FACTORS THAT INFLUENCE BEHAVIOURAL INTENTION ON POLITICAL PARTY WEBSITES IN SOUTH AFRICA

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3 Introduction

3.1 Background And Context

The underlying context of this research is a focus on political party websites and citizen usage behaviour. The background of the study investigates how the role of the party website has risen to growing prominence in the online campaign context due to the transformative nature of the Internet on modern communication, as a whole. As a result, evaluating website quality in the political arena is of strategic importance but lacks a strong body of dedicated research in the academic community. Rigourous evaluations can point to improvements in the way parties develop and use websites to engage citizens. At an aggregate level as a result of these improvements, more effective political engagement online may contribute to healthier democratic processes and more politically active citizenry. At an organisational level, for parties themselves, more effective political engagement online can produce benefits at large scale, such as expanded reach, better targeting and profiling of constituents, with significant cost-savings, increased voter turnout and improvements to public opinion. Behavioural intention is an important antecedent of usage (Venkatesh, 2003, 2006, 2008) where usage and user satisfaction, (Bhattacherjee, 2001; Kim, 2005; Nusair & Kandampully, 2008), are shown to be related antecedents of IS success, (DeLone and McLean, 1992, 2002, 2003). In the context of usage behaviour at the individual level-of-analysis, intention is a powerful predictor of system usage where usage of a system is a component of a system's overall success. Part of predicting the success of a political party website can come from understanding users' behavioural intentions when using the websites in question.

3.2 Research Question & Sub-Questions

The over-arching research question posed by the research is, "what factors influence behavioural intention on political party websites in South Africa? The focus of this study is on behavioural intention to use the system rather than actual system usage itself similarly to Jackson et al. (1997). Investigating these factors by surveying users may produce insights to improve website quality and usage, thus making party websites more successful components of organizational and IT strategy as well as more usable for end-users. Secondary research questions inquire as to how best to evaluate users' behavioural intentions and perceptions about website quality, in a general sense? In a political sense, there is a need to incorporate understanding of behavioural intention in the context of political actions conducted by an individual. The study seeks to investigate methods that evaluate how an

individual thinks about his own efficacy as a political agent. The research's objective is to explain what factors influence users' behavioural intention on a political party website.
The study's geographic focus is South Africa, and its demographic focus is on the youth.

3.3 The Need for Research & Relevance

The phenomena explored in the study present an emerging domain of innovation for Information Systems given the intersection of socio-political phenomena (political science) and socio-technical systems (IS). The Internet challenges traditional party resources, which can lack technology understanding in context of their organisation's goals. The global rise of political campaigning on the Internet has brought attention to the importance of website effectiveness and quality. Evaluating website quality is an increasing issue facing political organisations prompted with the need to adapt at the pace of technology change in order to stay competitive and reap the benefits of what current Internet technologies offer. Political parties' websites are increasingly viewed as a key pillar of the political campaign process since they effectively reduce communication, transaction and data costs with citizens and interest groups. The Internet present parties with an array of opportunity to enable more effective campaigning, directed user engagement and real-time feedback mechanisms on party policies and actions through social media. There is thus a need for research approaches that can combine faculties of understanding the IT resources of an organisation and its strategy as they relate to target users. Such an approach in this context, would provided insightful explanatory and prescriptive recommendations for how political organisations can make better of their websites as a communication and engagement medium. The research is needed and relevant for several reasons.

The importance of researching politics on the Internet stems primarily from the "increasing importance of the Internet in the way we engage with existing government institutions, but also the way it is changing these institutions, and potentially the nature of government itself," (Stuart, 2009: 840). The need for this research as well its relevance also speaks to the need for increased research e-Politics, generally. Wattal et al (2010) highlights the over-arching relevance of examining the influence of the Internet on political communication.

- "The rise of the Internet as a medium of political communication" is an emerging phenomenon, (669).

- There is a shortage of explanations for the influence of the Internet on political competition. "Information systems can provide insight into *how* technology impacts the societal behaviour observed so minutely by political scientists and sociologists," (2010: 672).
- The Internet is a "large scale movement enabler," (683) – thus, embodying the dynamic potential to assist a candidate in winning a political election," (672).
- Politicking on the Internet has implicit disruptive potential in relation to the demise of traditional media distribution channels, (670);
- The IS discipline has an opportunity to "significantly increase its relevance by leveraging its traditional strengths in comparative technology, process-oriented empirical research and applying that perspective to broader society, (683).
- There have been no prior studies examining the contingent impacts of Web 2.0 related technologies on the political campaign process, (664, 683).

The Information Systems discipline's research pedigree features process-centric capabilities and technology understanding. It can progress previous studies focusing on political party websites that were predominantly conducted from a limited social scientific perspective, resulting in the treatment Internet phenomena as monolithic.

Websites designed for civic and political engagement require better designs that account for the dynamics involved between the interactions between citizens and political institutional actors. Since e-politics and online political engagement are relatively new phenomena improving the way political party's engage their targeted stakeholder groups on the Internet could be largely be dependent on the strength of civic and political engagement systems' design.

3.4 Overview of Study

This sections provides a brief overview of the research.

Chapter 4, the literature review, explores the conceptual backgrounds of the key concepts of Behavioural Intention, Website Quality and its evaluation, Social Influence and Perceived Political Self Efficacy. Chapter 4 also features topical coverage of secondary areas of relevance in the literature by focusing on four inter-related areas that are associated with the over-arching research in question. Firstly, eParticipation is investigated since it provides a broader context for how political life is changing in the face of the Internet era. Secondly, the geographic context of the research is explored through the literature on e-Politics in South Africa. Similarly, the demographic context of

the research also required exposition. This section follows from the discussion about geography. Youth are presented as the focus of the research for several reasons. Thirdly, the political party and campaigning on the Internet is an area briefly reviewed to provide near-field and over-arching understanding of the specific transformative effects the Internet is having on traditional party politics. Fourthly, and importantly, given this research's focus on websites belonging to political parties a discussion around the role of modern political party websites provides functional understanding of how parties view and use their websites for political communication and engagement in the modern age. The literature review concludes by identifying gaps in the literature.

Chapter 5, deals with the study's research model. It presents the primary and secondary research questions in the study and links these to a set of specific research objectives. The next crucial step sees the hypotheses for the empirical study being created, systematically. Hypotheses are development for the constructs of website quality (which includes: usefulness, trust, response time, ease of use, entertainment, complementary relationship, perceived political self-efficacy, social influence and behavioural intention). Chapter 5 concludes with a summary of the study's hypotheses and a graphical illustration of the research model.

In chapter 6, the research methodology is examined. Firstly, the purpose of the research is made clear and linked to research paradigms within IS as well as approaches to theory. The chapter then moves onto the design of the survey instrument. It discusses the sampling plan, design of the questionnaire and data collection and data analysing techniques it intends to use in the study.

Chapter 7 reports on the descriptive statistics of the empirical research component. Respondents are profiled by age, gender, level of education, familiarity with the Internet, frequency of Internet use, website usage instances, prioty engagement with a party as well as party affiliations.

Chapter 8 marks the validity testing component of the research where Exploratory Factor Analysis is employed. The results of the factor analysis induce slight changes to the hypotheses structure established earlier in the study. Thus, modifications are necessary and explained comprehensively.

Chapter 9 marks the reliability testing component of the research where Cronbach's Alpha tests are conducted and discussed. Moving on, chapter 10 sees correlation analysis being applied ahead of multiple linear regression equations which sough to test out the hypotheses.

In Chapter 11 multiple regression is conducted for two primary research equations. Following this the discussion made provides the reader with a summary of regression results and a refined model. Finally, Chapter 12 sees the conclusion of the study with key findings in the testing of the research model being shared in respect to implications for academics and practitioners. Limitations and suggestions for future research precede the conclusion's ending.

4 Literature Review

Webster and Watson (2002) imply that the progress of the IS discipline rests, in part, on the ability of its researchers to effectively review literature. The authors make the following assertions about the importance of the literature review (Webster & Watson, 2002: xvi):

- A review of prior, relevant literature is an essential feature of any academic project.
- An effective review creates a firm foundation for advancing knowledge.
- It facilitates theory development.
- It closes areas where a plethora of research exists.
- It uncovers areas where research is needed.

A literature review should be concept-centric – a method to synthesize the literature - since concepts establish the organizing framework of the review according to Webster and Watson (2002). Furthermore, literature reviews provide an "opportunity to synthesize and reflect on previous theoretical work, thus providing secure grounding for the advancement of knowledge," (Saebo et al, 2008). The review method was conducted via searches on EBSCO, ISI Web of Knowledge, and IEEE Explore databases, as well as Google Scholar. This thorough search sought to identify all relevant research to date to be found in established academic journals and conference proceedings. The databases searched index in excess of 8,000 journals in the fields of natural sciences, psychology, and management science including the top Information Systems journals as well as journals that publish eParticipation and ePolitics research. These include *Government Information Quarterly, International Journal of E-Politics*, *International Journal of Technology and Politics*, *International Journal of Government and Democracy in the Information Age*, *Information Polity*, *Information Society*, *Political Communication And Political Behaviour*.

The literature comprises two parts that serve two purposes. The first, and most important is to provide conceptual understanding of key concepts that contribute to the research model, based on a review of the literature. The second part, is of less importance, but provides useful understanding of the context of the research model concepts in broader relation to near-field research. This is appropriate because the nature of this study is multidisciplinary. Efforts ought to be made to create theoretical linkages where they are not obvious or established already, and provide the reader with a concise account of inter-related conceptual areas underpinning the overall study. One benefit of this shall be that the implications for future research, which are presented at the end of the study, will be better understood.

The key concepts of the research model are:

1. Behavioural Intention
2. Website Quality & Evaluation
3. Perceived Political Self-Efficacy
4. Social Influence

4.1 Behavioural Intention

4.1.1 Usage Intention

Behavioural intention has its conceptual origins in literature focused on usage intention.

DeLone and McLean (1992, 2002, 2003) defined IS success by creating a multidimensional model measuring and reporting the interdependencies between the different success categories. It is one of the most prolifically cited instruments in IS research. The notion of IS success comprises six interrelated dimensions of success (DeLone and McLean (1992, 2002, 2003), where systems characteristics (System Quality, Information Quality and Service Quality) affect the Intention to Use the system by the user. Effective usage achieves Net Benefits which subsequently feedback into affecting User Satisfaction and continued use according to DeLone and McLean (1992, 2002, 2003).

The IS literature has established and validated relationships between the variables which contribute to usage intention, (Burton-Jones and Straub, 2006; Jasperson et al, 2005). In respect to IT adoption, specifically, adoption is studied at multiple levels of analysis. The majority of research occurs at the individual or user-level. Other studies have focused on group-level IT adoption, (Sarker, Valacich, & Sarker, 2005). Behavioural intention to use a system is correlated with usage (Davis et al. 1989) where behavioural intention can be interpreted as a determinant of user behaviour while other factors

influence user behaviour indirectly through behavioural intention, (Jackson et al. 1997). Hill, Smith, and Mann, (1987) echoed this arguing that behavioural intentions significantly predict action. The term had been conceptualized by Fishbein and Azken (1975) referring to "a measure of the strength of one's intention to perform a specific behaviour," (288). Behavioural intention is one of the "two main predictors of system use from individual-level technology adoption literature," (Venkatesh et al., 2008: 485) – the other being "facilitating conditions." The behavioural intention construct has also been evidenced as a determinant of a range of other human behaviours, (Albarracin et al. 2001; Sheeran 2002; Sheppard et al. 1988). Behavioural intention is studied in the context of usage intention and system use.

Conceptualizations of system use are theoretically related to proposed predictors of usage intention, (Burton-Jones and Straub 2006). The system use construct is the "ultimate dependent variable in technology adoption models," (Davis et al., 1989; Venkatesh et al., 2003) argued Venkatesh et al. (2008: 484). The system use construct is also present in IS success models, (DeLone & McLean, 1992, 2003). System use analyses require it to be established in IS research contexts with clarity and consistency. (Venkatesh et al. 2003; Venkatesh et al. 2008; Jasperson et al. 2005; Burton-Jones and Straub, 2006). System use is also interpreted as surrogate measure for IS success, (Sabherwal et al., 2006).

The theoretical explanation and prediction of usage intention in the IS literature has been an iterative process. Models have evolved over time, to include new variables that more accurately validate hypotheses about user intention. The Theory of Reasoned Action is widely cited in the psychology literature from where it originated (Fishbein, 1967); Ajzen and Fishbein (1973); Fishbein and Ajzen,1975). It holds that individual behaviour is motivated by behavioural intentions (BI).

The Technology Acceptance Model (TAM) is one of the most widely cited concepts in IS research. It is an adaptation of the Theory of Reasoned Action (TRA) to the field of IS, specifically. Its key assumptions hold that "perceived usefulness" and "perceived ease of use" chiefly determine an individual's intention to use a system (See below). According to TAM, intention to use serves as a mediator of actual system use, (Venkatesh et al. 2003).

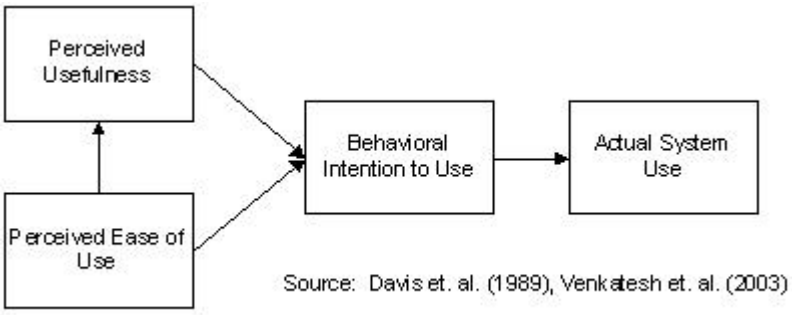


Figure 1: TAM Schematic Diagram

King and He (2006) conducted a meta-analysis of TAM published in the *Information & Management* journal. Notably, the authors concluded:

> *1) TAM measures of Perceived Usefulness (PU) and Behavioural Intention (BI) are highly reliable.*
>
> *2) TAM correlations, while strong benefit from moderator variables such as experience level of users to explain variability;*
>
> *3) The "influence of perceived usefulness (PU) on behavioural intention (BI) is profound…"*
>
> *4) The direct effect of Ease of Use (EU) in Behavioural Intention (BI) is very important in the context of Internet applications.*
>
> *5) Students are may be used as surrogates for professional users but not for "general" users.*

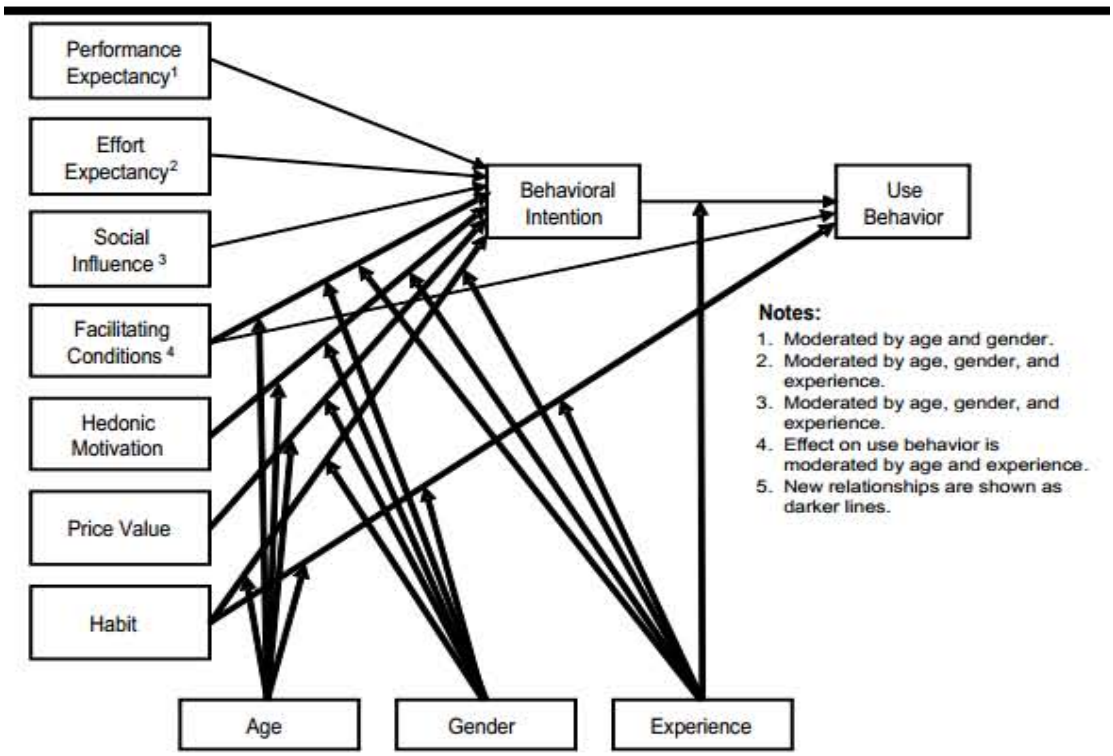
Other meta-analyses of TAM have been conducted, (Ma & Liu, 2004). TAM has demonstrated extensibility for empirical examination into current IS ERP research (Amoako-Gyampah & Salam, 2004; Botta-Genoulaz et al. 2005; Amoako-Gyampah, 2007; Bueno & Salmeron, 2008). TAM offers has shown explanatory power in the context of modern Web 2.0 interactive technologies such as blogs, Facebook and Twitter, (Hsu & Lin, 2008; Alqahtani & Watson, 2010). TAM is applicable and useful in an array of disciplines including healthcare, healthcare safety, robotics, and bioinformatics, (Holden & Karsch, 2010; Holden, 2010; Holden, 2011; BenMassoud et al. 2011). Sykes et al. (2008) proposed a model of acceptance that inculcated the concept of "peer support." The extensibility of TAM to include context-specific as variables (Internet banking – Wang et al. 2003;) as well as additional determinants (Risk – Lu et al. 2005; Trust – Wang & Benbasat, 2005; User satisfaction – Wixon & Todd, 2005) and moderators is one of its strengths. TAM is well researched in the context of predicting user intentions, (Mathieson, 1991).

Since Davis et al.'s (1989) conception TAM has undergone iterations and theoretical extensions. Venkatesh & Davis, (2000) explained perceived usefulness and usage intentions in terms of "social influence," (subjective norms, voluntariness and usage) and cognitive instrumental processes, (job relevance, output quality and result demonstrability), referring to the augmentation as TAM2. The two newly added constructs were found to significantly influence user acceptance. Venkatesh et al. (2003) formulated a unified model comprising constructs from eight prominent models of information technology (IT) acceptance research. The result instrument named the Unified Theory of Acceptance and Use of Technology (UTAUT) was reported to explain between 17 and 53 percent of the variance in user intentions to use IT, (Venkatesh et al. 2003). TAM underwent its third iteration, TAM3 in 2008 which focused on interventions and (i) employees' IT adoption decisions; and (ii) managerial decisions about managing IT implementation process, (Venkatesh & Bala, 2008). As evidenced by the literature, "TAM is a powerful and robust predictive model," (King and He, 2006). The Technology Acceptance Model (TAM) is illustratively robust and rigorous as a research instrument for investigating behavioural intention.

TAM underwent iterations leading to the developing of UTAUT which Venkatesh et al. (2003) synthesized as an integration of others models in technology acceptance research. Venkatesh (2003, 2008 unified these theoretical models in addition to two more, Motivational Model () and (). The unified instrument the Unified Theory of Acceptance and Use of Technology (UTAUT). Venkatesh et al. (2003), illustrated that behaviour intention could be empirically evidenced as an insightful indicator of system use. UTAUT's four fundamental constructs (performance expectancy, effort expectancy, social influence, and facilitating conditions), are theorized to influence behavioural intention to "use a technology and/or technology use," (Venkatesh et al. 2012). In the UTAUT model "performance expectancy" refers to "the degree to which using a technology will provide benefits to consumers in performing certain activities;" effort expectancy refers to "the degree of ease associated with consumers' use of technology;" social influence is viewed as "the extent to which consumers perceive that important others (e.g., family and friends) believe they should use a particular technology;" and finally, facilitating conditions "refer to consumers' perceptions of the resources and support available to perform a behaviour," (Brown and Venkatesh 2005; Venkatesh et al. 2003, Venkatesh et al. 2012).

According to Venkatesh et al. (2008), the concept of "facilitating conditions," considers "nonvolitional factors for which behavioural intention is unable to account," (485). Facilitating conditions refers to "individual perceptions of the availability of technological and/or organizational resources (i.e., knowledge, resources, and opportunities) that can remove barriers to using a system,"

(Venkatesh et al. 2008: 485). The concept of facilitating conditions was developed and operationalized through integrating the constructs of behavioural control from the theory of planned behaviour, (Azjen, 1991; Mathieson, 1991), with facilitating conditions derived from Thompson et al.'s 1991and 1994 personal computer utilization model, (Venkatesh et al. 2003). UTAUT's theorized logic asserts that performance expectancy, effort expectancy, and social influence directly influence behavioural intention to use a technology. Additionally, behavioural intention and facilitating conditions determine technology use, (Venkatesh et al. 2012). Gender, age, experience and voluntariness of use are argued to be moderators or "individual use variables," (Venkatesh et al. 2012), which moderate various UTAUT relationships. UTAUT was further iterated into UTAUT2 by Venkatesh et al. (2012). Notably, "voluntariness" was excluded as a moderator and "price value," "hedonic motivation," and "habit" were included as constructs. Hedonic motivation and price value, according to UTAUT2, influence behavioural intention, where habit influences both behavioural intention and use behaviour. The schematic diagram below graphically illustrates the relationship between UTAUT2's constructs.



UTAUT has empirically evidenced usefulness in explaining the adoption of mobile devices and services (Carlsson et al. 2006; Min & Qu 2008), mobile banking adoption comparison in developing countries, (Bankole & Cloete, 2011) as well as mobile learning, (Lu & Chen, 2008). In the context of e-government initiatives, UTAUT has explained adoption of services by citizens in Pakistan,

(Rehman et al. 2011) and Kuwait (AlAwadhi, 2008). Scholars have extended its level of analysis to the firm-level (Anderson & Schwager, 2004; Uzoka, 2008) and also shown its extensibility to incorporate other established IS constructs such as task technology fit (TTF), (Zhou et al. 2010; Zhou 2012; Lin 2012;), trust and satisfaction, (Cody-Allen & Kilshore, 2006) and flow, (Zhou 2011). Similarly to TAM, one of UTAUT's strengths is the ability to deliver explanatory value in IS' allied disciplines such as healthcare (Hennington & Juaz 2011; Kijsanayotin et al. 2009; Huang & Chein, 2011; Esmaeilzadeh et al. 2011;) and biomedical informatics, (Hasman et al. 2011). UTAUT has even been employed in cross-culture comparisons of technology adoption, (Im et al. 2010). It is evident that UTAUT is a robust and established model useful explaining user acceptance adoption and usage of technologies. Although it is less cited that TAM in the literature, it is still evidently robust enough to be applicable in context-specific research scenarios with minimal augmentations of its foundational constructs.

Theoretical models such as TAM and UTAUT offer well validated measures of system use particular focusing on user acceptance at individual-level of IT adoption and are also established areas of IS and interdisciplinary research. Studies in employing these models have incorporated theory from near-field disciplines to IS which offers rich explanations of user behavioural intentions to use IT. Behavioural intention is evidenced as an antecedent to system use and has been widely shown to be a reliably accurate surrogate predictor of system use. Evidence from prior research illustrates explicitly or implicitly that behavioural intention to use information systems is an established, validated indicator of future system usage, (Jackson et al. 1997). This brief overview of the literature has illustrated the importance of studying behavioural intention.

4.1.2 Behavioural Intention

The concept of behavioural intention is explored in the section below, comprising a key conceptual component of the research model to follow.

Behavioural intentions are determined by an individual's attitude toward the behaviour or act as well as subjective norms. Put differently, "person's performance of a specified behaviour is determined by his or her behavioural intention (BI) to perform the behaviour, and BI is jointly determined by the person's attitude (A) and subjective norm (SN) concerning the behaviour in question," (Davis et al. 1989: 983). Then general nature of TAM has allowed it to be applicable to "explain virtually any human behaviour" (Ajzen and Fishbein 1980: 4). TRA offers explanation and prediction on the

motivational influences of behaviour (Azjen & Fishbein, 1980; Azjen & Fishbein, 1975) and assumes behaviours are under volitional control. The Theory of Planned Behaviour (TPB) was formulated is a development of TRA (Ajzen, 1985; Ajzen (1991). Azjen (1985) proposed the inclusion of additional determinant of behavioural intention and behaviour itself. "Perceived behavioural control," was argued to have a direct effect on behaviour and indirect effect on behaviour through intentions, (Davis et al. 1989).

IS research that deals with predicting usage based on behavioural intention is drawn from extant theories in the user acceptance literature. The field draws from an array of disciplines such IS, social psychology, organizational behaviour, human-computer interaction (HCI) and management science. It features a rich, competitive and developed history of iterative frameworks and theories which account for acceptance determinants and individual intention to use technology. Six seminal theoretical models have dominated the literature on usage intention which are applicable to individual-level IT adoption.

Theory/Model	Acronym	Main dependent construct(s)	Main independent construct(s)	Level of Analysis	Key Sources
Theory of Reasoned Action	TRA	Behavioural intention, Behaviour	Attitude toward behaviour, Subjective norm	Individual	Fishbein (1967); Ajzen and Fishbein (1973); Fishbein and Ajzen (1975)
Technology Acceptance Model	TAM	Behavioural intention to use, System usage	Perceived usefulness, Perceived ease of use	Individual	Davis (1986); Davis (1989); Davis et al. (1999)
Theory of Planned Behaviour	TPB	Behavioural intention, Behaviour	Attitude toward behaviour, Subjective norm, Perceived behavioural control	Individual	Ajzen (1985); Ajzen (1991)
Unified Theory of Acceptance and Use of Technology	(UTAUT)	Behavioural intention, Usage behaviour	Performance expectancy, Effort expectancy, Social influence, Facilitating conditions, Gender, Age, Experience, Voluntariness of use	Individual	Venkatesh et al. (2003)
Diffusions of Innovation Theory	DOI	Implementation Success or Technology Adoption	Compatibility of Technology, Complexity of Technology, Relative Advantage (Perceived Need for Technology)	Group, Firm, Industry, Society	Lazarsfeld et. al. (1949); Rogers (1962); Rogers and Shoemaker (1971); Rogers (1995)

Social Cognitive Theory	SCT	Learning, Change in behaviour	Personal factors, Behaviour, Environment	Individual /Group	Bandura (1977, 1986, 1989, 2001)

Table 1: Comparative View of Dominant Theories in IS Related to Behavioural Intention

Four of the six theoretical models hold "behavioural intention" as the main dependent construct that makes them suitable for an investigation into user's behavioural intentions. These include UTAUT, TPB, TAM and TRA. Diffusions of Innovation and Theory (DOI) focuses instead on the dependent construct of "Implementation Success or Technology Adoption," and does so on multiple levels of analysis. This makes it less suited to the nature of this study. Social Cognitive Theory (SCT), similarly, features "Learning," and "Change in Behaviour," as the main dependent construct. As the research will detail in later section, its does not intent to investigate phenomena related to learning or behaviour changes. SCT also features along with DOI as having multiple levels of analysis. This makes SCT less suited to the nature of this study than the other theories, which focus on "behavioural intention," as the dependent construct. Social Cognitive Theory, the Theory of Reasoned Action and the Theory of Planned Behaviour (TPB) all commonly stem the social psychology and psychology field. IS has a long history in drawing from near-field disciplines and literature. Both SCT and DOI are not ideal starting points from which to draw out constructs that effectively measure the determinants of individual-level behavioural intention. The subsequent sections will focus on describing an overview of the Theory of Reasoned Action (TRA), Theory of Planned Behaviour, Technology Acceptance Model (TAM) and Unified Theory of Technology Acceptance and Unified Theory of Acceptance and Use of Technology (UTAUT).

4.2 Website Quality & Evaluation

Website quality is a well-established area of study within IS. Website quality is a multidimensional construct, (Kim & Stoel, 2004). The increasing role that websites play for ecommerce and communication has supported a growing literature seeking to develop reliable methods which evaluate website quality, particularly from a user-perspective. Ha and Stoel (2009) noted that "certain scales primarily assess the website environment interface whereas others measure the consumers' entire online shopping experience." Studies that explore website quality evaluation from

the user's perspective (Loiacono et al. 2002; 2007; Kim & Stoel 2004; Vidgen & Barnes 2001; Aladwani & Palvia, 2002), posit website quality is a factor of information system success.

Yoo and Donthu (2001) conceptualized SITEQUAL which featured four dimensions of website quality, ease of use, aesthetic design, processing speed, and security of personal and financial information. Wolfinbarger and Gilly's (2003) eTailQ illustrated that website design, fulfillment/reliability, privacy/security and customer service were determinants of modern ecommerce retailing quality. Electronic service quality evaluation has also been applied to websites. SERVQUAL (Parasuraman et al. 1998), a 22-item measure assessed customer perceptions of service quality in retailing organisations. The Theory of Reasoned Action and the Technology Acceptance Model provided starting points for the development of a measure to assess website quality that predicts consumer reuse of website, WebQual, (Loiacono et al. 2002. 2007). WebQual's design is predicated on the question of "What perceived characteristics of a Web site will affect a consumer's decision to reuse the site?" (Loiacono et al. 2007: 54). TRA and TAM were limited in two fundamental aspects: "TRA does not specify which beliefs might be pertinent for technology use behaviours, and TAM only identifies two very general beliefs: ease of use and usefulness," (Loiacono et al. 2002). WebQual offers a more dimensional overall measure of a website's success in serving a user. For example, Web use also raises questions about aesthetic values of web sites and their impacts on behaviours. For this reason, WebQual incorporated entertainment value as an additional variable. Visual appeal and creative innovation are related to positive user experiences and a means of service differentiation from competition, (Geissler, et al. 1999; Elliot and Speck 1998; Ha and Litman 1997; Kim & Stoel, 2004. Loiacono et al. (2007) noted that, researchers employing WebQual "may need to develop one or more supplemental measures for their own specialized constructs," (73) since its measures are not complete and act as a research starting point. WebQual is thus extensible for empirical research.

WebQual's 2002 iteration featured 12 first-order dimensions. Measures of each WebQual construct can be distinct despite correlations being evident. This is due to the model's underlying logic positing that " each of the 12 dimensions is a distinct construct capable of varying independently from the others," (Loiacono et al. 2002). WebQual's 36 items serve as an accurate measure of 12 dimensions of website quality theorized to influence consumers' intention to purchase and/or revisit a website. The WebQual scale conforms to a hierarchical, six second-order factors namely, information, ease-of-use, entertainment, trust, transaction, and consistent image, (Kim & Stoel, 2004). It's 12 dimensions include 1) web site quality, 2) informational fit-to-task, 3) interactivity, 4) trust, 5) response time, 6) ease of understanding, 7) intuitive operations, 8) visual appeal, 9)

innovativeness, 10) emotional appeal, 11) consistent image, and 12) online completeness, (Loiacono et al. 2002).

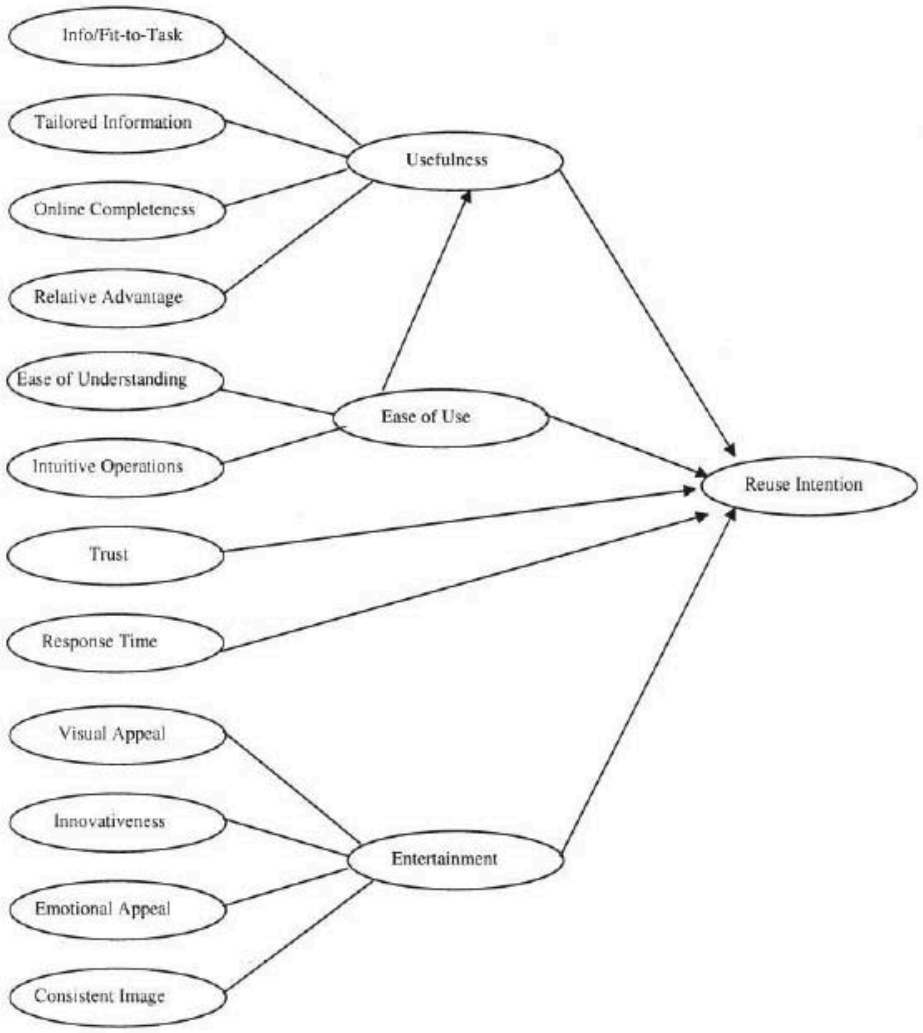


Figure 2: Refined WebQual Instrument (Loiacono et al. 2007)

4.3 Perceived Political Self-Efficacy

4.3.1 Political Efficacy

"Citizens who doubt that they can have any effect have no reason to engage in the political game, even in contexts that invite active participation," and conversely, "citizens who believe that they can influence the political system are likely to take action in the pursuit of their goals even at the cost of personal risk." (Vecchione & Caprara, 2009). Internal political efficacy concerns personal beliefs

regarding the ability to achieve desired results in the political domain through personal engagement and efficient use of one's own capacities and resources," (Caprara et al. 2009). Internal political efficacy has been shown to be a significant factor in the promotion of conventional and non-conventional forms of political participation, (Caprara et al. 2009; Abramson & Aldrich, 1982; Finkel, 1985; Kenski, 2006; Madsen 1987; Milbraith & Goel, 1977). The personalization of political communication given new forms of online participation, (Caprara & Zimbardo, 2004) adds further support for the role of perceived political self-efficacy as a measure of political engagement. Caprara et al. (2009) introduced "perceived political self-efficacy," and illustrated it to be a reliably scaled measurement to measure the extent to which people believe they can be efficacious in the political domains of voting, holding office, campaigning for parties, petitioning, fundraising, mobilizing voters and choosing candidates, among others.

Levinson (1958) was the first social scientist to explore and explain the importance and relevance of measuring personality attributes' influence on political participation. Milbraith (19650 asked the question of how and why do people become involved in politics? Milbraith reached the theoretical conclusion that personality could mould participation outlooks but an empirical test was not conducted. Craig (1979) made a valuable explanation to the discussion illustrating the inter-relations between trust, efficacy and political behavioural and how they relate to sustaining political participation and interest. In empirical studies, Vecchione and Caprara (2009), produced reliable findings that indicated how political self-efficacy was linked to high levels of participation. This followed form similar findings measuring internal political efficacy, (Verba, Scholzman & Brady, 1995). Kenski and Stround (2006) illustrated a valid link between Internet use, political efficacy and participation.

In IS literature, "self-efficacy," is a user's perception of his or her abilities to plan and take action to reach a particular goal, (Bandura 1986, 1977, 1997). The theory is linked to social cognitive theory (Bandura, 1986) and can be useful in determining user acceptance, (Thong et al. 2002) and antecedents of perceived ease of use, (Venkatesh & Davis, 1996). It has also been associated with predicting electronic service continuance, (Hsu & Chao-min Chiu, 2004).

4.3.2 Individual Participation In Political Engagement On The Internet

The "predictors of Internet use are similar to the predictors of engagement," (Boulianne, 2008: 194) which implies Internet users stand to gain the most from the benefits of the Internet in the political context. Individuals have been shown to employ the Internet, and websites, for political reasons specifically when there is a sense that an individual's political actions can have impact and efficacy according to (King and Stroud, 2006). Evident in the literature is the increasing impact of Internet use on political engagement. "Internet provides new opportunities for new modes of online participation," in a manner in which emphasises how the "Internet modifies and often reduces costs of information and participation online," reminding scholars that technological resources and skills are important for online participation (Anduiza et al., 2009). Political engagement enabled by Internet use has seemingly positive effects and perceived political self-efficacy is a reliable measure and determinant of intent for political action in users of Internet technology for political purposes.

"Political engagement," refers to "behaviours that directly relate to political institutions and the work of political institutions" which incorporates "voting, donating money to a campaign or group, working in a campaign or political group and attending meetings of political organisations," (Boulianne, 2009: 196). Political engagement is also reference to forms of political participation which include signing petitions, protest participation, marching, rallying, volunteering, working with others to solve a community problem and serving a local organisation," (Boulianne, 2009: 196). According to Boulianne's theoretical explanation, Political/Civic Engagement is determined by Political Interest, Internet Use, Demographic Variables and Political/Civic Background. The constructs' relationships are visualised in the figure below.

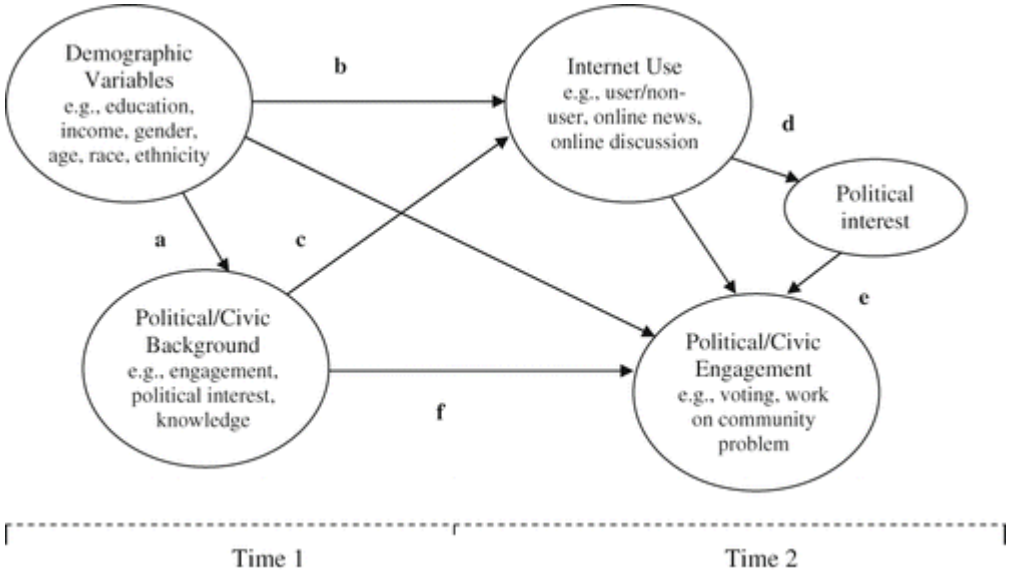


Figure 3: Theoretical Positive Effects of Internet Use and Political Engagement, source: Boulianne (2008)

Internet use for political engagement brings with it an array of efficiencies and benefits. Some of these include "increased information access which may reduce knowledge deficiencies that are used to excuse disengagement," (Boulianne, 2008: 195), it increases the rate at which users access and consume political information online, (Mossberger et al. 2008), and also exposes users to political disagreements (Brundidge & Rice, 2009). Boulianne (2008) opines that "new online opportunities for expression may help with the identification and organisation of like-minded citizens, expanding engagement across diverse populations, (195). This argument is echoed in the tremendous civic organising behind the 'Arab Spring,' social movements (Farrell, 2012).

4.4 Social Influence

Venkatesh (2003) defines "social influence," as "the degree to which an individual perceives that important others believe he or she should use the new system," (451). Social influence has been called different names in the literature. It has been referred to as "social norms," (Thomson et al. 1991) and "subjective norm" within the Theory of Reasoned Action (TRA), (Sheppard et al. 1998). However, they all point to a similar notion according to Venkatesh (2003) who opines that "the explicit or implicit notion that the individual's behaviour is influenced by the way in which they believe others will view them as a result of having used the technology. " (451).

Social influence in the context of information systems, has three root constructs. Firstly, "subjective norms" espoused by (Ajzen, 1991 and Davis et al. 1989) refer to a person's perception that most people who are important to him think he should or should not perform the behaviour in question," (Venkatesh, 2003: 452). Subjective norms were discussed by Ajzen (1991) in his Theory of Planned Behaviour (TPB) through the manner in which behavioural intention was shown to predicted with high degrees of accuracy from "attitudes toward the behaviour, subjective norms, and perceived behavioural control," (Ajzen, 1991: 179). His conceptualization differs slightly from the more nuanced version of social influence. According to Ajzen (1991), "subjective norms," referred to "perceived social pressure to perform or not to perform the behaviour," (188).

Secondly, "social factors," are variables which an individual internalizes in reference to a group's culture, conventions, subjective ideas as well as interpersonal agreements, (Thomson et al. 1991). In specific social situations, like a workplace, such social factors are implicated to influence one's behaviour towards using a system because a proportion of co-workers may be doing so or when senior management support or encourage use of a system, (Venkatesh, 2003: 452). Thirdly, "image" is found to be a determinant of social influence, which in turn is argued to be a direct determinant of behavioural intention. Moore and Benbasat (1991) held that image should be conceptualized in the context of information system usage, as the "degree to which use of an innovation is perceived to enhance one's image or one's social status," (201). Kelman's processes provide an alternative approach to operationalizing "social influence." Kelman's (1961) processes of social influence include three dimensions: compliance, identification and internalization. Malhotra and Galletta (1999), adopted Kelman's operationalization in their study which extending the Technology Acceptance Model (TAM) to include social influence factors. Fishbeins (1975) holds that "behaviour is affected by behavioural intention which, in turn, is affected by attitude and subjective norms" which are a function of social influences, (Fry, 1982). Fry (1982) explicated the interdependency of social influence and attitudinal variables in the formation of behavioural intention. Social influence affects IT adoption in workplace environments (Eckhardt et al. 2009), as well as explaining student perceptions of using course management software, (Marchewka et al. 2007).

4.5 Secondary Areas Of Relevance In The Literature

The other theoretically relevant conceptual areas explored on the second part of the review are:

4.5.1 eParticipation: The Broader Context of Political Life on the Internet

"eParticipation," is a well-defined concept, referring to a field of research and practice at the interface between ICTs and contemporary political life. Emergent citizen behaviours prompt scholars to consider the "extension and transformation of participation in societal democratic and consultative processes mediated by information and communication technologies (ICT), primarily the Internet," (Saebo et al, 2008: 401). eParticipation inquiries share a common assumption that the insufficient participation of citizens in public decisions is a detriment and threat to the classic notions of democracy. The eParticipation research field's agenda, which seeks to actively involve constituent communities in the processes of their democratic society at local, national and international levels.

The review of the literature's three seminal classifications of the eParticipation contributions (Saebo et al. 2008 ; Freschi et al. 2008; Medaglia 2011) served as an overview of the field, in addition to identifying, for the purposes of this research, a conceptual organizing framework for the literature review. The summary table synthesizes three seminal overview articles of eParticipation research to date. This synthesis is a valuable reference for the research.

Category	Focus Areas
eParticipation actors	Citizens; Politicians; Government institutions; Voluntary organizations; Researchers and scholars
eParticipation activities	eVoting; Online political discourse; Online decision making; eActivism; eConsultation; eCampaigning; ePetitioning
Contextual factors	Information availability; Infrastructure; Underlying technologies; Accessibility; Policy and legal issues; Governmental organization
eParticipation effects	Civic engagements effects; Deliberative effects; Democratic effects

eParticipation evaluation	Quantity of eParticipation; Demographics of participants; Tone and style in the online activities
eParticipation theories and research methods	Case study; action research; content and discourse analysis; national state of the art

Table 2: Classification of the eParticipation Research Domain, adapted from Saebo et al (2008), Freschi et al (2008) and Medaglia (2011)

The eParticipation field is a subject of the broader of eDemocracy agenda and herein lies its context. eParticipation research themes and concepts implicate the primary "need to understand how IT could more broadly influence the prevailing forms of democracy," (Saebo et al, 2008; Bellamy and Taylor 1998; Hoff et al. 2000). Macintosh (2004) argued that the eDemocracy field itself comprises of two subsets: eVoting and eParticipation. eDemocracy is concerned with "strengthening the mechanisms of representative democratic decision making through technology, (Saebo et al, 2008), and eParticipation is concerned with the means of doing so.

In summary, the eParticipation research domain focuses on the changes to relationships between political elites and their constituencies in the face of ICT-led online participation. De Freschi et al (2008) observe in their classification of the research domain that the prevailing research question posed by researchers in the field gravitates around a concern for understanding the change of relationships between eParticipation actors as a result of technology-mediated fora, (60).

eParticipation actions lead to civic and political engagement effects. eParticipation can explains new forms of democratic and political engagement, for example, via the Internet. Therefore, eParticipation is useful in theoretical framing how technology advances can stimulate new forms of political behaviour. The discipline evidences descriptive and explanatory insight capable of theoretical framing an investigation into online political participation and behavioural intention where the means of participation are political party websites.

4.5.2 Geographic Context Of The Research: South Africa

Studies on e-politics in the political party context in South Africa are still scarce. Chigona and Crossland (2010) conducted an exploratory study examining the use of websites by political parties during the 2009 South African elections by investigating website functionality offered as well as

how effectively this functionality is delivered. This study provided a discussion of certain contextual aspects of South African e-Politics, for example, noting that despite South Africa's relatively low Internet accessibility rates, when compared to American and British counterparts, 72.5% of the political parties contesting the 2009 elections have websites. Only one in ten South African adults have Internet access (Lefko-Everett 2009). This figure thwarts the use of the Internet to enhance political participation. According to Chigona and Crossland (2010) some perspectives hold that do not effectively use the Internet because local politicians do not understand its value of or how to use it and such a situation is exacerbated by an unwillingness to allocate funding to such initiatives.

A cursory examination of the state of SA's public services IT infrastructure for e-government illustrates a stagnation. Cloete (2011) argues that "South Africa's e-readiness has nearly ground to a halt," and could be retrogressing when compared to African counterparts. The DoC published an e-barometer report (2011) which identified a series of "bottlenecks" it associated with e-government. The report cited limited access and high cost of broadband; low levels of public Internet access; ICT skills shortages and lack of appropriate strategy and policy implementation for e-government as factors contributing to SA's lacklustre e-government progress. (2011, 28-43). E-government services have not progressed beyond the "information provision" stage where the central source accountable for lack of development in this respect is the institutional environment for e-government which Cloete has classified as lacking political will and strong leadership and suffering from a week and contradictory IT governance framework (2011: 138).

South Africa state of e-government currently ranks behind Egypt, Tunisia, Morocco and Mauritius, (Rorissa, 2011). The 2008 United Nations survey reporting on e-government readiness found that SA ranked 61 out of 189 total countries. The 2010 survey found that SA's position had declined to 97 out of 184 countries, (United Nations, 2010). The most recent UN survey shows that South Africa has actually improved its position moving above Egypt and Tunisia, however this position is still unsatisfactory and attracts criticism that urges a greater devotion of resources to improving online services and expanding telecommunication infrastructure, (United Nations, 2012). The hindrance of SA's overall e-government readiness has a negative impact on the public IT governance system and stakeholders which include South Africa's political parties. Citizen engagement online remains minimal, parties are not effectively attuned to the use of the Internet as a political medium as yet and South Africa e-politics is still in its infancy.

4.5.3 Demographic Context Of The Research: Youth

The inclusion of demographic indicators in e-Politics research is motivated by an understanding that citizen-feedback needs to be representative of the broader polis and demographic variables can have moderating affects in causal relationships in political engagement studies. Research of this nature emphasizes a description of respondent demographic data, such as gender, age, socio-economic status and political activity. Internet experience(s) are also an important gauge of a sample's political maturity and ability to access and utilize Internet-based political fora, (Treschel, 2007). There is argument illuminating the potential the Internet has to mobilise the disenfranchised or previously politically disinterested populations, (Barber, 2001; Michaud et al., 2009; Krueger, 2002, 2006; Vissers et al., 2010). The youth is one such target audience. Demographic variables (education, income, gender) can impact political and civic background (engagement, political interest, knowledge). Demographic Variables are also construed to be influential in forming Internet Use characteristics among users/citizens where Political and Civic Background is also an antecedent.

The political self-efficacy of youth is closely tied to the rise of the Internet given that it is rapidly approaching, if not already been established as the primary communication medium for young people in developed countries. Youth are the predominant users of the Internet. Their technology habits are characteristically, "skilled and intense," which "increases the potential for a significant effect of Internet use on engagement," (Boulianne, 2008: 195). The majority of studies on Internet use impacts and political engagement sample adult populations, largely, as a result of voter information as a result from polling and other studies. There is shortage of studies which investigate youth samples, specifically. However, a number of studies have explored the area (Ostman, 2012; Bakker & De Vreese, 2011; Banaji, 2008; De Vreese, 2007; Lee, 2006). Ostman, (2012) explored the production of user-generated content (UGC) and relationships with online participation amongst Dutch youths in the 13-17 age range. Use of mass-media in influential on youths' civic actions and orientations which contributes to determinants of political awareness, (Pasek et al., 2006). In first world democratic contexts, youth feel under-represented in modern traditional political institutions however both young people and old people have illustrated "comparable levels of trust in political institutions and political interest," (Quintelier, 2007). Quintelier (2007) found that a significant reason explaining low levels of youth political participation is that they do not feel attracted by the prospect. Improvements to voter registration procedures and electoral systems that explore compulsory voting, or lowering the age of voting, investing in of alternative forms of participation have been linked with estimated increases to low political-participation among youth, (Quintelier, 2007).

Expedient changes to community-based civic engagement and civic education in schools will impact positively on youth engagement, (Keeter et al., 2003) along with reinvigorating youth recruitment in political party organisations, (Hooghe et al., 2004). While there is little disagreement that youth political apathy improvement is a theoretical complex challenge, some reiterate the point that civic engagement is developed over time, (Amna, 2012). Other argue that technological developments such as mobile communications devices such that run advanced operating systems which are prevalent amongst youth users (iOS for iPhones and Android for supported devices), offers unique opportunities to relate political engagement with mobile communication use, (Campbell & Kwak, 2010). There is evidence in the literature to suggest that the Internet is a naturalised aspect of modern youths' lives. The reality is such that efforts by parties should direct resources assigned for improving political engagement to technology-related mediums, for a where youth are populated, able and proficient in online participation behaviour already. "Widely-used technologies are high jacked as political campaigning and influence tools, as subversion instruments, and for the promotion of the alternative ideals of sub- cultures. If governments are to provide effective eParticipation services in the future, then they will probably do it at the insistence of their citizens, using the tools and technologies that citizens have decided are appropriate and effective," (Avdic et al, 2007: 7).

4.5.4 The Political Party & Campaigning on the Internet

According to Van Dijk (2000) the overarching concept of "politics," can be understood in the as "the sum of acts in a community meant to organise and govern this community," (2). A political party refers to "any political group that presents at elections, and is capable of placing through elections, candidates for public office," (Sartori, 1976: 64). The role of the Internet in political campaigning has for some time been brought to the attention of a growing array of academic inquiries. The Berkman Center for Internet & Society, an interdisciplinary research centre at Harvard University hosts a diverse selection of research interests from collaborative research paradigms in law, political science, computer science, sociology and economics amongst others commonly cohered by the exploration of cyberspace, [to] share in its study, and help pioneer its development," (Berkman Center, 2011). The Pew Research Center's Pew Internet Project conducted the research field's most widely cited survey on the citizen usage, influence and experience with Internet technologies during the 2008 election campaigns, (Smith & Rainie, 2008). Academic publications such as the *Journal of Information Technology and Politics* as well as *Political Marketing* have since 2008 featured a growing focus on the role of the Internet in political campaigning, with a particular focus on Web 2.0

technologies and the semantic web. Latimer (2008) notes seminal articles in four distinct streams within the current literature on the Internet and political campaigning. Although slightly dated, these are relevant articles to the discussion.

- Campaign website studies, which includes website content and its usage in the campaign process (Farnsworth & Owen, 2004; Foot & Schneider, 2003),
- Behavioural pattern analysis of political parties online campaigning–(Morris, 2001; Rash, 1997),
- User engagement with online political campaigns (D'Alessio, 2000; Foot & Schneider, 2005; Kamarck, 2003),
- The effect of campaign website and Internet strategies on voter behaviour (Bimber & Davis, 2003; Gibson & McAllister, 2005).

4.5.5 The Role of the Modern Political Party Website

A political party's preeminent artefact in the information era is arguably its website on the Internet. Chigona and Crossland (2010) argue that "inherent properties of the Internet offer political parties an alternative channel for reaching potential voters and information seekers." Political party websites can henceforth be viewed as a strategic IT-resource of the organization. Parties' online campaign activities have also been paralleled with private sector firm's marketing activities. The entire discipline of political marketing is dedicated to this subject. The role of the website specifically in the political party context has been discussed as a mobilizing factors of political behaviour (Cardenal 2011) as well as an influencer on voter intentions (Papagiannidis et al. 2011; Dimitrova et al. 2011). User satisfaction, usability and continuance intention have been examined in e-government contexts, (Byun & Finnie, 2011; Belanche et al. 2012). Gibson & Ward (2000) outlined give basic goals for political party websites:

1. *Information provision - dissemination of information about the party's identity and policies*
2. *Campaigning - attempts by parties to recruit voters*
3. *Resource generation - raising funding and registering new members*
4. *Networking - building and strengthening links within the party and with external bodies through discussion applications and hyperlinks*
5. *Promoting participation - encouraging people to engage in the political process by raising awareness of events and issues and offering opportunities for interactive communication.*

Extant IS theories such as WebQual also provide a starting point for the generic areas of concern and recommended actions for a website (Loiacono et al. 2002; 2007).

Area of concern	Recommended action
Ease of understanding	Design the pages that are easy to read and understand.
Intuitive operations	Develop an intuitive navigation system that is easy to learn and master.
Informational fit-to-task	Undertake market research to determine what information consumers want on the Web site.
Tailored Communications	Support consumer interaction via the Web site and the capability to receive tailored information.
Trust	Adopt and promote security and privacy policies and procedures that make customers feel secure in dealing with the company.
Response time	Have sufficient hardware and communications capacity to meet peak demand and avoid large graphics.
Visual appeal	Use colors, graphics, and text that are pleasing to the consumer's eye and avoid cluttered pages.
Innovativeness	Use a creative and differentiating approach to the Web site.
Emotional appeal	Design the Web site to provoke a positive customer experience.
On-line completeness	Allow customers to conduct important business functions over the Web.
Relative Advantage	Make the Web site just as easy, if not easier, for customers to use than other forms of interacting with the company.
Consistent image	Design the Web site to reflect the company's image.

Table 3: Web site areas of concern and recommended actions (Loiacono et al. 2002).

Websites, based on strategic objectives of the party, have the potential to get people to fulfil certain actions, or express certain political behaviour that contributes to the fulfillment of a political party's strategic objectives as a result of political engagement effects, i.e. cause – political engagement; effect: political engagement effects. Political engagement actions can be determinants of party growth and success such as growing party membership, enlarging constituency bases by increasing voter support, youth recruitment, accessing and receiving donor funds, enlisting political capital in the form of volunteer groups, civil society and business actors whom align themselves with the party's *raison d'etre*.

While not all political parties leverage the advances in website technology there is certainly exemplary use illustrated in advanced democracies with supportive ICT infrastructures, adequate levels of broadband connectivity and captive Internet-proficient citizens populations. One such example is the United States, and the success of presidential electoral campaigns led by democratic candidate Barack Obama. Empirical evidence from Barack Obama's two presidential campaigns, hallmarks the contemporary best practice of online political engagement for political party strategic objectives. Retrospective analyses of the 2008 US presidential election primaries, across a range of academic disciplines from political science to information systems agree that Barack Obama's political campaign strategy indicatively leveraged the Internet as an effective tool for political

communication and civic engagement, (Wattal et al, 2010: 669-688; Chadwick, 2009: 195; Smith & Rainie, 2008). From a political campaign strategy perspective, Obama's popularised "Change," campaign was devised to promote devolved, decentralised crowd-building networks amongst constituent targets. It utilised various web service artefacts such as mybarackobama.com, social media platforms such as Facebook, Twitter, LinkedIn, blogging on sites such as HuffingtonPost.com and geo-local applications such as Meeting.com to foster a grass-roots swell for the Democrat candidate. Also significant from the successful Obama campaign, has been data released on the degree to which US polity is politically engaged online. In one statistic, the Pew Internet Project reported that "19% of Americans [went] online once a week or more to do something related to the [2008 Presidential] campaign, and 6% [went] online to engage politically on a daily basis," (Smith and Rainie, 2008: 202). Broadly, Obama's 2008 campaign constituted what is cited as the most effective contemporary leverage of Internet technologies in political campaign management.

Since e-politics and online political engagement are relatively new phenomena in academic research, more is being discovered and postulated about improving the way political parties engage their targeted stakeholder groups on the Internet. In particular, the role of design of party websites is brought into investigation. Renton and Macintosh, (2007) and Wright, (2007) emphasize good design principles as important inputs for productive online deliberation. Design attributes are argued to be antecedents of political party website quality. Design theories that enable user participation on websites, for example, offers descriptive and conceptual ideas about the role of design in improving political engagement outcomes. Internet technology and software development offer rich opportunities from which political engagement can draw. Design attributes play a crucial role in enabling interactions such as participation, and thus can be linked to the antecedents of political party website quality.

4.6 Identified Gaps

The research reviewed in the literature conducted website evaluation studies in domains other than political party campaigning. The aim of this research is to adopt the ideas from previous studies and apply them to a similar investigation into political party websites and user-perceptions of website quality, and how it impacts on the online political participation. A well crafted literature review comprises a theory development component which "A should identify critical knowledge gaps and thus motivate researchers to close this breach… highlighting the discrepancy between what we know and what we need to know alerts other scholars to opportunities for a key contribution,"

(Webster & Watson, 2002: xix). Opportunities for IS researchers to make key contributions according to Webster and Watson (2002), can be accomplished from developing a conceptual roadmap or model of their research (discussed in research model later in this research).

It is evident in the literature that website quality evaluation is a multi-dimensional construct. Additionally, online political participation is a domain that necessitates the addition of context-specific variables which hypothetically contribute to behavioural intention for online political participation. Namely, the inclusion of perceived political self-efficacy and social influence. Previous studies have focused on the continuance intention of citizens on e-government websites. Other studies have addressed the role of websites in the political campaign process, yet few seem to theoretically model usage intentions of users. Further, there is an observed scarcity of studies which employ established IS theories to emergent phenomena in political domains. This research aims to explore this particularly area. The study not only evaluates the quality of a political party's website, but also investigates how this impacts on a young citizen's intention to use the website for online political participation.

The transformation of citizenship in a digital epoch (Coleman, 2001) has opened discussions around examining virtual interactions between citizens (Bordia, 1996) and between citizens and government with implications on further understanding behavioural habits of digital citizens. However, political parties fall outside of the area of e-government. This "grey" area requires a theoretical conceptualization of the political party much like a commercial firm. Its campaign activities and strategic IT-enabled objectives mirror those of modern companies leveraging the Internet for ecommerce. This research aims to fill that gap.

For the research task at hand, the WebQual instrument is appropriate to measure website quality. To date, the review of the literature could find no cases where WebQual was validated in the context of political party websites. Further, there is a shortage of studies of this nature which have been conducted in South Africa. An assessment of the impact of user-perceptions of website quality and their impacts on behavioural intention for online political participation is yet to have a South African empirical study contributed to the discussion. This research aims to fill that gap.

Online political discussion for a which include websites in the digital age face a variety of challenges if they are to reach their potential to contribute meaningfully to democratic processes, (Wilhelm, 2000). Assessing the extent to which citizens have reached maturity on the web in regards to eParticipation interactions is a complex undertaking, (Andrews, 2002; de Souza & Price, 2004;

Powazek, 2002). Models have been designed in order to measure participation "maturity" in web-based deliberative decision-making fora, (Maciel and Garcia (2007) but have not undergone rigorous multi-method validation. Government-citizen interaction models have yet to be insightful bases for extrapolating structured instruments to evaluate degree of maturity of consultative and deliberative processes of individuals engaged in eParticipation with the a political party, (Maciel and Garcia, 2007). Henceforth, it is asserted from a review that the literature is over-saturated with theoretical suggestions of the new opportunities for citizen participation (Kim, 2006), while there has been an historical shortage of work that rallies thought around designing evaluation frameworks for public participation methods, (Frewer and Rowe, 2000). Additionally, the shortage of statistically validated theory development in the political literature which concerns behavioural intention for online political engagement in website contexts suggests that established theories in IS should be consulted to fill this void. This research aims to fill that gap.

Wattal et al (2010) allude to new Internet technologies as opportunities for political campaigns, noting that the IS perspective which analyses multiple technologies and examines underlying characteristics of technologies "can lead the way in applying the new, more granular data to compare differential impacts of Web 2.0," (2010: 683). One resulting convergence of researchers is the use and influence of Internet technologies for political campaign applications and the experiences of users. "Political science is one area in which IS's deep understanding of the effect of technological systems, and information creation, use, and management, can be of great value…" proffer Wattal et al. (2010) adding that "… [in] the movement from place to space in politics, IS can help create models that describe and prescribe the most relevant technologies for different types of candidates and assess the changing role of customer-voters and supplier-politicians," (2010: 12). By implication this can also be interpreted as the need for research which examines usage intention of relevant technologies (such as the Internet) and relate this to changing roles of participation between voters (users) and political parties (websites). This research aims to fill this gap.

5 Research Model

This research incorporated a number of relevant findings from previous research into a comprehensive research model. The dimensions, constructs and items employed have been evidently useful in prior research to explain behavioural intention to use an information system and have been found to be applicable to the context of political engagement enabled by websites.

5.1 Research Questions

Based on the review of the literature, the research poses the following research questions which form the basis of the research inquiry and subsequent investigation.

5.1.1 Primary Research Question

(RQ1)

What factors influence behavioural usage intention on a political party website?

5.1.2 Sub-Questions

Five sub-questions relate to the central question posed above. These include:

(SQ1)

How can user-perceptions about website quality be evaluated?

(SQ2)

How does a user's perception of the ability of their political actions to be effective influence behavioural intention?

(SQ3)

How does social influence (subjective norms, social factors, image) impact on a user's behavioural intention on political party websites?

(SQ4)

How valid is the proposed research model in the specific context of the Internet as a means of political engagement?

(SQ5)

Do the results produced by the proposed model provide an empirical argument that supports the theoretical linkage proposed in this research between user-perceived website quality and behaviour intention on political party websites?

5.2 Research Objectives

The research objectives (RO) are drawn from the research questions posed.

1. Evaluate what factors influence behavioural usage intention of political party websites. This is based on a conceptual model and empirical evaluation of the quality of users' experiences when performing a set of online political participation on websites. These activities are completed up to the point where an action submits a message or transaction to the organization via its website and:
    a. Determine the influence of website quality on *behavioural usage intention of a political party website*.
    b. Determine the influence of social influence on *behavioural usage intention of a political party website*
    c. Determine the influence of perceived political self-efficacy on *behavioural usage intention of a political party website*
2. Refine the initial results and conceptual model to reflect findings while providing sound explanations for the results reported.
3. Locate the importance of website quality, perceived political self-efficacy and social influence for political party websites and identifying possible future areas for research.

5.3 Development of Hypotheses

Hypotheses were derived from the research objectives above.

5.3.1 Usefulness

Perceived usefulness positively impacts on usage intention of IT (Mathieson, 1991; Davis et al. 1989). Perceived usefulness has also been linked to technology acceptance, (Venkatesh, 2003). Davis et al. (1989) developed pre-tested and validated multi-item measures for 'perceived usefulness,' and 'perceived ease of use,' investigated in two empirical analyses. Results exhibited significant empirical relationships with usage behaviour. Goodhue and Thompson (1995) found that Davis' usefulness construct had maintained itself as being a reliable and valid construct for designing diagnostics for IS problems. King and He (2006) found in a meta-analysis of TAM that as part of several TAM measures, perceived usefulness was found to be highly reliable. Usefulness is one of the key assumptions that determine an individual's intention to use a system according to the Technology Acceptance Model (Venkatesh et al. 2003).

The suggested hypothesis is:

H_1: Usefulness (information fit-to-task, tailored communications) has a positive impact on Behavioural Intention to participate on a political party website.

5.3.2 Trust

Users consider trustworthiness of a website in their behavioural intentions to conduct personal transactions on websites, (Brown & Jakody, 2008). Trust can also be viewed as a determinant of a user's perceived usefulness of a website (Moore & Benbasat, 1991, Venkatesh & Davis, 2000). Political participation is a complex and serious human activity where trust is expected to a central role in promoting a citizen's participation with a political organization. Carter and Bélanger (2005) implicated trust as a predictor of e-government system usage and perceived usefulness, illustrating how measures of trust were also valid on studies outside of e-commerce. Harrison et al. (2002) exposed how quickly consumer's judge a website and formulate their intentions to conduct business with a trustworthy entity, which emphasises how small an opportunity exists to establish trust to website visitors.

The following hypothesis has been made:

H_2: Trust has a positive impact on Behavioural Intention to participate on a political party website.

H_3: Trust has a positive impact on Usefulness (information fit-to-task, tailored communications) of a political party website.

5.3.3 Response Time

Web pages need to load quickly and reflect the desired effects of a user's action as quickly as possible (Loiacono et al. 2007). Slow load times can lead to bad user experiences and incomplete online transactions. Slow loads time can also be perceived as a negative trait of a website's quality (DeLone & McLean, 2003). Users intentions to use a website can erode if it loads slowly and results in users leaving the site quickly and deeming it insufficient for their purposes, (Machlis 1999; Shand 1999; Seybold 1998).

The following hypotheses has been posed:

H4: Response Time has a positive effect on Usefulness (information fit-to-task, tailored communications) of a political party website.

H5: Response Time has a positive impact on Behavioural Intention to participate on a political party website.

5.3.4 Ease of Use

Davis (1989) made the theoretical link between ease of use and acceptance of information technology. Morkes & Nielsen (1997) illustrated how websites with structured with intuitive operations were perceived of as having higher scores of ease of use. Ease of use has a positive impact on a website's perceived usefulness (Venkatesh, 2003). Ease of use is associated with increased usability of a website. Websites can compete against competitors by making their functionality simpler, and more understandable resulting in users achieving their objectives more rapidly. A good example is the Google.com homepage which features a clean, easy to use search bar in the centre of the page. In contrast to other search engines, like Yahoo, whose homepage featured a lot of information and news stories, Google's search service was able to capture the market, largely owing to the fact that simplicity and ease of use led to increased frequency of use and improvement of user's searching abilities over time.

The suggested hypothesis is:

H6: Ease of Use (ease of understanding, intuitive operations) has a positive impact on the Usefulness (information fit-to-task, tailored communications, online completeness, relative advantage) of a political party website.

Political participation suffers from low-levels of activity among youth because of the perceived effort and difficulty in engaging with appropriate political organization actors.

Therefore:

H7: Ease of Use (ease of understanding, intuitive operations) has a positive impact on Behavioural Intention to participate on a political party website.

5.3.5 Entertainment

A user's website experience is partially determined on their perception of its visual appeal, creative use of information display and design as well as emotional appeal that creates a consistent image of the organization, (Loiacono et al. 2002; 2007). Entertainment dimensions of website quality are applicable to political party websites where visual appeal can be used to communicate political messages and information, and the manner in which it is done can benefit from innovative, emotive and consistent attributes. Singh and Nikunj (1999) found that users can prefer using one website over another because one may provide varying degrees of entertainment or amusement that may be captivating or pleasant. Karvonen (2000) argued that in the mind of users, the discussion around design quality and usability is largely a matter of aesthetics. Lee & Moon (2000) found that a key element of customer loyalty in cyber store customers was a website's design attributes which included visual look and feel and as well as the sentiments or mood users felt they were put into when using the site.

The following hypothesis is made:

H8: Entertainment (visual appeal, innovativeness, emotional appeal) has a positive effect on Behavioural Intention to participate on a political party website.

5.3.6 Complementary Relationship

Political communication that triggers voter actions benefits from communication consistency, (Henneberg, 2003; Gibson & Ward (2000). Websites are evidently capably of being relatively more efficient than other forms of media to attract engagement amongst youth who are efficient users of web technology, (Gibson & Ward, 2000; Campbell & Kwak, 2010). Websites ought to display a consistent image of themselves across their various communication channels. The website image itself was be compatible with overall image projected by the organization through various other media, (Watson, Zinkhan & Pitt, 2000; James & Alman, 1996) Machlis, 1999). A website ought to provide the most efficient modern way of communicating with an organisation that provides benefits relative to other forms of communicating with the entity via email, telephone, in-person or direct mail, (Moore & Benbasat, 1991; Seybold, 1998). Closely related, users ought to be able to start and complete desired actions, solely on the website for it to positively contribute towards increased usage and satisfied behaviour, (Seybold, 1998).

H9: Complementary Relationship (consistent image, relative advantage and online completeness) has a positive impact on Behavioural Intention to participate on a political party website.

5.3.7 Perceived Political Self-Efficacy

Personality traits studied in two-item measures have been shown to reliably and validly predict individuals' political behaviour (Mondak et al., 2010). Users have been shown to use the Internet for political reasons when there is a subjective perception that political actions can have impact and efficacy, (King and Stroud, 2006). Caprara et al. (2009) conducted regressions that showed how personality traits do significantly contribute towards a person's notion of political efficacy and their participation in political fora. This goes beyond the previously established understanding that socio-demographic variables are able to predict political efficacy. "Variance in personality may correspond directly to variance in political behaviour," (Mondak & Halperin, 2008). The importance of measuring self-reported political efficacy was illustrated in Gerber et al. (2011) where the study's results found that the "effect of personality on political participation was often comparable to the effects of factors such as education and income," (692). Citizens can suffer from engagement "burn-out," since they have very little time in the day-to-day lives in which to conduct political engagements, (Thomas, 2010), hence their intentions to engage can vary from day to day and based on their availability of time. Caprara et al. (2009) designed a reliable measuring scale to determine a user's perceived political self-efficacy in undertaking common political participation actions. Vecchione and Caprara (2009) used a highly reliable (Cronbach Alpha 0.91), 10-item measure on a five-point Likert scale of perceived political efficacy to assess "individuals beliefs in their capacities to actively participate in the political context…" in ways such as exerting control over one's own representative, and voicing opinions and preferences.

The following hypothesis is made:

H10: Perceived Political Self-Efficacy has a positive effect on Behavioural Intention to participate on a political party website.

5.3.8 Social Influence

Individuals of influence whom use a technology can be perceived to influence the adoption of the same technology by other users. Social influence has been used to influence user acceptance, (Venkatesh & Davis, 2000) as a determinant of usage intention in terms of IT adoption (Eckhardt et al. 2009). Online political engagement activities are hypothetically, a similar case. Moore and Benbasat (1991) established a reliable three-item measure of image as it relates to social influence. The items were worded as follows: 1) People in the organisation who use the system have more prestige than those who do not; 2) People in my organisation how use the system have a high profile; 3) Having the symbol is a status symbol in my organisation (Moore and Benbasat, 1991: 208).

The following hypothesis is made:

H_{11}: Social Influence (subjective norms, social factors and image) has a positive impact on Behavioural Intention to participate on a political party website.

5.3.9 Summary of Hypotheses

H1: Usefulness (information fit-to-task, tailored communications) has a positive impact on Behavioural Intention to participate on a political party website.

H2: Trust has a positive impact on Behavioural Intention to participate on a political party website.

H3: Trust has a positive impact on Usefulness (information fit-to-task, tailored communications) of a political party website.

H4: Response Time has a positive effect on Usefulness (information fit-to-task, tailored communications) of a political party website.

H5: Response Time has a positive impact on Behavioural Intention to participate on a political party website.

H6: Ease of Use (ease of understanding, intuitive operations) has a positive impact on the Usefulness (information fit-to-task, tailored communications) of a political party website.

H7: Ease of Use (ease of understanding, intuitive operations) has a positive impact on Behavioural Intention to participate on a political party website.

H8: Entertainment (visual appeal, innovativeness, emotional appeal) has a positive effect on Behavioural Intention to participate on a political party website.

H9: Complementary Relationship (consistent image, relative advantage and online completeness) has a positive impact on Behavioural Intention to participate on a political party website.

H10: Perceived Political Self-Efficacy has a positive effect on Behavioural Intention to participate on a political party website.

H11: Social Influence (subjective norms, social factors and image) has a positive impact on Behavioural Intention to participate on a political party website.

5.4 Explanation of Research Model

The model incorporates website quality attributes which are derived from the WebQual instrument, (Loiacono et al, 2002; 2007). Since the research is conducted in the broader context of political engagement on the Internet, and the specific context of eParticipation as a means of political engagement, it was imperative that the research model inculcates the dimensions of "social influence," (Venkatesh, 2008; 2012) and "perceived political self-efficacy," (Caprara et al. 2009).

Concept	Constructs	Description	Key Source(s)
Usefulness	*Information Fit-to-Task*	The information provided meets task needs and improves performance.	Davis (1989) Goodhue & Thompson (1995)
	Tailored Communications	Tailored communications between the website and user.	Ghose & Dou (1998) Emerick (1995)
Trust	*Trust*	Secure communication and observance of information privacy.	Gruman (1999) Doney & Cannon (1997)
Response Time	*Response Time*	Time to get a response after a	Machlis (1999)

		request of action on the website.	Seybold (1998)
Ease of Use	*Ease of Understanding*	Easy to read and understand.	Davis (1989) Kotler (1976)
	Intuitive Operation	Easy to operate and navigate.	Davis (1989) Morkes & Nielsen (1997)
Entertainment	*Visual Appeal*	The aesthetics of a website.	Geisler, Zinkhan & Watson (1999) Elliot & Speck (1998) Ha & Litman (1997)
	Innovativeness	The creativity and uniqueness of the website design.	Eighmey (1997) Aaker & Stayman (1990) Ducoffe (1995)
	Emotional Appeal	The emotional effect of using the website and intensity of involvement.	Richins (1997)
Complementary Relationship	*Consistent Image*	The website image is compatible with the image projected by the organization through other media.	Watson, Zinkhan & Pitt (2000) James & Alman (1996) Machlis (1999)
	Relative Advantage	Equivalent or better than other means of interacting with the company.	Moore & Benbasat (1991) Rogers (2003) Seybold (1998)
	Online Completeness	All or most of the necessary transactions to be completed with the company.	Seybold (1998)
Perceived Political Self-Efficacy (Internal)	*Perceived Political Self-Efficacy*	Personal beliefs regarding the ability to achieve desired results in the political domain through personal engagement and an efficient use of one's capacities and resources.	Caprara et al. (2009)
Social Influence	*Subjective Norms*	The person's perception that most people who are important to him think he should or should not perform the behaviour in question.	Fishbein & Ajzen (1975); Venkatesh et al. (2003);
	Social Factors	The individual's internalization of the reference group's subjective culture, and specific interpersonal agreements that the individual has made with others, in specific social situations.	Thompson et al. (1991);
	Image	The degree to which use of an innovation is perceived to enhance one's image or status in one's social system.	Moore & Benbasat (1991; Venkatesh et al. (2003);

Table 4: Research Model Constructs

The research model adopted Loiacono et al.'s (2007) WebQual framework as a starting point for grouping the high-level conceptual model groups. It began with dimensions of website quality. Following from this, the research model was augmented with the context-specific dimensions of Social Influence and Perceived Political Self-Efficacy as two additional high-level conceptual model groups which are argued to impact on a user's intention to use a political party website. The proposed research model proposed is based on a comprehensive review of the literature and synthesizes a collection of constructs from an array of academic fields relevant to evaluating user's perceptions about civic engagement website quality and the impacts on it has on behaviour intention.

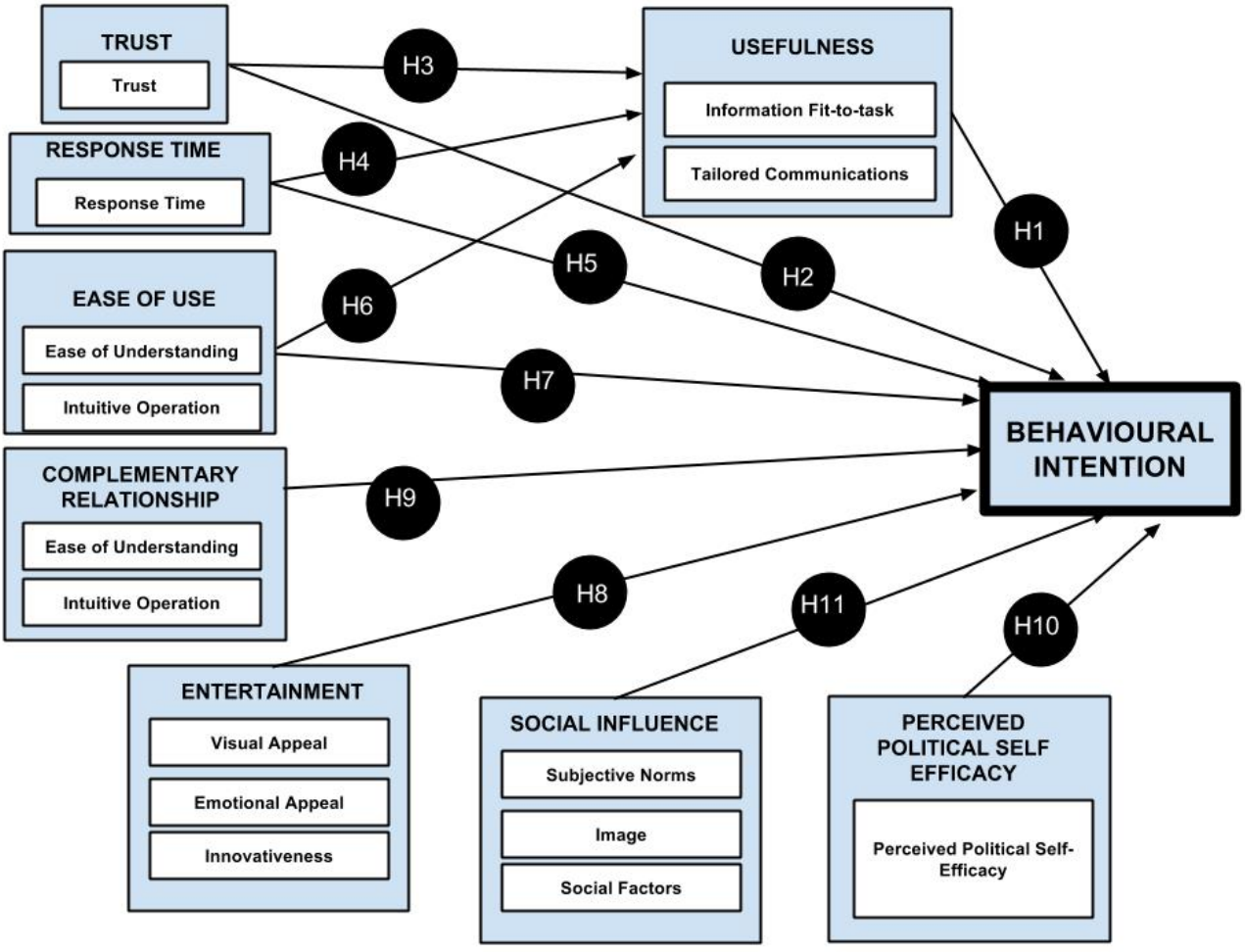


Figure 4: Proposed Research Model

Behavioural intention has been shown by the literature to have certain limits in its ability to "fully account for external factors that can influence the performance of a behaviour," (Venkatesh et al. 2008: 486), however it suffices in the current research context for several reasons.

Firstly, external factors lie decidedly outside the scope of the research. Time and resource constraints limit the depth and number of constructs and variables that could be operationalized in the study. Behaviour measurement of actual usage was not feasible. Secondly, in respect to questionnaire design, facilitating conditions was not determined to be as crucial a determinant of behaviour intention in the context of civic engagement. To ensure adequate responses from respondents the length of the questionnaire should be as short as possible, hence justifying the prioritization of constructs to be operationalized, and thus permitting the exclusion of those deemed less explanatory in the research context. Additionally, "in terms of temporal sequencing, behavioural intention necessarily precedes the formation of behavioural expectation," argued Venkatesh et al. (2008). Behavioural expectation has been excluded as a measure in this study since it "reflects the strength of the focal behavioural intention over other (competing) behavioural intentions," – a calculation which exceeds the scope of the current investigation. Furthermore, as an antecedent of usage, behaviour intention should provide sufficient prediction of a user's behaviour based on his or her own perception of website quality (discussed in Hypotheses 8.4). Behavioural intention is evidenced to be a more accurate predictor of "duration of system use," than behavioural expectation, (Venkatesh et al. 2008). Since political engagement online requires substantial effort and variable time required from a user-citizen to conduct civic engagement activities that are not clearly defined temporal transactions (e.g. Ecommerce transaction on an etailer website like Amazon.com), it seems more fitting to prioritise behaviour intention is a measure in this context.

There are notable limitations of the behavioural intention construct. Notably, is its inability to account for the "the role of external factors that can potentially facilitate or impede the performance of a behaviour," (Venkatesh et al. 2008). Other limitations include:

- "limited predictive and explanatory ability to deal with uncertainty and unforeseen events between the time the intention is formed and the behaviour is performed," (Venkatesh et al. 2008: 485),
- inability to account for changes to a user's intentions as a result of receiving new information, (Ajzen and Fishbein 1974),
- inability distinguishes between provisional and more permanent behavioural intent, (Sutton, 1998; (Sheeran and Orbell 1998).

- Limited abilities to predict users' behaviours that are not completely within the user's control, (Azjen, 1985).

6 Research Methodology

The concept of "research methodology," refers to "the procedures (research methods) used to acquire knowledge…" (Iivari, Hirscheim and Klein 1998: 174). This section details how the empirical research was conducted.

6.1 Research Purpose, Paradigm & Approach to Theory

The purpose of the research was to test hypotheses, empirically with an aim of explaining how website quality, social influence and perceived political self-efficacy impacts on behavioural intention among youth. In respect to an approach to theory, the research integrated constructs from the literature into a single model. Based on the findings, the research deductively refined the model based on analysis of the validation of relationships between variables. The research measured the strength of the relationships between the constructs in the research model. Findings illustrated a ranking of which factors influence behavioural intention. The research was exploratory in nature given that the research was applied in an emerging domain and featured interdisciplinary attributes.

The empirical validation of the research model was an attempt to advance theory. Venkatesh and Davis (2000) espouse the value in advancing theory and contributing to future research by aiming to improve the understanding of user adoption behaviour. Findings of the study commented on the relationship between user's perceptions about website quality and their behavioural intent to use it. This was theoretically asserted to predict system usage. A clearer understanding of website quality in an emerging e-Politics collaborative research agenda produced varying insights into how to improve the experience of users, and in turn, better fulfil a political party organisation's objectives..

The notion of "epistemological assumptions," are concerns with "the nature of knowledge and the proper methods of inquiry," where "inquiry," is understood as "the procedures or means by which we can obtain knowledge," (Iivari, Hirscheim and Klein, 1998: 174). There are three dominant research paradigms in IS: positivist, interpretivist and criticalist, (Chen & Hirscheim, 2004). Given that the research adopted a quantitative approach to testing a conceptual model, it fell within the positivistic tradition of IS research, (Orlowski & Baroudi, 1991; Klein & Myers, 1999). Positivist research is characterized by "indications of hypotheses, propositions, model formation, quantifiable

measures of variables and the inferences drawn from samples to populations," (Chen & Hirscheim, 2004: 203). Chen and Hirscheim (2004) explore the prevailing research paradigms of IS research, noting that positivism has been the traditionally dominant paradigm but recently "interpretivism," (Walsham, 1995) has gained popularity.

6.2 Sampling Plan

The research followed a restricted, random sampling approach. Random sampling assumed that the population sampled was to be heterogeneous with respect to the variables studied, (Wegner, 2011). The population defined by the study was young adults, ages 18-30, both male and female, living in South Africa, and university students. This population was likely give insights into the behavioural intentions of young adults living and studying in South Africa whom were regular Internet users and were also registered voters. Student populations have been shown to provide representative segments of typical web technology users, (Loiacono et al. 2002). Students were also deemed to be the future leaders of the country. Their behavioural intentions arguably indicated important consequences of a lack of online political engagement.

The sample frame considered university students (undergraduate and postgraduate) located at a research university in Cape Town, South Africa. Respondents in the sample were assumed to have varying education levels. The population includes 23,500 students currently enrolled (15, 800 undergraduates and 6,700 postgraduates). Roscoe's (1975) "rule of thumb" for sampling suggests a minimum appropriate sample size. For the purposes of this research a sample of greater than 30 and less than 500 sufficed to produce satisfactory confidence levels and accuracy of results for research of this nature and scope. Time and cost constraints also restricted the sample size.

Target sample summary

- Age range: 18-30
- Professional status: University students
- Gender: Both male and female
- Nationality: South African (inferred as registered voters)
- Educational background: varied (from high school to Doctoral qualifications)
- Income: Erroneous
- Internet usage: Varied

In respect to party websites for evaluation, Chigona's and Crossland's (2010) selected ten registered parties that contested the 2009 national elections which had active political websites. Their study was done prior to 2009 election results. Given that the next presidential and parliamentary elections are to be held in 2014, parties that contested the 2009 elections provided a reasonable starting point. A web survey was used to confirm the presence of websites for the provisional list of parties in the study. Vaccari (2008) and Gibson et al. (2003) argued that websites are most functional, updated and visited around election times. This is a key benefit of the study given that election activity is heightened in 2014 during this period of the election calendar.

Literature has shown that increasingly, political campaigning online bears a resemblance to relational marketing in the commercial spheres, which is to say it is continuous in character (Henneberg 2003, Wattal et al. 2010). The study assumed that SA parties continued to use their websites after and between election cycles to provide information and opportunities for citizens to engage. The parties included in Chigona's and Crossland's (2010) selection were cross-referenced with the 2009 election results. An updated lists of parties with web presence was generated. Parties were included in the list based on two criteria: 1) having been awarded a minimum of one seat in parliament after contesting the 2090 elections 2) having a party website on the Internet. Two notably popular parties, newly formed in 2013, were added to the list since both would be running for the 2014 election, Agang SA, led by Mamphele Ramphele, and Julius Malema's Economic Freedom Fighters (EFF). A criteria for including websites in the study was that parties needed to offer their websites in the English language.

Table 5: List of Surveyed Party Websites

	Party	Seats in Nat. Assembly	Party Website URL
1.	African National Congress (ANC)	264	http://www.anc.org.za
2.	Democratic Alliance (DA)	67	http://www.da.org.za
3.	Congress of the People (COPE)	30	http://www.congressofthepeople.org.za
4.	Inkatha Freedom Party (IFP)	18	http://www.ifp.org.za
5.	Independent Democrats (ID)	4	http://www.id.org.za
6.	United Democratic Movement (UDM)	4	http://www.udm.org.za
7.	Vryheidsfront Plus (VP)	4	http://www.vryheidsfront.co.za

8.	African Christian Democratic Party (ACDP)	3	http://www.acdp.org.za
9.	United Christian Democratic Party (UCDP)	2	http://www.ucdp.org.za
10.	Pan Africanist Congress of Azania (PAC)	1	http://www.pac.org.za
11.	Minority Front (MF)	1	http://www.mf.org.za/index.php
12.	Azanian People's Organization (AZAPO)	1	http://www.azapo.org.za
13.	African People's Convention (APC)	1	http://www.theapc.org.za
14.	Agang SA	-	http://www.agangsa.org.za/
15.	Economic Freedom Fighters (EFF)	-	http://effighters.org.za/

6.3 Questionnaire Design

The constructs that measure website quality were taken from the WebQual instruments and augmented with constructs that measure perceived political self-efficacy and social influence. The questionnaire featured three sections. The first introduced respondents to the study and provided instruction on how to select and engage, from a pre-defined list, with a South African political party website. Secondly, the questionnaire featured a list of website quality items. Items related to this section drew from the WebQual instrument, (Loiacono et al. 2002, 2007). Thirdly, the questionnaire featured a list of political self-efficacy and social influence items. Items in the Perceived Political Self-Efficacy section drew from Caprara et al.'s (2009) scales. Items related to dimensions of Subjective Norms were drawn from Fishbein & Ajzen (1975) and Venkatesh et al. (2003), Items related to Social Factors were drawn from a scale from Thompson et al. (1991). Items related to Image were drawn from a scale validated Moore & Benbasat (1991) and Venkatesh et al. (2003). Fourthly and finally, the questionnaire requested demographic information from respondents including age, gender, level of Internet experience, degrees of political activity and involvement.

6.4 Questionnaire Items

The questionnaire items are structured in order to answer the key research question (as mentioned earlier in the research design):

What factors influence behavioural usage intention of a political party website?

The table below illustrates the questionnaire items related to each of the constructs employed. A standard five-point, odd-numbered, Likert scale was deemed to be the most appropriate scaling method with the following anchors: 1) Strongly Disagree 2) Disagree 3) Neutral 4) Agree 5) Strongly Agree. The final questionnaire viewed by respondents can be viewed in Appendix B. Questionnaire items can be viewed in Appendix K.

6.5 Data Collection

The research followed a survey strategy, collecting data from student-respondents in an experimental manner which saw each respondent visit a website of their choice with a view to evaluating whether a set of political engagement actions where possible, and then evaluate said website through an online survey that was designed through a free survey provider.

The questionnaire was distributed to students through a number of channels:

- (1) Personal networks of the researcher (university friends and colleagues)
- (2) The Political Studies department kindly sent out a departmental email encouraged students to contribute to a former student in the department whose latest research was topical for scholars of South African politics
- (3) Various lecturers in the Information Systems department kindly offered to send out notifications to students via email, as well as via Vula and tabs on Vula bringing the survey to the attention
- (4) The researcher approached students in UCT libraries
- (5) The researcher invested $25 in highly targeted Facebook advertising campaigns which saw CTR of between 3.75% and 4.5%

The questionnaire's total duration was set at between 15 and 20 minutes. However, no set time was enforced. 100% of the respondents completed the survey in under 25 minutes despite the fact that no time limit was enforced, allowing respondents to work at their own pace.

Five to seven minutes were recommended for visiting the party website and five to ten minutes recommended for completing the survey. Students were encourage to keep both the party website tab

and the survey tab open at the same time in their browser for easier fact checking and cross-referencing.

The questionnaire administered was approved by the University of Cape Town Ethics Committee and thus, meets all ethical requirements imposed by the University. In respect to ethical considerations, a copy of the survey questionnaire was sent to the UCT Ethics Committee for approval before the surveying began. In presenting research results, all efforts were made to ensure that the identity of the participants will not be revealed as personally identifiable to any individual.

Participation in the survey was voluntary. Data collected was be stored electronically and will be kept strictly confidential and deleted upon completion of the dissertation. Participation has been anonymous as no sensitive personal details such as name and address were be collected.

6.6 Data Analysis Techniques

The researcher conducted several statistical techniques in order to analyse the data.
Descriptive statistics were employed to describe the following: the demographic profile of respondents; the extent of their Internet usage behaviour; the extent to which they had engaged through a party website, prior; to establish the mean results for the variables in the conceptual model and finally, variance was employed to establish the results of data dispersion such as standard deviation. Data visualization through graphs and other graphical representations were effective in providing visual summaries of the raw survey data. In respect to validity testing, Exploratory factor analysis (EFA) was conducted in order to gain a clear view of the inter-correlations between the studied variables, given the self-reporting nature of the survey. EFA may potentially reduce the number of variables, examining the relationships between variables and contribute toward a clearer picture of construct validity. In respect to reliability testing, Cronbach's Alpha was used as a measure of internal consistency, producing coefficients of reliability to determine the reliability of items measuring a construct. Pearson Correlation Analysis was conducted on the second-order categories as well as Multiple Linear Regression was conducted to assess the relationships between hypotheses constructs in the research model.

6.7 Research Timeframe

The study commenced in 2012 and concluded in 2014. The research study ran over two separate periods, intermitted by a period where the researcher was on a leave of absence. Due to time

constraints as well administrative challenges in seeking captive audiences of students in actual lectures, two study periods occurred.

Date of response #1: 3 September 2012
Date of response #100: 3 February 2013
Research period 1: August - September 2012 (8 weeks)
Leave of absence period: October 2012 – October 2013 (1 year)
Research period 1: November 2013 – February 2014 (10 weeks)

It is worth noting that 2014 marks the year of the national elections in South Africa. During research period 2, students would have been completing the questionnaire a matter of weeks away from the final voting registration date. With the election planned to be held between April and July 2014, the matter of searching for party information such as policy stances and registration information was highly topical.

7 Descriptive Statistics

7.1 Introduction

The purpose of this section is to describe the profile of respondents, which was captured through the demographic sections of the questionnaire Appendix B). It attempts to highlight any significant results pertaining to the respondent sample and providing a conclusive set of descriptive statistics for:

- Questionnaire items
- Questionnaire constructs
- Questionnaire second-order categories

7.2 Profile of the Sample

7.2.1 Gender

Of the 100 respondents, 71% indicated their gender was male, leaving the remainder of 21% as female respondents. The sample is clearly dominated by male respondents which feature over three times larger in size than the female sample. It's not possible to make reasonable inferences about the role of gender in respect to political party website usage from this information alone, e.g. To say

political website users are predominantly male. This data may prove useful in explaining forthcoming aspects of the findings in the study.

Table 6: Gender of respondents

Value	Count	Percent
Male	71	71.0%
Female	29	29.0%

7.2.2 Age

71% of respondents fell within the 18-24 age range, which was expected given that the target population was university students with average ages of 18-25 (for undergraduate degrees). 28 students fell within the 25-34 age range, which suggests a significant portion of the respondents were Honours, Masters and Doctoral students, possibly with one or two years of work experience. One outlying student indicated his/her age was 34-54.

Table 7: Respondent Age

Value	Count	Percent
Under 18	0	0.0%
18-24	71	71.0%
25-34	28	28.0%
35-54	1	1.0%

7.2.3 Level of current education

A large segment of respondents indicated they held a Bachelors degree (40%). Following this, the next largest segment was Masters students (16%), and thirdly, students currently studying for a Bachelors degree (14%). It is reasonable to assert that Bachelors degree holders were the largest segment given the fact that it was found during the course of the research that Masters and Doctoral students time on campus is infrequent. Their time was also admittedly more guarded and steered toward research, tutoring, part-time work and completing academic deliverables.

Table 8: Education Level of Respondents

Value	Count	Percent
Graduated high school or equivalent	6	6.0%
Some college, no degree	14	14.0%

Associate degree	1	1.0%
Bachelor's degree	40	40.0%
Post-graduate degree (Honours)	21	21.0%
Post-graduate degree (Masters)	16	16.0%
Post-graduate degree (Doctoral)	2	2.0%

7.2.4 Internet familiarity

69.7% indicated that they "knew all aspects of the Internet," suggesting the majority of the sample population are very familiar with day to day tasks on the web and have been active users for a number of years. This is significant in considering that their behaviour has evolved alongside the evolution of web products and services in a way that suggests they are accustomed to highly responsive, highly functional websites and services from the likes of Google, Facebook, Yahoo, Microsoft and mobile operating systems such as iOS and Android. In sum, the sample population are distinctly an "digital native" generation whose preferences and tastes would be based on their experiences using global services that employ leading web standards and design conventions such W3 as well as best practices in usability, responsiveness, interactivity and aesthetic design. 29% indicated they were the next step below "knowing all aspects of the Internet," enjoying familiarity with "how to search for information relating to specific goods/services."

Table 9: Respondent Familiarity With the Internet

Value	Count	Percent
Not familiar at all	0	0.0%
Only know how to use e-mail	0	0.0%
Know how to search for basic information	1	1.0%
Know how to search for information relating to specific goods/services	29	29.3%
Know all aspects of the Internet	69	69.7%

7.2.5 Frequency of Internet Usage

The point made about the sample having a good practical understanding of the Internet is corroborated in Figure 14: Frequency of Internet use. 91% of respondents indicated they used the Internet "more than once a day," suggesting that almost every respondent used the Internet multiple times per day.

Table 10: Frequency of Internet Usage

Value	Count	Percent
Once a year	0	0.0%
Once a month	0	0.0%
Once a week	1	1.0%
Once a day	8	8.0%
More than once a day	91	91.0%

7.2.6 Typical Internet Usage

Figure 15 illustrates, significantly, that 52.5% of respondents have been involved in ecommerce transactions online, suggesting a mature Internet usage capability. Ecommerce transactions are more complex than general surfing and educational research and involve a degree of trust in paying online. Interestingly, 43.4% of respondents indicated they had "Other" use cases when it came to time spent on the Internet which could include online banking, trading of their own goods and services, social networking, streaming of rich media, building of applications and accessing modern web interfaces in a tailored and personalized fashion, e.g. Creating pin boards on Pinterest, creating Follows actions on Twitter to receive customer feed content or posting pictures to Instagram. In sum, the sample suggest a collection of highly web savvy youth completed the survey who are in touch with the current state of the web and the opportunities it offers general users along these usage categories. This suggest their preferences regarding website quality would be accurate in relation to global web standards, not specific to South Africa only.

Table 11: Typical Internet Usage

Value	Count	Percent
General surfing	90	90.9%
Educational research	88	88.9%
Entertainment (e.g. online games)	78	78.8%
Purchase goods/services online	52	52.5%
Other	43	43.4%

7.2.7 Prior Party Website Engagement

In response to the question, "how many times have you engaged with a political party via their website prior to this study?" Figure 16 illustrates how a significant majority (64%) of respondents

answered, "Never." Roughly 1 in 10 students (12%) indicated they were very active in engaging with parties online having done so "More than three times." 11% had engaged prior "Once." Political apathy amongst youth is a severe issue facing almost all modern political economies. Given that most respondents indicated they had earned Bachelors degrees it may be reasonable to assert they had cast votes in national and location elections at least once, perhaps twice or even three times. In doing so, and being a net savvy generation, the majority had "Never" engaged the websites of the parties in seeking the political information which raises other interesting questions such as: where do they get their political messaging from? Traditional media such as TV and print are the most likely replies although fall out of the scope of this work.

Table 12: Prior Engagement With Political Websites

Value	Count	Percent
Never	64	64.0%
Once	11	11.0%
Twice	11	11.0%
Thrice	2	2.0%
More than three times	12	12.0%

7.2.8 Party Affiliation

An optional question was included in the survey that 59% of respondents answered: Are you affiliated to a South African political party? A selection checkbox was offered which included the same list of parties used as evaluation options. Given that the survey is anonymous the responses could not be traced back to any specific individual.

The results was illuminating showing that most young people (74%) did not affiliate themselves with any party whatsoever – a direct observation of some of the political apathy political commentators discuss when they proselytize the need for young people to vote, stake their claim and take action. Some interesting subsequent question may include – do the youth not identify with current political leadership? Are their voices heard? Does political messaging not reach the educated youth of South Africa in a manner which activates political participation of various kinds?

11% of respondents openly declared their affiliation with the African National Congress (ANC), the majority party. Close behind them at 8.5% were Democratic Alliance (DA) affiliates which could be expected given that the Western Cape is DA stronghold. One can infer from this sample response

that only 20% of the sample affiliated themselves with the ruling and lead opposition party. The overwhelming majority did not affiliate themselves, political whatsoever. This is a worrying finding in the context of political participation amongst young South Africans. It's also a significant finding when one considers that the majority of respondents in the survey would not be reviewing a party website as political active Internet users, suggesting this may be the very first time they are visiting party websites and evaluating political website quality of any kind. One advantage may be that the unaffiliated segment is less biased in their evaluations. Conversely, their reviews may be too harsh or too lenient given the fact that they do not have a measure of relative quality between South African party websites having not engaged online. What is also worthy of note, is that the purpose of the research is to evaluate what factors drive behavioural intention on party websites. Given that the majority of youth are no affiliated with a party, one could infer that they do not spend time engaging or participation, and hence their intention is do so has previously not existed and likely may not exist to a significant degree in the near future. This is inference that would need to be interrogated on successive analysis.

Table 13: Affiliation With South African Parties

Value	Count	Percent
Not affiliated	44	74.6%
African National Congress (ANC)	7	11.9%
Democratic Alliance (DA)	5	8.5%
Congress of the People (COPE)	0	0.0%
Inkatha Freedom Party (IFP)	0	0.0%
Independent Democrats (ID)	1	1.7%
United Democratic Movement (UDM)	0	0.0%
Vryheidsfront Plus	0	0.0%
African Christian Democratic Party (ACDP)	0	0.0%
United Christian Democratic Party (UCDP)	0	0.0%
Pan Africanist Congress of Azania (PAC)	0	0.0%
Minority Front (MF)	0	0.0%
Azanian People's Organization (AZAPO)	0	0.0%
African People's Convention	0	0.0%
Other	2	3.4%

7.2.9 Party Website Selected For Evaluation

The first question in the questionnaire asked respondents do indicate which South African political party website they selected for the study. The Democratic Alliance (DA) was the most popular selection at 36%, followed by the African National Congress (ANC) at 33%. One could infer a that

a side-by-side comparison of the responses to these parties would be interesting to delve deeper into given the almost identical number of responses drawn.

Thereafter a drop in selection for a single party was observed. The newly formed and controversial Economic Freedom Fighters (EFF) were the third most popular selection with 7% of responses. This may be attributed to the fact that its leader, Malema, for all this controversies, maintains a consistent public image and newsworthiness bring a lot of attention to his political perspectives. Agang SA, former UCT Vice-Chancellor, Mamphele Ramphele drew a similar fascination for its 'newness,' at 4% of responses. All other candidates ranked at equal to or less than 3% - an accurate portrayal of the fragmented nature of South Africa's minority opposition 'minnows.'

Table 14: Party Website Selection

Party	Count	Percent
African National Congress (ANC	33	33.0%
Democratic Alliance (DA)	36	36.0%
Congress of the People (COPE)	3	3.0%
Inkatha Freedom Party (IFP)	2	2.0%
Independent Democrats (ID)	3	3.0%
United Democratic Movement (UDM)	2	2.0%
Vryheidsfront Plus	3	3.0%
African Christian Democratic Party (ACDP)	2	2.0%
United Christian Democratic Party (UCDP)	0	0.0%
Pan Africanist Congress of Azania (PAC)	0	0.0%
Minority Front (MF)	2	2.0%
Azanian People's Organization (AZAPO)	1	1.0%
African People's Convention	2	2.0%
Agang SA	4	4.0%
Economic Freedom Fighters (EFF)	7	7.0%

7.2.10 Affiliation With Website Selection

The final question about website selection posed asked respondents if they were affiliated with the websites they chose to review. Figure 19 indicates that the majority of responses (68%) were not conducted by affiliates of the respective websites. It raises the question: if a non-supporter is reviewing a party website and has no vested interest or actual likelihood of wanting to political engage with the site, how useful then are the evaluations? Are they done on a whim, without serious consideration? Do respondents really value or care much about the state of engagement opportunities on a website if they indicated no intention to use it – which can be reasonably inferred here. Are they perhaps curious by selecting a party they are unfamiliar with? These are questions which ought to be

considered in the successive chapters of the study. 17% indicated they would prefer not to say. Only 15% of respondents indicated they were affiliated with the website they chose to evaluate.

Table 15: Affiliation With Website Selection

Response	Count	Percent
Yes	15	15.0%
No	68	68.0%
Would prefer not to say.	17	17.0%

7.3 Descriptive Statistics for Questionnaire Constructs

The study performed descriptive statistics on questionnaire constructs by compositing the items within each construct which ranged from 2 items (BI), up to 9 items (PPSE). In total 15 constructs were analysed, the results are displayed below.

Table 16: Descriptive statistics for questionnaire constructs

Constructs from Sec. 5.4	Construct	Min	Max	Mean	Std. Deviation
Usefulness	INFO	1	5	3.56	0.93
	TAILOR	1	5	3.18	0.94
Trust	TRUST	1	5	3.38	0.91
Response Time	RESP	1.67	5	3.99	0.81
Ease of Use	EUDSTD	1.33	5	3.7	0.87
	INTUIT	2	5	**4.01**	**0.71**
Entertainment	**VISUAL**	1	5	3.09	**1.17**
	INNOV	1	5	2.73	1.06
	EMOTION	1	5	2.74	0.85
Complementary Relationship	CONSIMG	1	5	3.68	0.81
	RELADV	1.33	5	3.51	0.84
	OLCOMP	1	4.67	3.35	0.77
Perceived Political Self-Efficacy	PPSE	1	4.56	2.69	0.73
Social Influence	**SOCINF**	1	4.4	**2.4**	0.82
Behavioural Intention	BI	1	5	2.99	1.05
	Valid N=100				

The lowest mean found in the analysis was SOCINF, a 'Social Influence' construct, 2.40 which also featured one of the lowest standard deviations (.81), suggesting that use of political websites had little if no social influence impact as indicated by respondents.

The highest mean was for the website quality construct Intuitive Operation (INTUIT) with a value of 4.0133 which implied that most people agreed that intuitively using the website came easily to them.

Worthy of note, is the fact that all of the website quality constructs' means were above 3 except for INNOV and EMOTION which suggests that websites typically lacked innovative design and interactivity as well as visits to websites were relatively bland or unremarkable experiences. Which could speak to a need for more persuasive methods of designing engagement opportunities through website design and development.

The VISUAL construct displayed the highest standard deviation (1.17), which could be explained by the fact that visual appreciation and aesthetic appeal can be personal and subjective as respondents are not expected to be educated in design principles and practicality.

The least variation in responses, and hence the lowest standard deviation was found to be in the INTUIT construct (.71). This implies that users were quite adamant that intuitive operation of the websites was easy for them.

7.4 Descriptive Statistics for the Second-order Categories

The study comprised of 9 second-order categories which were illustrated in the conceptual research model in earlier chapters of this research. For the purposes of reminding, these second order categories are listed below, along with their constructs which comprise them.

Website quality Dimension

- Usefulness (Information Fit-to-task; Tailored Communications)
- Ease of Use (Ease of understanding; Intuitive Operation)
- Trust (Trust)
- Response Time (Response Time)
- Complementary Relationship (Consistent Image; Relative Advantage; Online Completeness)

- Entertainment (Visual Appeal; Emotional Appeal; Innovativeness)

Social Influence Dimension

- Social Influence (Social Influence)

'Politics of Self Dimension'

- Perceived Political Self-Efficacy (Perceived Political Self-Efficacy)

Behavioural Intention Dimension

- Behavioural Intention (Behavioural Intention)

Descriptive statistics analysis was performed on the 9 second-order categories. The results are displayed below.

Table 17: Descriptive statistics for second-order categories

Construct Full Title	Second-order category	Min	Max	Mean	Std. Dev.
Usefulness	soUSEFULNESS	1.00	5.00	3.37	.85
Ease of Use	**soEASEOFUSE**	1.67	5.00	3.86	**.70**
Trust	soTRUST	1.00	5.00	3.38	.90
Complementary Relationship	soCOMPREL	2.00	4.89	3.51	.62
Entertainment	soENTERTAINMENT	1.00	5.00	2.85	.93
Social Influence	**soSOCINF**	1.00	4.40	**2.40**	.81
Perceived Political Self-Efficacy	soPPSE	1.00	4.56	2.69	.73
Behavioural Intention	**soBI**	1.00	5.00	2.99	**1.1**
Response Time	**soRESP**	1.67	5.00	**3.99**	.81

The analysis found the lowest mean to be for the Social Influence's second-order category (2.40). implying that the most common answers to the perceived social influence of using the website were such that respondents did not believe it was associated with social influence. The highest mean was found to be for Response Time (3.99), suggesting most people agreed that the website loaded quickly.

There was least disagreement in answers in the Ease of Use category which recorded a standard deviation of .70. The comprising factors, Intuitive Operation and Ease of Understanding were

answered in a manner indicating that the mean of answers was positioned around "Agree" and "Neutral." There was most variation in answers when it come to Behavioural Intention which recorded a standard deviation of 1.1, implying that respondent had more varied feelings about whether they would use the website again.

8 Validity Testing: Exploratory Factor Analysis (EFA)

The analysis proceeds toward testing the validity of the items used in the questionnaire in order to establish the validity of the items. A factor loading threshold of 0.6 was used since it is a widely used standard threshold for validity of constructs. The Kaiser-Meyer-Olkin measures for sampling adequacy were employed in the analysis in order to determine how adequate the study's sample size was. The KMO measure ranges between 0 and 1, where 0 indicates an inadequate diffusion of correlations implying that running factor analysis would be inappropriate. Frolich and Westbrook (2001) suggest that KMO scores should be above 0.50 in order to be considered an adequate and reliable sample that can be progressed into a factor analysis test, (189). Hutcheson and Sofroniou, (1999) lay out the acceptability of KMO ranges: values between 0.5 and 0.7 are considered to have questionable acceptability; values between 0.7 and 0.8 are considered to be good indicators of sampling adequacy, whereas values scoring between 0.8 and 0.9 are considered to be excellent.

Table 18: Results of KMO & Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.809**
Bartlett's Test of Sphericity	Approx. Chi-Square	3826.820
	df	1128
	Sig.	**.000**

In the case of this study's KMO measure, (see table above), 0.809, the sample size is considered to "meritorious." Bartlett's Test for Sphericity (Tobias and Carlson, 1969), was used to detect the feasibility of the factor analysis, where the finding was significant – suggesting the analysis of factors is feasible given that $p < 0.001$.

The Exploratory Factor Analysis (EFA) performed using Principal Axis Factoring and Varimax Rotation in SPSS indicated 9 factors loaded with Eigenvalues above 1 (Appendix H). The Rotations

Sums of Squared Loadings recorded cumulative value of 63.34%, implying that 9 factors were able to account for 63% of the variance in the study.

The results showed the nine factors loaded overall in the EFA analysis, as expected by the number of second-order categories employed in the research's model. Five of the nine factors loaded 'cleanly,' without any cross-loadings on other factors. Four of the nine did experience cross-loading of items. Each of these specific cases are discussed below. The cross-loadings fell into two categories:

1. Those that were tolerable (where the difference between the each loading for the same item was greater than 0.2)
2. Those where the difference between the each loading for the same item was not greater than 0.2, hence requiring that factor be dropped from the EFA.

Case #1: EUDSTD1, EUDSTD2 loading on Factor 1 and Factor 4

The difference in the two loadings for EUDSTD1 was not greater than 0.2, and hence the item needed to be removed. The difference in the two loadings for EUDSTD2 was greater than 0.2, and hence the cross-loading deemed tolerable. The result was that EUDSTD2 loaded onto Factor 1. Case #1 was resolved.

Case #2: SOCINF1, SOCINF2 loading on Factor 2 and Factor 8

The difference in the two loadings for **SOCINF1** was less than 0.2, and hence the cross-loading deemed not be tolerable. The result was that **SOCINF1** was dropped through the process of refining factors. The difference in the two loadings for **SOCINF2** was less than 0.2, and hence the cross-loading deemed not be tolerable. The result was that **SOCINF2** was dropped through the process of refining factors. Case #2 was resolved.

Case #3: TAILOR2, TAILOR3 loading on Factor 1 and Factor 5

The difference in the two loadings for **TAILOR2** was less than 0.2, and hence the cross-loading deemed not be tolerable. The result was that **TAILOR2** was dropped through the process of refining factors. The difference in the two loadings for **TAILOR3** was less than 0.2, and hence the cross-loading deemed not be tolerable. The result was that **TAILOR3** was dropped through the process of refining factors. Case #3 was resolved.

Case #4: SOCINF3 loading on Factor 2 and Factor 8

The difference in the two loadings for **SOCINF3** was 0.198, and close enough to the 0.2 requirement for the cross-loading to be safely deemed tolerable. The result was that **SOCINF3** remained a valid item, loading on Factor 8 along with the other two SOCINF items. Case #4 was resolved.

Given that a cut-off threshold of 0.4 was used in the EFA, there were some items which did not load on Factors with values above this threshold and were dropped immediately. Such items included: INNOV3, VISUAL3, and PPSE1.

8.1 Summary of EFA & Revision of Second-order Categories

Factor 1 loaded: Innovativeness, Visual Appeal, Ease of Understanding and Emotion Appeal.
The original second order category ENTERTAINMENT comprised Visual Appeal, Emotional Appeal and Innovativeness. The factor loadings results showed that Ease of Understanding moved from its original second-order category, EASE of USE, to ENTERTAINMENT.

Factor 2 loaded all the Perceived Political Self-Efficacy constructs (PPSE), with the exception of PPSE1 which loaded below the 0.4 threshold for reliability.

Factor 3 loaded the items comprised of the Relative Advantage and Online Completeness constructs which were suspected to correlate highly given that they fell under the COMPLEMENTARY RELATIONSHIP second-order category. What was observed here is that the third construct associated in the WebQual instrument, Consistent Image (CONSIMG) loaded as it's own separate factor in Factor 9.

Factor 4 saw Intuitive Operation (INTUIT) load cleanly. In the original WebQual instrument, INTUIT was coupled with Ease of Understanding (EUDSTD), comprising EASE OF USE. Given that EUDSTD have loaded into a separate factor, Intuitive Operation became a distinct second-order category in itself according to the findings.

Factor 5 saw Information Fit-to-task (INFO) and Tailored Communications (TAILOR) load as USEFULNESS, which originally comprised of those factors. Despite some item loss during refinement the original second-order category was maintained.

Response Time (RESP) loaded neatly and as expected as **Factor 6**. Response Time was also an original second-order category, RESPONSE TIME. The study noted the consistency and reliability of the constructs measuring response time inputs.

Factor 7 loaded, Trust (TRUST), similarly was a second-order category in the WebQual framework which loaded distinctly in the analysis.

Factor 8 loaded Social Influence (SOCINF), maintaining its three-item measure.

Finally**, Factor 9** saw Consistent Image (CONSIMG), loaded as the final and eighth factor with three items graduating from the EFA testing.

The results of the EFA saw nine factor loadings. 9 factors were originally expected to load as separate factors because they were referred to as second-order categories in the Research Model. Having accounted for the changes to second-order categories, it made sense to reconsider whether the ENTERTAINMENT construct was appropriately named. Since it comprises elements of Emotional and Visual Appeal which are outcomes facilitated by effective graphic and interaction design which is also closely associated with Innovativeness, the research proposed renaming the second-order category to DESIGN QUALITY which reasonably could also inculcate Ease of Understanding since an effective design implies its made accessible and understandable to its targeted users. The final summary of EFA results and revisions to the second-order categories is shown below.

Table 19: Post-EFA Second-order Category Summary

Factor	Constructs Loaded	Second-order Category
F1	Innovativeness, Visual Appeal, Emotional Appeal, Ease of Understanding	DESIGN QUALITY
F2	Perceived Political Self-Efficacy	PERCEIVED POLITICAL SELF-EFFICACY
F3	Relative Advantage, Online Completeness	COMPLEMENTARY RELATIONSHIP
F4	Intuitive Operation	INTUITIVE OPERATION
F5	Information Fit-to-task,	USEFULNESS

	Tailored Communications	
F6	Response Time	RESPONSE TIME
F7	Trust	TRUST
F8	Social Influence	SOCIAL INFLUENCE
F9	Consistent Image	CONSISTENT IMAGE
DV	Behavioural Intention	BEHAVIOURAL INTENTION

The results of the EFA show the consistency and reliability of the WebQual instrument, while also showing some minor variation in second-order categories' constructs. The addition of Social Influence and Perceived Political Self-Efficacy has shown to be effective at this juncture, each loading distinctly. New variables were created in SPSS based on the revised second-order categories, each prefixed with a small "rev," eg. revENTERTAINMENT. This prefix replaces the previous prefix for second-order categories, "so," thus, soUSEFULNESS would now become revUSEFULNESS in future SPSS activities that are reported in the study.

Given the changes to second-order categories, the study analysed the mean calculations again to note any significant changes.

Table 20: Descriptive Statistics for Revised Second-order Categories

Second-order Category	Min	Max	Mean	Std. Dev.
Intuitive Operation	2.00	5.00	4.02	0.71
Response Time	1.67	5.00	3.99	0.81
Consistent Image	1.00	5.00	3.69	0.82
Usefulness	1.00	5.00	3.46	0.88
Complementary Relationship	1.67	4.83	3.43	0.74
Trust	1.00	5.00	3.38	0.91
Design Quality	1.11	5.00	3.04	0.85
Behavioural Intention	1.00	5.00	2.99	1.05
Perceived Political Self-Efficacy	1.00	4.50	2.62	0.76
Social Influence	1.00	4.67	2.38	0.86

For a second time, the analysis found the lowest mean to be for the Social Influence's second-order category. However the value dropped slightly from 2.40 to 2.38 in the revised statistics.

The highest mean was no longer Response Time which originally scored at 3.99 and remained constant. Instead it was Intuitive Operation, a new second-order category which recorded a mean of 4.02, implying most respondents Agreed the website was easy to master for them.

In this round of descriptive statistical analysis least disagreement was observed for Intuitive Operation (0.71), with the lowest standard deviation, where the analysis previously mentioned how respondents found it easy and intuitive to operate the websites. The most disagreement was found in Behavioural Intention with a standard deviation of 1.05.

8.2 Subsequent Changes to Hypotheses Structure

As a result of EFA analysis and subsequent reorganization of certain factors it was apparent that the original hypotheses structure was altered. A revised summary of the changes to the hypotheses is detailed below, coupled with a visual illustration.

8.3 Summary of Hypotheses

H1: Usefulness (information fit-to-task, tailored communications) has a positive impact on Behavioural Intention to participate on a political party website.

H2: Trust has a positive impact on Behavioural Intention to participate on a political party website.

H3: Trust has a positive impact on Usefulness (information fit-to-task, tailored communications) of a political party website.

H4: Response Time has a positive effect on Usefulness (information fit-to-task, tailored communications) of a political party website.

H5: Response Time has a positive impact on Behavioural Intention to participate on a political party website.

H6: Ease of Use (ease of understanding, intuitive operations) has a positive impact on the Usefulness (information fit-to-task, tailored communications) of a political party website

REPLACED BY H12 below

H12: Intuitive Operations has a positive impact on the Usefulness (information fit-to-task, tailored communications) of a political party website

H7: Ease of Use (ease of understanding, intuitive operations) has a positive impact on Behavioural Intention to participate on a political party website.

REPLACED BY H13 below

H13: Intuitive Operations has a positive impact on Behavioural Intention to participate on a political party website.

H8: Entertainment (visual appeal, innovativeness, emotional appeal) has a positive effect on Behavioural Intention to participate on a political party website.

REPLACED BY H14 below

H14: Design Quality (visual appeal, innovativeness, emotional appeal, ease of understanding) has a positive effect on Behavioural Intention to participate on a political party website.

H9: Complementary Relationship (consistent image, relative advantage and online completeness) has a positive impact on Behavioural Intention to participate on a political party website.

REPLACED BY H15 below

H15: Complementary Relationship (relative advantage and online completeness) has a positive impact on Behavioural Intention to participate on a political party website.

H16 ALSO ADDED below

H16: Consistent Image has a positive impact on Behavioural Intention to participate on a political party website.

H10: Perceived Political Self-Efficacy has a positive effect on Behavioural Intention to participate on a political party website.

H11: Social Influence (subjective norms, social factors and image) has a positive impact on Behavioural Intention to participate on a political party website.

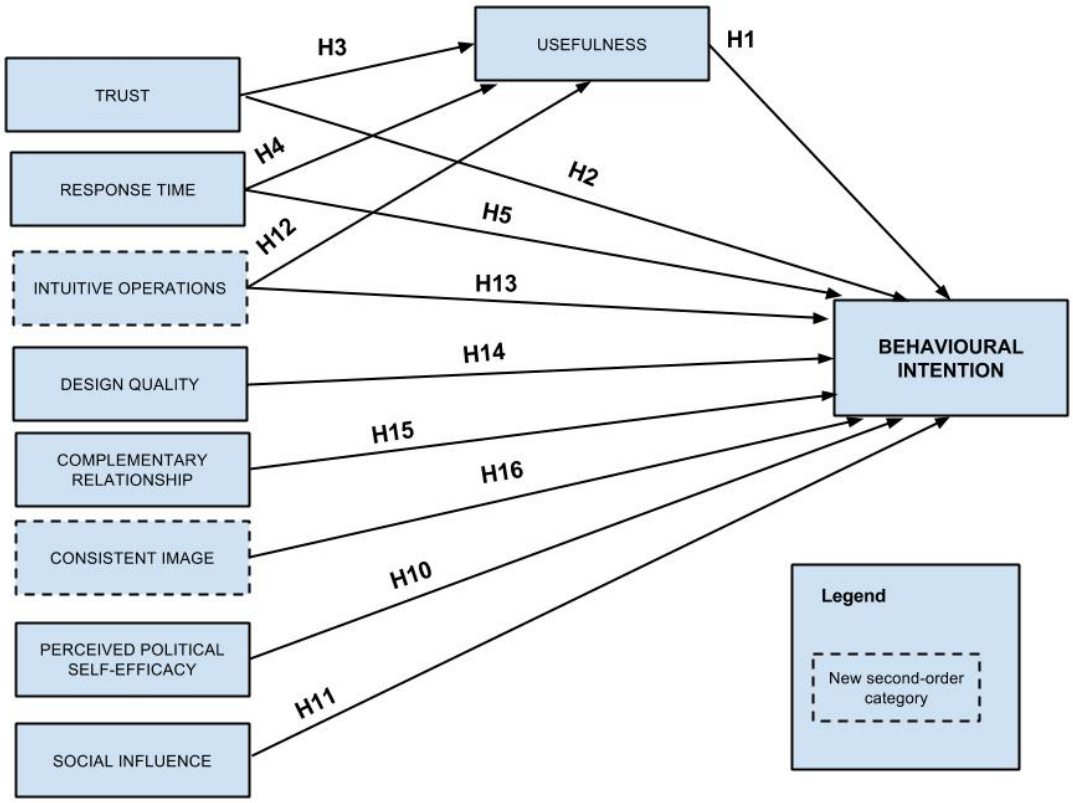


Figure 5: Revised Hypotheses Structure

9 Reliability Testing: Cronbach's Alpha

Subsequent to the EFA analysis, Cronbach alpha testing was used to evaluate the reliability of the survey instrument. A detailed collection of SPSS outputs can be found in Appendix I, the summary of results is discussed below. Cronbach Alpha is an estimate of the internal consistency reliability of the scores that can be derived from the scales of the study. "Reliability is indicated if the Cronbach Alpha is greater than 0.7," according to Brown and Jayakody, (2008: 176).

The results below indicated that all the second-order categories passed the CA test, scoring above 0.7. The highest record alpha was DESIGN QUALITY (0.94), which comprised Visual Appeal, Emotional Appeal, Innovativeness and Ease of Understanding constructs. The lowest alpha score was RESPONSE TIME, with 0.74, which comprised a single construct named identically.

Subsequent this analysis and these results, the second-order categories and their constructs are deemed to high acceptable internal consistency measures which make them reliable for further use in this study.

Table 21: Results of Cronbach Alpha Test

Second-order category	Constructs	No. of Items	Cronbach
DESIGN QUALITY	VISUAL, EMOTION, INNOV, EUDSTD	9	0.94
PERCEIVED POLITICAL SELF-EFFICACY	PPSE	8	0.87
COMPLEMENTARY RELATIONSHIP	RELADV, OLCOMP	6	0.86
CONSISTENT IMAGE	CONSIMG	3	0.88
INTUITIVE OPERATION	INTUIT	3	0.79
RESPONSE TIME	RESP	3	0.74
TRUST	TRUST	3	0.85
USEFULNESS	INFO, TAILOR	4	0.84
SOCIAL INFLUENCE	SOCINF	3	0.83
BEHAVIOURAL INTENTION (DV)	BI	2	0.92

10 Correlation Analysis

Pearson correlation is a statistical method of associating the relationship between two variables.

The results of the correlation analysis illustrate several key findings as several significant Pearson correlations were observed.

Table 22: Correlation Matrix

		Design Quality	Perc. Political Self-Efficacy	Comp. Relation-ship	Intuit. Op.	Usefulness	Response Time	Trust	Social Inf.	Cons. Image	Beh. Intention
Design Quality	Pearson Correlation	1	.323**	.472**	.404**	.652**	.275**	.590**	.288**	.582**	.565**
	Sig. (2-tailed)		.001	.000	.000	.000	.006	.000	.004	.000	.000
Per. Pol. Self-Efficacy	Pearson Correlation	.323**	1	.045	-.064	.239*	.048	.189	.524**	.241*	.568**
	Sig. (2-tailed)	.001		.659	.529	.017	.636	.060	.000	.016	.000

Comp. Relationship	Pearson Correlation	.472**	.045	1	.443**	.505**	.226*	.327**	.142	.318**	.207*
	Sig. (2-tailed)	.000	.659		.000	.000	.024	.001	.159	.001	.039
Intuitive Operation	Pearson Correlation	.404**	-.064	.443**	1	.492**	.311**	.382**	-.169	.313**	.178
	Sig. (2-tailed)	.000	.529	.000		.000	.002	.000	.092	.002	.077
Usefulness	Pearson Correlation	.652**	.239*	.505**	.492**	1	.382**	.571**	.190	.601**	.359**
	Sig. (2-tailed)	.000	.017	.000	.000		.000	.000	.058	.000	.000
Response Time	Pearson Correlation	.275**	.048	.226*	.311**	.382**	1	.258**	.120	.435**	.216*
	Sig. (2-tailed)	.006	.636	.024	.002	.000		.009	.233	.000	.031
Trust	Pearson Correlation	.590**	.189	.327**	.382**	.571**	.258**	1	.209*	.463**	.461**
	Sig. (2-tailed)	.000	.060	.001	.000	.000	.009		.037	.000	.000
Social Influence	Pearson Correlation	.288**	.524**	.142	-.169	.190	.120	.209*	1	.176	.415**
	Sig. (2-tailed)	.004	.000	.159	.092	.058	.233	.037		.081	.000
Consistent Image	Pearson Correlation	.582**	.241*	.318**	.313**	.601**	.435**	.463**	.176	1	.359**
	Sig. (2-tailed)	.000	.016	.001	.002	.000	.000	.000	.081		.000
Behavioural Intention	Pearson Correlation	.565**	.568**	.207*	.178	.359**	.216*	.461**	.415**	.359**	1
	Sig. (2-tailed)	.000	.000	.039	.077	.000	.031	.000	.000	.000	

Design Quality was significantly correlated with 9 of the 9 second-order categories, displaying the most correlation across factors. In it's case, Design Quality was most significantly correlated with Usefulness (0.65,) Consistent Image (0.58), Behavioural Intention (0.57) and Trust (0.59). All the values are deemed to be strong positive relationships given that they are greater then 0.40 and less then 0.69. Perceived Political Self-Efficacy correlated significantly with Design Quality (0.32) and had strong positive relationships with Social Influence (0.52) and Behavioural Intention, (0.57). Complementary Relationship showed a strong positive relationship with Usefulness (0.51), Design Quality (0.47) and Intuitive Operation (0.44). It showed a moderate positive relationship with Consistent Image, (0.32) and Trust (0.32). Consistent Image's highest positive relationships were with Usefulness (0.60) and Design Quality (0.58).

Consistent Image also showed a strong positive relationship with Response Time (0.44) and Trust (0.46). Finally, it showed moderate relationships with Behavioural Intention (0.36), Complementary Relationship (0.32), and Intuitive Operation (0.31). Intuitive Operation's strongest positive relationship was found to be with Usefulness (0.49), and Complementary Relationship (0.44). It also showed moderate correlations with Trust (0.38), Consistent Image (0.31), and Response Time (0.31). Trust showed strong positive relationships with Usefulness (0.57), Design Quality (0.59), Behavioural Intention (0.419) and Consistent Image (0.46). It features a moderate correlation with Complementary Relationship (0.33), and Intuitive Operation (0.38). Social Influence demonstrated a strong positive relationship with Perceived Political Self-Efficacy (0.52) and Behavioural Intention (0.42). Social Influence also displayed a weak correlation with Design Quality (0.288). Behavioural Intention showed a strong positive relationship with Design Quality (0.57), Perceived Political Self-Efficacy (0.57), Social Influence (0.42) and Trust (0.46). It showed moderate positive correlations with Usefulness (0.36) and Consistent Image (0.36).

10.1 Summary of correlation analysis

All variables showed positive relationships. The following hypotheses were found to have strong positive correlations between their constructs (values greater than 0.4):

- H2: Trust vs. Behavioural Intention
- H3: Trust vs. Usefulness
- H10: Perceived Political Self-Efficacy vs. Behavioural Intention
- H11: Social Influence vs. Behavioural Intention
- H12: Intuitive Operations vs. Usefulness
- H14: Design Quality vs. Behavioural Intention

11 Multiple Regression Analysis

The following multiple regression equations constructed for the purposes of the study.

Equation 1

USEFULNESS = $a + H_3 * (TRUST) + H_4 * (RESP) + H_{12} * (INTUIT\_OP)$

Equation 2

BEHAVIOURAL INTENTION = b + H_1 * (USEFULNESS) + H_2 * (TRUST) + H_5 (RESP) + H13 * (INTUIT_OP) + H_{14} * (DES_QUAL) + H_{15} * (COMP_REL) + H_{16} * (CONS_IMG) + H_{10} * (PPSE) + H_{11} * (SOC_INF)

11.1 Regression Results for Equation 1: Usefulness

The R_2 value for equation 1 was 0.45, implying that 45% of the total variation in Usefulness could be explained by the independent variables Response Time (revRESP), Trust (revTRUST) and Intuitive Operations (revINTUIT_OP). The model summary results below showed a very minor difference between R Square and Adjusted R Square, suggesting that because these values are close to another there is a high generalizability of the regression different sample sizes.

Table 23: Equation 1 Model & Coefficient Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667[a]	.445	.428	.66324
a. Predictors: (Constant), revRESP, revTRUST, revINTUIT_OP				

Coefficients[a]					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	**-.092**	.451	-.204	.839
	revTRUST	**.404**	.081	5.012	.000
	revINTUIT_OP	**.340**	.105	3.231	.002
	revRESP	**.205**	.088	2.339	.021

The resulting equation reads as follows:

Equation 1

USEFULNESS = -0.092 + 0.404 * (TRUST) + 0.340 * (RESP) + 0.205 * (INTUIT_OP)

11.2 Regression Results for Equation 2: Behavioural Intention

The R_2 value for equation 2 was 0.53, implying that 53% of the total variation in Usefulness could be explained by the independent variables listed as predictors in the Model Summary table below. The model summary results below showed a very minor difference between R Square and Adjusted R Square, (between 0.531 and 0.484), suggesting that because these values are close to another there is a high generalizability of the regression different sample sizes.

Table 24: Equation 2 Model & Coefficient Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728[a]	.531	.484	.75390
a. Predictors: (Constant), revSOC_INF, revRESP, revCOMP_REL, revTRUST, revPPSE, revCONS_IMG, revINTUIT_OP, revDES_QUAL, revUSEFULNESS				

Coefficients[a]					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	-.867	.627	-1.383	.170
	revUSEFULNESS	-.169	.137	-1.235	.220
	revTRUST	.247	.111	2.229	.028
	revRESP	.110	.108	1.014	.313
	revINTUIT_OP	.082	.141	.585	.560
	revDES_QUAL	.437	.139	3.143	.002
	revCOMP_REL	-.038	.129	-.298	.767
	revCONS_IMG	-.024	.129	-.187	.852
	revPPSE	.563	.123	4.568	.000
	revSOC_INF	.109	.112	.972	.334
a. Dependent Variable: revBEH_INT					

Equation 2

BEHAVIOURAL INTENTION = -0.867 – 0.169 * (USEFULNESS) + 0.247 * (TRUST) + 0.110 (RESP) + 0.082 * (INTUIT_OP) + 0.437 * (DES_QUAL) – 0.038 * (COMP_REL) – 0.024 * (CONS_IMG) + 0.563 * (PPSE) + 0.109 * (SOC_INF)

11.3 Results of Hypothesis Testing

Based on the results of the regression analysis the study proceeds to the overall summary of the hypotheses tested.

Hypothesis	Independent Variable	Dependent Variable	Beta value	p-level (Sig.) (p < 0.05)	Hypothesis Supported
H1	Usefulness	Behavioural Intention	-0.169	0.220	No
H2	Trust	Behavioural Intention	0.247	**0.028**	**Yes**
H3	Trust	Usefulness	0.404	**0.000**	**Yes**
H4	Response Time	Usefulness	0.205	**0.021**	**Yes**
H5	Response Time	Behavioural Intention	0.110	0.313	No
H10	Perceived Political Self-Efficacy	Behavioural Intention	0.563	**0.000**	**Yes**
H11	Social Influence	Behavioural Intention	0.109	0.334	No
H12	Intuitive Operations	Usefulness	0.340	**0.002**	**Yes**
H13	Intuitive Operations	Behavioural Intention	0.082	0.560	No
H14	Design Quality	Behavioural Intention	0.437	**0.002**	**Yes**
H15	Complementary Relationship	Behavioural Intention	-0.038	0.767	No
H16	Consistent Image	Behavioural Intention	-0.024	0.852	No

These results can be shown in a different form, one that details the full written hypotheses and their results in the study. This includes the original hypothesis which were altered after the Exploratory Factor Analysis

Hypothesis	Description	Hypothesis Supported
H1	Usefulness (information fit-to-task, tailored communications) has a positive impact on Behavioural Intention to participate on a political party website.	No

H2	Trust has a positive impact on Behavioural Intention to participate on a political party website.	**Yes**
H3	Trust has a positive impact on Usefulness (information fit-to-task, tailored communications) of a political party website.	**Yes**
H4	Response Time has a positive effect on Usefulness (information fit-to-task, tailored communications) of a political party website.	**Yes**
H5	Response Time has a positive impact on Behavioural Intention to participate on a political party website.	No
H6	Ease of Use (ease of understanding, intuitive operations) has a positive impact on the Usefulness (information fit-to-task, tailored communications) of a political party website	No
H7	Ease of Use (ease of understanding, intuitive operations) has a positive impact on Behavioural Intention to participate on a political party website.	No
H8	Entertainment (visual appeal, innovativeness, emotional appeal) has a positive effect on Behavioural Intention to participate on a political party website.	No
H9	Complementary Relationship (consistent image, relative advantage and online completeness) has a positive impact on Behavioural Intention to participate on a political party website.	No
H10	Perceived Political Self-Efficacy has a positive effect on Behavioural Intention to participate on a political party website.	**Yes**
H11	Social Influence (subjective norms, social factors and image) has a positive impact on Behavioural Intention to participate on a political party website.	No
H12	Intuitive Operations has a positive impact on the Usefulness (information fit-to-task, tailored communications) of a political party website	**Yes**
H13	Intuitive Operations has a positive impact on Behavioural Intention to participate on a political party website.	No
H14	Design Quality (visual appeal, innovativeness, emotional appeal, ease of understanding) has a positive effect on Behavioural Intention to participate on a political party website.	**Yes**
H15	Complementary Relationship (relative advantage and online completeness) has a positive impact on Behavioural Intention to participate on a political party website.	No

H16	Consistent Image has a positive impact on Behavioural Intention to participate on a political party website.	No

11.4 Hypothesis Testing Discussion

Hypothesis 1: Not supported

$H_0$1: Usefulness (information fit-to-task, tailored communications) has no impact on Behavioural Intention to participate on a political party website.

$H_1$1: Usefulness (information fit-to-task, tailored communications) has a positive impact on Behavioural Intention to participate on a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H1	Usefulness	Behavioural Intention	0.220	No	Do not reject null hypothesis

The p-value for H1 was greater than 0.05 which meant the null hypothesis should not be rejected. This implies that there is sufficient statistical evidence to suggest that Usefulness does not have an impact on a user's behavioural intention on a political party website. This could instead be motivated by other factors. It suggests that tailored communications and information fit-to-task are less important than hypothesized which may be due to the fact that users' intention are pre-meditated rather than influenced by 'on-page' factors such as Usefulness. When Bhattacherjee (2001) examined a dependent variable of systems continuance intention in the e-commerce context, he found that Usefulness was in fact a factor positively impacting user's intent to use website in future. In contrary to this finding, this research proposed a novel premise in the online political domain, and not the e-commerce space, and by doing so recognizes that political preferences and political behavioural are arguably more complex social phenomena which are not necessarily analogous to be e-commerce contexts.

Hypothesis 2: Supported

$H_0$2: Trust has no impact on Behavioural Intention to participate on a political party website.

$H_1$2: Trust has a positive impact on Behavioural Intention to participate on a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion

H2	Trust	Behavioural Intention	**0.028**	**Yes**	Reject null hypothesis

H2 indicated with significant success (p-value of 0.028) that the null hypothesis ought to be rejected which implies that Trust does have a positive impact on Behavioural Intention. This makes logical sense given that political behavioural and engagement towards a cause or party organization implies a citizen not only supports a set of political messages, stances or ideologies, but further, at a basic level requires a basis of trust before which he or she passes on her vote or political currency onto a political organization. This idea is corroborated in Akram & Malik (2012) who studied citizen's readiness to embrace e-government services, dealing with trust as a key proponent of willingness.

Hypothesis 3: Supported

$H_0$3: Trust has no impact on Usefulness (information fit-to-task, tailored communications) of a political party website.

$H_1$3: Trust has a positive impact on Usefulness (information fit-to-task, tailored communications) of a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H3	Trust	Usefulness	**0.000**	**Yes**	Reject null hypothesis

H3 saw a very strong regression (0.000) evidence implying that the null hypothesis be rejected and thus implying that Trust does have a positive impact on perceived Usefulness of a political party website. In different terms, users may perceive usefulness in a website if it effectively establishes trust in the interaction between citizen and party. This could also suggest that in order for a website to be adequately useful an initial locus of trust ought to be established through the manner in which the party communicates its messaging through the online channel such as the Internet, but also omni-channel through other communication channels that may reach voters, such as print, TV, radio and direct mail which all establish trust in varying forms and amounts. The finding in the study echoes that of Brown and Jayakody (2008) who observed that "…quality and trust are two additional dimensions to consider in addition to the traditional dimensions of system quality, information quality, user satisfaction, perceived usefulness, and use/intentions to use," (180).

Hypothesis 4: Supported

$H_0$4: Response Time has no effect on Usefulness (information fit-to-task, tailored communications) of a political party website.

$H_1$4: Response Time has a positive effect on Usefulness (information fit-to-task, tailored communications) of a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H4	Response Time	Usefulness	**0.021**	**Yes**	Reject null hypothesis

The H4 hypothesis was supported given a significant p-value of 0.021 implying that the null hypothesis be rejected, signalling that response time does have a positive impact on usefulness. This suggests that users believed that loading times and the responsive of a party's website technology positively influenced their perception of a website's usefulness. Put differently, the faster a website, it can be argued with the evidence, the more useful users may deem it to be. This make sense given that increasing broadband speeds and user expectations around website loading times are increasingly unforgiving and impatient. Firms and parties cannot afford to lose engagement owing to a poor website loading time. This finding in the study was expected on the basis of the positive relationship Loiacono at al. (2002) found between response time and website quality.

Hypothesis 5: Not supported

$H_0$5: Response Time has no impact on Behavioural Intention to participate on a political party website.

$H_1$5: Response Time has a positive impact on Behavioural Intention to participate on a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H5	Response Time	Behavioural Intention	0.313	No	Do not reject null hypothesis

H5's hypothesis was not supported given its p-value of 0.313 resulting in the null hypothesis not being rejected. This implies considerable statistical inference suggests the response time does not have an impact on behavioural intention. Since no studies to date have looked the specific relationship between these two variables, one could reason that intent to behave politically is influenced less by how quickly a website loads, but more fundamentally by 'off-page' (off-website) social factors that comprise a political identity.

Hypothesis 10: Supported

$H_0$10: Perceived Political Self-Efficacy has no effect on Behavioural Intention to participate on a political party website.

$H_1$10: Perceived Political Self-Efficacy has a positive effect on Behavioural Intention to participate on a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H10	Perceived Political Self-Efficacy	Behavioural Intention	**0.000**	**Yes**	Reject null hypothesis

H10's hypothesis was supported which signalled that perceived political self-efficacy was shown to have a very strong positive relationship with behavioural intention on party websites (p-value of 0.000). One might infer from this finding that if a user feels they are an effective political agent the chances of them wanting to engage with a party through a website are much higher. This finding corroborates the results of a similar statistically analysis of the Perceived Political Self-Efficacy (PPSE) construct. Caprara et al. (2009) concluded that:

"…one cannot exclude a reciprocal influence between the degree of participation and perceived political self-efficacy… Whereas being involved in politics should increase feelings of political self-efficacy, people with higher perceived political efficacy should be more inclined toward political engagement." (1016).

Similarly, behavioural intent benefits from a reciprocal influence, one that is positive, with PPSE.

Hypothesis 11: Not supported

$H_0$11: Social Influence (subjective norms, social factors and image) has no impact on Behavioural Intention to participate on a political party website.

$H_1$11: Social Influence (subjective norms, social factors and image) has a positive impact on Behavioural Intention to participate on a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H11	Social Influence	Behavioural Intention	0.334	No	Do not reject null hypothesis

In respect to the relationship between social influence and behavioural intention, the regression analysis found that the null hypothesis should not be rejected. This implies that social influence was not evidenced to have an impact on users' behavioural intention on the websites reviewed. Social Influence has previously not been examined in this context. This study investigated that relationship

and concludes that, surprisingly, for young people, subjective norms, image and social factors did not influence their political engagement intentions online. This comes as somewhat of a surprise given that youth are often associated with being highly image conscious and seeking influence amongst their peer groups. In the experience of this researcher, this may be because sharing of political views on Facebook and Twitter can actually harm one's social image since being political active and vocal is not thought of as traditionally "cool." Eckhart at al. (2009) examined the social influence on IT adoption amongst various workforces asking the central question of "whom influences whom?" Since no study that was found in the review of the literature to date has examined that same question in the context of youth and political party website engagement, one might reasonable suggest this to be a pressing question for future research. It may uncover the complicated nexus of social structures, social capital and influence which play a role in who influences others to conduct political behaviours, virtually. Such a future study may also lend itself to the methodology outlined in Kim (2006) who studied the impact of Internet use patterns on political engagement.

Hypothesis 12: Supported

$H_0$12: Intuitive Operations has no impact on the Usefulness (information fit-to-task, tailored communications) of a political party website.

$H_1$12: Intuitive Operations has a positive impact on the Usefulness (information fit-to-task, tailored communications) of a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) ($p < 0.05$)	Hypothesis Supported	Conclusion
H12	Intuitive Operations	Usefulness	**0.002**	**Yes**	Reject null hypothesis

Intuitive operations were shown to have a significantly strong positive impact on Usefulness, which put differently, implies that users indicated that the more intuitive they were able to operate the website they review, the more likely they were to deem it useful for their needs. As a result, the null hypothesis was rejected. Loiacono at al. (2002) found that Ease of Use had a positive impact on Usefulness. In the case of this research, the ease of use construct fell away during a process of refining the factor loadings. However, intuitive operations, which previously was a sub-construct of ease of use, became a distinct construct in itself replacing ease of use. Given that the hypothesis H12 was supported with a very significant p-value (0.002), this implies that this study's finding corroborates Loiacono at al. (2002), albeit with intuitive operations as a new distinct independent variable.

Hypothesis 13: Not supported

$H_0$13: Intuitive Operations has no impact on Behavioural Intention to participate on a political party website.

$H_1$13: Intuitive Operations has a positive impact on Behavioural Intention to participate on a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H13	Intuitive Operations	Behavioural Intention	0.560	No	Do not reject null hypothesis

H13 was not supported and did not reject the null hypothesis owing to a poor p-value of 0.560. This implies that intuitive operations are not shown to have a positive impact on behavioural intention. The majority of respondents showed they were adept at using the Internet for advanced tasks. This implies that whether or not a website is intuitive to use or not may not factor into their intent to conduct online political transactions.

Hypothesis 14: Supported

$H_0$14: Design Quality (visual appeal, innovativeness, emotional appeal, ease of understanding) has no effect on Behavioural Intention to participate on a political party website.

$H_1$14: Design Quality (visual appeal, innovativeness, emotional appeal, ease of understanding) has a positive effect on Behavioural Intention to participate on a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H14	Design Quality	Behavioural Intention	**0.002**	**Yes**	Reject null hypothesis

The p-value for H14 as 0.002 which made it a very significant finding that suggested design quality (visual appeal, innovativeness, emotional appeal, ease of understanding) has a positive effect on behavioural intention. This implies that users indicated the higher the quality of the design of a website, the more likely they were to intend on using it for political activities. That could also be linked towards how immediate visual judgments of a website influence user's perceptions about the quality of the site and it's content. As a result of the regression analysis, the null hypothesis was rejected.

Hypothesis 15: Not supported

$H_0$15: Complementary Relationship (relative advantage and online completeness) has no impact on Behavioural Intention to participate on a political party website.

$H_1$15: Complementary Relationship (relative advantage and online completeness) has a positive impact on Behavioural Intention to participate on a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H15	Complementary Relationship	Behavioural Intention	0.767	No	Do not reject null hypothesis

In the case of H15, the hypothesis was not supported (p-value of 0.767). This implies that complementary relationship was evidenced to have no impact on behavioural intention. The result is that the null hypothesis was not rejected. It was surprising to find that users did not value the ability to conduct political activities through a website over the ability to do so through other mediums such as fax, email, telephone or by representative. This may be due to the fact that these forms of traditional communications mediums are not actually considered at all when it comes to youth engagement. For example, it would have been interesting to ask students if they would email, or take the time out to make a phone call to a political representative. Based on the demographic findings of the study which showed a startling amount of political apathy, it is highly unlikely that young users would indicate, in any significant numbers, that they would use mail, telephone or in-person contact to engage meaningfully with a political organization. Taken one step further, this may be a reasonable inference: young respondents in the survey, being largely apathetic would not evaluate the relative pro's and con's of various communications mediums because they do not engage to begin with.

Hypothesis 16: Not supported

$H_0$16: Consistent Image has no impact on Behavioural Intention to participate on a political party website.

$H_1$16: Consistent Image has a positive impact on Behavioural Intention to participate on a political party website.

Hypothesis	Independent Variable	Dependent Variable	p-level (Sig.) (p < 0.05)	Hypothesis Supported	Conclusion
H16	Consistent Image	Behavioural Intention	0.852	No	Do not reject null hypothesis

The hypothesis was not supported in H16 (p-value of 0.852) showing that consistent image did not have an impact on behavioural intention. As a result, the null hypothesis is not rejected.

11.5 Summary of Results & Refined Model

The research study set out to examine eleven hypotheses, eight of which were second-order categories hypothesized to have positive relationships with the dependent variable, Behavioural Intention. These eight initial second order categories were:

a) Usefulness (information fit-to-task, tailored communications)
b) Trust (trust)
c) Response Time (response time)
d) Ease of Use (ease of understanding, intuitive operations)
e) Entertainment (visual appeal, innovativeness, emotional appeal)
f) Complementary Relationship (consistent image, relative advantage and online completeness)
g) Perceived Political Self-Efficacy
h) Social Influence (subjective norms, social factors and image)

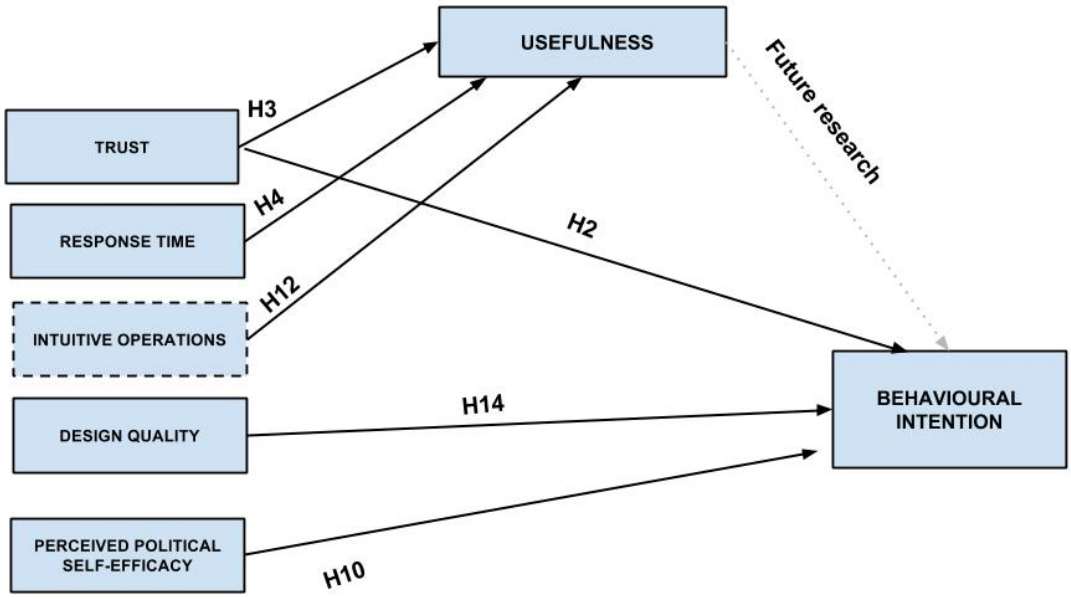
Through a process of refinement second-order categories fell away in some instances, were augmented by additional constructs in others and the study also saw the creation of new second-order categories. The final list of second-order categories is listed below.

- Design Quality (Innovativeness, Visual Appeal, Emotional Appeal, Ease of Understanding)
- Perceived Political Self-Efficacy (Perceived Political Self-Efficacy)
- Complementary Relationship (Relative Advantage, Online Completeness)
- Intuitive Operation (Intuitive Operation)
- Usefulness (Information fit-to-task, Tailored Communications)
- Response Time (Response Time)
- Trust (Trust)

Additional relationships between these second-order categories were identified and could form the basis of future research. As a result, a total of sixteen hypotheses were created for the study of which twelve were actually tested – 4 original hypotheses were retired prior to regression because of the changes to the hypotheses structure after Factor Analysis.

The data presented by the findings of the study show support for only six hypotheses which form the basis of the revised research model. However, since Usefulness was evidenced not to have a positive relationship with Behavioural Intention in Hypothesis 1, Usefulness was removed from the final refined research model. This was due to the fact that the original purpose of the research was to focus on behavioural intention as the core dependent variable. Given the strong Perceived Usefulness-Behavioural Intentions link which is present in almost all other studies, the research suggests that future studies could dedicate their efforts to exploring this relationship within the political context. This refined model of behavioural intention on political party websites is shown in the figure below.

Figure 6: Refined Research Model



In the figure shown above the most significant relationships were shown to be between Perceived Political Self-Efficacy and Behavioural Intention (p value = 0.000016) as well as Design Quality and Behavioural Intention, (p value = 0.002). What is interesting and novel is that neither of those relationships were expected. The research hypothesized that Perceived Political Self-Efficacy would have a positive impact on Behavioural Intention, but this was a novel step in contributing to the research base. Previously, a relationship such as this had not been explored or shown to be significant. In the case of the other hypotheses, as a process of refinement and re-conceptualising factors, it created Design Quality as a new second-order construct. This was not expected. This was originally the Entertainment variable.

Results indicate that three key factors have a positive impact on users' behavioural intention on political party websites: 1) Trust 2) Perceived Political Self-Efficacy and 3) Design Quality. Put

differently, users are more likely to engage with a party on their website if 1) they feel it can be trusted, 2) they are already political self aware citizens and hold their own political behaviour as effective and 3) if the website's design quality if aesthetically pleasing, modern, engaging and creatively constructed – because these are the types of user experiences and interfaces are already accustomed to using.

12 Conclusions

This section summarises a set of conclusions produced by the research.

A political party, in its use of IT for strategic objectives, is much like a firm for a number of reasons. IS has established a variety of theories that explain not only the strategic importance of IT to the firm, but also what constitutes IS success more generally. Studies have shown and called for the increase in involvement of IS in political spheres where the discipline's resources can be applied to emerging knowledge domains, particularly in empirical research and theory development, (Wattal et al. 2010). Following on this theorizing, websites have been shown to be explicable as strategic information systems which have fundamental objectives (website quality) and context-specific objectives (political engagement activities for political engagement effects). IS has been shown to be positioned to collate theoretical instruments of website quality evaluation with the domain of political party organization websites and the realm of e-Politics and the Internet.

12.1 Background to Conclusions

Wattal et al (2010) provided arguments for the relevance of e-Politics research in IS.
Campaign websites have been shown to have dramatic effectives on both the Internet strategies of parties but most importantly, voter behaviour, (Bimber & Davis, 2003; Gibson & McAllister, 2005). Similar to firms, who may adopt the Resource-based view of the firm, party organisations increasingly view IT as a strategic resource of the organization. The importance and potential of the Internet as "an alternative channel for reaching potential voters and information seekers," has been emphasized by scholars looking to encourage better use of its enabling potential to reach voters, Chigona and Crossland (2010). Party websites have been shown to have the potential to get citizens to fulfil certain actions, or express certain political behaviour that contributes to the fulfillment of a political party's strategic objectives. This emphasis on political behaviour became the basis of the search for factors influencing the key dependent variable in the research, behavioural intention.

This study incorporated well-validated and extant theories in IS, namely, WebQual in order to provide a starting point for the generic areas of concern and recommended actions for a website (Loiacono et al. 2002; 2007). This melding of social science and IS disciplines was an intent by the research to bring complex socio-political phenomena to a structured IS discussion that could bring value to both the practitioner and academic community. The study made youth its focus and target population from which to draw a random sample. The motivation for selection 18-30 year-old individuals was drawn from findings in the literature evidencing the view that the Internet has become a natural part of modern youths' lives. As a result and implication, in order to politically 'reach' this segment, efforts ought to be made by parties should direct resources assigned for identifying the optimal manner in which to gain political support from the youth segment. One way of doing so would be investing resources into developing understanding of the nature of political engagement through websites, for youth are highly active users, and highly technologically proficient in online social behaviour already. In addition to targeting the youth, the research limited its frame to the geographic area of South Africa. The review of the literature found that in SA political engagement online remains in it's infancy given that organisations are not effectively managing their presence on the Internet as a new media political medium. As such South Africa e-politics is still in its infancy and a furtive bed for modern IS research that could shed light on how politics in the country could evolve into the modern digital era. The key gap identified in the literature base which this study attempted to address was the need for research which investigated behavioural intention on the Internet and related this to changing roles of participation between voters (users) and political parties (websites).

12.1.1 Testing of conceptual model

In order to address this identified gap, the study searched for the most appropriate research methodology. A relevant sample group was framed and raw data was collected through a survey questionnaire largely constructed on the basis of an adaption of the WebQual instrument. The research model incorporated website quality attributes derived from the WebQual instrument, (Loiacono et al, 2002; 2007). Additionally, it augmented a well-established framework for evaluating website quality with attributes from the political sphere which provided the necessary political context in the study. Namely, this saw the inclusion of Perceived Political Self-Efficacy (Caprara et al. (2009) and Social Influence (Moore & Benbasat, 1991; Venkatesh et al.; 2003). 100 complete responses were obtained for the analysis of the hypotheses posed. Both descriptive and inferential statistical techniques were used to profile the sample and infer insights about political behavioural intention online, respectively.

12.1.2 Key Findings (Reliability and Validity of research instrument)

The results of the EFA saw nine factors load in the EFA analysis while also showing there were minor variations in the second-order categories constructs used. The addition of Social Influence and Perceived Political Self-Efficacy was shown to be effective as each loaded as separate factors with acceptable validity scores. Cronbach alpha testing was used to evaluate the reliability of the survey instrument. Cronbach Alpha scores for the rest of reliability of internal consistency saw all ten second-order categories (BI being the tenth), loaded with scores about the 0.7 threshold of acceptability.

12.1.3 Key Findings (Hypotheses Testing)

The testing of hypotheses through a series of correlation and multiple regression analyses led to the development of the refined research model. In correlation results, all variables were shown to have positive inter-relationships. Six hypotheses were found to have particularly strong positive correlations between their constructs with values greater than 0.4. These included:

- H2: Trust vs. Behavioural Intention
- H3: Trust vs. Usefulness
- H10: Perceived Political Self-Efficacy vs. Behavioural Intention
- H11: Social Influence vs. Behavioural Intention
- H12: Intuitive Operations vs. Usefulness
- H14: Design Quality vs. Behavioural Intention

The regression analysis examined the two equations formulated by the study: 1) Usefulness as a DV and 2) Behavioural Intention as the main DV. The R_2 value for equation 1 was 0.45, implying that 45% of the total variation in Usefulness could be explained by the independent variables Response Time (rivers), Trust (revTRUST) and Intuitive Operations (revINTUIT_OP). The R_2 value for equation 2 was 0.53, implying that 53% of the total variation in Usefulness could be explained by the independent variables.

The results of the hypothesis testing saw a total of sixteen hypotheses created, twelve were actually tested – 4 original hypotheses were retired because of the changes to the hypotheses structure after Factor Analysis. Support for only six hypotheses was found and later formed the basis of the revised research model.

The refined research model saw the survival of three second-order categories which were found to have a positive impact on behavioural intention on political websites. These included, Design Quality, Trust and Perceived Political Self-Efficacy. While this was a considerable reduction in factors, the findings are valuable. There was a retention of factors derived from the WebQual instrument, but also the survival of one of the two political factors the study brought forward, Perceived Political Self-Efficacy which had the most significant relationship were shown with Behavioural Intention (p value = 0.000016). This type of relationship had previously not been established in the literate on e-Politics.

12.1.4 Implications for Academics

There is an identifiable shortage of explanatory work that accounts for the influence of the Internet on political behaviour. This study positioned itself in addressing that gap. Wattal et al. (2009) opine that "Information systems can provide insight into *how* technology impacts the societal behaviour observed so minutely by political scientists and sociologists," (2010: 672). By focusing on a specific information system, the political party website, the study was able to provide insights behind the impacts a website can have on political behaviour in society. The manner in which the research conducted itself meant it provided academic perspective in a way in which traditional political scientists and sociologists could not. Similarly, IS in its purest form, would not have been able to effectively incorporate a strong foundation of the political dimensions of party and campaign objectives and the nature of political engagement amongst youth online today. For these reasons, by offering itself as an inter-disciplinary study, this research was able to break new ground and affirm the growing collaborative research agenda between the IS and political disciplines.

Based on the findings of the study three key implications hold for the academic community. Firstly, the study showed the very strong relationship between Perceived Political Self-Efficacy and a user's behavioural intention on a website. The relationship implies that in order to better understand how to engage individuals in an online political context, more work must be focused on promoting voters' "own personal beliefs regarding their ability to achieve desired results in the [online] political domain," Caprara et al. (2009). When voters are able to account for the use of their capacities and

resources in political engagement actions, they are more likely to be motivated to be active political agents online whereas the results of the demographic statistical analysis showed that over 70% of the respondents did not associate themselves with a party at all.

Secondly, the study uncovered the fact that Design Quality trumped other factors which are traditionally thought to be importance tenets of a website quality such as usefulness, response time and complementary relationship. Put differently, the youth are quick to judge a website based on it's visual and emotional appeal and it's innovativeness. These should be the primary focus areas for party's website structure, i.e. a modern, crisp and effective visual portrayal of the party, designed innovatively using the latest web design conventions and technologies such as HTML5 and JavaScript that facilitate a responsive and interactive user experience (UX). The implications for future academic research might be that Design Quality for political party websites be explored in greater depth. One possible examination here might be how much design for political purposes can borrow and learn from e-commerce design given that it is driven by well-financed private entities whose web properties are effectively designed to maximize profit, sales, interactions, user sign-ups and customer feedback.

Thirdly, Trust was shown to have a strong positive relationship with behavioural intention. No studies to date have unpacked how a locus of trust can be developed by party organisations through online communications, specifically. How do user's come to trust a party through its website communication and design? What factors might repel a user from submitting their email address for a newsletter or volunteer group in their local area? These are the types of questions that future researchers might consider in unpacking the impact of trust on intent, but also, findings ways to optimize trust-building activities of parties online.

In sum, numerous studies previously evaluated the quality of websites in e-commerce and e-government contexts, but few if not none have focused on political party organisations as the institutional unit of analysis. Previous work in bridging the socio-political phenomena associated with individual political behaviour antecedents was conducted in traditional political disciplines. This research contributes toward evaluation in a new context (party organisations) as well as meshing multidisciplinary approaches in IS and political science, political psychology and political marketing. The expansion of the WebQual instrument into the political domain is a valuable signal that future research can be conducted along similar interdisciplinary lines and produce significant contributions.

12.1.5 Implications for Practitioners

Practitioners can note that websites designed for civic and political engagement require three key tenets that put them in stronger positions to induce engagement from youth through the online channel. Firstly, trust-building efforts should be prioritized. Secondly, design quality is the immediate visual judgment users make of the website within seconds of arriving on the site. The users perceives a lot about an organization judging by its visual communication and innovativeness embedded in its website's user experience. Practitioners ought to dedicate more significant financial budgets towards hiring dedicated front-end web designers, interaction designers and graphic artists who can give a visual identity to a party that is of comparable quality and modern design that users typically associate with widely used modern web products and services. In summary, design attributes stand to play a vital role in enabling engagement such as political participation, and thus can be linked to the antecedents of political party website quality. Finally, personal beliefs in one's political resources and efficiency poses a more complex challenge to practitioners who will not have the time or academically rigorous tools to be able to actively conceptualise the concept of Perceived Political Self-Efficacy and inculcate it into campaign strategies. The key recommendation here is that practitioners ought to personalize and tailor their message to young voters in a way that increases an individuals belief in their own political currency, and by doing so increases the likelihood of converting that person into an active political agent.

12.1.6 Limitations & Future Research

In respect to the sample analysed in the study, a limitation here is that an 18-30 sampling of youth is not representative of the broader population of voters. Greater sampling frames in size could incorporate a broader sampling of age, education level, Internet proficiency, geographic location, and political activity history. The study used a simulation of the behavioural intention because the survey questionnaire asked respondents if they would intend on using the website further. This could be viewed as speculative in some respects. A different way to ensure that answers were more accurate might have been to work with respondents during actual political activities online. However, given the scope of resource constraints of the researcher this was not possible.

Research has shown that some demographic groups of citizens are most actively involved in participatory processes than others. Hansen and Reinau's (2006) survey of citizens involved in participatory processes in Northern Denmark uncovered a surprisingly high level of activity amongst

middle-age well-educated males with *income above average*. Hence, sampling various demographics variables will indicate where work is needed to ensure online political party websites can make meaningful penetration and implementation, (Atkeson, 2003; Barber, 1984); Conway, 2001). For example, women and younger generations are much more needed, (Thomas, 2010; Hansen and Reinau, 2006; Rosie, Lovenduski & Norris, 2004; Conway, 2001; Jeffrey & Banducci, 2006).

The study's findings only examined South African political party websites. For African scholars similar studies could be conducted across the continent which may produce interesting comparative findings and correlations unique to local populations. Future research should also consider taking a step towards extracting valuable lessons from developed political economies given that their technology maturity across broader populations will be more mature and have generalizable retrospectives that apply in many different countries and e-Politics contexts. Following this, future research could look at developing home-grown e-Politics design frameworks for Africa which incorporate the 'best of the rest' coupled with local technology designs and solutions that make sense for the technology constraints in Africa's developing economies.

Aidemark (2003) argues that there is an important lesson in "that there is no simple connection between the problems of political organisations and the IT-based systems that are supposed to be supportive. It is the intention and strategies behind the processes that are important,"(155). Saebo (2006) argues that in light of this there is a need for "addressing the objectives, strategies and processes instead of focusing solely on technology concerns.." (2357-2358). This view is shared by others (Biasiotti & Nannucci, 2004; Grönlund, 2003; Hoff, Tops, & Horrocks, 2000; Marcella, Baxter, & Moore, 2002). Future research could adhere to this by assisting political parties and their practitioners with making the aforementioned connections simpler and more insightful for improved action. In terms of other suggestions for future research one attempt could be made to make a more rigorous instrument through pretesting and a pilot study. Sampling limitations were are a challenge to sourcing ideal respondents for the study. Such limitations of the sample exposed the fact that few young people use political party websites.

Design quality, trust and perceived political self-efficacy are only three factors the research has identified as showing a positive relationship with behavioural intention. There are certainly others that could come to light with alternative methodological approaches such as Design Science and more horizontal studies of the interdisciplinary research bases which fall under e-Politics. Limitations aside, the study produces valuable new research that characterizes the factors which influence behavioural intent on political party websites in South Africa.

12.2 Conclusion

In conclusion the study proposed a research model that could explain what factors influence a user's behavioural intentions on a political website. The disciplines of political science, political marketing and information systems have the opportunity to collaborate on the growing investigating the growing relevance that Internet technologies are demonstrating in campaign-related activities.

Through its review of the literature and empirical research three key factors emerged as being of primary influence. Firstly, Perceived Political Self-Efficacy showed the strong positive relationship with intention. Secondly, Design Quality comprising Innovativeness, Visual Appeal, Emotional Appeal and Ease of Understanding was shown to be the second most important factor. Thirdly, Trust was shown to be an under-developed aspect of website quality and design. Practitioners and academics alike are encouraged to examine trust-building strategies that are effective in online engagement. The study contributes to the current body of knowledge in e-Politics. It makes a valuable contribution toward bridging political and IS disciplines to produce holistic views and explanations to complex social and political phenomena and the nexus of e-democracy and the evolution of how institutions increasingly view the Internet as a crucial engagement channel. The study has implications on the design of political party websites and campaign strategies.

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14 Appendix A: Cover Letter

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Leslie Commerce Building
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OR Private Bag. Rondebosch 77001
Cape Town
Tel: 650-2261
Fax No: (021) 650-2280

Dear Sir/Madam,

As an Information Systems Masters student at the University of Cape Town, I am completing my dissertation on the website quality of South African political party websites and impacts on aspects of online political participation. I'm targeting young adults as respondents.

Your participation in this research will be greatly appreciated. Your input will allow me to understand the dimensions of website quality that have an impact on young adults intention to engage with political party websites, whilst allowing me to complete my Masters degree successfully. The survey should take about 25 minutes of your time.

Participation is voluntary. Data collected will be stored electronically and will be kept strictly confidential. Participation will be anonymous as no sensitive personal details such as name and address will be collected. However, if you wish to receive a copy of the final results of the research, you are welcome to give me your email address and the final results will be sent to you.

The questionnaire that will be administered has been approved by the University of Cape Town Ethics Committee and thus, meets all ethical requirements imposed by the University. If you have any further queries, please feel free to contact either the researcher or Prof. Irwin Brown. The researcher's contact details are provided below.

Thank you for your time and cooperation.
Sincerely,

Jonathan Lewis
Masters Student (Researcher)
Email: jonathanrlewis@gmail.com

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15 Appendix B: Questionnaire

Party Websites in South Africa

Introductory Page

This survey examines South African political party websites.

It focuses on examining how well the websites are designed to enable citizens to engage with the party themselves, online.

The objective is to structure suggestions that inform parties of how to better engage with citizens online, through better design.

How do I complete this survey?

1. You will pick any party website from the list below:

Open the address from the 'Party Website URL' column into a NEW tab in your browser.

As per the instructions below, you will spend approx. 5 minutes on the chosen site looking to see what interactions you are able to make with the party through their website.

Return to this page and fill out the questionnaire on the next page. Click the 'Next' button.

Table of South African Political Parties in the Survey

Party	Seats in National Assembly (2009 Election)	Party Website URL
African National Congress (ANC)	264	http://www.anc.org.za
Democratic Alliance (DA)	67	http://www.da.org.za
Congress of the People (COPE)	30	http://www.congressofthepeople.org.za
Inkatha Freedom Party (IFP)	18	http://www.ifp.org.za
Independent Democrats (ID)	4	http://www.id.org.za
United Democratic Movement (UDM)	4	http://www.udm.org.za
Vryheidsfront Plus	4	http://www.vryheidsfront.co.za
African Christian Democratic	3	http://www.acdp.org.za

Party (ACDP)		
United Christian Democratic Party (UCDP)	2	http://www.ucdp.org.za
Pan Africanist Congress of Azania (PAC)	1	http://www.pac.org.za
Minority Front (MF)	1	http://www.mf.org.za/index.php
Azanian People's Organization (AZAPO)	1	http://www.azapo.org.za
African People's Convention	1	http://www.theapc.org.za
Agang SA	-	http://www.agangsa.org.za
Economic Freedom Fighters	-	http://effighters.org.za/

2. Visit the party site with a view to engaging with the party in the following ways:

Please note that you do not actually need to perform one of these actions, eg. sign up for a newsletter, or donate towards a campaign and so forth.

Simply, see if it possible to engage with the party through it's website and then share some of your thoughts with us.

How long will it take me? Average responses take between 9 and 15 minutes.

Simulate taking actions by participating with the party you chose to evaluate. You can do any of the following:

Join (by signing-up)

Contacting a representative with an opinion/suggestion/complaint

Report corruption or crime in your area

Make a donation to the party

Subscribe to email notifications about the party

Download party materials such as documents about campaigns, candidates or policies

Voice your say on a matter in a forum

Share something to Facebook or Twitter that is on the website.

***Please note** that* this is a **simulation**. None of the above-mentioned actions, or others that might present themselves to you need to be completed fully. Simply find out if there are ways to complete any of these actions on the website you visit. Proceed to the questionnaire section.

Continue to next if you have completed the visit on the party website...

Start of questionnaire

1) Which South African political party's website did you choose to evaluate?*

( ) African National Congress (ANC)

( ) Democratic Alliance (DA)

( ) Congress of the People (COPE)

( ) Inkatha Freedom Party (IFP)

( ) Independent Democrats (ID)

( ) United Democratic Movement (UDM)

( ) Vryheidsfront Plus

( ) African Christian Democratic Party (ACDP)

( ) United Christian Democratic Party (UCDP)

( ) Pan Africanist Congress of Azania (PAC)

( ) Minority Front (MF)

( ) Azanian People's Organization (AZAPO)

( ) African People's Convention

( ) Agang SA

( ) Economic Freedom Fighters (EFF)

2) Are you affiliated with the party whose website you chose?*

( ) Yes

( ) No

( ) Would prefer not to say.

3) The information on the party website is pretty much what I need to carry out my tasks*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

4) The party website adequately meets my information needs.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

5) The information on the party website is effective.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

6) The party website allows me to interact with it to receive tailored information.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

7) The party website has interactive features, which help me accomplish my task.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

8) I can interact with the website in order to get information tailored to my specific needs.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

9) I feel safe in engaging with the website.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

10) I trust the website to keep my personal information safe.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

11) I trust the website administrators will not misuse my personal information.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

12) When I use the website, there is very little waiting time between my actions and the website's actions.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

13) The website loads quickly.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

14) The website takes long to load.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

15) The pages displayed on the website are easy to read.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

16) The text on the website is easy to read.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

17) The website labels and navigation are easy to read.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

18) Learning to operate the website is easy for me.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

19) It would be easy for me to become skillful in using the website.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

20) I find the website easy to use.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

21) The website displays visually appealing design.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

22) The website is visually appealing.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

23) The website design is innovative.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

24) The website is creative.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

25) I feel happy when I use the website.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

26) I feel cheerful when I use the website.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

27) I feel sociable when I use the website.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

28) The website projects an image consistent with the organisation's political image.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

29) The website fits my image of the organisation.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

30) The website's image matches that of the organisation.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

31) It is easier to use the website to complete my business with the organisation than it is to telephone, fax or mail-by-post a representative.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

32) The website is easier to use than calling an organisational representative on the phone.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

33) The website is an alternative to calling the organisation's help desk or community representative.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

34) The website allows me to engage online.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

35) All my business with the political organisation can be completed via the website.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

36) Most of the engagement actions I wish to make can be completed via the party website.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

Political Participation

37) I state my own political opinion openly, even in clearly hostile settings.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

38) I make certain that the political representatives I voted honor their commitments to the electorate.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

39) I promote public initiatives to support political programs that I believe are just.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

40) I maintain personal relationships with representatives of national government authorities.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

41) I play a decisive role in the choice of the leaders of political movements to which I belong to.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

42) I actively promote the election of political candidates in which I trust.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

43) I promote effective activities of information and mobilization in my own community (of work, friends, and family), to sustain political programs in which I believe in.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

44) I collect a substantial amount of money to sustain the activities of the party I support.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

45) I use the means I have as a citizen to critically monitor the actions of political representatives.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

46) People who influence my behaviour think that I should use the website*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

47) People who are important to me think that I should use the website.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

48) People in my student community who use the party website have more prestige than those who do not.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

49) People in my student community who use the party website have a high profile.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

50) Using the website is a status symbol within my student community.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

51) Given that I have access to the system, I predict that I would use it.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

52) Assuming I have access to the system, I intend to use it.*

( ) Strongly disagree ( ) Disagree ( ) Neutral ( ) Agree ( ) Strongly agree

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Demographic Details

53) What is your gender?*

( ) Male

( ) Female

54) Please indicate which age group you belong to.*

( ) under 18

( ) 18-24

( ) 25-34

( ) 35-54

( ) 55+

55) What is your current level of education?*

( ) Graduated high school or equivalent

( ) Some college, no degree

( ) Associate degree

( ) Bachelor's degree

( ) Post-graduate degree (Honours)

( ) Post-graduate degree (Masters)

( ) Post-graduate degree (Doctoral)

56) How familiar are you with using the Internet?*

( ) Not familiar at all

( ) Only know how to use e-mail

( ) Know how to search for basic information

( ) Know how to search for information relating to specific goods/services

( ) Know all aspects of the Internet

57) How often do you use the Internet?*

( ) Once a year

( ) Once a month

( ) Once a week

( ) Once a day

( ) More than once a day

58) What do you typically use the Internet for? (You may check more than one)*

[ ] General surfing

[ ] Educational research

[ ] Entertainment (e.g. online games)

[ ] Purchase goods/services online

[ ] Other

59) How many times ahve you engaged with a party organisation via their website prior to this study?*

( ) Never

( ) Once

( ) Twice

( ) Thrice

( ) More than three times

60) Are you affiliated with a South African political party?*

( ) Not affiliated

( ) African National Congress (ANC)

( ) Democratic Alliance (DA)

( ) Congress of the People (COPE)

( ) Inkatha Freedom Party (IFP)

( ) Independent Democrats (ID)

( ) United Democratic Movement (UDM)

( ) Vryheidsfront Plus

( ) African Christian Democratic Party (ACDP)

( ) United Christian Democratic Party (UCDP)

( ) Pan Africanist Congress of Azania (PAC)

( ) Minority Front (MF)

( ) Azanian People's Organization (AZAPO)

( ) Agang SA

( ) Economic Freedom Fighters (EFF)

( ) African People's Convention

( ) Other

(END OF QUESTIONNAIRE)

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16 Appendix D: Descriptive Statistics for Questionnaire Items

	Min	Max	Mean	Std. Deviation
INFO1	1	5	3.69	1.032
INFO2	1	5	3.59	.996
INFO3	1	5	3.41	1.083
TAILOR1	1	5	3.14	1.073
TAILOR2	1	5	3.23	1.072
TAILOR3	1	5	3.17	1.092
TRUST1	1	5	3.73	.993
TRUST2	1	5	3.24	1.102
TRUST3	1	5	3.17	.995
RESP1	1	5	3.84	.982
RESP2	1	5	3.94	1.023
EUDSTD1	1	5	3.64	1.000
EUDSTD2	1	5	3.66	.956
EUDSTD3	1	5	3.79	.946
INTUIT1	1	5	**4.08**	**.761**
INTUIT2	1	5	3.96	.909
INTUIT3	1	5	4.00	.841
VISUAL1	1	5	3.14	**1.239**
VISUAL2	1	5	3.04	1.171
INNOV1	1	5	2.70	1.115
INNOV2	1	5	2.76	1.084
EMOTION1	1	5	2.82	.978
EMOTION2	1	5	2.71	.924
EMOTION3	1	5	2.70	.927
CONSIMG1	1	5	3.71	.924
CONSIMG2	1	5	3.64	.927
CONSIMG3	1	5	3.70	.859
RELADV1	1	5	3.47	.969
RELADV2	1	5	3.54	.926
RELADV3	1	5	3.53	1.049
OLCOMP1	1	5	3.52	.937
OLCOMP2	1	5	3.12	.924
OLCOMP3	1	5	3.40	.943
PPSE1	1	5	3.26	1.134
PPSE2	1	5	2.87	1.022
PPSE3	1	5	3.07	1.047

PPSE4	1	5	2.34	1.047
PPSE5	1	5	2.47	1.029
PPSE6	1	5	2.94	1.213
PPSE7	1	5	2.69	1.032
PPSE8	1	4	1.91	.877
PPSE9	1	5	2.67	1.101
SOCINF1	1	5	2.43	.956
SOCINF2	1	5	2.45	1.029
SOCINF3	1	5	2.42	1.037
SOCINF4	1	4	2.53	.979
SOCINF5	1	5	2.19	.961
BI1	1	5	2.98	1.119
BI2	1	5	3.00	1.064
rRESP3	1.00	5.00	**4.1800**	.99879

17 Appendix E: Descriptive Statistics for Questionnaire Constructs

	Minimum	Maximum	Mean	Std. Deviation
INFO	1.00	5.00	3.56	.93
TAILOR	1.00	5.00	3.18	.94
TRUST	1.00	5.00	3.38	.91
RESP	1.67	5.00	3.99	.81
EUDSTD	1.33	5.00	3.70	.87
INTUIT	2.00	5.00	**4.01**	**.70**
VISUAL	1.00	5.00	3.09	**1.17**
INNOV	1.00	5.00	2.73	1.06
EMOTION	1.00	5.00	2.74	.85
CONSIMG	1.00	5.00	3.68	.81
RELADV	1.33	5.00	3.51	.84
OLCOMP	1.00	4.67	3.35	.77
PPSE	1.00	4.56	2.69	.73
SOCINF	1.00	4.40	**2.40**	.81
BI	1.00	5.00	2.99	1.05

18 Appendix F: Descriptive Statistics for Questionnaire Second-order Categories

Second-order Category	Minimum	Maximum	Mean	Std. Deviation
USEFULNESS	1.00	5.00	3.37	.85
EASE OF USE	1.67	5.00	3.86	.70
TRUST	1.00	5.00	3.38	.91
COMPLEMENTARY RELATIONSHIP	2.00	4.89	3.51	.63
ENTERTAINMENT	1.00	5.00	2.85	.93
SOCIAL INFLUENCE	1.00	4.40	2.40	.81
PERCEIVED POLITICAL SELF-EFFICACY	1.00	4.56	2.69	.73
BEHAVIOURAL INTENTION	1.00	5.00	2.99	1.05
RESPONSE TIME	1.67	5.00	3.99	.81

19 Appendix G: Total Variance Explained

Total Variance Explained						
Factor	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.39	29.69	29.69	5.94	16.98	16.98
2	4.79	13.68	43.38	4.33	12.37	29.35
3	2.24	6.39	49.76	2.85	8.13	37.48
4	2.14	6.11	55.87	2.35	6.72	44.19
5	1.77	5.05	60.91	2.14	6.11	50.31
6	1.45	4.13	65.04	1.88	5.38	55.69
7	1.36	3.88	68.92	1.69	4.81	60.50
8	1.04	2.98	71.89	1.30	3.71	64.21
9	0.92	2.63	74.53	0.70	2.00	**66.21**
10	0.89	2.54	77.07			
11	0.86	2.46	79.53			
12	0.71	2.03	81.55			
13	0.68	1.95	83.51			
14	0.58	1.67	85.17			
15	0.57	1.64	86.81			
16	0.55	1.58	88.39			
17	0.44	1.26	89.65			
18	0.43	1.22	90.87			
19	0.39	1.10	91.97			
20	0.37	1.07	93.04			
21	0.33	0.95	93.98			
22	0.29	0.82	94.80			
23	0.25	0.72	95.52			
24	0.24	0.67	96.19			
25	0.20	0.57	96.76			
26	0.18	0.50	97.26			
27	0.17	0.48	97.74			
28	0.15	0.44	98.18			
29	0.14	0.41	98.58			
30	0.12	0.35	98.93			
31	0.11	0.32	99.25			
32	0.09	0.27	99.52			
33	0.08	0.22	99.74			
34	0.05	0.14	99.88			
35	0.04	0.12	100.00			

20 Appendix H: EFA Results (0.4 cut-off threshold)

Rotated Factor Matrix[a]									
	Factor								
	1	2	3	4	5	6	7	8	9
INNOV1	.844								
INNOV2	.810								
VISUAL2	.773								
VISUAL1	.725								
EUDSTD2	.703			.486					
EMOTION3	.671								
EMOTION2	.666								
EUDSTD1	.650			.460					
EMOTION1	.626								
EUDSTD3	.533								
PPSE5		.815							
PPSE4		.745							
PPSE6		.676							
PPSE7		.675							
PPSE2		.638							
SOCINF2		.616						.522	
PPSE9		.612							
SOCINF1		.587						.505	
PPSE8		.570							
PPSE3		.558							
PPSE1									
RELADV3			.744						
RELADV1			.743						
RELADV2			.731						
OLCOMP2			.618						
OLCOMP3			.600						
OLCOMP1			.495						
INTUIT3				.684					
INTUIT1				.672					

INTUIT2				.466					
INFO3					.584				
INFO1					.521				
TAILOR2	.502				.520				
TAILOR1					.487				
TAILOR3	.443				.471				
INFO2					.461				
RESP1						.713			
RESP2						.608			
rRESP3						.464			
TRUST3							.754		
TRUST2							.741		
TRUST1							.549		
SOCINF3		.483						.681	
SOCINF4								.607	
SOCINF5								.435	
CONSIMG2									.808
CONSIMG3									.709
CONSIMG1									.433
Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization.									
a. Rotation converged in 13 iterations.									

Appendix I: Cronbach's Alpha Test

DESIGN QUALITY Reliability Statistics	
Cronbach's Alpha	N of Items
0.935	9

PERCEIVED POLITICAL SELF-EFFICACY Reliability Statistics	
Cronbach's Alpha	N of Items
0.868	8

COMPLEMENTARY RELATIONSHIP - Reliability Statistics	
Cronbach's Alpha	N of Items
0.855	6

INTUITIVE OPERATION - Reliability Statistics	
Cronbach's Alpha	N of Items
0.793	3

USEFULNESS - Reliability Statistics	
Cronbach's Alpha	N of Items
0.837	4

RESPONSE TIME - Reliability Statistics	
Cronbach's Alpha	N of Items
0.735	3

TRUST - Reliability Statistics	
Cronbach's Alpha	N of Items
0.851	3

SOCIAL INFLUENCE - Reliability Statistics	
Cronbach's Alpha	N of Items
0.833	3

CONSISTENT IMAGE - Reliability Statistics	
Cronbach's Alpha	N of Items
0.882	3

BEHAVIOURAL INTENTION - Reliability Statistics	
Cronbach's Alpha	N of Items
0.918	2

21 Appendix K: Questionnaire Items

ITEM	INSTRUMENT ITEMS
Information Fit-to-task	
INFO1	The information on the party website is pretty much what I need to carry out my tasks
INFO2	The party website adequately meets my information needs.
INFO3	The information on the party website is effective.
Tailored Communications	
TAILOR1	The party website allows me to interact with it to receive tailored information.
TAILOR2	The party website has interactive features, which help me accomplish my task.
TAILOR3	I can interact with the website in order to get information tailored to my specific needs.
Trust	
TRUST1	I feel safe in engaging with the website.
TRUST2	I trust the website to keep my personal information safe.
TRUST3	I trust the website administrators will not misuse my personal information.
Response Time	
RESP1	When I use the website, there is very little waiting time between my actions and the website's actions.
RESP2	The website loads quickly.
RESP3	The website takes long to load.
Ease of Understanding	
EUDSTD1	The pages displayed on the website are easy to read.
EUDSTD2	The text on the website is easy to read.
EUDSTD3	The website labels and navigation are easy to read.
Intuitive Operation	
INTUIT1	Learning to operate the website is easy for me.
INTUIT2	It would be easy for me to become skilful in using the website.
INTUIT3	I find the website easy to use.
Visual Appeal	
VISUAL1	The website displays visually appealing design.
VISUAL2	The website is visually appealing.
Innovativeness	
INNOV1	The website design is innovative.
INNOV2	The website is creative.
Emotion Appeal	
EMOTION1	I feel happy when I use the website.

EMOTION2	**I feel cheerful when I use the website.**
EMOTION3	**I feel sociable when I use the website.**
	Consistent Image
CONSIMG1	**The website projects an image consistent with the organisation's political image.**
CONSIMG2	**The website fits my image of the organisation.**
CONSIMG3	**The website's image matches that of the organisation.**
	Relative Advantage
RELADV1	**It it easier to use the website to complete my business with the organisation than it is to telephone, fax or mail-by-post a representative**
RELADV2	**The website is easier to use than calling an organisational representative on the phone.**
RELADV3	**The website is an alternative to calling the organisation's help desk or community representative.**
	Online Completeness
OLCOMP1	**The website allows me to engage online.**
OLCOMP2	**All my business with the political organisation can be completed via the website.**
OLCOMP3	**Most of the engagement actions I wish to make can be completed via the party website.**
	Perceived Political Self-Efficacy
P-PSE1	**I state my own political opinion openly, even in clearly hostile settings.**
P-PSE2	**I make certain that the political representatives I voted honor their commitments to the electorate.**
P-PSE3	**I promote public initiatives to support political programs that I believe are just.**
P-PSE4	**I maintain personal relationships with representatives of national government authorities.**
P-PSE5	**I play a decisive role in the choice of the leaders of political movements to which I belong to.**
P-PSE6	**I actively promote the election of political candidates in which I trust.**
P-PSE7	**I promote effective activities of information and mobilization in my own community (of work, friends, and family), to sustain political programs in which I believe in.**
P-PSE8	**I collect a substantial amount of money to sustain the activities of the party I support.**
P-PSE9	**I use the means I have as a citizen to critically monitor the actions of political representatives.**
	Subjective Norm
SOCINF1	**People who influence my behaviour think that I should use the website**
SOCINF2	**People who are important to me think that I should use the website.**
	Image
SOCINF3	**People in my student community who use the party website have more prestige than those who do not.**

SOCINF4	**People in my student community who use the party website have a high profile.**
SOCINF5	**Using the website is a status symbol within my student community.**
Behavioural Intention	
BI1	**Given that I have access to the system, I predict that I would use it.**
BI2	**Assuming I have access to the system, I intend to use it.**