

E-Government Continuance Intention of Media Psychology: Some Insights from Psychographic Characteristics

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Abstract : Psychographic is a psychological study of values, attitudes, interests and it is used mostly in prediction, opinion research and social research. This study predicts the influence of performance expectancy, effort expectancy, social influence and facilitating condition on e-government acceptance among Malaysian citizens. The survey responses of 543 e-government users have been validated and analyzed by means of covariance-based Structural Equation Modeling. The findings indicate that e-government acceptance among Malaysian citizens are mainly influenced by performance expectancy ($\beta = 0.66$, $t = 11.53$, $p < 0.01$) and social influence ($\beta = 0.20$, $t = 4.23$, $p < 0.01$). Surprisingly, there is no significant effect of facilitating condition and effort expectancy on e-government continuance intention ($\beta = 0.01$, $t = 0.27$, $p > 0.05$; $\beta = -0.01$, $t = -0.40$, $p > 0.05$). This study offers government and vendors a frame of reference to analyze citizen's situation before initiating new innovations. In case of Malaysian e-government technology, adoption strategies should be built around fostering level of citizen's technological expectation and social influence on e-government usage.

Keywords : continuance intention, Malaysian citizen, media psychology, structural equation modeling

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