

The Impact of Citizen Trust, Citizen Disposition and Favourable Social Characteristics on the Adoption of e-Government: Mediating Roles of Perceived Behavioural Control

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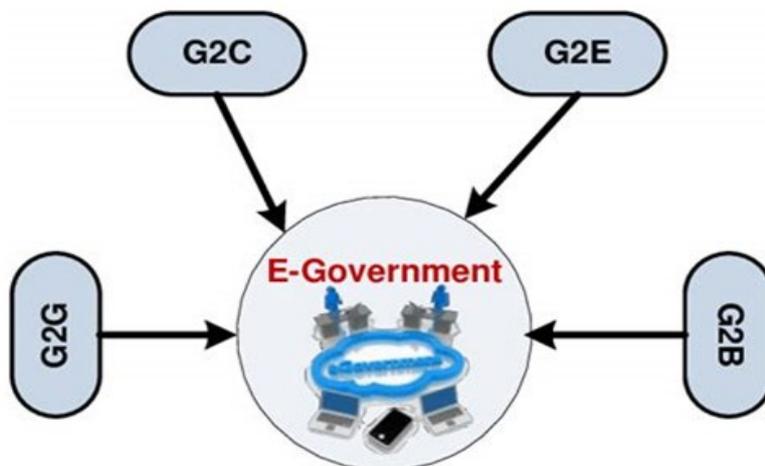
The aim of this study is to examine the impact of citizen trust, citizen disposition and favourable social characteristics on the adoption of e-Government and also examine the mediating role of perceived behavioural control on these relationships. The government employees of Bangkok in Thailand, are the respondents of the study. A survey questionnaire method was used to collect data from the respondents. PLS-SEM technique was used for the analysis of the data. The results highlighted that citizen trust, citizen disposition, and favourable social characteristics have positive impact on the adoption of e-Government. In addition, perceived behavioural control mediates the relationship among the citizen trust and adoption of e-Government, citizen disposition and adoption of e-Government, favourable social characteristics and adoption of e-Government. This study suggests that policymakers should place emphasis on citizen trust, disposition and social characteristics, that enhances the adoption of e-Government in Thailand.

Key words: *Citizen Trust, Citizen Disposition, Favourable Social Characteristics, Adoption of e-Government, Perceived Behavioural Control.*

Introduction

Globalisation is required to improve the processes of business; as well as the government of a country. The challenges of globalisation cannot be faced without improving the government and business processes of a country. E-commerce or e-Government are important elements to enhance business and government processes. E-governance is the practice of using technology, while communicating to the general public or citizens in a country (Carter, Weerakkody, Phillips, & Dwivedi, 2016). Particularly, e-Government uses technological devices for communication such as the internet and computers, while providing services to citizens, customers or another person of a region or country (Voutinioti, 2013). In addition, e-Government is concerned with the digital interaction of citizen and the government (C2G), or digital interaction of the government and other agencies of government (G2G), or digital interaction of employees and the government (E2G), or digital interaction of business/commerce and the government (B2G) (Alomari, 2014). Thus, the delivery model of e-Government can be broken down into different categories. Digital interactions include communicating with citizens and with their governments at all levels such as city, province or state; nationally as well as internationally (Rana, Williams, Dwivedi, & Williams, 2012). Moreover, digital interactions also involve communicating within the different agencies of government at all levels such as city, province or state, nationally as well as internationally (Hussein, Mohamed, Ahlan, Mahmud, & Aditiawarman, 2010). In addition, digital interactions involve communicating with employees of government and with government at all levels such as city, province or state, nationally, as well as international government (Lee, Kim, & Ahn, 2011). Furthermore, the digital interactions also involve different businesses communicating with their government, all levels such as city, province or state, nationally as well as internationally (Lawson-Body, Illia, Willoughby, & Lee, 2014). Figure 1 illustrates digital interactions of the government with citizens, employees, other agencies of government and businesses.

Figure 1. Functions of e-Government



There are a lot of benefits to adopting e-Government in a country with different perspectives. The first benefit is the improvement in the efficiency and effectiveness in dealing with customers, citizens, businesses, other agencies of government and employees. The second benefit is improved and faster access to government by its customers, citizens, businesses, other agencies of government and employees. The third benefit is improved quality of services that are provided by the government to its customers, citizens, businesses, other agencies of government and employees. The fourth benefit is improvement in green and environmental protection for the customers, citizens, businesses, other agencies of government and employees. The sixth benefit is the improvement in the participation by the civil societies, private sectors, customers, citizens, businesses, other agencies of government and employees. The seventh benefit is the improvement in the transparency and greater trust of customers, citizens, businesses, other agencies of government and employees on the government. The last benefit is the improvement in a country's economic growth, that ultimately benefits the customers, citizens, businesses, other agencies of government and employees. Figure 2 highlights the benefits of e-Government for customers, citizens, businesses, other agencies of government and employees of the government.

Figure 2. Benefits of e-Government



The government of Thailand also adopted e-Government functions in their processes to improve the overall performance of government for its customers, citizens, businesses, other agencies of government and employees. E-Government improves business processes, so that the revenue of a business increases over time. The revenue of electronic media was only US\$ 1,117 million in 2016, and if it continues to increase, it will reach US\$ 1,774 in 2021, while 10

percent positive change has been observed between 2016-2021. Moreover, the revenue of toys and hobbies was only US\$ 398 million in 2016, and if it continues to increase, it will reach at US\$ 1,029 in 2021, while 21 percent positive change has been observed between 2016-2021. In addition, the revenue of furniture and appliances was only US\$ 391 million in 2016, and if it continues increase, it will reach US\$ 855 in 2021, while 17 percent positive change has been observed between 2016-2021. Similarly, the revenue of fashion business was only US\$ 390 million in 2016, and if it continues to increase, it will reach US\$ 1,310 in 2021, while 27 percent positive change has been observed between 2016-2021. Likewise, the revenue of personal care and food was only US\$ 154 million in 2016, and if it continues to increase, it will reach US\$ 340 in 2021, while 17 percent positive change has been observed between 2016-2021. Finally, the revenue of all businesses was only US\$ 2,451 million in 2016, and if it continues to increase, it will reach at US\$ 5,307 in 2021, while 17 percent positive change has been observed between 2016-2021. Table 1 highlights improvements in businesses of Thailand due to adoption of e-Government.

Table 1: Improvement in Business due to e-Government in Thailand

Businesses	Revenue in 2016 (US\$ Million)	Revenue in 2021 (US\$ Million)	% Change in Revenue 2016-21
Electronics and Media	1,117	1,774	+10%
Toys and Hobbies	398	1,029	+21%
Furniture and Appliances	391	855	+17%
Fashion	390	1,310	+27%
Personal Care and Food	154	340	+17%
Total	2,451	5,307	+17%

Thus, the adoption of e-Government is necessary for improved business processes, as well as the processes of the government, in order to deal with customers, citizens, employees, other government agencies and businesses. The present study also takes into consideration this important aspect and therefore takes adoption of e-Government, as a main variable of the study.

Literature Review

This section deals with the operational definition of constructs that are used in the study These include the adoption of e-Government, citizen trust, citizen disposition, favourable social characteristics and perceived behavioural control. This section also surveys previous literature regarding the relationships among the understudy constructs.

Adoption of e-Government

E-Government refers to the usage of technological devices for communication, such as the internet and computers, while providing services to citizens, customers, or another persons of the region or country. In addition, e-Government means the digital interaction of citizen and the government (C2G) or digital interaction of government and other agencies of government (G2G) or digital interaction of employees and the government (E2G) or digital interaction of business/commerce and the government (B2G). While adoption of e-Government refers to the usage of computers and internet devices by the government, to interact with their citizens, agencies of government, businesses, and employees (Lin, Fofanah, & Liang, 2011). Moreover, “the use of or application of information technologies (such as Internet and intranet systems) to government activities and processes in order to facilitate the flow of information from government to its citizens, from citizens to government and within government” (Weerakkody, El-Haddadeh, Al-Sobhi, Shareef, & Dwivedi, 2013). The adoption of e-Government means digital and electronic products can be used with citizen, employees, businesses and other agencies of government. Similarly, “e-Government (from electronic government, also known as e-Government, digital government, online government or in a certain context transformational government) refers to the use of internet technology as a platform for exchanging information, providing services and transacting with citizens, businesses, and other arms of government” (Yonazi, Sol, & Boonstra, 2010). Thus, the adoption of e-Government is necessary to attract citizens, business, employees and other government agencies smoothly, quickly and effectively and this study use this construct as main variable of the study.

Citizen Trust

Citizen trust refers to the trust of every citizen in a country on its government and the trust in the action plan of that government. Moreover, trust in government by citizens refers to the willingness and acceptance of every act of the government. "Lack of trust compromises the willingness of citizens and business to respond to public policies and contribute to a sustainable economic recovery. Trust is important for the success of a wide range of public policies that depend on behavioural responses from the public” (Gauchat, 2012). In addition, citizen trust means the faith of the public on the planning and action of its state. Public acceptance and following rules and regulations developed by the government, is another form of public trust in its government (Hanitzsch & Berganza, 2012).

Furthermore, “trust in government can depend on citizen’s experiences when receiving public services. The interaction between citizens and the state is a crucial factor of trust in government. Under tight fiscal constraints and growing expectations, governments are increasingly engaging with citizens to ensure quality, responsiveness and ultimately trust in public services” (Borowski, 2013).

Thus, public trust is necessary for smooth, quick and effectiveness of governments and other government agencies and this study use this construct as an independent variable of the study.

Citizen Disposition

Citizen disposition refers to emotions of the public regarding planning and action plans of the government. Moreover, “disposition refers to the aspects and habits of mind and emotion that one displays over a length of time. Disposition is the natural or prevailing aspect of one's mind as shown in behaviour and relationships with others: a happy disposition; a selfish disposition” (Ritter, Teller, Marcussen, Munetz, & Teasdale, 2011). In addition, it refers to the habits of citizens of a country, regarding any action plan of the government. Furthermore, it means the “act of disposing; transferring to the care or possession of another and the parting with, alienation of, or giving up of property. The final settlement of a matter and, with reference to regulations provided by the government to their citizens is commonly referred to as disposition, regardless of level of resolution” (Ahn, 2012). Also citizen disposition refers to the reaction of the citizen on the code of conduct of their government and “citizen disposition is the natural or prevailing aspect of citizen mind, as shown in behaviour and relationships with government: a happy disposition; a selfish disposition. Temper sometimes denotes the essential quality of one's nature: a glacial temper; usually it has to do with propensity toward anger: an even temper; a quick or hot temper” (Ballantine & Creery, 2010). Thus, citizen disposition is necessary for the smooth, quick and effectiveness of governments and other government agencies and this study use this construct as independent variable of the study.

Favourable Social Characteristics

Favourable social characteristics refer to best social facilities provided to citizen by their government. In addition, “social characteristics are the characteristics of the type of person you are in society. for example; upper class - lots of money, big house, high paying job, well off, can have lots of luxury's, or middle class - reasonably amount of finance, can provide the family, average job” (Hamama, 2012). Social characteristics mean the amenities provided by the government to its citizens, such as a job, a house, medical care, roads, and education. Furthermore “social characteristics are to a large extent an objectively given fact, influenced from birth and affirmed by socialisation processes.; and, according to Marx, in producing and reproducing their material life, people must necessarily enter into relations of production which are independent of their will” (Weisburd, 2012). Similarly, favourable social characteristics mean the best living standards provided by the government to their public or citizen in society (Méjean, Macouillard, Péneau, Herberg, & Castetbon, 2013). Thus, favourable social characteristics are necessary for the smooth, quick and effectiveness of the government and other government agencies and this study use this construct as independent variable of the study.

Perceived Behavioural Control

Perceived behavioural control means the individual comfort level that is needed to behave in a particular situation. In addition, it also refers to the degree at which an individual controls their behaviour to act, in a particular scenario. Moreover, “the degree to which an individual believes action is under their active management is called perceived control behaviour” (Cestac, Paran, & Delhomme, 2011). Furthermore, perceived control behaviour is the behaviour that is controlled by the individual while performing any action in a given situation. Similarly, “perceived control is the extent to which we believe we have control over a situation. It can help reduce stress and offer many other health benefits” (Askelson et al., 2010). Likewise, it refers to behaviour that is controlled by a concerned person, while acting in any given situation. In addition, “perceived behavioural control refers to the comfort level of an individual to perform any particular behaviour. Comfort level is determined by someone’s confidence in their abilities to perform certain task at hand” (Hau & Kang, 2016). Thus, the perceived control behaviour is necessary for the smooth, quick and effectiveness of the government and other government agencies and this study use this construct as independent variable of the study.

Citizen Trust and Adoption of e-Government

The adoption of e-Government depends upon the trust of citizens and individuals in a country. If the public has trust in decisions of government, then they adopt the e-Government function with full confidence and vice versa (Morgeson III, VanAmburg, & Mithas, 2010). A significant positive link has been found to exist between the trust of citizens and the adoption of e-Government. The success of e-Government always depends upon public trust, because without public trust it cannot be properly implemented. If public trust increases, the possibilities of adopting e-Government also increases (Alshehri & Drew, 2010). Likewise, public trust has a positive impact on the adoption of e-Government. In addition, the adoption of e-Government is positively influenced by the trust of the country citizens. Moreover, public trust is playing a positive role in the adoption of e-Government in the country. Similarly, e-Government cannot be adopted by the people, if they have less trust in the government of the country (Abu-Shanab, 2014). Significant positive effect is found in the relationship between citizen trust and adoption of e-Government in a country. Thus, public trust is necessary for the adoption of e-Government, and the present study developed the following hypothesis, on the basis of all above-mentioned studies:

H1: There is a positive link between citizen trust and adoption of e-Government in the public sector institutions of Thailand.

Citizen Disposition and Adoption of e-Government

The adoption of e-Government is dependent upon the disposition characteristics of the public in a country. If the public has positive disposition regarding the decision of the government then they adopt the e-Government function with full confidence and vice versa (Al-Nawafah, 2017). Moreover, a significant positive link has been observed between citizen disposition and the adoption of e-Government. The success of e-Government always depends upon public disposition, because without positive public disposition it cannot be properly implemented. Similarly, as far as the favourable public disposition increases the possibilities of adoption of e-Government also increases (Rey-Moreno & Medina-Molina, 2017). Citizen disposition has a positive impact on the adoption of e-Government in a country. In addition, the adoption of e-Government is positively influenced by citizen disposition of a country. Moreover, citizen disposition plays a positive role in the adoption of e-Government in a country. Similarly, e-Government cannot be adopted by the people if they have a unfavourable disposition regarding the government of a country (Freire, Fortes, & Barbosa, 2014). Significant positive effect is found in the relationship of citizen disposition and adoption of e-Government in a country. Thus, citizen disposition is necessary for the adoption of e-Government in a country, and the present study developed the following hypothesis on the basis of all above mentioned studies:

H2: There is a positive link between citizen disposition and adoption of e-Government in the public sector institutions of Thailand.

Favourable Social Characteristics and Adoption of e-Government

The adoption of e-Government is dependent upon favourable social characteristics provided by the government of a country. If the social characteristics provided by the government are favourable then the public adopts the e-Government function with full confidence and vice versa. Moreover, a significant positive link has been observed between favourable social characteristics and the adoption of e-Government. The success of e-Government always depends upon favourable social characteristics, because without favourable social characteristics it cannot be properly implemented (Shah & Lim, 2011). Similarly, as far as the favourable social characteristics increases the possibilities of adoption of e-Government, favourable social characteristics also have a positive impact on the adoption of e-Government in a country. In addition, the adoption of e-Government is positively influenced by favourable social characteristics. Moreover, favourable social characteristics are playing a positive role in the adoption of e-Government in a country. Similarly, e-Government cannot be adopted by the people, if unfavourable social characteristics are provided by the government of a country (Manoharan, 2013). Significant positive effect is found in the relationship of favourable social characteristics and the adoption of e-Government in a country. Favourable social

characteristics are necessary for the adoption of e-Government in a country, and the present study developed the following hypothesis on the basis of all above-mentioned studies:

H3: There is a positive link between favourable social characteristics and adoption of e-Government in the public sector institutions of Thailand.

Mediating Role of Perceived Behavioural Control

If the public has more trust in the government, then they control their perceived behaviour and adopt any rules and regulation implemented by the government, such as adoption of e-Government. In addition, if the public has positive disposition toward the activities of the government then they control their perceived behaviour and adopt any rules and regulation implemented by the government such as adoption of e-Government (Saleem, 2015). Moreover, if favourable social characteristics are provided by the government, then citizens control their perceived behaviour and adopt any rules and regulation implemented by the government such as adoption of e-Government. Thus, citizen trust, citizen disposition and favourable social characteristics have increased the perceived behavioural control that ultimately increases the adoption of e-Government (Giantari, Zain, Rahayu, & Solimun, 2013). The present study also takes the perceived behavioural control as mediator and developed the following hypotheses based on above-mentioned studies:

H4 (a): Perceived behavioural control mediates the relationship among citizen trust and adoption of e-Government in the public sector institutions of Thailand.

H4 (b): Perceived behavioural control mediates the relationship among citizen disposition and the adoption of e-Government in the public sector institutions of Thailand.

H4 (a): Perceived behavioural control mediates the relationship among favourable social characteristics and adoption of e-Government in the public sector institutions of Thailand.

Research Methods

The aim of this study is to examine the impact of citizen trust, citizen disposition and favourable social characteristics on the adoption of e-Government. It also examines the mediating role of perceived behavioural control on these relationships. The government employees of Bangkok city in Thailand are the respondents of the study. A survey questionnaire method was used to collect data from the respondents. A PLS-SEM technique was used for the analysis of the data.

Measures

The current study takes adoption of e-Government (AEG) as the main variable and it has ten items. This study also takes citizen trust (CT), citizen disposition (CD) and favourable social

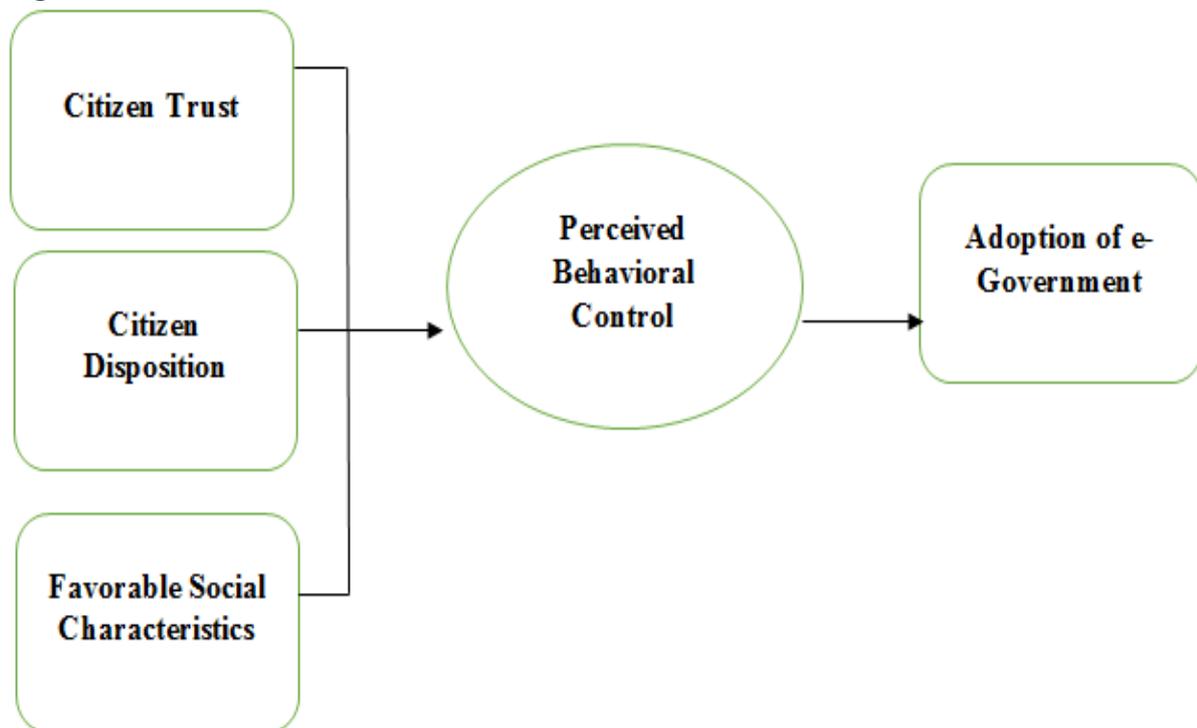
characteristics (FSC) as independent variables, that have fourteen, seven and twelve items respectively. Perceived behavioural control is the mediator that has eight questions, which are all based on the five-point Likert scale.

Data Collection Procedures

The government employees of Bangkok city in Thailand are the respondents of this study. A survey questionnaire method was used to collect data from the respondents. About 900 questionnaires were distributed to all the public sector institutions of Bangkok via personal visits. The responses were collected after thirty days of distribution. Approximately 700 valid responses were received, which is a 77.78 percent response rate.

Theoretical Framework

Figure 3: E-Government Framework



Results

The convergent validity of the constructs are valid because the loadings are greater than 0.50, Alpha ad CR is greater than 0.70 and AVE is greater than 0.50. Table 2 highlights the convergent validity of the constructs.

Table 2: Convergent Validity

Constructs	Items	Loadings	Alpha	CR	AVE	
Adoption of e-Government	AEG1	0.705	0.849	0.884	0.523	
	AEG10	0.782				
	AEG2	0.821				
	AEG3	0.632				
	AEG6	0.627				
	AEG7	0.679				
	AEG8	0.789				
	Citizen Disposition	CD1				0.880
	CD3	0.780				
	CD4	0.704				
	CD5	0.671				
	CD7	0.679				
Citizen Trust	CT1	0.793	0.928	0.938	0.583	
		CT10				0.861
		CT11				0.554
		CT12				0.783
		CT13				0.697
		CT14				0.727
		CT2				0.827
		CT3				0.799
		CT6				0.768
		CT8				0.760
		CT9				0.788
	Favourable Social Characteristics	FSC1				0.883
		FSC11	0.865			
		FSC12	0.731			
		FSC2	0.648			
		FSC3	0.811			
		FSC5	0.780			
		FSC7	0.910			
		FSC8	0.718			
Perceived Behavioural Control	PBC1	0.745	0.857	0.893	0.582	
		PBC2				0.735
		PBC4				0.776
		PBC6				0.800
		PBC7				0.752
		PBC8				0.767



The discriminant validity of the data, according to the Fornell Larcker is valid because the first value is greater than the rest of the values. Table 3 shows the Fornell Larcker and Table 4 shows the cross-loadings of the items.

Table 3: Fornell Larcker

	AEG	CD	CT	FSC	PBC
AEG	0.723				
CD	0.670	0.747			
CT	0.535	0.498	0.764		
FSC	0.570	0.463	0.398	0.798	
PBC	0.721	0.491	0.497	0.666	0.763

Table 4: Cross Loadings

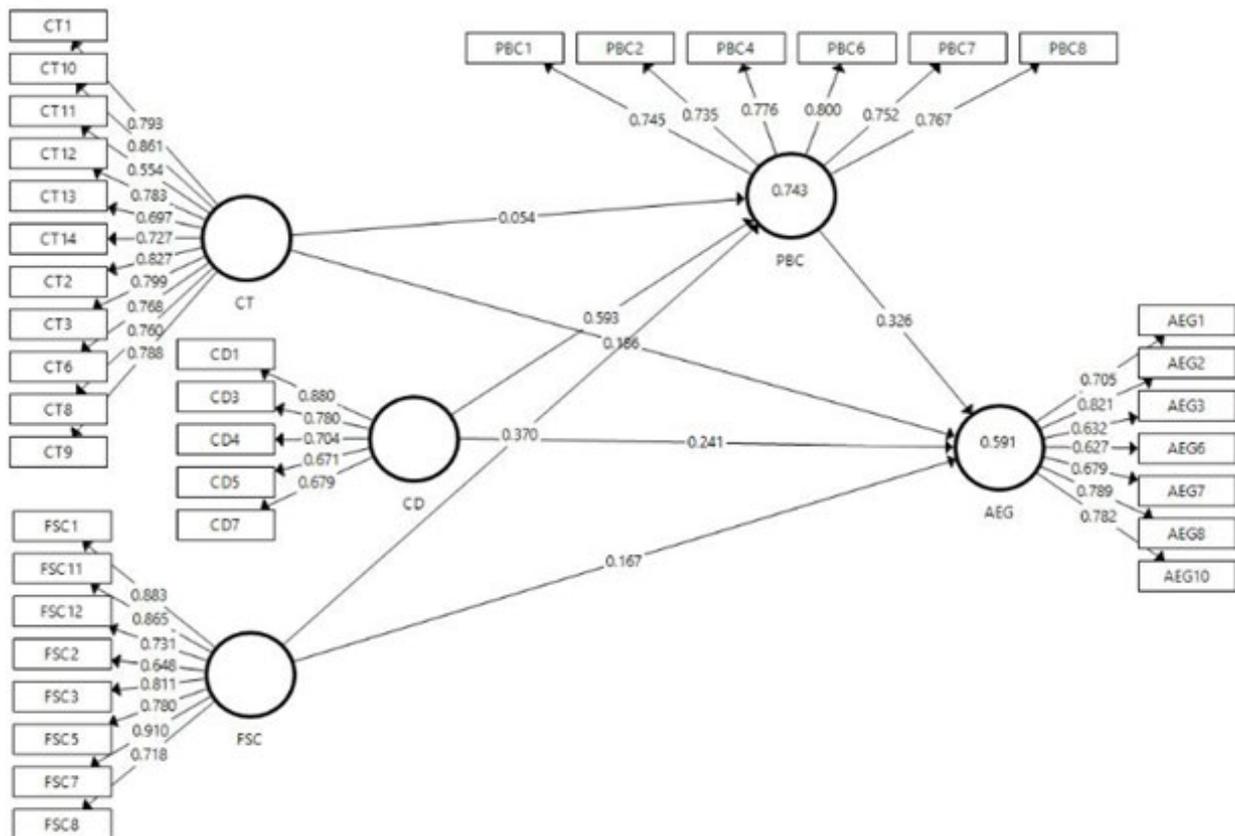
	AEG	CD	CT	FSC	PBC
AEG1	0.705	0.358	0.293	0.452	0.390
AEG10	0.782	0.453	0.359	0.422	0.558
AEG2	0.821	0.415	0.386	0.326	0.481
AEG3	0.632	0.307	0.295	0.367	0.340
AEG6	0.627	0.315	0.405	0.366	0.427
AEG7	0.679	0.627	0.439	0.466	0.613
AEG8	0.789	0.715	0.467	0.452	0.686
CD1	0.694	0.880	0.495	0.436	0.735
CD3	0.638	0.780	0.533	0.361	0.590
CD4	0.398	0.704	0.248	0.312	0.659
CD5	0.289	0.671	0.202	0.247	0.407
CD7	0.335	0.679	0.275	0.338	0.485
CT1	0.351	0.281	0.793	0.190	0.237
CT10	0.504	0.470	0.861	0.428	0.483
CT11	0.246	0.252	0.554	0.244	0.274
CT12	0.478	0.452	0.783	0.365	0.479
CT13	0.437	0.392	0.697	0.389	0.464
CT14	0.438	0.380	0.727	0.298	0.462
CT2	0.424	0.410	0.827	0.263	0.359
CT3	0.410	0.370	0.799	0.233	0.305
CT6	0.302	0.257	0.768	0.180	0.236
CT8	0.351	0.332	0.760	0.249	0.298
CT9	0.408	0.446	0.788	0.354	0.384
FSC1	0.439	0.325	0.286	0.883	0.504
FSC11	0.392	0.339	0.284	0.865	0.494
FSC12	0.511	0.446	0.287	0.731	0.603
FSC2	0.430	0.417	0.316	0.648	0.513
FSC3	0.336	0.255	0.224	0.811	0.400
FSC5	0.559	0.428	0.380	0.780	0.662
FSC7	0.471	0.365	0.339	0.910	0.532
FSC8	0.395	0.290	0.377	0.718	0.417
PBC1	0.497	0.438	0.354	0.647	0.745
PBC2	0.634	0.653	0.437	0.417	0.735
PBC4	0.508	0.413	0.391	0.622	0.776
PBC6	0.532	0.489	0.357	0.649	0.800
PBC7	0.518	0.757	0.352	0.343	0.752
PBC8	0.589	0.804	0.377	0.415	0.767

The discriminant validity of the data according to an HTMT ratio is valid because all the values are less than 0.90. Table 5 shows the HTMT ratio of the items.

Table 5: HTMT Ratio

	AEG	CD	CT	FSC	PBC
AEG					
CD	0.713				
CT	0.569	0.522			
FSC	0.623	0.512	0.408		
PBC	0.803	0.806	0.532	0.742	

Figure 3. Measurement Model Assessment

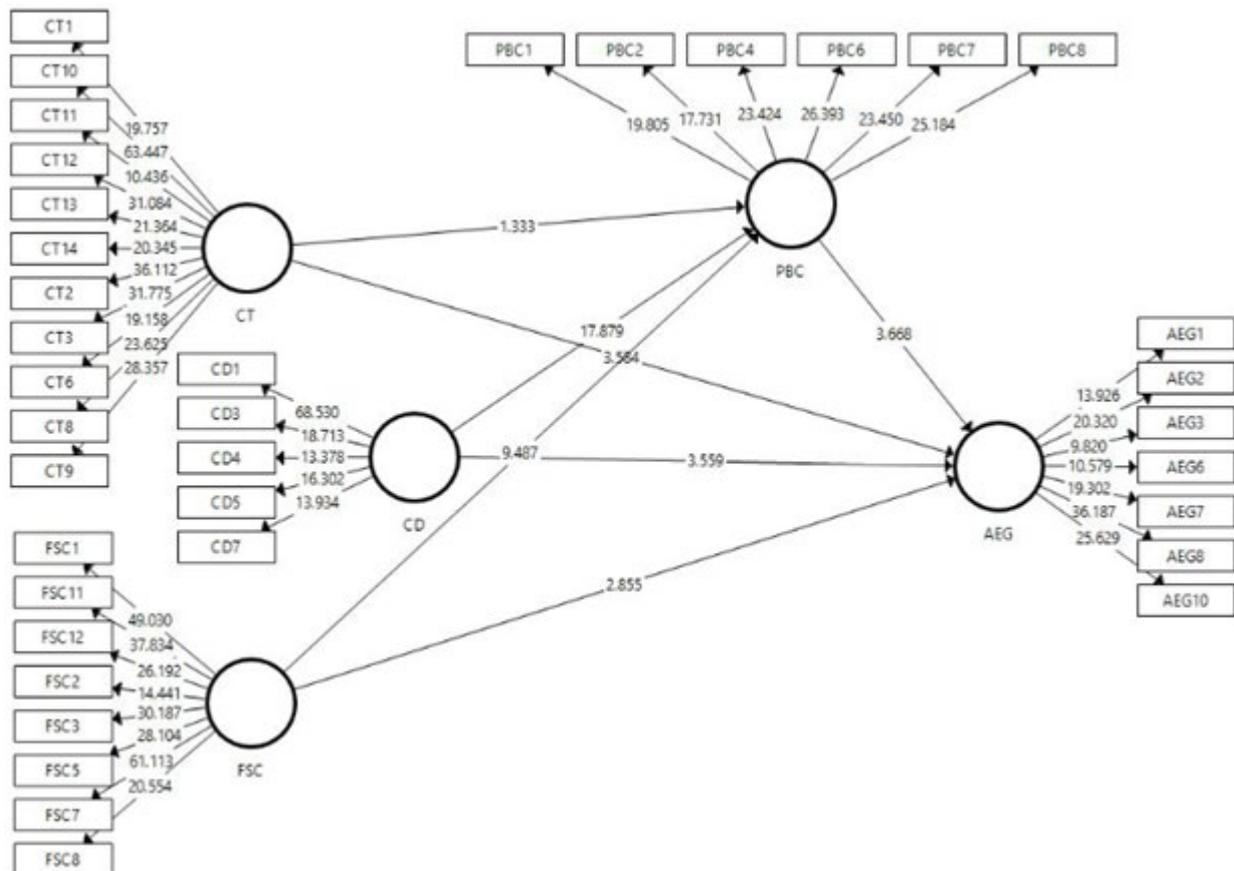


The results of regression show that all the variables such as citizen trust, citizen disposition and favourable social characteristics have a positive link with adoption of e-Government because t-statistics are greater than 1.64, p-values are less than 0.05 and no zero lies between the lower and upper limits. Perceived behavioural control significantly mediates between all above-mentioned relationships because t-statistics are greater than 1.64, p-values are less than 0.05, and no zero lies between the lower and upper limits.

Table 6: Path Analysis

	Beta	S.D.	t-statistics	p-values	L.L.	U.L.
CD -> AEG	0.241	0.068	3.559	0.000	0.127	0.362
CD -> PBC	0.593	0.033	17.879	0.000	0.536	0.651
CT -> AEG	0.186	0.052	3.584	0.000	0.103	0.271
CT -> PBC	0.054	0.041	1.333	0.091	-0.017	0.116
FSC -> AEG	0.167	0.058	2.855	0.002	0.081	0.263
FSC -> PBC	0.370	0.039	9.487	0.000	0.316	0.439
PBC -> AEG	0.326	0.089	3.668	0.000	0.175	0.474
CD -> PBC -> AEG	0.194	0.052	3.750	0.000	0.106	0.285
CT -> PBC -> AEG	0.196	0.042	4.667	0.018	0.005	0.042
FSC -> PBC - > AEG	0.121	0.036	3.356	0.000	0.065	0.182

Figure 4. Structural Model Assessment





Discussions and Conclusion

This study examines the impact of citizen trust, citizen disposition and favourable social characteristics on the adoption of e-Government and the mediating role of perceived behavioural control on these relationships. The results show that if people have more trust in government, have positive disposition and also have favourable social characteristics then they accept all the policies, rules and regulations developed by the government, such as e-Government. If people have more trust in government, have positive disposition and also have favourable social characteristics then they control their perceived behaviour, which helps them to adopt the e-Government function of the government.

In conclusion, if people have more trust in government, have positive disposition and also have favourable social characteristics then they accepted all the policies, rules and regulations developed by the government, such as e-Government. They can also control their perceived behaviour that helps them to adopt the e-Government function of the government. The current study has some limitation, such as only focusing on the government institution of Bangkok for investigation. Future research could add more institutions in different cities for investigation. The current study only used three factors, such as citizen trust, citizen disposition and favourable social characteristics to predict the adoption of e-Government, and further studies may examine more factors. Finally, the current study ignores cross country analysis and future studies may add this to the analysis.

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