Chapter 31
Citizen's Adoption of an E–Government System:
Validating the Extended Theory of Reasoned Action (TRA)

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ABSTRACT

The study explores the adoption of an electronic government (e-government) system called online PAN card registration system (OPCRS) in context of India. The study validates the extended theory of reasoned action (TRA) to understand the impact of some of its factors on the citizen's intention to adopt this system. The proposed research model is extended with the variables including perceived usefulness, perceived trust, and self-efficacy as antecedents of attitude and subjective norm, which are the core constructs of the TRA. The eight hypotheses were formulated between six constructs of the proposed extended TRA. The proposed research model is validated using the usable sample of data gathered from 377 respondents. The data was analysed using AMOS 22.0. The empirical findings of the proposed research model indicated the significant relationships of all proposed hypotheses. The study also provides its limitations, future research directions, and implications for theory and practice toward the end.

INTRODUCTION

For much of the last two decades, governments across the world have been adopting and expanding an innovative means of delivering government information and services to citizens (G2C), businesses (G2B), and governments (G2G). This phenomenon is known as electronic government or e-government (hereafter, eGov) (Norris and Reddick, 2013). In other words, eGov refers to the use of information tech-

nology (IT) (such as wide area network, the Internet, mobile computing etc.) by governments to expand the access and delivery of its information and service to its citizens, business partners, professionals, other organisations, and even government entities (Lin et al., 2011; McClure, 2000; Symonds, 2000; West, 2004) themselves. EGov allows citizens to search and obtain information at their own convenience without any limitations of geographical locations. The interactive nature of eGov provides benefits for citizens and officials alike (West, 2008). EGov is a key element in the transformation of any government, serving as a means towards improving transparency, accountability, and good governance; making the government more result-oriented, efficient and citizen-centric; and enabling citizens and businesses to access government services and information as efficiently and as effectively as possible through the use of internet and other channels of communication (Aggelidid and Chatzoglou, 2009; Lin et al., 2011; Rana et al., 2011; Simintiras et al., 2014).

When eGov first became a sustainable solution to the diffusion of government information, experts believed that the rise of G2C services would improve government transparency, enhance civic engagement, and offer new and innovative service possibilities. These G2C services were expected to cut-out information middle-men and let users interact directly with their government (Taylor et al., 2014). As e-government has matured into a vibrant socio-technical system covering issues of governance, societal trends, technological change, information management, interaction, and human factors (Dawes, 2009), G2C services have become one of the central uses of e-government (Evans and Yen, 2006; Rana et al., 2013d; Reddick, 2004; Taylor et al., 2014).

E-government services can be largely categorised into informational and transactional services. Informational services refer to the delivery of government information through Web pages whereas transactional services enable users to complete transactions such as obtaining visas, licenses, passports, birth and death records etc. online safely and securely (Howard, 2001; Norris and Moon, 2005). At one hand, e-government provides a number of benefits to its stakeholders including reducing corruption, citizen-oriented focus, promoting e-democracy, delivering more accountable, transparent, cost-effective, and easily accessible public services, prevailing over the social divide, and faster adaptation to meet citizens' requirements (Akman et al., 2005; Hackney et al., 2007; Huang and Bwoma, 2003; Watson and Mundy, 2001). On the other hand, governments face a number of challenges in implementing transactional e-government services (Al-Sebie and Irani, 2005; Gauld et al., 2010), and these challenges are reflected in the low deployment rate of such services (Venkatesh et al., 2012). About 98% of the countries in the world have developed government websites with less than one-third providing transactional services, such as online form submission (United Nations, 2010). Therefore, it is very important to understand the adoption of such transactional eGov services.

The online PAN (Permanent Account Number) card registration system (OPCRS) is one such eGov system, which provides transactional services to the citizens of India. This system is used voluntarily to obtain a PAN card, which is a mandatory document used for filing income tax return in India. The PAN card is essential and prerequisite by certain other authorities while doing financial transactions with them. For example, it is a must to produce a photocopy of PAN card while applying a new bank account be it public/private/co-operative or other banks. It is also compulsory to quote your PAN while applying for debit or credit card, insurance payment or opening a fixed deposit account or cash deposit for amount exceeding Rs. 50,000 in a year, purchasing or selling of vehicle, buying/selling property, or high-value jewellery purchase with a cost greater than five hundred thousand rupees or more. Moreover, all telecom companies have been directed by Government of India to get PAN details of each applicant for normal or cellular connection to keep a tab on terrorism, extortion charges etc. Also, the PAN card details are

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