Gender and Age: Moderators or Predictors of E-Government Acceptance?

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ABSTRACT

The importance of e-government projects is driving research in the area of technology acceptance to better understand the factors influencing the adoption of such projects and thus the success of e-government. Among the factors influencing the intention to use e-government projects are: perceived usefulness, perceived ease of use, social influence and trust. These relationships also are moderated by gender and age and previous literature supported such premise. This study utilized a sample of Jordanians who filled a survey consisting of items measuring the previously mentioned constructs. Results supported the proposed research model, where intention to use e-government services was significantly predicted by all proposed variables. Age and gender were significant predictors of e-government services when added to the model. Unfortunately, only one relationship was moderated by age and no relationships where moderated by gender. The detailed findings, conclusions and future work are discussed further in this paper.

Keywords: Adoption Model, Age, E-Government, Empirical Study, Gender, Moderation Effect

1. INTRODUCTION

Research in the area of e-government focused on the behavioral attitudes towards adopting e-government services or websites. The use of a technology is a measure of its success, where the adoption research utilized the “intention to use a technology” (ITU) more than the construct of actual use. The ultimate goal is to understand the factors influencing the adoption process of e-government, where more factors were proposed for the purpose of increasing the explanation of variance of ITU. Many technology adoption theories explored such issue and proposed a huge set of constructs that have significant influence on the use or intention to use a technology. This study tried to explore the role of gender and age in predicting ITU and moderating the relationships influencing intention to use e-government websites.

This study utilized a model that extends one of the famous technology acceptance...
theories by adding trust as a significant predictor of intention to use e-government. The theory of reasoned action (TRA) proposed that perceived usefulness, perceived ease of use and social influence will influence of the intention to use a technology (Fishbein & Ajzen, 1975). Also, trust was one of the robust constructs that significantly influenced the intention to use e-government in previous literature (Al-Gahtani, 2011; Abu-Shanab, Knight & Refai, 2012; Beldad, Geest, Jong & Steehouder, 2012).

This study focused on the moderation effect of age and gender on a proposed model that predicts the ITU e-government services. Based on that, the following section will review the literature related to the topic, next the research methodology will be explored. Data analysis and the discussion of results will be explored in the following section. Finally, conclusions and future research are proposed at the end.

2. LITERATURE REVIEW

The major advantages gained from adopting e-government applications are cost savings, the ease of use and usefulness of such technology (Lee, Kim & Ahn, 2011). Also, it improves customer service, and the process of gathering and publishing information. Such process will aid public officials in their decision making, create a centralized decision making procedure, eliminate inefficiencies and cost redundancies (Evans & Yen, 2006). Research tried to reach an agreed upon definition of e-government but failed because of the diversity of such domain. E-government is a topic researched by more than one area like business administration, social sciences, political science, public administration and the technology disciplines. Some researchers considered it as simple as providing public service via the Internet (Sharma & Qian, 2012), while others embedded complex services under such concept (Abu-Shanab, 2013). E-government is considered by research as a tool for providing electronic information and services to citizens (Alshehri, Drew & Alfarraj, 2012).

Recent views of e-government indicated that it is a phenomenon that interfaces with citizens in many aspects. Electronic government is defined as using Information and Communication Technology (ICT) to enhance government’s operations, provide suitable services to citizens, and improve citizens’ participation (World Bank, 2007; Yanqing, 2010; Abu-Shanab, 2012). Mason (2011) emphasized the notion of citizen’s participation in the political arena, while others related e-government to the provision of information and knowledge to make suitable decisions in the political life (Lee, Chang & Berry, 2011). E-government can be classified also into two major directions: the supply side and the demand side. The supply side is related to the actions taken by governments, where the demand side relates more to citizens’ acceptance (Lim et al., 2012). E-government is classified into three major categories: the relationship between the government and its citizens (G2C), the relationship between the government and businesses (G2B), and the relationship between the government and its employees (G2E) (Al-Naimat, Abdullah, Osman & Ahmad, 2012).

Abu-Shanab (2013) indicated that it includes four major dimensions: providing e-service to citizens and businesses,
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Vincent S. Lai (2010). *Technological Advancement in Developed and Developing Countries: Discoveries in Global Information Management* (pp. 49-73).
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