

Chapter 4

Demographic Factors as Determinants of E–Government Adoption

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ABSTRACT

E-government services are important aspects of today's wellbeing of citizens. The adoption of technology is explored utilizing many theories and predictors. The theory of reasoned action (TRA) proposes that perceived usefulness, perceived ease of use, and subjective norms are significant predictors of behavioral intentions. This study extended the theory with trust, and hypothesized that demographic factors (gender, age, education, and experience) are significant moderators of the relationships assumed in the research model. Responses from 699 Jordanians fully supported the suggested research model, where BI to use e-government services was significantly predicted by all proposed variables. All four demographic factors failed to be significant predictors of BI, and only two relationships were moderated by age and education. In addition, an ANOVA test concluded that means differences existed within categories of sample based on specific variables of the model. The complete results and findings and conclusions are deliberated at the end of this chapter.

INTRODUCTION

Previous studies published in the area of e-government tried to explore the factors influencing the adoption of electronic government (e-government) by countries citizens. The concentration of research revolved on the attitudes of technology users (applications and websites). Previous research used the intentions (BI) to be a surrogate of use behavior, and use behavior as a surrogate of its value to government and as an indicator of success. The majority of research tried to find the significant predictors of e-government usage. The list of predictors is a long one, where most research tried to reach the best variance explained in BI. Still, the demographic factors related to the samples used in this research were neglected in quit

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substantial proportion of these studies. The demographic factors were mainly used as moderators of the set of relationships assumed in each model under investigation.

This research project analyzed responses from 699 subjects regarding e-government services in one of the Middle East countries. The purpose was to understand the influence of demographic factors on the adoption of e-government and through an extensively investigated theories. The model expanded the theory of reasoned actions (TRA) with the trust variable. The model tried to predict BI using the usefulness and ease of use of the website, along with subjective norms. The four variables were assumed to be significant predictors of BI. The TRA was explored by previous research and yielded significant and insightful results (Fishbein & Ajzen, 1975). In addition, trust is a common construct in previous research and a significant predictor of BI of e-government services (Al-Gahtani, 2011; Abu-Shanab, 2014).

This research investigated the moderation effect of demographic factors like gender, age, education and experience in the TRA context. The four factors are assumed to inflect a significant influence on the relationships of the proposed model, and have significant differences in means estimated for the research variables. Section 2 will review the previous research related to the theory and used factors. The third section will describe the methodology used. The fourth section will depict data analyses and the discussion of the results. Finally, conclusions, limitations and future research are reported.

CONCEPTUAL BACKGROUND

The main benefits realized from deploying e-government applications and websites are reduced cost, the ease of use of services, and the value added benefits of this service (Lee, Kim & Ahn, 2011). In addition, e-government services enhance citizens services, and the practice of collecting, storing and publicly reporting information. Such process helps public employees to take rational decisions, generate a coordinated centralized decision-making process, improve efficiency and avoid cost duplications (Evans & Yen, 2006; Abu-Shanab, 2017). Previous studies tried to conclude to a universal definition of e-government but could not agree on one that satisfies all perspectives. The reasons behind such failure is the multiplicity of such topic. E-government is a discipline investigated by diverse areas of research like business administration, social sciences, political science, public administration and the technology disciplines. Some studies considered it to be presenting public service via the Internet (Sharma & Qian, 2012), while others embedded complex services under such concept (Abu-Shanab, 2013). E-government aims at facilitating the provision of information and services to country's citizens (Alshehri, Drew & Alfarraj, 2012).

E-government as a service or as a website has an extensive interaction with citizens, where it sums all services needed by citizens into a one stop shop. E-government is defined as utilizing Information and Communication Technology (ICT) to improve government's processes, deliver appropriate services to citizens, and enhance citizens' participation (World Bank, 2007; Yanqing, 2010). Research asserted the concept of citizen's participation in the political process (Mason, 2011), while other studies connected e-government to the delivery of information and knowledge needed for taking correct decisions in the political practices of the country (Lee, Chang & Berry, 2011). Like other businesses, e-government is recognized as two major streams: The supply side and the demand side. The first is associated with the activities conducted by governments, where the demand side is associated with citizens' taking up the services (Lim et al., 2012). On the same line, e-government is categorized into three major activities based on the parties involved in the transaction conducted on the web site and they are: the transactions

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