for exploring new ways for using configurational methods to test theory with a deductive mode of reasoning. This dissertation explores how configurational methods such as fsQCA can be applied to investigate boundary conditions and deductively test theory, asking the following research question:

> ***Research question 4:*** *How can configurational methods inform studying the interplay of internal and external forces and their influence on user behavior?*

In summary, this cumulative dissertation asks four research questions addressed in eight papers (see Figure 4). The first research question, focusing on the distinct influence of internal forces on user behavior, is addressed by **Papers I**, **II**, **III**, and **IV** in Chapter 1. The second research question, focusing on the distinct influence of external forces on user behavior, is addressed by **Papers V** and **VI** in Chapter 2. The third research question, focusing on the interplay of internal and external forces and how they influence user behavior together, is addressed by **Paper VII** in Chapter 3. The fourth research question, focusing on configurational methods as a means to investigate such interplay, is addressed by **Paper VIII** in Chapter 4. This dissertation draws on different methodologies to address these research questions, which are outlined next.

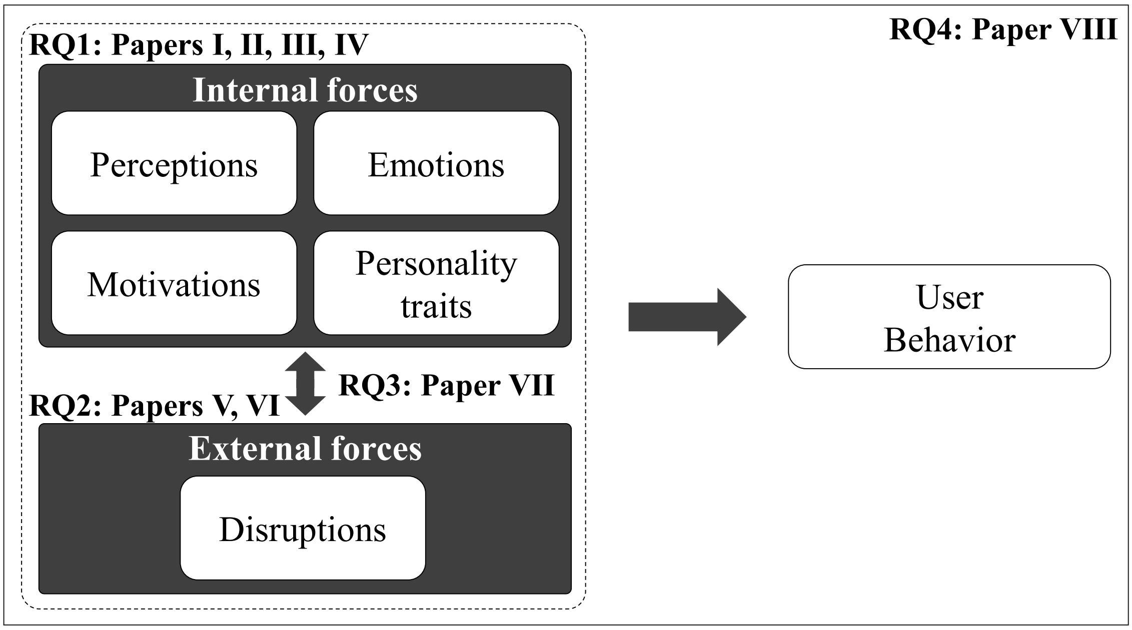


Figure 4: Overview of research questions

3 METHODOLOGY

This dissertation draws on diverse methodological approaches to address the four research questions: literature review, qualitative, quantitative, and mixed-methods approaches (see Table 2).

<table>
<tr><th></th><th colspan="6">Characteristics</th></tr>
<tr><td>Approach</td><td>Literature review (Papers V and VI)</td><td colspan="2">Qualitative approach (Paper V)</td><td colspan="2">Quantitative approach (Papers III and IV)</td><td>Mixed-methods approach (Papers I, II, VII, and VIII)</td></tr>
<tr><td>Data</td><td>Past literature (Papers V and VI)</td><td colspan="2">Interview data (Papers I, II, V, VII, and VIII)</td><td colspan="2">Survey data (Papers I, II, III, IV, and VIII)</td><td>Scenario-based survey data (Paper VII)</td></tr>
<tr><td>Analysis</td><td>Grounded theory literature review method (Papers V and VI)</td><td>Descriptive-interpretive coding analysis (Papers I, II, V, VII, and VIII)</td><td>Taxonomy development (Paper V)</td><td>fsQCA (Papers I, II, III, IV, and VII)</td><td>fsQCA with a deductive mode of reasoning (Paper VIII)</td><td>Configurational moderation analysis (Paper I)</td></tr>
</table>

Table 2: Methodology overview

In terms of literature reviews, this dissertation uses the grounded theory literature review method to analyze prior literature (Wolfswinkel et al., 2013). In terms of qualitative approaches, it uses descriptive-interpretive coding analysis to analyze data collected in interviews (Myers, 2019). Insights from literature reviews and qualitative approaches can be combined to develop taxonomies (Nickerson et al., 2013). In terms of quantitative approaches, it uses configurational methods, such as fsQCA, to analyze survey data and scenario-based survey data (Ma et al., 2024; Y. Park, Fiss, et al., 2020). In terms of mixed-methods approaches, it triangulates insights from qualitative and quantitative approaches to derive convergent, complementary, and divergent insights (Reis et al., 2022; Venkatesh et al., 2023).

3.1 Literature Reviews

Literature reviews allow synthesizing the current knowledge on a specific topic or phenomenon by systematically identifying and analyzing existing literature to develop a comprehensive understanding (Paré et al., 2015). They follow structured search methods to ensure systematic and transparent results based on a predefined scope (Paré et al., 2016). In IS research, established rankings, such as the AIS Senior Scholars' List of Premier Journals (AIS, 2024) and the VHB Publication Media Rating 2024 (VHB, 2024), offer an orientation for defining the relevant scope to include the top journals in the field. The literature review approaches in this dissertation follow the grounded theory literature review method (Wolfswinkel et al., 2013), which is established in IS research (Valta et al., 2022). The next sections describe the grounded theory literature review method, the use of literature reviews for taxonomy development, and the literature reviews used in this cumulative dissertation.

3.1.1 Grounded Theory Literature Review Method

The grounded theory literature review method offers a way to build theory by leveraging insights found in published papers based on five steps (Wolfswinkel et al., 2013). The first step focuses on determining the scope of the literature review. It includes defining inclusion and exclusion criteria, identifying relevant research disciplines for the literature review, determining the relevant sources within these disciplines, identifying initial search terms, and iteratively extending these initial search terms. The second step focuses on searching for relevant literature using databases that allow for identifying articles within the defined scope and conducting forward and backward citation searches based on the identified literature. The third step focuses on refining the sample by screening identified literature based on title, abstract, and, subsequently, full text. Then, articles that do not meet the screening criteria, such as those that do not focus on an individual perspective, are filtered out. The fourth step focuses on analyzing the resulting sample of literature based on open, axial, and selective coding. The fifth step focuses on presenting the findings in a structured way (see Table 3).

Step	Task	Example from Paper VI
1. Definition	Definition of inclusion and exclusion criteria.	Published literature about IT threats from 1980 until 2023.
	Identification of relevant research disciplines.	IS research.
	Determination of relevant sources.	Top IS journals.
	Identification of initial search terms.	“IT threat”, “information technology threat”, “IS threat”, “information system threat”.
	Iterative extension of search terms.	“Privacy threat”, “security threat”.
2. Search	Search execution.	Search in selected top IS journals, forward and backward citation searches.
3. Selection	Sample refinement.	Final sample of 29 articles.
4. Analysis	Open coding.	Identification of IT threats and related concepts.
	Axial coding.	Refinement of IT threats and related concepts.
	Selective coding.	Categorization of identified concepts.
5. Presentation	Content structurization.	Crafting an overview of IT threat research.

Table 3: Illustration of the grounded theory literature review method (based on Meier, 2024)

3.1.2 Taxonomy Development

While literature reviews can be used as a standalone methodological approach, the resulting insights can also be used for taxonomy development. A taxonomy is a system for grouping objects of interest based on common dimensions and characteristics (Nickerson et al., 2013). It includes dimensions, which can be understood as variables, and characteristics, which can be understood as the values of variables.

Taxonomy development starts with determining meta-characteristics, i.e., the most comprehensive characteristics that are shared by all objects that belong to the group of interest. Since the development of a taxonomy is an iterative process (Nickerson et al., 2013), objective and subjective ending conditions that signal when the taxonomy is completed are determined next. Objective ending conditions include that no new dimensions or characteristics were added, merged, or split in the last iteration and that every dimension is unique and not repeated. Subjective ending conditions include that a taxonomy is concise, explanatory, robust, and extendible. Next, a suited taxonomy development approach is chosen, i.e., either empirical-to-conceptual or conceptual-to-empirical.

The empirical-to-conceptual approach is best suited when ample empirical data is available for the objects of interest. Based on the empirical data, a new subset of objects is identified. Drawing from that subset, common characteristics are identified, and the objects are grouped according to the characteristics. The characteristics are then grouped into dimensions to create and revise the taxonomy. If the ending conditions are met, the taxonomy is finished. If the ending conditions are not met, the next iteration starts with the identification of a new subset of objects. The conceptual-to-empirical approach is best suited when rich theoretical knowledge about the objects of interest exists. In this approach, the new characteristics and dimensions of objects are conceptualized based on theoretical knowledge. Then, objects for these characteristics and dimensions are examined to create and revise the taxonomy. Again, if the ending conditions are met, the taxonomy is finished. If not, the next iteration starts with conceptualizing characteristics and dimensions (Nickerson et al., 2013). Figure 5 illustrates the taxonomy development method.

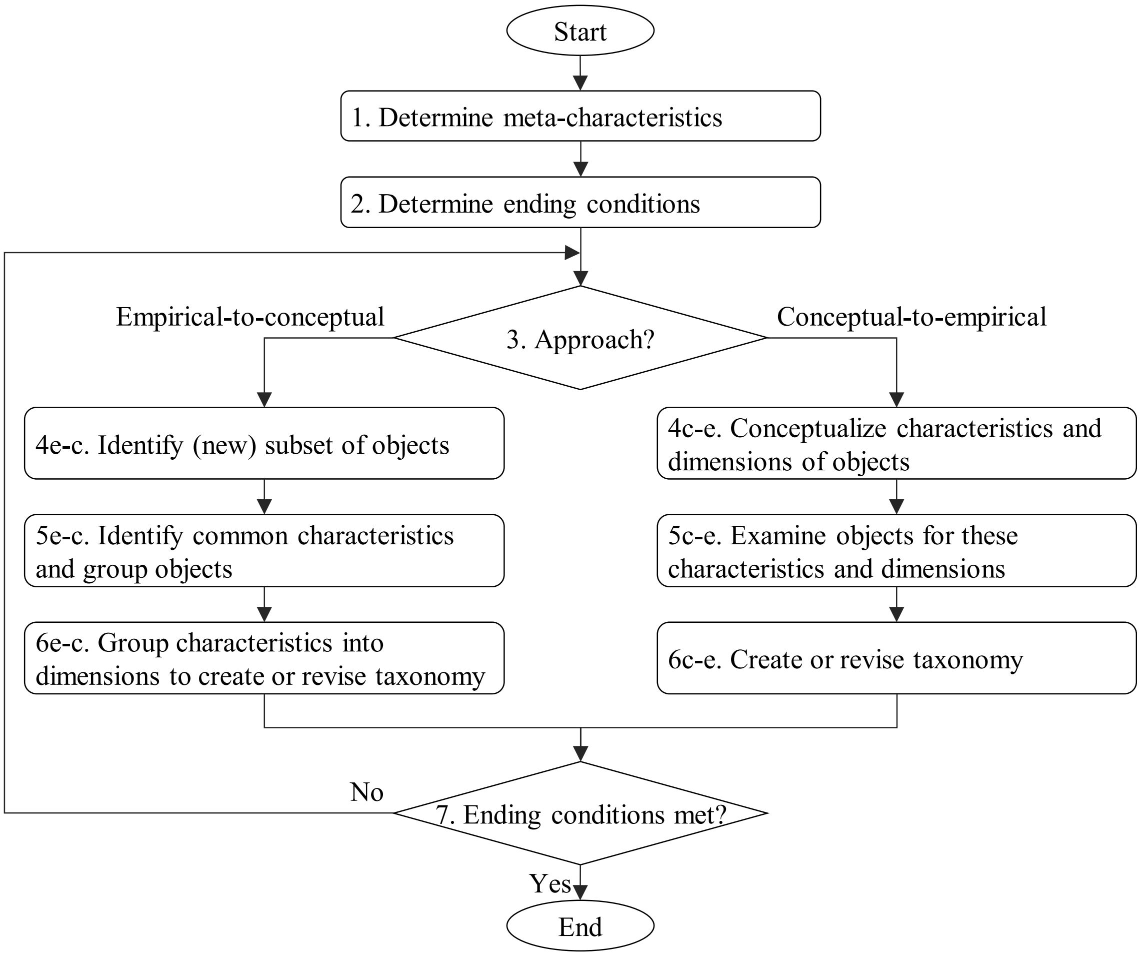


Figure 5: Taxonomy development method (Nickerson et al., 2013)

3.1.3 Literature Reviews in this Dissertation

Paper V draws on the grounded theory literature review method to analyze 70 disruption-related articles, offering insights into the different types of disruptions and their influence on users. The findings from the interviews are then integrated with a qualitative approach to develop a taxonomy of disruptions. **Paper VI** uses the grounded theory literature review method to analyze 29 articles on IT threats as a specific type of disruption to reveal their influence on user behavior.

While the remaining papers of this dissertation, including the introductory paper, do not conduct a literature review as a core methodological approach, all of them review the literature to identify the current state of knowledge in the area of interest. For instance, **Papers I** and **VII** conduct descriptive literature reviews to provide an overview of extant knowledge, and **Paper VII** draws on an additional critical literature review to determine how leveraging so far not considered key insights of a theoretical lens can advance IS research.

3.2 Qualitative Approaches

Qualitative approaches are suited for inductive research that examines phenomena to detect new concepts or relationships (Yin, 2018). By taking subjective views on phenomena, qualitative approaches offer insights into a constructivist reality. These methods embrace the idea that multiple realities exist, influenced by the subjective perceptions and experiences of researchers and participants (Mingers et al., 2013). The qualitative approaches in this dissertation analyze interview data with the established descriptive-interpretive coding technique (Myers, 2019). The next sections describe the qualitative data collection and analysis, the validation of qualitative approaches, and the qualitative approaches used in this cumulative dissertation.

3.2.1 Qualitative Data Collection with Interviews

The data collection for qualitative approaches starts with developing a sampling strategy and crafting an interview guideline (Myers & Newman, 2007). For instance, **Paper VII** focused on identifying the factors that drive users' willingness to interact (WTI) with chatbots, such that it sampled individuals who had access to chatbots. Potential interviewees can be identified using the snowballing technique (Myers & Newman, 2007), i.e., interviewees matching the criteria are sought in the authors' social circles, and additional interviewees are identified by asking those interviewees for further potential participants in their social circles. An interview guideline guides the interviews to ensure consistency, which describes an iteratively developed question set (Schultze & Avital, 2011). The interviews followed a semi-structured guideline with open-ended questions to encourage interviewees to express their thoughts in their own words without restriction from predefined response options (Yin, 2018). Such an interview guideline typically includes an opening section in which the interviewers introduce themselves and the reason for the interview and gain informed consent for recording, transcribing, and anonymously analyzing the interviews. The introduction section explains the interview procedure and tests the criteria to ensure that the interviews match the sample, e.g., individuals who had access to chatbots. The key questions section asks the core questions about the study topic that are later analyzed to infer the results. The closing question gives the interviewees the opportunity to add further information and is used to query demographic information about the interviewees and identify further potential interviewees through the snowballing technique. The demographic information of the interviewees is then used to describe the obtained sample.

3.2.2 Qualitative Data Analysis with Descriptive-Interpretive Coding

The analysis of qualitative data in this dissertation follows the guidelines for descriptive-interpretive coding (Myers, 2019). In the first step, statements from the interviews that are relevant to the investigated research question are highlighted, e.g., statements that describe specific internal or external forces and their influence on user behavior. In the second step, similar highlighted statements are grouped, and descriptive codes are developed to label the grouped statements. In the third step, interpretive codes are developed to group similar descriptive codes. These codes can then be categorized based on themes from theory. Typically, qualitative data analysis software, such as MAXQDA, is used to support the coding, and a coding scheme example is provided to illustrate the coding procedure (Remmel et al., 2024; Wintmölle, Meier, Platis, et al., 2024) (see Table 4).

Exemplary quotations	Descriptive coding	Interpretive coding	Category
"What bothered me about {INCUMBENT} was that you couldn't use it in any browser. That just seemed to be better with {ALTERNATIVE}".	Not compatible with the browser.	Expected improved compatibility	Expectation
"What really annoyed me about {INCUMBENT} was that it didn't work on my TV and streaming device. I always had to connect my laptop to the TV to use it. From {ALTERNATIVE} I was hoping it would work better with my devices".	Not compatible with TV and streaming device.		
"Because some shows run exclusively on [INCUMBENT]. There's just the question of how else to get it without buying it on DVD".	Incumbent streaming service offers exclusive content.	Perceived content exclusiveness	Constraint

Table 4: Illustrative coding scheme example (Meier et al., 2025)

3.2.3 Validation of Qualitative Approaches

Qualitative approaches are validated based on design validity, analytical validity, and inferential validity (see Table 5). Design validity refers to how well a qualitative approach is planned and executed, such that it provides insights into the credibility and transferability of the resulting findings. Analytical validity refers to how well qualitative data were collected and analyzed, such that it offers insights into the reliability, consistency, and plausibility of the resulting findings. Inferential validity refers to how well the collected data was interpreted, such that it offers insights into the confirmability of the resulting findings (Venkatesh et al., 2013).

Category of validity	Validation
Design validity	Descriptive validity: Describing the research process in detail.
	Transparency: Ensuring detailed documentation of the sampling and analysis, including justification of the sample size (Sarker et al., 2013).
	Transferability: Using an established theory.
Analytical validity	Theoretical validity: Grounding the interview structure in an established theory.
	Consistency: Using a semi-structured approach that leaves room for unforeseen questions while preserving structure.
Inferential validity	Interpretive validity: Mirroring answers back to participants to ensure correct understanding.
	Confirmability: Following the established guidelines for descriptive-interpretive coding in analyzing the data.

Table 5: Validation of qualitative approaches

3.2.4 Qualitative Approaches in this Dissertation

Paper I conducts a qualitative approach embedded in a mixed-methods approach, collecting and analyzing interview data from 44 subscribers of streaming services to identify the expectations they have toward an alternative streaming service and the constraints that may keep them from switching to it. Similarly, **Paper II** uses a qualitative approach based on interviews with 21 retail investors embedded in a mixed-methods approach to offer insights into the perceptions that let retail investors consider switching from investing in stocks to investing in ETFs. **Paper V** uses a qualitative approach based on interviews with 39 SNS users to identify how disruptions influence their behavior, drawing on these insights to complement the insights from a literature review to develop a taxonomy of disruptions. **Paper VII** performs a qualitative approach based on interviews with 51 users who have access to a chatbot embedded in a mixed-methods approach to identify the internal forces that influence user behavior in the chatbot context and provide initial insights into the interplay of internal and external forces. **Paper VIII** conducts a qualitative approach embedded in a mixed-methods approach and analyzes interview data of 52 teleworkers to enrich the findings of a prior quantitative approach by offering more fine-grained insights into the drivers of telework success.

3.3 Quantitative Approaches

Quantitative approaches are based on a positivist worldview, focusing on approximating reality that can be measured and validated (Mingers et al., 2013). They aim to quantify relationships between concepts and provide evidence that can be generalized beyond the immediate research context. The quantitative approaches in this dissertation analyze survey data and scenario-based survey data with configurational methods, i.e., fsQCA (Mattke et al., 2022), fsQCA with a deductive mode of reasoning (Y. Park, Fiss, et al., 2020; Schneider & Wagemann, 2012), and configurational moderation analysis (Ma et al., 2024). The next sections describe the quantitative data collection and analysis, the validation of quantitative approaches, and the quantitative approaches used in this cumulative dissertation.

3.3.1 Quantitative Data Collection with Surveys

Surveys. The quantitative approaches of this cumulative dissertation are grounded in data from surveys in the illustrative contexts of streaming services, IT-enabled investments, and chatbots. Surveys allow the collection of large amounts of data on a target sample (W. Chen & Hirschheim, 2004), including their internal and external forces and their user behavior. There are different strategies to reach people that match the survey criteria, e.g., individuals who had access to chatbots like in **Paper VII**. One strategy is using online panel providers, such as Amazon Mechanical Turk (MTurk), to identify suited participants. Using online panel providers is established in IS research (Yazdanmehr et al., 2020) and was used for data collection in **Papers I**, **II**, **IV**, and **VII**. Methodological guidelines offer orientation for ensuring the collection of reliable and valid data (Lowry et al., 2016), e.g., by using built-in features to filter for participants based on location and filter out participants who complete tasks unusually quickly based on their number of approved tasks and approval rate. Attention checks such as “Please choose ‘agree’.” can be included to make sure that participants read the questions thoroughly and respond accurately. Since participants on online panel providers have an economic incentive for misrepresentation and are more reluctant to admit their lack of knowledge (Sharpe Wessling et al., 2017), testing for inconsistency in participants’ answers to similar questions helps ensure the collection of high-quality data. Another strategy for identifying people who fit a target sample is recruiting participants from a self-built panel, which was used in **Paper VIII**. Panels are a collection of people that share a characteristic of interest, e.g., all participants are IT professionals. Participation in such panels is voluntary, and individuals interested in participating in surveys on a specific topic, such as IT professionals interested in IT topics, can enroll themselves in the panel. As an additional incentive for participation, prices are typically raffled among the participants of a specific survey that was promoted through the panel. While such panels have a narrow focus and are cost-intensive to build and maintain, they offer an opportunity for collecting high-quality data out of a pool of participants that have no monetary incentive for misrepresentation. For both strategies, filter questions are used to ensure that the participants match the survey criteria.

Scenario-based surveys. Scenario-based surveys are an extension of regular surveys. Before indicating their agreement with the measures, participants must read and comprehend a randomly assigned scenario and answer all subsequent measures based on the scenario (D’Arcy et al., 2014; J. Kim et al., 2022). To ensure that the participants read and understood the scenario, they must pass a subsequent manipulation check. For instance, **Paper VII** focuses on how disruptions, such as the COVID-19 pandemic, influence the relationship between users' perceptions and their behavior as situational contexts. Some users may have experienced the COVID-19 pandemic as a disruption in a specific context, such as their handling of financial matters, while others did not. Two scenarios were crafted to reflect the focus on this specific disruption in the survey. One scenario described the COVID-19 pandemic as a disruption for financial matters, while the other described it as not disruptive in that context. Participants were randomly assigned to either one of the scenarios and subsequently had to indicate, based on the scenario, to what degree the COVID-19 pandemic was a disruption for handling financial matters based on established measures (Morgeson et al., 2015). Participants who were exposed to the disruption scenario but did not indicate it as a disruption were filtered out, and vice versa. This ensured a successful manipulation of the disruption with the scenarios.

Measures for surveys and scenario-based surveys. Participants provide insights into their internal forces, external forces, and behaviors by responding to survey questions and statements. Wherever possible, measures established in prior literature are used to ensure content validity. The measurement model is then tested for indicator reliability, construct reliability, and discriminant validity (Mattke et al., 2022). All items should exceed a loading of 0.707 to ensure indicator reliability (Carmines & Zeller, 2008). The measures should exceed a composite reliability of 0.70 and an average variance extracted (AVE) of 0.50 to ensure construct reliability. The square root of the AVE should be greater than all corresponding construct correlations (Fornell & Larcker, 1981), and the loadings of each item should be highest for the corresponding construct to ensure discriminant validity (Chin, 1998). Additionally, the heterotrait-monotrait (HTMT) ratio test should not reveal any values higher than the $HTMT_{0.85}$ threshold (Henseler et al., 2015). The correlation matrix should be examined to check if all correlations are below the threshold of 0.90 (Pavlou et al., 2007), and the correlation of the measures with a theoretically unrelated marker variable should be tested to ensure that common method bias (CMB) is not an issue (Lindell & Whitney, 2001). In addition to that, Harman's single-factor test, showing the proportion of data explained by one factor, should be used to ensure that no single factor explains more than 50 percent of the variance (Podsakoff & Organ, 1986). If the measures are valid, reliable, and discriminant, and CMB does not distort the results, the quantitative approach can proceed with the data analysis.

3.3.2 Quantitative Data Analysis with Configurational Methods

Core premises of configurational methods. Configurational methods recently gained popularity in IS research since they allow the investigation of complex, nonlinear relationships between conditions and an outcome (Iannacci et al., 2025; Wintmölle, Meier, & Maier, 2024). Specifically, configurational methods such as fsQCA allow the study of causal-complex relationships, i.e., conjunctural causation, equifinality, and asymmetric relationships (Mattke, Maier, Weitzel, et al., 2021). As such, they provide an opportunity to go beyond established linear perspectives and offer novel explanations for seemingly inconclusive findings in the literature. fsQCA became the dominant method for configurational data analysis (Mattke et al., 2022; Mattke, Maier, Weitzel, et al., 2021). It makes use of set theory to analyze the relationship between configurations of conditions and an outcome. The conditions and outcomes are expressed in fuzzy set memberships that range from zero to one. A fuzzy set membership of zero indicates that a condition does not apply to an observation, e.g., that a user does not perceive an IS as useful, and a fuzzy set membership of 0.30 indicates that a condition does rather not apply to an observation, e.g., that a user does rather not perceive an IS as useful. In the same fashion, a fuzzy set membership of 0.70 indicates that a condition does rather apply to an observation, and a fuzzy set membership of one indicates that a condition does apply to an observation. By representing conditions and outcomes in fuzzy set memberships, it is possible to identify necessary conditions, i.e., conditions that always exist when the outcome exists, and sufficient configurations, i.e., combinations of conditions that give rise to an outcome. Configurational methods are best suited for studying outcomes that can be explained with six to eight conditions (Mithas et al., 2022). Since this dissertation analyzes survey data with configurational methods, it conducts large-N QCA approaches with sample sizes greater than 50 observations (Greckhamer et al., 2013). Additional methodological recommendations suggest sample sizes that include at least five observations for each condition (Mattke et al., 2022). For instance, if a study considers six conditions to explain an outcome, the sample should include at least 30 observations.

Calibration of the measures. The mean of each measure is computed to represent survey measures in fuzzy set memberships. The mean value of each measure is transformed into a fuzzy set membership by using the direct calibration function. To make use of the meaningful data gathered by survey scales and avoid bounding the calibration to a specific data set (Mattke et al., 2022; Wagemann et al., 2016), the calibration anchors should be derived from the used scale rather than the data distribution. For instance, two of a 7-point Likert scale (“Disagree”) is used as the calibration anchor for full-non-membership, four of a 7-point Likert scale (“Neither disagree nor agree”) is used as the calibration anchor for the cross-over point, and six of a 7-point Likert scale (“Agree”) is used as the calibration anchor for full-membership. This calibration is performed on all influencing factors and the investigated outcome.

Analysis for necessary conditions. To identify necessary conditions, each included condition is tested for its necessity for the outcome. A necessary condition must exceed a consistency threshold of 0.90, which describes the degree to which observations with the same condition share the same outcome (Thomann et al., 2018). It must also exceed a coverage threshold of 0.60, which describes the degree of observations covered by a condition, and a relevance of necessity threshold of 0.60, which describes the degree to which a condition is not trivial (Thomann et al., 2018) (see Table 6).

Condition	Consistency	Relevance of necessity	Coverage
Condition A	0.82	0.44	0.71
~Condition A	0.32	0.93	0.61
Condition B	0.67	0.51	0.70
~Condition B	0.25	0.93	0.91
Condition C	**0.91**	**0.72**	**0.84**
~Condition C	0.12	0.65	0.52
Note: ‘~’ indicates the logical NOT. **Bold** conditions indicate necessary conditions.			

Table 6: Illustrative example of a necessary condition analysis

Analysis for sufficient configurations. To identify sufficient configurations, a truth table is created based on the considered conditions and the outcome. This truth table includes 2^k logical possible configurations, where k represents the number of considered conditions. For instance, for an analysis of six conditions like in **Paper VIII**, the truth table includes 64 logically possible configurations. Since the goal is to identify common and relevant sufficient configurations, this truth table is then reduced by using a frequency threshold that represents the minimum number of observations that must be covered by a configuration for it to be considered. A rule of thumb is to select the frequency threshold in a way that about 80 percent of the initial observations are still covered by the remaining configurations in the truth table (Mattke et al., 2022). Next, a raw consistency threshold of at least 0.75 is used to set a minimum degree of how consistent configurations must exhibit the investigated outcome to be considered sufficient (Mattke et al., 2022). A proportional reduction of inconsistency (PRI) threshold of at least 0.50 is then used to ensure that a configuration does not exhibit both a present and absent outcome simultaneously (Greckhamer et al., 2018). Table 7 illustrates a reduced truth table with three conditions.

Condition A	Condition B	Condition C	Outcome	Number	Raw consistency	PRI
1	1	1	1	14	0.92	0.87
0	1	1	1	6	0.84	0.83
1	0	1	1	5	0.82	0.81
0	1	0	0	8	0.72	0.61
0	0	1	0	3	0.61	0.15
0	0	0	0	6	0.55	0.11
Note: This example illustrates a truth table with a frequency threshold of 3, a raw consistency threshold of 0.80, and a PRI threshold of 0.80.						

Table 7: Illustrative example of a truth table

Using the Quine McCluskey algorithm, the resulting reduced truth table is simplified to obtain sufficient configurations. The Quine McCluskey algorithm simplifies Boolean expressions by identifying the minimal configuration required to give rise to an outcome. For instance, if two configurations give rise to the same outcome but differ in only one condition, the algorithm combines them into a single configuration. This combined configuration includes all shared conditions and discards the differing one, introducing a "Don't care' situation" that signals that the omitted condition can be either present or absent without changing the outcome. The resulting solution is derived entirely from empirical data and corresponds to the complex solution. Table 8 provides an example of fsQCA results.

	Configuration 1	Configuration 2
Condition A		●
Condition B	●	
Condition C	●	●
Raw coverage	0.15	0.14
Unique coverage	0.05	0.03
Consistency	0.91	0.93
Solution coverage	0.20	
Solution consistency	0.92	
Note: Black circles (●) indicate present conditions, white crossed-out circles (⊗) indicate absent conditions, and blank spaces ( ) indicate 'Don't care situations'.		

Table 8: Illustrative fsQCA results

The sufficient configurations are evaluated based on their raw coverage and unique coverage. The raw coverage depicts the proportion of an outcome that is covered by a sufficient configuration, and the unique coverage depicts the proportion of an outcome that is uniquely covered by a sufficient configuration (Schneider & Wagemann, 2012). The quality of the solution is evaluated based on its coverage, i.e., the proportion of observations covered by a solution, and consistency, i.e., the extent to which it explains an outcome (Ragin, 2006).

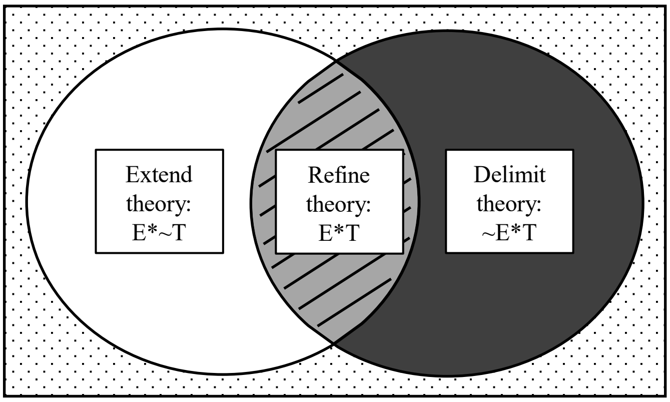
fsQCA uses counterfactual analysis to consider rows in the truth table that are not populated by empirical observations. Using knowledge from theory or literature, 'easy' counterfactuals are used to derive the intermediate solution (Y. Park, Fiss, et al., 2020). If theory and literature do not provide insights that can be used to make use of the rows without empirical observations, the intermediate solution aligns with the complex solution. By incorporating 'easy' and 'difficult' counterfactuals, fsQCA derives the parsimonious solution (Y. Park, Pavlou, et al., 2020). Combining the intermediate and parsimonious solution enables the identification of core and peripheral conditions (Pappas & Woodside, 2021). Core conditions, which are present in the intermediate and parsimonious solution, have a stronger causal relationship with the outcome, while peripheral conditions, which are only included in the intermediate solution, have a weaker causal relationship with it (Fiss, 2011). When no distinction between core and peripheral conditions is theorized a priori, it is recommended to report core and peripheral conditions for transparency without differentiating between them in the theoretical interpretations of the solution (Dwivedi et al., 2018).

Configurational modes of reasoning. fsQCA studies in the IS discipline follow different modes of reasoning, i.e., inductive, abductive, or deductive (Iannacci et al., 2025). Configurational methods with an inductive mode of reasoning follow an exploratory approach, using fsQCA to formulate empirically grounded propositions based on the configurational findings for theory development. While configurational methods with abductive modes of reasoning also aim to develop empirically grounded propositions, they do so by engaging in a dialogue between theoretical knowledge and empirical evidence (Van Maanen et al., 2007). Configurational methods with deductive modes of reasoning, thus far largely only discussed conceptually, rely on theory to develop causal recipes, i.e., theoretical statements that describe plausible configurations (Y. Park, Fiss, et al., 2020). Those causal recipes are then empirically tested by comparing them to the empirical findings (Y. Park, Fiss, et al., 2020; Schneider & Wagemann, 2012).

3.3.3 Quantitative Data Analysis with Advanced Configurational Methods

fsQCA with a deductive mode of reasoning. Drawing on conceptual suggestions on how to conduct fsQCA with a deductive mode of reasoning (Y. Park, Fiss, et al., 2020; Schneider & Wagemann, 2012), **Paper VIII** of this cumulative dissertation provides a proof of concept and a guideline on how to use fsQCA with a deductive mode of reasoning for refining, extending, and delimiting configurational theory. Configurational methods do not binarily accept or reject hypotheses (Iannacci & Kraus, 2022) and instead examine the overlap between theory and empirical findings to investigate if and to what degree empirical data support the theory (Schneider & Wagemann, 2012)

In the first step, causal recipes are proposed based on knowledge from theory and literature. In the second step, a fsQCA is conducted based on the collected data. In the third step, the intersections between the empirically identified sufficient configurations (E) and the theoretically proposed causal recipes (T) are examined. Specifically, the configurations covered by both the empirically identified sufficient configurations and the theoretically proposed causal recipes (E*T), the configurations covered by the empirically identified sufficient configurations but not the theoretically proposed causal recipes (E*~T), and the configurations not covered by the empirically identified sufficient configurations but the theoretically proposed causal recipes (~E*T) are identified (see Figure 6). Those intersections are then used to refine, extend, and delimit theory. The intersection of E*T is helpful for confirming or rejecting the proposed causal recipes and investigating how the empirical data reflects them. The intersection of E*~T is helpful for supplementing extant explanations for an outcome by discussing why those configurations were identified in the empirical data but not covered by the causal recipes. The intersection of ~E*T is helpful for identifying boundary conditions for extant explanations of an outcome, as those parts of the proposed causal recipes have not been found in the empirical data.



Note: 'E' indicates empirically identified configurations, 'T' indicates theoretical causal recipes.

Figure 6: Evaluation of causal recipes (Meier et al., 2024b)

Configurational moderation analysis. Recent advances in configurational IS research provide guidelines for analyzing configurational moderators (Ma et al., 2024). Configurational moderators describe conditions that, when included, do not change the present or absent conditions in sufficient configurations but their causal relationship to the outcome in terms of core and peripheral conditions (Ma et al., 2024). This is an important difference compared to boundary conditions, which describe conditions that must be present or absent for a configuration to be sufficient for an outcome (Goertz & Mahoney, 2013). A five-step approach helps identify configurational moderators. In the first step, a necessary condition analysis is conducted to identify which conditions are necessary for the investigated outcome. In the second step, a sufficient configuration analysis is conducted without including the potential configurational moderator. In the third step, another sufficient configuration analysis that includes the potential configurational moderator is conducted. In the fourth step, the resulting sufficient configurations of the sufficient configuration analysis with and without the potential configurational moderator are compared. To identify a condition as an actual configurational moderator, the present and absent conditions of the sufficient configurations of the second and third steps should not change, at least one sufficient configuration should show changes in core and peripheral conditions, and the configurational moderator must be a core condition in at least one of the sufficient configurations. If the condition is either present or absent in some sufficient configurations and does not change the core and peripheral conditions, it is not considered a configurational moderator but a boundary condition for those configurations. In the fifth step, the findings of the comparison are interpreted to conclude whether the condition is a configurational moderator, boundary condition, or not relevant to the outcome.

3.3.4 Validation of Quantitative Approaches

Validation of the quantitative data analysis. Quantitative approaches are validated based on design validity, measurement validity, and inferential validity (see Table 9). Design validity refers to the internal and external validity of a quantitative study. Measurement validity refers to how accurately instruments measure an intended construct based on its definition. Inferential validity refers to how appropriate a method is for inferring the results (Venkatesh et al., 2013).

Category of validity	Validation
Design validity	Sample size: Ensuring that the sample includes at least five observations for every condition (Mattke et al., 2022).
	Internal validity: Drawing on an established theoretical lens.
	External validity: Ensuring a generalizable design.
Measurement validity	Measurement model: Ensuring that content validity, indicator reliability, construct reliability, discriminant validity, and CMB are no issues.
	Robustness: Ensuring that the solutions are robust to changes in calibration and frequency thresholds.
Inferential validity	Reliability: Choosing thresholds for the necessary condition and sufficient configuration analysis based on methodological recommendations.

Table 9: Validation of quantitative approaches

Robustness checks. The resulting solutions of configurational methods should be tested for sensitivity to the sample and sensitivity to calibration (Maggetti & Levi-Faur, 2013). To test for sensitivity to the sample, the chosen frequency threshold for the sufficient configuration analysis should be slightly increased and decreased. If the repeated sufficient configuration analysis reveals the same results, it indicates the robustness of the solution. To test for sensitivity to calibration, the chosen calibration anchors should be slightly changed. For instance, calibration anchors of one for full-non-membership, four for the cross-over point, and seven for full-membership can be changed to two for full-non-membership, four for the cross-over point, and six for full-membership. If the repeated sufficient configuration analysis reveals the same results, it indicates the robustness of the solution. Recent advances in configurational methods suggest extending those robustness checks by conducting multiple sensitivity analyses for the consistency threshold, frequency threshold, and calibration anchors to identify the lower and upper bounds of the sensitivity ranges within which the solutions do not change (Oana & Schneider, 2024) (see Table 10).

Parameters		Lower bound	Threshold	Upper bound
Consistency		0.58	0.80	0.83
Frequency		3	5	6
Calibration for the outcome	Full-membership	1	2	2
	Crossover	2.5	4	4
	Full-non-membership	4.5	6	6.5

Table 10: Example of a sensitive analysis

3.3.5 Quantitative Approaches in this Dissertation

Paper I conducts a quantitative approach embedded in a mixed-methods approach, collecting survey data from 224 subscribers of streaming services via MTurk. The paper analyzes the collected data with a fsQCA in combination with a configurational moderation analysis to reveal the configurations that let subscribers switch streaming services and identify the constraints that act as configurational moderators or boundary conditions for subscribers' switching. **Paper II** uses a quantitative approach embedded in a mixed-methods approach, analyzing survey data from 282 retail investors collected via MTurk with a fsQCA to reveal the configurations that let them switch from investing in stocks to investing in ETFs. **Paper III** uses a standalone quantitative approach, analyzing survey data of 127 users who watch esports collected on related online communities to reveal configurations of motivations that give rise to a high WTP for streaming services. **Paper IV** also uses a standalone quantitative approach, analyzing survey data of 142 potential users of DeFi applications collected via MTurk with a fsQCA to identify the configurations that let them use DeFi applications for borrowing money.

Paper VII conducts a quantitative approach embedded in a mixed-methods approach, analyzing scenario-based survey data of 153 individuals who had access to chatbots collected via MTurk with a fsQCA to reveal the configurations that give rise to a high WTI with chatbots and identify the role of disruptions for this relationship. **Paper VIII** also conducts a quantitative approach embedded in a mixed-methods approach. It analyzes survey data of 375 teleworkers collected via a panel of IT professionals with a fsQCA following a deductive mode of reasoning to reveal the configurations that let teleworkers have high or low telework success.

3.4 Mixed-Methods Approaches

Mixed-methods approaches enable the investigation of exploratory and confirmatory research questions within a single research endeavor (Venkatesh et al., 2013). By integrating different methodological approaches, mixed-method approaches provide a more comprehensive explanation of a phenomenon than could be achieved using either approach alone. Leveraging the strengths of different methodologies, mixed-method approaches offer insights that transcend the limitations of individual methods (Reis et al., 2022). This integration of different methodological approaches allows researchers to reveal convergent, complementary, and divergent insights, thereby enhancing the robustness of theoretical assumptions derived from the combination of the different methodological approaches, referred to as meta-inferences (Reis et al., 2022). The next sections describe the purpose of mixed-methods approaches, the meta-inferences, the validation of mixed-methods approaches, and the mixed-methods approaches used in this cumulative dissertation.

3.4.1 Purpose of Mixed-Methods Approaches

Mixed-methods approaches can serve seven different purposes, including compensation, corroboration, diversity, developmental, complementarity, completeness, and expansion (Venkatesh et al., 2023). A mixed-methods approach with a compensation purpose addresses the limitations inherent in one type of methodological approach with another to balance out its weaknesses. A mixed-methods approach with a corroboration purpose validates findings from one methodological approach with another to enhance the credibility of the drawn inferences. A mixed-methods approach with a diversity purpose generates different perspectives on the same phenomenon. A mixed-methods approach with a developmental purpose uses the inferences from one methodological approach to refine or inform the implementation of another, e.g., by informing the sampling strategies or measurement development. A mixed-methods approach with a complementarity purpose leverages different methodological approaches for exploring different aspects of a phenomenon to enable a richer understanding. A mixed-methods approach with a completeness purpose creates a holistic picture of the studied phenomenon by integrating different methodological approaches. A mixed-methods approach with an expansion purpose broadens understanding of a phenomenon by employing different methodological approaches for its different components (Venkatesh et al., 2023).

3.4.2 Meta-Inferences of Mixed-Methods Approaches

Mixed-methods approaches start by conducting two different methodological approaches, e.g., a qualitative approach based on descriptive-interpretive coding of interview data and a quantitative approach based on a fsQCA of survey data. Each of the methodological approaches provides distinct insights into the studied phenomenon, e.g., qualitative and quantitative inferences. By triangulating the distinct inferences from the different methodological approaches, mixed-methods approaches reveal meta-inferences in the form of convergent, complementary, and divergent insights (Venkatesh, Brown, et al., 2016). Meta-inferences describe theoretical statements that reflect the added value by combining the different methodological approaches (Reis et al., 2022). As such, they are at the core of mixed-methods approaches, i.e., they only fulfill their selected purpose when meta-inferences are derived and interpreted.

3.4.3 Validation of Mixed-Methods Approaches

In addition to the validation of each methodological approach included in the mixed-methods approach, the meta-inferences should be validated. This validation is important since the quality of the overall meta-inferences depends on the quality of the individual methodological approaches (Reis et al., 2022). For the qualitative inferences, design validity, analytical validity, and inferential validity should be ensured (see Table 5). For the quantitative inferences, design validity, measurement validity, and inferential validity should be ensured (see Table 9). For the meta-inferences, overall design quality, explanation quality, legitimation, and potential threats and remedies should be investigated (Reis et al., 2022) (see Table 11).

Category of validity	Validation
Design quality	Appropriate methodological approaches: Ensure the selection of a mixed-methods design based on appropriate methodological approaches based on research questions and purpose.
	Quality and rigor: Follow established guidelines for the methodological approaches.
Explanation quality	Meta-inferences: Triangulate the distinct inferences of each methodological approach to identify reliable meta-inferences.
Legitimation of meta-inferences and potential threats and remedies	Weakness minimization: Minimize the weaknesses of each conducted methodological approach by combining their insights.
	Multiple validity: Separately validate each methodological approach and the mixed-methods approach.
	Political validity: Draw meta-inferences based on triangulating the different methodological approaches to answer the research questions.

Table 11: Validation of mixed-methods approaches

3.4.4 Mixed-Methods Approaches in this Dissertation

Paper I conducts a mixed-methods approach with an expansion purpose by combining a qualitative approach (N=44) with a quantitative approach (N=224). While the qualitative approach focuses on identifying users' expectations when considering switching to another streaming service, the quantitative approach expands these insights by revealing the configurations of disconfirmed expectations that let users switch. **Paper II** uses a mixed-methods approach with a developmental purpose, combining a qualitative approach (N=21) with a quantitative approach (N=282). The qualitative approach focuses on identifying the perceptions that let users consider switching from investing in stocks to investing in ETFs, and the quantitative approach builds on these insights by identifying the configurations of those perceptions that let users switch. Similarly, **Paper VII** follows a developmental purpose by combining a qualitative approach (N=51) and a quantitative approach (N=153). While the qualitative approach identifies the perceptions that let users have a WTI with chatbots in the situational context of a disruption, the quantitative approach identifies the configurations of those perceptions that give rise to a WTI with chatbots in the context of disruptions. **Paper VIII** follows a complementarity purpose by combining a quantitative (N=375) and a qualitative approach (N=52). The quantitative approach offers insights into the configurations of stressor types that let teleworkers have high or low telework success, and the qualitative approach complements these findings by identifying the specific stressors the stressor types represent.

3.5 Summary

To craft rich explanations for user behavior based on internal forces, i.e., perceptions, emotions, motivations, and personality traits, and external forces, i.e., disruptions, this dissertation uses different methodological approaches, including literature reviews, qualitative approaches, quantitative approaches, and mixed-methods approaches. Table 12 provides an overview of the methodological approaches in the papers of this cumulative dissertation.

Paper	Approach	Data	Analysis
Paper I	Mixed-methods approach with an expansion purpose including a qualitative and a quantitative study.	Interview data (N=44). Survey data (N=224).	Qualitative study: descriptive-interpretive coding analysis. Quantitative study: fsQCA with configurational moderation analysis.
Paper II	Mixed-methods approach with a developmental purpose including a qualitative and a quantitative study.	Interview data (N=21). Survey data (N=282).	Qualitative study: descriptive-interpretive coding analysis. Quantitative study: fsQCA.
Paper III	Quantitative study.	Survey data (N=127).	Quantitative study: fsQCA.
Paper IV	Quantitative study.	Survey data (N=142).	Quantitative study: fsQCA.
Paper V	Literature review and qualitative study.	Literature review data (N=70). Interview data (N=39).	Literature review: grounded theory literature review method. Qualitative study: descriptive-interpretive coding analysis. Both: taxonomy development.
Paper VI	Literature review.	Literature review data (N=29).	Literature review: grounded theory literature review method.
Paper VII	Mixed-methods approach with a developmental purpose including a qualitative and quantitative study.	Interview data (N=51). Scenario-based survey data (N=153).	Qualitative study: descriptive-interpretive coding analysis. Quantitative study: fsQCA.
Paper VIII	Mixed-methods approach with a complementarity purpose including a quantitative and a qualitative study.	Survey data (N=375). Interview data (N=52).	Quantitative study: fsQCA with a deductive mode of reasoning. Qualitative study: descriptive-interpretive coding analysis.

Table 12: Overview of methodological approaches used in this dissertation

4 RESULTS

The eight papers of this dissertation contribute to explaining user behavior based on internal and external forces by answering the four research questions. The following sections outline the main results of the papers structured into four chapters that each address a research question.

4.1 Chapter 1: Internal Forces and User Behavior

This chapter includes the papers of this dissertation that focus on explaining user behavior based on internal forces. Specifically, **Paper I** explains switching behavior in the streaming service context based on perceptions and emotions, **Paper II** explains switching behavior in the IT-enabled investments context based on perceptions, **Paper III** explains WTP for streaming services based on motivations, and **Paper IV** explains the use of IT-enabled investments based on perceptions, motivations, and personality traits.

4.1.1 *Paper I: Streaming Services: A Fuzzy Set Qualitative Comparative Analysis to Untangle Service Switching*[1]

Paper I of this dissertation addresses research question 1 by considering users' perceptions and emotions to explain user behavior in the form of switching in the context of streaming services. Existing IS research explains switching behavior based on users' evaluation of which service is superior and their satisfaction with the incumbent and the alternative service (J. Lin et al., 2022). While such findings are valuable to explain switching in general, they offer limited insights into why some users completely switch to an alternative service, i.e., entirely discontinue using an incumbent service and replace it with an alternative one, and others partially switch, i.e., concurrently use an alternative service along the incumbent one without entirely discontinuing it (Gong et al., 2022). Further, users may differ in their rationales yet show the same switching behavior. For instance, some users may consider switching completely to an alternative streaming service because they perceive that it is easier to use and offers better content, while others consider switching completely because it is cheaper than their incumbent streaming service. In addition to that, users may experience constraints that restrict their switching behavior. For instance, some users may perceive that an alternative is easier to use and offers better content but may be hold back from switching because the incumbent streaming service offers exclusive content.

This paper draws on EDT (Bhattacherjee & Premkumar, 2004) to address the need to distinguish between complete and partial switching, respect that users may have different rationales for the same switching behavior, and consider that they may experience constraints that restrict their switching behavior. Specifically, it suggests that users form different expectations about the alternative streaming service being superior to the incumbent one. After adopting the alternative streaming service to compare it to the incumbent one side-by-side, users disconfirm their expectations, i.e., assess if the actual experiences surpass their prior expectations, and develop satisfaction with the incumbent and alternative streaming service. Users' disconfirmed expectations and their satisfaction with the streaming services together lead to either complete or partial switching intention, restricted by potential constraints they experience.

In Study 1, this paper analyzed interviews of 44 users who currently compare the incumbent and alternative streaming services to identify the relevant expectations and constraints. Findings show that users compare the streaming services based on *expected improved compatibility*, *expected improved content quality*, *expected improved usability*, and *expected reduced costs*. They disconfirm these expectations when they compare the incumbent and alternative streaming services side-by-side. Based on the interplaying disconfirmed expectations and satisfaction with the incumbent and alternative VoD service, they develop either a complete or partial switching intention. Their switching behavior is restricted by *affordability* and *perceived content exclusiveness* (see Figure 7).

[1] Marco Meier, Christian Maier, Lea Reis, Tim Weitzel (2025)
Streaming Services: A Fuzzy Set Qualitative Comparative Analysis to Untangle Service Switching
Forthcoming in: The Data Base for Advances in Information Systems

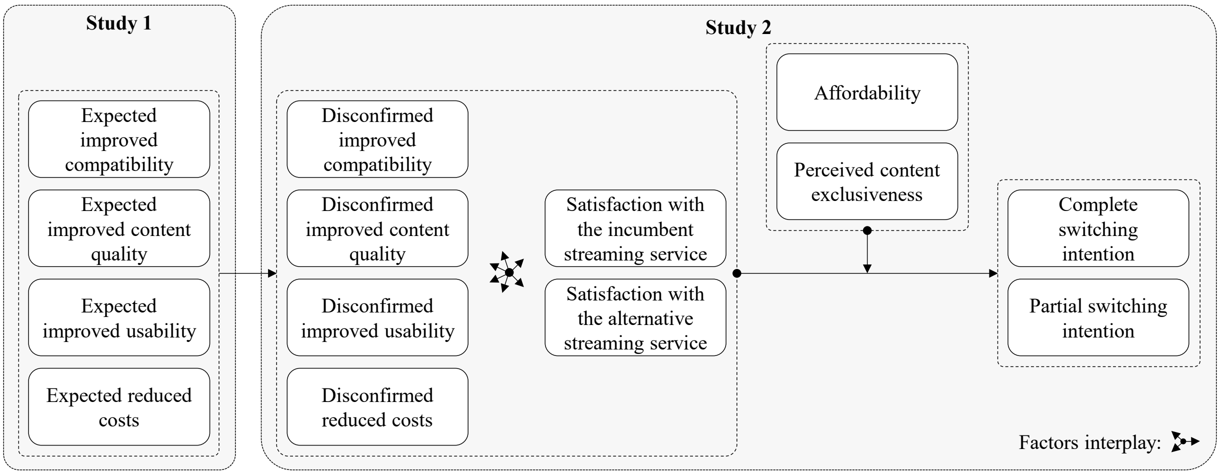


Figure 7: Model of streaming service switching based on EDT (Meier et al., 2025)

In Study 2, this paper draws on the findings of Study 1 to analyze survey data of 224 users who currently compare the incumbent and alternative streaming service with a fsQCA and a configurational moderation analysis. Findings reveal that there is no necessary condition for complete switching intention, and *satisfaction with the incumbent streaming service* is a necessary condition for partial switching intention. One sufficient configuration leads to complete switching intention, and three different sufficient configurations lead to partial switching intention (see Table 13). Including the constraints in the configurational moderation analysis revealed that *no perceived content exclusiveness* is a configurational moderator for complete switching intention, and *affordability* and *perceived content exclusiveness* are boundary conditions for partial switching intention.

	Complete switching intention	Partial switching intention		
	CS	**PS1**	**PS2**	**PS3**
Affordability		●	●	●
Perceived content exclusiveness	⊗	●	●	●
Disconfirmed improved compatibility	●	●	●	⊗
Disconfirmed improved content quality	●	●	●	⊗
Disconfirmed improved usability	●	●		⊗
Disconfirmed reduced costs	●		●	
Satisfaction with the incumbent streaming service	⊗	⬤	⬤	⬤
Satisfaction with the alternative streaming service	●	●	●	●
Raw coverage	0.19	0.72	0.72	0.13
Unique coverage	0.19	0.02	0.02	0.04
Consistency	0.91	0.92	0.92	0.97
Solution coverage	0.19	0.78		
Solution consistency	0.92	0.92		

Note: Black circles (●) represent present conditions, white crossed-out circles (⊗) represent absent conditions, and blank spaces ( ) represent 'Don't care situations'. Large circles represent core conditions, and small circles represent peripheral conditions.

Table 13: Sufficient configurations for complete and partial switching intention in the streaming service context (Meier et al., 2025)

With these findings, the paper extends IS switching literature that largely provides explanations for switching behavior in general (Chang et al., 2014; Gong et al., 2022), essentially suggesting that the same explanations account for different nuances in switching behavior, such as complete and partial switching behavior. Specifically, the paper shows that the same perceptions and emotions are relevant for explaining complete and partial switching behavior, but how they interplay in configurations to lead to those switching behaviors differs. It also extends prior IS switching literature by going from unifinal explanations, i.e., all users have the same rationale for switching, to equifinal explanations, i.e., users may have different rationales yet show the same switching behavior (see PS1-3 in Table 13). Additionally, it shows that context-specific constraints may restrict switching behaviors, suggesting that not accounting for such constraints limits the explanatory power of existing theories.

With these insights, the paper addresses research question 1 by revealing the perceptions, i.e., expectations, disconfirmed expectations, and emotions, i.e., satisfaction with the streaming services, that lead to user behavior, i.e., complete and partial switching. It reveals that perceptions and emotions interplay in different ways, depending on the user behavior, and shows that constraints can be boundary conditions for if and how configurations of perceptions and emotions lead to a user behavior. By taking a configurational perspective to explore and distinguish between configurational moderators (Ma et al., 2024) and boundary conditions, **Paper I** additionally addresses research question 4 by showing that configurational methods such as fsQCA are helpful for exploring and pushing the boundaries of existing theories.

4.1.2 Paper II: From Stocks to ETFs: Explaining Retail Investors' Migration Behavior[2]

Paper II of this dissertation addresses research question 1 by considering users' perceptions to explain user behavior in the form of switching in the context of IT-enabled investments, i.e., the rationales behind users' switching from investing in stocks to ETFs. Prior IS research suggests that switching behavior is subject to users' perceptions about an incumbent service and an alternative one (Bhattacherjee & Park, 2014; Chang et al., 2014). The relevance of different perceptions for switching behavior differs with context. For instance, learning engagement lets users switch in the context of online learning services (Y.-H. Chen & Keng, 2019) but is not relevant in the context of SNS (Gerhart & Koohikamali, 2019). These insights suggest that perceptions relevant to IT-enabled investments are needed to explain switching behavior in this context.

This paper draws on PPM's suggestion that migration is subject to pull, push, and mooring factors (E. S. Lee, 1966; Moon, 1995). Transferring these insights to the context of IT-enabled investments to explain users' switching from investing in stocks to investing in ETFs, this paper analyzed interviews of 21 users who switched from investing in stocks to ETFs in Study 1. Confirming the suggestion of **Paper I** that users show different switching behaviors, findings of **Paper II** reveal that users switch completely or partially from stocks to ETFs based on the pull factors of *perceived investment possibilities* and *perceived risk reduction*, the push factors of *perceived administrative effort* and *perceived expensiveness*, and the mooring factor of *monetary loss costs* (see Figure 8).

[2] Marco Meier, Christian Maier (2023)
From Stocks to ETFs: Explaining Retail Investors' Migration Behavior
Internet Research (33:4), 1249–1275,
https://doi.org/10.1108/INTR-09-2021-0695

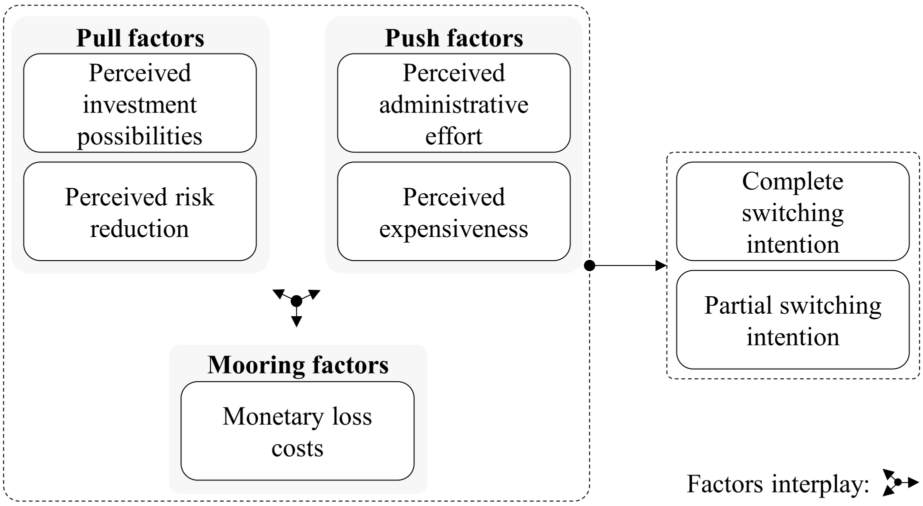


Figure 8: Research approach based on PPM (Meier & Maier, 2023)

In Study 2, this paper builds on the findings of Study 1 to conduct a fsQCA based on survey data of 282 users who currently invest in stocks but not yet in ETFs. Findings reveal that *perceived investment possibilities*, *perceived risk reduction*, and *perceived administrative effort* are necessary conditions for complete switching intention and that there are no necessary conditions for partial switching intention in this context. One sufficient configuration leads to complete switching intention, and three sufficient configurations lead to partial switching intention (see Table 14).

	Complete switching intention	**Partial switching intention**		
	Enthusiastic user	**Cushy user**	**Thrifty user**	**Passive user**
Perceived investment possibilities	●	●	●	
Perceived risk reduction	●		●	●
Perceived administrative effort	●	●		●
Perceived expensiveness	●		●	
Monetary loss costs	●			⊗
Raw coverage	0.67	0.78	0.65	0.49
Unique coverage	0.67	0.09	0.02	0.03
Consistency	0.89	0.93	0.93	0.94
Solution coverage	0.67	0.83		
Solution consistency	0.89	0.91		

Note: Black circles (●) represent present conditions, white crossed-out circles (⊗) represent absent conditions, and blank spaces ( ) represent 'Don't care situations'.

Table 14: Sufficient configurations for complete and partial switching intention in the IT-enabled investments context (Meier & Maier, 2023)

The findings of this paper extend IS research interested in IT-enabled investments by showing that switching behavior in this context is subject to context-specific perceptions, such as perceived investment possibilities, perceived risk reduction, and administrative effort. In addition to that, it shows that context-independent perceptions known from other contexts hold to the context of IT-enabled investments. For instance, perceived expensiveness is known from broader IS research (Blut et al., 2022), and monetary loss costs influence switching behaviors in other contexts such as online learning services (Y.-H. Chen & Keng, 2019) and SNS (Gerhart

& Koohikamali, 2019). In addition, **Paper II** underlines the suggestion of **Paper I** that complete and partial switching are explained by the same internal forces but different configurations of these internal forces. While perceiving only some pull and push factors is sufficient for partial switching from investing in stocks to ETFs, users must perceive all to switch completely. With these insights, **Paper II** addresses research question 1 by suggesting that context-specific and context-independent perceptions explain user behavior in different contexts.

4.1.3 Paper III: Esports: Explaining Willingness to Pay for Streaming Services[3]

Paper III of this dissertation addresses research question 1 by considering users' motivations to explain user behavior in the form of WTP in the context of streaming services, focusing on the illustrative example of esports streaming services. Prior IS research offers rich insights into the motivations that make users willing to watch streaming services (Sjöblom et al., 2020). Notably, prior findings seem to be inconclusive. For instance, findings differ on how motivations such as aesthetics (Hamari & Sjöblom, 2017; Neus et al., 2019) and vicarious achievement (Pizzo et al., 2018; Sjöblom et al., 2020) influence users' watching of streaming services.

Taking such seemingly inconclusive findings as an opportunity, this paper takes a configurational perspective on UGT to explain users' WTP for streaming services. Since prior research agrees that the motivations *aesthetics*, *aggressiveness enjoyment*, *escapism*, *knowledge acquisition*, *skill appreciation*, and *vicarious achievement* are the key motivations in this context (Hamari & Sjöblom, 2017), **Paper III** suggests that configurations of these motivations explain WTP for streaming services (see Figure 9).

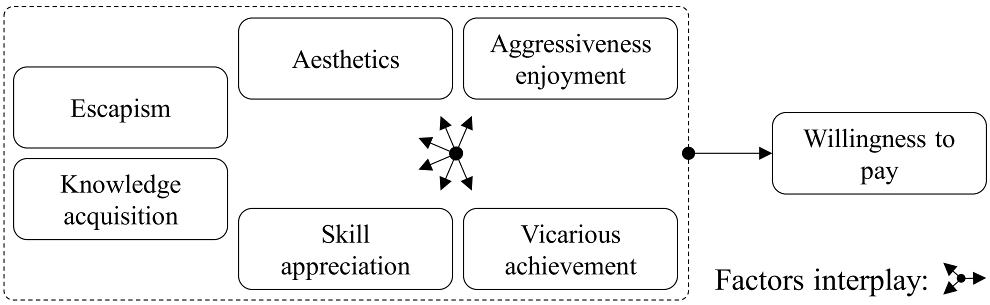


Figure 9: Research approach based on UGT (Meier, Maier, et al., 2022)

Findings of a fsQCA based on survey data of 127 users who watch streaming services show that there are no necessary conditions for high and low WTP for streaming services. Four different sufficient configurations of motivations lead to a high WTP for streaming services, and one sufficient configuration of motivations leads to a low WTP for streaming services (see Table 15).

[3] Marco Meier, Christian Maier, Jens Mattke, Tim Weitzel (2022)
Esports: Explaining Willingness to Pay for Streaming Services
Communications of the Association for Information Systems (50), 286–307,
https://doi.org/10.17705/1CAIS.05011

	High WTP				Low WTP
	Classy user	Epicurean user	Functionalist user	Gladiatorial user	Unmotivated user
Aesthetics	●	●	⨂	•	⊗
Aggressiveness enjoyment	⊗		⊗	●	⊗
Escapism		•	●	⨂	⊗
Knowledge acquisition	●	●	•	•	⊗
Skill appreciation	●	●	•	•	⊗
Vicarious achievement	⨂	⨂	•	•	⊗
Raw coverage	0.28	0.28	0.27	0.28	0.19
Unique coverage	0.03	0.03	0.06	0.07	0.19
Consistency	0.89	0.90	0.88	0.87	0.83
Solution coverage	0.47				0.19
Solution consistency	0.85				0.83

Note: Black circles (●) represent present conditions, white crossed-out circles (⊗) represent absent conditions, and blank spaces ( ) represent 'Don't care situations'. Large circles represent core conditions, and small circles represent peripheral conditions.

Table 15: Sufficient configurations for high and low WTP for streaming services (Meier, Maier, et al., 2022)

The findings of **Paper III** extend prior IS research on streaming services by going beyond explanations of why users are willing to watch streaming services to explain why they have a WTP for them. Specifically, it shows that users have a WTP for streaming services when it satisfies their motivations. It also offers an explanatory approach for seemingly conflicting findings on how distinct motivations influence user behavior in this context, showing that users experience different, equifinal configurations of motivations yet may show the same behavior. For instance, aesthetics is an important motivation for classy users, while it is not important for functionalist users. Conversely, vicarious achievement is not important for epicurean users but for gladiatorial users (see Table 15). With this, this paper reconciles prior differing findings, showing that those findings align with different configurations that represent equally valid explanations for users' behavior in the context of streaming services. It also reveals causal asymmetry, showing that the sufficient configurations leading to high WTP are not the opposite of the sufficient configurations leading to low WTP. With these insights, **Paper III** addresses research question 1 by showing how configurations of motivations explain user behavior.

4.1.4 Paper IV: Decentralized Finance: A Configurational Perspective on UTAUT[4]

Paper IV of this dissertation addresses research question 1 by considering users' perceptions, motivations, and personality traits to explain their use of IT-enabled investments in the form of DeFi applications for borrowing money. Prior work suggests that users intend to use DeFi applications when they believe that they offer relative benefit compared to traditional banks (Lockl & Stoetzer, 2021), thus focusing exclusively on users' perceptions. These findings contrast with broader IS research on IS use (Blut et al., 2022), which essentially suggests that IS use is subject to different perceptions, motivations, and personality traits. While such work provides important insights into which perceptions, motivations, and personality traits should be considered for explaining IS use, findings on how they influence users differ. For instance,

[4] Marco Meier, Jens Mattke, Christian Maier (2022)
Decentralized Finance: A Configurational Perspective on UTAUT
ECIS 2022 Proceedings

some findings suggest social influence increases use intention (Dasgupta & Gupta, 2019), while others find no evidence for that relationship (Jang & Byon, 2020).

Such prior findings may differ as users likely follow different rationales for their IS use. For instance, some users may use DeFi applications to borrow money because they find them effective and easy to use (i.e., performance expectancy, effort expectancy). For these users, social influence may not be important, such that it does not influence their IS use. Other users may agree that it is effective but find it difficult to use, yet use it because important others suggest that they should do it (i.e., social influence). For these users, social influence may be essential. These illustrations highlight that there is a need to consider equifinal explanations, as reflected in different configurations of perceptions, motivations, and personality traits that users experience, for the same outcome, as reflected in IS use of DeFi applications for borrowing money. Taking a configurational perspective on UTAUT (Blut et al., 2022) affords the opportunity to craft an explanation of IS use in the illustrative context of IT-enabled investments that considers perceptions, motivations, and personality traits together and offers an explanatory approach for prior seemingly inconclusive findings (see Figure 10).

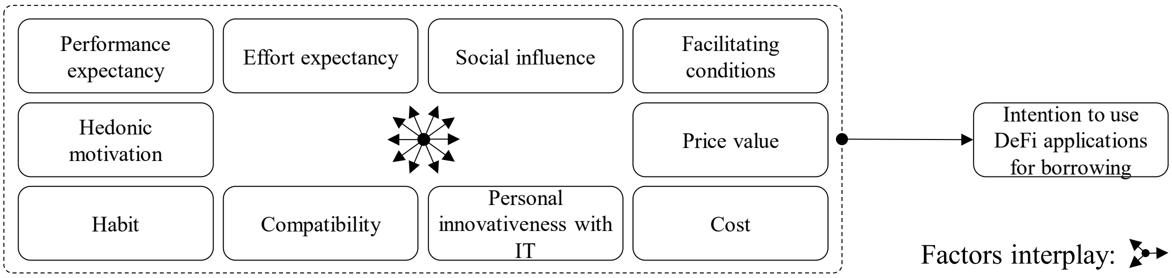


Figure 10: Research approach based on UTAUT (Meier, Mattke, et al., 2022)

A fsQCA of survey data from 142 individuals who are familiar with DeFi applications for borrowing but have not yet used it reveals that *high price value* is a necessary condition for high intention to use DeFi applications for borrowing. Three sufficient configurations of different perceptions, motivations, and personality traits lead to a high intention to use DeFi applications for borrowing, and two sufficient configurations lead to a low intention to use DeFi applications for borrowing (see Table 16).

This paper's findings go beyond prior research on the use of DeFi applications (Lockl & Stoetzer, 2021), showing that perceptions together with motivations and personality traits, influence the use intention of DeFi applications. Importantly, findings suggest that individuals perceiving that a DeFi application offers a *high price value* is a necessary prerequisite for their use intention. In addition to that, this paper offers insights into prior seemingly inconclusive findings (see Table 17). It provides empirical evidence for equifinality, showing that there are three different explanations for high use intention and two different explanations for low use intention. Taking a closer look at the configurations, findings suggest that the interplay between *social influence*, *facilitating conditions*, and *price value* offers an explanatory approach for prior differing findings. Users who perceive at least two out of these three factors can have a high use intention, rendering the remaining factor irrelevant.

	High intention to use DeFi applications for borrowing			Low intention to use DeFi applications for borrowing	
	CH1	CH2	CH3	CL1	CL2
Performance expectancy	●	●	●	⊗	⊗
Effort expectancy	●	●	●	⊗	⊗
Social influence	●	●		⊗	⊗
Facilitating conditions	●		●	⊗	⊗
Hedonic motivation		●	●	⊗	⊗
Price value	●	●	●	⊗	⊗
Habit	●	●	●	●	⊗
Compatibility	●	●	●	⊗	⊗
Personal innovativeness with IT	●	●	●	●	⊗
Costs	●	●	⊗		
Raw coverage	0.48	0.47	0.43	0.26	0.26
Unique coverage	0.01	0.01	0.18	0.01	0.01
Consistency	0.90	0.90	0.90	0.95	0.97
Solution coverage	0.66			0.36	
Solution consistency	0.89			0.95	
Note: Black circles (●) represent present conditions, white crossed-out circles (⊗) represent absent conditions, and blank spaces ( ) represent 'Don't care situations'.					

Table 16: Sufficient configurations for high and low use intention in the IT-enabled investments context (Meier, Mattke, et al., 2022)

Previous finding	Example study	Reflected in the configurations
Social influence increases use intention.	Dasgupta & Gupta, 2019	CH1 and CH2.
Social influence is irrelevant to the use intention.	Jang & Byon, 2020	CH3.
Facilitating conditions increases use intention.	Alamin et al., 2015	CH1 and CH3.
Facilitating conditions is irrelevant to the use intention.	Karimzadeh et al., 2017	CH2.

Table 17: Explanation of seemingly inconclusive findings (Meier, Mattke, et al., 2022)

Paper IV contributes to research question 1 by going beyond investigating either perceptions, like **Paper II**, and motivations, like **Paper III**, showing that internal forces interplay and explain user behavior together, as illuminated with IS use in the illustrative context of IT-enabled investments.

4.2 Chapter 2: External Forces and User Behavior

The second chapter of this dissertation includes papers that focus on explaining user behavior based on external forces. **Paper V** explains user behavior across various contexts based on different types of disruptions. It draws on insights from literature and an illustrative qualitative study to develop a taxonomy of disruptions. **Paper VI** focuses on IT threats as a specific type of disruption, offering insights into how users perceive such disruptions and their emotional and behavioral responses to them.

4.2.1 *Paper V: Shocks and IS User Behavior: A Taxonomy and Future Research Directions*[5]

Paper V of this dissertation addresses research question 2 by explaining the distinct influence of different disruptions on user behavior. Practical indications suggest that disruptions influence user behavior in various ways. For instance, the COVID-19 pandemic caused increases in the number of users of collaboration software such as Microsoft Teams (Zaveri, 2020), and the Cambridge Analytica scandal caused users to reduce or even stop their use of the affected SNS (Beck, 2018). Despite indications that various such disruptions influence user behavior in nuanced ways, IS research largely develops explanations of user behavior based on internal forces (Bhattacherjee & Lin, 2015).

While prior IS research on disruptions is still in its infancy, management research offers decades of insights into disruptions' influence on users and their behavior (T. W. Lee & Mitchell, 1994; Morgeson et al., 2015). Leveraging the knowledge of management research on disruptions affords the opportunity to develop an initial understanding of the various ways disruptions may affect user behavior in different IS contexts. This paper uses this opportunity to review disruption-related literature in IS and management research and determine the status quo of disruption literature across disciplines. Following a subsequent qualitative approach, it conducts interviews with SNS users who experienced disruptions to offer insights into how they influence user behavior in an illustrative context. It then combines the findings of the literature review with the insights from the qualitative approach to develop a taxonomy of disruptions that serves as a foundation for an agenda for future research on disruptions in the IS discipline (see Figure 11).

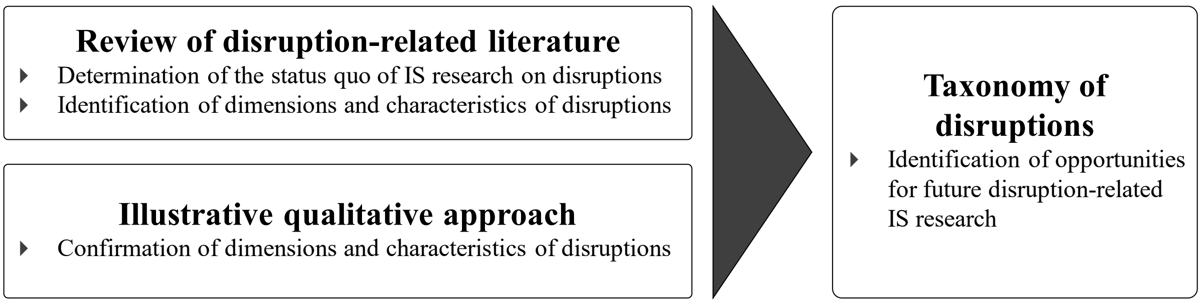


Figure 11: Research approach for developing a taxonomy of disruptions (Meier et al., 2023)

The literature review of 70 disruption-related articles in IS and management research shows that disruptions and their influence on users' emotions and behavior have been researched under various terms, such as shocks, life events, critical events, and affective events, in various IS and management research contexts. The management research contexts include consumer, human resources, psychology, and work-life research, and the IS research contexts include IS implementation, IS use, IT professionals, and privacy research (see Figure 1).

[5] Marco Meier, Christian Maier, Jason Bennett Thatcher, Tim Weitzel (2023)
Shocks and IS User Behavior: A Taxonomy and Future Research Directions
Internet Research (33:3), 853–889,
https://doi.org/10.1108/INTR-10-2021-0764

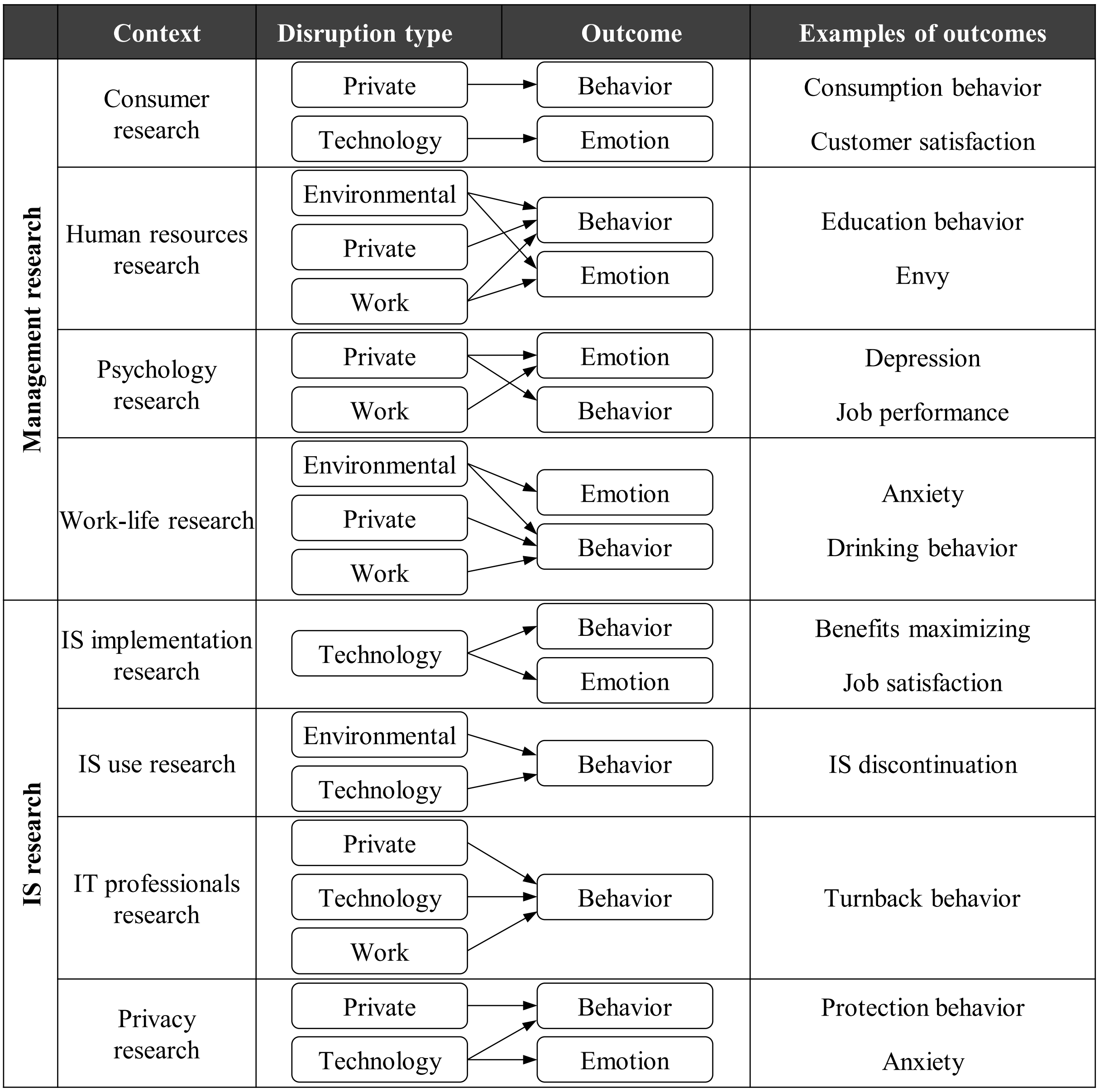


Figure 12: Types and outcomes of disruptions studied in prior IS and management research (Meier et al., 2023)

The subsequent qualitative approach provides empirical evidence for the influence of disruptions in the illustrative context of SNS. Findings confirm that users experience different types of disruptions, i.e., environmental, private, technology, and work disruptions that influence their behavior, e.g., let them reduce or discontinue the use of an SNS (see Figure 13).

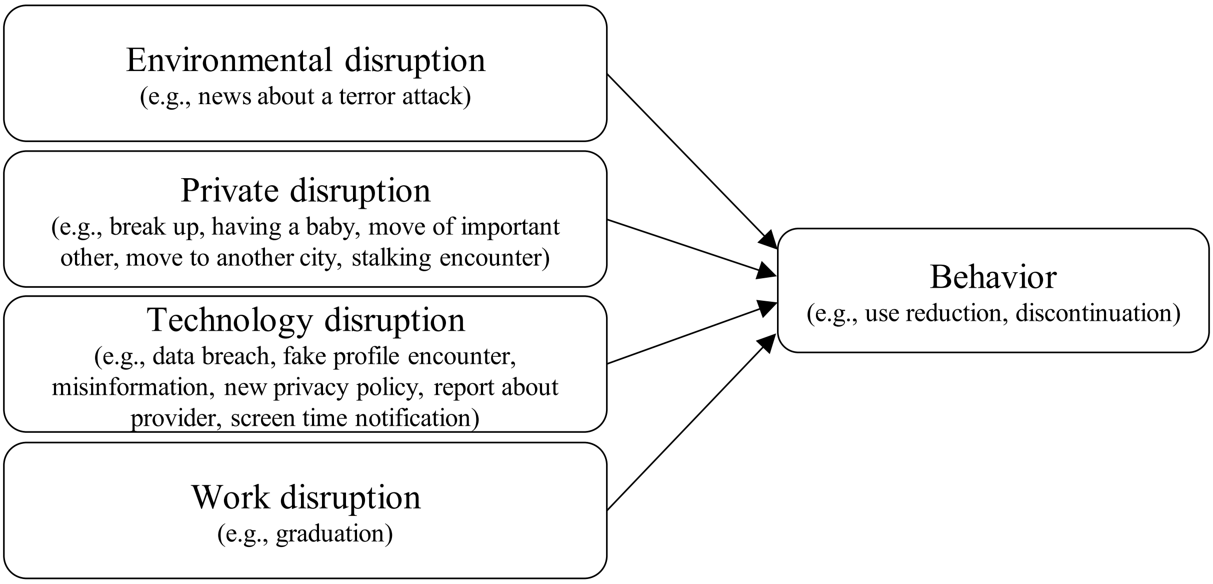


Figure 13: Disruptions' influence on user behavior in the illustrative SNS context (Meier et al., 2023)

Integrating the findings from the literature review and the qualitative approach allows the development of a taxonomy of disruptions that reveals their dimensions and characteristics. Specifically, the taxonomy shows that disruptions differ in terms of *types* (i.e., environmental, private, technology, and work), *anticipation* (i.e., expected and unexpected), *valence* (i.e., positive and negative), and *urgency* (i.e., high and low) (see Table 18).

Disruption examples	**Type**				**Anticipation**		**Valence**		**Urgency**	
	ENV	PRI	TEC	WRK	EXP	UNEXP	POS	NEG	HIGH	LOW
News about a terror attack	X					X		X	X	
Move of important other		X			X			X		X
Data breach			X			X		X	X	
Graduation				X	X		X			X
Note: "ENV" reflects environmental, "PRI" reflects private, "TEC" reflects technology, "WRK" reflects work, "EXP" reflects expected, "UNEXP" reflects unexpected, "POS" reflects positive, and "NEG" reflects negative.										

Table 18: Taxonomy of disruptions (Meier et al., 2023)

The papers' findings contribute to IS research that largely explains user behavior based on internal forces (Bhattacherjee & Lin, 2015; Blut et al., 2022) by demonstrating the various ways disruptions influence users' emotions and behaviors. The developed taxonomy of disruptions offers a starting point for future IS research interested in disruptions, suggesting that the influence of disruptions may differ based on their type, anticipation, valence, and urgency. **Paper V** contributes to research question 2 by emphasizing that disruptions can distinctively influence user behavior in various contexts, irrespective of the internal forces that are typically considered for explaining user behavior.

4.2.2 *Paper VI: Navigating the Landscape of IT Threats: A Literature Review and the Road Ahead*[6]

Paper VI of this dissertation addresses research question 2 by focusing on IT threats as a specific disruption type and explaining their distinct influence on users' perceptions, emotions, and user behaviors. IT threats describe any potential damages stemming from external IT-related entities (H. Liang et al., 2019). Prior literature reveals users' perceptions of and responses to IT threats (Vedadi et al., 2021). While it offers insights into IT threats in general (H. Liang & Xue, 2009), privacy IT threats (Cheikh-Ammar, 2020), and security IT threats (Schuetz et al., 2021), the conceptual distinctions between different types of IT threats remain ambiguous. Since indications suggest that the influence of different types of IT threats on users can vary, e.g., privacy IT threats such as data breaches let users switch away from the compromised IS (Nikkhah & Grover, 2022), and security IT threats like malware let users adopt protective security technologies (H. Liang et al., 2019), there is a need to distinguish between types of IT threats and explain their influences on users.

This paper draws on the S-O-R model (Mehrabian & Russell, 1974) to explain the influence of different types of IT threats on users. IT threats represent the stimuli that activate users' organisms, i.e., their internal cognitive and affective processes, in the form of perceptions and emotions directed towards the IT threats, influencing their response towards them in the form of the resulting behavior. Based on a literature review of 29 articles on IT threats, **Paper VI** reveals the different types of IT threats, their influence on users' perceptions, emotions, and the resulting behavior, and the contextual factors that influence the relationship between them (see Figure 14).

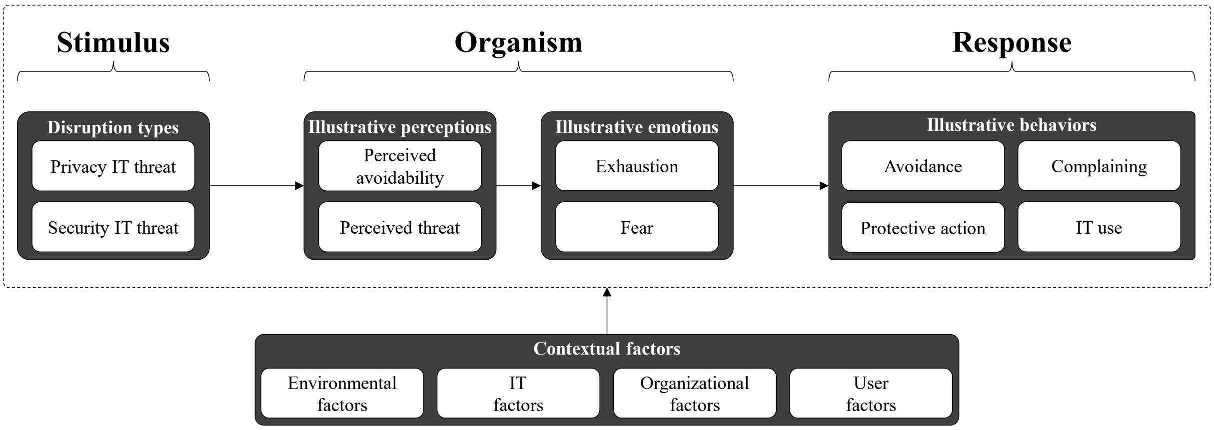


Figure 14: Overview of findings on IT threats (Meier, 2024)

The papers' findings contribute to IS research interested in IT threats by differentiating them from each other and showing that they require distinct theoretical attention. While privacy IT threats represent threats directed at unauthorized disclosure or misuse of personal information (R. Chen et al., 2021), security IT threats represent IT threats directed at harming a user's IT resources (H. Liang et al., 2019). Further, it contributes by offering a comprehensive overview of the nomological network around IT threats, revealing the previously studied types, perceptions, emotions, and behaviors and pinpointing the different types of contextual factors that require attention when studying IT threats, i.e., environmental, IT, organizational, and user factors. **Paper VI** contributes to research question 2 by zooming in on IT threats as a specific

[6] Marco Meier (2024)
Navigating the Landscape of IT Threats: A Literature Review and the Road Ahead
ECIS 2024 Proceedings

type of disruption and showing how IT threats let users develop perceptions, emotions, and behaviors irrespective of internal forces.

4.3 Chapter 3: Interplay of Internal and External Forces and User Behavior

The third chapter of this dissertation includes a paper that focuses on explaining user behavior based on internal and external forces. **Paper VII** explains user behavior in the illustrative context of chatbots based on internal forces in the form of perceptions and how external forces in the form of disruptions influence the way internal forces influence user behavior.

4.3.1 Paper VII: Chatbot Interactions: How Consumption Values and Disruptive Situations Influence Customers' Willingness to Interact[7]

Paper VII of this dissertation addresses research question 3 by focusing on the interplay of internal and external forces and their influence on user behavior in the illustrative context of chatbots. Much prior chatbot research explains user behavior based on users' perceptions of chatbots' values. For instance, emotional values, such as perceiving chatbots as empathetic (X. Cheng et al., 2022), and functional values, such as perceiving them as competent (Nguyen et al., 2022), let users rely on and be satisfied with chatbots. While such insights are valuable for explaining user behavior in everyday life in the illustrative context of chatbots, they do not explain why users may change their behavior when they experience disruptions, as indications of increased user numbers during the COVID-19 pandemic suggest (Schwartz, 2021).

The TCV offers an explanatory approach, suggesting that if and how values influence behavior depends on the situational context (Sheth et al., 1991; Vázquez-Martínez et al., 2021). In everyday life, users rely on internal forces such as values (Hotter et al., 2024), e.g., they use a chatbot because they generally perceive ample values. In the situational context of a disruption, their evaluation of what constitutes ample internal forces may change, e.g., it may cause users to reevaluate whether the values they perceive of a chatbot are ample in this situation. As such, TCV offers an opportunity to shed light on the interplay of internal forces and external forces and their influence on user behavior, i.e., the way disruptions may change the relationship between values and user behavior.

In Study 1, this paper analyzes interviews of 51 individuals who had access to chatbots to identify the values that influence their WTI with chatbots. Findings show that WTI with chatbots is subject to the emotional value of perceived *empathy*, the epistemic value of *curiosity*, the functional values of *perceived personalization*, *perceived benefit*, and *perceived objectivity*, and the social value of *perceived anthropomorphism*, and that a *disruption* can have the power to influence the relationship between the values and WTI with chatbots (see Figure 15).

[7] Marco Meier, Christian Maier, Jason Bennett Thatcher, Tim Weitzel (2024)
Chatbot Interactions: How Consumption Values and Disruptive Situations Influence Customers' Willingness to Interact
Information Systems Journal, (34:5), 1579–1625,
https://doi.org/10.1111/isj.12507

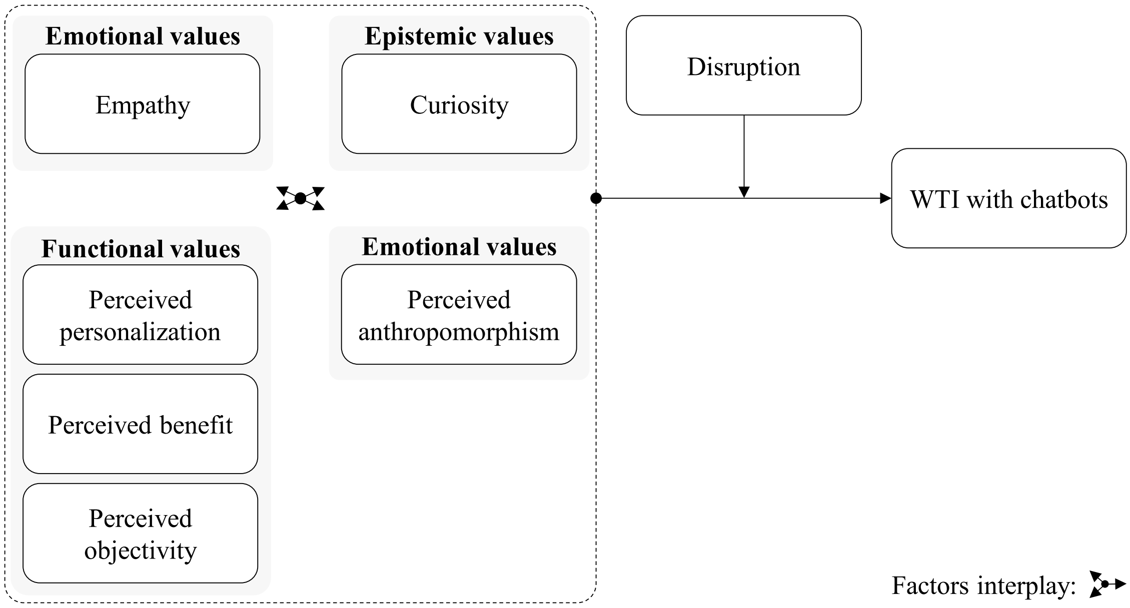


Figure 15: Research approach based on TCV (Meier et al., 2024a)

In Study 2, this paper builds on the findings of Study 1 to analyze scenario-based survey data of 153 individuals who have access to a chatbot with a fsQCA. Results show that *perceived empathy* is a necessary condition for WTI with chatbots. Three sufficient configurations lead to WTI with chatbots in the situational context of a disruption, and one sufficient configuration leads to WTI with chatbots irrespective of disruptions. One sufficient configuration leads to no WTI with chatbots, irrespective of disruptions (see Table 19).

	WTI with chatbots				No WTI with chatbots
	Sensitive user	**Apathetic user**	**Pragmatic user**	**Fastidious user**	**Rejecting non-user**
Disruption	●	●	●		
Perceived empathy	●	●	●	●	⊗
Curiosity	●		●	●	⊗
Perceived personalization	●	●		●	⊗
Perceived benefit	●	●	●	●	⊗
Perceived objectivity		●	●	●	⊗
Perceived anthropomorphism	●	●	⊗	●	⊗
Raw coverage	0.44	0.43	0.26	0.60	0.35
Unique coverage	0.03	0.02	0.10	0.19	0.35
Consistency	0.98	0.98	0.92	0.93	0.99
Solution coverage	0.74				0.35
Solution consistency	0.92				0.99

Note: Black circles (●) represent present conditions, white crossed-out circles (⊗) represent absent conditions, and blank spaces ( ) represent 'Don't care situations'. Large circles represent core conditions, and small circles represent peripheral conditions.

Table 19: Sufficient configurations for WTI and no WTI with chatbots (Meier et al., 2024a)

The paper contributes to IS research interested in TCV that considers values as distinct and additive (Yang & Lin, 2017; Zhu et al., 2023), essentially suggesting that the more values users perceive, the more likely they are to interact with an IS. Findings confirm this symmetrical explanation with the *fastidious user* but suggest that the relationship between values and user behavior is more complex and asymmetric when users experience a disruption with the *sensitive*, *apathetic*, and *pragmatic user* (see Table 19). It contributes to broader IS use research (Venkatesh, Thong, et al., 2016) by showing that disruptions can stimulate IS use by lowering the threshold of what users consider ample values.

With these findings, **Paper VII** addresses research question 3 by showing that external forces, i.e., disruptions as situational context, influence the way internal forces, i.e., perceptions, influence user behavior. Extending insights from **Papers V** and **VI**, it shows that disruptions not only influence user behavior distinctively and irrespective of internal forces but can also work as a situational context and change the way internal forces influence user behavior. It additionally addresses research question 4 by illustrating the usefulness of configurational methods for identifying boundary conditions, such as disruptions, that change how perceptions influence user behavior.

4.4 Chapter 4: Configurational Methods for Studying the Interplay of Internal and External Forces

The fourth chapter of this dissertation includes a paper that illustrates how using fsQCA with a deductive mode of reasoning can be used to test configurational theories. Specifically, **Paper VIII** illuminates fsQCA with a deductive mode of reasoning in the illustrative context of teleworking, showing that it is helpful for refining, extending, and delimiting theory.

4.4.1 Paper VIII: Cooking a Telework Theory With Causal Recipes: Explaining Telework Success With ICT, Work and Family-Related Stress[8]

Paper VIII of this dissertation addresses research question 4 by providing a proof of concept of fsQCA with a deductive mode of reasoning in the illustrative context of telework. Prior IS research largely uses configurational methods with inductive (S. Huang et al., 2024) and abductive modes of reasoning (R. Zhang & Ramesh, 2024). While configurational methods with a deductive mode of reasoning could extend the methodological toolkit of IS research and offer novel ways of testing complex configurational theories, configurational methods with deductive modes of reasoning have only been discussed conceptually (Y. Park, Fiss, et al., 2020; Schneider & Wagemann, 2012).

Addressing the need for configurational methods that can test a theory, this paper provides a blueprint for using fsQCA with a deductive mode of reasoning in the illustrative context of telework. Prior work suggests that telework success, i.e., teleworkers' satisfaction and performance (Belanger et al., 2001), is subject to factors related to the information and communication technology (ICT) used for telework (Carillo et al., 2021), teleworkers' work itself (Shockley et al., 2021), and their families (Shi et al., 2023). Taking a stress perspective affords the opportunity to study the stressful demands, or stressors, related to ICT, work, and family to explain telework success. Stress literature suggests that work-related outcomes, such as telework success, are subject to challenge stressors, i.e., stressors that provide individuals opportunities for personal growth, and hindrance stressors, i.e., stressors that limit their personal growth (Lepine et al., 2016). Despite such valuable insights, findings on how challenge stressors influence work outcomes are seemingly inconclusive. While some studies suggest that they are beneficial to individuals (Sessions et al., 2020), others find that they may increase

[8] Marco Meier, Christian Maier, Jason Bennett Thatcher, Tim Weitzel (2024)
Cooking a Telework Theory With Causal Recipes: Explaining Telework Success With ICT, Work and Family Related Stress
Information Systems Journal, (34:4), 1068–1115,
https://doi.org/10.1111/isj.12463

exhaustion and lead to lower job performance (Rosen et al., 2020; Y. Zhang et al., 2014). Such differing findings provide an opportunity for drawing on extant research to propose a configurational theory on how ICT-, work-, and family-related challenge and hindrance stressors lead to high and low telework success and testing this configurational theory with a fsQCA following a deductive mode of reasoning.

Paper VIII proposes causal recipes, i.e., theoretical statements describing plausible configurations of conditions (Y. Park, Fiss, et al., 2020), for high and low telework success based on telework and stress research. The first causal recipe proposes that configurations including high ICT-, work-, and family-related challenge stressors and low ICT-, work-, and family-related hindrance stressors lead to high telework success ($IC*{\sim}IH*WC*{\sim}WH*FC*{\sim}FH \rightarrow TS_{High}$[9]). The second causal recipe proposes that configurations including high ICT-, work-, or family-related hindrance stressors lead to low telework success ($IH+WH+FH \rightarrow TS_{Low}$). This study analyzes survey data of 375 teleworkers with a fsQCA in Study 1 to test the proposed causal recipes. Results show that *low ICT-related hindrance stressors* is a necessary condition for high telework success. Two sufficient configurations lead to high telework success, and two lead to low telework success (see Table 20).

	High telework success		Low telework success	
	H1	**H2**	**L1**	**L2**
ICT-related challenge stressors	●	●	●	⊗
ICT-related hindrance stressors	⊗	⊗	●	⊗
Work-related challenge stressors	●	●	●	●
Work-related hindrance stressors	⊗	⊗	●	●
Family-related challenge stressors	●		●	●
Family-related hindrance stressors		⊗		●
Raw coverage	0.58	0.74	0.48	0.19
Unique coverage	0.05	0.21	0.32	0.02
Consistency	0.90	0.91	0.91	0.97
Solution coverage	0.79		0.51	
Solution consistency	0.90		0.91	

Note: Black circles (●) represent present conditions, white crossed-out circles (⊗) represent absent conditions, and blank spaces ( ) represent 'Don't care situations'.

Table 20: Sufficient configurations for high and low telework success (Meier et al., 2024b)

The paper evaluates the proposed causal recipes based on the empirically identified sufficient configurations using Boolean algebra (Schneider & Wagemann, 2012). In the first step, the paper investigates the intersection between the empirically identified sufficient configurations (E) and the theoretically proposed causal recipes (T) to refine theory by determining if and how the theoretical causal recipes are supported by the empirical data (E*T). In the second step, the paper identified the empirical findings that do not overlap with the causal recipes to extend theory (E*~T). In the third step, it identified the causal recipes that do not overlap with the empirical findings to delimit theory (~E*T). Table 21 presents the empirically

[9] The causal recipes are formulated in Boolean notation (Y. Park, Fiss, et al., 2020). 'IC' represents ICT-related challenge stressors, 'IH' represents ICT-related hindrance stressors, 'WC' represents work-related challenge stressors, 'WH' represents work-related hindrance stressors, 'FC' represents family-related challenge stressors, 'FH' represents family-related hindrance stressors, and 'TS' represents telework success. '*' represents the logical AND in Boolean notation, '+' represents the logical OR, '~' represents the logical NOT, and '→' represents the logical implication sign.

identified sufficient configurations, the theoretically proposed causal recipes, and their intersections that offer insights into refining, extending, and delimiting theory.

	High telework success	Low telework success
Empirically identified configuration (E)	IC*~IH*WC*~WH*FC + IC*~IH*WC*~WH*~FH	IC*IH*WC*WH*FC + ~IC*~IH*WC*WH*FC*FH
Theoretical causal recipe (T)	IC*~IH*WC*~WH*FC*~FH	IH+WH+FH
E*T (refine theory)	IC*~IH*WC*~WH*FC*~FH	IC*IH*WC*WH*FC + ~IC*~IH*WC*WH*FC*FH
E*~T (extend theory)	IC*~IH*WC*~WH*~FC*~FH + IC*~IH*WC*~WH*FC*FH	—
~E*T (delimit theory)	—	~IC*IH + IH*~WC + IH*~WH + IH*~FC + ~WC*WH + ~WC*FH + ~WH*FH + WH*~FC + ~FC*FH + ~IC*WH*~FH +IC*~IH*WH + IC*~IH*FH
~E*~T	~IC + IH + ~WC + WH + ~FC*FH	~IH*~WH*~FH
Note: ‘IC’ represents ICT-related challenge stressors, ‘IH’ represents ICT-related hindrance stressors, ‘WC’ represents work-related challenge stressors, ‘WH’ represents work-related hindrance stressors, ‘FC’ represents family-related challenge stressors, ‘FH’ represents family-related hindrance stressors, and ‘TS’ represents telework success. ‘*’ represents the logical AND in Boolean notation, ‘+’ represents the logical OR, ‘~’ represents the logical NOT, and ‘→’ represents the logical implication sign.		

Table 21: Evaluation of causal recipes (Meier et al., 2024b)

In Study 2, this paper builds on the findings of Study 1, analyzing interviews with 52 teleworkers to shed light on the interplay between ICT-, work-, and family-related challenge and hindrance stressors within the sufficient configurations for high and low telework success and identifying distinct illustrative stressors. Findings confirm that teleworkers simultaneously deal with challenges and hindrance stressors from ICT, work, and family and reveal several illustrative stressors. Offering complementary insights into the sufficient configurations that lead to low telework success (see L1 and L2 in Table 20), findings from the interviews suggest that experiencing hindrance stressors turns the positive effect of simultaneously experienced challenge stressors for the worse, such that they contribute to low telework success.

The paper contributes to telework literature (Carillo et al., 2021; Kuruzovich et al., 2021) by showing that teleworkers must simultaneously manage ICT-, work-, and family-related challenge and hindrance stressors. Managing stressors from one source of stress influences their ability to deal with stressors from other sources, such that their telework success results from managing configurations of challenge and hindrance stressors related to ICT, work, and family. It extends stress research that offers seemingly inconclusive findings on challenge stressors' influence on individuals (Abbas & Raja, 2019; Sessions et al., 2020) by showing that whether challenge stressors are beneficial or harmful to telework success depends on the other stressors teleworkers experience. When teleworkers experience hindrance stressors, challenge stressors can catalyze their negative influence, ultimately contributing to low telework success (see L1 and L2 in Table 20). Most importantly, this paper contributes to the discourse around configurational methods in the IS discipline. It extends prior work that has focused on using configurational methods with inductive (S. Huang et al., 2024) and abductive modes of reasoning (R. Zhang & Ramesh, 2024) by illustrating the value of using configurational methods with a deductive mode of reasoning. Leveraging Boolean algebra, it develops guidelines that suggest a way for refining, extending, and delimiting theory with a configurational method following a deductive mode of reasoning, thus going beyond the binary acceptance or rejection of hypotheses.

Stressor category	Definition	Illustrative stressor	Description
ICT-related challenge stressors	ICT-related demands with the potential for teleworkers' personal growth (Maier et al., 2021).	ICT-enabled multitasking	Conditions in which teleworkers use ICT to perform several work tasks at the same time, thus completing more work.
		ICT-enabled work pace	Conditions in which teleworkers use ICT to perform work tasks faster.
		Use of ICT-related skills	Conditions in which teleworkers use ICT in novel ways to perform complex work tasks.
ICT-related hindrance stressors	ICT-related demands with the potential for teleworkers' loss or constraint (Maier et al., 2021).	ICT hassles	Conditions in which teleworkers encounter ICT-related problems that prevent them from completing work tasks.
		Inadequate ICT resources	Conditions in which teleworkers receive insufficient ICT resources to perform their work tasks.
		Unclear ICT instructions	Conditions in which teleworkers are hindered by receiving incongruent instructions on how to use ICT for work tasks.
Work-related challenge stressors	Work-related demands with the potential for teleworkers' personal growth (Lepine et al., 2016).	Workload	Conditions in which teleworkers perform additional work tasks.
		Work complexity	Conditions in which teleworkers perform difficult work tasks.
		Work responsibility	Conditions in which teleworkers perform work tasks with a high degree of responsibility.
Work-related hindrance stressors	Work-related demands with the potential for teleworkers' loss or constraint (Lepine et al., 2016).	Conflicting supervisor requests	Conditions in which teleworkers receive unclear instructions from supervisors.
		Work conflicts	Conditions in which teleworkers are involved in disputes with colleagues or supervisors.
		Unclear work tasks	Conditions in which a lack of information about work tasks hampers teleworkers.
Family-related challenge stressors	Family-related demands with the potential for teleworkers' personal growth.	Family duties	Conditions in which teleworkers perform demanding family tasks.
		Family-related multitasking	Conditions in which teleworkers perform multiple family tasks at the same time.
		Family responsibility	Conditions in which teleworkers perform family tasks with a high degree of responsibility.
Family-related hindrance stressors	Family-related demands with the potential for teleworkers' harm or constrain.	Inadequate family support	Conditions in which teleworkers receive insufficient support from family members.
		Family conflicts	Conditions in which teleworkers are involved in disputes with family members.
		Family hassles	Conditions in which teleworkers encounter problems related to their family.

Table 22: Illustrative ICT-, work-, and family-related challenge and hindrance stressors (Meier et al., 2024b)

With these insights, **Paper VIII** addresses research question 4 by providing the methodological toolkit needed for testing configurational theory and illuminating the proposed approach in the illustrative context of telework. In doing so, it offers guidelines for using fsQCA with a deductive mode of reasoning, providing the opportunity to theorize about and empirically investigate causal complexity to refine, extend, and delimit theory. This extends the methodological toolkit around configurational methods that are needed for explaining how the complex interplay of internal and external forces influences user behavior.

4.5 Summary

The results of this cumulative dissertation provide a comprehensive explanation for user behavior by examining internal forces, external forces, and their interplay, as well as advancing configurational methodologies needed to capture such interplay. Table 23 provides an overview of how each paper contributes to this dissertation's research questions.

	RQ1: Internal forces and user behavior	**RQ2:** External forces and user behavior	**RQ3:** Interplay of internal and external forces and user behavior	**RQ4:** Configurational methods for studying the interplay of internal and external forces
Paper I	Configurations of perceptions and emotions explain complete and partial switching in the streaming service context, restricted by context-specific boundary conditions.			Configurational methods are useful for identifying and distinguishing between configurational moderators and boundary conditions.
Paper II	Configurations of perceptions about the current and alternative forms of investment explain switching in the IT-enabled investments context.			
Paper III	Configurations of users' motivations explain their WTP for streaming services.			
Paper IV	Configurations of users' perceptions, motivations, and personality traits explain their use of IT-enabled investments.			
Paper V		Disruptions differ in type, anticipation, valence, and urgency and influence user behavior. Development of a taxonomy that informs future IS research on disruptions.		
Paper VI		IT threats, as a specific type of disruption, influence users' perceptions, emotions, and behaviors.		
Paper VII			Configurations of perceptions explain users' WTI with chatbots. Disruptions as a situational context stimulate the WTI with chatbots among users with configurations of perceptions that would otherwise not have been sufficient.	Configurational methods are useful for identifying boundary conditions, e.g., disruptions as a situational context, for the sufficiency of configurations for an outcome.
Paper VIII				Configurational methods, i.e., fsQCA, are useful for deductively testing configurational theory, offering insights that refine, extend, and delimit theory.

Table 23: Main research results that address this dissertation's research questions

The findings show that configurations of different internal forces, including perceptions, emotions, motivations, and personality traits, influence user behavior across various IS contexts, such as streaming services and IT-enabled investments. External forces in the form of disruptions, like IT threats, can influence user behavior irrespective of such internal forces across contexts. Specifically, their influence on user behavior hinges on disruption type, anticipation, valence, and urgency. In addition to their distinct influences on user behavior, internal and external forces can interplay and influence user behavior together. Specifically, disruptions can act as situational contexts, such that they alter the relationship between perceptions and user behavior, for instance, letting users reconsider their IS use, as shown in the illustrative context of chatbots. In addition to offering insights into the influence of internal forces, external forces, and the interplay of internal and external forces on user behavior, this dissertation introduces fsQCA with a deductive mode of reasoning as a valuable tool for testing configurational theories, which is helpful for explaining the complex interplay of internal and external forces.

5 DISCUSSION

Motivated by the observation that users experience disruptions that influence their behavior beyond the internal forces that have drawn the attention of IS research for decades (Blut et al., 2022; Rahrovani & Pinsonneault, 2020; Stein et al., 2015), this dissertation leverages field theory as the guiding theoretical framing to craft a comprehensive explanation of user behavior. Drawing on its key insight that behavior is a function of internal and external forces (Lewin, 1946), it provides insights into the influence of internal forces on user behavior (**Papers I**, **II**, **III**, and **IV**), the influence of external forces on user behavior (**Papers V** and **VI**), the interplay of internal and external forces (**Paper VII**), and the required methodological toolkit for studying such interplay (**Papers I**, **VII**, and **VIII**). The following section describes the individual contributions of the eight included papers and carves out the overarching contributions of this dissertation structured along the research questions.

5.1 Theoretical and Methodological Contributions

5.1.1 Theoretical Contributions: Influence of Internal Forces on User Behavior

Research question 1 of this dissertation focuses on the influence of internal forces on user behavior. **Papers I**, **II**, **III**, and **IV** address this research question by explaining different user behaviors in illustrative contexts. By synthesizing each paper's individual theoretical contributions, this dissertation carves out an overarching theoretical contribution to behavioral IS research (see Table 24).

Perceptions and emotions explain user behavior restricted by boundary conditions (Paper I). Behavioral IS research has a long tradition of explaining user behaviors based on perceptions (Blut et al., 2022) and emotions (Beaudry & Pinsonneault, 2010) in various contexts. Prior IS research agrees on the need to consider context-specific perceptions, e.g., perceived content quality in the context of streaming services (Riekkinen, 2018). **Paper I** extends these findings by showing that the same context-specific perceptions and emotions have the power to explain different user behaviors, such as complete and partial switching. Yet, the extent to which users need to experience the perceptions differs depending on the specific user behavior. While users need to experience all perceptions to engage in complete switching, experiencing only some of the perceptions is sufficient to let them engage in partial switching (see Table 13). In addition to that, **Paper I** sheds light on boundary conditions that restrict the influence of perceptions and emotions on user behavior. For instance, in the context of streaming services, users must not experience perceived content exclusiveness to switch completely and must experience affordability and perceived content exclusiveness to switch partially. These findings extend prior literature that crafts generally valid explanations for user behavior based on perceptions and emotions by showing that context-specific constraints can limit the explanatory power of perceptions and emotions for user behavior. With these findings, **Paper I** contributes to behavioral IS research by explaining user behavior in the illustrative context of streaming services based on perceptions and emotions, revealing that context-specific boundary conditions have the power to restrict user behavior (see Table 24).

Multiple context-specific perceptions explain user behavior together in the form of configurations, demonstrating conjunctural causation (Paper II). While extant behavioral IS research draws on diverse theoretical lenses to explain different user behaviors, e.g., UTAUT for IS adoption and continuous use (Blut et al., 2022) and EDT and migration theory for switching (Chang et al., 2014; Fan & Suh, 2014), it largely explains user behavior based on distinct, isolated perceptions. For instance, it suggests that users switch from one IS to another when they perceive the alternative IS as superior and do not perceive switching costs (Xu et al., 2014; Zou et al., 2022), essentially suggesting that the aggregate of such distinct perceptions guides user behavior. **Paper II** goes beyond the isolated consideration of distinct perceptions, showing that the relationship between perceptions and user behavior is more complex. Specifically, it shows that user behavior is not caused by the aggregation of distinct perceptions but by multiple interdepended perceptions in the form of configurations, demonstrating conjunctural causation. By taking a configurational perspective, it shows that whether distinct perceptions influence a user's behavior depends on the other perceptions in a configuration. For instance, perceived risk reduction is an important driver for some users' partial switching intention, while it is not relevant for others (see Table 14). **Paper II** contributes to behavioral IS research by going beyond explanations of user behavior based on the isolated influence of distinct perceptions, pointing to the need to consider conjunctural causation by respecting that multiple perceptions interplay and together influence user behavior in the form of configurations (see Table 24).

The influence of specific motivations on user behavior depends on the other motivations, demonstrating asymmetric relationships (Paper III). Behavioral IS research leverages motivations to explain various user behaviors, such as IS adoption (Lowry et al., 2013), innovative IS use (Rahrovani & Pinsonneault, 2020), use frequency (Hamari & Sjöblom, 2017), and feature use (James et al., 2019). Prior work has concluded that motivations have a linear influence on user behavior. For instance, intrinsic motivation increases innovative use (Rahrovani & Pinsonneault, 2020), and extrinsic motivation increases the use of specific features (James et al., 2019). In both examples, the underlying assumption is that users who possess those motivations are more likely to develop a user behavior. Drawing on the UGT (Katz et al., 1973) to study how configurations of specific motivations explain user behavior in the illustrative context of streaming services, **Paper III** reveals that the relationship between motivations is more nuanced and non-linear. Specifically, it shows that both the presence and absence of a motivation can contribute to user behavior. For instance, some users have a high WTP for streaming services due to, among others, being motivated by aesthetics but not vicarious achievement. In contrast, other users have a high WTP for streaming services due to, among others, being not motivated by aesthetics but by vicarious achievement (see Table 15). Those findings illustrate that whether the presence or absence of a specific motivation such as aesthetics fosters a user behavior depends on the other motivations in a configuration, suggesting that a linear perspective falls short in uncovering the nuanced relationship between motivations and user behavior. **Paper III** contributes to behavioral IS research by demonstrating an asymmetric, non-linear relationship between motivations and user behavior (see Table 24).

Users have different rationales for their user behavior, demonstrating equifinality (Paper IV). Behavioral IS research draws on various theoretical lenses to explain user behavior, including UTAUT (Venkatesh et al., 2003), EDT (Bhattacherjee, 2001), migration theory (E. S. Lee, 1966; Moon, 1995), and UGT (Katz et al., 1973). Despite using different theoretical foundations, IS research has in common that it crafts unifinal explanations for the investigated user behaviors, i.e., it carves out one distinct explanation based on perceptions, emotions, motivations, and personality traits that accounts for all users that exhibit the investigated user behavior. While the resulting unifinal explanation is valuable for understanding the dominant rationale that most users have for developing a behavior, it does not account for differences between users who show the same behavior. Drawing on a configurational perspective to explain IS use based on perceptions, emotions, and motivations in the illustrative context of IT-enabled investments, **Paper IV** shows that users follow different, equifinal, yet similarly valid rationales to the same behavior (see Table 16). Considering that users may differ in their rationales for user behavior, as reflected in different sufficient configurations, offers a novel explanatory approach for seemingly inconclusive findings. For instance, research drawing on UTAUT (Venkatesh et al., 2003) has reached different conclusions on whether social influence increases use intention (Dasgupta & Gupta, 2019; Jang & Byon, 2020). The equifinal rationales revealed by **Paper IV** reconcile those seemingly inconsistent findings, showing that social influence is an important driver for some users' behavior and irrelevant for others (see Table 16). **Paper IV** contributes to behavioral IS research by showing that users follow equifinal rationales for their user behavior (see Table 24), going beyond prior unifinal explanations by offering a fresh perspective on seemingly inconsistent findings in literature.

Internal forces influence user behavior in causal-complex ways (this dissertation). IS research leveraging field theory shows that internal forces influence user behaviors in different contexts (Gerow et al., 2011; Shang et al., 2017). Notably, prior work acknowledges that internal forces likely interplay but focuses on explaining the distinct, isolated influences of internal forces on user behavior (Elie-Dit-Cosaque et al., 2011). By integrating the findings from **Papers I**, **II**, **III**, and **IV**, this dissertation offers insights into the interplay of internal forces and their influence on user behavior. Taking a configurational perspective to explain user behavior based on perceptions, emotions, motivations, and personality traits across different contexts (see Table 24), it provides empirical evidence on the causal-complex relationship between internal forces and user behavior. Specifically, it demonstrates conjunctural causation, i.e., multiple internal forces together explain user behavior, asymmetric relationships, i.e., the influence of specific internal forces on user behavior depends on the other internal forces, and equifinality, i.e., different configurations of internal forces explain user behavior. With these findings, this dissertation goes beyond prior conceptual suggestions on the interplay of internal forces (Elie-Dit-Cosaque et al., 2011), contributing to behavioral IS research by offering empirical insights into the interplay of internal forces and the causal-complex relationship between internal forces and user behavior (see Table 24).

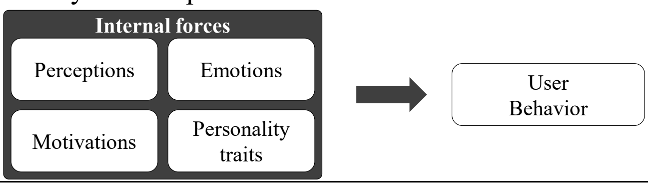
<table>
<tr><th></th><th>Result</th><th>Contribution</th></tr>
<tr><td>Paper I</td><td>One configuration of perceptions and emotions explains complete switching, and three configurations explain partial switching in the streaming service context, restricted by context-specific boundary conditions.
<table>
<tr><th></th><th>Complete switching intention</th><th colspan="3">Partial switching intention</th></tr>
<tr><th></th><th>CS</th><th>PS1</th><th>PS2</th><th>PS3</th></tr>
<tr><td>Affordability</td><td></td><td>●</td><td>●</td><td>●</td></tr>
<tr><td>Perceived content exclusiveness</td><td>⊗</td><td>●</td><td>●</td><td>●</td></tr>
<tr><td>Disconfirmed improved compatibility</td><td>●</td><td>●</td><td>●</td><td>⊗</td></tr>
<tr><td>Disconfirmed improved content quality</td><td>●</td><td>●</td><td>●</td><td>⊗</td></tr>
<tr><td>Disconfirmed improved usability</td><td>●</td><td>●</td><td></td><td>⊗</td></tr>
<tr><td>Disconfirmed reduced costs</td><td>●</td><td></td><td>●</td><td></td></tr>
<tr><td>Satisfaction with the incumbent streaming service</td><td>⊗</td><td>●</td><td>●</td><td>●</td></tr>
<tr><td>Satisfaction with the alternative streaming service</td><td>●</td><td>●</td><td>●</td><td>●</td></tr>
</table></td><td>Perceptions and emotions explain user behavior restricted by boundary conditions.</td></tr>
<tr><td>Paper II</td><td>Four configurations of perceptions about the current and alternative forms of investment explain switching in the IT-enabled investments context.
<table>
<tr><th></th><th>Complete switching intention</th><th colspan="3">Partial switching intention</th></tr>
<tr><th></th><th>Enthusiastic user</th><th>Cushy user</th><th>Thrifty user</th><th>Passive user</th></tr>
<tr><td>Perceived investment possibilities</td><td>●</td><td>●</td><td>●</td><td></td></tr>
<tr><td>Perceived risk reduction</td><td>●</td><td></td><td>●</td><td>●</td></tr>
<tr><td>Perceived administrative effort</td><td>●</td><td>●</td><td></td><td>●</td></tr>
<tr><td>Perceived expensiveness</td><td>●</td><td></td><td>●</td><td></td></tr>
<tr><td>Monetary loss costs</td><td>●</td><td></td><td></td><td>⊗</td></tr>
</table></td><td>Multiple context-specific perceptions explain user behaviors together in the form of configurations, demonstrating conjunctural causation.</td></tr>
<tr><td>Paper III</td><td>Five configurations of users’ motivations explain their WTP for streaming services.
<table>
<tr><th></th><th colspan="4">High WTP</th><th>Low WTP</th></tr>
<tr><th></th><th>Classy user</th><th>Epicurean user</th><th>Functionalist user</th><th>Gladiatorial user</th><th>Unmotivated user</th></tr>
<tr><td>Aesthetics</td><td>●</td><td>●</td><td>⊗</td><td>●</td><td>⊗</td></tr>
<tr><td>Aggressiveness enjoyment</td><td>⊗</td><td></td><td>⊗</td><td>●</td><td>⊗</td></tr>
<tr><td>Escapism</td><td></td><td>●</td><td>●</td><td>⊗</td><td>⊗</td></tr>
<tr><td>Knowledge acquisition</td><td>●</td><td>●</td><td>●</td><td>●</td><td>⊗</td></tr>
<tr><td>Skill appreciation</td><td>●</td><td>●</td><td>●</td><td>●</td><td>⊗</td></tr>
<tr><td>Vicarious achievement</td><td>⊗</td><td>⊗</td><td>●</td><td>●</td><td>⊗</td></tr>
</table></td><td>The influence of specific motivations on user behavior depends on the other motivations, demonstrating asymmetric relationships.</td></tr>
<tr><td>Paper IV</td><td>Six configurations of users’ perceptions, motivations, and personality traits explain their use of IT-enabled investments.
<table>
<tr><th></th><th colspan="3">High intention to use DeFi applications for borrowing</th><th colspan="2">Low intention to use DeFi applications for borrowing</th></tr>
<tr><th></th><th>CH1</th><th>CH2</th><th>CH3</th><th>CL1</th><th>CL2</th></tr>
<tr><td>Performance expectancy</td><td>●</td><td>●</td><td>●</td><td>⊗</td><td>⊗</td></tr>
<tr><td>Effort expectancy</td><td>●</td><td>●</td><td>●</td><td>⊗</td><td>⊗</td></tr>
<tr><td>Social influence</td><td>●</td><td>●</td><td></td><td>⊗</td><td>⊗</td></tr>
<tr><td>Facilitating conditions</td><td>●</td><td></td><td>●</td><td>⊗</td><td>⊗</td></tr>
<tr><td>Hedonic motivation</td><td></td><td>●</td><td>●</td><td>⊗</td><td>⊗</td></tr>
<tr><td>Price value</td><td>●</td><td>●</td><td>●</td><td>⊗</td><td>⊗</td></tr>
<tr><td>Habit</td><td>●</td><td>●</td><td>●</td><td>●</td><td>⊗</td></tr>
<tr><td>Compatibility</td><td>●</td><td>●</td><td>●</td><td>⊗</td><td>⊗</td></tr>
<tr><td>Personal innovativeness with IT</td><td>●</td><td>●</td><td>●</td><td>●</td><td>⊗</td></tr>
<tr><td>Costs</td><td>●</td><td>●</td><td>⊗</td><td></td><td></td></tr>
</table></td><td>Users have different rationales for their user behavior, demonstrating equifinality.</td></tr>
<tr><td>This dissertation</td><td>Configurations of perceptions, emotions, motivations, and personality traits explain user behaviors in different contexts.

</td><td>Internal forces influence user behavior in causal-complex ways.</td></tr>
</table>

Table 24: Theoretical contributions on the influence of internal forces on user behavior

5.1.2 Theoretical Contributions: Influence of External Forces on User Behavior

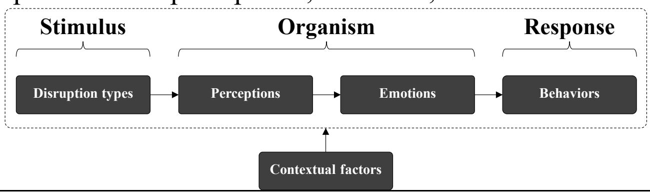
Research question 2 of this dissertation focuses on the influence of external forces on user behavior. **Papers V** and **VI** address this research question by showing how external forces in the form of disruptions influence user behavior in different contexts. By synthesizing each paper's individual theoretical contributions, this dissertation carves out an overarching theoretical contribution to behavioral IS research (see Table 25).

Disruptions vary in their characteristics and influence user behavior across different contexts (Paper V). While most behavioral IS research focuses on explaining user behavior based on internal forces (Bhattacherjee & Lin, 2015), some initial studies take event-based perspectives to consider that disruptions may influence specific user behaviors (Maier et al., 2024). Such research offers important insights into the way disruptions can influence user behaviors but largely focuses on negative disruptions, e.g., IT threats (H. Liang et al., 2019), IS malfunctions (Ortiz de Guinea, 2016), and data breaches (Nikkhah & Grover, 2022). By integrating knowledge of IS and management research on disruptions, **Paper V** shows that disruptions influence user behavior across various research contexts, including IS implementation research, IS use research, IT professionals research, and privacy research. Notably, disruptions differ in their characteristics, i.e., type, anticipation, valence, and urgency, which influence how they influence user behavior. For instance, and counterintuitively, users may also perceive positive disruptions that influence their user behavior differently. With these findings, **Paper V** extends behavioral IS research by pinpointing the important role of disruptions for user behavior across research contexts and suggesting a need to consider disruptions' characteristics when studying their influence on user behavior (see Table 25).

Disruptions let users develop perceptions and emotions directed at the disruption that influence their user behavior contingent on contextual factors (Paper VI). Prior IS research interested in disruptions has given more emphasis on whether specific disruptions influence users at all than how they do so. For instance, studies find that disruptions hinder continuous use (Kari et al., 2020) and can lead to online shopping (Hand et al., 2009). This emphasis helps raise awareness that disruptions are important to consider in explanations of user behavior and offers an opportunity for studying the process of how they influence user behavior in more detail. Building upon **Paper V**'s finding that disruptions' influence on user behavior depends on their type, **Paper VI** draws on the S-O-R model (Mehrabian & Russell, 1974) to illuminate how different types of disruptions influence user behaviors in the illustrative context of privacy. Its findings show that disruptions, e.g., privacy IT threats and security IT threats, let users develop perceptions directed at the experienced disruption, e.g., perceived threat and perceived avoidability. Based on these perceptions, users develop emotions directed at the disruption, e.g., exhaustion and fear, which result in user behaviors, e.g., avoidance and complaining (see Figure 14). The relationship between disruptions, perceptions and emotions directed at disruptions, and the resulting behaviors is contingent on different contextual factors, e.g., the cultural context. With these findings, **Paper VI** contributes to behavioral IS research by shedding lights on the process of how disruptions influence user behavior irrespective of non-disruption-related internal forces (see Table 25).

External forces in the form of disruptions can influence user behavior irrespective of internal forces (this dissertation). Behavioral IS research using field theory shows that external forces, such as social norms, influence user behavior irrespective of internal forces (Gerow et al., 2011). By integrating the findings from **Papers V** and **VI**, this dissertation extends prior work by pinpointing disruptions as external forces that influence user behavior irrespective of internal forces across different contexts and uncovering the process of how disruptions distinctively influence user behavior. Findings suggest that disruptions let users develop perceptions and emotions directed at the disruption, as opposed to the non-disruption-related internal forces that field theory considers (Lewin, 1946), which in turn let them develop user behaviors to respond to the disruption. With this, this dissertation goes beyond initial IS research that suggests disruptions can influence specific user behaviors in distinct contexts

(Hand et al., 2009; Kari et al., 2020), showing how disruptions as external forces influence user behaviors irrespective of internal forces across contexts (see Table 25).

<table>
<tr><th></th><th>Result</th><th>Contribution</th></tr>
<tr><td>Paper V</td><td>Disruptions differ in type, anticipation, valence, and urgency and influence user behavior.
<table>
<tr><th rowspan="2">Disruption examples</th><th colspan="4">Type</th><th colspan="2">Anticipation</th><th colspan="2">Valence</th><th colspan="2">Urgency</th></tr>
<tr><th>ENV</th><th>PRI</th><th>TEC</th><th>WRK</th><th>EXP</th><th>UNEXP</th><th>POS</th><th>NEG</th><th>HIGH</th><th>LOW</th></tr>
<tr><td>News about a terror attack</td><td>X</td><td></td><td></td><td></td><td></td><td>X</td><td></td><td>X</td><td>X</td><td></td></tr>
<tr><td>Move of important other</td><td></td><td>X</td><td></td><td></td><td>X</td><td></td><td></td><td>X</td><td></td><td>X</td></tr>
<tr><td>Data breach</td><td></td><td></td><td>X</td><td></td><td></td><td>X</td><td></td><td>X</td><td>X</td><td></td></tr>
<tr><td>Graduation</td><td></td><td></td><td></td><td>X</td><td>X</td><td></td><td>X</td><td></td><td></td><td>X</td></tr>
<tr><td colspan="11">Note: “ENV” reflects environmental, “PRI” reflects private, “TEC” reflects technology, “WRK” reflects work, “EXP” reflects expected, “UNEXP” reflects unexpected, “POS” reflects positive, and “NEG” reflects negative.</td></tr>
</table></td><td>Disruptions vary in their characteristics and influence user behavior across different contexts.</td></tr>
<tr><td>Paper VI</td><td>IT threats as a specific type of disruption influence users’ disruption-related perceptions, emotions, and behaviors.

</td><td>Disruptions let users develop perceptions and emotions directed at the disruption that influence their user behavior contingent on contextual factors.</td></tr>
<tr><td>This dissertation</td><td>External forces, i.e., disruptions, influence user behavior irrespective of internal forces across different contexts.

</td><td>External forces in the form of disruptions can influence user behavior irrespective of internal forces.</td></tr>
</table>

Table 25: Theoretical contributions on the influence of external forces on user behavior

5.1.3 Theoretical Contributions: Interplay of Internal and External Forces and their Influence on User Behavior

Research question 3 of this dissertation focuses on the interplay of internal and external forces and their influence on user behavior. **Paper VII** addresses this research question by showing how a disruption as an external force influences the relationship between perceptions as internal forces and user behavior in the illustrative context of chatbots. In the following, this dissertation outlines its individual theoretical contribution and carves out its overarching theoretical contribution to behavioral IS research (see Table 26).

Disruptions as a situational context stimulate the WTI with chatbots among users with configurations of perceptions that would otherwise not have been sufficient (Paper VII). Initial IS research on disruptions largely focuses on their negative influence on user behavior irrespective of internal forces, e.g., that disruptions let users quit the use of an IS (Maier et al., 2024) or switch to an alternative (Nikkhah & Grover, 2022). Counterintuitively, and opposed to findings in prior IS research, practical data indicates that disruptions can also lead to positive user behaviors. For instance, the COVID-19 pandemic seems to have increased user interactions with chatbots (Schwartz, 2021). Motivated by this observation, **Paper VII** shows that disruptions can let users interact with chatbots that they would otherwise not have considered. With these findings, **Paper VII** contributes to behavioral IS research by showing that disruptions can stimulate positive user behaviors among users with configurations of perceptions that would otherwise have been insufficient (see Table 26).

External forces interplay with internal forces in a way that they influence their relationship with user behavior (this dissertation). A long tradition of behavioral IS research (Blut et al., 2022) has crafted explanations for user behavior based on internal forces and irrespective of external forces such as disruptions. More recent behavioral IS research has crafted explanations for user behavior based on disruptions as external forces and irrespective of internal forces (Maier et al., 2024; Nikkhah & Grover, 2022). Drawing on the findings of **Paper VII**, this dissertation extends behavioral IS research by integrating explanations related to internal and external forces. While internal and external forces can influence user behavior independently, they also interplay. Specifically, internal forces explain users in everyday life (see Table 24) but the situation is different when they experience a disruption. A disruption either distinctively and immediately influences user behavior (see Table 25) or, if it is longer in duration, is incorporated into users' considerations as a situational context. When users perceive an enduring disruption as a situational context that imposes challenges to them, e.g., the COVID-19 pandemic making it more difficult to interact with human customer advisors, they may reconsider their use of an IS when they believe that it can help them address the disruption, e.g., receiving advice from a chatbot instead of a human advisor. This dissertation contributes to behavioral IS research by showing that external forces, i.e., disruptions as a situational context, interplay with internal forces to influence their relationship with user behavior (see Table 26).

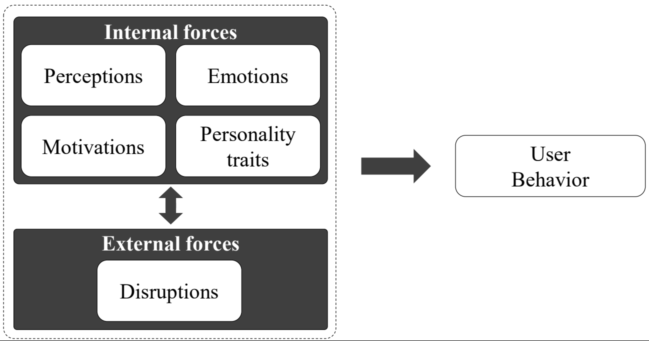
<table>
<tr><th></th><th>Result</th><th>Contribution</th></tr>
<tr><td>Paper VII</td><td>Five configurations of perceptions explain users' WTI with chatbots. Disruptions influence the relationship between the configurations of perceptions and WTI with chatbots.
<table>
<tr><th></th><th colspan="4">WTI with chatbots</th><th>No WTI with chatbots</th></tr>
<tr><th></th><th>Sensitive user</th><th>Apathetic user</th><th>Pragmatic user</th><th>Fastidious user</th><th>Rejecting non-user</th></tr>
<tr><td>Disruption</td><td>●</td><td>•</td><td>●</td><td></td><td></td></tr>
<tr><td>Perceived empathy</td><td>•</td><td>•</td><td>•</td><td>•</td><td>⊗</td></tr>
<tr><td>Curiosity</td><td>●</td><td></td><td>●</td><td>•</td><td>⊗</td></tr>
<tr><td>Perceived personalization</td><td>•</td><td>•</td><td></td><td>•</td><td>⊗</td></tr>
<tr><td>Perceived benefit</td><td>•</td><td>•</td><td>•</td><td>•</td><td>⊗</td></tr>
<tr><td>Perceived objectivity</td><td></td><td>•</td><td>•</td><td>•</td><td>⊗</td></tr>
<tr><td>Perceived anthropomorphism</td><td>●</td><td>●</td><td>⊗</td><td>●</td><td>⊗</td></tr>
</table></td><td>Disruptions as a situational context stimulate the WTI with chatbots among users with configurations of perceptions that would otherwise have been insufficient.</td></tr>
<tr><td>This dissertation</td><td>The interplay of internal and external forces explains user behavior.

</td><td>External forces interplay with internal forces in a way that they influence their relationship with user behavior.</td></tr>
</table>

Table 26: Theoretical contributions on the interplay of internal and external forces and their influence on user behavior

5.1.4 Methodological Contributions: Configurational Methods in IS

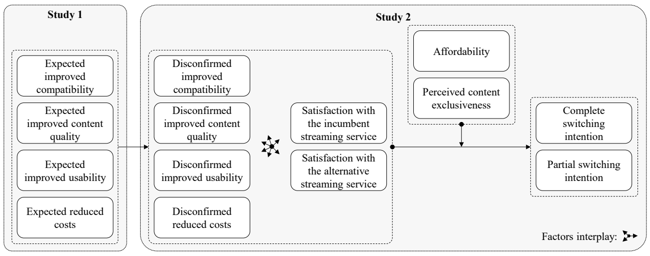
Research question 4 of this dissertation focuses on the methodological toolkit needed to study the influence of internal and external forces on user behavior. **Papers I** and **VII** address this research question by illustrating that configurational methods such as fsQCA offer insights into configurational moderators and boundary conditions. **Paper VIII** addresses this research question by developing guidelines for using configurational methods such as fsQCA with a deductive mode of reasoning to refine, extend, and delimit theory. By synthesizing each paper's individual methodological contributions, this dissertation carves out an overarching methodological contribution to IS research (see Table 27).

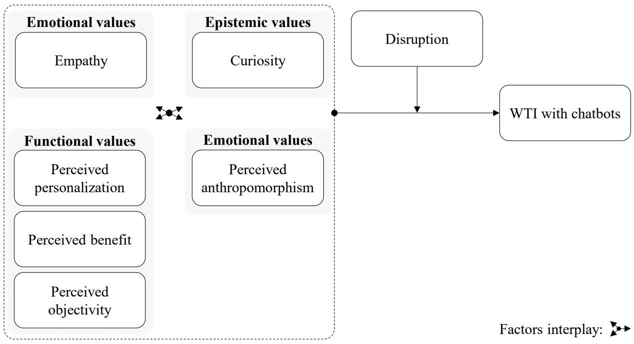
Configurational methods are useful for identifying and distinguishing between configurational moderators and boundary conditions (Papers I and VII). IS research has leveraged configurational methods like fsQCA for more than a decade to offer insights into causal-complex phenomena (El Sawy et al., 2010). Thereby, most research leverages configurational methods to offer insights into the theoretical mechanisms within sufficient configurations that give rise to an outcome (Y. Park, Fiss, et al., 2020). Such research is helpful in explaining causal-complex relationships between configurations of conditions and an outcome (Mattke, Maier, Weitzel, et al., 2021) but offers limited insights into under what circumstances these relationships may change. Integrating conceptual suggestions to identify boundary conditions of configurational solutions (Goertz & Mahoney, 2013) with recent advances in IS research on configurational moderation (Ma et al., 2024), **Papers I** and **VII** illustrate how configurational methods can be used to identify boundary conditions, i.e., conditions that must be present or absent for an outcome to occur (Goertz & Mahoney, 2013), and configurational moderators, i.e., conditions that alter the interplay between the conditions in a sufficient configuration (Ma et al., 2024). By providing a proof of concept on the identification of and distinction between boundary conditions and configurational moderators, **Papers I** and **VII** contribute to configurational IS research by illustrating means that allow studying the limits of generalizability of configurational solutions (see Table 27).

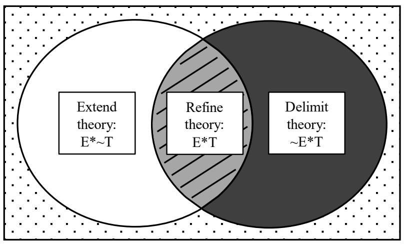
Configurational methods are useful for deductively testing theory (Paper VIII). Extant configurational IS research largely follows inductive (S. Huang et al., 2024) and abductive modes of reasoning (Meier et al., 2024a). While conducting configurational methods like fsQCA with a deductive mode of reasoning has been discussed conceptually (Y. Park, Fiss, et al., 2020; Schneider & Wagemann, 2012), there is yet to be conducted a proof of concept that highlights the usefulness of this approach in a dedicated research study. **Paper VIII** provides such a blueprint by conducting a fsQCA with a deductive mode of reasoning in the illustrative context of telework. It goes beyond prior conceptual suggestions in IS research (Y. Park, Fiss, et al., 2020) by carving out methodological guidelines for refining, extending, and delimiting theory by analyzing the intersections between the theoretically proposed causal recipes and the empirically identified sufficient configurations (see Figure 6). **Paper VIII** contributes to the methodological discourse in configurational IS research by providing a proof of concept and guidelines for conducting configurational methods with a deductive mode of reasoning to test theory (see Table 27).

Configurational methods can be extended to offer additional insights into the influence of internal and external forces on user behavior (this dissertation). This dissertation offers insights into the causal-complex relationship between internal forces and user behavior (see Table 24) and how this relationship changes when users experience disruptions (see Table 26). Such insights are enabled by taking a novel configurational perspective to explain user behavior. By extending the methodological toolkit of configurational IS research (Iannacci et al., 2025), this dissertation affords opportunities for future IS research to craft novel explanations in established research streams, such as IS use (Blut et al., 2022). Going from the prevalent linear explanation of relationships between concepts in behavioral IS research to causal-complex relationships offers explanatory approaches for seemingly inconsistent findings, e.g., in IS research leveraging UTAUT (see Table 17). This dissertation contributes to configurational IS research by extending the methodological toolkit with a configurational method for identifying boundary conditions and distinguishing them from configurational moderators, and with guidelines and a proof of concept for using configurational methods following a deductive mode of reasoning (see Table 27).

<table>
<tr><th></th><th>Result</th><th>Contribution</th></tr>
<tr><td>Papers I and VII</td><td>Configurational methods can be used to study the influence of conditions, e.g., constraints in Paper I or disruptions in Paper VII, on the relationship between configurations of conditions and an outcome.




</td><td>Configurational methods are useful for identifying and distinguishing between configurational moderators and boundary conditions.</td></tr>
<tr><td>Paper VIII</td><td>Configurational methods can be used to test theory by examining the intersections between theoretically proposed causal recipes and empirically identified sufficient configurations.



Note: 'E' indicates empirically identified configurations, 'T' indicates theoretical causal recipes.</td><td>Configurational methods are useful for deductively testing theory.</td></tr>
<tr><td>This dissertation</td><td>Configurational methods can be used with different modes of reasoning to study the interplay of internal forces and external forces, e.g., by identifying if and how external forces influence the relationship between configurations of internal forces and user behavior.

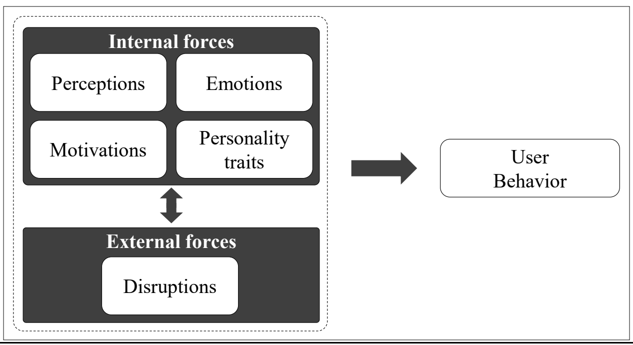

</td><td>Configurational methods can be extended to offer additional insights into the influence of internal and external forces on user behavior.</td></tr>
</table>

Table 27: Methodological contributions

5.2 Practical Implications

This section synthesizes the practical implications of this dissertation. The findings of this dissertation offer actionable insights for IS providers to manage user behavior across various contexts by addressing internal and external forces.

5.2.1 Practical Implications: Managing Internal Forces' Influence on User Behavior

IS providers aiming to foster favorable and hinder unfavorable user behaviors can influence them through internal forces with a structured and context-sensitive approach. Table 28 illuminates the steps for influencing user behavior based on internal forces with an illustrative example in the streaming service context of **Paper I**.

Step	Recommendation	Illustrative example
1. Select the relevant user behavior.	Clearly define the relevant user behavior that aligns with your business objectives and measurable outcomes.	Streaming service providers aim to prevent users from completely or partially switching to alternative streaming services, as their revenues heavily depend on retaining healthy subscription numbers (Westcott et al., 2022). Their objective is to maintain switching below a specified threshold to ensure consistent revenue.
2. Identify the relevant internal forces.	Use data driven methods, such as interviews, to pinpoint the context-specific internal forces (e.g., perceptions, motivations) that influence the identified user behavior.	Subscribers compare streaming services based on compatibility, content quality, usability, and costs (see Table 13).
3. Craft a general marketing strategy.	Develop a marketing strategy that fosters the identified internal forces positively influencing user behavior and mitigates any negative internal forces.	Streaming service providers should emphasize their superior compatibility with widely-used streaming devices, broader content library, a more user-friendly interface, and better price-value offerings compared to alternative streaming services. For example, ads could highlight the broader variety of TV shows available on their streaming service, supported by subscriber statements on its ease of use.
4. Craft user-type-specific marketing strategies.	Segment users into types based on their configurations of internal forces and craft tailored marketing strategies for each type. In doing so, build on the configurations of internal forces in different contexts identified in this dissertation or draw on this dissertation's methodological guidelines to identify the configurations in other contexts.	Subscribers driven by content quality and usability (see PS1 in Table 13) should be targeted with a showcase of how they can easily access high-quality content, e.g., via a shortcut to the ten most watched TV shows. Cost-sensitive subscribers should be targeted with promotions that offer time-limited discounts and bundled subscriptions to alleviate their cost concerns. Machine learning algorithms can help predict which subscribers are most likely to switch completely and suggest optimal offers.
5. Beware of context-specific constraints.	Analyze potential constraints limiting the user behavior of interest and infer marketing strategies to address them.	Streaming service providers should introduce flexible pricing tiers to make their streaming service more affordable and secure the rights for appealing exclusive content to prevent their subscribers from switching completely to an alternative streaming service.

Table 28: Structured approach for managing user behavior influenced by internal forces

5.2.2 Practical Implications: Managing External Forces' Influence on User Behavior

IS providers need to be aware that disruptions as diverse as data breaches or a global pandemic influence user behavior in multifaceted ways. They need proactive strategies to address such disruptions, as they can, among others, lead users to discontinue use of their IS. Table 29 describes the steps for managing user behavior when users experience external forces in the form of disruptions, with an illustrative example in the streaming service context.

Step	Recommendation	Illustrative example
1. Identify relevant disruptions.	IS providers should identify the disruptions most pertinent to their users.	Streaming service providers should identify disruptions like the publication of a controversial TV show (Maier et al., 2024), which may attract backlash or support based on its content (e.g., social themes or sensitive issues).
2. Assess the disruption's characteristics.	Analyze the disruption's type (e.g., environmental, technology), anticipation (e.g., expected, unexpected), valence (e.g., positive, negative), and urgency (e.g., high, low).	Publishing a controversial TV show represents a negative, unexpected, low-urgency disruption. While it may provoke negative feedback, its effects likely unfold gradually over weeks through subscriber discussions and media coverage.
3. Develop preventive measures.	Establish detection mechanisms and communication plans to manage disruptions effectively.	Streaming service providers should issue content warnings or proactive explanations to contextualize the content of the controversial TV show. They should implement community guidelines and comment moderation for subscriber discussions on a streaming service.
4. Monitor and adapt to changes in user behaviors during disruptions.	Observe how user behavior changes during disruptions and offer appropriate responses.	If a controversial TV show leads to increased switching or negative comments on SNS, streaming service providers should respond with targeted retention campaigns, such as offering free trial extensions and launching public statements that clarify their position on the controversial content.

Table 29: Structured approach for managing user behavior influenced by external forces in the form of disruptions

5.2.3 Practical Implications: Managing the Interplay of Internal and External Forces and their Influence on User Behavior

Enduring disruptions, like the COVID-19 pandemic, interplay with users' internal forces in the form of a situational context by influencing how the internal forces influence user behaviors. IS providers can make use of such disruptions by positioning their IS as a solution that helps users address the challenges imposed by it while ensuring their IS remains valuable for users even beyond the disruption. Table 30 outlines a structured approach for managing user behavior influenced by the interplay of internal forces and external forces in the form of enduring disruptions, with an illustrative example in the chatbot context of **Paper VII**.

Step	Recommendation	Illustrative example
1. Identify enduring disruptions and their influence on user behavior.	Assess the challenges users face during enduring disruptions and the behaviors they engage in to address these challenges.	During the COVID-19 pandemic, users experienced reduced access to in-person services and increased reliance on IS, such as chatbots, for accessing support and information.
2. Position your IS as a solution to navigate challenges imposed by the disruption.	Highlight how the IS can address specific disruption-related challenges.	IS providers can frame chatbots as reliable tools for contactless, efficient customer service, offering round-the-clock assistance and reducing reliance on human advisors during the COVID-19 pandemic.
3. Tailor the IS to address users' needs during a disruption.	Adapt the functionalities of the IS to align with the values users expect from them, especially during disruptions.	IS providers could design their chatbots in a way that they offer empathetic and personalized responses that help users feel supported during the COVID-19 pandemic.
4. Position the IS to provide value beyond the disruption.	Communicate the relevance and benefits of the IS even after the disruption ends.	IS providers could emphasize how chatbots, initially positioned as a solution for reduced access to in-person services, continue to offer value for users by providing them with 24/7 support.

Table 30: Structured approach for managing user behavior influenced by the interplay of internal and external forces

5.3 Limitations

The findings of this dissertation are limited in some ways. The following section outlines these limitations and suggests ways to build on this dissertation's findings to alleviate its limitations.

Individual vs. collective actors. Like most behavioral IS research (Blut et al., 2022), this dissertation focuses on individual actors and assumes that they experience internal and external forces and engage in user behavior. While this approach is well suited for explaining the user behavior of individuals who both evaluate IS and have the power to execute the related user behavior, it is limited in explaining the behavior of collective actors, such as families. For instance, in the streaming service context, a family's switching behavior of children-focused streaming services like Disney+ likely involves multiple actors: parents, who bear the financial cost and engage in switching behavior or not, and children, who are the primary users and form perceptions about a streaming service. For instance, children may be dissatisfied with a streaming service, but parents may not switch because they find the service more attractive financially. Since different individual actors experience internal forces and engage in user behavior, different dynamics between internal forces, external forces, and user behavior may emerge. Future research should complement this dissertation's findings by exploring the dynamics of internal forces, external forces, and user behaviors of collective actors.

Focus on selected illustrative contexts. This dissertation draws on illustrative contexts like streaming services, IT-enabled investments, and chatbots to explain user behavior in users' private lives. While the studies in these illustrative contexts provide a solid foundation for a general explanation of the influence of internal forces, external forces, and their interplay on user behavior, their findings may not fully explain user behavior in other contexts, such as healthcare or education. For instance, in healthcare, users may be influenced by other internal and external forces and place different emphasis on them. For example, users who consider using health tracking applications may put more emphasis on privacy-related perceptions due to the sensitive nature of the health information they need to share with a healthcare IS. Future studies should investigate to what extent the theoretical mechanisms identified in this dissertation translate to other contexts, like healthcare, to validate their applicability across diverse IS contexts.

Generalizability of configurational findings. Several papers of this cumulative dissertation draw on configurational methods (see Table 12). While configurational methods such as fsQCA provide nuanced insights into the causal complexity of user behavior, they come with limitations in generalizability. The resulting findings evolve around context-dependent configurations that give rise to user behavior. To derive generalizable insights into the interplay within internal forces and between internal and external forces, this dissertation has analyzed large sample sizes (Greckhamer et al., 2013), followed recent recommendations for consistency, PRI, and frequency thresholds to identify dominant sufficient configurations (Mattke et al., 2022), ensured robustness to changes in calibration anchors and thresholds (Misangyi et al., 2017; Oana & Schneider, 2024), and theorized across identified configurations in different contexts to identify robust and generalizable theoretical mechanisms. Future research should complement this dissertation's findings by testing the robustness of the identified theoretical mechanisms with different methods.

Dependence on self-reported data. The findings of this dissertation largely rely on self-reported data collected through interviews and survey data (see Table 12). While it took several measures to minimize biases, e.g., ensuring that CMB is no issue, potential distortions in the assessment of internal forces, external forces, and user behaviors can not be ruled out. Future research should confirm the insights from this dissertation by analyzing objective data. For instance, future work should contrast the self-reported measures of disruptions used in this dissertation with users' physiological arousal when they experience a disruption (Ortiz de Guinea & Webster, 2013).

Intention vs. behavior. The papers in this dissertation measure users' intentions instead of their actual behavior. While prior IS research suggests that intentions are a strong proxy for behavior (Venkatesh, Thong, et al., 2016), not all users may translate their intentions into actual behaviors. Future research should complement the findings of this dissertation by exploring the intention behavior gap (Sheeran & Webb, 2016), e.g., by offering insights into the context-specific constraints that make users more or less likely to translate their intention into actual behavior.

5.4 Future Research

This dissertation affords several opportunities for future behavioral IS research interested in internal forces, external forces, and their influence on user behavior (see Figure 16). The research opportunities are described in more detail below.

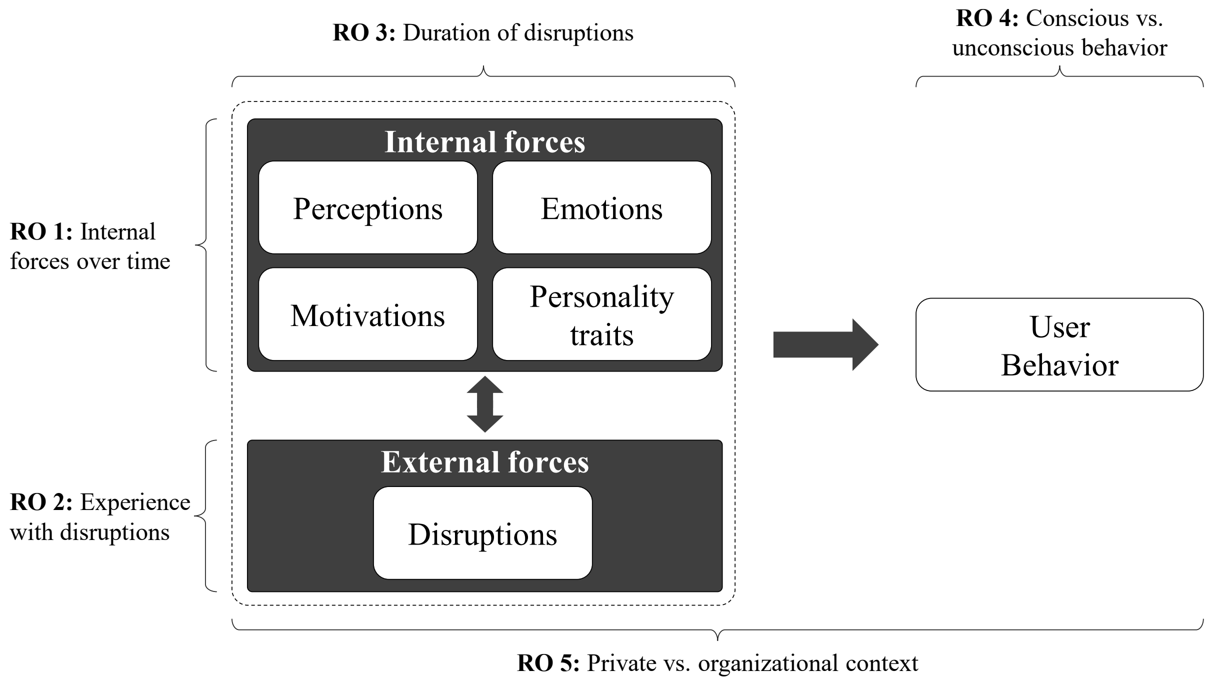


Figure 16: Opportunities for future behavioral IS research

Research opportunity (RO) 1: Internal forces over time. This dissertation takes a static perspective on internal forces, i.e., perceptions, emotions, motivations, and personality traits, not considering their dynamic evolution over time. Future research should explore how internal forces develop and change over time, e.g., in response to updates or new features in an IS (Fleischmann et al., 2016), and how these changes influence user behavior. Longitudinal studies could offer valuable insights into the causes that drive such shifts in internal forces and the subsequent influence on user behavior, moving from a static to a dynamic explanation of the influence of internal forces on user behavior.

RO 2: Experience with disruptions. While this dissertation distinguishes between expected and unexpected disruptions (**Paper V**), it does not differentiate between users experiencing a disruption for the first time and those experiencing repeated disruptions. For instance, repeatedly experiencing a data breach of a used IS may desensitize users and lead to weaker or no protective behaviors. Future research could take theoretical lenses like habituation and sensitization (Weinert et al., 2022) to investigate if and how users are influenced differently by repeated disruptions.

RO 3: Duration of disruptions. This dissertation shows that disruptions influence users either distinctively (see Table 25) or together with internal forces (see Table 26). For instance, **Paper VII** demonstrates that enduring disruptions, like the COVID-19 pandemic, act as a situational context that influences the way internal forces influence user behavior. While theoretical insights indicate that a disruption's duration guides how it influences user behavior (Morgeson et al., 2015), it remains unclear at what point disruptions cease to have a distinct influence on user behavior and instead act as a situational context. Future research should conceptualize disruption duration as an independent construct (Morgeson et al., 2015) and examine how it influences the transition from disruptions influencing user behavior distinctively to influencing it as a situational context.

RO 4: Conscious vs. unconscious user behavior. This dissertation focuses on explaining user behavior influenced by internal and external forces. While this offers valuable insights into conscious user behaviors based on deliberate and reflective analysis of information (Dhar &

Gorlin, 2013), it offers limited insights into the drivers of automatic, unconscious user behaviors (Soror et al., 2015). Future research should adopt theoretical lenses like the dual systems theory (Kahneman, 2013) to complement explanations of unconscious user behaviors that are influenced by factors such as intuition, i.e., a sense of knowing without knowing how one knows (Epstein, 2010) and habits, i.e., automated behaviors formed through repetition (Ortiz de Guinea & Markus, 2009).

RO 5: Private vs. organizational context. This dissertation explains user behaviors in private contexts, such as streaming services, IT-enabled investments, and chatbots. Future research should explore how the findings of this dissertation extend to organizational contexts. For instance, disruptions in organizational IS may not only influence individual employees but also disruption organizational routines, norms, and the institutionalized meanings of an IS (Orlikowski, 1992). Future work could illuminate how disruptions influence different hierarchies of organizations (Morgeson et al., 2015), such as letting individual employees develop workarounds and causing changes in an organization's routines.

6 CONCLUSION

Users experience different disruptions that influence their user behavior related to IS. Inspired by a desire to advance behavioral IS research that has explained user behavior based on users' perceptions, emotions, motivations, and personality traits for decades, this dissertation leverages field theory to craft a comprehensive explanation for user behavior that considers both internal forces in the form of perceptions, emotions, motivations, and personality traits and external forces in the form of disruptions. This cumulative dissertation contributes to behavioral IS research by showing how internal forces influence user behavior in causal-complex ways irrespective of external forces (**Papers I**, **II**, **III**, and **IV**), external forces influence user behavior distinctively irrespective of internal forces (**Papers V** and **VI**), and internal and external forces interplay and influence user behavior together (**Paper VII**). It contributes to configurational IS research by illustrating that configurational methods are helpful for identifying configurational moderators and boundary conditions and deductively testing theory (**Paper VIII**). The dissertation provides recommendations for IS practitioners managing user behavior in an age of disruptions and paves the path for future behavioral IS research that seeks to push explanations of user behavior based on internal and external forces forward.

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Chapter 1: Internal Forces and User Behavior

Paper I

STREAMING SERVICES:

A Fuzzy Set Qualitative Comparative Analysis to Untangle Service Switching

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ABSTRACT

Millions of subscribers switch back and forth between streaming services. When considering switching from one streaming service to another, subscribers usually compare them side-by-side and either completely switch to the alternative streaming service or partially switch by using both streaming services. To understand when subscribers engage in complete or partial switching and identify nuanced differences in these switching behaviors, we draw on expectation disconfirmation theory, conducting a mixed methods approach based on interviews (N=44) and a fuzzy set qualitative comparative analysis (N=224). We contribute to switching research by illuminating the different configurations that lead to complete and partial switching, suggesting that relying on the same explanation for these different switching behaviors falls short. While we reveal a unifinal explanation for complete switching, partial switching requires more complex, equifinal explanations. We advance research on streaming services by identifying affordability and perceived content exclusiveness as important constraints for switching behavior in this context.

Keywords: Expectation disconfirmation theory, fuzzy set qualitative comparative analysis (fsQCA), mixed methods study, parallel use, service switching, streaming service.

1 INTRODUCTION

Streaming services such as Netflix and Disney+ proliferate, reaching more than 80 percent of potential subscribers in the US (Leichtman, 2022). Many subscribers frequently switch back and forth between different streaming services (Faughnder, 2022). When switching, subscribers typically do not immediately replace their incumbent streaming service, e.g., Netflix, with an alternative one, e.g., Disney+[1]. Instead, they use streaming services in parallel to compare them side-by-side and decide which one they will use in the future (Abarinova, 2022). Based on comparing the two streaming services, they might either use Disney+ instead of Netflix (i.e., complete switching), or complement it with Disney+ (i.e., partial switching). From a streaming service provider's perspective, these different switching behaviors have important implications for their retention measures. In the case of partial switching, both streaming services retain the subscriber, while complete switching implies subscriber loss for the streaming service left behind. Since streaming service providers' revenues are directly dependent on the number of subscribers (Westcott et al., 2022), understanding when subscribers engage in which switching behavior is key to maintaining subscription numbers.

Information systems (IS) switching research recognizes differences in switching behaviors. A switch implies that users compare services and change their behavior in one of two directions: complete switching, meaning that users entirely discontinue using an incumbent service and replace it with an alternative one, or partial switching, meaning that users concurrently use an alternative service along the incumbent service without entirely discontinuing it (Gong et al., 2022). Research acknowledges the existence of complete and partial switching as different switching behaviors (Bhattacherjee et al., 2012) but typically summarizes complete and partial switching to general switching behavior, such that it offers one general explanation without considering potential nuances in these switching behaviors (see Table 1). At its core, prior IS switching research suggests that switching behavior, in general, can be explained by users' evaluation of which service is superior and their satisfaction with the incumbent and the alternative service (Lin et al., 2022).

While such insights are helpful to understand why users switch in general, we see opportunities to contribute to IS switching research by explaining complete and partial switching as two separate switching behaviors. First, research does not explain how subscribers' evaluation of streaming services based on different factors lets subscribers either completely or partially switch. We think that this is important for IS switching research as it offers insights to what extent prior explanations for switching behavior are generalizable across complete and partial switching or if their explanatory power is limited to either one of these switching behaviors.

Second, when comparing streaming services, subscribers may differ in their evaluation of which streaming service is superior in which terms and still exhibit the same switching behavior. Prior IS switching research focused on crafting unifinal explanations for switching behavior, essentially suggesting that all users follow the same rationale when considering switching. As such, prior work reached indifferent conclusions on which factors are relevant for users' evaluation of services, e.g., on whether constraints such as switching costs make users less likely to switch (Chang et al., 2014; Xu et al., 2014) or not (Fan & Suh, 2014; Hsu, 2014). We aim to resolve such seemingly inconsistent findings and develop knowledge for IS switching research by considering the possibility that subscribers may differ in their evaluation

[1] We use the term "alternative streaming service" to describe the streaming service subscribers consider switching to, irrespective of whether subscribers have or have not used that streaming service in the past. We use the term "incumbent streaming service" to describe the streaming service subscribers already used before considering switching.

of which factors are relevant when considering complete and partial switching, such that they may follow equifinal rationales toward the same switching behavior.

Third, considering the unique characteristics of streaming services, we study the role of constraints that may restrict switching behavior in this specific context. Among the characteristics of streaming services are that they provide exclusive content to set themselves apart from other streaming services (Riekkinen, 2018), which indicates that there may be constraints that restrict subscribers' switching behaviors. Identifying if and how such constraints restrict subscribers' switching behaviors affords the opportunity to understand the limits of generalizability of switching behavior explanations and offer more nuanced, context-specific explanations of complete and partial switching to the emerging stream of streaming service literature.

We take these opportunities to carve out when subscribers engage in either complete or partial switching by considering that subscribers may follow different, equifinal rationales toward the switching behaviors and that context-specific constraints may restrict their switching behavior. We ask the following research question:

Why and how do subscribers completely or partially switch streaming services?

Following an abductive theory-building approach (Van Maanen et al., 2007), we draw on expectation disconfirmation theory (EDT) (Bhattacherjee & Premkumar, 2004; Oliver, 1980) to understand how expectations, positively disconfirmed expectations[2], and satisfaction with the streaming services explain complete and partial switching, and how constraints may restrict these switching behaviors. Since EDT fundamentally focuses on users' subjective perceptions in the form of their expectations and disconfirmed expectations (Bhattacherjee & Premkumar, 2004), we adopt a proxy view on the information technology artifact by focusing on subscribers' perceptions of streaming services (Akhlaghpour et al., 2013; Orlikowski & Iacono, 2001). The proxy view allows us to capture the perceived differences between the streaming services rather than focusing on objective technological characteristics. We conducted a mixed methods approach with two studies (Venkatesh et al., 2016). Study 1 follows a qualitative research design based on 44 semi-structured interviews, identifying four expectations and two constraints relevant to streaming services. Since subscribers might differ in their disconfirmation of the identified expectations yet show the same switching behavior, we consider that combinations of the four disconfirmed expectations together with subscribers' satisfaction with the streaming services explain streaming service switching in the form of configurations. To reflect this in our research design, Study 2 builds on Study 1 using a fuzzy set qualitative comparative analysis (fsQCA) (N=224), uncovering one configuration that explains complete switching and three configurations that explain partial switching. Integrating the identified constraints into the fsQCA, we reveal that affordability and perceived content exclusiveness restrict the switching behaviors. Based on a dialogue between our findings, EDT, and prior IS switching and streaming literature, we craft propositions for the theoretical mechanisms that guide partial and complete switching.

We advance IS switching research by shedding light on the different causes of complete and partial switching, highlighting that the switching behaviors need to be considered separately and explanations cannot be generalized across them. We extend switching literature by revealing a unifinal explanation for complete switching and showing that partial switching requires more complex, equifinal explanations. We advance streaming service literature by revealing affordability and perceived content exclusiveness as constraints that restrict complete

[2] Following prior work (Bhattacherjee & Lin, 2015), we subsequently use the term disconfirmed expectations to refer to the positive disconfirmation of previous expectations.

and partial switching, suggesting that the explanatory power of EDT is limited when such constraints are not addressed.

2 RELATED RESEARCH ON STREAMING SERVICES

Streaming services offer subscribers a flexible way of watching media content suggested by a content database based on viewing algorithms (Lobato, 2018). While there are different types of streaming services, subscription streaming services that offer on-demand access to media content with periodic payment plans have the highest market value (Moulding, 2021).

There is a growing body of research on subscription streaming services (Pereira & Tam, 2021). Among others, research shows that satisfaction with a service primarily depends on content quality (Riekkinen, 2018). Satisfied subscribers are more likely to continue using a streaming service and less likely to engage in content piracy (Riekkinen, 2018). Related work finds that the availability of streaming services and whether the content fits subscribers' preferences influence the likelihood of piracy (Godinho de Matos et al., 2018). Studies show that price, quality, and availability of feature films influence perceived utility of a streaming service and willingness to pay (Mann et al., 2008). Indications suggest that providing subscribers with content samples allows them to make better-informed decisions about whether they should consume it (Hoang & Kauffman, 2018). Subscribers use streaming services across different streaming devices, such as their laptops, tablets, or mobile phones (Hoang & Kauffman, 2018), suggesting that a streaming service's compatibility with their streaming devices plays an important role for their streaming service use behavior. The possibility of consuming media content with streaming services at any time increases the likelihood of binge-watching, which refers to intensive consumption of media content over a short period (Schweidel & Moe, 2016). Research finds that binge-watching decreases the intention to continue subscribing to a specific streaming service, as subscribers deplete available content faster (Godinho de Matos & Ferreira, 2020). Subscribers who are satisfied and perceive a streaming service as useful are more likely to continue using it (Pereira & Tam, 2021). Further evidence suggests that subscribers' behavior may be constrained by the money subscribers are willing to spend, as subscribers who engage in content piracy exhibit a particularly low willingness to pay (Godinho de Matos et al., 2018). Relatedly, there are indications that exclusive content is another important constraint for subscribers' behavior (Riekkinen, 2018), as it helps streaming services set themselves apart from alternative streaming services.

While prior findings offer important insights into different factors that may guide and constraint subscribers' behavior, they offer no insights into why and how subscribers switch streaming services. To complement prior streaming research by crafting explanations for subscribers' streaming switching behavior, we next turn to IS switching research.

3 THEORETICAL BACKGROUND

In this section, we present the status quo of IS switching research and outline expectation disconfirmation theory (EDT) as the theoretical lens of this study.

3.1 IS Switching Research

IS switching research explains switching behaviors in various contexts, including e-commerce (Li & Ku, 2018), messaging services (Lin et al., 2022), mobile payment applications (Gong et al., 2022), and social networking sites (Chang et al., 2014). Across studied contexts, explanations for switching behavior base on users' evaluation about an alternative service's superiority compared to the incumbent service and their satisfaction with the incumbent and the alternative service (Lin et al., 2022) (see Table 1).

Context	Major findings	Outcome	Switching focus	Methodological approach	Reference
Blockchain	Perceived benefits of blockchain and blockchain awareness increase switching intention to blockchain.	Switching intention	Complete switching	Linear (isolated factors)	Raddatz et al., 2023
Cloud computing services	Relative usefulness, expected omnipresence of cloud computing, dissatisfaction, subjective norm, and self-efficacy increase switching intention while switching costs and security concerns decrease it. Switching intention increases switching behavior.	Switching intention, switching behavior	Complete switching	Linear (isolated factors)	Bhattacherjee & Park, 2014
Collaboration services	Inertia decreases intention to use an alternative service, while perceived ease of use, relative advantage, and subjective norm increase it.	Use intention of an alternative service	Complete switching/ partial switching	Linear (isolated factors)	Polites & Karahanna, 2012
E-commerce	Perceived breach and feelings of violation after a data breach increase the likelihood of switching.	Switching likelihood	Complete switching	Linear (isolated factors)	Choi et al., 2016
	Low efficiency, conformity, personal experience, social presence, social support, social benefit, and self-presentation increase switching intention, which in turn increases switching behavior.	Switching intention, switching behavior	Complete switching/ partial switching	Linear (isolated factors)	Li & Ku, 2018
E-learning services	Perceived ease of use and perceived usefulness explain attitude towards using a service moderated by whether users evaluate a service separately or jointly with another service.	Attitude	Complete switching/ partial switching	Linear (isolated factors)	Ho et al., 2020
Email services	Alternative attractiveness increases switching intention to another email service, while satisfaction and switching costs decrease it.	Switching intention	Complete switching/ partial switching	Linear (isolated factors)	Kim et al., 2006
Messaging services	When comparing competing services, satisfaction with service A increases continuance intention with service A, and satisfaction with service B increases continuance intention with service B. Continuance intention with service A leads to a preferred choice towards service A, while continuance intention with service B leads to a preferred choice towards service B.	Continuance intention, preferred choice	Complete switching/ partial switching	Linear (isolated factors)	Lin et al., 2022
Mobile payment applications	Affective commitment and calculative commitment decrease switching behavior.	Switching behavior	Complete switching/ partial switching	Linear (isolated factors)	Gong et al., 2022
	Privacy concerns and monetary rewards of alternatives increase switching behavior, while inertia decreases it.	Switching behavior	Complete switching/ partial switching	Linear (isolated factors)	Wang et al., 2019

Mobile service provideres	Service use and duration of user-provider relationship, and service bundling decrease switching behavior. Older and female users are less likely to switch.	Switching behavior	Complete switching	Linear (isolated factors)	Ranganathan et al., 2006
Smartphones	Switching benefits, perceived switching value, and satisfaction increase switching intention while switching costs decrease it.	Switching intention	Complete switching	Linear (isolated factors)	Hsu, 2014
	Value of and commitment to the status quo increase continuance intention.	Continuance intention	Complete switching	Linear (isolated factors)	Goyal et al., 2022
Social networking sites	Social networking site exhaustion increases discontinuous use intention while switching exhaustion decreases discontinuous use intention.	Discontinuous use intention	Complete switching	Linear (isolated factors)	Maier et al., 2015
	Switching costs decrease switching intention, while regret, dissatisfaction, and alternative attractiveness increase switching intention.	Switching intention	Complete switching/ partial switching	Linear (isolated factors)	Chang et al., 2014
	Dissatisfaction with the incumbent social networking site, attraction from the alternative SNS, and peer influence increase switching intention while switching costs decrease it.	Switching intention	Complete switching/ partial switching	Linear (isolated factors)	Xu et al., 2014
Software and hardware	Disconfirmation decreases regret and increases satisfaction. Regret decreases satisfaction and continuance intention and increases switching intention. Satisfaction decreases switching intention and increases continuance intention.	Switching intention, continuance intention	Complete switching	Linear (isolated factors)	Zou et al., 2022
Web blogs	Satisfaction and sunk costs decrease satisfaction, and alternative attractiveness increases it.	Switching intention	Complete switching	Linear (isolated factors)	Zhang et al., 2009
Web browsers	Relative advantage increases switching intention, while satisfaction decreases it. Switching intention increases switching behavior, while habit decreases it.	Switching intention, switching behavior	Complete switching/ partial switching	Linear (isolated factors)	Bhattacherjee et al., 2012
Note: We followed a descriptive literature review approach (Paré et al., 2015) to summarize prior literature on switching behaviors. Using the Web of Science Database with the keywords “switching”, “switch”, “migrating”, “migration”, we reviewed literature from eleven top IS journals as reflected in the AIS senior scholars’ list of premier journals to assess the current state of knowledge on this topic. We included articles that focus on switching behaviors from an individual perspective and identified the studied outcome, switching focus (i.e., complete switching, partial switching), and the underlying perspective of the methodological approach.					

Table 1: Switching studies published in top IS journals

Irrespective of the evaluation and satisfaction, evidence suggests that there are constraints that restrict users’ switching behaviors. For instance, the literature identifies habit (Bhattacherjee et al., 2012), inertia (Polites & Karahanna, 2012), security concerns (Bhattacherjee & Park, 2014), switching costs (Hsu, 2014), and switching exhaustion (Maier et al., 2015) as factors that hinder users from switching to an alternative service (see Table 1). Since streaming services offer flexible monthly subscription plans (Godinho de Matos &

Ferreira, 2020) that make switching from one streaming service to another comparably easy compared to other services, we suggest that the consideration of constraints relevant to streaming services helps to craft contextualized explanations for streaming service switching behaviors.

Prior work recognizes two different switching behaviors: a user entirely discontinuing the incumbent service and replacing it with an alternative service, called *complete switching* (Zou et al., 2022), and a user concurrently using an alternative service along the incumbent service without entirely discontinuing it, called *partial switching* (Gong et al., 2022). Despite acknowledging such nuances of switching behavior, studies either exclusively focus on complete switching (Raddatz et al., 2023; Zou et al., 2022) or consider complete and partial switching jointly in terms of general switching behavior (Gong et al., 2022) (see Table 1). As such, extant IS switching research draws the implicit assumption that explanations for switching behavior are generalizable across complete and partial switching, not considering that the causes that let users either completely or partially switch may differ.

Yet, indications suggest that complete and partial switching may in fact require different explanations. Users typically evaluate and compare services based on different, context-specific aspects (see Table 1). The evaluation of which service is overall superior may be intuitive for users when they evaluate the alternative service as better in every aspect than the incumbent service, such that they completely switch to the alternative service. Yet, it may be more complex when the incumbent service is better in some terms, and the alternative service is better in others. For instance, subscribers may find that the alternative streaming service offers better content while the incumbent streaming service is cheaper. Subscribers who are unsure which streaming service is overall superior may reason to partially switch to the alternative streaming service, such that they leverage the advantages of both. These illustrations highlight that there may be fundamental differences in how users' evaluation of streaming services based on different factors lets subscribers either completely or partially switch, suggesting a need to consider the possibility that the switching behaviors require separate, nuanced explanations.

Extant IS switching research leveraged unifinal explanations for switching behavior, suggesting that all users follow the same rationale toward their switching behavior. By following – from a methodological perspective – linear approaches to craft such unifinal explanations (see Table 1), IS switching research reached different conclusions on which factors are relevant for users' switching behaviors, e.g., on whether constraints such as switching costs hinder switching (Bhattacherjee & Park, 2014) or not (Fan & Suh, 2014; Hsu, 2014). Such seemingly inconsistent findings may stem from subscribers evaluating what factors are relevant for their switching behavior differently, yet they still may exhibit the same switching behavior. Recall the previous illustration of subscribers partially switching to an alternative streaming service due to it offering better content, which explains why some subscribers partially switch. Other subscribers may find that the alternative streaming service is cheaper and provides better usability, while the incumbent streaming service offers better content. Despite following a different rationale, these subscribers may also reason to partially switch to the alternative streaming service to complement it to their incumbent one. We suggest taking a configurational perspective that allows for considering such equifinal explanations toward the switching behaviors provides opportunities to reconcile seemingly inconsistent findings.

3.2 Expectation Disconfirmation Theory

To explain complete and partial switching, we turn to expectation disconfirmation theory (EDT) (Bhattacherjee, 2001; Oliver, 1980). IS research draws on EDT to explain post-adoption behavior such as continuous (Brown et al., 2014) and discontinuous use (Zamani & Pouloudi,

2021) in various contexts, e.g., online forums (Fadel et al., 2022), office software (Tams et al., 2018), and cloud-based technologies (Lankton et al., 2016).

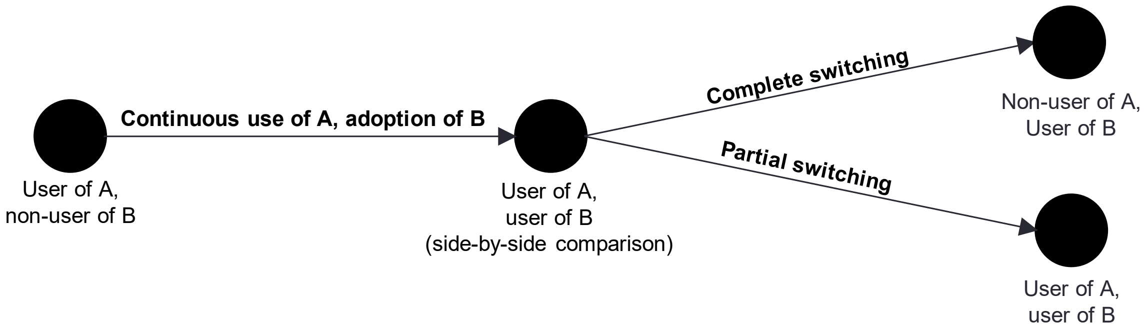
EDT postulates that when users are exposed to information about an alternative service, they form expectations about it (Susarla et al., 2003). Expectations serve as reference points for the subsequent evaluation of an alternative service (Oliver, 1980). Only after adopting the alternative service can users determine the discrepancy between their expectations and actual experiences with a service, making its adoption a necessity for studying users' post-adoption behavior (Bhattacherjee & Premkumar, 2004). Suppose users experience a service as better than expected. In that case, i.e., their expectations are disconfirmed, they develop satisfaction and continuously use it. In contrast, if users experience a service not as better than expected, i.e., their expectations are not disconfirmed, they develop dissatisfaction and are less likely to continuously use it (Bhattacherjee & Lin, 2015). This suggests that users' expectations, disconfirmed expectations, and satisfaction with a service guide their post-adoption behavior (Bhattacherjee & Premkumar, 2004). With this, EDT inherently focuses on users' subjective perceptions rather than the objective technological characteristics of a service. This focus aligns with a proxy view of the information technology artifact (Akhlaghpour et al., 2013; Orlikowski & Iacono, 2001), which is helpful for explaining post-adoption behavior, as it focuses on users' view of a service.

Users develop various expectations toward an alternative service and determine the discrepancy between each expectation with the actual experiences individually (Venkatesh et al., 2011). Disconfirmed expectations generally lead to use behavior, while not disconfirmed expectations do not (Lankton & McKnight, 2012), which aligns well with prior IS switching research focusing on crafting unifinal explanations for switching behavior. Yet, users differ in their rationales for use behavior (Y. Liu et al., 2017). While some subscribers may disconfirm all various expectations, i.e., conclude that an alternative service is superior in every regard, others likely disconfirm only some of their expectations while not disconfirming others. This suggests that combinations of disconfirmed expectations, i.e., configurations, guide behavior and affords the possibility to consider that multiple, equifinal configurations representing different rationales explain switching behaviors.

Most EDT studies rely on linear methodological approaches (see Table 6 in Appendix A), assuming that disconfirmed expectations linearly and independently influence satisfaction and use behavior (Bhattacherjee & Lin, 2015). Initial EDT literature goes beyond linear relationships, revealing a nonlinear relationship between disconfirmed expectations, satisfaction, and use behavior (Brown et al., 2012; Lankton et al., 2016), essentially focusing on general explanations for use behavior based on the positive influence of isolated disconfirmed expectations (Venkatesh et al., 2011). While IS research drawing on EDT identifies linear and non-linear relationships among disconfirmed expectations, satisfaction, and use behavior (see Table 6 in Appendix A), studies have in common that they focus on unifinal explanations, i.e., crafting one explanation for use behavior that accounts for all users. As such, prior work does not consider that users can have different rationales for the same use behavior (Y. Liu et al., 2017). We take a configurational perspective that allows us to respect the possibility of equifinal explanations for use behavior by considering that different configurations of disconfirmed expectations may guide behavior.

4 UNTANGLING STREAMING SERVICE SWITCHING: COMPLETE AND PARTIAL SWITCHING

EDT helps explain – e.g., in the streaming service context – switching behavior (Fan & Suh, 2014; Lin et al., 2022). Subscribers initially expect an alternative streaming service to be superior to the incumbent streaming service. To compare it with the incumbent streaming service, they adopt it, which is – similar to other post-adoption behaviors (Bhattacherjee & Lin, 2015) – essential for explaining subsequent switching behaviors. Based on the side-by-side comparison, subscribers either completely or partially switch to the alternative streaming service (see Figure 1). Given that streaming services typically offer monthly subscription plans (Godinho de Matos & Ferreira, 2020), we consider complete switching as the behavior to discontinue the incumbent streaming service at the end of the current monthly subscription period while continuing to use the alternative streaming service longer than the current monthly subscription period. Likewise, we consider partial switching as the behavior to continue using both streaming services longer than the respective current monthly subscription period.



Note: "A" represents the incumbent streaming service, "B" represents the alternative streaming service.
Solid lines represent the focus of this study.

Figure 1: Streaming service switching

Complete and partial switching differ from non-switching-related behaviors (Bhattacherjee & Lin, 2015) as they consider that subscribers develop and disconfirm their expectations based on comparing two services. Thus, we require a theoretical perspective that affords considering the comparison of two services to explain streaming service switching. Leveraging EDT (Bhattacherjee & Premkumar, 2004), we suggest that subscribers develop expectations about an alternative streaming service's superiority compared to the incumbent one based on second-hand information. For instance, a streaming service provider may claim that the alternative streaming service offers better content than the incumbent streaming service subscribers currently use.

After adopting the alternative streaming service and gaining first-hand information about it, subscribers use their prior expectations as the basis to compare the incumbent and alternative streaming service side-by-side. The discrepancy between expectations and actual experiences is captured by disconfirmed expectations (Bhattacherjee & Lin, 2015), reflecting whether the experiences based on the side-by-side comparison surpass the expectations. For instance, subscribers might find that the alternative streaming service offers even better content compared to the incumbent streaming service than they initially expected.

The disconfirmed expectations guide subscribers' satisfaction (Bhattacherjee & Lin, 2015). Disconfirmed expectations lead subscribers to develop satisfaction with the alternative streaming service and impact their satisfaction with the incumbent streaming service, as they suggest that the incumbent streaming service is inferior to the alternative streaming service. In contrast, not disconfirmed expectations lead them to develop satisfaction with the incumbent streaming service, as the side-by-side comparison uncovers that the incumbent streaming service is not much or not at all inferior to the alternative streaming service. It also impacts subscribers' satisfaction with the alternative streaming service, as the alternative streaming service did not surpass their expectations (Bhattacherjee & Lin, 2015).

There is strong support in the literature that satisfaction, reflecting subscribers' overall evaluation of a service, influences use continuance (Lin et al., 2022; Zou et al., 2022) and discontinuance (Zamani & Pouloudi, 2021). While dissatisfaction lets subscribers get rid of a service (Xu et al., 2014), satisfaction lets them continue using it (Lin et al., 2022). We consequently suggest that no satisfaction with the incumbent streaming service and satisfaction with the alternative streaming service facilitates complete switching, and satisfaction with the incumbent and alternative streaming service facilitates partial switching.

Since subscribers have expectations about several aspects of an alternative service (Ho et al., 2020), e.g., that it offers better content or is cheaper, they experience various disconfirmed expectations. While some expectations might be disconfirmed, others might not be disconfirmed. We consequently consider that different configurations of disconfirmed expectations guide their satisfaction with the streaming services and resulting switching behaviors.

Following suggestions to consider constraints to describe the limits of the generalizability of a theory (Busse et al., 2017), we consider that there may be constraints that restrict switching behavior in the streaming service context. For instance, subscribers may disconfirm that an alternative streaming service is overall superior to their incumbent streaming service, letting them be satisfied with the alternative streaming service but not with the incumbent streaming service. Yet, their favorite TV show may only be available on the incumbent streaming service, such that they nevertheless do not completely switch to the alternative streaming service and stick with only subscribing to the incumbent streaming service. This illustration highlights the need to consider the possibility that there are constraints that may restrict the generalizability of EDT in the context of streaming services.

In sum, we suggest that prior expectations serve as the basis for the side-by-side comparison, i.e., determine the aspects on which the streaming services are compared, and configurations of disconfirmed expectations and satisfaction with the streaming services explain complete and partial switching restricted by constraints (see Figure 2).

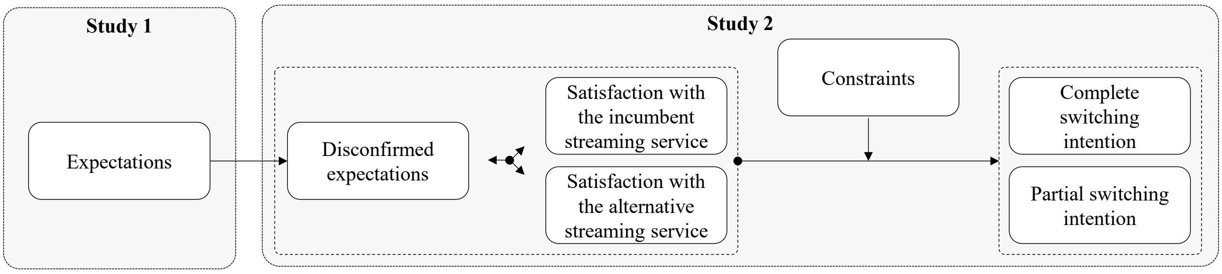


Figure 2: Model of streaming service switching

5 MIXED METHODS APPROACH

To study complete and partial switching, we undertook two sequential studies (Ractham et al., 2022), adopting an expansion-focused mixed methods approach (Venkatesh et al., 2016) (see Figure 2).

In Study 1, we took a qualitative approach to identify the expectations and constraints relevant to streaming service switching. Given that retrospective expectations are suited as estimators for actual expectations prior to a behavior (Oliver & Burke, 1999) and are commonly used in IS research drawing on EDT (F. Liu et al., 2020), we took a retrospective point of view, studying subscribers who compare the two streaming services side-by-side. Following the principles of guided retrospective introspection (Schwarz et al., 2014), we examined subscribers' expectations and constraints by inviting them to recount their beliefs and describe switching from one streaming service to another.

In Study 2, we expanded the results of Study 1 to evaluate our model of streaming service switching. While prior expectations serve as the basis for the side-by-side comparison in the overlap phase, i.e., determine the aspects on which the streaming services are compared, the effects of the expectations and actual experience are fully captured by disconfirmed expectations (Bhattacherjee & Lin, 2015). We thus focus Study 2 on investigating how disconfirmed expectations together with satisfaction with the streaming services influence complete and partial switching intention restricted by the constraints. To consider that configurations of disconfirmed expectations and satisfaction with the streaming services explain switching behaviors, we took a fsQCA. We triangulated the results of Study 1 and Study 2 to develop complementary insights into the switching behaviors and their causes.

5.1 Study 1: Expectations, Disconfirmed Expectations, Satisfaction, and Constraints Influence Streaming Service Switching

This section outlines the data collection, data analysis, and results of Study 1.

5.1.1 Data Collection

To identify subscribers' expectations and the constraints that restricted their switching behavior, we adopted the sampling strategy of interviewing subscribers who currently compare streaming services side-by-side, meaning that they used an incumbent streaming service and recently adopted an alternative streaming service. This established a clear shared understanding of the study context and enabled us to collect rigorous impressions and beliefs (Schwarz et al., 2014), providing us retrospective insights into the expectations prior to the adoption and current insights into the side-by-side comparison and constraints. We contacted potentially suitable interviewees on social media groups focused on streaming services such as Netflix, Disney+, and Amazon Prime Video. We interviewed 44 subscribers, a sufficient sample size for qualitative studies (Collins et al., 2006). We stopped the interviews when no new information emerged, indicating we had reached sufficient saturation. We created our interview guideline based on recommendations from previous research (Myers & Newman, 2007) and conducted semi-structured qualitative interviews (Schultze & Avital, 2011). We recorded all interviews with the permission of the interviewees and transcribed them for qualitative analysis. Each interview lasted between 5 and 20 minutes. We report the sample characteristics in Table 2.

Age (in percent, mean: 28.77; SD: 10.13)		**Sex** (in percent)		**Incumbent streaming service** (in percent)		**Alternative streaming service** (in percent)	
<20	20.45	Female	56.82	Netflix	43.18	Netflix	27.27
20-29	47.73	Male	43.18	Amazon Prime Video	25.00	Amazon Prime Video	15.91
30-39	15.91			Disney+	15.91	Disney+	29.55
40-49	6.82			Other	15.91	Other	27.27
>49	9.09						

Table 2: Demographics of the 44 interviewees

5.1.2 Data Analysis

In line with previous research (Maier et al., 2022), we followed the established coding scheme for descriptive and interpretive coding (Myers, 2019). We began by identifying statements describing subscribers' expectations for considering switching to an alternative streaming service and the constraints that restricted them from actually switching. We next used descriptive coding. For instance, we coded the following statement with the descriptive code *more appealing content:* "For me, one of the main problems was that the content offered by {INCUMBENT} has become increasingly smaller. {ALTERNATIVE}, on the other hand, started to offer more and more content that interested me". We then used interpretive coding to group similar descriptive codes (Myers, 2019). For example, we coded *more appealing content* from the example together with the similar descriptive code *less new content* with the interpretive code *expected improved content quality*. We then mapped the interpretive codes to our model of streaming service switching. We assigned interpretive codes describing the expected superiority of the alternative streaming service compared to the incumbent streaming service to expectations, e.g., *expected improved content quality*. We provide a coding example and the validation in Appendix C (see Table 7 and Table 8).

5.1.3 Results

We synthesize the interview findings and describe the identified expectations (see Table 3).

Influencing factor	Definition	Exemplary quotation
Expected improved compatibility	The degree to which subscribers expected the alternative streaming service to work better with the preferred devices used for watching content (e.g., browser, smart TV) than the incumbent streaming service.	"What bothered me about {INCUMBENT} was that you couldn't use it in any browser. That just seemed to be better with {ALTERNATIVE}".
Expected improved content quality	The degree to which subscribers expected the alternative streaming service to provide more appealing media (e.g., movies, TV shows) than the incumbent streaming service.	"For me, one of the main problems was that the content offered by {INCUMBENT} has become increasingly smaller. {ALTERNATIVE}, on the other hand, started to offer more and more content that interested me".
Expected improved usability	The degree to which subscribers expected the alternative streaming service to be less complicated to use than the incumbent streaming service.	"The interface of {INCUMBENT} was totally confusing, not user friendly at all. {ALTERNATIVE} seemed to be way easier to use".
Expected reduced costs	The degree to which subscribers expected the fees of the alternative streaming service to be lower than those of the incumbent streaming service.	"At {INCUMBENT}, you still had to pay for some episodes. I thought {ALTERNATIVE} is cheaper because everything is included".
Affordability	The degree to which subscribers believe that they have the financial resources to subscribe to the incumbent streaming service and the alternative streaming service.	"In the end, it also comes down to a question of cost—what you can and want to spend each month. That's the question you need to ask yourself if you want to switch".
Perceived content exclusiveness	The degree to which subscribers believe that the incumbent streaming service provides unique content.	"Because some shows run exclusively on [INCUMBENT]. There's just the question of how else to get it without buying it on DVD".
Note: {INCUMBENT} refers to the incumbent streaming service, and {ALTERNATIVE} refers to the alternative streaming service.		

Table 3: Findings of Study 1

We identified the four expectations *expected improved compatibility*, *expected improved content quality*, *expected improved usability*, and *expected reduced costs* that influence subscribers to consider switching to an alternative streaming service. We also identified the two constraints *affordability* and *perceived content exclusiveness* that restrict subscribers' switching behavior. We explain the identified expectations and constraints in Table 3.

Our findings reveal that subscribers develop four expectations as the basis for the side-by-side comparison between the incumbent and alternative streaming service. In line with EDT

(Bhattacherjee & Premkumar, 2004), we suggest that after adopting an alternative streaming service, subscribers disconfirm these expectations based on the side-by-side comparison of the streaming services. Based on the disconfirmed expectations, they develop satisfaction with the incumbent and alternative streaming service, which guides their subscribers' complete and partial switching intention, restricted by the identified constraints (see Figure 3).

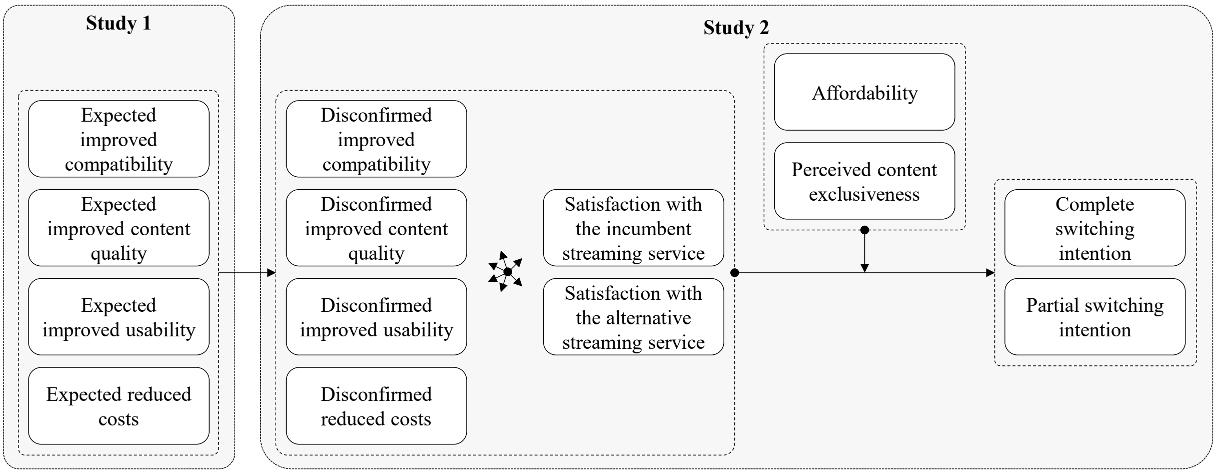


Figure 3: Refined model of streaming service switching

5.2 Study 2: Configurations Influence Complete and Partial Switching

In Study 2, we expand Study 1 by analyzing how configurations of disconfirmed expectations, satisfaction with the incumbent streaming service, and satisfaction with the alternative streaming service lead to compete and partial switching intention restricted by the constraints. Disconfirmed expectations capture the effects of the prior expectations and actual experiences (Bhattacherjee & Lin, 2015), so we refrain from including the expectations in Study 2.

5.2.1 Data Collection

We conducted an online survey and advertised for participants on Amazon Mechanical Turk (MTurk) to collect data from subscribers who currently compare streaming services side-by-side, i.e., who started an additional subscription within the last five weeks. In this way, we consider a subscription period of approximately one month, as many streaming services offer free trial subscriptions of up to one month (Sheppard, 2024). Using MTurk for data collection is well-established in IS research (Chan et al., 2019). To ensure data quality, we followed the guidelines for data collection with MTurk in IS research (Lowry et al., 2016). We used MTurk's built-in feature to filter for participants who reside in the United States. We also filtered out MTurk workers who frequently finish tasks unusually fast based on their approval rate for previous tasks and the overall number of approved tasks.

To ensure the accuracy of responses, we included attention-check questions, such as "Please choose 'Somewhat agree'". We implemented screening questions to ensure that only participants who met this criterion participated in our study (see Table 9 in Appendix C). These include "I do not have a subscription to a video-on-demand (VoD) service." and "How many VoD services do you currently subscribe to?". Only participants who answered "no" to the first question and typed in a number higher than one to the second question were allowed to proceed with the survey. We included another screening question, "Examples of VoD services are Spotify and Apple Music", that had to be answered with "No". Since MTurk workers who purposefully select misleading responses to pass the screening questions are more reluctant to admit their lack of knowledge (Sharpe Wessling et al., 2017), they are more likely to indicate

"Yes" and are, thus, not included in our final sample. We also tested for inconsistency among MTurk workers' answers by asking a question in two different ways (Sharpe Wessling et al., 2017). We asked, "How many weeks has it been since you subscribed to {ALTERNATIVE}?" and "When did you subscribe to {ALTERNATIVE}?", filtering out participants who inserted a number higher than five to the first question or indicated a date that is not within the previous five weeks for the second question. We also asked the participants to identify the incumbent and the alternative streaming service and filtered out participants who responded to both questions with the same streaming service. We compensated survey participants above the US minimum wage.

In total, 239 participants passed our screening questions and attention checks. We deleted 15 participants because they skipped three or more questions, so our final sample consisted of 224 participants. This exceeds the sample size requirements for QCA (see Appendix C). We summarize the demographics of the survey participants in Table 4.

Age (in percent, mean: 32.94; SD: 10.87)		**Sex** (in percent)		**Incumbent streaming service** (in percent)		**Alternative streaming service** (in percent)	
<20	1.79	Female	47.77	Netflix	41.07	Netflix	37.05
20-29	47.32	Male	51.34	Amazon Prime Video	22.77	Amazon Prime Video	19.64
30-39	27.23	Other	0.89	Disney+	32.14	Disney+	31.25
40-49	13.84			Other	4.02	Other	12.06
>49	9.82						

Table 4: Demographics of the 224 survey participants

5.2.2 Measures

We outline our measures in Appendix C (see Table 10). All items were measured on a seven-point Likert scale from one ("Strongly disagree") to seven ("Strongly agree"). For disconfirmed expectations, we aligned the measures with previous literature (Bhattacherjee & Lin, 2015) but adjusted them to include the comparison between the incumbent and alternative streaming service. For instance, for *disconfirmed improved content quality*, we drew on the construct of end-user satisfaction with content (Tarafdar et al., 2010), which includes items such as "The information content meets my needs". We then aligned it with previous disconfirmed expectation constructs (Bhattacherjee & Lin, 2015) and added the comparison between the incumbent and alternative streaming service, resulting in the item "Compared to my initial expectations, the content of {ALTERNATIVE} meets my needs much more compared to {INCUMBENT} than I initially expected". Similarly, we adapted *disconfirmed improved compatibility* based on compatibility (Venkatesh et al., 2003), *disconfirmed improved usability* based on perceived difficulty of use (Maier et al., 2022), and *disconfirmed reduced costs* based on costs (Brown & Venkatesh, 2005). We measured *affordability* with three items based on established measures (Notani, 1997) that we adapted to the streaming service context. We adapted four items for *perceived content exclusiveness* based on the uniqueness of goods (Christodoulides et al., 2009) by explicitly referring to the content of the incumbent streaming service. We measured *satisfaction with the incumbent streaming service* and *satisfaction with the alternative streaming service* with established measures from previous work (Bhattacherjee & Lin, 2015).

We grounded the measures for *complete switching intention* and *partial switching intention* in established measures from IS switching research (Chang et al., 2014) by indicating how subscribers behave regarding the incumbent and alternative streaming service. For instance, we adapted the item "I am considering switching from my current SNS service" to "I am considering to stop using {INCUMBENT} and continue using {ALTERNATIVE} instead" for complete switching intention and "I am considering to continue using {INCUMBENT} and {ALTERNATIVE} in parallel" for partial switching intention.

5.2.3 Measurement Model

We tested the measures for indicator reliability, construct reliability, and discriminant validity (Mattke et al., 2021). We dropped one item of *disconfirmed improved usability* due to low loading (see Appendix C Table 10). The loadings of the remaining items exceeded the threshold of 0.70, so we conclude *indicator reliability* (Carmines & Zeller, 2008). Further, we confirm *construct reliability* as the average variance extracted (AVE) of all measures exceeds 0.50, and the composite reliability (CR) is higher than 0.70 (see Appendix C Table 11) (Fornell & Larcker, 1981). We determined the *discriminant validity* by evaluating the square root of the AVE, which fulfilled the condition of being greater than the corresponding construct correlations (Fornell & Larcker, 1981). We conclude that our measurement model is valid.

5.2.4 Data Analysis Using fsQCA

To evaluate the proposed model of streaming service switching, we used an fsQCA with a moderation analysis (Ma et al., 2023). This approach allows us to identify how configurations of disconfirmed expectations and satisfaction with the streaming services explain complete and partial switching intention, and how the constraints influence this relationship. The configurational approach is helpful to investigate equifinal rationales for behavior, i.e., if multiple configurations of conditions lead to the same outcome (Lee et al., 2019; Misangyi et al., 2017). This way, it allows us to analyze equifinal explanations that lead to an outcome (Dawson et al., 2016). As conditions, we investigated disconfirmed improved compatibility, disconfirmed improved content quality, disconfirmed improved usability, disconfirmed reduced costs, satisfaction with the incumbent streaming service, and satisfaction with the alternative streaming service. As constraints, we investigated affordability and perceived content exclusiveness. As outcomes, we investigated complete or partial switching intention.

Following guidelines for moderation analysis with a configurational perspective (Ma et al., 2023), we performed five steps for the analysis (see Table 5). We describe the calibration, analysis for necessity, analysis for sufficient configurations with configurational moderation analysis, robustness tests, and validation in more detail in Appendix C.

Step	Application in this study
1. 1. Necessary condition analysis	We tested the conditions for necessity for complete and partial switching intention.
2. 2. Sufficient configuration analysis without the potential moderators	We identified the sufficient configurations for complete and partial switching intention without considering the constraints.
3. 3. Sufficient configuration analysis including the potential moderators	We identified the sufficient configurations including the constraints for complete and partial switching intention.
4. 4. Comparison of the resulting sufficient configurations with and without inclusion of the constraints	We compared the results of step 2 and 3 and checked whether the constraints fulfill the requirements for configurational moderation: a) The present or absent conditions of the sufficient configurations should not change from step 2 to 3. b) At least one configuration with a constraint should show changes of core and peripheral conditions. c) Each constraint should be a core condition in at least one of the configurations.
5. 5. Interpretation of the moderating influences	We interpret the findings to conclude whether the constraints are configurational moderators, scope conditions, or not relevant for complete and partial switching intention.

Table 5: Configurational moderation analysis (Ma et al., 2023)

5.2.5 Results

This section presents the results of the fsQCA for complete and partial switching intention. For complete switching intention, we identified no necessary condition and one sufficient configuration without including the constraints. Including the constraints, we revealed a sufficient configuration composed of the same conditions but including *no perceived content exclusiveness*. Since the core and peripheral conditions changed when including the constraints and *no perceived content exclusiveness* became a core condition, we conclude that it is a configurational moderator.

For partial switching intention, we identified *satisfaction with the incumbent streaming service* as a necessary condition for partial switching intention (consistency = 0.90, coverage = 0.88, relevance of necessity = 0.71). We identified three sufficient configurations without including the constraints. Including the constraints, we revealed a sufficient configuration composed of the same conditions but including *affordability* and *perceived content exclusiveness*. The core and peripheral conditions did not change, so the constraints do not alter the interaction among the conditions in the identified sufficient configurations, such that they are no configurational moderators. Yet, since they are present in each configuration, i.e., are needed to enable partial switching intention, we conclude that they are scope conditions for partial switching intention (Goertz & Mahoney, 2013; Meier et al., 2024a).

We graphically present the identified sufficient configurations for complete and partial switching without the constraints in Figure 4 and the sufficient configurations including the constraints in Figure 5. In these figures, each column represents a sufficient configuration for either complete or partial switching intention. Black circles (●) indicate present conditions, white-crossed out circles (⊗) indicate absent conditions, and blank spaces ( ) indicate 'Don't care situations', meaning that a specific condition in a configuration is not relevant for the outcome.

Large circles indicate core conditions, i.e., conditions with a strong causal relationship with an outcome, and small circles indicate peripheral conditions, i.e., conditions with a weak causal relationship with an outcome (Fiss, 2011). Notably, core conditions should only be interpreted as theoretically more important when a distinction between core and peripheral conditions is theorized 'a priori' (Dwivedi et al., 2018). We did not theorize about differing importance of, for instance, specific disconfirmed expectations 'a priori' based on literature and theory but solely distinguish between core and peripheral conditions for the sake of identifying moderators and scope conditions (Ma et al., 2023). Thus, we follow recent configurational IS research in reporting them for the sake of transparency but do not distinguish between core and peripheral conditions in the theoretical interpretations (Meier et al., 2024a). Following recommendations for configurational moderation analysis (Ma et al., 2023), we focus on interpreting the solutions including the constraints. We provide the truth table, results of the necessary condition analysis, and robustness tests in Appendix C.

	Complete switching intention	Partial switching intention		
	CS	PS1	PS2	PS3
Disconfirmed improved compatibility	●	●	●	⊗
Disconfirmed improved content quality	●	●	●	⊗
Disconfirmed improved usability	●	●		⊗
Disconfirmed reduced costs	●		●	
Satisfaction with the incumbent streaming service	⨂	⬤	⬤	⬤
Satisfaction with the alternative streaming service	●	●	●	●
Raw coverage	0.26	0.74	0.75	0.13
Unique coverage	0.26	0.02	0.03	0.04
Consistency	0.89	0.91	0.90	0.96
Solution coverage	0.26	0.81		
Solution consistency	0.89	0.90		

Note: Black circles (●) indicate present conditions, white crossed-out circles (⊗) indicate absent conditions, and blank spaces ( ) indicate 'Don't care situations'. Large circles indicate core conditions, small circles indicate peripheral conditions.

Figure 4: Sufficient configurations without the constraints

	Complete switching intention	Partial switching intention		
	CS	PS1	PS2	PS3
Affordability		●	●	●
Perceived content exclusiveness	⨂	●	●	●
Disconfirmed improved compatibility	●	●	●	⊗
Disconfirmed improved content quality	●	●	●	⊗
Disconfirmed improved usability	●	●		⊗
Disconfirmed reduced costs	●		●	
Satisfaction with the incumbent streaming service	⊗	⬤	⬤	⬤
Satisfaction with the alternative streaming service	●	●	●	●
Raw coverage	0.19	0.72	0.72	0.13
Unique coverage	0.19	0.02	0.02	0.04
Consistency	0.91	0.92	0.92	0.97
Solution coverage		0.78		
Solution consistency		0.92		

Note: Black circles (●) indicate present conditions, white crossed-out circles (⊗) indicate absent conditions, and blank spaces ( ) indicate 'Don't care situations'. Large circles indicate core conditions, small circles indicate peripheral conditions.

Figure 5: Sufficient configurations including the constraints

We evaluated the overall quality of our solutions for complete and partial switching intention including the constraints based on consistency and coverage (Ragin, 2006). The solution consistency for complete switching intention is 0.91, which describes the extent to which the solution explains the outcome (Schneider & Wagemann, 2010). The solution coverage is 0.19, which describes the proportion of observations the solution covers (Ragin, 2006). The solution consistency for partial switching intention is 0.92, and the solution coverage is 0.78. This shows that our solutions have high explanatory power.

Complete switching intention. The sufficient configuration for complete switching intention (CS) describes subscribers who experienced disconfirmed improved compatibility, disconfirmed improved content quality, disconfirmed improved usability, disconfirmed reduced costs, no satisfaction with the incumbent streaming service, and satisfaction with the alternative streaming service as peripheral conditions. A constraint for these subscribers' complete switching intention is that they must not experience perceived content exclusiveness as a core condition.

Partial switching intention. The first sufficient configuration for partial switching intention (PS1) depicts subscribers who experienced disconfirmed improved compatibility, disconfirmed improved content quality, disconfirmed improved usability, and satisfaction with the alternative streaming service as peripheral conditions and satisfaction with the incumbent streaming service as a core condition. The second sufficient configuration (PS2) describes subscribers who experienced disconfirmed improved compatibility, disconfirmed improved content quality, disconfirmed reduced costs, and satisfaction with the alternative streaming service as peripheral conditions and satisfaction with the incumbent streaming service as a core condition. The third sufficient configuration (PS3) depicts subscribers who experienced no disconfirmed improved compatibility, no disconfirmed improved content quality, no disconfirmed improved usability, and satisfaction with the alternative streaming service as peripheral conditions and satisfaction with the incumbent streaming service as a core condition. Constraints for all these subscribers' partial switching intentions are that they must experience affordability and perceived content exclusiveness as peripheral conditions.

We evaluated the sufficient configurations based on their raw coverage and unique coverage. The raw coverage describes the proportion of configurations covered by a specific sufficient configuration, while the unique coverage explains the proportion uniquely covered by a sufficient configuration, excluding the proportions that are covered by other sufficient configurations (Ragin, 2006; Schneider & Wagemann, 2012). Hence, the unique coverage explains the degree to which a sufficient configuration differs from others. The consistency scores of all sufficient configurations exceed the minimum required consistency of 0.75. Their raw coverage ranges from 0.13 to 0.72, showing the configurations' empirical relevance. The unique coverages of the sufficient configurations range from 0.02 to 0.19. This shows that each configuration uniquely is empirically relevant for explaining complete and partial switching intention.

5.3 Meta-Inferences and Propositions

We next integrated the qualitative findings of Study 1 with the quantitative findings of Study 2. We used the bridging approach (Lewis & Grimes, 1999) to develop a consensus between the findings of Study 1 and Study 2 based on sound theoretical explanations from the extant literature. This enables us to generate meta-inferences from a sequential research design (Venkatesh et al., 2016) and develop propositions for complete and partial switching intention. We evaluate the meta-inferences regarding design quality, explanation quality, and legitimation of meta-inferences (see Appendix D Table 18).

When customers perceive products and services as exclusive, they are more likely to purchase them (Hung et al., 2011) and feel more connected to them (Strandvik & Heinonen, 2013). Customers who perceive a product or service they own as exclusive are more likely to stay loyal to a brand (Bachmann et al., 2019), which aligns with our finding of Study 1 that the perception of exclusiveness binds them to a streaming service and hinders them from switching to an alternative streaming service. Extending this line of argumentation, our findings of Study 2 show that no perceived content exclusiveness is an important enabler for subscribers to be able to develop a complete switching intention, as subscribers no longer feel compelled to retain their subscription with the incumbent streaming service to access exclusive content. When subscribers perceive that the incumbent streaming service does not offer content they cannot find elsewhere, they compare the incumbent and alternative streaming service solely based on other factors, i.e., compatibility, content quality, usability, and costs (see CS in Figure 4 and Figure 5). In other words, when customers experience perceived content exclusiveness toward their incumbent streaming service, they will not completely switch to an alternative streaming service. Conversely, not experiencing perceived content exclusiveness enables complete switching, as it allows subscribers to base their switching behavior solely on the comparison between the incumbent and alternative streaming service. We suggest the following proposition (P):

P1: Subscribers must not experience perceived content exclusiveness to have a complete switching intention.

Our findings highlight that subscribers compare streaming services based on various aspects, including their compatibility with their streaming devices, content quality, usability, and subscription costs. Since subscribers use various streaming devices, such as their tablets, laptops, and mobile phones (Hoang & Kauffman, 2018), they only consider completely switching to an alternative streaming service when it is more compatible and works better with the devices they use for watching content. Subscribers also evaluate a streaming service based on its content quality (Godinho de Matos et al., 2018; Hoang & Kauffman, 2018), e.g., the offered TV shows and movies, such that they seek the streaming service that provides higher content quality. Subscribers often rely on remote controls for using streaming services on their TV or other streaming devices (Rigby et al., 2018), making it difficult for them to navigate the user interface and access the streaming service's content (Miesler et al., 2014). We confirm this by showing that subscribers generally expect an alternative streaming service to provide improved usability. Despite most streaming services offering comparably low monthly subscription plans (Godinho de Matos & Ferreira, 2020), research suggests that users are sensitive to service costs (Blut et al., 2022), which is underlined by our findings that subscribers only consider completely switching when they expect to save money with an alternative streaming service in the long term. Our findings illuminate that subscribers seek the overall superior service (Zou et al., 2022), so they must disconfirm their expectations of an alternative streaming service being superior in terms of compatibility, content quality, usability, and subscription costs. Only then are they satisfied with the alternative streaming service and not satisfied with the incumbent streaming service, letting them completely switch, granted they are not constrained from switching by perceived content exclusiveness. This suggests that all subscribers with complete switching follow the same, unifinal rationale: to completely switch when the alternative streaming service is overall superior to the incumbent streaming service (see CS1 in Figure 5). We propose:

P2: Subscribers who evaluate the alternative streaming service as overall superior to the incumbent streaming service and are satisfied with the alternative streaming service but not the incumbent streaming service have a complete switching intention when they do not experience perceived content exclusiveness.

Furthering the insight that subscription costs play an important role in subscribers' switching behavior, our findings suggest that subscribers must have the necessary financial means to afford subscribing to multiple streaming services to switch to an alternative streaming service partially. Evidence suggests that subscribers who engage in content piracy exhibit a low willingness to pay (Godinho de Matos et al., 2018), indicating that they may not be able or may not want to spend money on an additional subscription to an alternative streaming service, irrespective of whether they potentially evaluate it as a worthy complement to their incumbent streaming service. Relatedly, subscribers must experience perceived content exclusiveness with the incumbent streaming service to partially switch to an alternative streaming service. Since they would not be able to watch the exclusive content on the alternative streaming service, i.e., would lose access to its exclusive features (Bachmann et al., 2019), they keep the incumbent streaming service alongside the alternative streaming service, irrespective of whether they evaluate the alternative streaming service as potentially superior. While perceived content exclusiveness and affordability do not change the interplay between the disconfirmed expectations and satisfaction with the streaming services in the configurations for partial switching intention (see PS1, PS2, and PS3 in Figure 4 and Figure 5), our findings suggest that they are important prerequisites for partial switching, so we suggest:

P3: Subscribers must experience affordability and perceived content exclusiveness to have a partial switching intention.

While subscribers need to evaluate the alternative streaming service as overall superior to the incumbent streaming service to switch completely, findings suggest that the situation is different for partial switching intention. Subscribers with partial switching intention evaluate the alternative streaming service as superior in some ways and the incumbent streaming service as superior in others, such that they seek to complement their existing subscription with an alternative streaming service that offers certain advantages over the incumbent streaming service. While they share the satisfaction with both streaming services, they follow different rationales for their partial switching intention. For instance, some subscribers intend to partially switch to an alternative streaming service because it allows them to watch high-quality content on compatible devices with improved usability (see PS1 in Figure 5). Others similarly seek improved compatibility and better content quality and partially switch to an alternative streaming service because it has low monthly subscription costs despite it potentially not offering better usability (see PS2 in Figure 5). Yet others do not evaluate the alternative streaming service as superior in any of those aspects but consider partial switching as it offers them a way to access appealing additional content (see PS3 in Figure 5) (Wayne, 2018). These findings highlight that partial switching requires more complex, equifinal explanations compared to complete switching. Since subscribers do not have to let go of their incumbent streaming service when partially switching to an alternative one, they differ in reasoning as to why they complement the incumbent streaming service with the alternative streaming service, granted they can afford multiple streaming services and the incumbent streaming service offers exclusive content compared to the alternative streaming service. Thus, we propose:

P4: Subscribers who are unsure whether the alternative streaming service is overall superior to the incumbent streaming service but are satisfied with the incumbent and the alternative streaming service have partial switching intention when they experience affordability and perceived content exclusiveness.

6 DISCUSSION

Subscribers regularly switch between different streaming services. We propose a model of streaming service switching to offer a nuanced understanding of switching behaviors, i.e., complete and partial switching. We next discuss our study's theoretical and practical implications, its limitations, and avenues for future resarch.

6.1 Theoretical Implications

Our findings contribute to research by shedding light on the different causes of complete and partial switching, revealing the more complex, equifinal explanations for partial switching intention, and identifying constraints that restrict streaming service switching.

There is a rich body of IS literature explaining why users switch from one service to another (see Table 1). Thereby, prior IS switching research indicates differences in switching behavior, suggesting that users either completely or partially switch to an alternative service

(Bhattacherjee et al., 2012). Despite acknowledging such nuances in switching behaviors, IS switching research has either exclusively focused on complete switching (Zou et al., 2022) or did not consider differences between complete and partial switching by focusing on switching in general (Gong et al., 2022), effectively suggesting that explanations for switching behavior are generalizable across complete and partial switching. Our findings challenge this assumption, showing that the same factors are relevant for explaining complete and partial switching, but how they give rise to the switching behaviors in the form of configurations differs (see P2 and P4). We contribute to the stream of IS switching research by shedding light on the different causes in terms of configurations for complete and partial switching, suggesting that the switching behaviors must be considered separately and that explanations cannot be generalized across them.

Extant IS switching literature suggests that users engage in switching behavior when they evaluate an alternative service as superior, are not satisfied with their incumbent service and satisfied with the alternative service (Lin et al., 2022). With this, literature essentially crafts a single, unifinal explanation for switching behavior. Our findings confirm the intuition from prior work that subscribers follow the same, unifinal rationale for complete switching. To detach from the previously used streaming service and leave it behind, subscribers need to disconfirm that the alternative streaming service is overall superior (see P2). We go beyond extant IS switching research by showing that the situation is different for partial switching. Subscribers partially switch to an alternative streaming service when they evaluate the alternative streaming service in only some ways as superior to the incumbent streaming service and are satisfied with both streaming services (see P4). While the ways in which subscribers evaluate the alternative streaming service as superior to the incumbent streaming service may differ, they may still exhibit the same partial switching behavior (see PS1, PS2, and PS3 in Figure 5). The specific factors based on which users compare an incumbent and alternative service may differ in other contexts, but we expect that the explanations for complete and partial switching, at their core, are generalizable across services. We contribute to extant IS switching literature drawing on linear approaches by revealing a unifinal explanation for complete switching and showing that partial switching requires more complex, equifinal explanations.

We also offer valuable insights into the constraints that restrict switching behaviors in the context of streaming services. Prior work identified constraints that restrict switching behavior in various contexts, such as habit (Bhattacherjee et al., 2012), inertia (Polites & Karahanna, 2012), and switching costs (Hsu, 2014). We reveal affordability and perceived content exclusiveness as context-specific constraints for streaming service switching. While subscribers may consider completely switching to an alternative streaming service based on their evaluation of its superiority and resulting satisfaction, they must not experience perceived context exclusiveness to actually develop complete switching intention. Perceived content exclusiveness possesses the power to bind them to the incumbent streaming service and so effectively keeps them from completely switching (see P1). Similarly, subscribers who consider partially switching must experience affordability and perceived content exclusiveness to actually develop partial switching intention. In other words, if they cannot afford multiple streaming services or are not bound to the incumbent streaming service by exclusive content they are unlikely to partially switch (see P3). With this, we show that the explanatory power of EDT is limited when such constraints are not addressed. While other context-specific constraints may be relevant for other services, the insight that not considering constraints limits the explanatory power of EDT is generalizable across contexts. We contribute to the emerging stream of streaming service research by revealing the context-specific constraints that restrict streaming service switching.

6.2 Practical Implications

We offer practical recommendations to help streaming service providers prevent subscribers from completely and partially switching.

Offer appealing exclusive content and personalized content recommendations. Our findings align with practical indications (Grimes & Nicolaou, 2021), showing that subscribers who intend to switch to an alternative streaming service completely do not feel deprived of exclusive content from the incumbent streaming service. In other words, subscribers who value the exclusive content of a streaming service are unlikely to completely switch to another. Streaming services can make use of this insight by monitoring subscribers' content preferences and deliver tailored exclusive content that matches their interests.

Personalized content recommendations can reduce partial switching by reinforcing the perceived content quality of a streaming service. Many subscribers who partially switch do so because they seek additional content they believe is missing from their incumbent streaming service (see Figure 5). Streaming services can counteract this by proactively suggesting content that matches subscribers' preferences before they seek alternatives. For instance, if a subscriber frequently watches TV shows and movies from a specific genre, but trending content in that genre is exclusive to an alternative streaming service, the incumbent streaming service can highlight lesser-known but thematically similar exclusive content. Further, recommender systems can dynamically adapt to disengagement signals, such as reduced time spent on a streaming service or frequent unsuccessful searches for content, by suggesting more relevant content at key moments. This ensures that subscribers continue to perceive that the incumbent streaming service offers high quality content, making them less likely to complement it with an alternative streaming service.

Monitor subscribers' willingness to pay to estimate their affordability. Our results show that subscribers only develop partial switch intention when they perceive they can afford to spend money on the incumbent and alternative streaming service. In other words, subscribers who have low affordability will likely not partially switch to an alternative streaming service. By estimating subscribers' affordability, e.g., by frequently surveying them on their willingness to pay for a streaming service (Wertenbroch & Skiera, 2002) and contrasting that with the subscription costs of the incumbent streaming service plus the average subscription costs of alternative streaming services, streaming service providers can identify subscribers at risk of partially switching to an alternative streaming service, which would split up their attention and viewing time among the two streaming services.

Dynamic pricing strategies can reduce cost-based switching. Some subscribers switch completely or partially because an alternative streaming service is cheaper. Streaming services can address this by implementing time-limited discounts for subscribers at risk of switching, e.g., those who have canceled the automatic renewal of their subscription. Tiered subscription models, where subscribers pay based on content access level or streaming quality, can make the incumbent streaming service more competitive from a cost perspective. By strategically managing pricing, streaming services can mitigate complete and partial switching to cheaper alternative streaming services.

6.3 Limitations and Future Research

This research is limited in some ways. We specifically focus on subscription based streaming services. Different expectations and disconfirmed expectations might be relevant for other streaming services, e.g., advertising supported streaming services, as providers make revenues from advertisements, and subscribers do not need to pay a monthly fee. Following recommendations of prior IS research on EDT (Bhattacherjee & Lin, 2015), we focus on positive disconfirmed expectations, suggesting that exceeded expectations contribute to satisfaction with the streaming services and the resulting switching behaviors. Future research could contrast different EDT models (Fadel et al., 2022) to underline the robustness and generalizability of our findings. We also did not distinguish based on the different devices that subscribes may mainly use for consuming content. Since initial research indicates that, for instance, smaller screen sizes can lead to a perception of higher quality (Bampis et al., 2023), future research should explore how the characteristics of different streaming devices influence subscribers' perceptions of streaming services. We take an individual perspective, offering insights into the switching behavior of individuals. Future research should complement those insights by focusing on the switching behavior of collective actors like families. For instance, parents may subscribe to streaming services such as Disney+ for their children, making switching of streaming services the decision of the whole family – the children who consume the streaming service and develop perceptions about it, and the parents who pay for the subscription and potentially engage in the switching behavior. While our study offers insights into affordability as an important constraint of streaming service switching, we do not offer insights into the subscription prices that subscribers may actually find affordable. Future research could offer insights in that regard by, for instance, studying subscribers' willingness to pay as a proxy (Wertenbroch & Skiera, 2002).

Our study relies on MTurk for data collection, which introduces potential self-selection bias, as participants may choose tasks based on pay and effort, or misrepresent eligibility (Jia et al., 2017). To mitigate this, we implemented screening measures, attention checks, and checked for consistency of responses to exclude ineligible or inattentive respondents. While these steps improve data validity, future research should replicate our findings with alternative sampling methods to further ensure generalizability. Related to that, our sample is based on participants who reside in the United States. Given that content preferences and pricing models may vary across countries, future research should examine whether our findings hold in other geographical and cultural contexts.

Our study shows that subscribers differ in their rationales for some switching behaviors (i.e., partial switching). Since we know from previous IS research that users' individual differences influence technology use behavior (Maier et al., 2020), it is relevant to study how profiles of users, based on their individual differences, influence their switching behavior. While we focus on how expectations, disconfirmed expectations, and satisfaction explain streaming service switching constrained by affordability and perceived content exclusiveness, practical evidence indicates that specific events, such as controversial content published on a streaming service (Shaw, 2020), influence streaming service switching. Future research should draw on extant insights that disruptive events influence different user behaviors (Meier et al., 2023, 2024a), studying if and how such disruptive events trigger switching behavior. Given that users form expectations when being exposed to information about a service, future studies should research how subscribers develop expectations about the superiority of an alternative streaming service compared to the incumbent streaming service, contributing antecedents to our model of streaming service switching.

7 CONCLUSION

Many subscribers often switch between streaming services. Since subscribers may either completely or partially switch to an alternative streaming service, we explored when subscribers engage in which switching behaviors. We contribute to IS switching research by revealing that different configurations lead to complete and partial switching, suggesting that explanations for these switching behaviors differ. While we identify a unifinal explanation for complete switching, partial switching requires equifinal explanations. We contribute to IS research interested in streaming services by showing that affordability and perceived content exclusiveness are important constraints that restrict streaming service switching and limit the explanatory power of EDT when not considered. We conclude by providing actionable insights for streaming service providers on how to leverage the constraints to avoid complete and partial switching and offering recommendations for future research on IS switching.

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APPENDIX A: RELATED RESEARCH

Reference	Major finding	Context	Methodological approach
Bhattacherjee, 2001	Confirmation increases perceived usefulness and satisfaction. Perceived usefulness increases satisfaction and continuous use. Satisfaction increases continuous use intention.	Online banking services	Linear (structural equation modeling)
Bhattacherjee & Premkumar, 2004	Expected usefulness increases disconfirmation and satisfaction. Disconfirmation increases perceived usefulness and satisfaction. Satisfaction increases attitude. Perceived usefulness increases attitude and continuous use intention. Attitude increases continuous use intention.	Computer based training, rapid application development software	Linear (structural equation modeling, qualitative analysis)
Bhattacherjee & Lin, 2015	Disconfirmation increases perceived usefulness and satisfaction. Subjective norm, perceived usefulness, and satisfaction increase continuous use intention. Habit, satisfaction, and continuous use intention increase continuous use behavior.	Workplace IT	Linear (structural equation modeling)
Brown et al., 2012	The study draws on assimilation contrast as a specific EDT model to show that relationship between expectations and experiences is curvilinear. The effect of expectations on technology use depends on the magnitude and direction of the difference between expectations and experiences, and negative disconfirmation has a stronger influence on use than positive disconfirmation.	Knowledge management systems	Non-linear (polynomial modeling, response surface analysis)
Brown et al., 2014	Six different EDT models are compared. The assimilation contrast model best explains satisfaction, use intention, and use, suggesting that negative disconfirmation has a stronger influence than positive disconfirmation.	Knowledge management systems	Non-linear (polynomial modeling, response surface analysis)
Fadel et al., 2022	Information filtering in online forums is influenced by initial expectations, especially when there is a large difference between expectations and actual experiences. The study confirms the assimilation contrast model.	Online forums	Linear (linear mixed-effects models)
Fan & Suh, 2014	Disconfirmation of an incumbent IT and expectation of a disruptive IT increase dissatisfaction with an incumbent IT. Dissatisfaction with an incumbent IT increases switching intention.	Disruptive IT	Linear (structural equation modeling)
Lankton & McKnight, 2012	Expectations (e.g., usefulness, ease of use) influence experiences (e.g., usefulness performance, ease of use performance). Experiences influences disconfirmation. Disconfirmation influences satisfaction, which in turn influences continuous use intention.	Database management systems	Linear (structural equation modeling)
Lankton et al., 2016	Disconfirmation has a non-linear relationship with trusting intention when expectation maturity is high. It has a linear relationship with trusting intention when expectation maturity is low.	We development software, presentation software, customer relationship management software	Non-linear (polynomial modeling, response surface analysis)
Susarla et al., 2003	Functional capability, prior system integration, and perceived provider performance increase satisfaction with ASP, disconfirmation decreases it.	Application service provision (ASP)	Linear (structural equation modeling)
Venkatesh et al., 2011	Initial beliefs decrease disconfirmation. Disconfirmation increases satisfaction and modified beliefs. Satisfaction and modified beliefs increase attitude. Modified beliefs and attitude increase continuous use intention.	E-government technologies	Linear (structural equation modeling)

Table 6: Representative IS studies using EDT

APPENDIX B: STUDY 1

Data examples	Descriptive coding	Interpretive coding
"What bothered me about {INCUMBENT} was that you couldn't use it in any browser. That just seemed to be better with {ALTERNATIVE}".	Not compatible with the browser	Expected improved compatibility
"What really annoyed me about {INCUMBENT} was that it didn't work on my TV and streaming device. I always had to connect my laptop to the TV to use it. From {ALTERNATIVE} I was hoping it would work better with my devices".	Not compatible with TV and streaming device	
"For me, one of the main problems was that the content offered by {INCUMBENT} has become increasingly smaller. {ALTERNATIVE}, on the other hand, started to offer more and more content that interested me".	More appealing content	Expected improved content quality
"Whenever I checked {INCUMBENT}, there was no new content that interested me. And with {ALTERNATIVE}, it felt like they were constantly releasing new movies and series".	Less new content	
"I found {INCUMBENT} quite complicated to use. And from {ALTERNATIVE}, I had heard that it would be much more intuitive to use".	Complicated navigation	Expected improved usability
"The interface of {INCUMBENT} was totally confusing, not user friendly at all. {ALTERNATIVE} seemed to be way easier to use".	Confusing user interface	
"At {INCUMBENT}, you still had to pay for some episodes. I thought {ALTERNATIVE} is cheaper because everything is included".	No additional costs	Expected reduced costs
"{INCUMBENT} became too expensive for me in the long run, also because the subscription to {ALTERNATIVE} was much cheaper in comparison".	Subscription fee too high	
"In the end, it also comes down to a question of cost—what you can and want to spend each month. That's the question you need to ask yourself if you want to switch."	Too expensive to subscribe to another streaming service	Affordability
"Because some shows run exclusively on [INCUMBENT]. There's just the question of how else to get it without buying it on DVD".	Incumbent streaming service offers exclusive content	

Table 7: Coding scheme example

Validation of Qualitative Inferences

We evaluated the qualitative inferences regarding data collection and analysis and state design validity, analytical validity, and inferential validity (see Table 8).

Category of validity	Validation
Design validity	A detailed description of the research process ensures descriptive validity. Credibility and transparency are ensured by a sufficiently large sample (Collins et al., 2006). Using an established theory ensures transferability.
Analytical validity	Interview structure based on EDT (Bhattacherjee & Premkumar, 2004) ensures plausibility and theoretical validity. The semi-structured approach leaves room for unforeseen questions while at the same time preserving consistency within the structure.
Inferential validity	Mirroring answers back to participants ensures a correct understanding of descriptions and, thus, greater interpretative validity. Coding is based on answers by using descriptive and interpretive coding (Myers, 2019). Multiple judges have validated the coding (Fleiss et al., 1981).

Table 8: Validation of qualitative inferences

APPENDIX C: STUDY 2

Screening question	Required answer
I do not have a subscription to a video-on-demand (VoD) service.	**No**
Examples of VoD services are Spotify and Apple Music.	**No**
How many VoD services do you currently subscribe to?	**>1**
Which of these VoD services did you last subscribe to that you did not use before?	**Any answer except "None"**
Which of these VoD services did you use the most before subscribing to {ALTERNATIVE}?	**Any answer except "None", not the same streaming service as in the previous question.**
How many weeks has it been since you subscribed to {ALTERNATIVE}?	**<=5**
When did you subscribe to {ALTERNATIVE}?	**Date within the previous five weeks**

Table 9: Screening questions

Sample Size

Following the sample size requirements for QCA, the ratio of observations to conditions needs to be lower than 0.20 (Marx, 2010). We examined eight conditions with 224 observations, which means the ratio is 0.04. Hence, the sample size is sufficient.

Measurement Items

Construct	Measure	Loading
Disconfirmed improved compatibility	**Compared to my initial expectations, …** …{ALTERNATIVE} is much more compatible with the devices I like to use for watching content compared to {INCUMBENT} than I initially expected.	0.88
	…{ALTERNATIVE} fits much better with the devices I like to use for watching content compared to {INCUMBENT} than I initially expected.	0.88
	…{ALTERNATIVE} is much more convenient to use with the devices I like to use for watching content compared to {INCUMBENT} than I initially expected	0.84
Disconfirmed improved content quality	**Compared to my initial expectations, …** …{ALTERNATIVE} provides much more content (e.g., movies, TV shows) that I want to watch compared to {INCUMBENT} than I initially expected.	0.85
	…the content of {ALTERNATIVE} meets my needs much more compared to {INCUMBENT} than I initially expected.	0.87
	…{ALTERNATIVE} provides much more content that seems to be just about exactly what I need compared to {INCUMBENT} than I initially expected.	0.83
	…{ALTERNATIVE} provides me with much more appealing content compared to {INCUMBENT} than I initially expected.	0.89
Disconfirmed improved usability	**Compared to my initial expectations, …** …it is much less difficult to understand how to use {ALTERNATIVE} compared to {INCUMBENT} than I initially expected.	0.85
	…{ALTERNATIVE} is much less difficult to use compared to {INCUMBENT} than I initially expected.	0.88
	…it is much less easy to get the results that I desire from {ALTERNATIVE} compared to {INCUMBENT} than I initially expected.	-*
	…using {ALTERNATIVE} is, overall, much less difficult compared to using {INCUMBENT} than I initially expected.	0.87
Disconfirmed reduced costs	**Compared to my initial expectations, …** …{ALTERNATIVE} is much less expensive compared to {INCUMBENT} than I initially expected.	0.89
	…{ALTERNATIVE} is much less pricey compared to {INCUMBENT} than I initially expected.	0.83
	…{ALTERNATIVE} is much less of a big-ticket item compared to {INCUMBENT} than I initially expected.	0.85
Satisfaction with the incumbent streaming service	**How do you feel about your overall experience of using {INCUMBENT}?** Very displeased (1) / Very pleased (7)	0.92
	Very frustrated (1) / Very contented (7)	0.88
	Absolutely terrible (1) / Absolutely delighted (7)	0.89

Satisfaction with the alternative streaming service	**How do you feel about your overall experience of using {INCUMBENT}?** Very displeased (1) / Very pleased (7)	0.83
	Very frustrated (1) / Very contented (7)	0.82
	Absolutely terrible (1) / Absolutely delighted (7)	0.86
Affordability	If I want to, I could easily afford to subscribe to {ALTERNATIVE} and {INCUMBENT}.	0.83
	For me, spending money on subscriptions to {ALTERNATIVE} and {INCUMBENT} is not a problem.	0.85
	My personal income permits me to easily spend money on a subscription to {ALTERNATIVE} and {INCUMBENT}.	0.80
Perceived content exclusiveness	{INCUMBENT} provides exclusive content (e.g., movies, TV shows).	0.82
	{INCUMBENT} provides precious content.	0.84
	{INCUMBENT} provides rare content.	0.79
	{INCUMBENT} provides unique content.	0.86
Complete switching intention	I am considering to stop using {INCUMBENT} and continue using {ALTERNATIVE} instead.	0.95
	The chance of me stopping using {INCUMBENT} and continuing using {ALTERNATIVE} instead is high.	0.94
	I am determined to stop using {INCUMBENT} and continue using {ALTERNATIVE} instead.	0.95
Partial switching intention	I am considering to continue using {INCUMBENT} and {ALTERNATIVE} in parallel.	0.95
	The chance of me continuing using {INCUMBENT} and {ALTERNATIVE} in parallel is high.	0.94
	I am determined to continue using {INCUMBENT} and {ALTERNATIVE} in parallel.	0.95
Note: Marked items (-*) were dropped due to low loadings, indicating non-significance; all items except satisfaction with the alternative streaming service and satisfaction with the incumbent streaming service were measured with a 7-point Likert scale from 1 = 'Strongly disagree' to 7 = 'Strongly agree'. {ALTERNATIVE} indicates the alternative streaming service, and {INCUMBENT} indicates the incumbent streaming service.		

Table 10: Reflective measurement items for Study 2

Common Method Bias

We additionally tested for common method bias (CMB). We used Harman's single-factor test, which shows that 28.13 percent of the data variance is explained by only one factor. We also examined the correlation matrix (see Table 11) for high correlations (>0.90) (Pavlou et al., 2007). Therefore, we can state that CMB does not distort the results.

		M	SD	CR	CA	AVE	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)		
(1)	Disconfirmed improved compatibility	5.40	1.10	0.90	0.84	0.75	0.87									
(2)	Disconfirmed improved content quality	5.41	1.12	0.92	0.88	0.74	0.76	0.86								
(3)	Disconfirmed improved usability	5.22	1.14	0.90	0.84	0.75	0.58	0.62	0.87							
(4)	Disconfirmed reduced costs	5.34	1.06	0.89	0.82	0.73	0.57	0.53	0.54	0.86						
(5)	Satisfaction with the incumbent streaming service	5.26	1.29	0.93	0.88	0.80	0.15	0.13	0.12	0.21	0.90					
(6)	Satisfaction with the alternative streaming service	5.69	0.98	0.87	0.78	0.70	0.52	0.54	0.37	0.44	0.31	0.84				
(7)	Affordability	5.46	0.97	0.87	0.78	0.69	0.24	0.13	0.26	0.31	0.49	0.25	0.83			
(8)	Perceived content exclusiveness	5.27	1.12	0.90	0.85	0.69	0.18	0.11	0.18	0.29	0.69	0.22	0.57	0.83		
(9)	Complete switching intention	4.45	1.96	0.96	0.94	0.89	0.40	0.39	0.20	0.26	-0.13	0.11	-0.14	-0.16	0.95	
(10)	Partial switching intention	5.15	1.62	0.96	0.94	0.90	-0.10	-0.08	0.05	0.08	0.51	0.05	0.41	0.58	-0.48	0.95
Note: M = mean; SD = standard deviation; CR = composite reliability; CA = Cronbach's α; AVE = average variance extracted; the square root of AVE is listed on the diagonal of bivariate correlations.																

Table 11: Descriptive statistics and discriminant validity

Configurational Approach

fsQCA is based on set theory and allows for empirically examining the relationship between multiple conditions and an outcome of interest (Schneider, 2019). For our study, the conditions refer to *disconfirmed improved compatibility*, *disconfirmed improved content quality*, *disconfirmed improved usability*, *disconfirmed reduced costs*, *satisfaction with the incumbent streaming service*, and *satisfaction with the alternative streaming service*. Following recommendations for configurational moderation analysis (Ma et al., 2023), we considered the constraints *affordability* and *perceived content exclusiveness* as additional conditions and potential moderators. As outcomes, we investigated *complete switching intention* and *partial switching intention*.

The conditions and the outcome were expressed in fuzzy set memberships from zero to one. While a fuzzy set membership of zero indicates a condition that does not apply to a subscriber, a value of one describes that a condition perfectly applies to a subscriber. Values between zero and one describe partial memberships to conditions. For example, a membership of zero for disconfirmed improved content quality indicates that these subscribers' expectations that the alternative streaming service provides better content than the incumbent streaming service were not exceeded. A membership of 0.30 indicates that they were rather not exceeded, a membership of 0.70 indicates that they were rather exceeded, and a membership of one indicates that their expectations that the alternative streaming service provides better content than the incumbent streaming service were exceeded.

Calibration. Following previous QCA studies (Mattke et al., 2020), we first calculated the mean of each construct and used the direct calibration function to compute the mean values to fuzzy set memberships (Ragin & Davey, 2016). To calibrate the mean values, we used three anchors based on the seven-point Likert scale. Specifically, we used the value two of the seven-point Likert scale for full-non-membership ("Disagree"), the mean value four for the cross-over point ("Neither disagree nor agree"), and the value six for full-membership as anchors ("Agree"). These calibration anchors make use of the meaningful data collected by the Likert scale and align with extant IS research using fsQCA to analyze survey data (Meier et al., 2024a). The resulting set memberships range from zero to one, where a mean Likert score of two is calibrated to a set membership close to zero, reflecting that a condition rather does not apply to a subscriber, while a Likert score of six is calibrated to a set membership close to one, reflecting that a condition rather applies to a subscriber. This calibration ensures that the resulting set memberships preserve the meaning of the Likert scale.

fsQCA. We followed a five step approach for conducting a configurational moderation analysis with fsQCA (Ma et al., 2023). In the first step, we examined each condition for necessity in relation to complete switching intention (see Table 12) and partial switching intention (see Table 13). Necessary conditions describe conditions that need to apply for subscribers to exhibit a specific outcome. To be defined as necessary, a condition needs to exceed the recommended consistency threshold of 0.90, coverage threshold of 0.60, and the relevance of necessity threshold of 0.60 (Thomann et al., 2018). Consistency explains the degree to which subscribers with the same condition share the same outcome (Ragin, 2008). A consistency threshold of 0.90 for the analysis for necessary conditions ensures that only highly relevant conditions are considered necessary, i.e., conditions that appear in at least 90% of the observations that exhibit the outcome. Coverage describes the degree of data covered by this condition, i.e., a condition's relevance (Thomann et al., 2018). We avoided trivial necessary conditions, i.e., conditions that are close to a constant (Schneider & Wagemann, 2012), by considering coverage and relevance of necessity (Ragin, 2006).

Condition	Consistency	Relevance of necessity	Coverage
DICO	0.95	0.44	0.73
~DICO	0.16	0.91	0.52
DICQ	0.96	0.44	0.73
~DICQ	0.15	0.91	0.52
DIU	0.91	0.50	0.72
~DIU	0.22	0.91	0.62
DRC	0.94	0.46	0.72
~DRC	0.19	0.92	0.62
SIN	0.81	0.45	0.65
~SIN	0.29	0.95	0.82
SAL	0.95	0.32	0.68
~SAL	0.15	0.96	0.69
Note: 'DICO' indicates disconfirmed improved compatibility, 'DICQ' indicates disconfirmed improved content quality, 'DIU' indicates disconfirmed improved usability, 'DRC' indicates disconfirmed reduced costs, 'SIN' indicates satisfaction with the incumbent streaming service, 'SAL' indicates satisfaction with the alternative streaming service, and 'CSI' indicates complete switching intention. '~' indicates the logical NOT. **Bold** conditions indicate necessary conditions.			

Table 12: Analysis for necessary conditions for complete switching intention

Condition	Consistency	Relevance of necessity	Coverage
DICO	0.88	0.54	0.81
~DICO	0.22	0.98	0.91
DICQ	0.87	0.53	0.80
~DICQ	0.21	0.98	0.91
DIU	0.85	0.61	0.82
~DIU	0.25	0.96	0.86
DRC	0.88	0.57	0.82
~DRC	0.22	0.97	0.86
SIN	**0.90**	**0.71**	**0.88**
~SIN	0.18	0.90	0.62
SAL	0.93	0.44	0.81
~SAL	0.15	0.98	0.86
Note: 'DICO' indicates disconfirmed improved compatibility, 'DICQ' indicates disconfirmed improved content quality, 'DIU' indicates disconfirmed improved usability, 'DRC' indicates disconfirmed reduced costs, 'SIN' indicates satisfaction with the incumbent streaming service, 'SAL' indicates satisfaction with the alternative streaming service, and 'CSI' indicates complete switching intention. '~' indicates the logical NOT. Bold conditions indicate necessary conditions.			

Table 13: Analysis for necessary conditions for partial switching intention

In the second step, we performed the analysis for sufficient configurations without including the constraints to identify how the disconfirmed expectations and satisfaction with the streaming services generally explain the switching behaviors. We created a truth table based on the identified disconfirmed expectations, satisfaction with the incumbent streaming service, and satisfaction with the alternative streaming service. We then reduced this truth table by using a frequency threshold of four (Marzi et al., 2023), such that more than 80 percent of the initial observations remained in the reduced truth table (181 of 224), which is in line with methodological recommendations for large-N fsQCA (Greckhamer et al., 2018). We then used a raw consistency threshold of 0.75 (Ragin, 2006) and a proportional reduction of inconsistency (PRI) threshold of 0.75 (Greckhamer et al., 2018; Meier et al., 2024b) (see Table 14). We simplified the remaining truth table using the Quine McCluskey algorithm. The Quine McCluskey algorithm is a Boolean minimization process that identifies the simplest possible configuration that is associated with an outcome. For instance, consider a solution that contains two configurations that lead to the same outcome and differ in only one condition that is present in one configuration and absent in the other. Since the configurations differ in only one condition yet give rise to the same outcome, the Quine McCluskey algorithm can minimize the solution to one configuration that contains all similar conditions and eliminates the differing condition, creating a so-called ‘Don’t care situation’. This ‘Don’t care situation’ represents that the condition of the minimized configuration can be either present or absent without changing the outcome. Hence, the Quine McCluskey algorithm is helpful in minimizing the truth table that contains all configurations that lead to an outcome and create a concise solution including the sufficient configurations.

DICO	DICQ	DIU	DRC	SIN	SAL	CSI	Number	Raw consistency	PRI
1	1	1	1	0	1	1	24	0.89	0.82
1	1	0	1	1	1	0	7	0.81	0.60
1	1	1	0	1	1	0	5	0.76	0.46
1	1	1	1	1	1	0	133	0.75	0.71
0	0	0	0	1	1	0	7	0.67	0.17
0	0	0	1	1	1	0	5	0.65	0.19

Note: ‘DICO’ indicates disconfirmed improved compatibility, ‘DICQ’ indicates disconfirmed improved content quality, ‘DIU’ indicates disconfirmed improved usability, ‘DRC’ indicates disconfirmed reduced costs, ‘SIN’ indicates satisfaction with the incumbent streaming service, ‘SAL’ indicates satisfaction with the alternative streaming service, and ‘CSI’ indicates complete switching intention.

Table 14: Truth table for complete switching intention without the constraints

For partial switching intention, we again created a truth table and reduced it by using the same frequency, consistency, and PRI thresholds (see Table 15). We also simplified the remaining truth table using the Quine McCluskey algorithm. Since both resulting solutions do not include theoretical assumptions to make use of logical reminders, they reflect complex solutions, which is in this case also the intermediate solution.

DICO	DICQ	DIU	DRC	SIN	SAL	PSI	Number	Raw consistency	PRI
0	0	0	1	1	1	1	5	0.96	0.90
0	0	0	0	1	1	1	7	0.95	0.89
1	1	1	0	1	1	1	5	0.91	0.81
1	1	1	1	1	1	1	133	0.91	0.89
1	1	0	1	1	1	1	7	0.90	0.80
1	1	1	1	0	1	0	24	0.64	0.44

Note: ‘DICO’ indicates disconfirmed improved compatibility, ‘DICQ’ indicates disconfirmed improved content quality, ‘DIU’ indicates disconfirmed improved usability, ‘DRC’ indicates disconfirmed reduced costs, ‘SIN’ indicates satisfaction with the incumbent streaming service, ‘SAL’ indicates satisfaction with the alternative streaming service, and ‘PSI’ indicates complete switching intention.

Table 15: Truth table for partial switching intention without the constraints

We also identified the parsimonious solutions by making use of ‘easy’ and ‘difficult’ counterfactuals (Park, Pavlou, et al., 2020) (see Figure 6). We compared the intermediate and parsimonious solution to identify core and peripheral conditions (Fiss, 2011) (see Figure 4). Core conditions have a strong causal relationship with an outcome within a sufficient configuration, and peripheral conditions have a weaker causal relationship with an outcome in a sufficient configuration.

	Complete switching intention	Partial switching intention
Disconfirmed improved compatibility Disconfirmed improved content quality Disconfirmed improved usability Disconfirmed reduced costs		
Satisfaction with the incumbent streaming service Satisfaction with the alternative streaming service	⊗	●
Raw coverage Unique coverage Consistency	0.29 0.29 0.82	0.90 0.90 0.88
Solution coverage Solution consistency	0.29 0.82	0.90 0.88

Figure 6: Parsimonious solution without the constraints

In the third step, we performed the analysis for sufficient configurations including the constraints to identify how they interact with the other conditions. We again created truth tables for complete and partial switching intention and reduced them based on the same frequency, consistency, and PRI thresholds (see Table 16 and Table 17). We then simplified the remaining truth table using the Quine McCluskey algorithm and combined the intermediate with the parsimonious solution to identify core and peripheral conditions (see Figure 5).

AFF	PCE	DICO	DICQ	DIU	DRC	SIN	SAL	CSI	Number	Raw consistency	PRI
0	0	1	1	1	1	0	1	1	4	0.94	0.83
1	0	1	1	1	1	0	1	1	8	0.90	0.80
1	1	1	1	1	1	0	1	0	12	0.85	0.72
1	1	1	1	0	1	1	1	0	6	0.81	0.58
1	1	1	1	1	0	1	1	0	4	0.77	0.43
1	1	1	1	1	1	1	1	0	130	0.75	0.70
1	1	0	0	0	0	1	1	0	7	0.66	0.15
1	1	0	0	0	1	1	1	0	5	0.65	0.17

Note: ‘AFF’ indicates affordability, ‘PCE’ indicates perceived content exclusiveness, ‘DICO’ indicates disconfirmed improved compatibility, ‘DICQ’ indicates disconfirmed improved content quality, ‘DRC’ indicates disconfirmed reduced costs, ‘SIN’ indicates satisfaction with the incumbent streaming service, ‘SAL’ indicates satisfaction with the alternative streaming service, and ‘CSI’ indicates complete switching intention.

Table 16: Truth table for complete switching intention including the constraints

AFF	PCE	DICO	DICQ	DIU	DRC	SIN	SAL	PSI	Number	Raw consistency	PRI
1	1	0	0	0	1	1	1	1	5	0.96	0.92
1	1	0	0	0	0	1	1	1	7	0.96	0.91
1	1	1	1	1	0	1	1	1	4	0.93	0.84
1	1	1	1	1	1	1	1	1	130	0.92	0.91
1	1	1	1	0	1	1	1	1	6	0.92	0.84
1	1	1	1	1	1	0	1	0	12	0.81	0.65
0	0	1	1	1	1	0	1	0	4	0.74	0.34
1	0	1	1	1	1	0	1	0	8	0.71	0.42

Note: 'AFF' indicates affordability, 'PCE' indicates perceived content exclusiveness, 'DICO' indicates disconfirmed improved compatibility, 'DICQ' indicates disconfirmed improved content quality, 'DIU' indicates disconfirmed improved usability, 'DRC' indicates disconfirmed reduced costs, 'SIN' indicates satisfaction with the incumbent streaming service, 'SAL' indicates satisfaction with the alternative streaming service, and 'PSI' indicates partial switching intention.

Table 17: Truth table for partial switching intention including the constraints

	Complete switching intention	Partial switching intention
Affordability		
Perceived content exclusiveness	⊗	
Disconfirmed improved compatibility		
Disconfirmed improved content quality		
Disconfirmed improved usability		
Disconfirmed reduced costs		
Satisfaction with the incumbent streaming service		●
Satisfaction with the alternative streaming service		
Raw coverage	0.26	0.90
Unique coverage	0.26	0.90
Consistency	0.82	0.88
Solution coverage	0.26	0.90
Solution consistency	0.82	0.88

Figure 7: Parsimonious solution including the constraints

In the fourth step, we compared the resulting sufficient configurations of the fsQCA without and with the constraints. To interpret the constraints' influence on the relationship between the other conditions and the outcomes as moderators, they need to fulfill the requirements for configurational moderators (Ma et al., 2023). First, the inclusion of the constraints should not change the present or absent conditions within the sufficient configurations. Second, at least one sufficient configuration should change in terms of core and peripheral conditions. Third, the configurational moderator should be a core condition in at least one of the sufficient configurations. If a constraint fulfills all three criteria, it is considered a configurational moderator that alters the interaction among the conditions in the identified sufficient configurations. While it is not considered a configurational moderator if it does not satisfy all three requirements, it may still reflect a scope condition that needs to be present or absent for an outcome to occur (Goertz & Mahoney, 2013), i.e., enable an outcome to occur without changing the interaction among the conditions within the sufficient configurations. In the fifth step, we interpreted the moderating influences to conclude whether the constraints reflect configurational moderators, scope conditions, or are not relevant for complete and partial switching intention.

Robustness of the Results

We tested for sensitivity to the sample and the calibration to ensure the validity of our results. We decreased the frequency threshold of our analysis to three to test for sensitivity to the sample. The repeated analysis revealed substantially the same results, which shows that our results are robust to this threshold. We then changed the calibration anchors (minimum value = 1; mean value = 4, maximum value = 7). The analysis showed the same configurations, which shows the robustness of our solution.

Validation of Quantitative Inferences

We evaluated the quantitative inferences regarding data collection and analysis and state design validity, measurement validity, and inferential validity (see Table 18).

Category of validity	Validation
Design validity	Constructs aligned with extant research. Sufficient sample size (Marx, 2010). Based on EDT (Bhattacherjee & Premkumar, 2004) to ensure internal validity and highly generalizable design to ensure external validity. No common method bias (see Appendix C).
Measurement validity	No issues with content validity, indicator reliability, construct reliability, and discriminant validity. Robust to adaptions in calibration anchors and frequency threshold (Park, Fiss, et al., 2020) (see Appendix C).
Inferential validity	Reliable and robust solution due to high consistency and frequency threshold (Schneider & Wagemann, 2012).

Table 18: Validation of quantitative inferences

APPENDIX D: QUALITY OF META-INFERENCES

Category of validity	Validation
Design quality	The mixed methods strategy includes appropriate methods (interviews and fsQCA) to answer the research questions. Methods (interviews and fsQCA) were conducted with quality and rigor (Ma et al., 2023; Myers, 2019).
Explanation quality	Triangulation of qualitative and quantitative inferences revealed reliable theoretical statements that explain complete and partial switching intention in the context of streaming services.
Legitimation of meta-inferences and potential threats and remedies	Sample integration: Sequential qualitative and quantitative data collection within the same population but with disjunctive samples. Weakness minimization: Complementation of the subjective results of the interviews with fsQCA. Conversion: Conversion of qualitative inferences based on EDT (Bhattacherjee & Premkumar, 2004; Oliver, 1980) Multiple validity: Individual and separate validation of the qualitative study, quantitative study, and the mixed methods approach. Political validity: Meta-inferences were drawn from the triangulation of the qualitative and quantitative study to answer the research questions.

Table 19: Quality of meta-inferences

Paper II

FROM STOCKS TO ETFS:

Explaining Retail Investors' Migration Behavior

Marco Meier
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Marco Meier, Christian Maier (2023)
From Stocks to ETFs: Explaining Retail Investors' Migration Behavior
Internet Research (33:4), 1249–1275,
https://doi.org/10.1108/INTR-09-2021-0695

Paper III

ESPORTS:

Explaining Willingness to Pay for Streaming Services

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Marco Meier, Christian Maier, Jens Mattke, Tim Weitzel (2022)
Esports: Explaining Willingness to Pay for Streaming Services
Communications of the Association for Information Systems (50), 286–307,
https://doi.org/10.17705/1CAIS.05011

Paper IV

DECENTRALIZED FINANCE:

A Configurational Perspective on UTAUT

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Marco Meier, Jens Mattke, Christian Maier (2022)
Decentralized Finance: A Configurational Perspective on UTAUT
ECIS 2022 Proceedings

Chapter 2: External Forces and User Behavior

Paper V

SHOCKS AND IS USER BEHAVIOR:

A Taxonomy and Future Research Directions

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Tim Weitzel
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Marco Meier, Christian Maier, Jason Bennett Thatcher, Tim Weitzel (2023)
Shocks and IS User Behavior: A Taxonomy and Future Research Directions
Internet Research (33:3), 853–889,
https://doi.org/10.1108/INTR-10-2021-0764

Paper VI

NAVIGATING THE LANDSCAPE OF IT THREATS:

A Literature Review and the Road Ahead

Marco Meier
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Marco Meier (2024)
Navigating the Landscape of IT Threats: A Literature Review and the Road Ahead
ECIS 2024 Proceedings

Chapter 3: Interplay of Internal and External Forces and User Behavior

Paper VII

CHATBOT INTERACTIONS:

How Consumption Values and Disruptive Situations Influence Customers' Willingness to Interact

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Marco Meier, Christian Maier, Jason Bennett Thatcher, Tim Weitzel (2024)
Chatbot Interactions: How Consumption Values and Disruptive Situations Influence Customers' Willingness to Interact
Information Systems Journal, (34:5), 1579–1625,
https://doi.org/10.1111/isj.12507

Chapter 4: Configurational Methods for Studying the Interplay of Internal and External Forces

Paper VIII

COOKING A TELEWORK THEORY WITH CAUSAL RECIPES:

Explaining Telework Success With ICT, Work and Family Related Stress

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Marco Meier, Christian Maier, Jason Bennett Thatcher, Tim Weitzel (2024)
Cooking a Telework Theory With Causal Recipes: Explaining Telework Success With ICT, Work and Family Related Stress
Information Systems Journal, (34:4), 1068–1115,
https://doi.org/10.1111/isj.12463

Appendix

PUBLICATIONS

Peer-Reviewed Journal Articles

Marco Meier, Christian Maier, Lea Reis, Tim Weitzel (2025)
Streaming Services: A Fuzzy Set Qualitative Comparative Analysis to Untangle Service Switching
Forthcoming in: The Data Base for Advances in Information Systems

Marco Meier, Christian Maier, Jason Bennett Thatcher, Tim Weitzel (2024)
Chatbot Interactions: How Consumption Values and Disruptive Situations Influence Customers' Willingness to Interact
Information Systems Journal, (34:5), 1579–1625,
https://doi.org/10.1111/isj.12507

Marco Meier, Christian Maier, Jason Bennett Thatcher, Tim Weitzel (2024)
Cooking a Telework Theory With Causal Recipes: Explaining Telework Success With ICT, Work and Family Related Stress
Information Systems Journal, (34:4), 1068–1115,
https://doi.org/10.1111/isj.12463
(1st Runner-Up for the AISD First Award 2024)

Marco Meier, Christian Maier (2023)
From Stocks to ETFs: Explaining Retail Investors' Migration Behavior
Internet Research (33:4), 1249–1275,
https://doi.org/10.1108/INTR-09-2021-0695

Marco Meier, Christian Maier, Jason Bennett Thatcher, Tim Weitzel (2023)
Shocks and IS User Behavior: A Taxonomy and Future Research Directions
Internet Research, (33:3), 853–889,
https://doi.org/10.1108/INTR-10-2021-0764

Marco Meier, Christian Maier, Jens Mattke, Tim Weitzel (2022)
Esports: Explaining Willingness to Pay for Streaming Services
Communications of the Association for Information Systems (50), 286–307,
https://doi.org/10.17705/1CAIS.05011

Peer-Reviewed Conference Articles

Florian Wintmölle, **Marco Meier**, Christian Maier (2024)
Artificial Intelligence (AI) Misuse: Perpetrators' Moral Justifications
ICIS 2024 Proceedings
(Best Short Paper Nominee)

Marco Meier (2024)
Navigating the Landscape of IT Threats: A Literature Review and the Road Ahead
ECIS 2024 Proceedings

Nina Hotter, Franziska Stoeckl, **Marco Meier**, Sebastian Rous, Andreas Eckhardt, Christian Maier (2024)
What Pulls Ex-Users Back? A Value-Based Perspective on Explaining SNS Use Resumption
ECIS 2024 Proceedings

Alex Remmel, Florian Wintmölle, **Marco Meier**, Christian Maier (2024)
The Road to Failure: Why IT Addicts Fail to Discontinue Pathological IT Use Behavior
AMCIS 2024 Proceedings

Florian Wintmölle, **Marco Meier**, Philipp Platis, Christian Maier (2024)
Up in the Clouds: Explaining Gamer Resistance to Cloud Gaming
MIPRO 2024 Proceedings

Johannes Menzel, **Marco Meier**, Christian Maier (2023)
Online Gaming and Personality: Explaining Gamers' Cheating Intention
HICSS 2023 Proceedings

Maximilian Valta, Johannes Menzel, Christian Maier, Katharina Pflügner, **Marco Meier**, Tim Weitzel (2022)
SIGMIS CPR 2022 Proceedings
(Best Paper Award)

Marco Meier, Jens Mattke, Christian Maier (2022)
Decentralized Finance: A Configurational Perspective on UTAUT
ECIS 2022 Proceedings

Marco Meier, Christian Maier (2022)
Exchange Traded Funds (ETFs): A Qualitative Study Explaining Retail Investors' Switching Behavior to IT-Enabled Investments
AMCIS 2021 Proceedings

Marco Meier, Christian Maier, Lea Reis, Tim Weitzel (2024)
Streaming Services: A Fuzzy Set Qualitative Comparative Analysis to Untangle Service Switching
ECIS 2021 Proceedings
(Claudio Ciborra Award Nominee)