

UNIVERSITY OF KWAZULU-NATAL

**Adoption and usage of mobile marketing practices to promote domestic tourism: A case
of Zimbabwe's hospitality sector**

By

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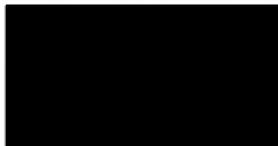
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2021

DECLARATION

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DEDICATION

This thesis is dedicated to my parents and my sister as follows; my late mother Rosa Marova-Runganga, my late sister Tracy-Alice Sendamai, and my father Jameson Uvencius Runganga.

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ABSTRACT

The escalated global use of the mobile phone and mobile internet presents endless opportunities for dynamic marketers. Elsewhere, research on the adoption and use of mobile devices to harness marketing opportunities has been growing steadily, while lagging in Zimbabwe. Despite the problem of declining foreign tourist arrivals, the Zimbabwean tourism and hospitality sector has not harnessed mobile marketing (MM) practices to promote its domestic tourism market for sustainability. The main purpose of the study was to establish the readiness of Zimbabwe's hospitality marketing employees to adopt and use mobile marketing practices to promote domestic tourism. Guided by the research objectives, the study analysed extant literature on mobile marketing adoption, acceptance and use, benefits of specific mobile marketing practices and tools, domestic tourism and hospitality marketing, to come up with theoretical constructs of the hypothesized model. A quantitative research methodology approach and cross-sectional design were adopted. Data was collected from 264 respondents in major tourist destinations of Zimbabwe using a self-completion, mainly structured questionnaire in a survey. Data were analysed using descriptive statistics, Confirmatory Factor Analysis and Structural Equation Modelling. The findings indicate that Awareness and Knowledge; Experience; Social Networking habits and Perceived Usefulness (PU) positively influence behaviour intention (BI) to use mobile marketing (MM) practices amongst hospitality marketing employees in Zimbabwe. Perceived ease of use (PEOU); Management support; Company mobile technology infrastructure and Technology accessibility had no significant influence on BI. There was a significant indirect effect of Awareness Knowledge to Behaviour Intention mediated by PU and PEOU. Lastly, the results confirmed that BI had a significant positive influence on actual usage behaviour (AUB). The study recommends that marketing management in Zimbabwe's tourism and hospitality sector should implement MM practice by providing marketing employees with mobile communication devices and mobile internet (Wi-Fi). These MM practices include use of mobile social media tactics like live streaming of tourism destinations and hospitality facilities, GPS enabled location specific messages, and targeted mobile messages via WhatsApp and SMS. Collaborations with mobile network operators would allow hospitality companies access to customer data bases that can be used to recruit potential domestic tourists. The study contributes new knowledge by integrating constructs from technology acceptance and use theories and making an initial examination of these from the perspectives of marketing employees in the context of Zimbabwe's domestic tourism and hospitality sector.

Keywords: Adoption, Mobile Marketing, Short Message Service, Mobile Social Media, Location-Based Service, Multimedia Message, Domestic Tourism, Hospitality, Zimbabwe.

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LIST OF ABBREVIATIONS AND ACRONYMS

AGFI	Adjusted Goodness of Fit Index
AK	Awareness - Knowledge
AMMP	Adoption of Mobile Marketing Practices
AMOS	Analysis of Moment Structures
BI	Behaviour Intention
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CFI	Comparative Fit Index
CMIN	Chi-Square equivalent in CFA; the first ratio of (χ^2) to degrees of freedom (χ^2/df)
DIT	Diffusion of Innovation Theory
DOI	Diffusion of Innovation Model
EE	Enabling Environment
EEC	Enabling Environmental Conditions
GFI	Goodness of Fit Index
GFI	Goodness of Fit
GPS	Global Positioning System
GSM	Global System for Mobile communication
HAZ	Hospitality Association of Zimbabwe
ICAZ	Institute of Chartered Accountants of Zimbabwe
ICT	Information Communication Technologies
IHF	Individual Human Factors
LBS	Location Based Service
MI	Mobile Internet
MM	Mobile Marketing
MMMS	Multi-Media Messaging Service
MSM	Mobile Social Media
NFI	Normed Fit Index
PEOU	Perceived Ease of Use
POTRAZ	Post and Telecommunication Regulatory Authority of Zimbabwe
PU	Perceived Usefulness
RMR	Root Mean Square Residual
RMSEA	Root Mean Square Error of Approximation

SD	Standard Deviation
SEM	Structural Equation Modelling
SMS	Short Message Service
TA	Technology accessibility
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action
UTAUT	Unified Theory of Acceptance and Use Technology
ZTA	Zimbabwe Tourism Authority

CHAPTER 1

GENERAL INTRODUCTION TO THE THESIS

1.1 INTRODUCTION

This chapter serves as a prelude to this doctoral thesis titled, “**Adoption and usage of mobile marketing practices to promote domestic tourism: A case of Zimbabwe’s hospitality sector**”. In this inaugural chapter, the researcher begins by evaluating in detail the background of the research problem to expose the grave issues that led to the problem. This thorough examination of the general setting is necessary to gather sufficient evidence relating to the problem, to substantiate the basis for further investigation of the problem. The background section is followed by the section on the motivation for the study and the problem statement. The problem statement is precisely a seriously bothersome condition that currently exists in literature, theory or practice requiring critical attention and further investigation. In this preliminary chapter, the objectives are specified and their affiliated research questions are spelt out. The broader aim of the study is explained.

The rationale and significance of the research study are explained to expose the reasons which necessitated the research study. The benefits of this study to all relevant stakeholders are also articulated. Additionally, the delimitations of the research boundaries in terms of both the theoretical and geographic scopes are stated to ensure that the research maintains focus to give attention to the relevant issues of the subject matter under study. The demographic scope in terms of the participants is clarified, and the research assumptions and limitations are stated. Finally, the chapter provides a summary of the structure of the thesis and winds-up with a conclusion.

1.2 BACKGROUND TO THE PROBLEM

The usage of the mobile phones continues to increase globally (Hsu, Lu & Hsu, 2007; Shankar & Balasubramanian, 2009; Schierz, Schilke & Wirtz, 2010; Taylor, Abdulla, Helmer, Lee & Blanchonette, 2011; Moreno-Munoz, Bellido-Outeirion, Siano & Gomez Nieto, 2016). This situation has been propelled by the advent of the smartphone with its broad functionalities (Nielsen, 2013; Taylor *et al.*, 2011) and its affordability (Bauer, Barnes, Reichardt & Neumann, 2005; Chuah, Marimuthu & Ramayah, 2014). Several authors in various studies conducted

during the past two decades affirm that the surge in mobile phones usage presents monumental opportunities for proactive and dynamic marketers who have embraced mobile marketing (Bauer *et al.*, 2005; Sultan & Rohm, 2005; Hsu *et al.*, 2007; Yuan & Steinberg 2006; Unni & Harmon 2007; Gao, Sultan & Rohm, 2010). Evidence from previous studies suggests that the vast opportunities brought about by Mobile Marketing (MM) are a direct result of these unique features of mobile applications, which include the anytime anywhere phenomenon, thus, ubiquity (Scharl, Dickinger & Murphy, 2005; Bauer *et al.*, 2005; Grant & O'Donohoe, 2007; Roach, 2009; Tomi, 2008; Barutcu & Ozturk-Gol, 2009; Zhou, 2011; Khartikeyam & Barlamugan, 2012; Yang & Chang, 2017), personalisation (Bauer *et al.*, 2005, Scharl *et al.*, 2005; Hsu *et al.*, 2006; Tomi, 2008; Gao *et al.*, 2010; Ahanonu, *et al.*, 2013; Maduku, Mpinganjira & 2016), interactivity (Shankar & Balasubramanian, 2009, Gao *et al.*, 2010, Strom, Vendel & Bredican, 2014, Maduku *et al.*, 2016), always on (Ahanonu, Biggerstaff, Flackus, Hatfied, Nahaman, Seal, ... & Yerelian., 2013), localisation (Gao *et al.*, 2010; Smutkupt, Krairit & Eishaikul, 2010; Ahanonu *et al.*, 2013).

The functional features of the mobile phone submitted above, and its other attributes such as portability (Shankar & Balasubramanian, 2009) and real-time (Yan, Kumar, & Ganesan, 2010) bring about the convenience which could easily be regarded as a symbolic characteristic of the mobile phone. These unique attributes of mobile phones suggest that mobile marketing presents more benefits to marketers as opposed to its stationary counterpart (Khartikeyan & Barlamugan, 2012; Scharl *et al.*, 2005). These unique features of mobile phones and other mobile applications provide the basis for arguing for the inclusion of mobile marketing as a key component of overall marketing strategy in business firms across all sectors (Smutkupt *et al.*, 2010). Consequently, marketers across the globe have shifted attention to Mobile Marketing (Sultan & Rohm, 2005; Leppaniemi & Karjaluo, 2008).

Concurrently, the World Travel and Tourism Council (2011) reports that the tourism sector accounts for 9% of the global GDP. The reports further state that a 4% compounded annual growth rate from the year 2001 to 2021 is anticipated, with 69 million jobs expected to be generated, 80% of these being expected to be in the developing world, Africa included. A communiqué by the UNWTO (2011) indicated that hotel business is growing in tandem with the growth of tourism, which is predicted to reach 1.8 billion by the year 2030.

1.2.1 Mobile Phone Usage in Zimbabwe

According to the Postal and Telecommunication Regulatory Authority of Zimbabwe report of 2015, it was estimated that by the year 2015 Mobile phone adoption rate in Zimbabwe was around 97 %, while Internet penetration rate grew to 43.1% in that same year (see Figure 1.1). The likely reasons for such a phenomenon in Zimbabwe vary to include a growing Diaspora population (Pasura, 2012), affordability of mobile phones to the greater majority of the population (Chitotombe, 2013; Marumbwa & Mutsikiwa, 2013), the need to access the internet via smartphones by many, reduced tariffs on ICT products, a growing number of mobile applications and the growing usage of mobile money in Zimbabwe (POTRAZ, 2015a, 2018b). These statistics support the view that the adoption of mobile marketing practices is key to corporate success now and in the future. Various authors consent to the view that the widespread adoption of mobile phones represents a huge opportunity for marketers to reach and serve consumers anytime anywhere (Grant & O’Donohoe, 2007; Barutcu & Ozturk-Gol, 2009).



Figure 1.1: Zimbabwe’s Mobile Applications Penetration Rate, December 2014 – December 2015

(Source: POTRAZ, 2015)

1.2.2 Overview of the performance of Zimbabwe's tourism and hospitality sector

UNWTO (2013) defines tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The World Travel and Tourism Council (2011) reported that the tourism sector accounts for 9% of the global GDP. The reports further state that a 4% compounded annual growth rate from the year 2011 to 2021 is expected to generate with 69 million jobs globally, 80% of these being expected to be in the developing world, Zimbabwe included.

The global tourism industry faces novel challenges and swift changes due to a worldwide financial recession, market globalisation and increased competition compounded by the emergence of disruptive new technologies (Tsotsou, Rattern, & Tsotsou, 2010). Challenges in this sector include fluctuations in international tourist arrivals due to various factors like diseases such as the SARS and Influenza A-H1N1 and Ebola Virus outbreaks. In Africa, the volatile macroeconomic environments in some countries like Zimbabwe pose a threat to international tourist arrivals (World Travel and Tourism Report, 2011).

In Zimbabwe, Tourism was one of the major sources of foreign currency for the country during the first two decades post-independence (World Bank Report, 2013). The contribution of tourism to the Zimbabwe Gross Domestic Product (GDP) which stood at 7% in 1999 declined to 6.5% in 2009 (Institute of Chartered Accountants Zimbabwe, 2010). According to the World Bank Report (2013), a significant 66% decrease of tourist arrivals from the EU to Zimbabwe was recorded for the period 1999 to 2013. During the same period, the Zimbabwe Tourism Authority (ZTA) recorded a 19% decrease in tourist arrivals (ZTA 2013). Factors contributing to the decline in foreign tourist arrivals in Zimbabwe include poor infrastructure development policy to improve the road network, poor country image, and foreign tourists' negative perception on safety and security concerns, skills migration and government policy not being conducive for tourism growth (ICAZ- Summer School, 2010). The hospitality subsector has been most affected by these trends with ZTA reporting an average hotel room occupancy of 29% in 2015 confirming a decline of about 2% annually from 2014.

Recently, a Travel and Tourism Competitiveness (TTC) report announced by the World Economic Forum (WEF, 2017) ranked Zimbabwe as one of the worst travel and tourism destinations in the world. Positioned at number 114 out of 136, Zimbabwe earned its place among the 22 worst destinations of the world (WEF, 2017). In that regard, Zimbabwe scored low rankings in the four sub-indices which include enabling environment, travel and tourism

policy, infrastructure and enabling conditions (WEF-TTC report, 2017). Given these events, it is argued that the Zimbabweans themselves should become the primary market for tourism for Zimbabwe's tourism and hospitality industry to continue to exist (Ndoda, 2013). Furthermore, several authors contend that the decline in foreign tourist arrivals following the land reform requires tourism and hospitality companies to focus on domestic tourism as it offers the tourism and hospitality sector in Zimbabwe some hope for survival (Forbes, Berthur & Sebastian, 2014; Mkono, 2012; Chiutsi, Mukoroverwa, Karigambe, & Mudzengi, 2011; Muchapondwa & Pimhidzai, 2011). Additionally, various others submit that little is known about domestic tourism in Zimbabwe (Kabote, Mamimine, Muranda & Sacco, 2019; Mapingure, Du Plessis & Saayman, 2019). Though Mutana and Zinyemba (2013) have argued that Zimbabwe is not ready for domestic tourism because most of its citizens are low income, this notion was contested by several other authors who insisted that domestic tourism does not need a lot of money, but rather it needs individuals to have information about the various options available as tourism activities that would suite their pocket (Kabote *et al.*, 2019; McCabe & Diekmann, 2015; Rogerson & Lisa, 2005). Moreover, tourism is now regarded as a necessity as its impact on the health and well-being of people (McCabe & Diekmann, 2015). Therefore the current research seeks to provide some evidence on the usage and adoption of Mobile Marketing Tools (MMS) by hospitality marketers towards promoting Zimbabwe's domestic tourism.

1.2.3 Overview of Mobile Marketing Practices Acceptance

The advent of the Smartphone and widespread use of it (Rao & Minakakis, 2003; Bauer *et al.*, 2005) and the continued advancements in mobile technologies and mobile internet has popularised Mobile Marketing (MM). Several authorities have sought to describe Mobile Marketing. The Mobile Marketing Association (2009) defines Mobile Marketing as a set of practices that enable organisations to communicate and engage with their audience in an interactive and relevant manner through any mobile device network. Another definition by Shankar and Balasubramanian (2009) portrays MM as the two-way or multi-way communication and promotion of an offer between a firm and its customers using a mobile device.

Earlier descriptions of MM include one by Scharl *et al.* (2005) that described MM as the use of a wireless medium for the provision of time and location-sensitive, personalised information that promotes goods, services and ideas to consumers whilst satisfying all stakeholders. Likewise, Kaplan (2002) argues that Mobile Marketing is any marketing activity conducted

through the ubiquitous network to which consumers are constantly connected using a personal mobile device. Leppaniemi, Karjaluo & Sinisalo (2006) proffered a precise definition of MM as the use of the mobile device as a means of marketing communications. Several authors have noted that despite capacious literature in this discipline there is no general agreement as to the definition of MM. In this regard, the researcher adopted a more functional definition by Nyatsambo and Phiri (2018), which states that MM is the use of mobile devices to promote patronage between the firm and its current and potential customers.

To get more insight into this new domain and for clarity's sake authorities have sought to describe the mobile marketing practices as a variety of mobile applications and platforms used in the implementation of marketing strategy (Smith & Chaffey, 2009). Several authors have also specified these various MM practices to include Short Message Service (SMS), Multi-Media Message Service (MMMS), Location-Based Service (LBS), Voice Marketing, Mobile Web, Pay per call, mobile applications, mobile banner advertisements and Quick Response (QR) codes (Pilepic, Car, & Simunic, 2013; Rayfield, 2010). Additionally in the current research, the researcher considers Mobile Social Media (MSM), a phenomenon which was not originally described by Pilepic *et al.* (2013) and Rayfield (2010) but was proposed in a conceptual model by Nyatsambo and Phiri (2017). In the context of this research, Mobile Social Media includes all social media platforms like Facebook, Twitter, Instagram, WhatsApp, and many others being accessed via a Smartphone. WhatsApp in particular has emerged as highly interactive tool which marketers can not afford to ignore (Priyono, 2016).

Kim, Kim, Lee, Chae and Choi (2002) contend that the usage of Mobile Marketing practices entails that marketers can be constantly connected to potential customers via multiple personal mobile devices and channels, hence the brand is watched and marketed all the time. Kavassalis, Spyropoulou, Drossos, Mitrokostas, Gikas, and Hatzistamatiou (2003) assert that many authors have pointed out that acceptance of mobile marketing messages would largely depend on the perceptions of the receiver about the benefits of such messages. This view is shared by many authors (Andrews, Drennan & Russell-Bennet, 2006; Tripathi & Mittal, 2008; Vanarli & Toker, 2010). Existing literature suggests that the benefits of MM practice especially on enabling innovative marketing communications are profound, notably, Cui, Bao and Chan (2009) argue that the extant global financial crisis has propelled the growth of mobile advertising and marketing as companies pursue lower advertising costs. Additionally, Yoo and Gretzel (2011) alluded that consumer-generated media presents as a new form of word of mouth serving informational needs that are phenomenal among many people. These findings suggest that

marketing employees cannot afford to ignore these new trends and particularly for their marketing communications to remain relevant they just have to be instantly one's mobile phone, whether by SMS, Multimedia Message Service, QR- Code, WhatsApp, E-mail, Voice Call or any Mobile Social Media (Yoo & Gretzel, 2011).

In a study by Sultan, Rohm and Gao (2009) acceptance of mobile marketing was investigated in a conceptual model that focused on the influence of market-related and value-based mobile activity, specifically on the use of mobile devices for information provision, sharing and accessing content. Furthermore, Sultan *et al.* (2009) advanced their model basing on some key constructs of Technology Acceptance Model (TAM), which include perceived usefulness, notably where mobile devices are investigated for their usefulness on information provision, sharing and accessing capabilities. Since TAM constructs have been applied in several contexts to investigate individual acceptance and adoption of mobile technology likewise, the current study aligns itself with previous researchers and adopts TAM constructs like perceived ease of use and perceived usefulness to investigate Zimbabwean individual hospitality marketing employees' perceptions about the adoption and use of mobile marketing practices.

Furthermore, extant literature suggests that much research has focused on the consumer's perceptions about mobile technologies, at an individual level, and on what they perceive as certain personal benefits of mobile marketing practices (Eden & Gretzel, 2012; Yoo & Gretzel 2011; Sultan *et al.*, 2010; Tomi, 2008; Bauer *et al.*, 2005), as well as on the importance of mobile marketing as an advertising and communications tool (Pilepic *et al.*, 2013; Cui *et al.*, 2009; Miscancuk, 2012; Khartikeyan & Barlamurgan, 2012). In addition, Kim and Law (2015) admit that past studies on mobile marketing have mainly focused on consumer perspectives rather than the marketer perspective. The scarcity of research evidence regarding mobile marketing practices acceptance and adoption from the perspectives of marketing employees globally justifies further research exploration (Kim & Law, 2015; Ajax & Azhar, 2012; Gao *et al.* 2010; Peng & Spencer, 2006). In Zimbabwe, for instance, previous researchers focused mainly on mobile banking and e-commerce adoption (Maswera *et al.*, 2008; Tsokota *et al.*, 2014). A gap exists in the scarcity of literature that specifically relates to the adoption and use of Mobile Marketing tools in the domestic tourism and hospitality sector in Zimbabwe. The current study, therefore, focuses on the adoption and use of mobile marketing practices from the perspectives of hospitality marketing employees in Zimbabwe to close this gap. The researcher seeks to provide a paradigm shift from overreliance on traditional marketing tools amongst marketing decision-makers in this era of advancements in disruptive communication

technologies. Therefore, the basis of this research is to ascertain the usage and adoption of mobile marketing practices by hospitality marketing employees in Zimbabwe as they communicate with potential domestic tourism customers.

1.2.4 Mobile Marketing Usage in the Tourism Sector

Pilepic *et al.* (2013) noted that without mobile marketing and advertising strategy, the tourism and hotel business will miss out on this growing customer trend. Specific mobile marketing tools have been found to yield positive results if adopted, for instance, the findings of a study conducted in Thailand by Smutkupt *et al.* (2010) suggest that SMS marketing has a significant positive impact on brand awareness and perceived quality, because of its ability to be personalised and interactive. To support this view, in another study, Miscancuk (2012) alluded that if an SMS is sent to the actual tourist, they will feel special because there is an impression of the message being personalised to themselves only. Cui *et al.* (2009) contend that the extant global financial crisis has propelled the growth of mobile advertising and marketing as companies pursue lower advertising costs.

Tomi (2008) highlighted the unique benefits of mobile phones to include, the ability for users to carry around their mobile phone with them everywhere, and that they are also personal. More mobile applications and technologies are now available for marketers to communicate targeted messages to the specific consumers of their marketing offerings (Eden & Gretzel, 2012). These assertions imply that these devices enable better interaction between the tourism and hospitality marketing sector employees and their current and potential customers. For example, mobile advertising has benefits that outclass traditional methods of advertising since it can reach the target customers and audience anytime anywhere to promote the selling of tourism products (Khartikeyan & Barlamurgan, 2012). In the context of domestic tourism and hospitality in Zimbabwe, mobile devices could be used to communicate about specific destination brands and hospitality services experiences. Social media marketing activities can work as a form of word of mouth strategy to increase awareness of an individual destination's existence, hotel facilities, and recreation facilities, and to help potential customers to plan holidays. Henceforth, the current research seeks to provide some evidence on the adoption of mobile marketing practice in the Zimbabwean tourism and hospitality sector context.

1.3 MOTIVATION FOR THE STUDY

In summary, the motivation to carry out this research is two-fold. Firstly, diminishing international tourist arrivals in Zimbabwe evidenced by sustained reduced growth in this sector

from the 17,5% annual growth rate in the first and second decade since 1980, the year during which Zimbabwe gained its independence, to below 2% growth rate by the year 2001 (RBZ 2013; ZTA, 2000; UNWTO, 2001). Secondly, the growing mobile phone business in Zimbabwe which was estimated at around 97% penetration rate by the year 2015 (POTRAZ, 2015). Given these trends regarding mobile phone usage in Zimbabwe, it is advanced that tourism and hospitality business should embrace mobile marketing and advertising strategies to remain relevant (Pilepic *et al.*, 2013). The present study, therefore, seeks to motivate for the adoption and use of mobile marketing practices to promote domestic tourism to counter the negative consequences of the declining foreign tourist arrivals in the hospitality sector of Zimbabwe. Domestic tourism is the tourism of resident visitors within the economic territory of the country of reference (World Tourism Organisation, 2009). Several authors argue that domestic tourism offers the Zimbabwean tourism and hospitality companies some hope for survival in this era of declining foreign tourists arrivals (Forbes *et al.*, 2014; Mkono, 2012; Chiutsi, Mukoroverwa, Karigambe, & Mudzengi, 2011; Muchapondwa & Pimhidzai, 2011). Likewise many others posit that existing findings relating to domestic tourism in Zimbabwe are few (Kabote *et al.*, 2019; Mapingure, Du Plessis & Saayman, 2019).

In addition findings from Mapingure, DuPlessis & Saayman (2019) suggest that lack of information about tourist attractions among local Zimbabweans impedes domestic tourism uptake. In line with this evidence, the current researcher upholds the argument that the Zimbabweans themselves should become the primary market for tourism for Zimbabwe's tourism and hospitality industry to continue to exist (Ndoda 2013). Moreover findings by Mazhande, Basera, Chikuta, Ncube and Baipai (2020) indicate that Zimbabweans have not been actively involved in leisure activities at tourism destinations of their own country. Therefore it is assumed that Zimbabweans can benefit from information disseminated by mobile devices and start appreciating their own country's destinations and increase participation in leisure activities at the various tourist destinations of the country. Based on existing findings and the statistics provided above and on Figure 1.1 the present study argues that using mobile marketing tools will make it easier for hospitality marketing employees to communicate with the potential domestic tourists given the omnipresent nature of mobile devices.

Furthermore, as observed by Ajax and Azhar (2012), researchers have paid little attention to the field of mobile marketing. Ajax and Azhar (2012) further argue that most research work on mobile marketing has been conducted in Europe, Asia and America. This view was confirmed

by other authors in the geographic scope of their research work (Gao, Rohm, Sultan, & Pagan, 2013; Pilepic *et al.*, 2013; Cui, Bao & Chan., 2009; Miscancuk, 2012; Yoo & Gretzel, 2011; Vanarli & Toker, 2010; Smutkupt *et al.*, 2010; Shankar & Balasbramanian, 2009; Tripathi & Mittal, 2008; Andrews *et al.*, 2006). However, in Zimbabwe, research on mobile marketing is lacking while most researchers have mainly focused on mobile banking (Thulani & Collins, 2011; Munongo & Chitungo, 2013; Bara, 2016; Tinashe & Chapoto, 2016). Gaps that have motivated this research to be conducted include the need to close the glaring fissures in the literature on mobile marketing practices, adoption, and use in the Zimbabwean Tourism and hospitality sector. Additionally, this study was expected to discover the preparedness of hospitality marketing employees in terms of the adoption and use of individual mobile marketing tools to promote domestic tourism in Zimbabwe. Furthermore, Morupisi and Magkalo (2017) also note that developing countries often promote domestic tourism as a way of curbing foreign exchange outflows and in trying to boost employment, as well as when there are diminishing international tourist arrivals. In the case of Zimbabwe, all these three factors already characterise her current situation.

1.4 STATEMENT OF THE PROBLEM

Mobile phones adoption rate continues to increase globally (Hsu *et al.*, 2006; Shankar & Balasubramanian, 2009; Schierz *et al.*, 2010; Taylor *et al.*, 2011; Moreno Munoz *et al.*, 2016). Zimbabwe has also witnessed a surge in mobile phone usage (POTRAZ, 2015; Chitotombe, 2013; Mutsikiwa & Murumbwa, 2013) despite the economic hardships. Zimbabwe's tourism and hospitality sector has faced many viability challenges as a result of diminished foreign tourist arrivals since the turn of the century (WFP, 2017; World Bank, 2013; RBZ, 2013; UNWTO, 2001; ZTA, 2000). International tourism declined in Zimbabwe since the turn of the century (see Table 1.1 above) largely because of the worsening socio-political and economic problems that resulted from the spontaneous land reform programme and the subsequent economic sanctions from the West which presenting domestic tourism as the only option for sustainability amongst hospitality firms, big and small, in Zimbabwe (Forbes *et al.*, 2014; Mkono, 2012).

Domestic tourism has been seen to yield a stable market elsewhere in the world as it is less sensitive to global socio-economic and political pressures such as terrorism and unstable currencies. Forbes *et al.*, (2014) further allude that domestic tourism is thought to play a

fundamental role in stabilising economies especially in the developing countries in which Zimbabwe belongs to. The recognition that domestic tourism can be sustained in harsh conditions as compared to international tourism especially in Zimbabwe has been suggested by other authors (Kabote, Mamimine & Muranda, 2017). Though Zimbabwe is a country undergoing economic challenges, domestic tourism still has a role to play especially as it can be accessed by all citizens as opposed to international tourism which is only accessible to the rich. In support of this view, McCabe and Diekmann as cited in Kabote *et al.* (2019) argue that tourism is a fundamental social right which should no longer be viewed as for the rich only but should be accessed by all. These findings provide evidence that the domestic tourism market in Zimbabwe is an alternative to sustaining the viability of firms in the tourism and hospitality sector. Additionally, the escalated usage of mobile phones and mobile internet in Zimbabwe presents new opportunities for hospitality marketing (POTRAZ 2015; Chitombe 2013; Mutsikiwa and Murumbwa 2013). Currently, it is speculated that Zimbabwean tourism and hospitality marketing employees have not taken advantage of the potential endowed in mobile marketing practices to promote domestic tourism market in Zimbabwe.

The present trends regarding the adoption and usage of mobile marketing practices by marketing employees to promote domestic tourism in the tourism hospitality sector of Zimbabwe are unknown. Therefore, there is a need to assess the level of adoption and usage of MM practices by marketing employees in promoting domestic tourism in the hospitality sector of Zimbabwe. Thus, the preparedness of hospitality marketing employees to adopt and use mobile marketing practices in promoting domestic tourism market needs to be assessed.

Subsequently, the current study is guided by the following statement: the adoption and use of mobile marketing practices in the tourism and hospitality industry can assist in promoting the domestic tourism market in Zimbabwe. It is anticipated that the adoption and use of mobile marketing tools by hospitality marketing employees to inform potential domestic tourists about hospitality facilities and the benefits of tourism activities might encourage locals to participate in local tourism activities, and increase bookings at hospitality facilities at the several tourist destinations of Zimbabwe. Specifically, the mobile marketing tools referred to in this thesis include Short Message Text Services, Multimedia Message Services, Location-Based Services and Mobile Social Media (such as Facebook, Twitter, Whatsapp and other social media platforms accessed via a smartphone).

Based on the research problem stated above, the following main research question is presented:

Can the adoption and use of mobile marketing practices by hospitality marketing employees, to promote domestic tourism in Zimbabwe be established?

1.5 RESEARCH OBJECTIVES

1. To determine the extent to which mobile marketing practices have been adopted in Zimbabwe's tourism and hospitality sector.
2. To determine factors responsible for the adoption/ non-adoption of specific mobile marketing tools in the tourism and hospitality sector.
3. To assess marketing employees' awareness of the existence of individual mobile marketing tools (SMS, Multimedia Message Service, Location Based Services, and Mobile Social Media such as WhatsApp).
4. To determine the role of individual human behavioural issues such as experience, social networking habits and fear of technology on hospitality marketers willingness to use mobile marketing practices.
5. To clarify employee perception about the usage of mobile marketing practices in tourism and hospitality services.
6. To evaluate the role of the external and internal work environmental factors on enabling the adoption and use of mobile marketing practices to promote domestic tourism by hospitality marketing employees.

1.6 RESEARCH QUESTIONS

1. What is the extent of mobile marketing practices adoption in Zimbabwe's tourism and hospitality sector?
2. What factors determine the adoption of specific types of mobile marketing tools in the sector?
3. What do marketing employees in the hospitality sector know about individual mobile marketing tools?
4. What role do individual human behaviour issues like experience, voluntariness and fear of technology play in employee's willingness to use mobile marketing tools?
5. How do the hospitality marketing employees perceive the use of mobile marketing practices in marketing tourism and hospitality services?

6. How can the environment and access to technology enhance mobile marketing practice adoption and use by marketing employees in this sector?

1.7 RESEARCH HYPOTHESES AND CONCEPTUAL MODEL

Specifically, theories that have been reviewed in crafting the research model in the present study encompass the more recent versions of Technology Acceptance Model 2 (TAM 2) (Venkatesh and Davis, 2000) and the Unified Theory of Acceptance and Use of Technology (UTAUT 2) (Venkatesh & Bala, 2012). The Diffusion of Innovation Theory (DIT) (Rogers 2003) is also included in the theoretical framework of this study as one of its components is applied to the study conceptual model as a moderating variable. A more detailed discussion on the theoretical framework and development of hypotheses will be found in Chapter 3 of this thesis.

1.7.1 Research Hypotheses

H1a: *The intention to use mobile marketing tools is dependent on hospitality marketing employees' awareness and knowledge about individual mobile marketing tools.*

H1b: *The effect of awareness – knowledge on behaviour intention to use mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Usefulness.*

H1c: *The effect of awareness – knowledge on behaviour intention to use mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Ease of Use.*

H2: *Perceived Ease of Use has a direct significant influence towards behaviour intention to use Mobile Marketing Tools by marketing employees in tourism and hospitality.*

H3: *The Perceived Usefulness of mobile marketing tools positively influences behaviour intention to use mobile marketing tools by hospitality marketing employees.*

H4a: *Experience in using mobile phones significantly influences the intention to use mobile marketing tools by hospitality marketing employees.*

H4b: *Social networking habits or behaviour of hospitality marketing employees have a direct positive influence on the intention to use mobile marketing practices.*

H4c: Fear of technology has a significant influence on the intention to use or adopt mobile marketing practices by hospitality marketing employees.

H5: External stakeholders and technology accessibility significantly influences individual hospitality marketing employee’s intention to use mobile marketing practices.

H6a: Management support has a direct influence on hospitality marketing employee’s intention to use mobile marketing.

H6b: Availability of mobile communications infrastructure at the workplace will directly influence the intention to use mobile marketing.

H7: There is a direct positive relationship between behavioural intention to use mobile marketing practices and the actual use of mobile marketing practices.

1.7.2 The Conceptual Model

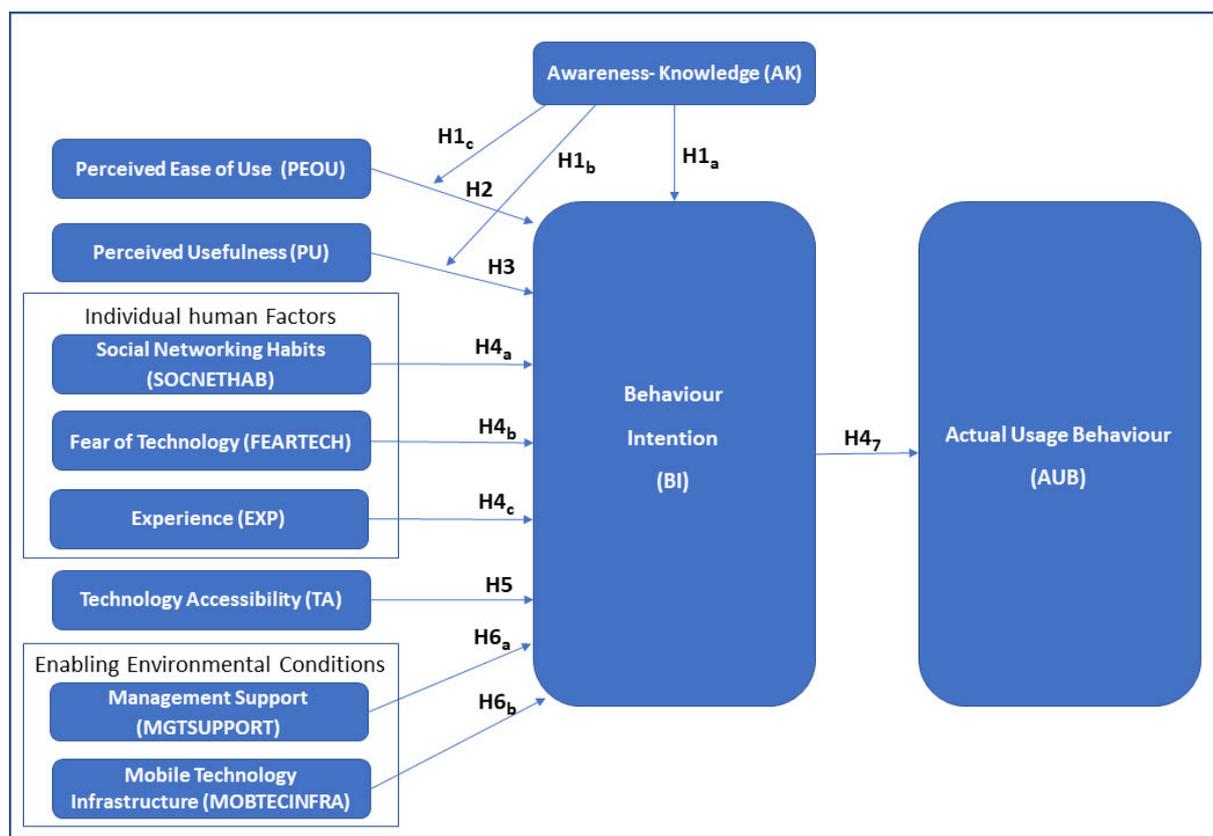


Figure 1.2 The Adoption of Mobile Marketing Practices Conceptual Model

Source: Researcher’s conceptual model

1.8 BROADER ISSUES INVESTIGATED

The main aim of this research was to assess the readiness of marketing employees in the tourism and hospitality sector with regards to the implementation of specific mobile marketing tools to promote domestic tourism market. The Zimbabwe tourism and hospitality sector is facing viability challenges due to diminished foreign tourist arrivals as a result of problems beyond the control of these firms, for example, poor road infrastructure, poor air transport system, security concerns, political problems, poor health delivery system, unreliable banking services and government policy is not supportive of foreign tourists. Though mobile marketing practices are not expected to change these problems faced by the tourism and hospitality sector they are likely to help reduce marketing costs as their adoption and use by marketing employees would result in reduced traditional marketing activities which are often more expensive than mobile marketing activities.

Mobile phone business is growing in Zimbabwe. The researcher, therefore, sought to establish the preparedness by tourism and hospitality marketing employees to adopt and use mobile marketing tools in the promotion of domestic tourism in Zimbabwe. In this report, the researcher suggests that to enhance their viability, firms need to develop the domestic tourism market through implementing MM Tools which are less costly and have a broader reach. Evidence from a study by Mazhande, Basera, Chikuta, Ncube and Baipai (2020) who sampled 40 domestic travellers at 4 hotels revealed that 28 of the 40 respondents were business or work-related visitors while 7 respondents were specifically for leisure and the remaining 5 were both business and leisure visitors. These findings support the submission that the implementation of MM Tools can transform local Zimbabweans from being just business travellers to becoming leisure and holiday travellers within the economic territory of Zimbabwe.

1.9 SCOPE OF THE STUDY

1.9.1 Theoretical Demarcations

The present study focused on literature relating to the acceptance, adoption and use of mobile marketing as well as presenting a detailed critical review of literature on domestic tourism and hospitality marketing. Technology Acceptance and Diffusion theories were critically examined to borrow constructs that were applicable in developing the conceptual model for this current research. For this research study, it was essential to explore issues about mobile phones

evolution and usage globally and also in Zimbabwe for establishing the general setting of the problem. Given that the conducting of the study was motivated by the desire to establish the adoption and use of MM tools by hospitality marketing employees in promoting domestic tourism, it was prudent that the researcher also reviewed the literature on domestic tourism and the hospitality marketing discipline particularly with regards to ICT's and mobile technologies implementation in this sector. The study focused on domestic tourism because given the prevailing socio-political and economic conditions in Zimbabwe domestic tourism offers tourism and hospitality businesses an alternative for survival as compared with international tourism.

1.9.2 Geo-Demographic Demarcations

The current study was conducted on the tourism and hospitality sector of Zimbabwe. The participants were drawn from big and small hospitality companies that were registered by the Zimbabwe Tourism Authority at the time of collecting the data. Respondents were hospitality marketing employees. These were individuals who worked in four marketing roles at the hospitality entities, namely, front office, bookings and reservations, functions and events, personal sales and marketing. It was necessary to include all the four roles because due to the nature of the industry, the staff sometimes rotate, or they do all the roles in one shift. This approach was necessary to ensure that findings were as nearly reflective of the hospitality marketing employees of Zimbabwe as possible in the context of the issues that were being assessed.

Fieldwork was carried out in Harare, Bulawayo, Gweru, Mutare and at the major tourist resorts of Zimbabwe, namely Nyanga, Victoria Falls, Kariba, and Masvingo - Great Zimbabwe. Harare was included because most of the hospitality firms have their head office in this city and all marketing bookings and reservations are normally coordinated there. Bulawayo city was included because it is a major tourist attraction in Zimbabwe as it is home to two UNESCO world heritage sites Matopos and Khami Ruins. The respondents were drawn from all hospitality firms and these included lodges, inns, motels, guesthouses and hotels. The inclusion of all hospitality players in coming up with research participants was on the reliance of the expert advice of Zimbabwe Tourism Authority which outlined that inclusion of smaller players like lodges, motels guest houses and inns was crucial in studies relating to domestic tourism for findings to be valid. This then resulted in the study being conducted across the whole sector as opposed to the 3 groups of companies as initially planned.

1.10 SIGNIFICANCE OF THE STUDY

1.10.1 Significance to the Researcher

The study closes the gaps that were identified in the review of literature, hence allowing the researcher to meaningfully contribute to the body of knowledge. During the study, the researcher's analytical and conceptual skills which are requisite for the design of dynamic mobile marketing tools in this ever-changing marketing environment characterised by the constantly mutating disruptive technologies such as the Smartphone and Mobile Internet were enhanced. The study is also significant to the researcher since its completion is a requirement for the fulfilment of the doctoral degree.

1.10.2 Significance to the Academia and University of KwaZulu-Natal

Mobile Marketing is an emerging discipline hence the study adds to the growing body of knowledge. There is a gap of research evidence on Mobile Marketing usage and adoption in Zimbabwe where previous researchers focused mainly on Mobile Money and Banking (Mbengo *et al.*, 2015; Tsokota *et al.*, 2014; Maswera *et al.*, 2008).

1.10.3 Significance to the Tourism and Hospitality Sector of Zimbabwe

The tourism and hospitality sector of Zimbabwe has been facing serious viability challenges as a result of the general economic decline in the country. The findings from this study could provide some options for marketing management decision-makers, in the form of identification of relevant mobile marketing practices and analysis of the individual mobile marketing tools for their effective implementation in the sector. Furthermore, the study results could help to ascertain how hospitality marketing employees perceive the usage of these mobile marketing tools in this sector. In the context of tourism and hospitality, mobile devices could be used to communicate about specific destination brands and hospitality services experience. Mobile social media marketing activities can be used by hospitality marketers as a form of word of mouth strategy to increase awareness of an individual destination's existence, hotel facilities, and recreation facilities. Mobile Social media can also assist potential domestic tourism customers to book for accommodation and plan holidays. The researcher sought to establish the factors that are necessary for the adoption and use of mobile marketing tools by hospitality marketing employees to promote the domestic tourism market in Zimbabwe. These

MM tools are less costly and have a broader reach and accessibility among Zimbabweans which could promote patronage of domestic tourism.

1.10.4 Significance to the Zimbabwean Economy at Large

This study is significant because whilst it is a survey of the tourism hospitality sector, the results could be applied to various other sectors. Given that extant literature dictates that Mobile Marketing is endowed by unique benefits including its affordability (Maduku *et al.*, 2016; Strom *et al.*, 2014) it can be inferred that MM presents an opportunity for Zimbabwean hospitality marketing employees to reduce marketing communication costs in promoting domestic tourism and increase value for their companies. Henceforth, the current research seeks to provide some evidence on the adoption and usage of Mobile Marketing practice from the perspectives of hospitality marketing employees in Zimbabwe's domestic tourism sector.

1.11 JUSTIFICATION AND RATIONALE OF THE STUDY

Zimbabwe has lost a significant market share of international tourists during the past two decades, due to challenges beyond the control of the tourism sector participants. To maintain viability the sector must consider the implementation of sustainable marketing practices that promote the domestic market. Mobile marketing practice provides unique benefits (Strom *et al.*, 2014). Mobile marketing tools have the potential to reach many people in a short space of time. The researcher believes that this study is necessary for discovering the endless opportunities that mobile marketing practices pose for the tourism sector and many other sectors nationwide.

1.12 LIMITATIONS OF THE STUDY

Time and financial resources posed limitations to this study; however, these constraints were addressed by adherence to the initially proposed budget and work plan. Another limitation is that the present study was carried out in the entire hospitality sector as advised by ZTA, and research participants were drawn only from the hospitality companies registered by the ZTA by January 2018 in Zimbabwe. As it was during election campaign time in some regions, the researcher, could not access some very remote lodges and guest houses or inns that were not close to main roads for personal security reasons. As such, in some regions participants were drawn only from conveniently located hospitality facilities. Though the study was conducted on a nationwide scale, the exclusion of those marketing employees working in remotely located

hospitality facilities posed a limitation to the generalisation of the findings. Additionally, the study was conducted as a survey of the hospitality sector only, as such, generalisation cannot be done to several other industries. However, since mobile marketing studies are still scarce in Zimbabwe, further research can be conducted to ascertain MM usage and adoption in different sectors.

1.13 ASSUMPTIONS

The major assumption was that fieldwork would be carried out in all major tourist destinations that is Mutare (Vumba and Chimanimani), Masvingo (Great Zimbabwe) and Bulawayo (Matopos and Khami), Victoria Falls, and, where mobile network infrastructure and the internet, (the cornerstone to the implementation of mobile marketing practices), existed. POTRAZ (December 2018) reported that by the end of the year 2018, 3G technology coverage was at 83.9% of the population, implying that 83.9 % of the people of Zimbabwe had access to infrastructure that allowed them to use both mobile phones and mobile Internet while 2G was at 93.4%. The current researcher assumed that these figures would go up or remain static during the study.

Another key assumption was that most hospitality marketing employees had at least reached Ordinary Level education so they would understand the concept of Mobile Marketing. More so they were assumed to be able to use smartphones and have access to the Internet. This assumption is validated by the fact that Zimbabwe has a generally high literacy rate at 88.69% (UNESCO, 2018) and 90% as reported by ZIMSTATS (2018). Another assumption was that this research would only focus on the adoption and use of mobile marketing tools by hospitality marketing employees in promoting domestic tourism. It is further assumed that domestic tourists were people permanently resident in Zimbabwe at the time of conducting the research.

1.14 STRUCTURE OF THE THESIS

The study report is made up of 7 chapters as outlined below.

1.14.1 Chapter 1: General Introduction

This chapter serves as a prelude to the research topic under study. In this chapter, the researcher provides the background to the research problem in detail to clarify the gravity of the problem under investigation. The motivation was presented in this chapter and the problem statement stated. Research aims, objectives and the research questions were outlined in this chapter.

Furthermore, the rationale for this study, the significance, delimitations, assumptions and limitations of this study as well as the structure of the thesis were outlined. This chapter concludes with a chapter summary.

1.14.2 Chapter 2: Literature Review

This chapter is concerned with reviewing relevant literature about the current study. Extant literature on Mobile Marketing adoption and use in the tourism and hospitality industry was considered though not exclusively. In reviewing the literature, the researcher was guided by issues about the subject matter of mobile marketing and domestic tourism and hospitality. These issues include the adoption and use of mobile marketing practices in the context of domestic tourism and hospitality sector, and factors that influence acceptance, adoption and use of mobile marketing by hospitality marketing employees in Zimbabwe. There was also a need to examine the literature on the behavioural attitudes and perception of MM and the extent to which MM practices has been used in promoting domestic tourism in Zimbabwe. The review of previous research work helped to expose the gaps in the literature which the researcher sought to close using current research results. The knowledge gap represents the point of divergence of the current research. Furthermore reviewing of existing literature was also necessary for the current researcher to develop an appropriate research methodology.

1.14.3 Chapter 3: Theoretical Framework

This chapter provides a discussion of the relevant theories whose assumptions underpin the current research conceptual model. A critical analysis of existing theories on technology adoption and diffusion led to the development of a conceptual model which is aligned to the existing theories whilst advancing additional variables for consideration in the adoption and use of mobile marketing practices by hospitality marketing employees in the Zimbabwe tourism sector.

1.14.4 Chapter 4: Research Methodology

In Chapter Four, the researcher discusses the research methodology applied in this study, including the research philosophy, design, and strategy. Furthermore, the population under study, sampling procedures, data collection and data analysis methods, as well as research instruments, are explained in detail in this chapter. An outline of the reliability and validity tests conducted for this study is also provided.

1.14.5 Chapter 5: Data Analysis and Presentation of Findings

The focus of this chapter was to present the research results. The response rate is ascertained, and the socio-demographic profile of respondents is explained in this chapter. Both quantitative and qualitative data are presented in graphical presentations and charts. The conceptual framework is described and comparative studies are explained.

1.14.6 Chapter 6: Discussion of Findings

The purpose of this chapter is to discuss the research findings critically concerning previous findings from related studies. The research findings are discussed and conclusions are stated in line with the research objectives, questions and hypotheses.

1.14.7 Chapter 7: Thesis Summary, Conclusions and Recommendations

In Chapter Seven, the researcher revisited the research problem and the methodology in summary. This chapter provides a summary of the research findings, explaining the contribution made by the findings to both the industry and to the body of knowledge. Conclusions are drawn and recommendations to the tourism and hospitality industry are proposed. Suggestions for future research are also proffered.

1.15 CHAPTER SUMMARY

The main purpose of this introductory chapter was to introduce the research study titled, “Adoption and usage of mobile marketing practices for promoting domestic tourism: A case of Zimbabwe’s hospitality sector”. The background to the study was presented in detail. The motivation, statement of the problem, objectives and research questions were stated. The chapter also outlined the scope, assumptions, rationale or justification, limitations, and ethical considerations. The chapter concluded with the structure of the thesis. The next chapter provides a detailed review and analysis of the relevant literature.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The first chapter provided an overview of the entire research. The current chapter presents a review of literature relevant to the study. Rowley and Keegan (2017) posit that the literature review is a common feature of the research process. Boote and Beile as cited in Rowley and Keegan (2017) submit that a thorough and elaborate literature review is the basis of useful research. Onwuegbuzie and Frels (2016) provide a model for the reasons for conducting a literature review. It cites three issues: providing focus to the topic, rationalising its importance and acquiring knowledge of varying perspectives of the topic.

In this chapter, the researcher reviewed literature pertaining to mobile marketing practices, domestic tourism and hospitality marketing. Literature relating to factors that influence the acceptance, adoption, and usage of specific types of mobile marketing tools relevant to this study was critically discussed. The chapter presents a detailed analysis of the relevant mobile marketing tools in the context of this research which included multi-media services, short message service, location-based services and mobile social media. This was necessary so that questions regarding factors that determine the adoption and use of the different types of mobile marketing tools by hospitality marketing employees in promoting domestic tourism could be answered as well as to establish their perceptions towards the usage of individual mobile marketing tools. The researcher also presents a detailed critique of the extant literature on trends of mobile marketing adoption and its use in the tourism and hospitality sector globally, regionally and in Zimbabwe. Furthermore, the study presents a critical analysis of literature on domestic tourism in the context of Zimbabwe and how mobile marketing tools have been applied in the sector from a hospitality marketing perspective.

To begin with, the researcher gives various definitions of Mobile Marketing to identify a more appropriate definition of Mobile Marketing in the context of this research. Furthermore, the researcher presents a critique of the development of Mobile Marketing beginning with the underpinning issues, namely, mobile phones (smartphone), mobile internet and their convergence. Finally, a detailed critical discussion on the extant findings on domestic tourism

and mobile marketing trends in the Zimbabwe domestic tourism and hospitality sector was presented.

2.2 MOBILE MARKETING DEFINED

Varying definitions of Mobile Marketing have been put forth by many authors. To begin with, Mobile Marketing is defined by the Mobile Marketing Association (2009) as a set of practices that enable organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device network. (Shankar and Balasubramanian (2009) argue that mobile marketing is the two-way or multi-way communication and promotion of an offer between a firm and its customers using a mobile device whilst Scharl *et al.* (2005) describe MM as the use of a wireless medium for the provision of time and location sensitive, personalised information that promotes goods, services and ideas to consumers whilst satisfying all stakeholders. Kaplan (2002) earlier defined Mobile Marketing as any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device. Leppaniemi, Karjaluoto & Sinisalo, (2006) sought to present a summarised interpretation of MM as the use of the mobile device as a means of marketing communications. According to Balasubramanian, Petersen and Jarvenpaa (2002), Varnali and Toker (2010) and Leppaniemi *et al.* (2006), these varying definitions of MM imply that there is a lack of consensus on a specific description of MM though considerable literature exists in this discipline. This diversity of definitions compelled the researcher to adopt a more functional definition proposed by Nyatsambo and Phiri (2017) which states that MM is the use of a mobile device to promote patronage between the firm and its current and potential customers.

2.3 THE EVOLUTION OF MOBILE MARKETING PRACTICE

2.3.1 Mobile Phone and Mobile Phone Technology

Donovan (2012) describes mobile phones as multifunctional devices that allow for a variety of communication methods. The usage rate of mobile phone use has grown significantly since its introduction in 1983 (Bianchi & Philips, 2005). The mobile phone technology developed as advancement from its predecessor, Gavin's Motorola DYNA TAC radio phone (Reyes, 2015). The first handheld commercial mobile phone was invented by a team at Motorola guided by Martin Cooper in 1983. This was a basic mobile phone which worked with first generation

technology (Armikhanpour, Vrontis & Thrassou, 2014; Reyes, 2015; Hardman & Steinberger-Wilckens, 2014). According to Ji, Park, Lee and Yun (2006), the mobile phone began as a voice phone communication. The First Generation (1G) phone was based on analogue technology which was first adopted by the US and Japan (Liikanen, Stoneman & Toivanen, 2002). Furthermore, the life cycle of the original basic phone was short because it swiftly developed into an intricate multimedia interactive device (Ji *et al.*, 2006).

Motorola and Nokia both manufactured these first-generation handheld mobile phones, which were essentially brick-like because of the bulk of analogue technologies which enabled connection to the cellular networks (Reyes, 2015). Liikanen *et al.* (2002) agree with Reyes' (2015) view that the 1G mobile phone limitations were the heaviness and its being too big, hence complete mobility was compromised. Having gained the experience, Nokia and Motorola were among the first to manufacture the 2G Mobile phones in the early 1990s (Reyes, 2015). In China and the US, the development of the Global System for Mobile communication (GSM) mobile phone began a little late around the mid-1990s (Jin & Zedwitz, 2008). The first GSM network opened in Finland in 1991 (Liikanen *et al.*, 2002). Liikanen *et al.* (2002) further posit that the key advantages of the digital technology (2G mobile phones) over analogue (1G mobile phones) were an efficient use of radio spectrum and voice clarity and most importantly, the ability to send SMS text messaging (Liikanen *et al.*, 2002). However, Motorola and Nokia remained the leading brands before the smartphone era (Chen & Wen, 2016). Notably, Laxon and Westaway as cited in Reyes (2015) proclaimed that Nokia 3210, a 2GGSM, was the all-time mobile phone. Reyes further posited that by the year 1999 Nokia 3210 still had the best SMS interface.

The above evidence suggests that though the US and Japan developed the first generation mobile phone based on the analogue technology, they still had a long way to go as this came with several limitations like a heaviness, poor voice clarity and lack of mobility. Finland is attributed as being the first to launch the 2G phone through Nokia. This phone was based on digital technology and set the pace for the development of the mobile phone as we know it today. This 2G phone came with a phenomenal advantage: that of being able to send SMSs, as well as being better in portability and voice clarity (Reyes, 2015). China and the US entered the race to develop the 2G GSM mobile phone rather late (Jin & Zedwitz, 2008). Perhaps Finland was ahead because Nokia had vast experience.

Kamal (2016) asserts that Mobile Marketing is considered a sub-discipline of digital marketing which became prominent around 1993 when the first America Online(AOL) instant message was sent, a phenomenon earlier endorsed by Perrucci *et al.* (2009). Yong *et al.* (2006) argue that the first mobile marketing tool was the SMS as it came together with the development of the GSM technology. Yong *et al.* (2006) further allude that SMS became the first interactive feature embedded on the mobile phone. The view that Mobile Marketing began with the usage of SMS for advertising is shared by several authors (Vrontis & Thrassou, 2014; Kaplan, 2012; Priporas & Mylona, 2008). Haig (2002) had earlier conceded that text messaging indeed earned positive recognition as a benefit to marketing practice. Loudon (2016) brings in another dimension with regards to two-way interactivity of SMS as having been an accidental success rather than a planned one.

By the year 2002 mobile phone usage demand shifted from voice communication and SMS of the 2G GSM to increased data communication. By this time networks operators focused on improving to 2.5G also known as the GPRS and to the 2.75 G known as EDGE which led to the ThirdGeneration networks with Japan launching the first 3G networks in 2002 closely followed by South Korea also in 2002 (Hardman & Steinberger–Wilckens, 2014). Singh and Kumar (2017) admit that GPRS is largely accredited for enabling the use of Multi-Media service, Wireless application protocol (WAP) and accessing the internet, whilst the EDGE is renowned for enhanced data rate between 384 kbps- 473.6 kbps (kilobits per second). The main advantage of multi-Media message service over SMS is that it allows multi-media communication with entertainment effects (Hsu *et al.*, 2006). The use of SMS presents a challenge when it comes to the designing of marketing messages, for instance, it is difficult to design attractive marketing messages with only 160 characters. Hence technologies such as GPRS and Multi-Media Service enable marketers to overcome this obstacle (Loudon, 2016; Reyes, 2015; Hardman and Steinberger-Wilckens, 2014)

Sharma (2013) posits that the first Third Generation (3G) commercial network was launched in Japan on the 1st of October, 2001. The 3G technology comes with the capability of enabling high-speed data service for the mobile device (Javed & Siddiqui, 2017; Singh & Kumar, 2017; Kuo & Yen, 2009). Kuo and Yen (2009) further assert that 3G technologies present opportunities for an intensified wireless bandwidth and the expanded video and audio services. Sharma (2013) agrees with that assertion and further argues that multimedia support and wide spectrum transmission are major features of 3G. However, in their study of the Taiwanese

market, Kuo and Yen (2009) concluded that at the time of conducting their study, consumer usage of 3G value-added services was low.

Though 3G technology comes with various advantages several authors concurred that it has limitations of high energy consumption on text messaging and voice calls, thus impacting negatively on battery performance as compared to 2G (Perrucci *et al.*, 2009; Javed & Siddiqui, 2017). The Fourth Generation (4 G) networks proceed from Third Generation networks allowing access to wide networks and offering advanced mobile services supported by fixed and mobile networks that are packet-based (Sharma, 2013). It is presumed that the Fifth Generation(5G) network is to be intelligent (Sharma 2013). According to Sanakulov & Karjaluoto (2017), continued advancements of mobile networks technology from 1G to the current state has also enhanced the uptake of Smartphone.

2.3.2 The Smartphone

The swift escalation of the Smartphone adoption is profound with forecasts anticipating a whopping 2.9 billion connections by the year 2020 (Berenguer, Goncalves, Hosio, Ferreira, Anagnostopoulos & Kostakos, 2016). Moreno-Munoz *et al.* (2016) concur with this projection and predict that by the year 2020 about 56% of the global population will have their subscription. Furthermore, Shadkam (2017) postulates that the mobile penetration rate among the youth in the developed world has already exceeded 100% and is expected to surpass 300% by the year 2020. In a study conducted in South Korea, Turkey and Uzbekistan, by Sanakulov and Karjaluoto (2017), a total of 403 million Smartphones were sold by the year 2015. They further posit that the declining prices of the Smartphone are a major contributor to this phenomenon (Sanakulov & Karjaluoto, 2017). This argument is shared by many authors (Chuah *et al.*, 2014; Shankar & Balasubramanian, 2009; Bauer *et al.*, 2005). In Sub-Saharan Africa, reduced search costs for information about products and services were noted to have a remarkable contribution to the fast rate of mobile phone adoption (Aker & Mbiti, 2010). In Zimbabwe, specifically, the uptake of the mobile phone has increased as evidenced with the ever-increasing activities in mobile learning, mobile money and mobile banking (Mupfiga, Mupfiga, & Zhou, 2017; Marumbwa & Mutsikiwa, 2013; Taziwa, 2017; Chinakidzwa, Mbengo & Nyatsambo, 2015; Chitungo & Munongo, 2013; Nyakwawa, 2017).

2.3.3 Unique Features of the Smartphone

The unique features of mobile phones particularly smartphones include their ability to be accessed anytime anywhere (Javed & Siddiqi, 2017; Shankar & Balasubramanian, 2009; Barutcu, 2007; Roach, 2009; Dennis, Merrilles, Jayawardhena & Wright, 2009); to be convenient for use (Grant & O'Donohoe, 2007); and to provide the user with personalisation (Sultan *et al.*, 2009; Srwar & Soomro, 2013; Gana & Koce, 2016). Other unique features of smartphones include their capacity to offer the users the ability to access the Internet (Jara, Lopez, Fernandez, Castilo, Zamora & Skarmeta, 2014) , portability (Adedoja & Abimbide, 2016, Balasubramanian *et al.*, 2002); and real-time (Gana & Koce, 2016; Shankar & Balasubramanian, 2009). According to Raghu, Fan and Hui (2011), embedded sensors technologies such as cameras and Global Positioning System (GPS) have also enhanced the uptake of smartphones.

2.3.4 Mobile Internet

The internet is commonly referred to as the World Wide Web by the Hyper Dictionary of 2005 (Kripanont, 2015). Donner and Gitau (2009) suggest that the majority of the global population will access the internet for the first time via handheld devices. Sardinianas cited in Chuah *et al.* (2014) described Mobile Internet as the use of the internet via mobile devices such as smartphones. Itraditt as cited in Khan, Khan, Rehman and Ghouse (2017), mentioned three of the commonest reasons for using the internet as being the need to communicate, to search for information and social networking. Given that the use of mobile devices, in particular, smartphones have become a primary mode of communication to many, and since smartphones are almost always with the owner, it can be undoubted that the internet is most often accessed via these mobile devices than the stationery devices. In 2012, Cisco forecasted global mobile internet traffic to expand 18 fold from 2011 to 2016 signifying a compounded annual growth rate of 78%. Chuah *et al.* (2014) further admit that mobile internet service is among the potentially most profitable market segments worldwide. Mobile Internet use rose by 18.9% from 2010 to 2016 (Moreno-Munoz *et al.*, 2016). In the US the majority of internet users access it via mobile devices rather than via stationary devices (Lenhert *et al.*, 2010). Various authors contend that the rapid adoption of mobile internet is directly a result of its profound benefits (Kim *et al.*, 2007; Cui *et al.*, 2009; Wu *et al.*, 2011; Moreno-Munoz *et al.*, 2016; Zhou, 2011).

Ghose, Goldfarb and Han (2012) further argue that the key benefits of the mobile internet include the elimination of geographic constraints and the lowered search costs. In Africa, mobile internet is seen to be the primary mode of browsing the World Wide Web (Donner & Gitau, 2009). Concerning this argument, Kreutzer as cited in Donner and Gitau (2009) established that mobile internet use was prevalent among low-income school children in Cape Town, which affirms the argument that the lowered search costs of the mobile internet are one of its key benefits. In Zimbabwe the benefits of mobile Internet include the emergence of mobile learning (Zanamwe *et al.*, 2013; Maisiri *et al.*, 2015) and the rise in mobile banking (Mutsikiwa & Murumbwa, 2013; Mago & Chitokwindo, 2014; Mavhiki, Nyamwanza & Shumba, 2015). The current research anticipates that in Zimbabwe the future of Mobile marketing is bright as it is expected to rise in tandem with the exponential growth of mobile internet use.

2.3.5 The Convergence of Smartphones and Mobile Internet and the Rise of Mobile Marketing

The convergence of the two technologies, namely: smartphones and the mobile internet presents endless possibilities for marketing (Sarkar, Pick & Moss, 2017). The merging of mobile phones and mobile internet marks the beginning of a new paradigm in marketing thinking and practice. These two technologies form the essence of Mobile Marketing. Several authors contend that the advent of the Smartphone and its widespread adoption and use have propelled Mobile Marketing (MM) to be a topical research issue and an integral part of marketing strategy (Moreno-Munoz *et al.*, 2016; Rao & Minnakis, 2003; Bauer *et al.*, 2005; Hsu *et al.*, 2006; Leppaniemi & Karjaluo, 2008; Shankar & Balasubramanian, 2009; Schierze *et al.*, 2010; Gana & Koce, 2016; Stanoevska-Slabeva *et al.*, 2017).

Furthermore, other authors noted that the rapid advancements in mobile technologies, devices and applications (Xu *et al.*, 2015, Chinomona & Sandada, 2013) and the increased use of the mobile internet by many people (Moreno-Munoz *et al.*, 2016; Zhou, 2011; Kreutzer, 2009 cited by Donner & Gitau, 2009) are phenomena that point to Mobile Marketing being a cornerstone of successful marketing strategy now and in the future. Extant literature suggests that researchers agree to this argument, notably Cezar and Raghunathan (2016) who assert that Mobile Marketing is here to stay. Guo *et al.* (2010) agree with the view that the marketing function of the firm is expected to improve its performance remarkably as a result of mobile devices adoption and usage. Moreover, several authors contend that Mobile marketing has received a positive welcome (Stanoevska-Slabeva *et al.*, 2017; Varnalli & Toker, 2010;

Smutkupt *et al.*, 2010; Shankar *et al.*, 2010; Bauer *et al.*, 2005; Leppaniemi & Karjalouto, 2008; Zhou 2011; Gana & Koce, 2016).

However, a few authors notably Godin as cited in Barnes and Scornavaca (2004) argue that mobile marketing can be potentially disturbing to customers. This view is supported by several others (Teo & Liu, 2007; Mallat, Rossi, Tuunainen & Oorni, 2009; Wei *et al.*, 2010), who pointed out that there has been a slow adoption of Mobile Marketing due to reasons such as complexity, permission issues, privacy risk and the lack of trust. It is expected by the current study that while hospitality marketers pursue to achieve their work objectives by using mobile marketing tools they should consider the customers' concerns with regards to privacy, trust, and privacy risk as these could determine whether or not their mobile marketing efforts would be welcomed by the potential domestic tourism customers.

Nevertheless, in general, Mobile marketing has grown significantly as an academic discipline as well as an industry practice (Persaud & Azhar 2012; Smutkupt *et al.*, 2010). In addition, Gana and Koce (2016) stated that the sudden increase in mobile phones and their widespread acceptance and use by consumers present fresh marketing opportunities. In the tourism industry, for instance, the phenomenal rise of the internet, mobile technology and smartphone has proffered novel marketing opportunities (Chang, 2017). In addition, the importance of the mobile Internet as a game-changer in mobile marketing can never be ignored, as forecasts project its phenomenal growth, particularly in advertising (Figure 2.1). Therefore, in line with the above assertions regarding the widespread use of the smartphone and mobile internet in the rest of the world and in Zimbabwe, The current study anticipates that Zimbabwean hospitality marketing employees will rise to the occasion and adapt to these emerging trends and widen their scope of marketing practice by adopting and using mobile marketing tools to promote domestic tourism (Shankar & Balasubramanian, 2009; Schierz, *et al.*, 2010; Taylor *et al.*, 2011; Moreno-Munoz, *et al.*, 2016).

Mobile Internet Ad Spending Worldwide, 2013-2019							
	2013	2014	2015	2016	2017	2018	2019
Mobile internet ad spending (billions)	\$19.20	\$42.63	\$68.69	\$101.37	\$133.74	\$166.63	\$195.55
—% change	117.9%	122.1%	61.1%	47.6%	31.9%	24.6%	17.4%
—% of digital ad spending	16.0%	29.4%	40.2%	51.1%	59.4%	65.9%	70.1%
—% of total media ad spending	3.7%	7.8%	11.9%	16.5%	20.5%	24.1%	26.8%
<i>Note: includes display (banners, video and rich media) and search; excludes SMS, MMS and P2P messaging-based advertising; ad spending on tablets is included</i>							
<i>Source: eMarketer, March 2015</i>							
186887							www.eMarketer.com

Figure 2.1: Global Mobile Internet Advertising 2015

(Source *eMarketer* March 2015)

2.3.6 Mobile Marketing Trends: A Global Perspective

Cantrell, Ganz, Emelle, Moore, Rath, Hair and Vallone (2017) reported that from a survey carried out in the United States it was established that, generally, Americans spend three hours a day on mobile applications and that often these individuals are presented with mobile adverts on the visited websites. They further estimate that by the year 2019 the Global Mobile advertising expenditure would double the figure of 100 billion United States dollars. This report supports earlier findings of a field experiment conducted by Hairong & Stoller as cited in Varnali and Toker (2010) whose findings indicate that several brands can be established as a result of consumer exposure to mobile advertisements.

In a case study conducted at a particular company in South Africa, Albertyn - Burton and Scheepers (2017) noted that whilst the global number of mobile users is rapidly increasing business firms and marketing practitioners are expected to embrace this technological paradigm and develop innovative smart marketing tools particularly mobile marketing. However, Shankar and Balasubramanian (2009) noted that the acceptance of mobile marketing offers vary across countries, for instance, they postulate that in Western Europe by the year 2009 Spain had the highest rate of consumer responses to mobile offers at 29% while Germany was lowest at 3%. This could be attributed perhaps to the fact that Spain has a broader younger population with about 65.78% aged between 15 and 64 years (Statista, 2019) and Germany at 64.64% (World Bank, 2019). Another reason could also be attributed to the variations in

population size as Spain is ordinarily smaller than German in population size, however, having a younger median age at 43 years in 2019 would imply that German has greater population but with a majority of senior citizens at the median age of 47.4 years in 2019 who are ordinarily not mobile-centric (Worldometers.com). In the context of this research the variations between these two countries (Spain and German) with regards to consumer responses to mobile offers is thought to exist because of the differing demographic patterns as explained above. Shankar and Balasubramanian (2009) further noted that behavioural intent towards mobile promotional offers varied across the US and developing countries.

2.4 TYPES OF MOBILE MARKETING TOOLS

To get more insight into this new domain and for clarity's sake, e-marketing authorities have sought to describe the Mobile Marketing tools as a variety of mobile applications and platforms used on the implementation of marketing strategy (Smith & Chaffey, 2013). Leppaniemi and Karjaluoto (2006) described Mobile Marketing as essentially a marketing communications strategy and presents a framework that includes mobile marketing technologies, mobile marketing databases, mobile technologies and the mobile marketing communications tools such as SMS, MultiMedia Message Service, WAP, Mobile internet and banner ads (see Figure 2.1). Additionally, other authors have specified these MMS to include Short Message Service (SMS), (MultiMedia Message Service) (MMMS), Location-Based Service (LBS), Voice Marketing, Bluetooth proximity marketing, A Mobile web, Pay per call, mobile apps, mobile banner adverts and Quick Response (QR) codes (Pilepic *et al.*, 2013; Rayfield, 2010). Furthermore, the current research considers Mobile Social Media (MSM) as a phenomenon which was observed by Nyatsambo and Phiri (2017) and not originally described by both Pilepic *et al.* (2013) and Rayfield (2010).

Scharl *et al.* (2005) analysed success factors of mobile marketing among the Fortune Global 500 websites and concluded that SMS was the most successful form of advertising. These results suggest that mobile marketing is best approached from a direct marketing communications perspective. Extant literature indicates that most authors agree to view Mobile marketing as generally having to do with the direct marketing tools as earlier observed by Leppaniemi and Karjaluoto (2006) and later summarised by Rayfield (2010) and Pilepic *et al.* (2013). In South Africa, Chinomona and Sandada (2013) proposed a conceptual model to test individual acceptance of mobile marketing and in this model SMS was used as the determining variable.

Amongst all available technologies and applications enabled by the use of mobile phones extant literature suggests that more emphasis has been put on studies relating to Short Message Services (SMS) (Zhang & Prybutok, 2005; Andrews *et al.*, 2006; Karjaluoto *et al.*, 2007; Sconarvaca & Mackenzie, 2007; Muk, 2007; Zhang & Mao, 2008; Wei *et al.*, 2010; Dickinger *et al.*, 2010; Varnali & Toker, 2010; Smutkupt *et al.*, 2012; Miscancuk *et al.*, 2012; Chinomona & Sandada, 2013; Hossain & Bahar, 2015; Loudon, 2016).

Though SMS has been popularised by earlier researchers, the current study includes three other commonly occurring mobile marketing communications tools to assess hospitality marketing employee's willingness to adopt and use Mobile Marketing in promoting domestic tourism and hospitality sector in Zimbabwe. These tools include Multi-Media service; Location-based service, Mobile Social Media such as Whatsapp, Facebook or Twitter via mobile devices. The present study will focus on SMS and these three other mobile marketing tools (Figure 2.2 presents an illustration with different types of MM tools).



Figure 2.2: Constituencies/Types of Mobile Marketing

(Source: www.pinterest.com/pin563231497118850450)

2.4.1 Short Message Servicing (SMS)

According to the Mobile Marketing Association (2008), Short Message Servicing (SMS) is an application that allows mobile users to send text messages of up to 160 characters between mobile devices. SMS uses Global Systems for Mobile (GSM) communication networks (Zhang & Prybutok, 2005). Zhang and Prybutok (2005) observed that SMS adoption was already high in the Asia/ Pacific region and Europe by the year 2005. Shankar and Balsubramanian (2009) observed that by the year 2009 the US had a mobile phone penetration rate of 86%, which

accounted for 260 million users, and out of these, 60 % were using SMS. Kumar (2013) asserted that as far back as 2011 more than 6.9 billion SMS were sent worldwide, a phenomenon that supports several authors' contention that SMS use has grown rapidly (Shadkham, 2017, Jayawardhena *et al.*, 2009; Shankar & Balsubramanian, 2009; Rettie *et al.*, 2005)

The extensive use of SMS in marketing has qualified it to be regarded as an active direct marketing component of the promotion mix (Dennis *et al.*, 2009; Carlsson *et al.*, 2006). Smutkupt *et al.* (2010) affirm that the increased usage of SMS indicates that SMS technology has potential for use as a marketing tool. Several other authors consent to the view that the popularity of SMS has grown remarkably (Karjauloto *et al.*, 2007; Carroll *et al.*, 2007; Xiaoming & Pan, 2010; Dickinger & Parissa, 2010; Kaplan, 2012; Persaud & Azhar, 2012). The use of SMS transcends sectors, for example, in a recent comparative study between SMS and Near Field Communication technology, it was established that users still perceive SMS as more useful when conducting mobile payments (Liebana-Cabanillas *et al.*, 2017).

Hashim *et al.* (2017) argue that SMS is one key technology used to deliver mobile advertisements. This evidence supports the need for conducting this research from Zimbabwean hospitality marketing employees' perspective. Earlier, Barwise and Strong (2002) found increased effectiveness of SMS advertising in building brand awareness and stimulating consumer response. These findings were later supported by Rettie *et al.* (2005). It is typically the oldest mode of Mobile Marketing Strategy that has been in use to date, having been in use well before the advent of the smartphone technology. Barnes and Scornavaca (2004), and Turel *et al.* (2007) affirm that the majority of Mobile Marketing services are based on SMS. Wei *et al.* (2010) state that product advertisements via SMS were effective since consumers derive satisfaction on social and instrumental needs, thus enhancing the relevance of adoption and use of SMS advertising by the marketing employees themselves.

Drossos *et al.* as cited in Shadkham (2016) contend that the simplicity of SMS enhances marketer's ability to send more useful precise customer-centric messages instead of extensive brand jargon messages. Haig (2002) agrees with this view and notes that the SMS messages format allows for comprehensive marketing messages without the interference of media clutter. Shadkham (2016) further argues that SMS advertising becomes even more effective when merged with GPS technology, thus enabling marketers to target consumers in real-time and at a specific location. Hossain and Bahar (2015) posit that several practitioners and academics hold that SMS will become an active direct marketing medium as part of the promotion mix.

In a study carried out in Thailand by Smutkupt *et al.* (2010), it was discovered that SMS marketing has a significant positive impact on brand awareness and perceived quality, because of its ability to be personalized and interactive. In a different study, Mischanuk (2012) concurred to this view and advanced that if an SMS message is sent to the actual tourist, they will feel special because there is an impression of the message being personalized for them only. These findings provide clear evidence that the adoption and use of mobile marketing practices such as SMS would yield excellent results for hospitality marketing employees, hence the need for conducting the current research.

Several authors concur to the view that SMS yields better results than many other mobile media (Zhang & Prybutok, 2005; Karjauloto *et al.*, 2007; Carroll *et al.*, 2007; Xiaoming & Pan, 2010; Dickinger & Haghirian, 2010; Kaplan, 2012; Loudon, 2016). The key benefits of SMS include cost-effectiveness, convenience, immediacy, privacy, ubiquity and open communication (Haig, 2002). The success of SMS marketing is widely attributed to its key features which include personalization, unobtrusiveness, ease of use, interactivity, simplicity, almost real-time delivery, low cost and location-based potential (Doyle, 2001). In line with Doyle (2001) assertions on simplicity, low cost and ease of use, Loudon (2016) propounded that SMS is expected to be utilised by those who own basic phones and of low literacy levels. In agreement with Doyle (2001), Dickinger and Haghirian (2010) contended that the two-way communication capability of SMS and its interpersonal communication attributes augment its popularity.

Loudon (2016) further posits that the practicality of SMS as a platform was tested in the South African market were Loudon (2016) kept an inventory of m4d apps and services which included SMS, and established that 20 SMS service operators were already operational in the 5 years preceding the year 2013. Following these attestations, it can be prudent to suggest that SMS is a much more practical technology to implement as a marketing tool in advancing the adoption and use of MM in Zimbabwe, given its proximity to South Africa were SMS implementation has been successful

However, some critics of SMS argue that mobile devices users do not trust SMS notably Nielsen Mobile (2008) the US marketing research firm. Drossos *et al.* (2014) assert that SMS can be limiting to marketers as the 160 character phenomenon can impede the design of fully beneficial messages. Haig (2002) and Rettie *et al.* (2005) agree with this view. Despite the indicated shortcomings, the diffusion of SMS has been profound and it enables the analysis of

the usage behaviour whilst signalling possibilities for future commercial success (Scharl *et al.*, 2005; Rettie *et al.*, 2005).

Furthermore, the gaps for further research on SMS itself exist as asserted by several authors who concur that SMS research has been scarce (Kumar, 2017; Shadkam, 2017; Lee & Kim, 2003; Anckar & Eriksson, 2003). Aldhaban, Daim & Harmon (2016) concurs with this assertion and notes that generally, there has been a lack of widespread research on the acceptance of smartphones and related technologies. These assertions support the current researcher's view that the SMS tool is regarded as a major component of Mobile Marketing and a critical reference point for providing evidence when examining the adoption and usage of MM tools by hospitality marketing employees in promoting domestic tourism in Zimbabwe.

2.4.2 Multi-Media Message Services (MMMS)

Multimedia message service entails the mobile exchange of images and videos (Hall, Cole – Lewis & Bernhardt., 2015). Several authors claim that an important feature of Multimedia Message Service is that it provides more multimedia communication with entertainment effects (Hsu *et al.*, 2006; Lee, Cheung & Chen, 2007). Likewise, Kumar (2013) asserted that Multimedia Message servicing enables better interactivity, and is more intelligent than SMS. Celtek (2017) agrees with this view. Findings by Bandera (2017) suggest that Multimedia Messaging value-added services are a viable option for sectors that target assorted demographics yielding more benefits than mobile apps and internet-based alternatives.

Furthermore, Leppaniemi and Karjaluoto (2008) posit that Multimedia Messaging is permission-based and offers personalised and more targeted communications. Bauer *et al.* (2005) noted that interactivity and personalisation are among the fundamental characteristics of Mobile Marketing. This argument suggests that Multimedia Messaging, being endowed with these two attributes, occupies an important role in the design of Mobile Marketing Strategy. Though Hall *et al.* (2015) claimed that Multimedia Message Service remains less popular than SMS, prior research suggests that some limited Multimedia Message Service activities were already happening even during the basic mobile phone era (Persaud & Azhar, 2012).

The multimedia message service involves the mobile exchange of images and videos (Hall *et al.*, 2015). Though not popular than SMS (Hall *et al.*, 2015) it provides more multimedia communication with entertainment effects (Lee *et al.*, 2007; Hsu *et al.*, 2006). MMS users send multimedia messages amongst themselves through Internet Content Providers (ICP), and its

dynamism has brought about increased personalisation, versatility and expressiveness of mobile communications (Forster, 2002; Hsu *et al.*, 2006; Lee *et al.*, 2007; Kim *et al.*, 2011.). Though Multimedia Message Service is presumed to ride on the success of SMS, it earns its credibility for allowing richer content and enhanced interactive communication (Forster, 2002; Scharl *et al.*, 2005). Bandera (2017) concurs that Multimedia Message Service is next only to SMS in terms of popularity. Furthermore, Bandera (2017) states that Multimedia Message Service is the fastest-growing non-voice function on mobile phones. Hsu *et al.* (2006) and Forster (2002) alluded that an inherent advantage of Multimedia Message Service is its capability to provide a complete communication experience that is simple and easy to use whilst being location-independent. Pagani (2004) found that perceived usefulness (PU), perceived ease of use (PEOU), speed and time are the key determinants of Multimedia Message Service with PU being most important followed by PEOU in that order. In another study, Kim *et al.* (2011) discovered that self-efficacy and peer influence are fundamental factors in determining the intention to use new mobile technologies such as Multimedia Message Service.

Although Multimedia Message Service is endowed with the many benefits mentioned by many authors (Forster, 2002; Scharl *et al.*, 2005; Pagani, 2004; Hsu *et al.*, 2006; Battiato *et al.*, 2008; Kim *et al.*, 2011), it also has its shortcomings, which include the inability to provide a comprehensive message without text (Battiato *et al.*, 2008) and perceived irritability due to cognitive overload amongst users (Xu *et al.*, 2009).

The importance of Multimedia Message Service in the implementation of MM programmes has been suggested by several authors. In particular, Scharl *et al.* (2005) posit that the role of Multimedia Message Service in evaluating Mobile Marketing Campaigns is key and should be investigated further. Hsu *et al.* (2006) pointed out that Multimedia Message Service presents dynamic opportunities in messaging services primarily due to its benefits such as versatility, interactivity and personalisation. Battiato *et al.* (2008) concur with the other authors by arguing that Multimedia Message Service is a mobile marketing application of intense capabilities and that the potential of its performance can be tested independently.

Furthermore, Kim *et al.* (2011) rightly argued that the adoption of Multimedia Message Service can be studied from the basis of psychological theories and technology acceptance such as TPB and TAM, notwithstanding the notion that social influence theory has a great impact on the use of novel communication technologies such as Multimedia Message Service. In line with these assertions, the current researcher proposes that MMS be regarded as another important

component of mobile marketing in assessing the adoption and use of MM practices by hospitality employees in promoting domestic tourism in Zimbabwe.

2.4.3 Location-Based Service Applications

Advanced, Geo-location technologies such as Global Positioning Systems (GPS) allow operators to detect the user and apply the marketing stimulus to his present position (Chen, 2010; Bauer *et al.*, 2005). Additionally, this phenomenon has led to the emergence of location-based services (LBS) as one of the fundamental constituencies of Mobile Marketing (Rao & Minnakis, 2003; Chen, 2010). Location-based service can be referred to as information systems that use real-time global positioning systems or the internet and wireless communications data to provide spatial and temporary information processing capability (Dar & Varshnay, 2011). Zhou (2012) concurs with Junglus and Watson as cited in Gana and Thomas (2016) in referring to location-based services as the killer application of mobile business.

The growing use of the smartphone and mobile internet has triggered consumers to try a range of innovative shopping experiences and services such as location-based services (Hossain *et al.*, 2017; Kang *et al.*, 2015). This evidence implies that hospitality marketing employees in Zimbabwe must ensure that they adapt to these trends to remain relevant. Zhang as cited in Gana and Thomas (2016) further noted that LBS has of late generated great interest amongst researchers. This is contrary to the background of slow uptake in the early beginnings of this technology (Zhou, 2012; Ince, 2007). The acceptance of LBS by consumers has been found to signal its eminence as a mobile marketing tool (Gana & Thomas, 2016). Therefore it is suggested that hospitality marketing employees take advantage of these developments. Extant literature reveals that LBS research has mainly centred on the impact of privacy risk and personalisation on the adoption of LBS (Xu *et al.*, 2011; Xu & Gupta, 2009; Junglus *et al.*, 2008). Ververidis and Polyzos (2002) suggest that critical factors for the adoption of LBS include, protection of user privacy, easiness of usage and the non-intrusiveness of LBS operation.

The ability of LBS to provide users with information based on their current location and preferences implies that it offers a highly personalised user experience (Zhou, 2012). Moreover, LBS exhibits highly promising innovative advertising techniques that marketers could adopt to access and interact individually with their customers (Unni & Harmon, 2007). Schiller and Voisard (2004: 9) rightly claimed that LBS based tourist tour planning applications are amongst the many examples of the uses of LBS, and this denotes the viability of LBS as a marketing

tool. Also, Kang *et al.* (2015) observed that greater intention to use LBS was positively related to users who had more experience of using mobile devices.

Gana and Thomas (2016) hold the view that LBS can be classified as either push or pull, for instance, the push LBS occurs when an advertisement combines with network providers to target consumers via mobile devices based on their current location. They further argue that the pull is determined by the customer who might solicit some information or service and in the process, the customer gets exposed to commercial messages. Tsang *et al.* (2004) noted that mobile adverts are more acceptable when they are permission-based. This view was shared by Unii and Harmon as cited in Gana and Thomas (2016) who argued that location-based service was more effective when users request for information rather than when prompted to pay attention to alerts. Sang *et al.* as cited in Gana and Thomas (2016) further argue that consumer's attitudes towards mobile advertisements are ordinarily negative. However, Xu *et al.* as cited in Gana and Thomas (2016) posit that when LBS is combined with Multimedia it yields positive results in enhancing consumer intention to purchase. Given these findings that provide credible evidence regarding the uptake of LBS by the consumers, the present researcher, therefore, submits that the hospitality marketers in Zimbabwe should rise to the occasion and unveil their marketing offering in more innovative ways, for example, using mobile marketing tools like LBS (Zhou, 2011; Gana & Thomas, 2016).

Convenience, ubiquity, interactivity, personalisation and saving time have been proffered as the key advantages of Location-based services (Dhar & Vashney, 2008; Kang *et al.*, 2015). However, Location-based services (LBS) remain expensive due to the need for mobile devices to integrated to advanced network infrastructures, the need to blend software with hardware, and wireless networks with servers for LBS content (Rao & Minakakis, 2003). Concerns on privacy also impede the adoption of location-based services (Zhou, 2012).

2.4.4 Mobile Social Media and Social Networking Applications

The world has witnessed an extensive development of mobile application software popularly referred to as App and the concurrent widespread use of Smartphones lately (Hsiao *et al.*, 2016). In the year 2013, it was estimated that around 56-82 billion internet-enabled apps were downloaded whilst it is forecasted that the figure would reach 200 billion by the end of the year 2017 (Moreno-Munoz *et al.*, 2016). Reports by Flurry Analytics as cited in Hsiao *et al.* (2016) indicate that by the year 2013 an explosive mobile apps download growth rate of 115% was witnessed. Additionally, a whopping 203% growth in downloads was observed for social media

apps, accounting for the majority of the total downloaded apps in that year whilst utility or productivity apps posted 150%. Hsiao *et al.* (2016) further advance that mobile apps are often grouped into two, namely: utilitarian (such as business scheduling, online banking and stock trading) and hedonic (picture /music downloads, gaming, chatting and social networking).

The internet as a global marketing and communication platform permits collaboration among communities as well as enabling social networking and interaction among others (Hamill *et al.* as cited in Isohella *et al.*, 2017). Hsiao *et al.* (2016) admit that many of these applications proffer unpaid messaging potential and are beneficial to users who yearn to connect with acquaintances immediately.

Extant research findings divulge that mobile social networking enables mobile viral marketing (Pousttchi & Wiedemann, 2007). Social media is novel and presents a paradigm shift concerning how people communicate with others globally, whereas social networking has existed from the beginning of humankind. Noone, McGuire and Rohl(2011) define social media as the combination of various internet tools that enable users to generate, exchange and modify content continuously. Seth (2012) describes Social media as all forms of electronic communication through which users create, and share information online through texts, pictures, audio and video. Rhitolz as cited in Seth (2012) explains that social networking has evolved from the use of basic communication medium such as the telegraph back in the 1700s to the current 21st Century's adaptation of networking that applies internet as a medium to reach out.

Social media has unique features, attributes and immense popularity which has revolutionised marketing practices like advertising and promotion (Rohm *et al.*, 2011). Kaplan and Haenlein (2010) highlighted that nowadays social media is utilised by people of all ages. Therefore, the widespread adoption and use of social media signal the beginning of the transformation of the global social culture. Regarding this study the hospitality marketing employees are expected to treat these emerging trends about customer's communication behaviour as a matter of concern and gear up themselves to adopt and use mobile marketing tools like Mobile social media (Hsiao *et al.*, 2016; Gana & Thomas, 2016; Seth, 2012;Kaplan & Haenlein, 2010).

Empirical evidence suggests that the accelerated rise of the use of social media has been triggered by the increase in the accessibility of Smartphones and Mobile Internet. For instance, Facebook Inc. 2012 report indicated that out of 1 billion monthly active Facebook users, 600million (60%) accessed their Facebook account via mobile phones. This suggests that

Mobile Social Media is gaining prominence as opposed to its stationary counterpart. CISCO (2012) projected the global mobile internet traffic to increase by 18 fold from the year 2011 to 2016, depicting a 78% compounded annual growth rate (CAGR). Okazaki and Taylor (2012) mentioned that the use of social media surged to 73% in 2012 among the fortune 500 companies. Globally the use of Social channels for communication is projected to increase at a steady rate of about 135 million users annually from the year 2013 through to the year 2020 (Moreno-Munoz *et al.*, 2016).

Furthermore, mobile social messaging apps like WhatsApp, We Chat and Instagram are growing in popularity and taking over from traditional social media platforms like Facebook and Twitter (Moreno-Munoz *et al.*, 2016). Findings suggest that the use of WhatsApp in developing countries has grown tremendously (Melo, Messias, Resende & Garimela, 2019; Chigora & Mutambara, 2019; Mworozzi, 2019). In Uganda Mworozzi (2019) concluded that WhatsApp was among the most popular social media platforms used to promote domestic tourism while in South Africa Madondo (2016) found Whatsapp and Facebook to be the most popular social media in promoting tourism. In Zimbabwe, Chigora and Mutambara (2019) found that WhatsApp was among the popular social media platforms used to promote tourism brands. The rise in Whatsapp use results from the fact that it is affordable as it is regarded as being even cheaper to use than the traditional Short Message Service platform (Resende, Melo, Sousa & Messias, 2019).

The advantages of social networking include keeping in touch with family, friends, and being able to share opinions on various issues (Moreno –Munoz *et al.*, 2016; Kaplan & Haenlein 2010; Seth, 2012). These various issues could relate to tourism and hospitality employees making use of social media platforms to communicate about their marketing offerings to potential customers. Kaplan and Haenlein (2010), further argue that the advantages of social media include enabling businesses to connect with consumers, developing as well as fostering relationships faster and at low cost. Williams and Cothrell as cited in Vinerean, Cetina, Dumitrescu and Tichindelean (2013) further name the functions of social media to include affecting and influencing perceptions, attitudes and end behaviour.

The growing empirical evidence on social media, coupled with mobile internet, and smartphone technology suggest that Mobile Marketing has the potential to revolutionise any industry sector. In agreement with these findings, the present study anticipates that the Zimbabwean tourism and hospitality marketing employees can take advantage of these current trends and utilise the

popularity of social media platforms and engage in social networking activities aligned towards promoting domestic tourism in Zimbabwe. The current study, therefore, finds mobile social media as a pivotal component of mobile marketing practices worth investigating in the context of this research.

2.5 FACTORS INFLUENCING THE ADOPTION AND USE OF MOBILE MARKETING

2.5.1 The Adoption and Acceptance of Mobile Marketing

Several authors hold the view that the adoption and usage of smartphones has risen spectacularly in the last two decades (Stanoevska –Slabeva *et al.*, 2017; Gana & Koce, 2016; Reyes, 2015; Wang *et al.*, 2014; Chua *et al.*, 2014; Shankar & Balasubramanian, 2009; Unni & Harmon, 2007; Hsu *et al.*, 2006; Liang & Wei, 2004)

The dramatic rise in the adoption and usage of smartphones has seen Mobile Marketing becoming the centre of a successful marketing strategy. Kaplan defined Mobile Marketing as any marketing activity conducted through the ubiquitous network to which consumers are constantly connected using a personal mobile device (Kaplan, 2002). Shankar and Balasubramanian (2009) defined MM as a two-way or multi-way communication and promotion of an offer between a firm and its customers. Shankar and Balasubramanian (2009) further provide examples of MM to include mobile advertising, promotion, customer support and Customer Relationship Management(CRM). These two definitions from Kaplan (2002) and Shankar and Balasubramanian (2009) can be analysed from two perspectives first from a mobile device driven perspective (Kaplan, 2002) where MM is seen as any marketing activity via a mobile device and second as a process of communication where primarily the goal is to interact, thus the two-way communication must exist whether between two or several individuals.

The current research seeks to enhance the understanding of factors influencing the adoption and use of MM from the context of it being a process rather than it being a result of the passage of information via a device. These perspectives would expose the reasons why employees may like or not like using MM tools. The current research suggests that analysing MM from the process perspective may make it easy to investigate the impact of the unique features of mobile devices on the marketing process and on the marketers' willingness to adopt and use MM.

Dickinger *et al.* (2010) posit that smartphones have been in use since 1999. Following the large scale adoption and use of smartphones, the mobile marketing channel has gradually become a key component of advertising and promotional strategy for many firms (Gao *et al.*, 2013). Gao *et al.* (2013) further point out that experts insinuated that 90% of the world population would somehow be connected to the internet through a mobile device, with more internet-enabled phones being in use ahead of computers as from the year 2015. These assertions imply that a speedy growth rate in mobile internet and mobile device usage exist all over the world. Furthermore, these findings point to the view that constant internet access is a major driver to MM adoption and use. This argument is in line with Nielsen's (2010) claim that mobile technology represents the fastest growing mode of marketing communication through the various forms of mobile devices that are in use globally. Gao *et al.* (2013) investigated MM acceptance factors in the United States of America, China and Europe and found that perceived usefulness of a mobile device had a direct influence on consumer attitudes towards mobile marketing in all the three markets. Furthermore, the researcher in the same study concluded that the desire for privacy was a major concern that impacted negatively on the usage of devices to conduct business activities (Gao *et al.*, 2013).

In another study, Velmurugan and Velmurugan (2013) asserted that awareness is touted as having a broad influence on consumer adoption behaviour. They further claimed that research on mobile user's awareness is still in its infancy stage (Velnurugan & Velmurugan, 2013). Moreover, most extant literature advances that marketers should realise that perceived ease of use and informativeness are major attributes that should be considered when designing mobile advertisements (De Silva & Yan, 2017; Al-Meshal & Almotairi, 2013).

Several studies have been conducted to expose factors that influence Mobile Marketing adoption, acceptance and usage (De Silva & Yan, 2017; Al –Meshal & Almotairi, 2013; Velmurugan & Velmurugan, 2013; Gao *et al.*, 2013; Cui *et al.*, 2009; Miscancuk, 2012; Khartikeyan & Barlamurgan, 2012; Eden & Gretzel, 2012; Yoo & Gretzel, 2011; Sultan *et al.*, 2009; Tomi, 2008; Bauer *et al.*, 2005; Barnes & Scornavaca, 2004). Furthermore, existing literature reveals that the majority of researchers have focussed on assessing these factors from the perspectives of consumer adoption and acceptance of mobile marketing (Gao *et al.*, 2013; Scharl *et al.*, 2004; Sultan *et al.*, 2009; Persaud & Azhar, 2012; Shareef, Dwivedi, Kumar & Kumar, 2017; Shankar & Balasubramanian, 2009; Leppaniemi *et al.*, 2006; Park *et al.*, 2008; Billore & Sadh, 2015; Gana *et al.*, 2016). However, fewer researchers have sought to

interrogate factors influencing the adoption and acceptance of mobile marketing from marketing practitioners' perspective (Leppaniemi & Karjauloto, 2008). In the current study, the researcher assessed the unique factors individually to explore their impact on the communication process between the marketer and the customers.

2.5.2 Unique Features of Mobile Devices and Marketing Implications

Several authors concur with the view that the unique features of mobile marketing offer marketers extensive opportunities to present their marketing offerings in innovative and novel methods (Barnes & Scornavaca, 2004; Bauer *et al.*, 2005; Sultan *et al.*, 2010; Persaud & Azhar 2012; Barutcu, 2007; Grant & O'Donohoe, 2007; Roach, 2009; Leppaniemi & Karjaluo 2008; Stanoevska-Slabeva *et al.*, 2017; Dickinger & Haghirian, 2010; Smutkupt *et al.*, 2010). The interactivity between customers and firms brought about by the new forms of communication which are enhanced by the internet and the digital technologies have altered the marketing communications outlook gradually (Hossain & Bahar, 2015). In line with this argument, Watson *et al.* as cited in Smutkupt *et al.* (2010) recommended that firms should consider making MM as part of their execution of marketing strategy in order to remain viable.

Several others have identified and described unique features and attributes of mobile devices over time. For instance, Turban and King (2003) identified five value-adding attributes of mobile devices, namely, personalisation, ubiquity, convenience, instant connectivity, and localisation. Smutkupt *et al.* (2010) described the unique features of mobile marketing as an antecedent to the adoption and use of MM. These features include ubiquity, personalisation, two-way communication and localisation. Similarly, Shankar and Balasubramanian (2009) argued that the fundamental properties of mobile devices important in marketing include location-specificity, portability and the untethered wireless feature.

Hossain and Bahar (2015) stated that the characteristics described by Shankar and Balasubramanian (2009) have become cornerstones of success for managers who use them to communicate with their potential and existing customers anytime anywhere. Additionally, Rao as cited in Hossain and Bahar (2015) agree to the view that firms in some Asian countries have since announced that marketing approaches enabled by the mobile phone had increased swiftly.

The unique features of Mobile devices which account for the immense opportunities enshrined in MM have been observed by several other authors at different points in time (Kang *et al.*, 2015; Varnali & Toker, 2010; Shankar & Balasubramanian, 2009; Kurkovsky & Harihar, 2006;

Barnes & Scornavaca, 2004; Liang & Wei, 2004; Kaplan, 2002). These observations suggest that mobile marketing tools entail that potential customers are watching a brand through multiple devices and channels all the time. Furthermore, Liang and Wei (2004) argued that mobility and reachability are the two key attributes of mobile devices that disintegrates into the unique features of these objects. The unique features of mobile devices are further discussed individually in the sections that follow.

2.5.2.1 Ubiquity

Ubiquity is a key benefit of mobile devices (Scharl *et al.*, 2005; Liang & Wei, 2004; Jayawardena *et al.*, 2009; Smutkupt *et al.*, 2010; Khartikeyani & Barlamurugan, 2012; Hofacker *et al.*, 2016). Subsequently, this feature presents itself as a fundamental aspect of Mobile marketing. Okazaki *et al.*, as cited in Bujang *et al.* (2016) advances that ubiquity is an amazing feature of mobile phones that is grounded in its time-location flexibility usage, allowing users to convey and access information anytime and anywhere. Various other authors concur with the view that because ubiquitous implies that mobile devices are carried everywhere anytime by users, this results in enhanced convenience as the devices are more personal, movable and reachable compared to other non-mobile forms of communication (Balasubramanian *et al.*, 2002; Scharl *et al.*, 2005; Roach, 2009; Barutcu, 2007; Varnali & Toker, 2010). This phenomenon allows for the marketing practice to be approached in a highly effective, personal and dynamic perspective (Maduku *et al.*, 2016).

2.5.2.2 Location-Specificity or Localisation

The capability of mobile devices to identify physical location enabled by the GPS technology entails marketers being able to present their offers to their target market in line with the contemporary physical location (Shankar & Balasubramanian, 2009). In line with this Dickinger *et al.* (2010), further admits that this feature of mobile marketing ensures that the customer receives a marketing message at a specific location at a particular time. In a study conducted by Shadkam (2017) in Malaysia, it was found that time and place were important determinants when receiving SMS advertisements and would impact on customers' response to the SMS advertisements.

2.5.2.3 Personalisation

Imhoff *et al.*, as cited in Hashim *et al.* (2017) define personalisation as “the ability to recognise and treat customers as individuals through personal messaging and other personal transactions.” The significance of mobile marketing in the designing and implementation of marketing strategy is compounded by the fact that mobile devices by their very nature are personal, which imply that marketing messages can be personalised and sent directly to the target audience

(Persaud & Azhar, 2012; Dickinger *et al.*, 2010; Scharl *et al.*, 2005). Several authors posit that personalisation is regarded as a useful attribute in individual acceptance of mobile advertising (Kim & Jun, Gao & Ji, as cited in Shadkam, 2017). However, Shadkam (2017) notes that other authors (Lee *et al.*, 2008; Xu *et al.*, 2011) disagree with the view that personalisation is an important factor in deterring positive attitudes towards the acceptance and adoption of mobile advertising. The current study sought to examine how personalisation is regarded by users when using all of the four mobile marketing tools under study, namely: short message service, location-based service, multi-media message services and mobile social media.

2.5.2.4 Interactivity and Two-way Communication

Interactivity is widely regarded as a major benefit of Mobile Marketing (Sultan *et al.*, 2009; Maduku *et al.*, 2016; Miao, 2016,). Sultan *et al.* (2010) further emphasise the significance of interactivity as a component of mobile marketing because it allows for both brands initiated and consumer-initiated activities to occur. Several authors agree that the interactive nature of mobile marketing allows it to provide more effective brand-consumer communication than traditional marketing (Shankar & Balasubramanian, 2009; Sultan & Rohm, 2005; Bauer *et al.*, 2005). The two-way communication process enabled by mobile marketing allows for effective feedback between firms and their customers (Dickinger & Haghirian, 2010). Moreover, authors agree with the view that because of its interactive nature, the mobile medium helps in building relationships and that this can yield positive results for the brand (Dickinger & Haghirian, 2010; Shankar & Balasubramanian, 2009).

2.5.2.5 Untethered Wireless

Shankar and Balasubramanian (2009) hold to the view that the wireless feature of mobile devices entails the mobile device being with its owner most of the time wherever they are as it is not connected by any wires. Hence its usage is increased. They further posit that this phenomenon increases chances for marketers' messages to reach the customers and encourages marketers to convey more focused messages. Untethered means that there is a disconnection. For instance, in the case of mobile phones this arises from the fact that there are no wires that connect the phone with the technologies that are responsible for its functionality. The concept of being untethered is not directly related to the size of the mobile phone whereas portability has to do with the fact that mobile phones are usually small in size (Shankar & Balasubramanian, 2009; De Silva & Yan, 2016; Gonçalves, Monteiro, Melo, Vasconcelos-Raposo, & Bessa, 2020).

2.5.2.6 Portability

Most mobile devices are small in size meaning that they can be easily carried around by their owner (Balsubramanian *et al.*, 2002; Shankar & Balasubramanian, 2009) making it feasible to be constantly and continuously used (Shankar & Balasubramanian, 2009). Portability is the ability of the mobile phone to be handled or carried around easily mainly due to its size, making it easily available to be with its user anytime anywhere.

2.5.2.7 Convenience

As admitted by several authors, convenience remains a major benefit of using mobile phones on most day to day activities (Zhang *et al.*, 2011; Persaud & Azhar, 2012; Liang & Wei, 2004; Grant & O'Donohoe, 2007). Persaud and Azhar (2012) further assert that mobile marketing would indeed provide flexibility and convenience to both customers and marketers. This implies that marketers could benefit from the value creation brought about by MM tools especially in the quest to building relationships with customers.

2.5.2.8 Real-Time

Real-time communication has become a phenomenal advantage of mobile phone use in marketing especially with the growing popularity of Location-based services, which is a direct result of the advances in internet technology and mobile services (Gana & Thomas, 2016). Several authors concur with Gana and Thomas (2016) and allude to the view that real-time is an important benefit of mobile devices (Shadkam, 2017; Dickinger & Haghirian, 2010; Shankar & Balasubramanian, 2009). Additionally, Kumar (2013) asserts that the major advantage of the mobile message is immediacy since most mobile messages are read instantly as they arrive to the receiver of the message.

2.5.2.9 Reliability and Effectiveness

In a study conducted by Zhang *et al.* (2011) on mobile learning, it was concluded that being effective was a major benefit of mobile phone use. Yunos *et al.* as cited in Hashim *et al.* (2017) admitted that mobile advertisements “capture attention, drive response action and build brand awareness”. This argument points to the effectiveness of mobile marketing messages. Furthermore, it is generally envisioned that mobile marketing and advertising messages will ultimately improve efficiency in marketing practice, thus increasing value for marketers (Persaud & Azhar, 2012).

2.5.2.10 Low Cost

Findings by several researchers reveal that a key feature of mobile devices uses is low cost (Kumar *et al.*, 2015; Zhang *et al.*, 2011). Krishnamurthy as cited in Hashim *et al.* (2017) notes that cost and monetary benefits are major factors that drive the usage of mobile advertising

messages. Likewise, Maduku *et al.* (2016) hold to the view that indeed the use of mobile marketing messages can reduce marketing costs. In addition, Haig (2002) also notes that mobile marketing is generally regarded as a low-cost means of communicating marketing messages. Several other authors agree with these assertions (Fang, 2017; Chigona *et al.*, 2009; Kreutzer as cited in Donner & Gitau, 2009). These findings provide evidence that supports the notion that the use and adoption of mobile marketing tools by the hospitality marketing employees could help lower marketing costs of the already cash strained hospitality firms of Zimbabwe. This again provides some further basis of the need to conduct this current study.

2.5.2.11 Entertainment

Entertainment is defined as the ability to respond to the need for escapism, diversion, aesthetic enjoyment and emotional enjoyment (McQuail, as cited in Hashim *et al.*, 2017). Several authors have argued that mobile devices play an entertainment role amongst its users and as such, it essentially becomes a major driver of mobile devices adoption and acceptance (Scharl *et al.*, 2005; Shadkam, 2016; Bauer *et al.*, 2005). Novak as cited in Hashim *et al.* (2017) contends that the acceptance of mobile advertisements is highly dependent on the ability of the mobile advertisement message to be able to entertain the receiver. De Silva and Yan (2017) disclose that in studies conducted in various geographical settings such as South Korea (Kim & Han, 2014) and Turkey (Ulna & Kissler, 2011), it was found that entertainment is a major predictor of the acceptance to use mobile devices to receive mobile messages. Similar findings were observed in both Korea and the United States of America (Choi *et al.*, 2010), Spain (Parreno *et al.*, 2013) and India (Haq, 2012). Other findings that support the importance of entertainment as an important attribute in the decision to accept mobile advertisements were found in Taiwan, China, and again in the United States (De Silva & Yan, 2017).

2.5.2.12 Ease of use

Davis (1989) defined ease of use as "the degree to which a person believes that using a particular system would be free from effort." Zhang and Mao (2008) argued that a technology needed to be easy to use if users would pay attention to it especially in the case of mobile technologies. Several other authors concur with the view that ease of use is a requirement for the success of the acceptance and adoption of mobile commerce and ultimately mobile marketing (De Silva & Yan, 2017). Other findings supporting these assertions are from a study conducted by Schierz *et al.* (2010) in Germany which concluded that perceived ease of use had a positive influence on the usage of mobile payments.

Additionally, several authors agree that the success of MM strategy will largely depend on the unique advantages of mobile phones, which include the ease of use (Loudon, 2016; Haig, 2002;

Doyle, 2001). Also, various authors admit that the ease of use positively influences the intention to use mobile marketing in several transactional setting (Yusta *et al.*, 2015; Im & Ha, 2013; Bidin & Bakaras cited in De Silva & Yan, 2017). However, in contrast to these findings Koury and Yang as cited in De Silva and Yan (2017) as well as Chong *et al.* (2012) did not find the ease of use as a determinant of the adoption and use of mobile messages.

2.6 THE BENEFITS AND OPPORTUNITIES OF MOBILE MARKETING

Mobile marketing is endowed with vast opportunities for marketers. MM presents marketers with an opportunity to advertise their products and services to targeted people in an affordable way (Maduku *et al.*, 2016). Strom *et al.* (2014) posit that the unique features of mobile marketing particularly interactivity presents firms with an opportunity to improve customer service and operational efficiency through enhanced marketing communications campaigns. Both large and small firms can benefit from the reduced cost of marketing as it makes marketing affordable (Maduku *et al.*, 2016). For instance, Cui *et al.*, (2009) observed that most firms exploit mobile the marketing channel to curtail advertising costs, which makes it possible for them to access a large target audience at a low cost. The various unique features of MM such as localisation, timing, consumer value, entertainment and personalisation have long been the reasons for the effectiveness of mobile marketing (Rettie *et al.*, 2005). Therefore, MM makes it possible for marketers to gain improved personalisation and interactivity (Jayawardhena *et al.*, 2009; Kumar *et al.*, 2015).

Several authors hold to the view that mobile marketing allows marketers to present their offerings to the current and potential customers anytime anywhere (Barutcu, 2007; Roach 2009; Gao *et al.*, 2013; Varnali & Toker, 2010; Kumar, 2013; Shankar & Balasubramanian, 2009; Maduku *et al.*, 2016). Branding opportunities are exceptionally enabled by Mobile Marketing through the creation of credible mobile websites (Gilmore *et al.*, 2007; Rettie *et al.*, 2005). Kumar (2013) argues that MM brings about the opportunity to implement a marketing strategy dynamically by offering new interactive marketing channels that boost a company's sales.

Findings of a study conducted by Al-Meshal and Almotairi (2013) in Saudi Arabia support Kumar's (2013) argument stated above, and they also further reveal that new marketing channels have indeed emerged due to mobile phone usage and technological advancements. Barutcu as cited in Gana *et al.* (2016) observed that mobile marketing enables firms to segment their markets effectively, thus allowing them to send specific promotional messages to the right

target customer in all chosen segments. According to Persaud and Azhar (2012), the convergence of the Smartphone and the new technologies such as RFID and e-wallets entails that both the consumer and the marketer benefit remarkably from the flexibility, efficiency, personalisation and convenience presented by MM. Persaud and Azhar (2012) submit that indeed mobile marketing yields greater convenience to consumers, implying that marketers could benefit from the value creation brought about by MM especially in the quest for building relationships with customers.

Moreover, most mobile messages, for instance, text messages are less intrusive and as they allow the recipients to respond to messages at their own time (Balasubramanian *et al.*, 2002). This aspect of flexibility with regards to time enables firms to send messages at the right time and an appropriate rate of message frequency. However, marketers still have to be considerate of the recipient's situational constraints (Scharl *et al.*, 2005; Dickinger *et al.*, 2010). It is imperative that in the case of Zimbabwe's hospitality marketers, they consider the potential tourist's situation and avoid too much intrusion to avoid irritating the potential tourist. Another benefit is that mobile messages make it possible for marketers to reach their target market immediately (Scar *et al.*, 2005; Kumar, 2013). This would extend the prospects of mobile marketing success (Dickinger *et al.*, 2010).

Furthermore, mobile devices ensure that concise communication exists between the marketer and the client, thus encouraging constant interactions (Shankar & Balasubramanian, 2009). In addition, Barutcu as cited in Gana *et al.* (2016) argued that mobile marketing enables firms to segment their markets effectively thus allowing them to send specific promotional messages to the right target customer in all chosen segments. Given these assertions, it is hoped that in the case of Zimbabwean hospitality marketing employees they could send personalised mobile messages featuring tourist destinations and facilities and activities available in the area where the hospitality facility is located as well as within reach of the hospitality facility (Dickinger *et al.*, 2010; Gana *et al.*, 2016; Shareef *et al.*, 2017). Several authors admit that time and location precise communication are distinct benefits of Mobile Marketing to marketers (Shareef, *et al.*, 2017; Lee & Park, 2006; Rettie, *et al.*, 2005; Shareef, Dwevidi & Rana, 2015).

In this study, the researcher also examined some benefits of mobile marketing and unique features of mobile devices in terms of how they are regarded as important factors by hospitality marketers when using the four mobile marketing tools referred to in this study, namely: SMS, Location Based Services, Mobile Social Media and Multi-Media Message Services.

2.7 THREATS AND CHALLENGES OF MOBILE MARKETING

Various authors hold to the view that the lack of trust and privacy are key threats to the adoption and use of mobile marketing (Jayawardhena *et al.*, 2009; Chen *et al.*, 2013; Watson, McCarthy & Rowley, 2013). The consumer purchase intention is strongly affected by trust (Kim *et al.*, 2009; Gao *et al.*, 2013; De Silva & Yan; 2017). Privacy concerns have significant repercussions in the adoption and use of mobile marketing tools as they directly impact on the users' trust (Van Dyke *et al.* as cited in Gana & Koce, 2016). Gana and Koce (2016) further argue that whilst advancements in mobile technology have increased opportunities for marketers, they have also raised consumer privacy matters. In a study conducted by Gao *et al.* (2013) it was established that in Western Europe privacy concerns are serious issues where strict legislation exists to protect citizens in the cyber world. In general, security concerns arising from the use of mobile technology have been observed (Ivarsson, 2008). Therefore, as rightly argued by Gao *et al.* (2013), marketers should consider designing mobile marketing tools that convey trust, protect personal data and offer remedies on privacy and intrusion concerns.

De Silva and Yan (2017) state that credibility and trust are key issues that impact on the acceptance of mobile advertising by the target audience. Furthermore, marketers should realise that perceived intrusiveness and perceived control affect consumer acceptance of mobile advertisements and hence adverts should be designed with this in mind (De Silva & Yan (2017). Moreover, the lack of experience on the part of marketers themselves has been cited as another major threat to the adoption and use of MM (Friedrich *et al.* as cited in Smutkupt *et al.*, 2010). Another constraint is that MM strategy is frequently applied on an impromptu basis, and thus it may lead to the lack of coherence between the companies marketing communications strategy and the particular MM campaign (Leppaniemi *et al.*, 2006).

2. 8 MOBILE MARKETING ENABLING INFRASTRUCTURE IN ZIMBABWE

2.8.1 Mobile Network Regulatory Authority

The Post and Telecommunications Regulatory Authority of Zimbabwe (POTRAZ) was established by the Postal and Telecommunications Act of 2000. The POTRAZ began its official operation in March 2001. As shown by Sirewu (2011) and POTRAZ (2011), the mandate of the POTRAZ is as follows:

- Ensuring that sufficient domestic and international telecommunications services are provided.
- Ensuring that the provision of services is within the rates which are consistent with the provision of efficient and continuous services.
- To promote the development of the sector following practical recognisable international standards and public demand.
- To promote the advancement of technology.
- To represent Zimbabwe internationally on matters relating to the sector.
- To take up the responsibility of establishing, approving or controlling the national numbering plan.
- To manage the radio frequency resource.
- To advise the government on all matters relating to the telecommunication services.

It is important to note that as a regulator, the POTRAZ does not own all the infrastructure, but simply lays down the applicable rules for operating the telecommunications industry. The POTRAZ also approves the various infrastructural developments that all the mobile telephone operators might wish to embark on. According to the POTRAZ (2018), five operators of the mobile network exist: Econet, Telecel, Netone, Africom and Powertel. However, the POTRAZ reports discussed in this thesis refer only to Econet, NetOne and Telecel which are the three biggest operators.

2.8.2 Mobile Network Operators

Zimbabwe has three major mobile telephone operators, namely: Econet, Netone and Telecel. Figure 2.3 depicts the indicated operators and the number of subscribers and the percentage of market share in the year 2018, as well as the mobile internet data traffic and percentage of market share for each mobile network operator. A phenomenal increase in mobile internet and data consumption from 15,361 subscribers in 2017 to 27,278 in 2018 was recorded, amounting to a total of 77.6 % of annual growth (POTRAZ, 2018). Netone, a state-owned enterprise wholly owned by the Zimbabwean government was the first to start mobile telephone operations in 1992 with just 500 lines (Marumbwa, 2014). However, currently, its market share is significantly lower than that of Econet. Econet prides itself with having the greatest market share amongst the three operators in Zimbabwe, a position it has held since it began mobile telephony services provision. Having been the first to offer such services on the 10th of July

1998 Econet has benefited immensely from the first-mover advantage (Mpfu, 2017). Figure 2.3 adopted from the POTRAZ (2018) report agrees with Mpfu's (2017) analysis.

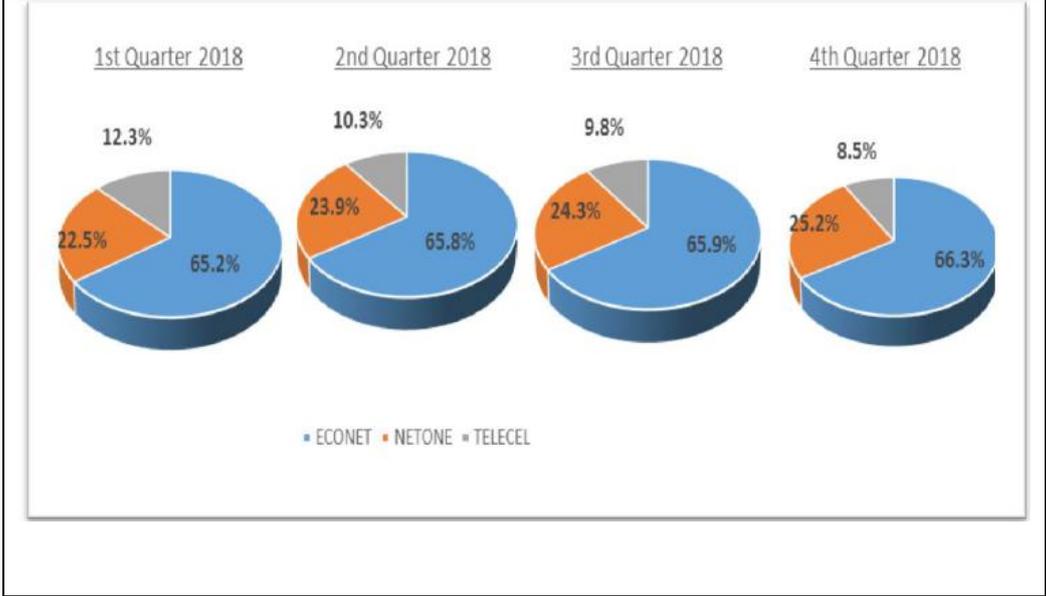


Figure 2.3: Market Share of Mobile Subscribers

(Source: POTRAZ, 2018)

2.8.3 Mobile Internet and Data Usage in Zimbabwe

The usefulness of the mobile internet can not be overemphasized, primarily due to its phenomenal impact on enabling various convenient means of communication in developing countries such as instant messaging services, voice over internet protocol, enabling access to an e-mail message and social media on a mobile device (Chigona *et al.*, 2019). Nevertheless, in Zimbabwe, the cost of internet data is generally perceived as expensive (Maketo, 2018). Figures 2.3 and 2.4 reveal the growth in Mobile Internet and data usage, as well as Internet subscriber base and data traffic, respectively, in Zimbabwe in the year 2018.

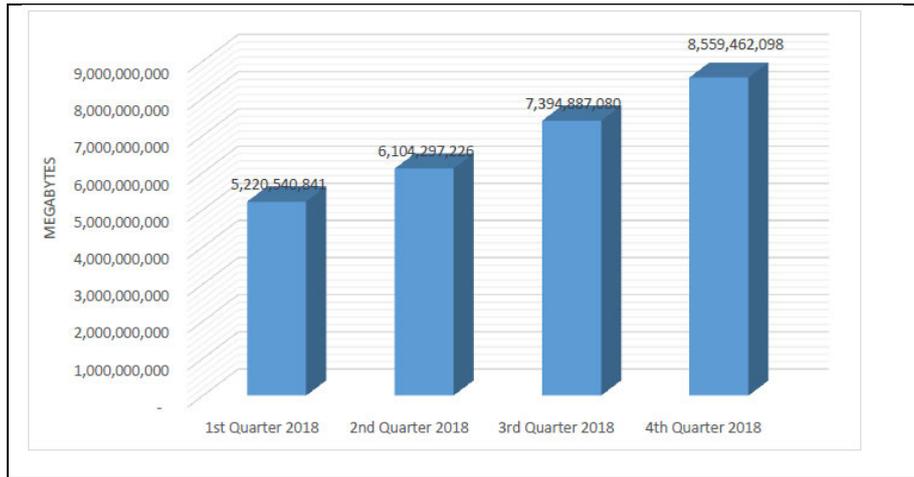


Figure 2.4: Growth in Mobile Internet and Data Usage

(Source: POTRAZ, 2018)

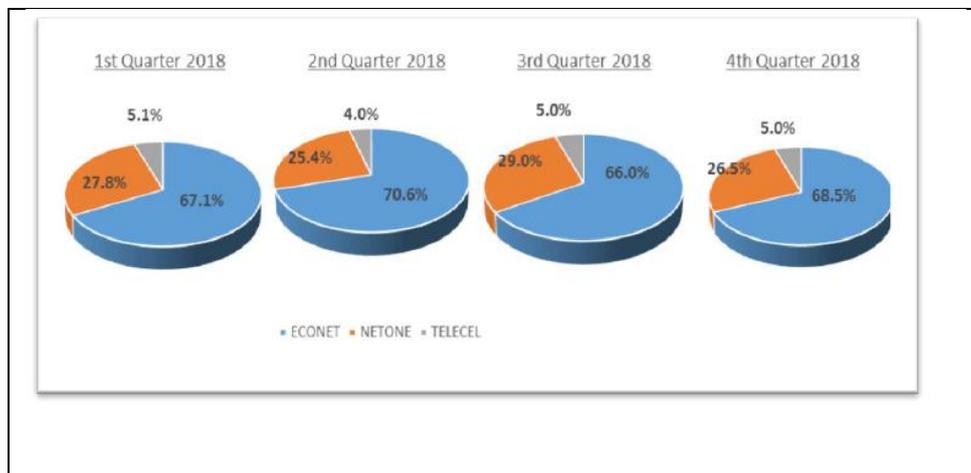


Figure 2.5: Internet Subscriber base and Data Traffic

(Source: POTRAZ, 2018)

2.8.4 Mobile Phone Infrastructure

The total net addition to the number of base stations for all levels of mobile networks technology grew from 8,662 to 8,796 from 3rd quarter of 2018 to the 4th quarter of 2018 (see table 2.1 below). 2G technology covers 93.4% of the population, while 3G covers 83.9% of the population. LTE covers just 34.9% of the population (POTRAZ, 2018). These reports indicate a need for improvement in mobile technology infrastructure development in Zimbabwe. In a Newsday report as cited in Mbengo (2016) it is advanced that Econet holds 80% of the mobile telecommunications infrastructure in Zimbabwe.

Table 2.1: Mobile Base Stations Growth, 3rd Quarter to 4th Quarter, 2018

Operator	2G			3G			LTE		
	Q3 2018	Q4 2018	Net Addition	Q3 2018	Q4 2018	Net Addition	Q3 2018	Q4 2018	Net Addition
Total	4,876	4,934	58	2,818	2,856	38	968	1,006	38

Source – POTRAZ Report, 2018

2.8.5 Electricity Availability and Impact on Mobile Communications

Electricity supply is a cornerstone for the implementation of mobile marketing. In recent years the generation of electricity by the major power plants has been poor (Makonese, Chikowore & Annegarn, 2011). Zimbabwe has five main power generation plants located across the country. Four of these electricity generation plants are coal-fired thermal power stations which have accounted for 75% of the domestic power supply when fully functional while one is a hydropower station which normally generates the other 25% if water levels are sufficient at the Kariba Dam (Kaseke, 2013). Zimbabwe also imports 40% of its electricity needs from other countries. The Zimbabwe Electricity Supply Authority (ZESA) a state-owned monopoly through its subsidiary companies, is responsible for the generation, transmission, and distribution of electricity. Currently, the electricity crisis in Zimbabwe has witnessed load-shedding or simply power outages of over 12 hours in a day in some parts of the country (Makonese *et al.*, 2011). In recent years this situation has compelled most household and businesses to install solar panels and inverters as well as diesel and petrol powered electricity generators so that they can have access to the uninterrupted power supply (Kaseke, 2013). Chahuruva and Tsofomi (2017) submit that Zimbabwe has abundant sunshine, and hence has the potential to generate energy. In support of these assertions, Makonese (2018) concurs that the Zimbabwean government has an option of utilising solar energy given the abundant solar irradiance that the country receives on an average of between 5.7 to 6.5kWhm⁻²day⁻¹ (see Figure 2.6). Furthermore, the country is endowed with several other sites for mini-hydro power stations (see Table 2.2) that can assist the challenges faced by Kariba Dam (Makonese, 2018). This evidence reveals Zimbabwe as a country that has alternative sources of energy which can assist in the implementation of mobile marketing practices successfully. The current study assumes that most hospitality companies big and small would invest in at least one of the

alternative sources of energy to cushion themselves from the frustrations brought about by ZESA power outages.

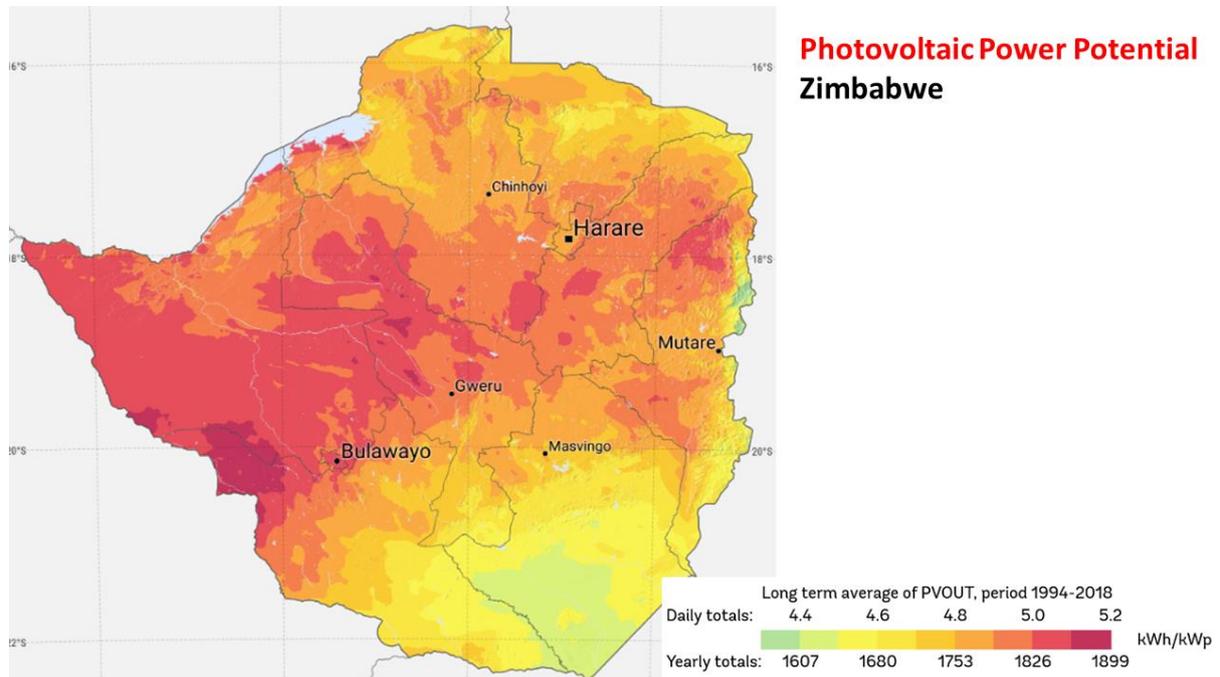


Figure 2.6: Zimbabwe Solar energy Irradiance map

Source: World Bank 2019(Global Solar Atlas2.0, Solar Resource data: Solargis)

Ministry of Energy proposed sites for mini-hydropower plants

Table 2.2: Sites for Mini hydro-power plants in Zimbabwe

District	Site	Capacity MW	Annual Energy Production(GWh)
Mwenezi	Manyuchi Dam	1.4	5.5
Masvingo	Mutirikwi Dam	5	40
Mutasa* Osborne	Osborne Dam	3	23.6
Bikita*	Siya Dam	0.9	5.6
Mutasa	Duru River	2.3	6.0
Nyanga	Gairezi River	30	70
Nyanga	Tsanga River	3.3	8.8

Source: Ministry of Energy, Zimbabwe

2.9 A CROSS-SECTORAL ANALYSIS OF MOBILE MARKETING PRACTICES IN ZIMBABWE

In a study conducted to investigate the adoption of e-commerce by travel and tourism organisations in Zimbabwe, Uganda, South Africa and Kenya, it was noted that Africa's tourism and travel sector stands to benefit immensely from the widespread adoption of mobile internet (Maswera, Dawson, & Edwards. 2008). Matikiti, Kruger, and Saayman (2016) also conducted a comparative study on the usage of social media in hospitality marketing for two countries, namely: Zimbabwe and South Africa. Donner (2008) argued that the major benefits of mobile phones as communication tools to the developing world including Zimbabwe are that they have enabled access to communication to many and that they have unlocked opportunities for development both social and economic. This view is shared by several authors (Musungwini, 2018; Masuka, Matenda, Chipomho, Mupeti, Tatsvarei, & Ngezimani, 2016). However, research on mobile marketing usage in the developing world still lags (Donner, 2008). Musungwini (2018) concurs with Donner (2008) and admits that empirical findings relating to mobile marketing tools adoption and usage in Zimbabwe is still very limited. This evidence confirms a gap in research findings of Mobile Marketing usage in Zimbabwe, especially in the tourism and hospitality sector.

However, in practice, mobile marketing in Zimbabwe does exist, even though not on a large scale. TechZim (2018) reports that Zimbabwe's marketers must embrace Mobile Marketing as it is there to stay. Documented evidence that relates to mobile marketing usage in Zimbabwe applies to mainly agriculture (Musungwini, 2018; Masuka *et al.*, 2016; Ifeoma & Mthitwa, 2015; Mango *et al.*; 2017) as well as mobile and e-learning (Mupfiga *et al.*, 2017; Mbengo, Ruzande & Phiri, 2017; Mabweazara & Zinn, 2016). Masuka *et al.* (2016) found that farmers in Sosve –Wenimbi, a district in Eastern Zimbabwe, believed that mobile phones were useful communication and marketing tools.

Marambi *et al.* (2018) outlined several mobile farming platforms, which include apps and virtual platforms such as e-hurudza, an SMS based platform known as eco-farmer and a mobile farming app known as Kurima Mari. Other outlined apps by Marambi *et al.* (2018) include E-mkambo and Agro Express, an intelligent mobile app that assists with farming management decision making. In Zimbabwe, several studies on mobile phone usage have been done mainly

in mobile banking and mobile money. Evidence from several authors confirms this argument, for instance. Murumbwa (2013) posits that the mobile phone has indeed evolved from being a basic communication tool to a commercial medium especially in enabling access to financial services in Zimbabwe. Key constructs of TAM have been applied several times by many authors in mobile technology adoption studies in Zimbabwe. With regards to mobile banking, Makanyeza (2017) investigated the determinants of mobile banking adoption in Zimbabwe applying the key constructs of TAM and UTAUT, while Chitungo and Munongo (2013) applied the extended TAM in mobile banking. Kabanda (2014) investigated TAM constructs in the mobile and e-learning situation in Zimbabwe. The several existing findings provided in this thesis reveals that while mobile marketing research is growing on the global platform, it is still lacking in Zimbabwe since most research articles on the use of mobile phones in the Zimbabwean business environment about mobile banking, mobile farming and mobile money. This illustration provides credible evidence that the current research is quite pertinent at this point as there is glaring evidence that a gap exists which warrants the current research study to be conducted.

2.9.1 SMS and Multimedia Message Services

Bulk SMS remains the major technology being used in Zimbabwe to implement mobile marketing. Several studies that have been carried out on SMS usage in Zimbabwe apply mainly to the banking industry, agriculture, education and health sectors. Ndlovu and Ndlovu (2013) acknowledged that indeed the earliest form of mobile banking services in Zimbabwe was SMS based. Research findings that relate to SMS use in the Zimbabwean banking industry include but they are not limited to studies conducted by these authors (Nyamaswe, 2018; Nyaruwata 2018; Ndhlovu & Ndlovu, 2013; Dube, Njanike, Manomano & Chiriseri 2011). Similar studies have been conducted in agriculture (Marambi *et al.* 2018; Muk *et al.*, 2010; Matenda *et al.*, 2016), health (Bangure *et al.*, 2013; Shaye *et al.*, 2018) and education (Dewah & Muthula, 2013; Kahari, 2013, Tunjera, Mukabeta & Zivanai, 2015). Dewah and Mutula (2013) further reported that tertiary students in Bulawayo preferred phones that had functionalities and services like MS, Multimedia message servicing and internet connectivity capability as they mainly required mobile phones for sharing academic information with their peers and lecturers. Furusa *et al.* (2016) developed a conceptual model that applied GSM / GPRS and RFID technology for speed monitoring in which Multimedia message texts and SMS were predominant communication features. Dube *et al.* (2011) had earlier argued that affordability and accessibility were major drivers of SMS adoption in mobile banking. Currently, in

Zimbabwe, most companies engaging in bulk SMS marketing employ contract computer software experts who can load their messages on either an open source or paid platform bulk SMS gateway. A leading bulk SMS gateway provider in Zimbabwe is bulksmsweb.com (www.bulksms.com accessed 9/4/19).

2.9.2 Mobile Social Media in Zimbabwe

Social networking via the mobile phone has become a part of African culture especially in Zimbabwe (Manganga, 2012; Zanamwe *et al.*, 2013). Several studies confirm the benefits of social media particularly in increasing the visibility of marginalised communities (Dzokoto & Masocha, 2018; Gwindingwe, Osunkunle&Alfandika, 2019). All citizens of Zimbabwe who live in and out of the country's borders have embraced the internet as a means of accessing social networking platforms (Mpofu, 2013). Findings by Dhlohdlo and Mafini (2014) established that there is a strong relationship between the use of virtual marketing and productivity in the Zimbabwean setting. Though several business organisations have a Twitter account or a Facebook page, extant research findings suggest that social media is predominantly used in e-learning, (Mawere & Sai, 2018; Mabweazara & Zinn, 2016; Maisiri, Mupaikwa, & Ngwenya, 2015; Zanamwe, Rupere & Kufandirimbwa, 2013) and politics (Moyo, 2018; Mpofu, 2013; Manganga, 2012).

Literature has also shown that social media has been poorly applied in tourism and hospitality (Chigora 2016). Arial as cited in Chigora (2016) avows that social media has not been favoured as a strategic tool to advance business processes. Chigora (2016) further notes that there is a lack of knowledge about the benefits of social media amongst Zimbabwe's tourism sector players. Samuel *et al.* (2014) argue that social media allows firms to create connections with their customers, which eventually yield purchases of their offerings. However, Samuel *et al.* (2014) further maintain that social media should be cautiously used by business organisations. In another study, Matikiti *et al.* (2016) argued that marketers should note that people in different countries may use social media differently. In Zimbabwe, Facebook remains the most popular social networking platform (Zanamwe *et al.* 2013; Samuel *et al.*, 2014). From the above, it is evident that there are conflicting arguments about social media and its benefits in the workplace of Zimbabwe's tourism and hospitality sector, with some authors supporting the view that social media benefits are known in the workplace (Samuel *et al.* 2014; Zanamwe *et al.*, 2013), while others assert that knowledge about benefits of social media and its usage has been lacking in Zimbabwe's tourism sector (Chigora, 2016; Matikiti *et al.*, 2016). Furthermore, the statistics of mobile phones subscription and mobile internet and data usage figures reported by POTRAZ

(2018) indicate a very high adoption rate across the country but this does not tally with the usage of mobile marketing tools in the tourism and hospitality sector for the promotion of domestic tourism. Given the rise in the use of emerging mobile social media applications like WhatsApp (Moreno-Munoz et al., 2016; Melo et al., 2019), it was, therefore, necessary for the current research to seek to clarify the issue of awareness about benefits of mobile social media from the perspectives of tourism and hospitality employees in Zimbabwe. The current study will help answer questions about the awareness of the benefits and usage of social media platforms being accessed via mobile devices in the context of the tourism and hospitality sector of Zimbabwe. These could be Facebook, Twitter or even the WhatsApp platform.

2.10 MOBILE MARKETING IN GLOBAL TOURISM AND HOSPITALITY

2.10.1 Mobile Marketing Trends in Tourism – A Global Perspective

As indicated earlier, the extensive use of mobile devices presents opportunities for marketers in the tourism sector to connect with customers anytime anywhere (Bethapudi, 2013; Roach, 2009; Barutcu, 2007; Pilepic *et al.*, 2013). It was further noted that the use of ICT's including mobile technologies in the tourism industry today is a cornerstone for the success of tourism firms, and also that appropriate and effective ICT infrastructure deployment is critical for the indicated success Bethapudi (2013). Buhalis and Law (2008) accentuate that indeed the implementation of the ICT in the tourism sector was expected to help enhance internal operational efficiency and improving customer service. Therefore, it seems that as the need for operational efficiency rises, tourism and hospitality managers would strive to adopt ICTs to complete job tasks (Law *et al.*, 2014).

Several authors argue that the swift expansion in the use of smartphones and mobile applications in tourism and hospitality is a result of the influence that these apps have on consumers' behaviour, emotional states and decision making (Wang, Xiang & Fesenheimer, 2014; Law, Buhalis & Cabanoglu, 2014; Hannam, Butler & Paris, 2014). Consistent with the indicated views, Gretzel (2011) cited in Wang *et al.*, (2016) argued that the tourism industry has habitually been the first mover concerning the adoption of technological innovations. Furthermore, Wang *et al.*, (2012) posit that the provision of the right mobile application to tourists at particular destinations can be an effective marketing tool. In line with this argument, Choe *et al.* (2017) noted that lately, several countries have endeavoured to design government-funded mobile apps as a vital tourism marketing channel for use in attracting tourists. Mickael

as cited in Eden and Gretzel (2012) claimed that tourism apps are the seventh most popular apps to be downloaded. In the tourism industry, the use of mobile devices to make travel arrangements and book hotel accommodation was shown to be rising (Selvi, 2014). Bayram as cited in Selvi (2014) asserts that 52% of global business travellers book their reservations using mobile devices, and 23% share videos about trips.

It was also reported that revenues from hospitality reservations done using mobile devices more than doubled annually from USD 3billion to USD 8billion from 2011 to 2013 (Selvi, 2014). A comparative study of hotels, travel agencies, and restaurants conducted in Spain by Ruiz-Molina, Gil-Saura & Moliner –Velazquez (2010) established that hotels were the most popular users of ICTs including mobile apps than the other tourism businesses. In their study on developing taxonomies of mobile apps in the tourism sector, Eden and Gretzel (2012) observed that popular mobile marketing apps included SMS text messages for coupons and contests.

Literature has shown that mobile marketing, especially mobile social media present several opportunities for tourism and travel marketers for instance, consumer-generated blogs, reviews and podcasts are seen to have tremendous benefits to marketers (Gretzel *et al.*, 2007). Vogt and Fesenheimer as cited in Okazaki and Hirose (2009) assert that marketing information sources are crucial for decision-making on vacation planning by tourists. Hence using media devices, tourism marketers strive to attract new visitors and to remind past visitors to return. Furthermore, Okazaki and Hirose (2009) posit that marketing information search by tourist via the internet has been rising consistently. Additionally, in Japan, for instance, the largest travel agency Ruetkan offers a website where potential tourist can comment on hotel facilities such as the rooms, meals and other services (Okazaki & Hirose, 2009). Moreover, the success of these marketing endeavours has been largely credited to the abundant use of the mobile internet in Japan, which is regarded as cheaper than its stationary counterpart via PCs (Okazaki & Hirose, 2009).

Verma *et al.* (2012) agree with Okazaki and Hirose (2009) in their findings, which suggest that hotel guests' value location-based services as a tool to inform them about hotel facilities and city tours. Wang *et al.* (2014) mentioned that several research studies have reported the significance of the smartphone on a variety of activities of a tourist such as information search, destination decision making and sharing of experiences. Findings by Wang *et al.* (2014) supports the views of these other authors by assenting to the view that smartphones have the

probability of altering tourist experiences considerably. In the hotel sector for instance employees can track customer conversations and comments about specific product or service and then respond to these appropriately (Seth, 2012).

Reports from social media companies suggest that employees can successfully implement such tools for example (Twitter counter, 2011) declared a phenomenal 182% rise in mobile users in 2010 alone. The use of social networking platforms by hospitality companies has proved to be a cost-effective way of interacting with current and potential customers, thus allowing access to customer comments and rating (Seth, 2012). Kaplan (2012) narrated that in developing countries more people own mobile devices as compared to stationary PCs, implying that Mobile Social Media is a growing trend in many parts of the developing world.

Wang *et al.* (2016) argue that mobile technology has brought about a new phenomenon of smart tourism, whereby tourists could embark on various travel and tourism activities such as buying online tickets and making hotel reservations. Wang *et al.* (2016) further posit that world-wide governments have dedicated to promoting smart tourism through the formulation of supportive policies and regulations. IT tools have been designed for many other uses and their adoption and application in tourism results from their significance in everyday activities of people in general. As such, tourism marketers are challenged to endeavour to understand these tools (Wang *et al.*, 2014). Given these assertions, in the current research, the researcher sought to assess employee perceptions of specific types of mobile marketing tools.

Whilst vast extant literature narrates a positive outcome in the adoption of mobile marketing in tourism and hospitality, only a few researchers have mentioned constraints on the latter, for instance, Kaldis and Buhalis (2007) argued that hotels still complain about the lack of objectivity of online hotel reviews. Following that, Seth (2012) claimed that statistics about the benefits of online social networking are still doubtful. Similarly contrasting reports asserting that tourist companies are still to utilise mobile marketing to its full potential have been submitted by some authors (Pilepic *et al.*, 2013). In support of this view, Berne, Menesini, Nocentini, Palladino, Friesen, Ortega-Ruiz and Naruskov (2012), argue that mobile marketing research in the tourism sector is scarce. These findings further substantiate the gap that the current research sought to close-up.

2.10.2 Mobile Marketing Applications in the Tourism and Hospitality Industry

Eden and Gretzel (2012) in a study on developing taxonomies of mobile applications in the tourism sector observed that popular MM apps included SMS text messages for coupons, and contests. Buhalis and Amaranggana (2015) found that social networks excite tourists and guests because they can post images and share experiences. Furthermore, location-based services provide personalised real-time alerts that can assist tourists to plan for accommodation, quick check-in and booking, and thus saving time (Buhalis & Amaranggana, 2015). As mentioned earlier, online bookings and revenues from hospitality reservations have risen tremendously, and they are expected to continue to rise (Bayram, 2010; Eden & Gretzel, 2012). The popularity of mobile marketing in hospitality has resulted in some large hotel chains like Hilton introducing their mobile application, which saw its revenue increase by 200% in just a year (Bayram, 2010). In Zimbabwe, the web based mobile application Gateway stream recently launched by one major hotels group is promising example (www.financialgazette4/6/2020). These findings present glaring evidence that suggests a shift in how tourism and hospitality customers relate to marketing communication efforts in this era of disruptive mobile technologies. This evidence further justifies the importance of the current research as it primarily seeks to investigate the perceptions about usage and adoption of about mobile marketing tools by the tourism and hospitality marketing employees themselves in response to these shifts in marketing communication trends.

2.11 THE DOMESTIC TOURISM AND HOSPITALITY SECTOR

2.11.1 Domestic Tourism Trends Zimbabwe.

UNWTO defines domestic tourism as travel by residents undertaking tourism activities within their country of residence (Libreros, 2009). Morupisi and Makgalo (2017) posit that the role of marketing in developing the domestic tourism market is just as important as it is in advancing international tourism. Destination management organisation such as National Tourism Organisations (NTOs) are official tourism bodies of their respective countries mandated to plan and execute the strategic marketing programs for the achievement of stated objectives (Douglas & Mills, 2005). In Zimbabwe, the official body that markets tourism destinations to potential tourists, both local and foreign is the Zimbabwe Tourism Authority. Law, Shanshan & Buhalis (2010) assert that NTO websites are of key interest amongst tourism researchers. Several authors contend that in the developing world to which Zimbabwe belongs to, domestic

tourism has been largely ignored (Morupisi & Magkalo, 2017; Mbaiwa, Toteng & Moswete, 2007).

The World Economic Forum Travel and Tourism Competitiveness 2017 report has ranked Zimbabwe as one of the worst travel and tourism destinations in the world (Daily News, 17 April 2017). However, Abel and Le Roux (2017) posit that the potential for growth of the domestic tourism market in Zimbabwe is evidenced by the sustained number of domestic tourism arrivals that was recorded during the crisis period between the years 1998 to 2008. Runyowa (2017) provides a similar view which is supported by the ZTA statistics of 2015. Nevertheless, both of the indicated studies expose that the domestic tourism sector has not reached its full potential (Abel & Le Roux, 2017; Runyowa, 2017). Low incomes remain a major impediment for the uptake of domestic tourism in the developing world especially in Africa, including Zimbabwe (Sindinga, 1996; Mabugu, 2002). The low-income levels amongst the majority of Zimbabweans may negatively affect the viability of domestic tourism as an option for economic growth (Mutana & Zinyemba, 2013). However, in contrast with these assertions Kabote *et al.*, 2019 argues that despite these economic consequences domestic tourism can be sustained as compared to international tourism in Zimbabwe. This view concurs to McCabe and Diekmann (2015) who posit that engaging in tourism is a necessity for all people rather than a preserve for the rich. Furthermore, several other authors concur with the view that promoting domestic tourism is critical for the stability of the Zimbabwean economy as a whole and more so for the survival of the hospitality sector (Mkono, 2010; Manwa, 2007; Pimhidzai & Muchapondwa, 2011; Abel & Le Roux, 2017). Additionally, Kabote *et al.* (2019) posit that Zimbabweans exhibit an interest in participating in domestic tourism activities though on an informal basis perhaps because most of their travel experiences are not documented. Some seem to be motivated by the desire to know more about their own country (Kabote *et al.*, 2019). Child and Heath (1989) noted that there is a lack of knowledge about demand and potential demand for outdoor recreational activities. Manwa (2007) suggests that tapping into the emerging concept of cultural tourism could help attract domestic tourism in Zimbabwe. However, Chirikure, Manyanga, Ngoro and Pwiti (2010) argues that the fundamental problem is the lack of appreciation by Zimbabweans of their cultural heritage. This view was also supported by Makuvaza and Makuvaza (2013).

There is also the view that Zimbabwe lost its major foreign tourism markets due to the land reform of 2000, and this is shared by several authors (Chibaya, 2013; Pimidzai &

Muchapondwa, 2011; Mkono, 2010). Mkono (2010) further posits that after the decline of the foreign tourism market, it is time for Zimbabwe to develop its domestic tourism. Additionally, Abel and Le Roux (2017) emphasise that in Zimbabwe a domestic tourism marketing strategy is critical for developing the tourism and hospitality industry to its full potential.

Recently, the *Standard*, a weekly newspaper (17–23/9/17), published a lament by a Zimbabwean cabinet minister about how the leaders in the Zimbabwean tourism sector were lagging in developing packages to attract local tourists. The same view has been put forth by several authors concerning domestic tourism promotion in Zimbabwe (Abel & Le Roux, 2017; Chikuta, 2014; Kabote *et al.*, 2017; Chiutsi *et al.*, 2011)

2.11.2 Mobile Marketing Practices in Zimbabwe's Domestic Tourism

Findings that relate specifically to Mobile Marketing use in domestic tourism and hospitality in Zimbabwe are lacking. A comparative study conducted by Matikiti *et al.* (2016) to investigate the use of social networks in Zimbabwe and South Africa revealed that findings relating to MM research are still very scarce especially in Zimbabwe. Although massive investments in upgrading ICTs and mobile technology have been going on consistently in Zimbabwe, evidence from extant research findings suggests that the tourism sector has not embraced the technology advancements to their optimum benefit (Tsokota, 2014). Chigora (2016) acknowledges the lack of knowledge of the merits of mobile marketing tools such as social media amongst Zimbabwe's tourism sector players. Available empirical evidence reveals that previous studies were mainly focused on the application of e-commerce (Mupfiga, 2012), and ICT's to various aspects of tourism including hospitality (Tsokota *et al.*, 2014; Mupfiga, 2012). Another study conducted by Govere *et al.* (2013) examined the use of the internet to attract tourists, however, did not address the simultaneous use of the internet and mobile devices. Extant findings suggest that Social media is the commonest form of technology-based marketing being applied to the Zimbabwean domestic tourism and hospitality sector (Mkono & Holder, 2019; Chigora & Mutambara, 2019; Chigora, 2016; Matikiti *et al.*, 2016; Basera, 2013; Nyahunzvi, 2013; Mkono, 2010). Basing on these findings coupled with Smartphone omnipresence, it can be assumed that Mobile Social Media is the most popular MM tool used in the tourism and hospitality sector in Zimbabwe.

2.12 JUSTIFICATION AND GAPS IN THE BODY OF KNOWLEDGE

Notwithstanding the notion that MM is emerging as a fundamental aspect of marketing strategy, several authors admit that the concept is still largely ignored by researchers and practitioners (Kumar, 2017; Shadkam, 2017; Lepaniemi & Karjaluo, 2008). Furthermore, the gaps for further research on individual MM tools are quite evident, for instance, several authors concur that SMS research has been scarce (Kumar, 2017; Shadkam, 2017; Lee & Kim, 2003; Dunn *et al.*, 2014). Aldhaban *et al.* (2016) agree with this assertion and notes that generally there has been a lack of widespread research on the acceptance of smartphones and related technologies. These assertions support the current researcher's view that SMS should be regarded as a major component of Mobile Marketing and a critical reference point to provide evidence in examining the level of adoption of MM tools in the tourism and hospitality sector for developing the domestic tourism market in Zimbabwe.

Furthermore, the reviewed literature has exposed a gap concerning literature that specifically attempts to explain the views and opinions of the marketers themselves about Mobile Marketing as most of the previous findings apply to consumers' views, opinions and perceptions about MM. This observation is supported by Kim and Law's (2015) assertion that globally MM research has been on consumer perspectives rather than on the marketer perspective. Therefore, the current research is concerned with Mobile Marketing adoption and use from the marketers perspective to close the gaps in the literature. Additionally, the Zimbabwean context has been characterised by extensive research on Mobile Money and Mobile Banking, the use of mobile phones in particular SMS in agricultural production efficiency and SMS in health delivery services (M-Health) (see Table 2.3). In Zimbabwe, research that relates specifically to Mobile Marketing Tools has never been conducted before. Previously Mupfiga (2015) studied ICT adoption in tourism and hospitality, where the focus was on ICT systems like e-reservations and e-tourism, which includes the digitisation of all operations in the hospitality firms. A study by Mahakata, Tsokota, Mupfiga and Chikuta (2017) divulged that poor infrastructure and lack of information sharing between tourism businesses and customers were some of the hindrances to tourism development in Zimbabwe. They further posit that ICTs have a role to play in alleviating some of the communication (Mahakata *et al.*, 2017). The current study aims to encourage tourism and hospitality marketing employees to consider adoption and usage of mobile marketing tools in developing the domestic tourism market, to improve the overall tourism sector.

Table 2.3: Selected research articles on Mobile Marketing and Mobile technologies research across the globe and in Zimbabwe

Author(s)/ Year	Focus	Constructs	Country	Summary of Findings
Sultan et al (2009)	Mobile Marketing acceptance among youths	Risk acceptance, Information Provision, Content accessing and sharing	Pakistan/ USA	Respondents in the US and Pakistan differed concerning their likelihood to access content with their mobile phone
Stanoevska– Slabeva <i>et al.</i> , (2017)	Mobile Marketing in Companies		Switzerland	Found Mobile Culture has a significant impact on MM goal achievement and 3 segments of companies applying MM (sophistication, mediocre and unready adopters)
Kumar, A (2013)	Mobile advertising (SMS)	Consumer attitudes towards mobile advertising	India	Attitude towards SMS advertising is reflected in terms of privacy, irritation, operating knowledge among other factors.
Hossain & Bahar	Mobile Marketing - SMS advertising	monetary benefits and sales promotion, creative information, content, permission-based SMS and intrusiveness relevant and personalised messages	Bangladesh	Participants perceived Relevance and targeted messages as most important, none of the participants received a personalised message Most SMS sent Bangladesh companies were informative but lacked creativity. Permission plays an important role in the success of SMS advertising
Rohm <i>et al.</i> , 2012	Mobile marketing acceptance	The usefulness of mobile information Innovativeness Personal attachment Risk avoidance	China USA Europe	Perceived usefulness, personal attachment and consumer innovativeness directly influence attitudes towards MM in all three markets
Chuah <i>et al.</i> , 2014	Mobile Internet	Perceived value Customer loyalty	Malaysia	Proposed a customer-oriented value model in the context of mobile Internet service
Gana <i>et al.</i> , 2016	Mobile Marketing –Location-based service	Value benefits Control Privacy	Malaysia	Consumers considered value benefits as a major driver for LBS adoption rather than privacy and control
Gana & Koce2016	Mobile marketing-trust and Privacy concerns	Privacy Trust Purchase intention	Malaysia	-Privacy risk concerns among consumers would impact negatively on mobile electronic marketing -lack of trust in mobile marketing tools was a major drawback on MM use

Ververidis & Polyzos	Mobile marketing, Location-based service	Description of the architecture of a system that supports Location Based Service	Greece	Describe a scalable business model for LBS
Shareef <i>et al.</i> , 2017	Mobile marketing, Short message service, advertising and content design	consumer exposure, self-concept, personalisation trust	Canada	Findings were that segmentation and target marketing were important factors in achieving effective MM via SMS objectives.
Dickinger <i>et al.</i> , 2010	SMS	Literature discussion on SMS	Australia	Introduces success factors for SMS and mobile marketing implementation
Varnali & Toker 2010	Mobile marketing research classification	Organise research articles on mobile marketing	Turkey	Four major categories Strategy, Theory, Consumer behaviour and legal & public policy
Shankar & Balasubramanian, 2009	Mobile marketing – Conceptual MM Literature review	Drivers of MM, MM and consumer decision making, MM in a global context and mobile marketing strategy	United States	Outline research direction, and propose managerial implications
Jayawardhena <i>et al.</i> , 2009	Factors that influence individuals to subscribe to a permission-based mobile marketing	Permission, Institutional trust, MM experience, Perceived control, country, gender	Finland German, UK	Institutional trust was found to be the major determinant for individual decision to participate in mobile marketing in all the 3 countries and for both genders.
Muk, 2007	Cultural influences on SMS advertising adoption	Intention to opt into SMS adverts, relative advantage, compatibility, trialability Social benefits attitudes Social norms	US Taiwan	American consumers 'decisions on accepting SMS ads are based on attitudinal considerations whilst Taiwanese consumers 'intentions to accept SMS adverts are influenced by social norms.
Roach, 2009	Consumer perceptions of Mobile marketing	Relative advantage Compatibility, Complexity	Australia	It was found that Relative advantage and compatibility were significantly associated with intention
Zhou, 2012	Location-Based service adoption	UTAUT(social influence, performance expectancy, effort expectancy facilitating conditions) -privacy concern perceived risk and trust	China	Usage Intention is affected by both enablers such as performance expectancy and inhibitors such as perceived usefulness
Rao & Minakakis, 2003	Mobile Location-Based Services	LBS benefits to marketers include the ability to deliver, quality, timely, content and information to	US	LBS can reduce confusion, improve consumer experience and help marketers deliver quality service

		the targeted consumer based on their location		
Velmurugan & Velmurugan, 2014	Consumer awareness and adoption of 3G mobile phones	consumer awareness and adoption of 3G mobile phones perceived ease of use	India	Adoption of 3G technology in mobile phones was determined by both awareness and perceived ease of use
Grant & O'Donohoe, 2007	Young consumers motivation for using mobile Phones		US	Lack of trust, fears of intrusion and annoyance were impediments to MM acceptance amongst young consumers
Gao <i>et al.</i> , 2010	Chinese consumer acceptance of mobile marketing		China	Providing information, information sharing, accessing content and personal attachment
Van Biljon & Kotze, 2008	Cultural factors in mobile phone adoption and use	Usage variety, usage intensity, usage breadth	South Africa	Cultural factors influence that adoption and use of mobile phones
Reyes, 2016	Mobile phone evolution	Mobility, liquid, modernity, cyborg, look and feel of the mobile phone	USA	Concludes that an end to iconic mobile phone era is envisaged and proposals for the new era are suggested perhaps pointing towards the beginning of wearable's revolution
Rohm <i>et al.</i> , 2012	Mobile marketing acceptance	Perceived Usefulness, Innovativeness, Attachment, Risk avoidance, Attitude, MM activities	US, China Europe	Attitude towards mobile marketing had a significant influence on individual actual MM activities, usefulness, attachment and innovativeness had a direct influence on MM attitudes while risk avoidance did not influence in the same regard
Liebana-Cabanillas <i>et al.</i> , 2017	comparative study of using SMS payments and Near Field Communication	Perceived security Subjective norms, perceived ease of use, perceived usefulness	Spain	
Bauer <i>et al.</i> , 2005	Conceptual model factors that determine consumer acceptance of mobile marketing	Innovativeness, existing knowledge, information seeking and attitude towards the advert		

Maduku <i>et al.</i> , 2016	Mobile marketing adoption intention amongst SMEs	Relative advantage, complexity, cost, Top management, Financial resources, Employee capability, Vendor support, Competitive pressure, Adoption intention	South Africa	Top management support was found to have the greatest impact on perceived intention to adopt
Chinomona & Sandada, 2013	Mobile Marketing	Content sharing, Content access Information provision, MM acceptance, Customer Intention	South Africa	Information sharing, content access and content sharing were found to significantly influence mobile marketing acceptance leading to consumer intention to purchase
Thulani, Njanike, Manomano & Chiriseri <i>et al.</i> , 2011	Mobile banking SMS banking	Accessibility, affordability, levels of adoption, security, the volume of transactions	Zimbabwe	Major drivers for mobile banking adoption was found to be affordability and accessibility
Chitungo & Munongo, 2013	Mobile Banking	TAM constructs were examined in rural Zimbabwe setting for the unbanked	Zimbabwe	Social norms, personal innovativeness, perceived usefulness, perceived ease of use, relative advantage, were found to significantly influence the adoption of mobile banking, Perceived risk and Cost had a deterring effect on the adoption of mobile banking
Chinakidzwa <i>et al.</i> , 2013	Mobile Money		Zimbabwe	
Mtetwa, 2017	Mobile Money		Zimbabwe	
Makanyeza, 2017	Mobile Banking	Perceived ease of use(PEOU) , perceived usefulness(PU), facilitating conditions(FC), perceived complexity(PC), relative advantage(RA) , perceived self-efficacy(SE), social influence(SI), Perceived trialability (PT) perceived compatibility(C) Awareness-knowledge(AK)	Zimbabwe	PU, SE, RA, SI and Perceived Compatibility had a positive effect towards behaviour intention to adopt and use Mobile Banking while perceived risk had a negative effect, PEOU, AK, FC, PC, PT had no significant influence towards behaviour intention to adopt mobile banking
Mawere <i>et al.</i> , 2014	Mobile Banking		Zimbabwe	
Sakuhuni <i>et al.</i> , 2017	Mobile Banking	Customer perceptions	Zimbabwe	There is low uptake of mobile banking as a banking delivery channel in Zimbabwe
Murumbwa, 2014	Mobile Money Transfers (MMTs)	Socio-Demographic moderating variables in MMT usage. age, gender, income levels, education level and employment status	Zimbabwe	Age, gender, income levels had a negative influence on MMT usage while the level of education and employment status were key factors in predicting the frequency of use of MMT

Dube & Gumbo, 2017	Mobile Money	The extent of Financial inclusion(FI) Develop a model for FI	Zimbabwe	Results indicate that the retail sector has embraced some FI initiatives
Matikiti <i>et al.</i> , 2017	Mobile Banking		Zimbabwe	
Chifamba, 2017	Mobile Payment	Awareness. willingness, acceptance	Zimbabwe	Zimbabwean consumers are aware of the existence of mobile payment but have not found a compelling reason to abandon traditional methods
Ndlovu & Ndlovu 2013	Mobile Money			
Mutsikiwa & Murumbwa 2013	Mobile Banking	Adoption factors.	Zimbabwe	Mobile money transfers are increasing due to the unbanked majority in rural Zimbabwe
Taziwa 2017	Mobile Money	pricing, commissions, industry driving forces, mobile money value, Business models, revenue, chain	Zimbabwe	The study found that there was a negative relationship between challenges and profitability
Mbengo & Phiri, 2015	Mobile Banking	Adoption, financial exclusion, rural unbanked, marketing mix elements	Zimbabwe	MB services to include integrated marketing mix strategies to financially include this neglected market
Mago & Chitokwindo, 2014	Mobile Banking Adoption in rural	Adoption Financial inclusion Unbanked		Poor people are willing to adopt mobile banking because they believe it is easily accessible, cheaper, secure, faster to send and receive money
Mavhiki <i>et al.</i> , 2015	Mobile Banking	Loyalty, under banked,' Financial inclusivity	Zimbabwe	The study found that most mobile money transactions are used to bill payment, airtime top-up and they are viewed as mobile banking transactions are regarded as fast, convenient and easy access, timeliness and reduces costs. 50% of the participants stayed with their banks reflecting some form of a good loyalty
Bara, 2013	Mobile money	Regulatory challenges Policy Lack of clarity Conflict Financial inclusion	Zimbabwe	A clear e-money regulatory framework would increase the adoption of Mobile money and promote the inclusion of the poor.
Moyo & Van Rooyen, 2017	Mobile Phone in farming	Irrigation Mobile technologies Information	Zimbabwe	Mobile technologies provide opportunities for market information dissemination
Musungwini, 2018	Mobile Phone in farming	Use of mobile phones in households Information asymmetry	Zimbabwe	The household was not fully utilising the mobile phone to support their agricultural activities
Marufu and Mabo, 2017	Mobile Health (m-health)	Opportunities Challenges presented to medical doctors in quest of	Zimbabwe	50% of the respondent lacked knowledge and awareness on how to use m-health services

		using mobile devices to implement mobile health		to manage chronically ill patients
Gadkaree <i>et al.</i> , 2019	SMS use in Surgical health delivery	SMS notifications Mass message texting Age and distance travelled	Zimbabwe	SMS was found to be an effective means of informing patients of surgical services in resource limited settings
Dube <i>et al.</i> , 2015	Mobile Health(QR codes in patient management)	Ease of use Flexibility, storage capacity, data integrity	Zimbabwe	QR codes were exposed as reliable and offering confidentiality in patient care
Mupfiga, 2015	ICT in Tourism	Adoption Diffusion Digitalisation Value chains	Zimbabwe	There is limited use of ICTs in hospitality Barriers to adoption include location, security concerns, cost issues, lack of capital and personal background of the owner-manager
Tsokota, <i>et al.</i> , 2014	ICT in Tourism	National strategy ICT Integration Adoption Usage	Zimbabwe	Highlights challenges faced by tourists and other stakeholders including government
Govere <i>et al.</i> , 2013	Internet in Tourism promotion	Websites attributes Informative Communication Transactional	Zimbabwe	The study found that the ZTA websites were considered as just adequate by potential tourists. Participants felt that some online facilities on pricing and online reservations were not sufficient.
Basera & Nyahunzvi, 2019	Online Marketing Strategies In Tourism	Organisational websites Social media networks Comparison of strategies Interactive websites Limited knowledge ICT	Zimbabwe South Africa	Zimbabwe still lags in implementing online marketing strategies in tourism compared to South Africa.

Source prepared by the researcher from existing literature

These findings are in concurrence with findings of the review of mobile marketing research by Varnali and Toker (2010) which established that by the year 2010 more than 255 mobile marketing research articles had been published in 82 peer-reviewed journals of which none of these had been carried out in Zimbabwe. Based on these findings the current researcher advances that the contents of Table 2.3 above reveal unequivocally that there is a dearth in existing literature in respect of mobile marketing research in Zimbabwe, and specifically in its domestic tourism and hospitality sector. Therefore, the current study was embarked in a bid to address this glaring knowledge gap.

The contents in Table 2.3 contrasts sharply with the attention given to mobile marketing research in other parts of the world, and they are in line with findings of the review of mobile marketing research by Varnali and Toker (2010). The latter established that by the year 2010 more than 255 mobile marketing research articles had been published in 82 peer-reviewed journals.

These figures, coupled with several recent articles that have been reviewed in this current research, portray a doubtless suggestion that mobile marketing research is indeed lacking in Zimbabwe. These findings imply that there is a gap that requires attention, as there is no meaningful research that has been conducted regarding MM in Zimbabwe.

Furthermore, as argued by several authors, domestic tourism has largely been ignored in Zimbabwe (Kabote *et al.*, 2017; Chiutsi *et al.*, 2011). This is regardless of the existence of its several benefits alluded to by Ambros and Yu *et al.* as cited in Moyo & Tichaawa (2017) and supported by Le Roux and Sanderson (2017). Extant literature confirms that the numbers of foreign tourist arrivals in Zimbabwe continued to decline over the past two decades (UNWTO 2013; World Economic Forum on Travel and Tourism Competitiveness, 2017; Le Roux & Sanderson, 2017). These notifications point to a gap that exists of transforming local Zimbabwean to become tourists within their own country to cushion the tourism and hospitality industry in times of volatility. Having lost a significant market share of foreign tourists over the last two decades, findings from existing literature indicate that to maintain viability the sector must consider implementing sustainable marketing tools for growing their domestic market.

In addition to the gaps identified through the review of literature, it was hypothesised that a relationship prevailed between several variables and that the adoption and use of mobile marketing tools in the tourism and hospitality sector in Zimbabwe was dependent on the availability of several variables or factors that may motivate employees to intend to use and use these MM tools. Despite the existence of abundant literature to support this hypothesis, there remains a need to test this hypothesis so that the hypothesised relationships can be proved or disproved in the Zimbabwean tourism and hospitality sector context.

2.13 CHAPTER SUMMARY

Reviewing prior literature serves as a yardstick to guide further research. This chapter allowed the researcher to identify gaps in the existing literature and findings. The chapter introduced the concept of Mobile Marketing (MM) and defined MM, the evolution of MM was highlighted, the benefits, unique features, types of MM, and constraints of MM, were propounded. An overview of the literature concerning Zimbabwe's mobile network sector and a discussion on supporting infrastructure was provided. Additionally, the chapter provided a brief critical analysis of literature relating to mobile marketing practices in the global tourism and hospitality industry as a starting point. Furthermore, a detailed analysis of literature on domestic tourism in Zimbabwe and the mobile marketing practices that exist across sectors and specifically in the Zimbabwe tourism and hospitality sector, was submitted. In conclusion the chapter ends with the identification of unanswered questions, which can be summarised as the lack of extant research findings of the adoption and implementation of mobile marketing practices by hospitality marketers in promoting domestic tourism in Zimbabwe. Additionally, the currently unknown state of the level of adoption and use of individual types of mobile marketing tools by hospitality marketing employees in promoting domestic tourism in Zimbabwe needs to be addressed. Likewise, having lost a significant market share of foreign tourists over the last two decades, findings from the existing literature indicate that to maintain viability, the Zimbabwe tourism and hospitality sector must consider engaging in the implementation of sustainable marketing practices for promoting their domestic market, hence the need to test the hypothesis to prove or disapprove these assumptions. The indicated divergence from the body of knowledge marks the point of departure for the current research study. The theoretical framework and hypothesis are discussed in the next chapter.

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 INTRODUCTION

This chapter presents the relevant theoretical and conceptual frameworks underpinning this research. Creswell (2014) postulates that theories are applied in quantitative, qualitative and mixed methods. Merton as cited in Remlar and Van (2015) defines a theory as a logical idea or conjecture about phenomena in the world. The theories relating to the adoption and diffusion of technological innovations were reviewed in order to derive an appropriate conceptual framework which could proffer a solution to the current research problem. Based on the existing theories, the conceptual framework was developed in order to determine the requisite research methodology. As rightly argued by Merriam (2001), the significance of a theoretical framework rests on the premise that all research emerges from a detailed theoretical investigation of the phenomenon under study.

3.2 THE DIFFUSION OF INNOVATION THEORY

Sahin (2006) articulates that the original Diffusion of Innovation Theory was proposed by Rogers in 1962, and has since evolved to its current 2003 version. Several authors proclaim that the Rogers's (2003) Diffusion of Innovation Theory (DIT) has endured as a significant theory given its wide use as a theoretical framework in prior technology diffusion and adoption studies (Al-Jabri & Sohail, 2012; Stuart, 2000; Dooley, 1999). Likewise, Maduku (2017) argued that in order to gain more insight about the adoption and implementation of technology, researchers have consistently applied DIT. For instance, Al-Jabri and Sohail (2012) applied the diffusion of innovation model to investigate factors that influence the adoption and use of mobile banking services in Saudi Arabia.

According to Rogers (2003), this model is premised on the assumption that the decision to fully use an innovation as the best course of action is what constitutes adoption, whilst rejection is not adopting the innovation at all. Diffusion is the spread of a new idea from its source to the ultimate users whereas adoption is also regarded as the mental process through which a person passes from the stage of first hearing about an innovation to the final decision to fully use it

(Spence, 1994). Rogers's DIT is a widely accepted adoption theory. Furthermore, Rogers's (2003) DIT model describes an innovation decision process that happens in five phases, namely: Knowledge, Persuasion, Decision, Implementation and Confirmation. Dooley (1999) and Stuart as cited by Sahin (2006) reported a wide use of Rogers's Diffusion of Innovation model as a theoretical framework in previous technology diffusion and adoption studies. The Diffusion of Innovation model continues to be applauded as a resilient theoretical model that addresses information technology adoption (Oliviera & Martins as cited in Stanoevska-Slabeva *et al.*, 2017).

Sahin (2007) reviewed the Rogers' (2003) Diffusion of Innovation Theory and propounded that creating awareness and informing individuals about the benefits and constraints of an innovation is key in reducing the uncertainty that could trigger rejection or non-adoption of an innovation. Rogers (2003) posits that the decision to adopt an innovation begins with the Knowledge phase. This phase is the first stage which happens when an individual starts to know about the existence of the innovation (see Figure 3.1). At this stage the what, how, and why questions are pivotal as the individual begins to establish what the innovation is, how it works and why it exists (Sahin, 2006). These questions form the three types of knowledge which Rogers (2003) names the awareness - knowledge, the how-to-knowledge and the principles knowledge. Rogers (2003) postulates that awareness-knowledge accounts for the knowledge about the innovation's existence. The current researcher concurs with Sahin (2007) assertions and develops a research model that can be used to investigate if the awareness of the benefits of Mobile Marketing tools can determine the intention to use them.

In the current study, awareness-knowledge is applied to answer questions relating to the individual hospitality marketing employee's awareness about existence of the specific types of mobile marketing tools, and to determine whether they have some knowledge about the benefits of these mobile marketing tools. Additionally, this study examined the indirect effects of awareness – knowledge(AK) to behaviour intention (BI). Thus the relationship between awareness-knowledge (AK) and behaviour intention (BI) is mediated by the two TAM constructs that is perceived usefulness(PU) and perceived ease of use(PEOU) in two separate paths thus they both follow a simple mediation model. Awareness –Knowledge (AK) is the dependent variable while perceived usefulness (PU) is an intervening variable while behaviour intention use mobile marketing practices (BI) is the dependent variable.

Baron and Kenny as cited in Preacher and Hayes (2004) advanced that a mediating variable is one influences the relationship between a predictor and the criterion. The current study examined the indirect effects of awareness - knowledge (independent variable) to behaviour intention (dependent variable) in two separate scenarios. In one instance the indirect effect of AK to behaviour intention was mediated by perceived usefulness as the intervening variable. In another path the indirect effect of awareness - knowledge (independent variable) to behaviour intention (BI) was examined with perceived ease of use (PEOU) as the intervening or mediating variable. The analysis here is of indirect effects also referred to as simple mediation (Preacher, Rucker & Hayes, 2007a). In the context of this research it is assumed that the amount of knowledge that hospitality marketers may have about mobile marketing tools and their benefits would influence their beliefs and perceptions about these tools usefulness or ease of use, thereby ultimately impacting on their behaviour intention to use these mobile marketing tools. The analysis here can be seen as having a conditional indirect effect (Hayes, 2018). Several previous studies on information and mobile technology adoption have tested the moderation and mediation effects of awareness and knowledge towards TAM's perceived ease of use and perceived usefulness (Mensah, 2020; Abubakar & Ahmad, 2013; Mutar, Dad & Amaya, 2011). Furthermore extant findings recommend testing for moderation effects in technology adoption studies (Hossain, Islam, Khan & Ramayah, 2011).

The Diffusion of Innovation Theory is arguably a relevant model to consider on the current study. Furthermore previous research, particularly in a study conducted by Islam *et al.* (2013) cited in Hsiao (2016) have been previously used concurrently with TAM to investigate users' adoption of mobile phone services which included Multimedia services and location based services, among others. In this regard the current study proposes a research model that integrates, TAM 2, and UTAUT specifically by applying the awareness-knowledge a DIT construct as a moderating variable towards perceived ease of use and perceived usefulness. The model also examines the direct effect of awareness knowledge towards behaviour intention to use mobile marketing tools.

In the current study, the researcher adopted the Diffusion of Innovation Theory (DIT) in order to investigate the amount of knowledge the employees already had about the existing mobile marketing tools, and whether this awareness-knowledge would translate into the modification of behaviour in relation to using MM tools. However, the weakness of the DIT emanates from

its insistence of the technological functionality of an innovation as being key to its adoption (see figure 3.1). DIT fails to provide the individual human motivation and personality characteristics that could also have an impact on the adoption or non-adoption of a technological innovation, and for this reason the researcher considered the usefulness of other frameworks and developed a model that integrates the DIT's awareness–knowledge attribute as a moderation of TAM's perceived ease of use and perceived usefulness.

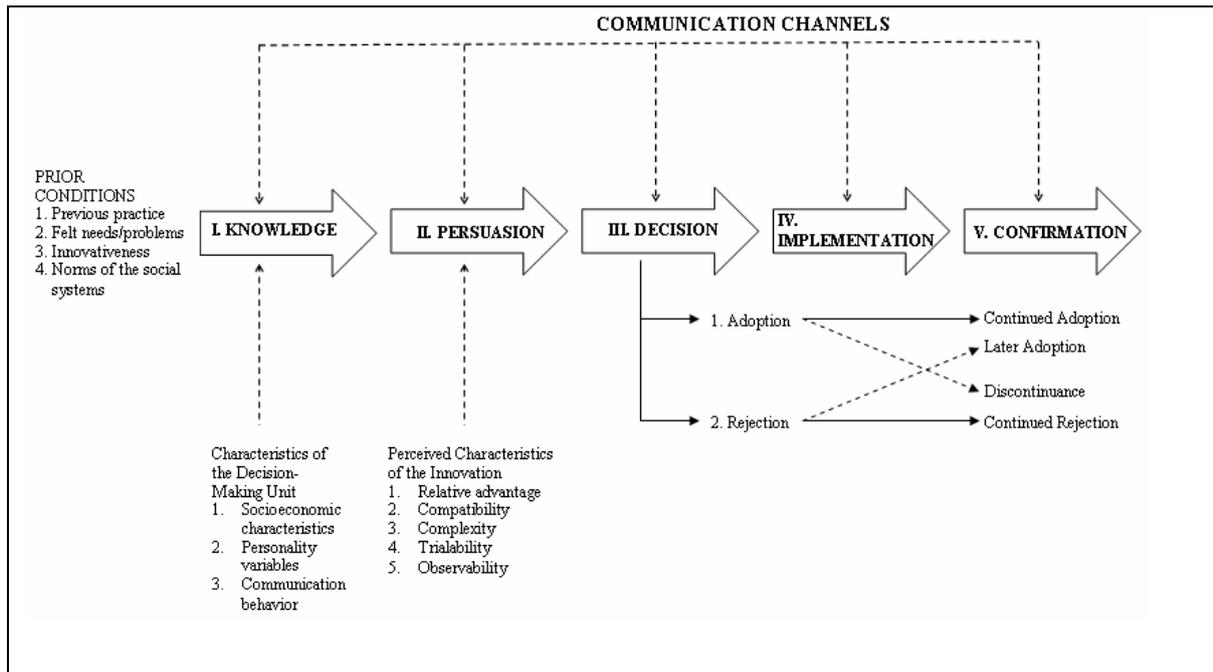


Figure 3.1: Diffusion of Innovation Model

Source: Rogers, 2003

3.3 THE TECHNOLOGY ACCEPTANCE MODEL2

The Technology Acceptance Model (TAM) which was originally established by Davis (1986) is a widely referred to theory in the studies of the adoption and usage of information communication technologies. Velmurugan and Velmurugan (2013), Brunner II and Kumar (2005), Schierz *et al.* (2010) as well as Aboelmaged and Gebba (2013) argued that although the Technology Acceptance Model (TAM) was originally designed to predict Information Technology (IT) system use at the workplace, its constructs have been extensively used to forecast individual technology acceptance in several settings (Pavlou, 2003; Yoon & Kim, 2007; Dabolkar & Bagozzi, 2002). Technology acceptance models reinforce that the adoption of new technology is rooted in behavioural intention. TAM was adopted from the Theory of Reasoned Action (Ajzen & Fishbein, 1980). The original TAM theory was proposed by Davis,

(1986) who claimed that technology acceptance is determined by two major variables, namely: perceived usefulness (PU) and perceived ease of use (PEOU). TAM has evolved over time as many researchers continue to put forth different views such that from a simple version of TAM created by Davis (1986), a more complex TAM 3 has been established by Venkatesh and Bala (2008).

Venkatesh and Davis (2000) explain that theoretical models on the user acceptance of information technology such as mobile marketing, utilise intention to use and actual use as the main dependent variables. These variables were viewed as applicable to the current research as the researcher was seeking to find out what MM tools are being used in the tourism and hospitality sector in Zimbabwe. Several theoretical and empirical findings confirm that TAM has persistently explained a sizeable difference of about 40% in usage intentions and behaviour (Venkatesh & Davis, 2000). In the extended TAM 2 model, Venkatesh and Davis (2000) argued that social influence processes such as voluntariness, subjective norm and image are important determinants of user acceptance.

The current researcher adopted voluntariness from TAM 2 and tested this construct in the context of the current study so as to determine if voluntariness can be associated with mobile marketing tools usage intentions and the actual use by hospitality marketers. This approach is supported by previous researchers namely Schierz *et al.* (2010) who admit that TAM 2 variables can be utilized to determine technology acceptance in several other situations. Bruner and Kumar (2005) agree with Davis' (1986) view that basically the focus of the TAM2 model is that the perceived ease of use of a technology or system and its usefulness are the fundamental determinants of behaviour intention to use a system or technology.

TAM has been extended several times in an effort by several researchers to align it with specific needs of various research studies as the original TAM weaknesses were observed, which emanated from it being inflexible (Venkatesh & Davis as cited in Schierz *et al.*, 2010). Park *et al.* as cited in Hsiao (2016) used TAM as a starting point in designing a cohesive model for examining satisfaction and usage intention of mobile social games. In line with the previous authors such as Bagozzi (2007) who advocate for additional variables to the original TAM and the reconceptualising of TAM, the current researcher adopted constructs from the more recent extended model TAM2. This provided a redesign of TAM 2 by merging it with other existing theories namely Diffusion of Innovation Theory (DIT), Model for PC Utilisation, Social

Cognitive Theory (SCT) and the Unified Theory of Acceptance and Use of Technology (UTAUT) and amalgamated these with new constructs in order to explain Mobile Marketing practices adoption and use in the tourism and hospitality sector in the Zimbabwean setting. Furthermore, several authors have augmented the original TAM and applied it to investigate adoption of mobile technologies (Velmurugan & Velmurugan, 2013).

In the research being reported in this thesis, the researcher also examined the two major constructs of TAM2, namely: Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) as key variables in determining the factors that are responsible for the adoption or non-adoption of Mobile Marketing tools amongst employees in the tourism and hospitality sector. The mediation role of both TAM constructs PU and PEOU on the indirect effect of Awareness–knowledge towards Behaviour Intention are also examined. This was done in order to establish if there was a significant positive or negative indirect effect. This is consistent with previous studies who argue for the importance of moderating and mediating effects of study variables (Mensah, 2020; Abu-Bakr & Ahmad, 2013; Mutar, Daud & Zamaya, 2011; Hossain, Islam, Khan, & Ramayah, 2011). In the research model it is suggested that there needs to be an assessment on whether the knowledge that hospitality marketing employees have about the perceived benefits of mobile marketing practices would lead them to regard these practices as useful or ease to use.

The researcher regards the underpinning concepts of the extended model TAM2 (Venkatesh & Davis, 2000) as critical in evaluating whether the adoption of MMS was beneficial or not, particularly on the employees' perceived benefits of job output and quality. The key objective of this research was to investigate and analyse the benefits of adopting mobile marketing tools in the tourism hospitality sector. To achieve the fulfilment of this objective, the extended TAM2 was applied through asking employees questions relating to the perceived benefits of mobile marketing tools on job output and quality as well as questions related to the social aspects and image of the Zimbabwean tourism and hospitality sector. Voluntariness and Experience which are components of TAM 2 (Figure 3.2) were used to assess employee's willingness to use Mobile Marketing Tools. The researcher did not make use of the more recent TAM 3 (Venkatesh & Bala, 2008) in this study, as its extensions.

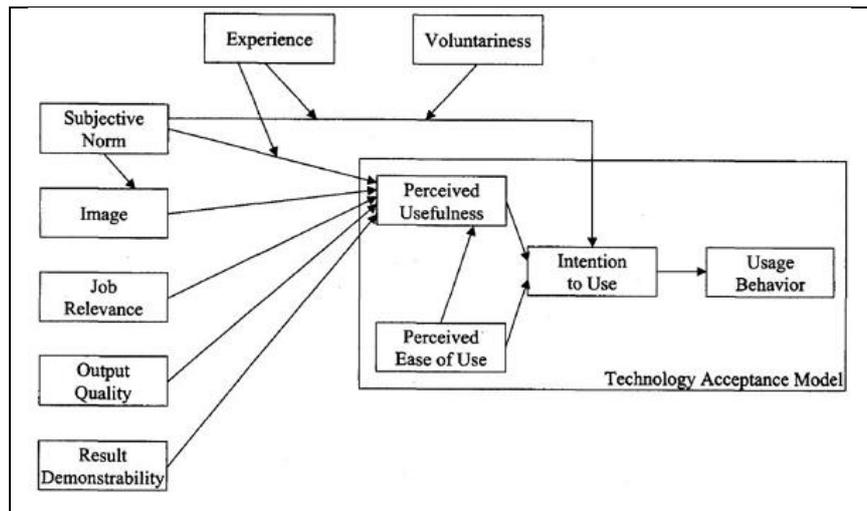


Figure 3.2: The Technology Acceptance Model 2 (TAM 2)

(Source: Venkatesh and Davis, 2000)

TAM 2's focuses on the individual user of a computer. This is a major benefit to the study, as TAM 2 is helpful when one seeks to understand the consequences of social processes on information systems development. For this research, social processes are critical as they are closely related to individual human factors and awareness issues that affect the development of key MM tools such as social media, Multi Media, and bulk SMS. The Unified Theory of Acceptance and Use of Technology (UTAUT) and Diffusion of Innovation Models seem to compliment TAM 2 on these critical dimensions.

3.4 MODEL FOR PC UTILISATION

The model of PC Utilisation(MPCU) was advanced by Thompson, Higgins, and Howell (1991) as a follow up from the Triandis (1977) Theory of Interpersonal Behaviour (Alkhwaldi & Kamala, 2017). Triandis (1977)'s original theory sought to explain how human behaviour happens and the determinants that aroused human behaviour. Furthermore Triandis posited that behaviour is determined by attitudes, social norms and habits (Alkhwaldi & Kamala, 2017). Thompson *et al.* (1991) modified the Triandis model and applied in the context of IS adoption and use for the purpose of predicting PC utilisation. The strengths of the MPCU model (Figure3.3) rests in it being regarded as the theoretical foundation behind explaining and understanding computer utilization in a voluntary context. Furthermore the validity of MPCU has also been proclaimed in recent times through its integration with other theories in the development of the Unified Theory of Acceptance and Use of Technology Model. This theory is particularly relevant to the current study because of its strength as an appropriate theory for predicting individual acceptance and use of various technologies in the work place. The present

study adopts some of the original elements of the Triandis model and the MPCU specifically habits, facilitating conditions and social influence. These three elements were further adopted in the more recent UTAUT 2. In that regard, the current study emphasized the use of UTAUT 2 and not specifically MPCU and the Triandis model as the basis of the theoretical framework. This, however, does not downplay the importance of the Triandis model and MPCU in the current study.

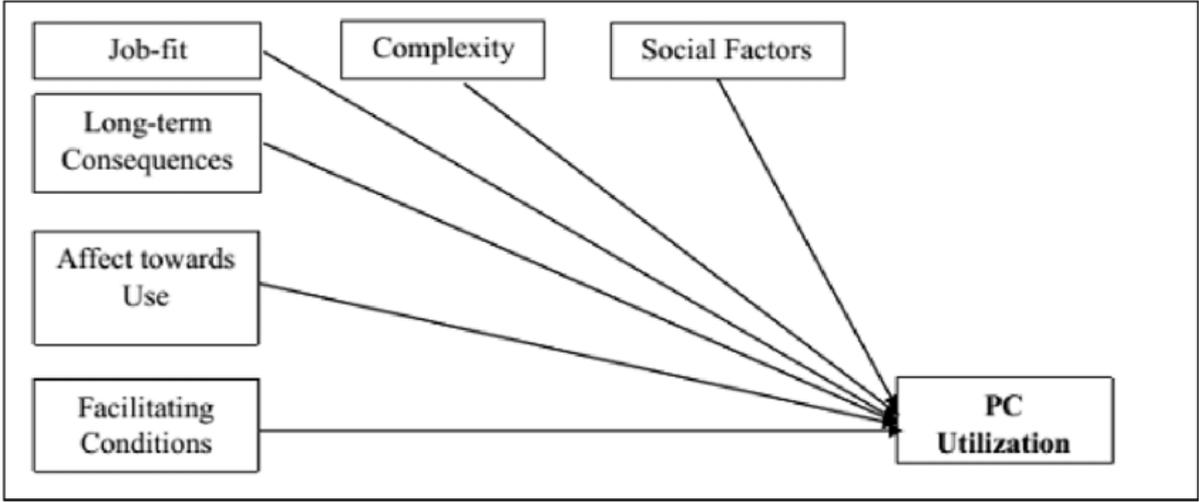


Figure 3.3: The Model for PC Utilisation

(Source: Thompson *et al.*, 1991)

3.5 SOCIAL COGNITIVE THEORY

The Social Cognitive Theory (SCT) was propounded by Bandura (1986) as an extension to the Social Learning Theory. The SCT (Figure3.4) has been widely used to explain individual acceptance of information communication technologies. The SCT stresses that human behaviour is determined by three sources of influence which are the behaviour itself, the personal factors and the environmental factors which are thought to influence each other in reciprocal manner (Bandura, 1989). Human beings exhibit certain behaviour as a result of active triadic corresponding interactions of the above mentioned three sources of influence (Bandura 1986a, 1989b). According to the SCT the way people interpret the outcome of their own behaviour informs and modifies their environments and the personal factors they possess which sequentially notifies and alters successive behaviour (Kripanont, 2007). The SCT is among the numerous theories that were originally applied to determine user acceptance of

Information Systems (IS) and Information Technology (IT), which have since become popular in examining user acceptance and adoption of mobile technologies (Hajivev., 2017; Ratten, 2011; Gong & Yan, 2004). The core components of the SCT model are performance self-efficacy, outcome expectation, personal expectation, anxiety and effect. Past studies have adopted the SCT in explaining employee utilisation of computer and information systems as well as to examine performance (Alkhwaldi & Kamala 2017). Furthermore the SCT is among the 8 theories that were integrated to come up with the UTAUT model (Venkatesh, Morris, Davis & Davis, 2003).

The SCT is an important theory because it stressed the need for analysing IT adoption and usage at the workplace from the perspectives of the individual and organisational perspectives. The SCT considers that in the work environment the adoption and use of technological innovations is not under the control of the individual alone but the organisation has a key role to play (Abbasi as cited in Alkhwaldi & Kamala, 2017). The SCT presents as a useful foundation to understand the external and internal stimuli that influences an individual desire to adopt and use an innovation (Ratten, 2011). The present study suggest that these individual human factors could be free will to use mobile marketing, ability to navigate on a mobile device, and ability to complete a task using mobile devices. In the same vein, the current study also assumes that organisational factors relate to internal work environmental factors. These could be company policy and the capability of the organisation to procure requisite infrastructure that would enable adoption and implementation of MM practices at the work place, and other managerial supportive behaviour towards the employee's efforts in MM adoption. The current study model adopts some constructs that were part of the SCT and later consolidated into the UTAUT 2. The SCT is considered as a significant model in the current study as it has been applied in several other studies to explain behaviour intention towards adoption and usage of mobile technologies and other tech innovations (Hajiyev, & Chang, 2017; Alkhwaldi & Kamala, 2017. Ratten, 2011; Kripanont, 2007; Gong & Yan, 2004; Compeau & Higgins, 1995a, 1995b). The current study specifically relates to the SCT in that it emphasises both individual, and organisational factors in examining hospitality marketing employees' adoption and usage of mobile marketing practices in promoting domestic tourism in Zimbabwe.

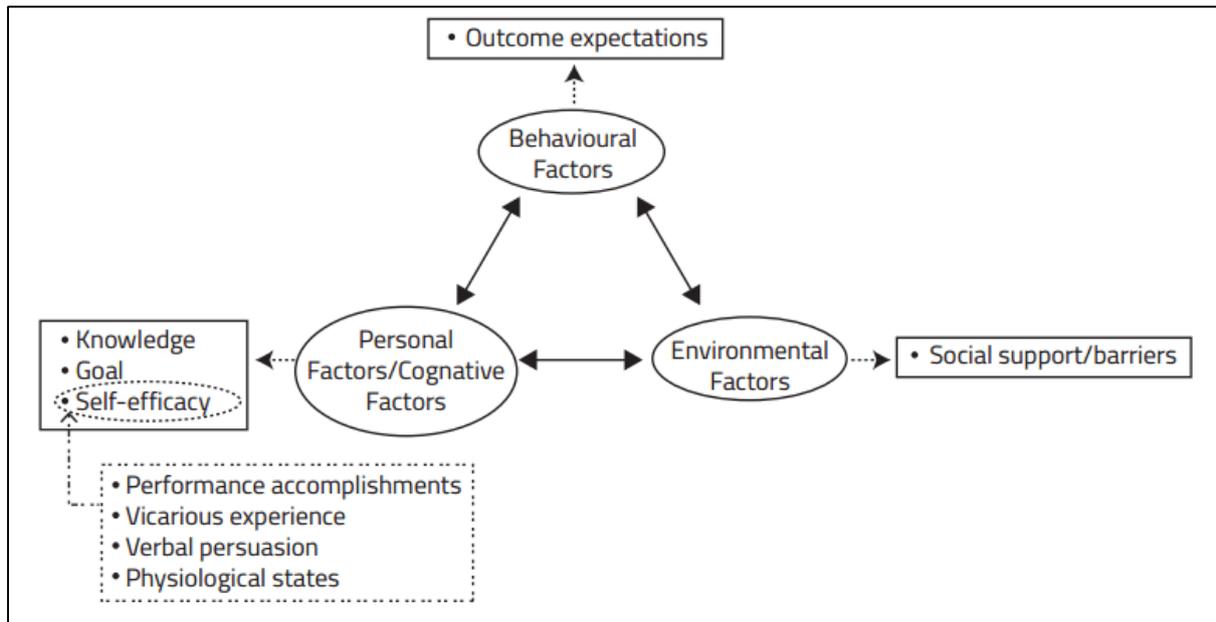


Figure 3.4: The Social Cognitive Theory

(Source: Bandura, 1989)

3.6 UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY MODEL

The Unified Theory of Acceptance and Use of Technology model (UTAUT) model was developed as a result of the integration of eight theories into one (Venkatesh *et al.*, 2003). According to Zhou (2012), this model combines the Technology Acceptance Model (TAM), Diffusion of Innovation theory (DIT), Theory of Reasoned Action (TRA), Theory of Planned Behaviour (TPB), the Model of PC Utilisation (MPCU), and the Social Cognitive theory (SCT), among others. UTAUT (Figure 3.5) has been used by various authors to explain user adoption of several information and mobile technologies, among them internet banking, mobile banking, and the digital library (Zhou, 2012). The UTAUT model presents four constructs, namely: performance expectancy, effort expectancy, social influence and facilitating conditions as key in explaining the users' intention to use or adopt an information system (IS). Venkatesh *et al.* (2003) further argued that gender, age, experience and voluntariness are theorised for use as moderators of various UTAUT relationships. These dimensions are omitted in the TAM and were not considered by the author of the DIT model. The key strength of Venkatesh's UTAUT model is that, unlike the DIT and TAM, it emphasizes that facilitating conditions (FC) play an important role in user behaviour, whilst social influence (SI) affect behaviour intention. In the context of the current research FC and SI as constructs of UTAUT were applied to investigate the perceptions of marketing employees about the roles of relevant stakeholders on the adoption

of mobile marketing tools for domestic market growth in the tourism sector in Zimbabwe. In a study conducted by Zhou (2012) to examine location based services from the UTAUT viewpoint, several constructs of UTAUT were interrogated and both facilitating conditions as well as social influence were found to have a significant effect on usage intentions.

As indicated in Figure 3.5, in the current research the researcher borrowed the concept of FC from UTAUT but expanded it to a more complex ideology of enabling environment conditions (EC). This is because this research was carried out in the developing country context, in which the concept of facilities according the researcher is more than just physical but it could also include the various stakeholder policies and the socio-economic environment. Additionally, the current research makes use of voluntariness and experience variables that appear in both TAM 2 (Venkatesh and Davis, 2000) and UTAUT (Venkatesh *et al.*, 2003). In this study voluntariness and experience are used together with the researcher's own added variables, namely: fear of technology and social networking habits to explain individual human factors (IHF), which is another key construct on the research model.

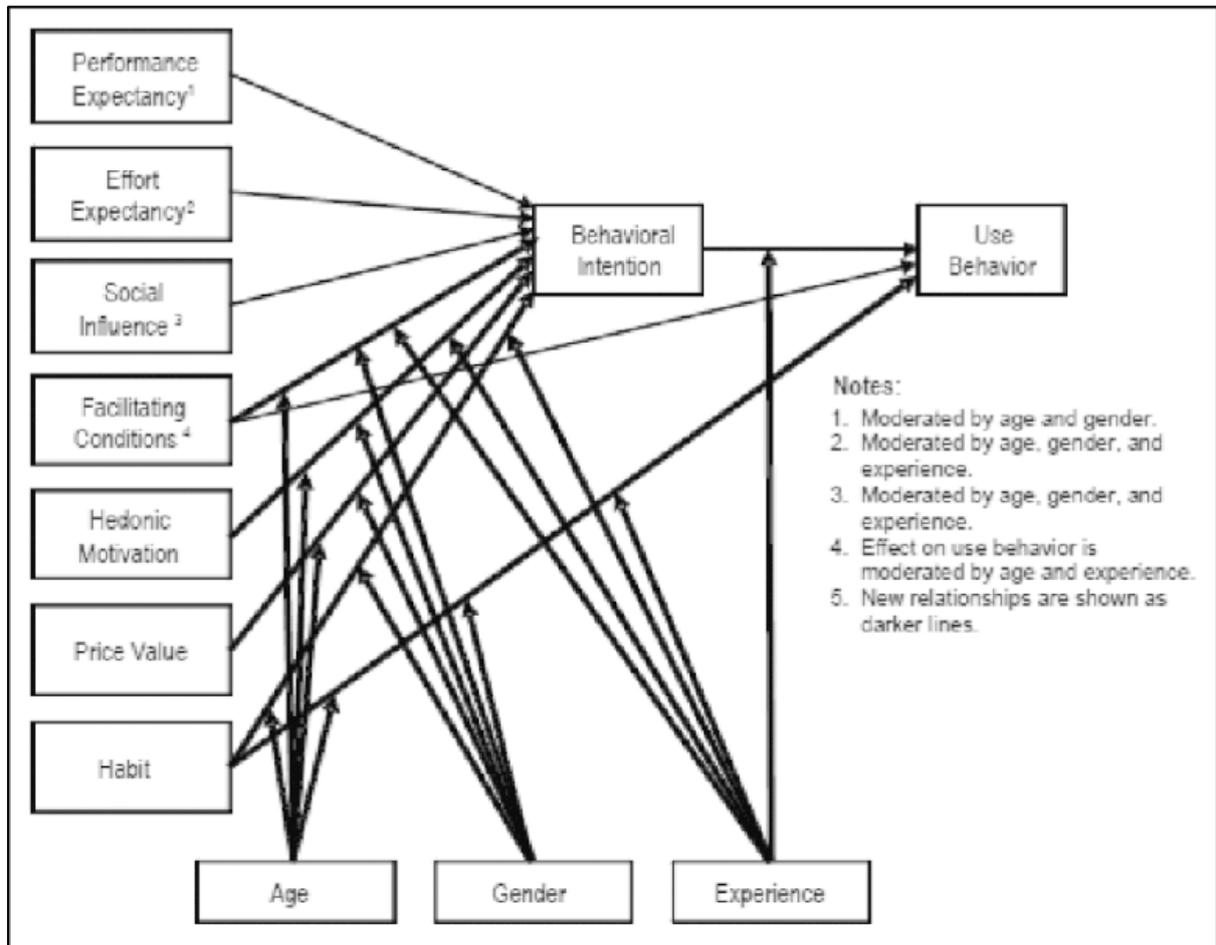


Figure 3.5: The Unified Theory of Acceptance and Use of Technology (UTAUT) model
 (Source: Venkatesh *et al.*, 2003)

3.7 DEVELOPMENT OF THE HYPOTHESIS

3.7.1 Awareness and Knowledge of Mobile Technology H1

Velmurugan and Velmurugan (2014) argued that awareness is a fundamental driver to individual adoption behaviour and it can determine whether an individual has knowledge about a particular product. Kim *et al.* (2016) conducted an online survey among adults aged above 55 years of age and established that being aware of the existence of mobile devices and having superior knowledge about them positively affected the propensity to use the mobile devices for tourism. Likewise, Pikkarainen *et al.* (2004) found that the amount of information about online banking services that individuals had, significantly influenced explanations on their usage behaviour. These findings suggested that the amount of information an individual has about a particular technology would enhance their understanding of its benefits (Pakkarainen *et al.*, 2004). Persaud and Azhar (2012) claimed that information was a favourable influence on

mobile services and devices usage. Persaud and Azhar (2012) further argued that there was a significant negative effect on the willingness to use mobile shopping if the lack of awareness of the benefits persisted amongst consumers. Earlier findings by Megdadi and Nusair (2011) were in line with this view and also showed that the lack of awareness was a notable barrier to mobile marketing adoption. Other authors such as Gao *et al.* (2010), Sultan *et al.* (2009) and Karjaluoto *et al.* (2008) cited in Persaud and Azhar (2012), argue that having information about the benefits of mobile services would positively relate to the intention to use the services. Lin and Lee (2005) reported that there is a significant association between knowledge management (KM) processes such as knowledge acquisition and e-business systems adoption.

In the context of tourism, Buhalis and Law (2008) argued that knowledge about various ICT tools and the internet has transformed today's tourists who now demand dynamic technologically driven reservations system offerings from tourism players. Furthermore, Lopez-Nicholas *et al.* (2008) cited in Velmurugan and Velmurugan (2014), found that consumers were not keen to use their mobile phones to navigate technologies that they were not familiar with. Khan and Allil as cited in Noor, Sreenivasan and Ismail (2013) found that awareness was a direct factor and determinant of mobile advertising. In line with these findings, the current researcher proposes the following hypothesis:

H1a: The intention to use mobile marketing tools is dependent on hospitality marketing employees' awareness and knowledge about individual mobile marketing tools.

3.7.1.1 The Indirect effect of Awareness– Knowledge on Behaviour Intention by Perceived Usefulness and Perceived Ease of Use (Mediation)

Baron and Kenny as cited in Preacher and Hayes (2004) advanced that a mediating variable is one which influences the relationship between a predictor and the criterion. Several studies on mediation and indirect effects assumes that linear relationships exist between the independent variable (predictor), the intervening variable (mediator) and the dependent variable (Preachers & Hayes, 2010). In the current study two indirect relationships were examined, first the relationship between AK (independent variable) and BI (dependent variable) was examined using PU in one instance and then using PEOU in another separate scenario. PU and PEOU were the intervening variables in each case. Previous findings admit to the extensive application of awareness - knowledge (AK) , perceived usefulness(PU) and perceived ease of use(PEOU) as mediation and moderation variables in technology adoption studies (Abubakar & Ahmed 2013; Omar, 2011; Yakub, Bello, Adenuga, & Ogundeji 2013). Venkatesh *et al.*

(2003) proposed that researchers should examine mediating and influences in technology studies in view of inconsistencies that may exist among relationships of some constructs. In line with these assumptions the current study proposes that Awareness-Knowledge be examined for its indirect relationship, with behaviour intention while mediated by the two TAM constructs PU and PEOU as intervening variable in separate simple mediation models. Firstly effect of awareness –knowledge towards behaviour intention to use mobile marketing practices is mediated by Perceived Usefulness. Secondly the effect of awareness-knowledge is mediated by perceived ease of use. Both TAM constructs PU and PEOU are the intervening variables, in this regard. In line with these assertions the study proposes these hypotheses:

H1_b: *The effect of awareness – knowledge on Behavior intention to use of mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Usefulness*

H1_c: *The effect of awareness – knowledge on Behavior intention to use of mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Ease of Use*

3.7.2 Perceived Ease of Use H2

Perceived ease of use is defined as a phenomenon that happens when a person believes that using the system will be free of mental effort (Davis, 1989). In a study conducted to investigate loyalty among individuals who used the mobile hotel booking technology, Barutcu and Ozturk (2009) established that PEOU was a significant determinant of loyalty intentions towards the indicated technology. Yousuf (2016) in a study conducted in Dhaka, Bangladesh, established that the perceived ease of using online messaging services has a direct positive relationship with the potential user's intention to use this service. In a study aimed at extending TAM whilst integrating it with DIT, Bhatti (2007) tested the empirical model by means of regression analysis and established that PEOU has a positive influence on behavioural intention to adopt m-commerce. In general, the findings by several authors have argued that the perceived ease of using a technology is a significant influencing factor in relation to the adoption of the technology (Geffen & Straub, 2003; Venkatesh & Davis, 2000; Barutcu & Ozturk-Gol, 2009; Lu *et al.*, 2009; Fazil *et al.*, 2016; Belkamza & Aziz, 2015). It is imperative to note that the indicated argument has been disproved by some authors (Wu & Wang, 2014; Hsu *et al.*, 2006; Pharthasarathy & Bhattacharjee, 1998). Therefore, in the current research, the researcher

sought to test the correctness of the indicated argument, which formed the following researcher's second hypothesis:

H2: Perceived ease of use has a direct significant influence towards behavioural intention to use Mobile Marketing tools by marketing employees in tourism and hospitality.

3.7.3 Perceived Usefulness H3

The perceived usefulness of a particular system was defined as the degree to which an individual believes that using that particular system can enhance her/his job performance (Davis, 1989). In the original TAM theory, Davis (1989) argued that the perceived usefulness of information technologies has a direct positive influence on behavioural intention to accept and use the technologies. Park *et al.* (as cited in Hsiao, 2016) proposed an integrated model of the extended TAM for testing the determinants of players' acceptance of mobile social network games and established that the perceived usefulness of mobile social network games was a significant driver of the intention to use the games. Earlier findings of a study conducted by Bruner and Kumar (2003) to explain consumer acceptance of hand-held internet devices concurred with Davis (1989) as they further confirmed that the perceived usefulness of a technology is a fundamental driver of technology adoption.

Furthermore, several other authors agree with the view that the adoption of mobile information services is influenced by their perceived usefulness (Ileana–Cabanillas & Alonso-Dos –Santos 2017; Tsai as cited in Wang *et al.*, 2014; Kim *et al.*, 2012; Peres Correirra & Moital 2011; Lai & Yang, 2009; Khalifa & Shen, 2008). Furthermore, some authors have the view that the intention to adopt mobile marketing is strongly associated with its perceived value, a concept which is closely related to perceived usefulness (Persaud & Azhar, 2012; Gana *et al.*, 2016). Yang *et al.* (2016) admits that the perceived usefulness itself directly influences the perceived value, which further influences the intention to use mobile devices. Likewise, the findings by Lee *et al.* (2007) revealed that the perceived usefulness of multi-media messaging was a key motivator on the potential users' intention to use this technology, which is, according to this researcher, an important component of mobile marketing. In addition, mobile marketing has been shown to be a significant enabler of customer relationship management (Gana *et al.*, 2016; Dickinger *et al.*, 2010). Therefore, based on the literature reviewed in this section as well as the focus of this study, the current researcher also hypothesised as follows:

H3: The perceived usefulness of mobile marketing practice positively influences behavioural intention to use the mobile marketing tools by hospitality marketing employees.

3.7.4 Individual Human Factors H4

Both, the extended Technology Acceptance Model 2 (Venkatesh and Davis, 2000) and the Unified Theory of Acceptance of Use of Technology (UTAUT) (Venkatesh *et al.*, 2003) have emphasized that individual human factors such as experience, voluntariness and social influence are key moderating variables of the intention to use technological innovations. Furthermore, individual or personal factors have been proposed as important elements in the modelling of earlier theories of Information Systems and Information Technologies adoption and acceptance such as the Social Cognitive Theory (1986) and the Model for PC Utilisation (1991). Kijanyotin *et al.* (2009) tested the applicability of the UTAUT in Thailand, and concluded that the intention to use information technology and systems is significantly influenced by previous experience in using IT systems and facilitating conditions. They also concluded that voluntariness has greater influence on the acceptance of the IT systems. In previous studies, researchers have sought to test the significance of individual human factors on the intention to use mobile marketing. For instance, a study conducted by Madhuku *et al.* (2016) showed that employee capability is a fundamental driver of mobile marketing adoption. This finding supports earlier findings by Lin and Ho (2011) as well as Weng and Lin (2011) who argued that the quality of employees has a significant impact on the adoption of innovations in many organisations. Additionally, several authors such as Bagozzi (2007), Venkatesh *et al.* (2008), and Benbasat and Barki as cited in Venkatesh *et al.* (2012) concur that it is imperative to expand the scope of theoretical mechanisms. Furthermore, besides infrastructure and the other physical environmental factors, the attainment of mobile technologies adoption and their successful implementation would depend on human factors such as skills and the attitudes of individuals (Kuklska-Hulme & Traxler as cited in Thomas, Lenadlar. & Gaffer, 2013). In the case of this study these individual human factors could be the individual marketing employee's own free will to make use of mobile marketing tools, their own experience in using mobile devices and their ability to navigate on the mobile device as well as their social networking habits. Furthermore, individual or personal factors have been proposed as important elements in the modelling of earlier theories of Information Systems and Information Technologies adoption and acceptance such as that Social Cognitive Theory (1986) and the Model for PC Utilisation (1991). While voluntariness has been tested as a sub

hypothesis in several UTAUT and TAM based studies, it has been left out in this particular study owing to the fact that in this context the employees may not necessarily volunteer to use mobile marketing practices in the work place but rather may need to be motivated. In line with these arguments, the current research proposes the following discussion and sub hypothesis. Whilst most of the sub hypothesis have been borrowed from existing theories outlined above, the current researcher has added fear of technology to be considered as sub hypothesis.

3.7.4.1 Social Networking Habits and behaviour

Kim *et al.* (2011) cited in Chinomona and Sandada (2013) also tested a hypothesis relating to the influence of social networking behaviour and habits by testing whether the extent to which consumers share or access content had an influence on mobile marketing acceptance and ultimate purchase behaviour. Thompson *et al.* (1991) originally described habits and social influence as elements the Model for Personal Computer Utilisation (MPCU) a follow up from the Triandis Model (1977). Habits and Social influence, have become significant constructs of UTAUT 2, and are affirmed by several authors to be a key determinant of the intention to use technology (Martins and Oliviera, 2012). These arguments led the current researcher to also putting forth the following hypothesis:

H4a: Social networking habits and behaviour of hospitality marketing employees have a direct positive influence on the intention to use mobile marketing practices.

3.7.4.2 Fear of Technology

Techno-paranoia affects varied issues including the use of the mobile phones (Mordino, 2007). Mordino (2007) further posits that fear of technology emanates from the frightening narratives that diffuse within a human community during the absorption of the new technology. Bitner and Bitner (2002) suggest that fear of failure is a key factor towards fear of technology use. Sinclair and Aho (2017) found out that indeed fear of technology was an impediment to technology adoption. The current study adopts this construct as an addition to extend the existing theories of technology adoption considered here. In line with these assertions the following hypothesis was tested in this study:

H4c: Fear of technology has a significant influence on the intention to adopt and use mobile marketing practices by hospitality marketing employees.

3.7.4.3 Experience

The level of experience of users has been regarded as a prominent moderating variable in several studies whose theoretical grounding is TAM, however, some authors continue to ignore experience as a moderating construct due to its subjective nature (King and Hu, 2006). In a

study conducted to extend the UTAUT, experience was found to be a resilient moderating variable towards determinants of behavioural intention and usage of technology (Venkatesh *et al.* 2012). Furthermore, assertions by Johns (2006); Alvesson and Karreman cited in Venkatesh *et al.* (2012) suggest that modifications in the relationship between constructs in the existing theories can emerge due to changes in contexts within which theorization is happening such that, a mediating variable can be regarded as a determinant variable. In line with these arguments, the current researcher sought to find out whether experience is a direct determinant of behavioural intention. Therefore, with the indicated views and arguments in mind, in this study the researcher put forth the following hypothesis:

H4a: Experience in using mobile phones significantly influences the intention to use mobile marketing tools by hospitality marketing employees.

3.7.5 Technology Accessibility H5

Accessibility is a term that can be used in a variety of contexts, such as accessibility of technology to all users or whether technology itself is available for use (Fichten *et al.*, 2007). In the context of the current research, technology access refers to access to smartphones, mobile apps and internet connectivity. In Zimbabwe several stakeholders impact on the availability of mobile technologies to the citizens, these include, POTRAZ, ZIMRA, and Government. In the case of tourism and hospitality, the availability of these technologies is also affected by the ZTA, as it is the organization that is tasked with advocating for policy favourable to this sector at a national level for instance it can be expected that the ZTA can lobby for lower internet data rates for the sector and so on. In the present study these stakeholders have been referred as the external environmental factors that impact on technology accessibility. Sathye as cited in Pikkarainen *et al.* (2004) argued that internet access was an important factor that impacted on online banking adoption. However, in a similar study conducted by Pikkarainen *et al.* (2007), no such conclusion was made. In line with these findings the current researcher decided to also test the following hypothesis:

External stakeholders and technology accessibility significantly influences individual hospitality marketing employee's intention to use mobile marketing practices

3.7.6 Enabling Environmental Conditions H6

Venkatesh *et al.* (2003) proposed four constructs, namely: performance expectancy, effort expectancy, social influence and facilitating conditions as key in explaining user's intention to use or adopt an information system (IS). According to Venkatesh *et al.* (2003), facilitating

conditions refers to consumer's perceptions of the resources and support available to perform a behaviour. In the UTAUT model the significance of facilitating conditions in predicting user intention and behaviour was accepted. Extant literature suggests that several authors have examined the role of facilitating conditions in predicting the intention to use technology with mostly positive results (Martins, 2012; Kim *et al.*, 2011; Kijisanayotin *et al.*, 2009; Gahtani *et al.* 2007). Borrowing from Venkatesh *et al.* (2003), in the current research the researcher used the facilitating conditions concept, but slightly expanded it, thus replacing it with the concept of enabling environmental conditions to suit the context of the current study.

Porteous (2006) defined the term enabling environment as assets of conditions which promote a sustainable trajectory for market development. Taewoo Nam and Padro (2011) argued that leadership and inter-organisation coordination were necessity for success of technological innovations, and that innovative organisational policy enables technological potentials. A recent study by Stanoevska-Slabeva *et al.* (2017) on the assimilation of mobile marketing in companies, findings indicated that efficient absorption of mobile marketing tools in an organisation requires an appropriate corporate environment, one that tames the technology. They further concluded that a company's mobile culture and management support had an impact on mobile marketing goal achievement. Basing on these findings, and in line with the context of the current research, the following sub hypotheses are presented:

H6_a: Management support has a direct influence on hospitality marketing employee's intention to use mobile marketing.

H6_b: *Availability of mobile communications infrastructure at the workplace will directly influence intention to use mobile marketing.*

3.7.7 Behaviour Intention H7

The Theory of Reasoned Action states that behaviour is a function of behavioural intention (Azjen & Fishbein, 1980 cited in Nisson and Earl, 2016). Azjen and Fishbein (1980) stipulate that attitude has a major influence on the intention to use a system which in turn generates actual usage behaviour. This view was supported by various authors (Yi *et al.*, 2006; Venkatesh & Davis, 2000; Taylor & Todd, 1995; Davis, 1989). In a study conducted to test the acceptance of the World Wide Web, Moon and King (2001) maintained that there was a positive relationship between behavioural intention to use it and the actual usage behaviour. Therefore, the current researcher also proposed the following hypothesis:

H7: *There is a direct positive relationship between Behavioural Intention to use mobile marketing practices and the actual use of mobile marketing practices by hospitality marketing employees in Zimbabwe.*

3.8 THE RESEARCH MODEL

The conceptual framework (Figure 3.6) extends from the factors proposed by Rogers (2003), Davis and Venkatesh (2000) and Venkatesh et al. (2003), by adding other variables, namely: the Technology Accessibility (TA) and the existence of enabling Environmental Conditions (EC) at work such as Mobile technology infrastructure (MOBITECINFRA) and Management support (MGTSUPPORT). Social networking habit (SOCNETHAB) and Experience have been added on the model as part of modifications from previous constructs on the UTAUT, MPCU and SCT. Fear of Technology (FEARTECH) is a new addition which the researchers considers as a relevant variable since the study setting is Zimbabwe, a developing country, hence the need to assess if respondents could be affected by fear as they use mobile technologies. In this conceptual framework, the term technology specifically means ICT infrastructure, internet, mobile apps, software and smart phones, whereas external and internal enabling environmental conditions specifically refers to management supporting, company mobile technology infrastructure, external stakeholders concerned with ICT regulations, cyber laws, infrastructure, tariffs and tax. These new variables, AT and EEC are particularly pertinent in terms of technology adoption in Zimbabwe given that this country is in its infancy stage in terms of economic development, hence they cannot be ignored.

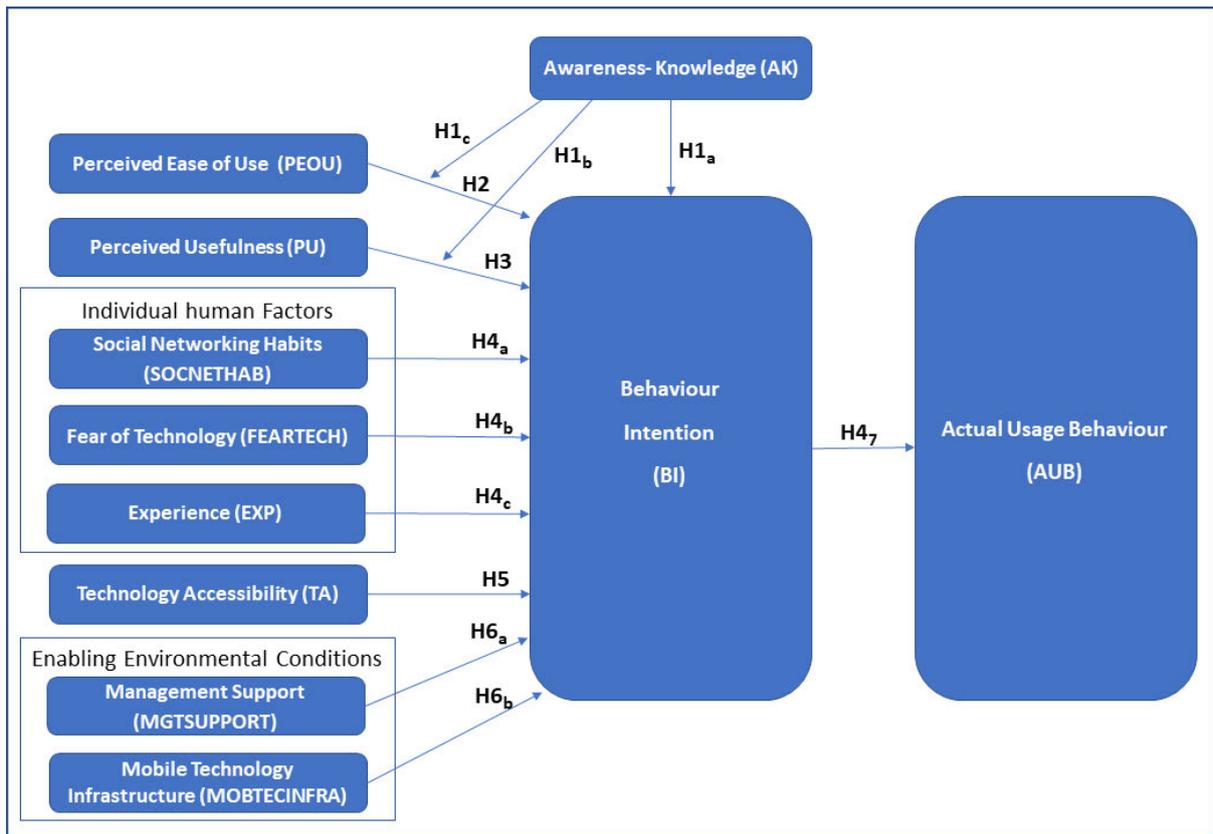


Figure 3.6: The Adoption of Mobile Marketing Practices Conceptual Model

(Source: Researcher’s own model)

3.9 CHAPTER SUMMARY

The chapter has presented the theoretical foundations underpinning this research study. Reviewing these theories was necessary for the researcher in order to develop a sound conceptual model. Though Mobile Marketing research is still in its infancy, the theories advanced in this chapter have been applied in the MM research elsewhere. Nonetheless, in the Zimbabwean context, mobile technology adoption and use theories have not been examined comprehensively for their application in practical settings, especially from the perspective of hospitality marketing employees. Having provided relevant theories in this chapter and having developed hypotheses as well as a conceptual model for this study, the next chapter provides a detailed research methodology adopted in the present study.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 INTRODUCTION

The purpose of this chapter is to discuss the research methodology used in gathering and analysing data to fulfil the research objectives, answer the stated research questions, and to test the hypotheses posed on the research model. The researcher depended heavily on the work of Creswell (2014) in designing the methodology of the current research. The researcher begins this chapter by explaining the research paradigms associated with this study, followed by a detailed methodology comprising of the research approach, design and strategy. Furthermore, in this chapter, the researcher presents the population and sample frame and clarifies the sample size and sampling technique used. Data gathering techniques, research instruments and data analysis are also explained data validity and reliability measures are noted.

4.2 MAIN RESEARCH QUESTION AND HYPOTHESES

4.2.1 Main research question

To ensure the methods for conducting the inquiry were aligned with the purpose of the inquiry the main research question was restated as follows:

Can the adoption and usage of mobile marketing practices by hospitality marketers for the promotion of domestic tourism in Zimbabwe be established?

In Chapter Three, a detailed critical review of the theories that underpin the study was provided. Five theories were analysed and evaluated on how they contribute to the development of the theoretical framework of the current study. These theories included the Technology Acceptance Model 2 (Davis, 1989; Davis and Venkatesh, 2000), the Unified Theory of Acceptance and Use of Technology² (Venkatesh *et al.*, 2003); the Diffusion of Innovation Theory (2003), the Social Cognitive Theory (Bandura, 1986) and the Model for Personal Computer Utilisation (Thompson *et al.*, 1991). Perceived ease of use and perceived usefulness were the two constructs of the original TAM (Davis, 1989) that were adopted to achieve some the objectives. Fundamentally, the current study adopts TAM because it has always been useful in studies that aim to predict behaviour (Hsu *et al.*, 2006). Therefore, the relevance of TAM in this present study is irrefutable. Additionally, hypotheses were tested to examine these constructs

concerning the current study. Diffusion of Innovation Theory was integrated with TAM and UTAUT by including the awareness–knowledge, one of the three types of knowledge advanced by Rogers (2003) in the Diffusion of Innovation Theory (Sahin, 2006). In line with the current study, awareness–knowledge was examined in the context of this particular research. Moreover, in this study, the respondents were hospitality marketers, and it was regarded imperative to investigate their level of awareness about the existence of MM as well as the extent of knowledge about the benefits of MM.

The UTAUT2 was found to be very useful for interrogating opinions that respondents had about both internal and external stakeholders. Furthermore, because UTAUT is an amalgamation of many theories including the Model for PC Utilisation (MPCU) and the Social Cognitive Theory which were also pivotal in the current study, the importance of UTAUT in the current study cannot be overemphasised. These three theories, thus UTAUT 2, the Social Cognitive Theory and the MPCU were particularly relevant in answering the fourth and the sixth objectives, and to facilitate the developing and testing of the fourth and the sixth hypotheses the were important. Chapter Three provides a critical evaluation that exposes the contribution of each of these theories to the current study. Nevertheless, in coming up with a sound methodology to avoid deviation from the subject matter it was necessary to reiterate these hypotheses as follows:

4.2.2 The Hypotheses

4.2.2.1 Hypotheses related to Awareness-Knowledge (AK) H1

H1_a: *The intention to use mobile marketing tools is dependent on hospitality marketing employees' awareness and knowledge about individual mobile marketing tools.*

H1_b: *The effect of awareness – knowledge on behavior intention to use mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Usefulness*

H1_c: *The effect of awareness – knowledge on behavior intention to use mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Ease of Use.*

4.2.2.2 Hypothesis Related to Perceived Ease of Use (PEOU) H2

H2: *Perceived Ease of Use has a direct significant influence towards behavioural intention to use Mobile Marketing Tools by marketing employees in tourism and hospitality.*

4.2.2.3 Hypothesis Related to Perceived Usefulness (PU) H3

H3: The perceived usefulness of mobile marketing tools positively influences behavioural intention to use mobile marketing tools by hospitality marketing employees.

4.2.2.4 Hypotheses Related to Individual Human Factors (IHF) H4

H4a: Social networking habits or behaviour of hospitality marketing employees have a direct positive influence on the intention to use mobile marketing practices.

H4b: Fear of technology has a significant influence on the intention to adopt and use mobile marketing practices by hospitality marketing employees.

H4c: Experience in using mobile phones significantly influences the intention to use mobile marketing tools by hospitality marketing employees.

4.2.2.5: Hypothesis Related to Technology Accessibility (TA) H5

External stakeholders and technology accessibility will significantly influence individual hospitality marketing employee's intention to use mobile marketing practices.

4.2.2.6: Hypothesis Related to Enabling Environmental Conditions (EEC) H6

H6a: Management support has a direct influence on hospitality marketing employee's intention to use mobile marketing.

H6b: Availability of mobile communications infrastructure at the workplace will directly influence the intention to use mobile marketing.

4.2.2.7 Hypothesis Related to Behaviour Intention towards Actual Usage Behaviour H7

H7: There is a direct positive relationship between Behavioural Intention to use mobile marketing practices and the actual use of mobile marketing practices.

4.3 RESEARCH PHILOSOPHY

Philosophical assumptions and distinct methods are the two essential elements that are critical in defining a research approach (Creswell, 2014). Research philosophy is a comprehensive concept associated with the evolution of knowledge and the basic characteristics of knowledge (Saunders, Philip & Thorn hill, 2009). There are many ways of knowing emanating from the broad discipline called epistemology (Remler & Van Ryzin, 2015: 15). When conducting research, one is guided by their fundamental beliefs about the world and how they interact with

the world, that is, what constitutes their views of the world (Cresswell, 2014; Bryman., 2012; Saunders, 2009).

Essentially, every specific research process including this current study culminates in the development of new knowledge. Creswell (2014) recommends that researchers ought to clearly express their philosophical intentions in broad terms. Clarity of beliefs that guided the current researcher's understanding of the nature of knowledge and how it is generated assisted the researcher to pose functional arguments concerning the choice of research approach amongst key options, namely: qualitative, quantitative or mixed-method. Recognizing that philosophical ideas are often concealed in research they guide the research designs and specific methods as well as the broad rationale for a study, concluding with a seamless interconnectedness (Slife & Williams as cited in Creswell, 2014) (See Figure 4.1 below).

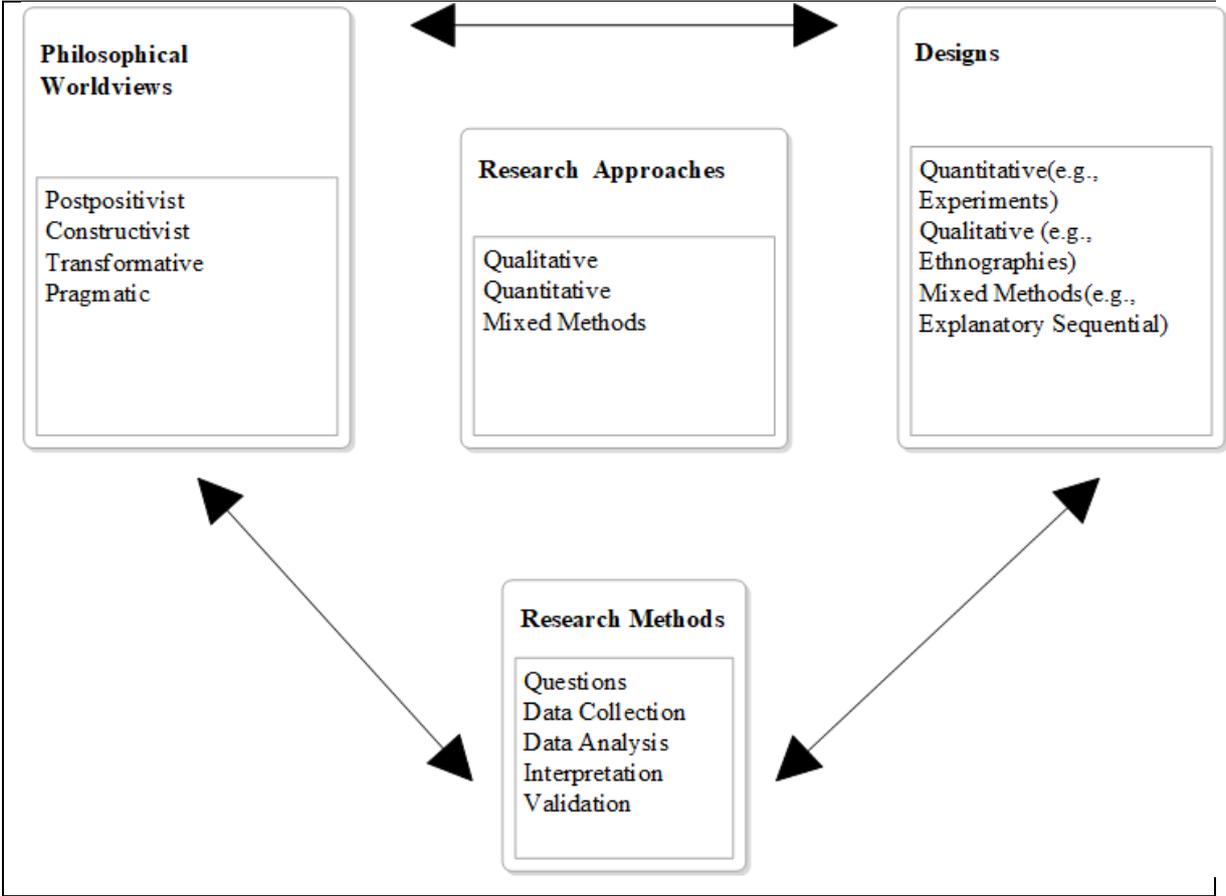


Figure 4.1: A framework for Research The Interconnection of Worldviews, Design and Research Methods

(Source: adapted from Cresswell 2014, p.5)

Additionally, Saunders *et al.* (2009) outline three pivotal issues that guide a researcher's philosophy and these are epistemology, ontology and axiology (see Table 4.1). Ontology is concerned with the researcher view of the nature of reality or being (Saunders, 2009). Epistemology concerns what the researcher views as suitable knowledge applicable to the social world (Bryman, 2014; Saunders *et al.*, 2009). Axiology on the other hand primarily concerns the researcher's views about the value of the research (Saunders *et al.*, 2009).

Table 4.1 Comparison of the four research philosophies

	Positivism	Realism	Interpretivism	Pragmatism
Ontology(the researcher view of the nature of reality or being	External, objective and independent of social factors	Is objective. Exists independently of human thoughts and beliefs or knowledge of their existence (realist) but is interpreted through social conditioning(critical realist)	Socially constructed, subjective, may change, multiple	External, multiple, view chosen to best enable answering of the research question.
Epistemology (the researcher view regarding what constitutes acceptable knowledge	Only observable phenomena can provide data, facts. Focus on causality and law-like generalisations, reducing phenomena to simplest elements	Observable phenomena provide credible data, facts. Insufficient data means inaccuracies and sensations (direct realism). Alternatively, phenomena create sensations (critical realism). Focus on explaining within a context or contexts.	Subjective meanings and social phenomena. Focus upon the details of the situation, a reality behind these details. Subjective meanings motivating action.	Either or both observable phenomena and subjective meanings can provide acceptable knowledge dependent upon the research question. Focus on practical applied research Integrating different perspectives to help interpret that data
Axiology (The researcher's view of the role	Research is undertaken in a value-free way, the researcher is	The researcher is value-laden, the researcher is biased by worldviews, cultural experience	The researcher is value bound, the researcher is part of what is being	Values play a large role in interpreting results, researcher adopting both

of values in the researcher.	independent of the data and maintains an objective stance.	and upbringing. These will impact on the research	researched, cannot be separated and so will be subjective	objective and subjective point of view.
Data analysis and techniques most used	Highly structured large samples, measurement quantitative but can use qualitative	Methods chosen must fit the subject matter quantitative or qualitative	Small samples in-depth investigations qualitative	Mixed or multiple methods design, quantitative and qualitative

Adapted from Saunders *et al.*, 2009: 119

Guba as cited in Creswell (2014:6) refers to this basic set of beliefs that guides action as worldviews. These world views are also referred to as paradigms (Saunders *et al.*, 2009; Patton, 2015:89). Creswell (2014:6) highlights four philosophical worldviews or paradigms. These four paradigms are post-positivism, constructivism, transformative and pragmatism. Table 5.2 below shows the four worldviews.

Table 4.2: The Four Worldviews and their elements

Post-positivism	Constructivism
<ul style="list-style-type: none"> • Determination • Reductionism • Empirical observation and measurement • Theory verification 	<ul style="list-style-type: none"> • Understanding • Multiple participant meanings • Social and historical construction • Theory generation
Transformative	Pragmatism
<ul style="list-style-type: none"> • Political • Power and justice-oriented • Collaborative • Change-oriented 	<ul style="list-style-type: none"> • Consequences of action • Problem-centred • Pluralistic • Real-world practice-oriented

(Source: Creswell, 2014)

Post-positivism conjectures constitute the traditional research approaches often scientific in approach and align well with quantitative rather than qualitative research (Creswell, 2014). Post positivism implies disengagement from positivism, thus abandoning the notion of the absolute

truth of knowledge, and assumes that researchers cannot be positive about their claims to knowledge when studying human behaviour and actions (Phillips & Burbules, as cited in Creswell, 2014). The constructivist or interpretivism paradigm has its assumptions that typically align with a qualitative research perspective. Creswell (2014) further posits that the thoughts of constructivists are grounded in the works of Mannheim and Berger Luekmann's (1967) Social Construction of Reality theory, as well as Lincoln and Guba's (1985) Naturalistic Inquiry. The interpretive assumptions are that researchers need to understand the importance of individual differences amongst human beings as social actors (Saunders *et al.*, 2009).

Pragmatism emerged as more liberal paradigm following the Quantitative versus Qualitative debate which spanned for several decades (Tashakori & Teddlie, 1998; Patton, 2015). Creswell (2014) advance that the development of pragmatism is attributed to the work of e several authors such as Cherryholmes (1992), Patton (1990) Murphy (1990) and Rorty (1990). It essentially allows researchers to apply what works at a particular time in certain situations to solve specific problems (Patton 1990) as cited in Creswell (2014). Therefore, researchers apply all approaches that work. Pragmatism is the underlying philosophy for mixed methods studies (Creswell, 2014:11). The Transformative worldview emerged from the period between 1980 and 1990 being driven by a group of researchers who held to the philosophical beliefs of the transformative approach. They criticised both the post-positivist and constructivist worldviews to incorporate the issues concerning the marginalised in mainstream research. These researchers are typically critical theorists, participative researchers and action-oriented, their work being motivated by the need to attend to social justice issues typically focusing on Marxism, Feminism, and Racial and Ethnic Minority studies (Creswell, 2014).

The present study embraces the post-positivist belief system which is the realistic approach that aligns with the nature of the problem stated in Chapter One and is grounded in the theoretical framework presented in Chapter Three. Post-positivism is viewed as taking a scientific approach towards research, and often referred to as post-positivist/ positivist research or empirical science (Creswell, 2014). Post-positivist researchers assume that theory and practice are inseparable (Ryan, 2006). Phillips and Burbules (2000) as cited in Creswell (2014) summarise that Post-positivism is based on the following premises:

1) *Knowledge is conjectural, implying that absolute truth does not exist, since research results are prone to error. Therefore a hypothesis is not proved by research results, instead, researchers would state that they fail to reject a hypothesis.*

2) *The Research process entails making assumptions and refining them or simply abandoning these assumptions for more firm ones. The bulk of quantitative research, for instance, begins with testing a theory.*

3) *Data, evidence and rational considerations shape knowledge.*

4.4. RESEARCH APPROACH

Creswell (2014) posits that research approaches are plans and procedures for research that begin with stating broad assumptions up to the detailed methods of data collection, analysis, and interpretation. Bryman (2008) posits that the research approach is the broad strategy that provides the overall direction of how the research will be conducted. The researcher adopted a deductive and quantitative methodological approach which involved the same respondents being asked mainly quantitative and a few open-ended questions. Creswell (2014) posits that research approaches are plans and procedures for research that begin with stating broad assumptions up to the detailed methods of data collection, analysis, and interpretation. Bryman (2008) posits that the research approach is the broad strategy that provides the overall direction of how the research will be conducted.

4.4.1 Deductive Approach

The study adopted a deductive approach to inquiry. Thus, the current researcher began by outlining the relevant theories to this study thereby developing hypotheses from existing theories constructs that were then tested within the context of this specific study. This was in line with the submissions of Saunders *et al.*, (2009) who concurred that a deductive approach entails beginning with a theory and hypothesis or hypotheses and then formulating a research strategy to test the hypotheses. Though this can be misleading it can be admissible to suggest that deduction is more tilted towards positivism (Saunders *et al.*, 2009). These submissions are supported by Creswell (2014) who advanced that the post-positivist is primarily a scientific method whereby the researcher begins with a theory and then collects data that the researcher tests to support or refute that theory. The current researcher clarified several technology acceptance and adoption theories that underpinned the present research model which included the more recent versions of TAM2 and UTAUT 3 as well as IDT (Rogers, 2003). The current study adopted some elements from MPCU (Thomson *et al.*, 1991) and SCT (Bandura, 1986) which were embraced in UTAUT. To test these theories data was collected from hospitality

marketing employees to determine their views, opinions, and perceptions and behavioural intentions towards usage and adoption of mobile marketing tools in promoting domestic tourism. This further confirms that the present study followed the post-positivist belief which accepts a deterministic philosophy whereby researchers study problems by identifying and assessing their causes and their impact on outcomes (Creswell, 2014).

4.4.2 Quantitative Research Methods Approach

The current research assumed a quantitative methodology approach, which is based on systematic empirical observation and measurement of phenomenon typically from a positivism standpoint (Creswell, 2014). Bryman (2012:203) posits that fundamentally quantitative research involves collecting numerical data, revealing the relationship between theory and research as deductive and is guided by the tenets of positivism and follows the establishment of objectivism. Creswell (2014:12) illustrates that the quantitative approach can be either experimental designs or none experimental designs such as surveys. The quantitative experimental paradigm is inclined on the empirical generalisations across time and space and is embedded in the positivism and scientific empiricism philosophy (Patton 2015:91). Quantitative research is a technique for testing theories by analysing the relationship among variables that can take the form of numbers (Bryman, 2012; Remler & Van RyZin, 2015; Creswell, 2014, Saunders, 2009; Kumar, 2014). Patton (2015) postulates that the quantitative method allows standardised measures to be applied to fit varying perspectives and experiences of people into a limited number of predetermined response categories which can be expressed numerically. In the present study the nature of the research questions that were addressed required that respondents describe certain variables or phenomena in a manner that can be generalized, hence the need for a quantitative approach. The data collection instrument, was a predominantly structured questionnaire consisted of three sections, namely: a section consisting of questions on participants' demographics, a section consisting of quantitative questions and a few open-ended questions.

The method enabled the researcher to begin the survey by asking questions that began simple, becoming more complex as the questionnaire progressed. Wilson (2006: 135) defines the quantitative research technique as research undertaken using a structured approach with a sample of the population to produce quantifiable insights into behaviour, motivations and attitudes. The researcher collected quantitative data to detect patterns of association between two or more variables.

The collected data provided facts and figures and then concluded with a few open-ended questions were necessitated by the need for the researcher to explore an understanding of the meaning individuals ascribe to the phenomenon. The open-ended section of the questionnaire helped the researcher sought to inquire about perceptions of the hospitality and tourism marketer's views and perceptions about mobile marketing and its impact on domestic tourism in Zimbabwe. Another advantage of using quantitative research in the present study was that while using a survey method which was not necessarily experimental it was still possible to test hypotheses. This is in agreement with Bryman (2012:204) who asserted that in quantitative method hypotheses can be tested on both experimental and non-experimental designs such as a survey. Furthermore, quantitative designs have become associated with more detailed structural equation models that consolidate causal paths and pinpoint strengths of multiple variables (Creswell, 2014).

4.5 RESEARCH DESIGN

Research Design is the framework that specifies methods of gathering and analysing required information (Bryman, 2014; Kinnear & Taylor, 1996). Creswell (2014) highlights that research designs are types of inquiry which fall in the confines of qualitative, quantitative or mixed-method approach. Saunders *et al.* (2009) describe research design as the general plan on how the researcher will go about answering their research questions. Therefore, the choice of a research design is directly influenced by the research questions or question (Kolb, 2008; Saunders *et al.*, 2009; Wilson, 2014). Bryman (2008) recognizes five significant types of research designs, namely: experimental, cross-sectional, longitudinal, case studies and comparative studies. An illustration known as the research onion (Saunders *et al.*, 2009:138) showing the several design options available for researchers is shown in Figure 4.2.).

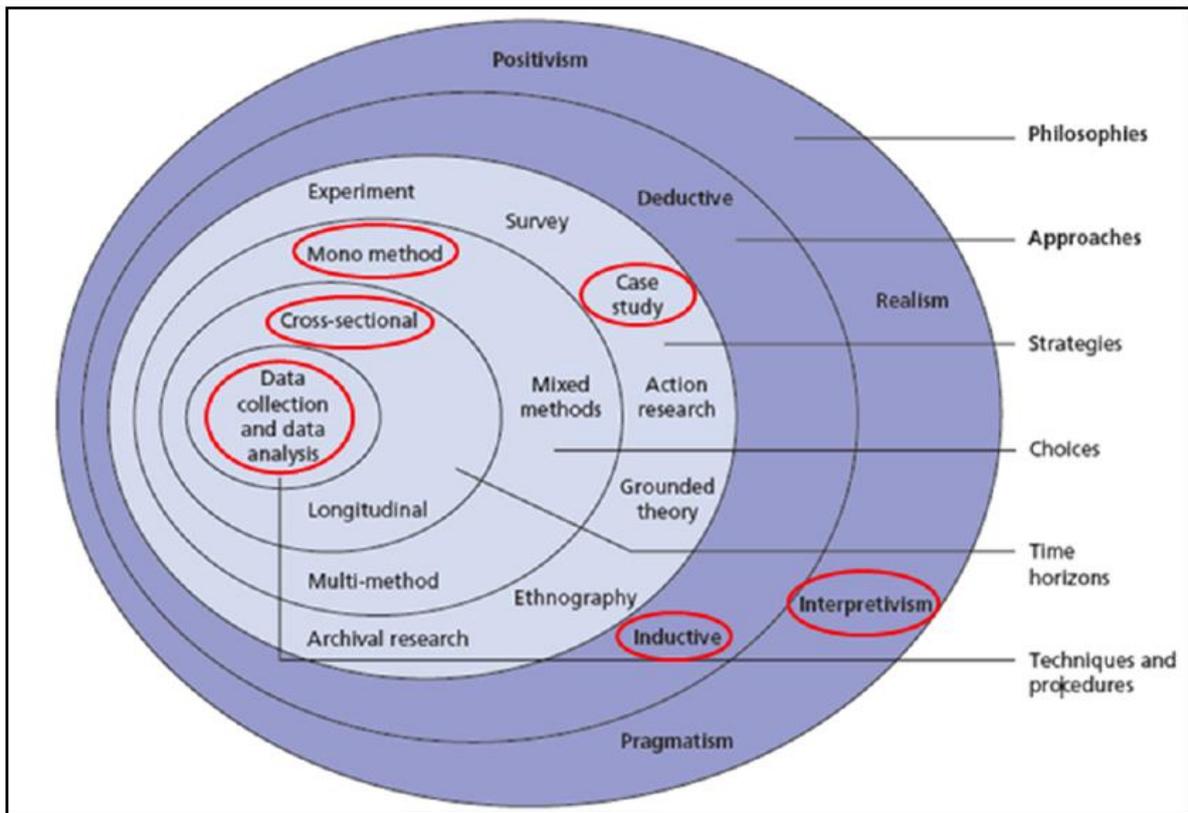


Figure 4.2: The Research Onion

(Source: Saunders *et al* 2009)

Saunders *et al.* (2009:138) postulates that how the research questions aligning with the objectives have been asked ultimately communicate the purpose of research. Three classifications of research purposes exist, namely: descriptive, exploratory, and explanatory (Saunders, *et al.*, 2009; Kolb, 2008; Sekaran & Bougie, 2010).

The researcher adopted both descriptive and exploratory research designs. The mode of research is on a cross-sectional basis, thus respondents were approached with the data gathering instrument at one point in time. Data were gathered by means of field research which was carried out as a survey of the hospitality sector of Zimbabwe. Thus, in summary, the research design culminated into Descripto-exploratory, conducted as a survey on a cross-sectional basis.

4.5.1 Descriptive Research

- Sekaran and Bougie (2010) also argued that descriptive research is conducted to describe the characteristics of the variables under study. From the research objectives stated in Chapter One, a descriptive research design enabled the researcher to describe the following issues so that generalisations can be made:

- The level of awareness that hospitality marketing employees had regarding the existence of various types of mobile marketing tools enabled by mobile applications and platforms.
- The hospitality marketing employees perceptions and opinions about the role of stakeholders such as their companies management, the government, the POTRAZ and mobile network operators, specifically Econet, Telecel, Net-One in enhancing the adoption and usage of mobile marketing tools.
- Factors determining the readiness of Zimbabwe's tourism and hospitality sector to adopt and use mobile marketing tools from the perspective of hospitality marketing employees.
- Behavioural and perceptual issues such as usefulness, ease of use, voluntariness, experience and fear of technology and their role in the adoption and usage of mobile marketing tools by the hospitality employees in this sector.
- Factors that are responsible for the adoption or usage of individual mobile marketing tools from the perspectives of hospitality marketing employees in Zimbabwe.

4.5.2 Exploratory Research

Exploratory research is used when one is seeking insights into the general nature of a problem or opportunity, the possible decision alternatives and relevant variables that need to be considered (Kumar, 2014). In brief, exploratory research is conducted when too little or nothing is known about a problem or phenomena (Kumar, 2014; Sekaran & Bougies, 2010). The exploratory research design enabled the researcher to explore the following issues, which are in line with the research objectives stated in Chapter One,

- Opinions and views of hospitality marketing employees on the state of domestic tourism in Zimbabwe, and their general perceptions about the attitude of local Zimbabweans towards participating in local tourism activities.
- Hospitality marketing employees own understanding of the role of the hospitality and tourism stakeholders, specifically Zimbabwe Tourism Authority(ZTA) Posts and Telecommunications Authority of Zimbabwe(POTRAZ), Hospitality Association of Zimbabwe (HAZ), Mobile Network Operators and the Zimbabwean Ministry of Tourism in supporting the uptake of various mobile devices as marketing tools in the promotion of domestic tourism in Zimbabwe.
- Hospitality marketing employees' views, opinions and perceptions about the current state of mobile marketing and the future of mobile marketing in the tourism and hospitality sector of Zimbabwe.

4.6 RESEARCH STRATEGY

The research was conducted using a survey method to collect data from the hospitality sector of Zimbabwe's tourism industry. The survey was done on a cross-sectional basis whereby the researcher only gathered the responses from the participants only once during the study.

4.6.1 Survey Method

The current research adopted the survey method which is essentially positivist methodology (Kripanont, 2007). Kolb (2008) submits that the survey is the standard tool for conducting quantitative research. Kolb (2008) further submits that though surveys are written instruments that ask a series of pre-determined questions they can also be applied to gather qualitative responses by way of open-ended questions. Conducting a survey is essential when gathering data from a large population. Survey research provides the researcher with an opportunity to discover what is going on in the world (Roe, 2004: 198). It is by far the most important primary data gathering technique (Remler & Van Ryzin, 2015). The population under study was large comprising hospitality marketing employees in all registered hospitality facilities on the Zimbabwe Tourism Authority January 2018 register (ZTA, 2018).

As noted by Kolb (2008), large scale studies may use quantitative methods. In this study, the survey questionnaire was predominantly quantitative with a few open-ended questions. In quantitative research, the predetermined responses are mathematically analysed to accept or disapprove a fact or hypothesis (Kumar, 2011; Wilson, 2006). In this study, several assumptions were supposed to be tested and at the same time there was a need to make a more detailed inquiry, therefore, using open-ended questions on a part of the survey instrument was necessary.

4.6.1.1 Reasons for open-ended questions

They allow researchers to get more rich data, more insights about the respondents own understanding of the subject. Open-ended questions enable the respondent to elucidate their understanding of the subject matter under study. Harland and holey (2011) deduced that the inclusion of open-ended questions in predominantly self-completion quantitative questionnaire is of great importance as it can culminate in the collection of more rich data that results in more relevant conclusions being yielded. The current researcher had to include open-ended questions so that respondents could also include more information. In the present study, the issues that required further exploration were those stated on exploratory research design (subsection 4.4.2 of this thesis). These questions were linked the last secondary objective, where hospitality

marketing employees were required to provide their in-depth insights about the attitude of local Zimbabweans towards domestic tourism activities and role of significant stakeholders in supporting the adoption and use of mobile marketing tools to promote domestic tourism.

4.7 STUDY SITE (GEOGRAPHIC SCOPE)

Zimbabwe is a landlocked country in Southern Africa which borders with Botswana, Zambia, Mozambique and South Africa. Its total surface area is 390 580 square kilometres (150 804 square miles) of which land area covers 386 850 square kilometres (World Bank, 2013). According to the 2012 census records, it has a population of 13 060 000 (ZIMSTATS (2012) though it has been varied upwards to 13 572 560 in the 2017 Inter Censual Demographic Survey (ZIMSTATS, 2017). It is endowed with natural beauties such as the magnificent Victoria Falls and the mighty Zambezi River which is 2650km long. The highest point in Zimbabwe is Mount Inyangani peak, meters high (www.infoplease.com/country/zimbawe.html). The study was conducted in Harare, Bulawayo, Gweru which is 2592, Mutare (Chimanimani and Vumba) and the resort towns of Zimbabwe, specifically Victoria Falls, Kariba, Nyanga, and Masvingo. Figure 4.3 shows the map of Zimbabwe. All the major cities of Zimbabwe were included because they are also home to several tourist attractions as Zimbabwe is a country that has extensive historical, archaeological, and natural tourist attractions (see Table 4.3).

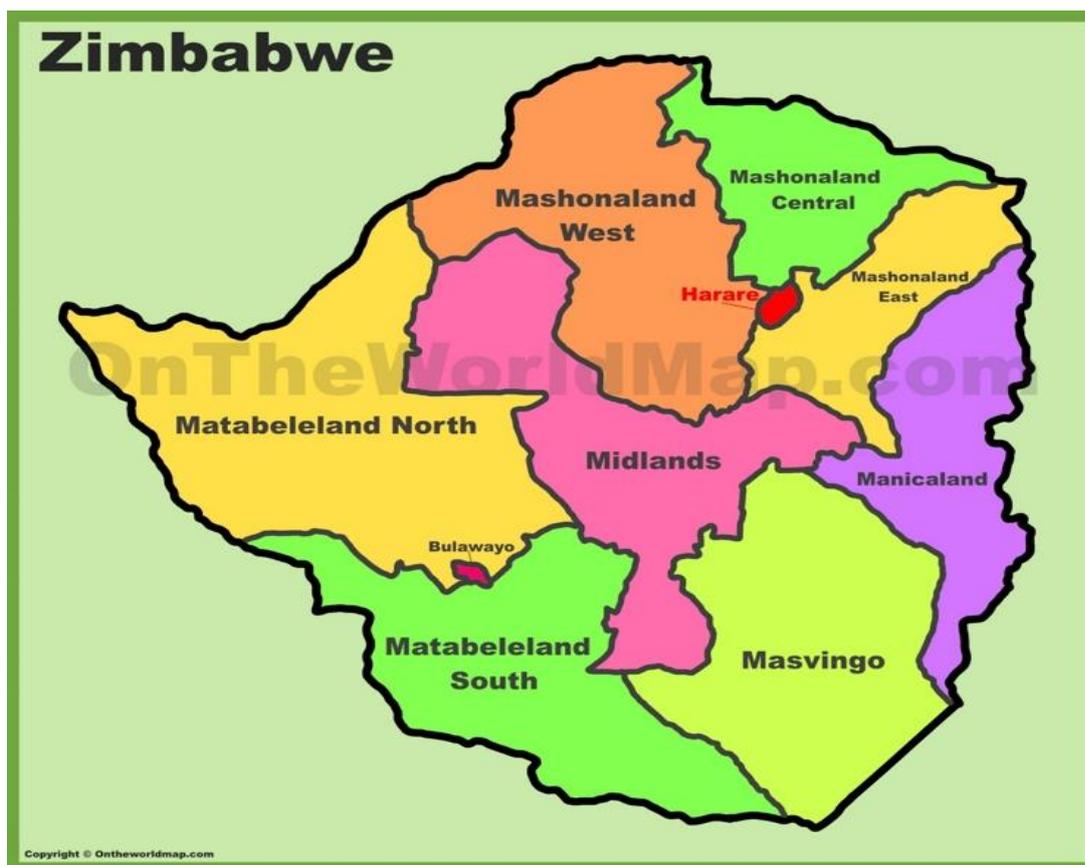


Figure 4.3: The map of Zimbabwe showing administrative regions

(Source: www.Ontheworldmap.com)

Zimbabwe is endowed with several tourist destinations. Table 4.3 displays the various leisure and tourism destinations in all the regions and provinces, which both potential foreign and domestic tourists can visit for leisure and recreational purposes. Figure 4.4 illustrates the various major tourism and wildlife destinations in Zimbabwe.

Table 4.3: Major Tourist Destinations of Zimbabwe by Region

REGION	KEY TOURIST DESTINATION
Matabeleland North	<ul style="list-style-type: none"> • Victoria falls • Hwange national park (habitat to the big Five) • Chizarira national park • Khami transnational monuments (UNESCO world heritage site).
Masvingo	<ul style="list-style-type: none"> • The great Zimbabwe monuments • Gonarezhou national park • Lake Kyle/Mutirikwi recreational park/game reserve and resort • Tokwe Mukosi recreational park

	<ul style="list-style-type: none"> • Manjirenji Dam reserve and recreational (formerly known as Lake Mc Dougal) • Bangala Dam reserve recreational park • Siya Dam recreational park
Matabeleland South	<ul style="list-style-type: none"> • Matopos national park/ Cecil John Rhodes' grave (World heritage site) • Khami ruins (stone carvings and rock paintings) • Chipangali national park • Tuli Safari area
Manicaland	<ul style="list-style-type: none"> • Nyanga national park • Mount Inyangani, the highest mountain in Zimbabwe (2,592m high) • Chimanimani Transfrontier park • Mount Binga, 2436m high(Chimanimani) • Vumba Mountains • Chinamata Mountain waterfalls (Vumba) • Bridal Vlei falls(Chimanimani) • Chirinda Forest with its rare tree species(Chipinge) • The big tree in Chipinge • Mutarazi falls
Mashonaland West	<ul style="list-style-type: none"> • Chinhoyi caves • Lake Kariba • Chizarira national park • Ngezi recreational park • Mazvikadei • Matusadona national park • Charara safari camp
Mashonaland Central	<ul style="list-style-type: none"> • Umfurudzi • Doma • Mana pools-long lake and wildlife • Kanyemba- wildlife • Mavuradonha Mountains and game reserve • Mazowe Dam /Hills resort
Mashonaland East	<ul style="list-style-type: none"> • Goshu game reserve • Imire game reserve • Mbizi game park • Twala trust animal sanctuary
Midlands	<ul style="list-style-type: none"> • Sebakwe recreational park • Chizarira game reserve • Selukwe /Chirugwi mountain peak • Several mountain peaks in Shurugwi area
Harare	<ul style="list-style-type: none"> • Domboshava rock paintings • Mbizi game park • Snake Park • Lion and Cheetah park • Kuimba Shiri bird sanctuary • Lake Chivero national park

	<ul style="list-style-type: none"> • Mukuvisi Woodlands game park • Manna wildlife sanctuary • Chiremba balancing rocks • Umfurdzi national park (Mazowe) • Lake Chivero/ Hunyani hills resort/wildlife
Bulawayo	<ul style="list-style-type: none"> • Matopos national park • Rhodes Bulawayo sanctuary • Lobengula's kraal • Khami ruins • Bulawayo railway museum • Hillside Dams Conservancy • Ncema dam(boat cruises and fishing) • Chipangali wildlife orphanage • Ntabazinduna (cultural site)

(Source: Compiled by the researcher based on data from the ZTA database and Google maps)



Figure 4.4: Map of Zimbabwe’s wildlife tourism destinations

(Source: Google Maps, 2019)

4.8 THE TARGET POPULATION

A population consists of all the possible observations of the random variable under study (Wegner, 2010). The population under study was comprised of hospitality marketing

employees at ZTA registered hotels, guest houses, lodges, inns, and motels in the major tourist destinations of Zimbabwe. These tourist destinations are located in most parts of the country with major cities having several tourist attractions of their own. It is important to note that initially, the researcher had intended to do a case study of the three major hotel groups, but this was, however, changed following the expert advice of the Zimbabwe Tourism Authority which advised that in the case of research on domestic tourism it was important to include all the smaller players in the hospitality sector as they were those who normally accommodate the greater numbers local tourists than bigger hotels who often target international tourists, this according to ZTA was necessary for the results to be considered valid. For this reason, the ethical clearance was then sought at the Zimbabwe Tourism Authority to cover the national perspective. It was no longer appropriate to seek authority at an individual company level. The ZTA provided the researcher with a database of all registered hospitality entities. ZTA defines hospitality marketing employees as all those who worked in sales and marketing and related departments such as reservations and bookings, front office, and the functions and events department of hotels, lodges and guest houses. They also maintain a database of the total number of workers in the sector. They also give guidelines to these firms as to the number of essential services workers required at a facility depending on the size of the facility.

The main reason for including employees in all these different marketing departments was because in this sector most workers rotate duties such that sometimes the same individuals doing reservations today, next day they will be covering functions and events or even manning sales office and front office. They also do dual roles and specifically in smaller hospitality firms like lodges and guest houses they may even perform all these roles, hence the inclusion of all of them. It is the researcher's view that perhaps these companies cannot afford to allow employees to focus on one role due to the need to cut costs. The ZTA also provided the researcher with a database with all physical addresses and contact details including emails and phone numbers of registered hospitality facilities as at January 2018.

Conducting research using the whole population is called a census (Kolb 2008:178)., There are often problems in using a census as some people who make up the population of interest may not be willing to participate or may not be available to take part in the research process. Researchers often use a sample from a population instead of conducting a census (Kolb, 2008). In this regard, in the next section, the current researcher presents the necessary procedures that were followed to come up with a desired appropriate sample to conduct this study.

4.8.1 Number of companies in the different categories of the Hospitality sector by Region

Table 4.4: Number of companies in the different categories of the Hospitality sector by Region

Regions (Included in the study)	Number of Hotels and Motels	Number of Lodges, and Inns	Guesthouses and Self-Catering	Total players in study regions
Harare/ Mazowe	35	47	43	125
Bulawayo/ Matopos	23	40	22	85
Mutare/ Vumba	13	8	15	36
Nyanga&Honde Valley	4	6	3	13
Nyanga/Juliasdale	1	5	3	9
Victoria Falls/Hwange	11	22	10	43
Mutare/Chimanimani	1	5	3	9
Kariba/ Binga	3	24	4	31
Masvingo/ Great Zimbabwe	4	14	5	22
Gweru/ Midlands	4	12	9	25
Total	98	183	117	398

Source: Prepared by the author using data from ZTA (2018) database

The population was calculated using the estimates given by Zimbabwe Tourism Authority themselves, whereby they indicated that hotels and the five motels in Zimbabwe have an average of about 60 employees per entity, while the average of lodges and guest houses was indicated to be 20. However, this is not to say the biggest hotels have 60 workers, their average was based on the fact that most of the hotels in Zimbabwe are not very big in terms of employee numbers so their total would pull the average down. They also indicated that a number of these companies at times rely on a contract or flexible workers some who may not be captured by the ZTA. They advised that the marketing employees constituted around 20% of the total workforce across the hospitality subsectors. This was because a greater number of workforce in the sector is in housekeeping and catering services. To come up with the approximate sample size the researcher had to calculate using these figures as indicated in Table 4.5 below.

4.8.2 Study Population Representation per subsector

Table 4.5: Study Population Representation per subsector

Subsector	Number of firms per subsector	The average number of employees per firm	Total employees per subsector (general population)	% of Marketing employees per subsector	Study population per subsector	% of subsector representation in the sample
Hotels(93) Motels(5)	98	60	5880	20%	1176	49%
Lodges and Inns(183) Guesthouses (117)	300	20	6000	20%	1200	51%
Total	398		11880	20%	2376	

Source: Prepared by the author using data from ZTA (2018) database

The total population for the study was all hospitality marketing employees in participating regions. These were 2376. The percentage of the respondents that were from the hotels and motels was to be 49% while 51% were from lodges and guesthouses. Hostels, camps and caravan picnic facilities were not considered as they were regarded as not popular with domestic tourists by the ZTA.

4.9 SAMPLING PROCEDURE

4.9.1 The Study Sample and Sampling Method

Blumberg (2011:501) as cited in Mbengo (2015) describe a sample as a group of people selected for the study from the population under investigation, commonly referred to as the respondents. Using a population maybe monotonous whereas using a sample is easy and results could often yield good estimates of results (Kolb, 2008:178). The sample was taken from the population under study, which has been described in Section 5.9 above. The sample consisted of individuals selected from a known population. These individuals were marketing employees

in hotels, lodges and guest houses, inns, and motels in Harare, Bulawayo, Mutare, Gweru and the major tourist resorts of Zimbabwe that included Nyanga, Vumba, Chimanimani, Kariba, Victoria Falls and Masvingo (Great Zimbabwe). Statistics regarding the population of Zimbabwe were obtained from the Zimbabwe Tourism Authority database. The researcher adopted a simple random sampling, a probability sampling technique, to ensure that every possible member of the study population had an equal chance of being selected. The sample population consisted of 2376 individuals (ZTA, 2018).

4.9.2 The Sample size Determination

The sample size has a considerable influence on the credibility of the research results (Kolb 2008:187; Hair, Black, Babin & Anderson, 2009:22). Creswell (2014:159) provides a comprehensive process of distinct steps that are necessary for the determination of sample size, and he also suggests that researchers can use Fowler's (2009) table which requires establishing the minimum acceptable margin of error as well as determining the confidence interval. Krejcie & Morgan (1970) used the specified confidence level of 1 degree of Freedom as well as an acceptable margin of error and came up with a table that can be used to determine sample size if the population is known. In the case of this study, the known population of 2376 was computed as shown on Table 4.5 above based on the ZTA (2018) databases and estimates of the total population of hospitality marketing employees in working in reservations, bookings, functions, events, front office and sales office across the participating regions in the sector.

The sample size was determined using the Krejcie and Morgan (1970) table for determining the sample size for a known population (Table 4.6). The estimated sample size was 331 individuals since the approximate number of individuals in the study population was 2376 which falls between 2200 and 2400 on the Krejcie Morgan table. The researcher adopted the 331 as the population is closer to 2400 which aligns with a sample size of 331. As indicated earlier, the known population of 2376 was obtained using official figures from the 2018 ZTA database, which keeps statistics of all registered hotels, lodges, and guest houses in the country. The sample was drawn from the total number of marketing employees from the registered lodges, guest houses, hotels and motels in Zimbabwe.

Table 4.6: Krejcie Morgan (1970) table for sample size determination

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

(Source - Krejcie and Morgan, 1970)

4.9.3 Sampling Strategy

Each individual in the population under study had an equal chance of being selected. All data were collected from individuals who worked at companies that were registered on the ZTA database during the period of the study (ZTA, 2018). To begin with, hospitality companies in Group One and Group Two were identified according to the geographical region in which they belonged. Since the researcher had the ZTA database with physical addresses, emails and phone numbers. The researcher had to make phone calls to make appointments with the human resources or marketing manager. At most companies, the first point of call was the Human resources office. The HR department was responsible for giving permission together with the head of marketing to permit to meet the potential respondents. At the very small companies sometimes there would be one overall manager, and that individual would give permission. It was not very difficult for the researcher to get permission at the hospitality facilities because

the ZTA had provided approval and the database. It is also the researcher's view that most managers were keen to assist once they knew that it was not a specific case study of their companies or a comparative study among companies. The researcher spent an average of about two weeks in remote regions to collect data. Since the questionnaires were for self-completion, the respondents were comfortable with the researcher returning to collect them in a few days. The respondents also used WhatsApp message or SMS or phone calls to advise the researcher to come and collect.

The companies that were approached so that their workers could participate were chosen randomly in most cities and bigger tourism resorts. However, because data were collected during the 2018 election year, in some remote tourism resorts like Chimanimani, Burma Valley, Masvingo and Nyanga, the researcher had to focus on those lodges and guest houses that were geographically located closer to main roads for personal security reasons as political rallies were happening everywhere and also to cut costs amid fuel problems. Nevertheless, this did not interfere with the random selection of the actual research participants.

Appointments were mainly done through phone calls. Once an appointment with the HR or marketing manager was scheduled, the researcher would ensure they arrive on time. On arrival at companies, the researcher would meet the relevant person, usually the HR officer/personnel or marketing manager. The manager would then escort or facilitate the researcher to meet the potential respondents. Thereafter the researcher would be introduced to the possible respondents by name and would greet respondents and explain the reason for the visit by explaining the topic and requesting for their free will to participate. Once the respondent had shown interest to participate, they were given their informed consent form to read and the consent form to sign. The actual selection of participants was done using a simple random probability sampling technique. The random selection was carried out through asking the potential participants to pick a paper from a hat once they had agreed to participate. There were two responses on the pieces of papers, the IN and the OUT. If a possible respondent picked a piece of paper written 'IN' then that particular person was given the questionnaire and if they picked the pieces of paper written 'OUT', they were skipped.

4.10 DATA COLLECTION METHODS

The researcher gathered primary and secondary data.

4.10.1 Secondary Data

Secondary data is that data which already exists (Remler & Van Ryzin, 2015). Secondary data was obtained through the review of relevant existing empirical and theoretical evidence on the adoption and acceptance of mobile marketing and the topics that are related to it. Secondary data also included reviewing reports from ZTA and other stakeholder bodies to determine the role of the bodies on the adoption of mobile marketing tools in this sector. Furthermore, to assess relevant trends in the hospitality sector, reviewing reports from the relevant industry bodies was also pertinent. Secondary data helped design the questionnaire. Kolb (2008) asserts that secondary data can be very useful when designing the questionnaire. Secondary data was also gathered from the Posts and Telecommunications Authority of Zimbabwe (POTRAZ) and the Zimbabwe Tourism Authority (ZTA). The indicated bodies provided information on the structure of the mobile network operators sector as well as the statistics on the performance of the sector. ZTA provided the researcher with the database of all the registered hospitality companies from which the sample was drawn.

4.10.2 Primary Data and the Questionnaire

Primary data is data which is captured at the point where it is generated; such data is obtained directly from the research participants for the first time and with a specific purpose in mind (Wegner, 2010; Kolb, 2008). In this current study, research participants or respondents were the marketing employees from the hospitality companies registered by the Zimbabwe Tourism Authority as of January 2018. Data was gathered from individuals who were randomly selected from the population under study. The researcher designed a questionnaire that had both open-ended and closed questions. Roe (2004) posits that a questionnaire can be an amalgam of the two types of questions so that both predetermined responses and the verbatim responses from the respondent's own words could be recorded. Additionally, Johnson and Turner (2003) argued that the questionnaire can be used in intra-method designs where both quantitative and qualitative data is collected concurrently using open-ended and closed-ended questions. Given that the researcher adopted the mixed-method research strategy, the questionnaire was designed to include both open and closed-ended questions. Intra-method also is known as data triangulation is defined as the concurrent or sequential use of a single method that includes both

qualitative and quantitative components (Johnson and Turner, 2003). The researcher designed the questionnaire to depict the intra-method technique.

4.11 QUESTIONNAIRE DESIGN

The questionnaire was designed in simple language so that respondents could easily understand. Oppenheimer as cited in Saunders *et al.* (2009) suggests that where complex questions are present, the ideal situation would be to adopt an interviewer-administered questionnaire. The first section of the questionnaire did not require the respondent to answer any questions, as it comprised just the introductions and instructions. The researcher introduced the research topic and purpose of the research in brief to the respondents at the beginning of the questionnaire. This was followed by a set of instructions to respondents. Some terms and abbreviations were explained at the beginning of the questionnaire. Furthermore, the questionnaire was administered by the researcher personally. Saunders *et al.* (2009) noted that interviewer-administered questionnaires often have a higher response rate than the self-administered questionnaires.

The questionnaire was made up of three sections that required responses. The first of the three sections was the demographic section which required the respondent to answer basic demographic questions about age, gender, level of education, nature of work and experience in using mobile phones. These questions were necessary for creating rapport with the respondents. Age and level of education were particularly important as they allowed the researcher to exclude from the research respondents who would not meet the level of intellectual capabilities required to understand certain technical terms constituted in the questionnaire. For example, the minimum level of education the respondent to be eligible was having completed GCE' Ordinary level and had to be 18 years old or more to ensure that only adults participated.

The demographic section was followed by the quantitative section. This section comprised statements relating to each of the objectives and hypothesis that required to be tested. The respondents were required to indicate the extent to which they agreed or disagreed with the stated statements on a 7-point Likert scale by ticking only once in the space provided for each response. The statements were posed cognisant of the research question. Hair *et al.* (2008) submit that the questions that respondents are asked should be set in line with the objectives and research question that need to be addressed. The last part of the questionnaire comprised

three open-ended questions. Among the three open-ended questions, question two was, however, broken down into 5 sub questions, specifically, sub-questions 2a, 2b, 2c, 2d and 2e.

The open-ended questions were important to address issues that needed further exploration, these issues were to do with respondents own views about the extent to which domestic tourism activities are occurring in Zimbabwe. It was also important to explore their detailed insights about the role of relevant stakeholders in as far as it affects their intentions towards adoption and use mobile marketing tools. Their views, insights and perceptions regarding the value they place on mobile marketing practices and their impact on the future of tourism and hospitality marketing in Zimbabwe. The issues that required further exploration are elaborated on subsection 5.5.2 of this thesis document.

4.11.1 Pre Testing the Questionnaire

The semi-structured questionnaire was tested by distributing it to 20 experts in relevant disciplines, who included statisticians, marketing executives in the hospitality and tourism sector as well as academics in mobile commerce. Pre-testing the survey instrument is important to minimise errors and ensure validity. Roe (2004) posits that errors fall in the following categories: language, bias, culture, errors relating to asking a respondent questions beyond their reasonable capabilities to answer, and lastly errors relating to the order of questions. Several authors submit that expert reviews have frequently been used as a questionnaire pre-testing method (Rothgrab, Willis & Forsyth, 2007; Tourangeau, 2004). Pre-testing of the questionnaire was done using expert judgement method where only 20 experts were given the questionnaire to complete and evaluate the questionnaire and provide an expert review. The number of experts can range from 2 to 20 (Olson, 2010). Empirical findings suggest that expert reviews are valuable in pointing out question problems that often result in poor survey data quality (Olson, 2010). Furthermore, to improve data quality, survey researchers have consistently applied questionnaire pre-testing techniques that include expert reviews.

In this case, these experts included academics in Statistics (1) and mobile commerce (2) and tourism and hospitality marketing experts (17). The experts in hospitality were important as their comments helped in coming out with the questions that could specifically align with the industry's context. For example, the hospitality experts advised on the need to include the relevant stakeholders that influence operations in this sector. They also gave feedback on the nature of the industry in detail. These experts included tourism and hospitality marketing managers and some hospitality sales and marketing employees. These were 16 and comprised

some of the sales and marketing employees who would, later on, be included in the sample. They were assigned the questionnaire so that they would go through it and complete while noting down the problems on each question if any. They helped a lot in advising on making the questionnaire focus on industry-related issues to ensure that it maintained relevance.

The academics in mobile commerce were necessary as they advised on the relevant mobile marketing tools to include in the questionnaire, for it to be easily understood by the respondents and to be meaningful given that the discipline of mobile marketing is relatively new. Previous mobile marketing researchers have also adopted the expert review route in testing the survey instrument using executives familiar with mobile marketing before administering (Shareef *et al.*, 2017; Gao *et al.*, 2010). The statistician was particularly useful in evaluating the draft questionnaire for flow of information, bias, language, question ordering, choice and design of the measurement scale, scales adjustment from a 5 point Likert scale to a 7 point Likert, and ensuring that the questions were reliable and consistent in addressing the objectives of the study.

4.12 DATA QUALITY CONTROL

4.12.1 Data Validity and Reliability

Bryman (2012:171) advocates that validity establishes if indicators set to measure a particular concept measure the concept. Validity entails that the researcher must be able to derive meaningful inferences from scores on the data collection instrument, while reliability assumes that the questions on an instrument if posed again to the same respondents would yield similar answers thus measuring internal consistency (Creswell 2014:160). In distinguishing the validity and reliability of the term, Hair, Black, Babin and Anderson (2014) defines reliability as “the extent to which a variable or set of variables is consistent with what it is intended to measure”, while validity is “the extent to which a measure or set of measures correctly represents the concept of study”. Testing the research instrument for reliability and validity is pre-requisite for research results so that the results can be useful. Foddy (1994:17) cited in Saunders *et al.* (2009:371) explore validity and reliability concerning questions and answers making sense. This means that both the researcher and the respondents must derive the same meaning from the questions and responses. During the pre-test stage, the questionnaire was evaluated by the statistician to ensure that questions were addressing the objectives and preliminary reliability and internal consistency tests using that Cronbach's alpha coefficient. The Cronbach's alpha

coefficient remains the commonly used measure of the reliability of a scale simply because it is a reliability index that does not require two or more raters hence it can be administered with less effort (Streiner, 2003). Several authors agree that Cronbach's alpha is the most often used measure for examining internal consistency (Field, 2013; Dunn, Baguley, & Brunnsden, 2014; Streiner, 2003). Cronbach's alpha coefficient test was conducted on all data sets to establish the reliability of the data collection instrument. Hulland (1999) submits that the Cronbach's alpha coefficient of above 0.7 on any data set is acceptable.

4.12.2 Normality Tests

Normality test is conducted to ascertain whether a sample data has been drawn from a normally distributed population. Normality assumption is extensively necessary before conducting further analysis of data. To derive meaningful dependable interpretations and inferences, it is necessary to validate normality assumptions before proceeding with further statistical analysis data (Huang, Qiao, Liu, Dai & Liu., 2019). To establish normality of data skewness and Kurtosis, tests were done. This was followed by the tests that align with the assumptions of Structural Equation Modelling (SEM). In line with the major assumptions of the Structural Equation Modelling technique, namely, multi-variate normality and multicollinearity, homoscedasticity, positive definiteness, further tests for normality were done. These tests included the Mahalanobis Distance test for multivariate normality, Tolerance statistic and Variance Inflation Factor (VIF) for multicollinearity, and Homoscedasticity was tested using a scatterplot with Loews Law, while positive definiteness was tested by establishing the Determinant value based on calculations from the EFA and correlation matrix. Multivariate normality test were done basing on the assumptions of the SEM using the Mahalanobis Distance test (see appendix 8a) , however the Shapiro Wilk test was also done and though it was significant suggesting some outliers(see appendix 13d). This was not an impediment as the result of the Mahalanobis Distance test was good indicating that data could have come from a normally distributed sample, and also satisfying the assumptions of the Structural Equation Modelling and Confirmatory Factor Analysis.

4.13 MEASUREMENT AND SCALES

Measurement is fundamental in research. Measurement entails associating numbers with physical quantities and phenomena. The kind of information presented as answers in surveys vary according to the different types of questions. Some questions will require answers that are

in real numbers, while others are dichotomous answers thus only two possible answers and the rest often present in form of list or categories (Bryman 2012). Questions are formulated based on the research problem, which is what guides that researcher as to what to measure (Zikmund & Babin, 2007). The scales of measurement used in the design of the questionnaire will always affect the statistical techniques used to analyse data (Kolb, 2008). Stevens (1946) categorized measurement scales into four distinct groups. The four classes of measurement scales include nominal scale, ordinal or ranking scale, interval scale and ratio scale (Kumar, 2014: 92). In quantitative research, answers are often sought on one or more of these measurement scales (Kumar 2014).

4.13.1 Nominal Scale

A nominal scale is used to classify individuals, objects or responses based on a common characteristic (Kumar, 2014). These characteristics can be described as different states of being (Kolb, 2008) Data from the nominal variable is difficult to measure numerically. A nominal scale can have one, two or more subgroups depending on the extent of variation amongst the variables being measured (Kumar, 2014:94). The variable gender, for example, can be measured on a nominal scale because there are only two states that is male or female, a research participant can be one of the two not both (Kolb, 2008:247). Nominal variables are not rank-ordered, the numbers assigned have no numerical value but are mere labels. Analysis of nominal data can be done in very basic ways usually by simply counting the responses (Kolb, 2008). The present researcher used this scale to classify the participant's gender and occupation that is the specific marketing job or department that the individual respondents were employed as.

4.13.2 Ordinal Scale

An ordinal scale is used to measure variables whose categories can be rank-ordered (Bryman, 2012). There is no one absolute difference in the data but some degree of difference exists (Kolb, 2008). An ordinal scale has the same attributes as that of a nominal scale except that the subgroups based on a common characteristic can be ranked in some certain order (Kumar, 2014:94). The distance between subgroups is not equal (Kumar 2014:94) this scale was applied in the current study to measure the level of education and age. In the case of this study that age was measured as ordinal data because the respondents were given a series of ordered age categories, hence it became ordinal rather than ratio data.

4.13.3 Interval Scales

The use of interval scales provides more information as opposed to just ranking (Kolb, 2008:248). An interval scale has all the attributes of an ordinal scale and in addition, it has a unit of measurement that allows responses or objects to be placed at equally spaced intervals depending on the spread of the variable (Kumar, 2014). An Interval scale has a start to the finish point and is split into equally spaced units known as intervals (Kumar, 2014; Kolb, 2008). Opinions from survey research participants can be derived from the use of interval scales (Kolb, 2008). Researchers can generate interval data by using category rating scales, Likert scales or differential scales. In a Likert Scale participants opinions can be measured on five to seven choices. Most popular Likert scales are the 5 points to 7point gradation scale. Additionally, several previous mobile marketing acceptance, adoption and use studies have implemented Likert scales for measuring constructs (Stanoevska-Slabeva *et al.*, 2017; Maduku *et al.*, 2016; Kumar, 20130). In the present study, a 7 point agreement scale was used. The responses in the 7 points Likert scale ranged from the responses on the 7 points Likert scale ranged in the following order: 1=strongly disagree, 2= Disagree, 3=slightly disagree, 4= neutral 5= slightly agree, 6=agree and 7=strongly agree. Blumberg (2011) suggests that several parametric tests including correlation tests and t-tests can be regarded as interval scales.

4.13.4 Ratio Scale

A ration Scale has all the features of a nominal, ordinal and interval scale. Additionally, it has a starting point fixed at Zero (Kumar, 2014). This is an absolute scale as the difference between the intervals is always measured from zero (Kumar, 2014; Kolb, 2008). The given start and endpoints already exist and are not designed by the researchers (Kolb, 2008:248). Ratio scales are used to measure data emerging from variables such as age, income, height, and weight.

4.14. QUANTITATIVE DATA ANALYSIS METHODS

Quantitative data in its raw manifestation is useless (Saunders *et al.*, 2009:413; Remler & Van RyZin, 2015). Data analysis and presentation techniques in the form of tables, graphs, charts and figures and statistics make it meaningful (Saunders *et al.*, 2009, Wilson, 2006). The level of significance of test results ranged from 0.05 to 0.01 as recommended by Coolican as cited in Bryman (2014). Before conducting quantitative data the researcher first entered all the data onto the SPSS version 25 which had an AMOS software add-on that was supplied remotely to

the researcher's computer by the University of Kwa-Zulu Natal, ICT department through the use of the team viewer web application. The latter was done because the researcher was not at campus. Data were then entered on to the SPSS software program.

4.14.1.Descriptive Statistics

Descriptive statistics are necessary for the provision of an abridged version of huge sets of data (Wilson 2006). The current researcher computed descriptive statistics using SPSS-AMOS version 25, which provided the measurements for frequencies, means, and percentages. When conducting survey research, an extensive amount of data may be gathered, and to decrease this data, researchers organise it by creating frequency distribution tables or graphs (Wilson, 2006; Manikandan, 2011). As argued by Manikandan (2011), the purpose of the frequency distribution of data is to organise data into meaningful categories. Once data has been organised and the frequency distribution of data presented, it is possible to compute simple measures such as measures of central tendency.

Gravetter and Wallnau as cited in Manikandan (2011) defines the measure of central tendency as “the statistical measure that identifies a single value as representative of the entire distribution”. The mean is the most often used measure of central tendency (Wilson, 2006). In this particular research, the mean was one of the preliminary measurements computed. As with many other researchers, the mean was a favourite measure to the current researcher since it uses every value from the data set, thus it naturally becomes a high-quality measure.

The measures of dispersion describe "how to spread out a data set is" (Wilson, 2006). Two commonest measures of dispersion are the range and standard deviation. In this study, the standard deviation was computed to verify the level of the agreeableness of opinions and views of respondents concerning the variables or issues being examined in the study.

During the preliminary stage of the data analysis process, the response rate was calculated, followed by the computation of demographic variables in the form of percentages and frequency distribution. Demographic variables were analysed using frequency distribution and percentages. Descriptive statistics that were analysed included the mean and the standard deviation, as well as skewness and kurtosis for each category of scale data. These test measurements were necessary to establish patterns on the gathered data. These statistics were analysed for each research question. Field (2014) defines the mean as a simple statistical model

of the centre of a distribution of scores. According to Field (2014), data can deviate from the normal distribution in two ways, namely: skewness and kurtosis. Skewedness refers to lack of symmetry and kurtosis is pointiness of data. As part of trying to establish the patterns of data, measures of dispersion were computed. In this regard using SPSS version 25, the researcher established the standard deviation on all data categories.

4.14.2 Multivariate Analysis: Structural Equation Modelling, Confirmatory Factor Analysis

Structural equation modelling (SEM), a multivariate technique that combines both factor analysis and regression analysis was applied to establish relationships between more complex unobservable constructs or concealed variables and the observable variables. Structural Equation Modelling has become the leading multivariate data analysis technique and has progressed to become a trendy methodology for examining theory derived structural/causal hypotheses (Mueller & Hancock, 2008). The basis of SEM is grounded in two traditional concepts which are the measured variable path analysis and confirmatory factor analysis (Mueller & Hancock, 2008; 488). SEM essentially combines multiple regression analysis and factor analysis to estimate a series of interrelated dependence relationships simultaneously (Arbuckle, 2005). SEM Analysis will include determining if data has met the fundamental assumptions of SEM such as the issues of multivariate normality and multicollinearity, homoscedasticity, positive definiteness and sample size. Regarding the sample size, the study sample meets the recommended 200 and above. Several authors recommend minimum sample size for SEM for both non-normal and normal data to be greater than > 200 (Hu & Bentler 1991; Jackson, 2001; Nevitt & Hancock, 2001; Yu & Muthen, 2002). Additionally, Hair, Black, Babin, Anderson and Tatham (2006) suggests that a sample size of between 150 and 400 individuals is ideal for SEM to produce desirable results. In the current research, the initial sample size was 331 individuals while the final total respondents were 264. Structural Equation Modelling (SEM) and Confirmatory Factor Analysis (CFA) that was employed to assess the relationships between variables and to test the hypothesis in this study was conducted using AMOS software version 22. Arbuckle (2005) cited in Kripanont (2007) posits that AMOS is a flexible software that allows many tasks to be computed simultaneously. Based on this argument, SPSS AMOS software was adopted to execute SEM.

The preliminary phase of structural equation modelling was implemented with confirmatory factor analysis (CFA). CFA relates to the version of factor analysis in which a specific hypothesis about the structure and relation between the latent variables that underlie the data

are tested (Field, 2013). After conducting CFA the researcher had to establish validity and reliability of before proceeding to test the hypotheses using SEM, Several authors admit that one of the benefits of using SEM is that it computes all relevant tests for establishing composite reliability and discriminant validity (Malhotra *et al.*; Jarvis *et al.*; Mackenzie *et al.*; Anderson & Gerbing as cited in Petrescu, 2013). Structural equations are used to study causal relations and latent constructs among variables under study especially with regards to the analysis of complex theoretical models (Cangur & Ercan, 2015). On the other hand, SEM can measure the relationships between one or more observable variables and latent constructs concurrently (Cangur & Ercan, 2015). The current researcher applied SEM to establish if the proposed research model derived from combining existing TAM, UTAUT, and diffusion of innovation theories would be supported by the sample data. The goodness of fit tests of the structural equation model was conducted using the CMIN, Chi-Square Statistic, RMSEA and AGFI and other model fit indices were also computed. Wilson (2006) posits that "the Chi-square(x^2) test allows a researcher to assess 'goodness of fit' between the observed distribution and the expected distribution of a variable".

4.15 ANALYSIS OF OPEN-ENDED QUESTIONS

The researcher adopted the use of content analysis to evaluate the open-ended questions. Patton (2015) defines content analysis as "the general term for identifying, organising and categorising the content of narrative text". In this particular study, the researcher implemented content analysis by going through the open-ended section of the responses that had been written as text by the research participants. Patton (2015) defines content analysis as "the general term for identifying, organising and categorising the content of narrative text". In this particular study, the researcher implemented content analysis by going through the open-ended section of the responses that had been written as text by the research participants. Kondracki *et al.* (2002) concur with the view that content analysis can be ideal for analysing open-ended questions from survey research.

The respondents wrote responses to open-ended questions in their own words about their views on the current state of domestic tourism in Zimbabwe and on their understanding of the role stakeholders can play to advance the use of mobile marketing tools for marketing tourism and hospitality services to local potential tourists. These stakeholders' entities were as follows: the Zimbabwe Tourism Authority (ZTA), the Post Telecommunications Regulatory Authority of

Zimbabwe (POTRAZ), Mobile Operators (Econet, NetOne and Telecel Zimbabwe) and the Hospitality Association of Zimbabwe (HAZ). Scott as cited in Bryman (2012) argues that while conducting content analysis researchers should ensure that documents are credible, authentic and representative. In this regard, the researcher began by reading all the logical responses from the participant's notes, then identified those responses that were consistent and were following similar patterns on each question so that they could be representative of all possible documented responses. Patton (2015) further posited that content analysis entails examining the text for words that repeatedly occur or identifying themes. Once the researcher gets absorbed in the data, the outcome would be findings and interpretations with a depth of meaning.

4.16 ETHICAL CONSIDERATIONS

Research ethics can be described as the moral guidelines that guide the conduct and behaviour of researchers (Wilson, 2006). Kolb (2008) defines ethics as “a set of beliefs used to distinguish what is right and good from what is wrong and bad and that result in a duty or obligation to act in a certain way.” Since research deals with human beings and issues related to them such as their living conditions and rights, ethical issues must be adhered to (Remler & Van Ryzin, 2015). Relevant ethical issues include the protection of the rights of participants, the right of participants to choose to participate on their own free will without due influence (by consent), the confidentiality of research data, professionalism, honesty and trustworthiness (Kolb, 200; Remler & Van Ryzin, 2015; Creswell, 2014; Wilson, 2006).

In this particular study the following issues were considered:

1. The respondents were approached with a detailed informed consent letter that introduced the researcher and the research topic and explained the major aim of the study. The letter explained what was expected of the respondent in full, and also clarified that they were free to withdraw from the study at any time during the study. The letter also stipulated the duration of time that the respondents were expected to spend when answering the questionnaire. The letter explained privacy issues and that data would be regarded as confidential, and that they would remain anonymous. Each of the respondents signed a consent form before participating in this study.
2. The hospitality companies that were approached to recruit study participants were approached first using a phone call to make appointments to be able to explain about the research project and to request to be allowed to come and recruit study participants.

3. Once the appointment to approach and recruit potential study participants at their place of work was granted over the phone or via WhatsApp the researcher would then visit the places of work for the potential participants.
4. The researcher also sought approval from the Zimbabwe Tourism Authority to conduct research in the hospitality sector and the gatekeeper's consent form was signed.
5. The gatekeepers consent form was signed by the Chief Executive Officer of the ZTA and a detailed approval letter was written and signed by the Chief Operating Officer on the official letterhead of the relevant authority.
6. Honesty and trustworthiness: The researcher ensured that the informed consent form explained everything that participants needed to know, their personal information or that of their companies was not to be disclosed without their consent.
7. Anonymity and confidentiality: The data collection instrument did not require that respondents indicate their identity, thus they remained anonymous, and by doing this, confidentiality was maintained. Anonymity also encouraged respondents to professionally answer the questionnaire honestly as they knew that their responses would not be linked to their names, thus remaining anonymous.
8. The researcher guaranteed that published material will not indicate names of individual companies or persons who participated in this study, as only codes were to be used to represent names except for the Zimbabwe Tourism Authority who consented to have the name of the authority used in the thesis where need be.

4.17 DUE DILIGENCE OF THE RESEARCH PROCESS

Table 4.7: Due Diligence of the Research Process

Research Phase	Chapter	Examined activity	Control Activity
Introduction	Chapter 1	To begin with, the research was based on a relevant topic that was thought out. A detailed background analysis of the problem was conducted leading to the statement of the problem, with clearly stated objectives, questions and hypothesis.	The chapter was based on an approved proposal by the panel from the School of Management, IT, and Governance at the University of KwaZulu-Natal
Statement of the Problem	Chapter 1	The research problem was based on recognising deficiencies in the body of knowledge in the academic discipline of Mobile Marketing (MM) adoption and use in the context of Zimbabwe, as well as realising that there was a need to provide field evidence on MM from the tourism and hospitality sector's perspectives.	The proposal was presented at the University of KwaZulu-Natal and the topic was approved.
Literature Review,	Chapter 2	Remedy and Bannister (2012) assert that a thorough critical review of literature authenticates a convincing argument. In this case, a detailed review	The chapter was reviewed by the supervisor. The guidelines from

Mobile marketing, acceptance and adoption, and domestic tourism and hospitality		of the literature was conducted, consulting several sources to include published journal articles, books, and reports and working documents. The objectives, questions and hypothesis provided a guide to the keys issues that required attention in this chapter. A detailed review of current trends in mobile marketing practices and domestic tourism in Zimbabwe was discussed, to include the key stakeholders within this sector, as well as issues to do with statistics on mobile phones and internet usage as well as, infrastructure. This was important to ensure the validity of the research results.	the university were also followed on crafting this chapter
Theoretical Framework and hypothesis development	Chapter 3	King <i>et al.</i> , as cited in Remler & Van Ryzin, 2015 define a theory "as a reasoned and precise speculation about the answer to a research question". In this study, the researcher conducted a thorough assessment of theories that are relevant to the study, which was important for exploring and identifying the key variables that needed to be considered in answering the research questions and developing hypotheses.	The theoretical framework chapter was concluded by developing a conceptual model in line with the approved proposal, and it was submitted to the supervisor. Recommendations from the supervisor were considered.
Research Methodology	Chapter 4	Key processes of the methodology were outlined in consultation with several scholarly authorities as follows: Research Philosophy (Saunders <i>et al.</i> 2009; Creswell, 2014; Remler & Van Ryzin, 2015, Saunders <i>et al.</i> , 2009; Newman & Benz, 1998; Patton, 2015). Research approach /strategy (Creswell, 2014; Wilson, 2006; Saunders. <i>et al.</i> , 2009; Kumar, 2014; Bryman, 2012; Patton, 2015). -Research design (Sekaran and Bougie, 2010; Bryman, 2012); Hair. <i>et al.</i> , Roe, 2004; Kolb, 2008). -Sampling (Hair <i>et al.</i> 2008; Creswell, 2014; Krejcie & Morgan, 1970). - Questionnaire design (Wilson, 2006; Kolb, 2008; Johnson & Turner, 2003; Saunders <i>et al.</i> , 2009; Roe, 2004; Hair <i>et al.</i> , 2008). Post-Positivism was the guiding philosophy in this research, following a deductive quantitative approach. Both descriptive and exploratory research designs were adopted. Mainly quantitative data was gathered and a few open-ended responses using a cross-sectional survey of the Tourism and Hospitality sector of Zimbabwe. A semi-structured questionnaire was designed, and a pre-test using expert review method was conducted.	The research design was reviewed by the supervisor. The proposal presentation was done at the University of KwaZulu-Natal, and the research methodology, including the research approach and design, were approved as appropriate. Comments outline in the proposal approval letter were taken into consideration during the research. Sampling was conducted on a simple random basis from the population under study basis after approval was sought to conduct research from the Zimbabwe Tourism Authority who provided the database for the registered hospitality companies from which the sample was drawn. The research ethics committee also approved the research before data was gathered from the respondents.
Questionnaire Design Reliability and Validity	Chapter 4	To begin with, the Pre-test was conducted using expert review method to reduce errors related to language, the order of questions and bias. Referenced literature included Bryman (2012), Hair <i>et al.</i> (2014), Creswell (2014), Saunders <i>et al.</i> (2009), Streiner (2003), Hulland (1999) and Foddy (1994). The questionnaire pre-testing was done using expert review and reliability was assessed using Cronbach's alpha.	The research instrument was reviewed and approved by the supervisor. It was acceptable to the ZTA and it was approved by the UKZN research ethics committee. Pretesting the questionnaire to research experts was done to ensure its validity and reliability in addressing the research questions. The research experts consulted

			included, professionals from the hospitality sector of Zimbabwe, statisticians and mobile commerce academicians. The supervisor's guidance was sought at every stage whenever the need arose.
Administering the Questionnaire	Chapter 4	The semi-structured instrument was administered to the hospitality marketers in key tourist destinations in Zimbabwe. Though the questionnaire was a self-completion the researcher indicated their contact details and was always keen to assist if a respondent needed clarity with some mobile technology terms that needed explanation. The questionnaire was also designed such that respondents could easily understand. Because the geographic scope was extensive, a research assistant was hired and help with distributing the questionnaire. It was necessary to cover the wide geographic scope to ensure the sample was as representative to the population as possible and to ensure the reliability and validity of the data.	The supervisor's guidance was sought at every stage of collecting data. Data were gathered following all ethical considerations. A cover letter introducing the researcher, the topic under study and the major aims of the study was attached to the questionnaire. Before the data was gathered from them, the respondents were asked to sign a consent form.
Ethical Consideration	Chapter 4	The research instrument was designed in line with set ethical standards. Though authority was sought from the Zimbabwe Tourism Authority, participation at the individual level by respondents was entirely based on their own will. The researcher ensured that respondents read through an informed consent letter, after which they would sign a consent form if they were willing to participate.	The research Instrument was approved by the University of KwaZulu-Natal humanities and social sciences research ethics committee as a suitable research instrument that did not violate individual human rights under protocol number HSS/0066/018D
Data Analysis and Presentation of Results	Chapter 5	Data were analysed using SPSS version 25 with AMOS add-on software acquired from the University of KwaZulu-Natal ICT department. Data was presented in the form of graphs, table and charts as well as figures and diagrams from the AMOS software. Both quantitative data and data from open-ended questions were analysed. Preliminary quantitative analysis included descriptive statistics, followed by bivariate techniques like correlation analysis. Multivariate data analysis techniques included factor analysis. Structural equation modelling was used to test more complex relationships between observed and unobserved variables. Open ended questions were analysed by deriving themes from the responses. The interpretation of data resulted in the generation of themes for generalisations.	The chapter was reviewed and approved by the supervisor.
Discussion of Findings	Chapter 6	The discussion of findings was done in line with the objectives that the researcher had set to achieve in chapter one. A rigorous discussion for each question was posed.	The supervisor reviewed and approved this chapter.
Conclusions and Recommendation	Chapter 7	Conclusions were drawn from the findings of the study. Likewise, recommendations were based on the research findings.	
Originality of Thesis		All sources of literature reviewed in this thesis were cited and referenced.	The thesis was run through Turnitin to check for similarities and originality.

Source: Prepared by a researcher from current and extant literature

4.18 CHAPTER SUMMARY

Chapter Five constitutes a detailed discussion of the research methodology adopted in conducting this study. The research methodology is a broad strategy or technique for carrying out research. It represents routine steps that are taken in all research processes. The methodology is the adhesive holding the whole research process together. The philosophical standpoint which guided the direction of the researcher was outlined. The research approach and strategy were explained. The research design, sampling procedures and questionnaire design were described. The data collection methods, analysis and ethical considerations were detailed. Lastly, the due diligence table (Table 4.7) presented the actions of prudence taken carefully by the researcher to ensure that the whole research process was of an utmost good standard. In the next chapter, the researcher examines data that was gathered to provide answers to the research questions and also presents the results of the tested hypotheses.

CHAPTER 5

DATA ANALYSIS AND PRESENTATION OF FINDINGS

5.1 INTRODUCTION

The previous chapter presented a detailed discussion of the methodology that was adopted in carrying out this research project. This chapter presents the respondents' profiles, and the research findings concerning the stated objectives, research questions and hypotheses. The major aim of the study was to assess the readiness for the adoption and usage of mobile marketing practices for domestic tourism promotion by hospitality marketing employees in Zimbabwe. The key question that needed to be answered by this study was as follows: *Can the adoption and use of mobile marketing practices by hospitality marketing employees, to promote domestic tourism in Zimbabwe be established?*

The chapter begins by presenting results obtained from the descriptive and inferential statistics, followed by a detailed analysis of causal relationships among constructs within the proposed model using Structural Equation Modelling (SEM) technique. A two-step approach beginning with the Confirmatory Factor Analysis (CFA) which was pivotal to secure composite reliability, internal validity and discriminant validity of constructs before further SEM analysis (Hair *et al.*, 2010), followed by SEM which examined relationships amongst observable and latent variables and testing hypothesised relationships among predicting and dependent variables. CFA and SEM were conducted using Analysis of Moment of Structures (AMOS) software version.22.0 and model fit indices were discussed and reviewed.

The chapter also presents the fundamental assumptions of SEM and CFA, namely, multivariate normality and multicollinearity, homoscedasticity, positive definiteness and sample size. Regarding the sample size, the study sample meets the recommended greater than 200 for analysis using SEM. This is in line with several authors' recommendations that minimum sample size for SEM for both non-normal and normal data to be greater than > 200 (Hu & Benter, 1991; Jackson, 2001; Nevitt & Hancock, 2001; Yu & Muthen, 2002). AMOS software was chosen at the expense of other software's which can perform the same function such as LISREL and EQS as the software is considered easy to use and user-friendliness.

To remain focused on the purpose of the study, the researcher restates the research objectives below;

1. To determine the extent to which mobile marketing practices have been adopted in Zimbabwe's tourism and hospitality sector.
2. To determine factors responsible for the adoption/non-adoption of specific mobile marketing tools in the tourism and hospitality sector.
3. To assess marketing employees' awareness of the existence of individual mobile marketing tools (SMS, Multi-Media Service, Location Based Services, and Mobile Social Media such as WhatsApp).
4. To determine the role of individual human behavioural issues such as experience, social networking habits and fear of technology on hospitality marketers' willingness to use mobile marketing practices.
5. To clarify employee perception about the usage of mobile marketing practices in tourism and hospitality services.
6. To evaluate the role of the external and internal work environmental factors on enabling the adoption and use of mobile marketing practices to promote domestic tourism by hospitality marketing employees.

5.2 RESPONSE RATE

The sample size that the researcher set to consider at the beginning of the study was 331 individuals. However, only 264 of the 331 questionnaires that were returned were usable. This translated to a 79.8% valid response rate. A response rate of 30% and above is generally acceptable in survey research (Bryman, 2012; Saunders *et al.*, 2009; Sekeran, 2003). The problems that made the other questionnaires unusable included incomplete responses on the open-ended questions and double ticks on the quantitative questions, or missing demographic responses. Another problem was that some of the respondents had initially agreed to participate in this study but they later withdrew from participation, and therefore, the researcher could not continue collecting data from them. Furthermore, the questionnaire was self-completion, therefore, the researcher was not able to control the data collection process meaning that some questionnaires would be returned with these missing responses.

5.3 ANALYSIS OF ATTRIBUTES OF SOCIO-DEMOGRAPHIC VARIABLES

The analysis of demographic variables is important in marketing research as it provides the basis for making generalisations of the research findings to the population simply because

practically, researchers use a sample as opposed to using a census (Wilson, 2008). Table 51 provides a summary of the participants' demographics.

Table 5.1: Findings for the Attributes of the Socio-Demographic Variables

Description of Socio-Demographic Variable		Frequency	Percentage
Gender	Male	114	43.2
	Female	150	56.8
Total		264	100.0
Age	18 - 25 years	81	30.7
	26 - 35 years	129	48.9
	36 - 45 years	42	15.9
	46 - 55 years	10	3.8
	Above 55 years	2	0.8
Total		264	100.0
Level of education	Ordinary Level	39	14.8
	Advanced Level	15	5.7
	Diploma	93	35.2
	Degree	117	44.3
Total		264	100.0
Years using a personal mobile phone	1 - 5 years	18	6.8
	6 - 10 years	96	36.4
	Over 10 years	150	56.8
Total		264	100.0
Years in the hospitality sector	1 - 5 years	156	59.1
	6 - 10 years	60	22.7
	Over 10 years	48	18.2
Total		264	100.0
Marketing Department	Front Office	82	31.1
	Reservations and Bookings	123	46.6
	Functions/Events	28	10.6
	Sales and Marketing	31	11.7
Total		264	100.0

Table 5.1 reveals that there were more females (56.8 %) respondents in this study than males (43.2%). These statistics suggest that this gender distribution in terms of employment in this

sector is not biased towards either gender as the results are not significantly different from the national population distribution of Zimbabwe by gender which is 48% males and 52% female as reported in the 2012 Zimbabwe census (ZIMSTATS, 2012).

The findings also show that a large number of the respondents were aged between 26-35years (48.9%) followed by those aged between 18-25years (30.7%). Cumulatively, this translates into a significant 79.6% of respondents aged 35years and below. The other age categories were the 36-45 years age range (15.9%), followed by those aged between 46-55years (3.8 %) and lastly those aged above 55 years (0.8%).

Furthermore, the findings of this study unveil that a large number of the study participants had a tertiary qualification, of which 44.3% had attained a degree, while 35.2% held a diploma. In addition, 5.7 % of the participants had completed the Advanced Level (A-Level) education and 14.8%o had attained Ordinary Level (O level) education. These results show that most individuals who proceeded to A 'level education after completing their 'O' Level education eventually acquired tertiary qualifications, hence the very low number of those who only had 'A' level education.

The level of education was considered to start at 'O' Level because in Zimbabwe the minimum qualifications for employment are usually 5 ordinary level passes. The aggregate of those who attained tertiary qualifications was 79.5%. An almost linear relationship was noted between the total number of respondents who were aged 35 years and below (79.6%) and those that had attained tertiary qualifications (79.5%). The majority of respondents (150) had used the mobile phone for more than 10 years representing a significant 56.8%. Moreover, 36.4 % of the respondents had between 6 to 10 years of experience in using the mobile phone, while only 6.8 % accounted for those with just 5years or less experience in using the mobile phone.

Table 5.1 further reveals that the majority of respondents (59.1%) had worked in the hospitality sector for just 1-5 years, while 22.7 % had been employed in the sector for between 6 to 10 years. Only 18.1 % had been employed in the hospitality sector for more than 10 years. The most popular marketing department from which respondents were drawn was the bookings and reservations department which had 46.6% of participants followed by the front office department which had 31.1% of participants. The functions and events department had 10.6%

of participants while participants from the sales and marketing department constituted 11.7% of individuals.

5.4 RELIABILITY ANALYSIS

Table 5.2: Reliability Cronbach's Alpha Co-efficient Results

Construct	Dimension and number of items	Cronbach's alpha index	Interpretation of Cronbach's alpha index
Awareness	Awareness and Knowledge (6)	0.719	Good
Extent of usage	Past usage(7)	0.770	Very good
Individual human Factors	Voluntariness(3)	0.755	Good
	Fear of Technology (2)	0.780	Very good
	Social networking behaviour (3)	0.695	Good
Perceived Ease of Use	Perceived ease of use (6)	0.701	Good reliability
Perceived Usefulness	Perceived Usefulness(7)	0.623	Fairly reliable
Technology Access	Technology Access(7)	0.628	Fairly reliable
Enabling Environment	Enabling Environment (6)	0.792	Very good
Behaviour Intention	Behaviour Intention(8)	0.914	Very good
Actual Usage	Frequency of Use (6)	0.799	Very good
	MM use for Bookings and Reservations (4)	0.897	Very good
SMS-Benefits	SMS Use benefits (10)	0.900	Very good
Multi-Media Service Benefits	Multi-Media Use benefits (10)	0.921	Very good
Location-Based Service benefits	LBS Use benefits (10)	0.777	Good
Mobile Social Media Benefits	MSM Use benefits (10)	0.901	Very good
Overall Reliability:106 items on Scale		0.923	Very good

(Source: Compiled by the Researcher from SPSS output)

To determine if the data collection instrument used in the study was reliable and suitable for more analysis, the researcher used Cronbach's alpha index assessment. Concerning scale measurements consisting of several indicators, reliability can be ascertained through the internal consistency of the several indicators. Most important is to ascertain if several indicators are agreeable in what they measure (Remler & Van Ryzin, 2015:122). The commonest method of measuring internal consistency is using Cronbach's alpha invented by Lee Cronbach (Remler & Van Ryzin, 2015:122). Alpha ranges from 0 to 1, with the usually accepted value being 0.7. However, Berthoud as cited in Bryman (2012) argued that a minimum Cronbach alpha value of 0.60 is acceptable. Zikmund, Babin, Carr and Griffin (2010) concur with Berthoud (2000) and submit that the coefficient of the scales can be rated in four categories, namely: 0.8 to 0.95 (very good), 0.7 to 0.8 (good), 0.6 to 0.7 (fairly reliable) and lastly those below 0.6 (poor reliability). Table 5.2 presents the alpha coefficient values for the constructs measured in this study. The results display that most scale items had Cronbach alpha index above 0.7 indicating good reliability, though just three had just above 0.6 which is still regarded as fairly reliable (Zikmund *et al.*, 2010; Berthoud, 2000). Fear of technology was maintained even though it had 2 items due to the nature of the study and its setting, which is in a developing country and therefore it was important to assess that variable. Furthermore several authors do not argue against 2 items outright they only note that single item use can be problematic (Andersen & Gerbin, 1988; Kline 2005)

5.5 DESCRIPTIVE ANALYSIS RESULTS

In this section, the researcher presents the results of the descriptive statistics. Descriptive statistics involves analysis procedure that entails the collection, summarising and presentation of data in a way that is useful for decision making (Kolb, 2008). These tests often include frequencies, measures of central tendency and measures of dispersion (Wegner, 1997; Kolb, 2008). The researcher presents the results of descriptive statistics (mean, standard deviation, kurtosis, skewness, percentages and frequencies) for each category of ordinal scale data used to measure research variables aligned to the research objectives and hypothesis.

5.5.1 Extent of Mobile Marketing Tools Adoption and Usage

Results on descriptive statistics on the extent to which MM tools have been adopted in the hospitality and tourism sector of Zimbabwe are indicated in Table 5.3. The extent of usage was initially measured using eight items on the questionnaire as shown on the descriptive analysis

test results. However, some of these items will be missing after exploratory factor analysis at the multivariate analysis stage.

Table 5.3: Descriptive statistics on the extent of mobile marketing tools adoption and usage

	Mean	Std Dev.	Skewness	Kurtosis
In the past, I used SMS to inform local customers about hotel facilities and services	4.59	2.098	-.608	-1.048
In the past, I used Local Based Services to inform local customers about hotel facilities and services	4.61	2.033	-.609	-1.003
In the past, I used Multimedia messaging services to inform local customers about hotel facilities and services	4.47	2.225	-.474	-1.361
In the past, I used Mobile Social Media to inform local customers about hotel facilities and services	5.99	1.598	-1.958	3.120
More often I send SMS when advertising hotel facilities and service to local potential and existing customers	4.02	2.170	-0.047	-1.503
More often I use Multimedia Message Service when advertising hotel facilities and service to local potential and existing customers	3.97	2.204	-0.030	-1.518
More often I use Location-Based Service when advertising hotel facilities and service to local potential and existing customers	4.70	2.048	-0.639	-0.962
More often I send adverts using Mobile Social Media about hotel facilities to local potential and existing customers	6.00	1.578	-1.778	2.368
Valid N Listwise 264				

Note: n=264, p<0.1, p<0.05 and p<0.01

As shown in Table 5.3, the rest of the individual types of MM have been used moderately in the past, while past usage of Mobile Social Media adverts (mean =6.00, Std Dev (SD)=1.58) and past usage of Mobile Social Media (mean=5.99, SD=1.60) has been used to a greater extent. Notably, Multi-Media Message service was least used (mean =3.97 SD =2.204). The Skewness

and Kurtosis results on these data imply that an approximately normal distribution of the data exists as signalled by values that fall between -2 and +2 for Skewness and -7 and 7 for Kurtosis. George and Mallery (2010) recommend that z-values for normally distributed data should range between -2 and +2 for Skewness and -7 and 7 for Kurtosis.

5.5.2 Awareness and Knowledge (AK) of MM Tools

Table 5.4 displays descriptive statistics results of the items on the Likert scale data measuring awareness and knowledge. These were also aligned with the third objective of the study which was to assess employee awareness and knowledge about the existence of individual mobile marketing tools (SMS, Multi-media service, and Location-based services, Mobile social media).

Table 5.4: Descriptive Statistics on Awareness and Knowledge of Mobile Marketing Tools in Zimbabwe's tourism and hospitality sector (N= 264)

Awareness and Knowledge attributes	Mean	Std Dev.	Skewness	Kurtosis
AK1 I am aware of potential benefits of using multimedia message service to market hotel facilities and services	5.53	1.62	-1.360	1.09
AK2 I am aware of the potential benefits of using SMS to market hotel facilities and services	5.66	1.60	-1.493	1.58
AK3 Potential benefits of using Location-based service to market hotel facilities and services	5.93	1.20	-1.783	4.01
AK4 The knowledge I already have about MM tools make me want to use them.	6.16	1.24	-1.91	3.92
AK5 The knowledge I already have about the types of MM tools helps me to understand MM benefits	6.21	1.159	-1.80	2.21
AK6 Potential benefits of using Mobile Social Media to market hotel facilities and services	6.50	.931	-2.85	10.62

(Source: Prepared by the author from SPSS output)

Table 5.4 illustrates the results of the descriptive analysis conducted on data about participants' level of awareness and knowledge about the usage of individual mobile marketing tools. As indicated by the mean values that ranged between 5.53 and 6.50, awareness and knowledge levels of individual MM tools were found to be above average. Respondents were mostly aware of the benefits of Mobile Social Media to market hotel facilities and services (mean=6.50, SD=0.931). The mean for the variable “least aware of the benefits of Multi-Media Message Service” was 5.53 and standard deviation was 1.62. On these data, most Kurtosis and skewness values ranged between the normally accepted values that is Kurtosis of between -7 to +7 and skewness of between -2 and +2. These figures imply that data was normally distributed for most scale items except for the responses on awareness of benefits of mobile social media which had -2.85 skewness and 10.62 kurtosis values.

5.5.3 Individual Human Factors (IHF)

The fourth objective of the study was to determine the role of individual human issues such as experience, voluntariness, fear of technology and social networking habits employee/ marketer's willingness to use MM tools. To answer the research question, three dimensions were regarded as the individual human factors that could influence the willingness to Mobile Marketing adoption. They included (i) experience and voluntariness, (ii) fear of technology and (iii) social networking habits. The three dimensions were measured jointly on the item statistics (Table 6.5), however, on the reliability tests (Table 5.2) they were separated into 3 separate dimensions as they were investigated on one construct but addressing different issues in each construct.

Table 5.5: Descriptive Statistics of Individual Human Factors influencing Employee/marketers Willingness to use Mobile Marketing Tools (N = 264)

	Mean	Std Dev.	skewness	Kurtosis
IHF1 I use MMs on my own free will(Voluntarily)	6.14	1.311	-1.905	3.497
IHF2I can complete a task with no assistance when using the mentioned MM Tools.	6.22	1.283	-2.295	5.466
IHF3 My experience in using the Mobile phone has a direct positive relationship with my ability to use MM Tools	6.00	1.566	-2.029	3.603

IHF4 Sometimes I am afraid to navigate on my mobile phone to understand various applications.	2.50	2.143	1.105	-.367
IHF5 Sometimes my fear of navigating on my mobile phone disturbs me from using MM Tools	2.35	1.998	1.223	-0.005
IHF6 My social networking habits have a direct positive relationship with my chances of gaining new customers via mobile phone	5.89	1.661	-1.890	2.798
IHF7 Social networking habits are useful when advising customers about hotel facilities and services.	6.36	1.062	-2.652	2.146
Valid N Listwise 264				

NB n=264; p<0.1; P<0.05; and P<0.01

Source: prepared by author from SPSS Primary data

Table 5.5 indicates that most items relating to statements on experience, voluntariness and social networking habits had generally very high scores ranging from 5.89 to 6.41 mean values, implying that the respondents mostly agreed with these statements. The two items which had very low mean scores are those statements that related to being afraid to use technology (mean=2.50) and having fear (mean=2.32), which implies that respondents did not agree that they were afraid to use technology. Skewness values for these data were within normal limits of between -2 to +2 z-values. Nonetheless, some kurtosis values were falling in outliers, thus values were greater than the usually acceptable ranges. The Shapiro Wilk was not favourable but the QQ plots formed a roughly straight line suggesting that quintiles were from the same direction implying that they formed a normal distribution (see appendix 13d). However, given that multivariate analysis was conducted using Structural Equation Modelling and Confirmatory Factor Analysis the researcher was prompted to perform further multivariate normality tests in compliance with the assumptions of SEM and CFA such as the Mahalanobis Distance test exclude outliers and results were satisfactory (See Appendix 8a).

5.5.4 Perceived Ease of Use (PEOU)

To clarify the employees' perceptions about the usage of mobile marketing tools in the tourism and hospitality service, six statements were posed on a 7 point Likert scale which measured the perceived ease of use. Table 5.6 exhibits descriptive statistical results.

Table 5.6: Descriptive Statistics on the Perceived Ease of Use of MM tools

	Mean	Std Dev.	Skewness	Kurtosis
PEOU1 believe MM tools are an easy way of informing locals about hotel facilities and services	6.19	1.124	-1.964	4.222
PEOU2 Using MM tools to market hotel facilities and services are easy to me	6.23	1.210	-2.413	6.681
PEOU3 I find SMS easy to use when making bookings and reservations	4.81	2.058	-0.576	-1.095
PEOU4 I find Multimedia Messages Service are easy to use when making bookings and reservations	4.92	2.050	-0.658	-.988
PEOU5 find Location-based service is easy to use when making bookings and reservations	5.37	1.787	-1.103	0.217
PEOU6 find Mobile Social Media ease to use when making bookings and reservations	6.30	1.214	-2.214	6.933
Valid N Listwise 264				

NB n=264; p<0.1; P<0.05; and P<0.01

Source: Prepared by the author from SPSS primary data

Results in Table 5.6 indicate that generally, respondents find MM tools moderately easy to use. Specifically, Mobile Social Media had the highest mean score (mean=6.30, SD=1.21) implying that the majority of the respondents believe that MSM as the easiest to use amongst the four MM tools. SMS (mean=4.81, SD 2.058) and Multi-Media Message Service (mean= 4.92 SD 2.050) scored just above the median implying that the respondents find them slightly easy to use. Likewise, location-based service was also found to be perceived as slightly easy to use (mean=5.37, SD 1.787).

5.5.5 Perceived Usefulness (PU)

Table 5.7 Descriptive Statistics: Perceived Usefulness

	Mean	Std Dev.	Skewness	Kurtosis
PU1 find MM tools useful in helping me achieve my work Objectives	6.18	1.158	-1.966	4.671
PU2 think using MM Tools to market hotel facilities and services can increase the interest to visit tourist resorts by locals	6.12	1.280	-2.154	4.948
PU3 believe using Mobile Marketing Tools makes it quicker to complete bookings and reservations	6.15	1.267	-2.335	6.040
PU4 I believe using SMS adverts could increase hotel bookings	4.49	2.173	-0.350	-1.394
PU5 believe using Multimedia Message Service adverts could help increase hotel bookings	4.62	2.119	-.466	-1.261
PU6 believe using LBS advertising could help increase hotel bookings	5.55	1.586	-1.376	1.367
PU7 Mobile Social Media advertising could help increase hotel bookings	6.38	1.147	-2.791	9.082
Valid N Listwise 264				

NB n=264; p<0.1; P<0.05; and P<0.01

Source: Prepared by the author from SPSS primary data

Results in Table 5.7 indicate that responses to questions measuring the perceived usefulness of MM tools amongst the respondents were all statistically significant at $p < 0.01$ with most of the respondents ranging between “slightly agree” to “agree” (mean=5.64, SD=0.88). However, two variables, namely: “I believe using SMS adverts could increase hotel bookings” (mean=4.49, SD=2.17) and “I believe using Multimedia Message Service adverts could help increase hotel bookings” (mean=4.62, SD= 2.12) recorded lower means compared to all the other variables on this construct (Table 5.7).

5.5.6 Internal Work Environment and Enabling Conditions (EC)

Table 5.8: Descriptive statistics: Internal Work Environment and enabling conditions

Internal work environment and enabling conditions(EEC)	Mean	Std. Deviation	Skewness	Kurtosis
EEC1 Our company has an established policy on MM implementation	4.42	2.37	-0.370	-1.495
EEC2 Our management is always working towards continuously improving IT and Mobile Technology Infrastructure	5.64	1.52	-1.370	1.537
EEC3 At my workplace mobile technologies such as mobile phones and WI-FI are available	6.30	1.18	-2.569	7.455
EEC4 Our management supports individual employee's initiatives to use mobile marketing	5.77	1.57	-1.599	1.982
EEC5 Company Policy allows us to use Mobile devices and mobile internet (WI-FI) at work	5.62	1.79	-1.531	1.272
EEC6 Our company is likely to have a mobile app for booking and reservations shortly	5.31	1.92	-0.930	-0.410
EEC7 Our management facilitates training programmers for mobile Marketing Usage	3.66	2.53	.180	-1.730

Note n=264; p<0.1, p<0.05 and p<0.01

(Source: SPSS Output primary Data)

The Findings in Table 5.8 indicate that mean values for most of the responses on variables ranged between 5.31 and 5.77. Only one variable scored a high mean score of 6.30, and the lowest mean score was recorded on item EEC7 our management facilitates training programmes for MM usage which had (mean= 3.66, SD =2.54). Another lower than the average mean score was recorded on the first item EEC1 our company has an established policy on MM implementation (mean= 4.42 SD =2.37). The highest mean score (mean=6.30, SD = 1.18) was recorded on the third item (At my workplace mobile phones and Wi-Fi is available. These

results suggest that there was no overall agreement about companies having MM implementation policy, while they generally disagreed with the view that management was facilitating training programmes on MM use at the workplace. However, there seemed to be a consensus among respondents that mobile devices, phone, and Wi-Fi were available at many companies.

5.5.7 External Operating Environment – Technology Access

Table 5.9: Descriptive Statistics: External Operating Environment – Technology Accessibility

	Mean	Std Dev.	Skewness	Kurtosis
TA1 My understanding of country ICT policy makes me believe that the government would encourage the use of mobile technology in the hospitality sector	5.63	1.566	-1.456	1.740
TA2 I believe the current country laws on internet mobile technologies and internet usage encourage the use of mobile marketing at work	5.54	1.510	-1.326	1.481
TA3 I am aware of the reduced import duty on ICT products including mobile devices	4.80	2.239	-.668	-1.093
TA4 In my view mobile network providers are improving in mobile infrastructure development	5.75	1.430	-1.645	2.517
TA5 , In my opinion, the prices of voice calls, internet and mobile data charges are too high	6.07	1.467	-1.926	3.211
TA6 , In my opinion, the government should subsidise mobile service costs	6.12	1.311	-2.164	5.181
Valid N Listwise 264				

NB n=264; p<0.1; P<0.05; and P<0.01

Source: Prepared by the author from SPSS primary data

Table 5.9 above displays descriptive results on responses to questions measuring the extent to which hospitality marketing employees are affected by the external operating environment and its impact on their access to mobile technology. Results indicate that responses all were statistically significant at p<0.01, with most responses ranging from slightly agree to agree. The mean variable for all the responses on individual questions items ranged between 4.80 and 6.12 meaning that the respondent generally agreed with the statements. The highest mean score was recorded on the scale item TA6 "in my opinion the government should subsidise mobile services costs" meaning that most respondents regard mobile communication facilities and

services as basic needs which should be accessed by all citizens, hence they should be subsidised.

5.5.8 Behavioural Intention

Table 5.10: Descriptive Statistics Results for Behavioral Intention

	MEAN	Std Dev.	Skewness	Kurtosis
BI1 My belief about the effectiveness of MM tools make me intend to use them in my work	6.13	1.182	-2.283	6.479
BI2 I intend to use MMS because they are easy to use	6.06	1.244	-2.086	5.218
BI3 I intend to use MMs if management provides support and training for skills	6.25	1.146	-2.288	6.357
BI4 I intend to use MMS because they enhance the interaction between me and the potential local customers	6.34	1.049	-2.611	9.152
BI5 I intend to use MMS when making hotel bookings and reservations	6.33	1.090	-2.342	6.739
BI6 Easy access to mobile technology resources such as the internet and mobile devices will make me intend to use MM	6.35	1.072	-2.755	10.074
BI7 My strong intention to use mobile marketing will make me want to use MM more often as I do my work.	6.22	1.296	-2.492	6.896
BI8 I intend to use MM tools to enhance my own personal skills development	6.22	1.456	-2.493	5.945

NB n=264; p<0.1; p<0.05; and<0.01

Source –Prepared by the author from SPSS primary data

Responses on the eight statements used in Table 5.10 to measure behaviour intention indicate that generally, respondents agreed with all the statements. This is shown by the high mean scores, which were above 6 for each of the statements. The scale item BI 6 (Easy access to mobile technology resources such as the internet, mobile devices will make me intend to use

MM) had the highest mean score (mean=6.35). These results suggest that the respondents would highly intend to use Mobile Marketing Tools as they do their work.

5.5.9 The Frequency of Usage Behaviour (%)

Additionally, current actual usage behaviour was also verified by asking respondents the number of times they would want to use Mobile marketing when conducting their work duties. Figure 5.1 displays the findings pertaining to results on the questions asked concerning the number of times that respondents would prefer to use mobile marketing tools when making bookings and reservations for clients at hospitality facilities.

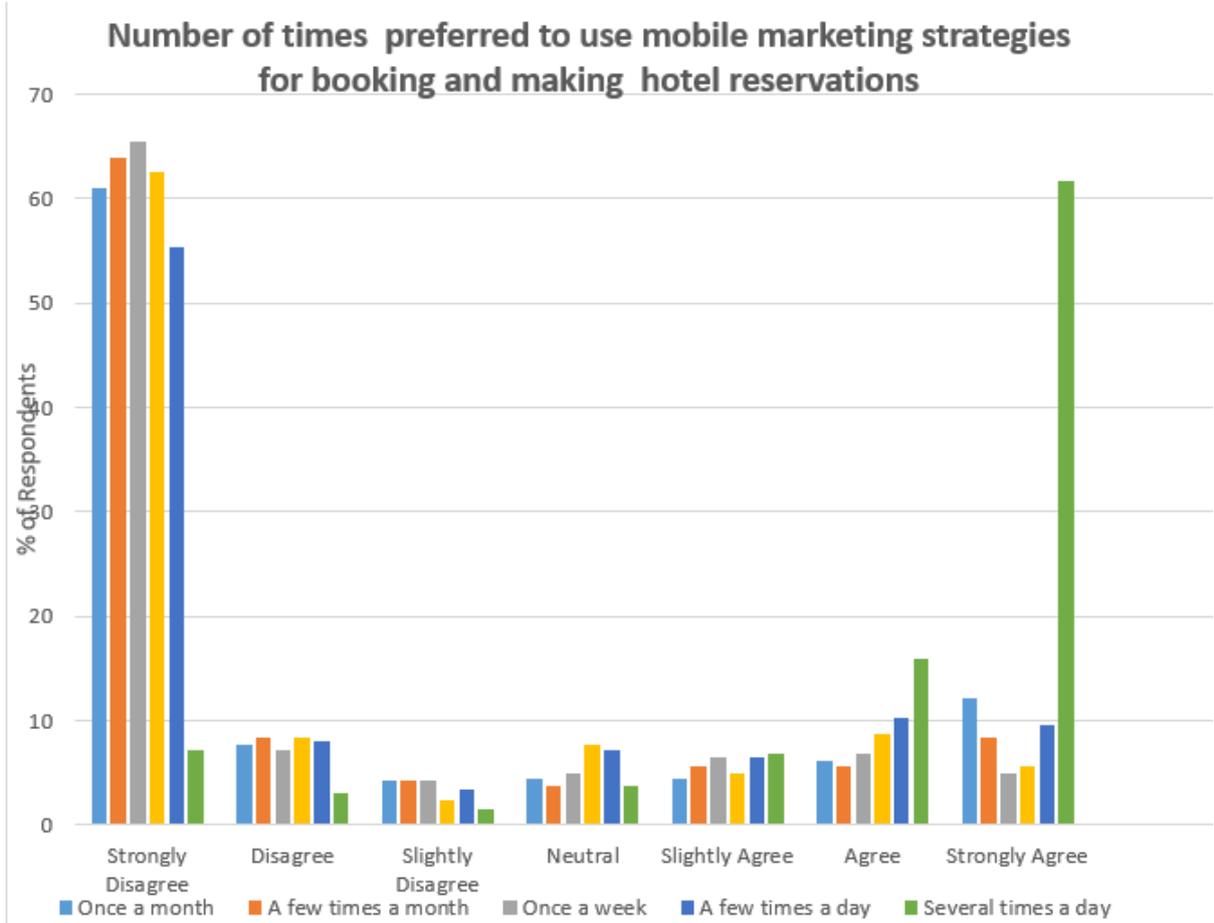


Figure 5.1: Number of times preferred to use MM tools

(Source: Prepared by the author from Primary data)

An estimate of 61.7 % of the respondents admitted that they were willing to use Mobile Marketing Tools several times a day. The mean score for the variable "several times a day" was significantly high at mean=5.95 compared to the rest of the frequency measuring variables that scored between 2.2 and 2.7 mean values. The findings suggest that generally, the respondents

prefer using MM tools all the time when carrying out their marketing duties. The rest of the graphs and frequency percentages showing these responses are shown in **Appendix 12**.

5.5.10 Actual Usage Behavior

Table 5.11: Descriptive Statistics: Actual Usage Behavior

	Mean	Std Dev.	Skewness	Kurtosis
MM tools will make me use all types of MMS to inform local potential customers hotel facilities and services	6.24	1.299	-2.474	6.454
MM will make me use all types of MM tools when making hotel bookings and reservations for local customers all the time	6.30	1.188	-2.332	6.067
Using MM tools to inform local people about hotel facilities will increase bookings and reservations by local Zimbabweans	6.43	1.094	-2.765	8.868
Using MM to market hotel facilities and services to local Zimbabweans will increase check-in rates of locals at most hotels in major tourist resorts	6.42	1.094	-2.750	8.812
Valid N Listwise 264				

NB n=264; p<0.1; P<0.05; and P<0.01

Results on statements relating to Actual Usage behaviour indicated in Table 5.11 exhibit that generally respondents agreed with all the statements relating to actual usage behaviour with all mean values scoring above 6.00. These results imply that the chances of respondents adopting and using MM tools were very high as they seem to strongly believe that the use of MM tools would increase patronage at hotels and tourism destinations. The variable "Using MM tools to inform local people about hotel facilities will increase bookings and reservations by local Zimbabweans" had the highest mean score (mean=6.43).

5.5.11 Mean Scores on Factors Responsible for the Adoption of Mobile Marketing Tools

This objective entailed determining factors responsible for the adoption and usage, or the adoption of specific mobile marketing tools in the tourism and hospitality sector in Zimbabwe.

Ten factors were assessed with regards to how they influenced each of the four Mobile Marketing Tools. Figure 5.2 displays the mean scores of each factor concerning the individual MM Tools.

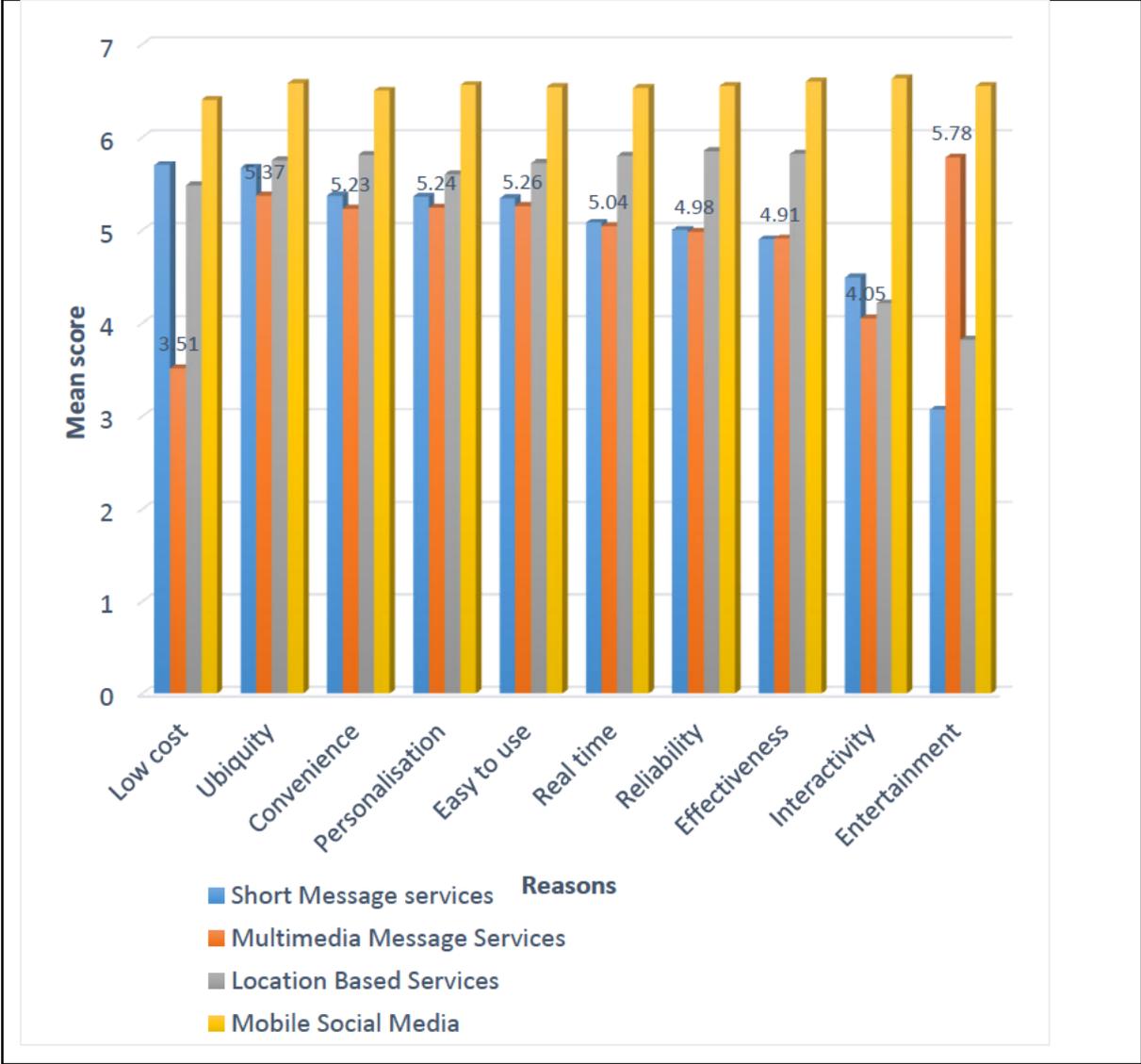


Figure 5.2: Factors Responsible for the Usage of Specific Mobile Marketing Tools in Zimbabwe’s Tourism and hospitality sector

(Source: Prepared by the author from SPSS output)

Figure 5.2 shows the factors that influenced the adoption and use of specific mobile marketing tools. Findings in figure 5.2 suggest that respondents regarded all 10 factors as very important when using mobile social media as denoted by high mean scores for each factor. This argument is based on the fact that all of the 10 factors exhibited very high mean scores (>6) concerning

their importance when using mobile social media. "Low cost" had the least mean score (mean=6.4), whereas "effectiveness" scored the highest mean (mean=6.60).

Regarding short message service (SMS), it is evident nine out of the ten factors were have a moderate influence on the use and adoption of SMS amongst the respondents. The one factor that seemed to not influence the use of SMS was "entertainment", which scored 3.07 mean value. Low cost (mean=5.70) and Ubiquity (mean=5.67) were found to be the most important reasons for using SMS. All the outlined factors were regarded as highly influential concerning the use of the location-based service by the respondents, except for entertainment which had a low mean score of 3.83. Reliability, effectiveness, convenience, real-time and ubiquity were all considered to be key reasons for using LBS, and as indicated in Figure 5.2, their mean scores were almost similar, that is 5.85; 5.82; 5.81 and 5.75, respectively.

Moreover, Figure 5.2 also infers that respondents considered the multi-media message service as expensive to use. This was shown by the significantly low score observed for the "low cost" factor (mean =3.51) concerning the indicated factor being the reason for using the multimedia message service. However, entertainment, which scored 5.78 mean value was regarded as the major reason why respondents would use the multimedia message service. Generally, most factors scored lower on the multimedia platform as compared to their scores on other platforms.

5.5.12 Ranking of MM Tools by order of Popularity among Respondents

The four mobile marketing tools were also ranked to ascertain how respondents perceived them to be popular amongst users. Figure 5.3 discloses findings obtained through the rank-order analysis.

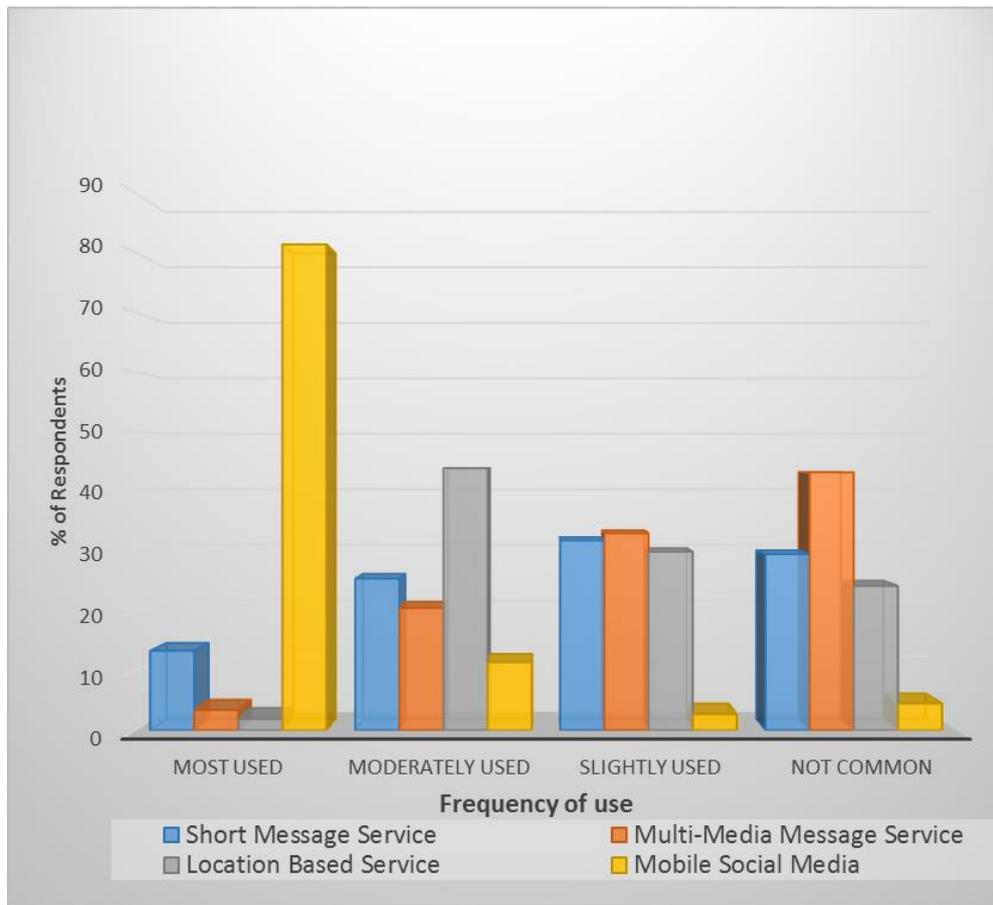


Figure 5.3: Ranking of MM Tools in order of Popularity among Respondents

(Source: Prepared by the author from Primary data)

Mobile social media was rated by 81.4% of the respondents as the most used platform, and therefore, it was the most popular platform amongst the respondents, followed by the location-based services which were rated by 43.9% of the respondents as moderately used. Short message service was rated as slightly used while multimedia message services were rated as most uncommon in terms of its usage by the respondents.

5.6 RESULTS OF INTER-ITEM CORRELATIONS FOR INTERNAL CONSISTENCY

In summary, Pearson correlations tests to establish internal consistency and reliability were necessary for determining whether the different items on the 7 point Likert scales that measured a specific construct were consistent in what they intended to measure. Criterion validity entails that the data collected is relating to the objectives set (Field 2013). The current research is deemed valid on this dimension as the questionnaire was designed in such a way that each objective and research question was allotted questions that were specifically aimed at

answering it on the data collection instrument. To ensure content validity, items that measured a dimension on each construct were posed in such a way that they represented the construct being measured in a consistent manner. As part of validity correlation tables were generated by the researcher using Pearson correlation technique, to ensure that relationships between items on a construct are measured (see tables on appendix 13b). Several authors argue that validity is not enough as a measure to establish truthfulness of research results, because in essence reliability is much more important, as it is the basis of establishing validity (Remler & Van Ryzin, 2015; Creswell, 2014; Field, 2013, Bryman, 2012; Saunders et al., 2010).

The results on the items that measured the extent of mobile marketing usage showed that there is a statistically significant positive relationship either at $p < 0.01$ or $p < 0.05$ between most scale items except for 3 items (see Appendix 13b). All the items that measured awareness and knowledge had positive correlations, statistically significant at $p < 0.01$, except for one item (see Appendix 13b). Regarding individual human factors (IHF) items 1, 2 and 3 measured EXPERIENCE; items 4 and 5 measured fear of technology (FEARTECH) and items 5, 6 and 7 measured social networking habits (SOCNETHAB) were all analysed. The findings indicate that most items correlated and were statistically significantly at ($p < 0.01$), implying that there is good convergence validity, except for one item (see Appendix 13b).

All scale items measuring perceived ease of use (PEOU) (see appendix 13b) and those that measured Enabling Environmental Conditions (EEC) (see Appendix 13b) display a statistically significant correlation ($p < 0.01$) suggesting evidence of construct validity on these scales. The results of the Inter-item correlations measuring Perceived Usefulness (PU) were statistically significant at $p < 0.01$ ranging from $r = 0.02$ to $r = 0.611$ giving construct validity 01 except for three items which did not correlate (see Appendix 13b). Similarly, the results reveal that most items that were used to measure external environmental technology accessibility (TA), behaviour intention (BI) and Actual Usage behaviour had significant correlations,

5.7 ANALYSIS OF DEMOGRAPHIC FACTORS

Age and Gender are such important factors when choosing research participants in marketing research (Kolb, 2008). The analysis of these factors is paramount as they impact on the practicality of the usefulness of marketing research results (Makanyeza, 2015). Furthermore, marketing decision-making is often greatly affected by these factors. The independent samples

t-test statistic was employed to verify the association between gender and the various constructs under investigation in the current research, and the results suggest that gender is independent of all the attributes and one's intention to adopt ($p > 0.05$) (see Appendix 13c).

Analysis of Variance (ANOVA) was employed to test the association between study constructs and the rest of these demographic attributes, namely, age; the level of education; length of time using a mobile phone; and years working in the hospitality sector. The one way ANOVA results revealed that age was significantly associated with the external work environmental technology access issues $F(4) = 3.802$, $p < 0.05$) and individual human factors $F(4) = 2.47$, $p < 0.05$. There was no association between the other attributes and age ($p > 0.05$). Only awareness $F(3) = 2.8$, $p < 0.05$), individual human factors ($F(3) = 3.92$, $p < 0.05$), and internal work environment enabling conditions ($F(3) = 3.92$, $p < 0.05$) were associated with the level of education. No significant association between the length of time during which respondents had been using personal mobile phones and all of the constructs ($p > 0.05$). A significant association was found between the number of years during which participants had been working in the hospitality sector and Perceived Usefulness (P-value 0.036) (see Appendix 13c).

5.8 HYPOTHESES TESTING USING STRUCTURAL EQUATION MODELLING CONFIRMATORY FACTOR ANALYSIS

Analysis of the relationships and all aspect of the conceptual model and the testing of the stated hypothesis were done by conducting Structural Equation modelling (SEM) and Confirmatory Factor Analysis (CFA) using AMOS version 22.0 software. CFA was conducted first followed by SEM. Before embarking on CFA, the researcher had to establish the fundamental assumptions of SEM and CFA. The section below presents the details of the tests done to achieve these requirements for SEM and CFA.

5.8.1 Assumptions for Confirmatory Factor Analysis and Structural Equation Modelling

To achieve significant flexibility before conducting SEM, raw data must be analysed. Problems of raw data before SEM may include missing data and outliers in population. Additionally, it is essential to ensure that the major assumptions of SEM have adhered to these fundamental assumptions include considerably large sample size, multivariate normality, and no sufficiently missing data (Kline, 2005). These assumptions ensure positive definiteness. Data for SEM analysis must pass the test for positive definiteness.

Causes for non-positive definiteness include multicollinearity, presence of outliers in cases of correlations values, making a typing error when transcribing data from the source and pairwise deletion of cases of missing data (Kline, 2011:52). Before CFA and SEM are conducted it is important to ensure that data has no outliers.

5.8.1.1. Multivariate Normality

In this study, the Mahalanobis Distance test (D^2) was used to determine that the data had no outliers. To generalise multivariate normal distribution results, the first step is to calculate the Mahalanobis Distance (Neale, 2005). Mahalanobis Distance is helpful in the case of outliers and missing data. Mahalanobis Distance is a useful test in determining data anomaly. These data result from the residual statistics (see Appendix 8a) indicate the mean Mahalanobis Distance to be 99.621, a minimum distance of 60.592 and maximum of 135.491, and standard deviation of 39.894. The observed findings indicate that no significant outliers were present in the data implying that assumption of multivariate normality was not violated.

5.8.1.2 Multicollinearity

The assumption of multicollinearity was verified by computing Tolerance statistics and VIF statistics. CFA and SEM accept that no two independent variables are highly correlated. The table on (Appendix 8c) shows the results of the tests. The results obtained indicate that there is that no variable with a VIF of greater than 10 and a tolerance greater than 1. Tolerance and VIF values of such magnitudes imply that the assumption of multicollinearity was not violated, therefore, CFA and SEM can be used to test the stated the hypothesized model (See table on Appendix 8c)

5.8.1.3 Variance

The variance ranged from 0.705 to 6.423 demonstrating that none of the variables or constructs had a variance large enough to be 10 times greater than another. These results indicate that variances are within the range acceptable to CFA and SEM margins. The Table on (Appendix 8c) indicate all then variances for the model constructs.

5.8.1.4 Homoscedicity

The assumption of homoscedicity was verified using a scatterplot with a Loess law. The scatter plot (see Appendix 8b) substantially approximates the Loess's law arguing that there is non-violation of the assumption of the homoscedicity. The scatterplot (Appendix 8b) displays the results of the test.

5.8.1.5. Positive Definiteness

a. Determinant = 2.587E-043

The assumption of positive definiteness was tested by Exploratory Factor Analysis (EFA). It should be noted that EFA here was conducted solely for the calculation of positive definiteness and nothing else in this thesis. Positive definiteness assumes that the data should not be a NULL Matrix that is it has to have an inverse. The correlation matrix indicated a determinant of 2.587E-043. Though the value is so small, it is not equal to 0, suggesting that the Matrix is not a NULL Matrix, a condition that satisfies SEM and CFA requirements.

5.8.2 Decision Criteria fo Goodness of Fit of Model

The study employed the maximum likelihood method to estimate the model's parameters. There are fit indices considered to assess the model goodness-of-fit (Kline, 2005; Hair *et al.*, 2010). The Ch-square (χ^2) test, though considered too sensitive for smaller sample sizes was used in this study to measure the goodness of fit to test model fit (Hu & Bentler, 1999). In this case, the Chi-square (χ^2) is more likely reject the model even when it is true, even if there are small differences between the observed model causing the good model fit to be found significant when in fact its insignificant (Hair, 2010). Accordingly, the researcher included other goodness of fit indices such as the first ratio of Chi-square (χ^2) to degrees of freedom (χ^2/df) CMIN, as well as other commonly acceptable fit indices, thus Goodness of Fit Indices (GFI); Norm Fit Indices (NFI); Root Mean Square Error Approximation (RMSEA) and Comparative Fit Index (CFI). RMSEA of less than 0.05 is considered close fit and acceptable (Joreskog & Sorbom 1993; Brown & Cudek 1993. Evidence that RMSEA is a stable measure of fit was further advanced by Kenny and McCoach (2003) who found that RMSEA would always improve despite the type of specification error, while the CFI and Tucker Lewis would worsen with an increased number of variables in the model. Comparative Fit Index (CFI) is acceptable at values >0.9 (Benlter, 1999). These were tested to evaluate the survey data and Table 5.12 below which indicates the initial model fit results before CFA and modifications.

5.8.3 The Original Conceptual Model Results

5.8.3.1 Model Fit Measurement for Original Model

As illustrated in Table 5.12 below, the Chi-square value is significant ($\mathbf{X}^2=4436.949$, $p=0.000$), CMIN/df=3.079 which is greater than 3. Both conditions suggest a bad fit. In addition, AGFI=.572 and CFI=.608, values below the threshold of 0.8 and 0.9 respectively. Finally, RMSEA=.089 is just outside the threshold of 0.08, and 0.05 for a very good match. These

results stipulate a mismatch between the survey data and the conceptual model as they indicate a bad fit. Therefore, adjustments had to be done. Below, the researcher presents the results of the initial model changes that were done to improve the model.

Table 5.12 Model fit measurement for the original model

Fit Index	Recommended value (Hair, 2010)	Value obtained	Conclusion
Chi-square (X^2)	p>0.05 (Insignificant)	4436.949 (p=0.000, p<0.05), significant	No model fit
<i>Degrees of freedom(df)</i>	Na	Na	Na
X^2/df	<5 preferably <3	3.079	No model fit
<i>Adjusted Goodness of Fit Index (AGFI)</i>	>0.8	.572	No model fit
<i>Comparative Fit Index (CFI)</i>	>0.9	.608	No model fit
<i>Root Mean Square Error of Approximation (RMSEA)</i>	<0.08	.089	No model fit

5.8.3.2 Modifications of the Original Model

Survey data did not match the hypothesized model and modifications indices were used to provide information about the improvement in model fit. To achieve model fit standardized residual covariance should be within (2.58) Byrne (2006) posits that Factor loadings (standardized regression weight) should be greater than or at least 0.7 for perfect. Modification indices that reveal a very high covariance and demonstrate high regression weights should be deleted. In this survey questionnaire, results indicate covariance errors between e77<-->e78, e76 <-->e77, e75<--> e75<--> e77, e75<--> e76 and e54<--> e63 are significantly higher than others and also some indicator variables to include PEOU 1 and 3, PU 1 and 2, BI1, 3 and 4, IHF1, IHF2 and IHF3, AT1 and AT5, AK2 and 5, EEC2, 5 and 6, and AUB1, AUB2 and AUB3 having loadings greater less than 0.5 being deleted from further analysis of the survey model. Table 5.13 below shows the error variances and the standardized regression estimates of the deleted indicator variables which did not satisfy the recommended correction threshold with the construct.

Table 5.13: Errors MI-Covariance and Path MI-regression weights of indicators deleted

Errors	MI-Covariance's	Path	Standardized regression estimates
e77<-->e78	141.622	AK1<--- AK	.264
e76 <-->e77	115.367	AK2<--- AK	..215
e75<--> e77	115.108	TA3<--- TA	.287
e75<--> e76	119.921	TA4<--- TA	.485
e54<--> e63	115.312	TA5<--- TA	.414
e6<-->e73	45.200	TA6<--- TA	.354
e5<-->e74	44.223	PEOU3 <--- PEOU	.278
e44<--> e66	75.979	PEOU4<--- PEOU	.384
e44<-->e65	68.396	PEOU5<--- PEOU	.384
e5<-->e66	42.203	AUB5<--- AUB	.310
e2<-->e73	46.560	AUB6<---AUB	.388
e26<--> AT	22.245	PU4<---PU	.041
e65<-->e66	34.910	PU5<---PU	.036
e58 <-->e59	31.444	PU6<---PU	.259
e52<-->BI	25.802	PU7<---PU	.455
E49<-->e74	32.676	AUB1<--- AUB	.008
E44<-->e76	41.371	AUB2<---AUB	.285
Edf44<-->e66	76.351	AUB3<--- AUB	.292
		AUB3<--- AUB	.330
		AUB3<--- AUB	.330
		IHF6<-	0.488
		SOCNETHAB	

5.8.4 Confirmatory Factor Analysis CFA

The researcher adopted CFA as the measurement model to examine relationships among the different constructs within the conceptual model (Arbuckle, 2009). To explore measurement model in CFA, the researcher initially verified the model fit as shown in the above section and proceeded to evaluate the validity of the measurement model. The results above (see Table 5.12) display of the original model fit with all the indicator variables and the 10 latent variables.

5.8.4.1 Final CFA Measurement Model after Modifications

Figure 5.4 shows the final measurement model with all indicator variables and model constructs which were finally utilised to come up with the final SEM model for the current survey. The CFA diagram (Figure 5.4) below displays all the variables linked together, the latent variables are represented by circles, while the measured variables are represented in rectangular shapes. As can be observed, CFA does not distinguish between endogenous and exogenous constructs. The covariance between latent variables is represented on the CFA diagram (Figure 5.4) by two-headed arrows, while the casual relationship between a construct and the indicator variable or observed variable is represented by one headed arrow. The original model fit results are first presented and then those of the survey before SEM is conducted.

CFA model for the Survey after modifications

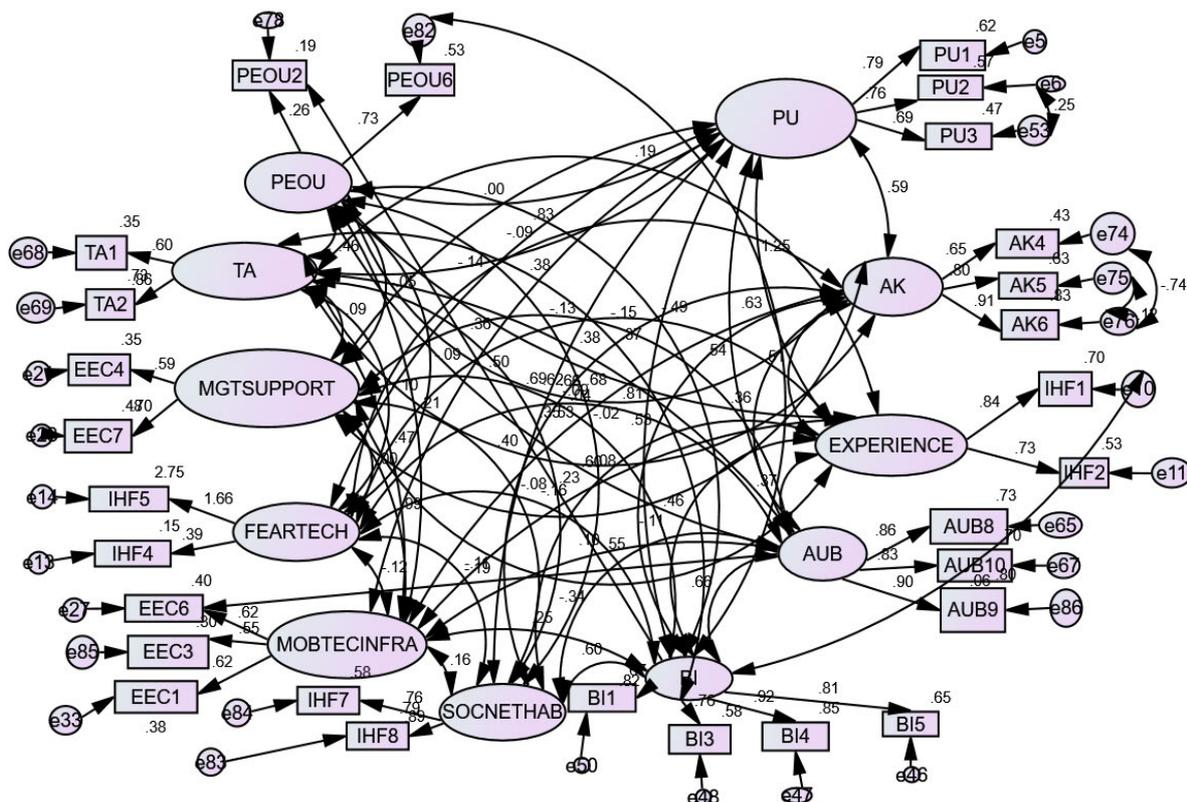


Figure 5.4: Final Measurement Model (CFA) for Survey Data

AK= Awareness and Knowledge, MOBTECINFRA=Mobile Technology Infrastructure, MGT SUPPORT=Management Support, FEARTECH=Fear of Technology, SOCNETHAB=Social Networking Behaviour, TA= Technology Accessibility, BI=Behaviour Intention, PU- Perceived Usefulness, PEOU, Perceived

Ease of Use, EEC=Enabling Environmental Conditions, IHF=Individual Human Factors, EXPERIENCE, AUB=Actual Usage Behaviour

5.8.4.2 Arguments for Using 2 Indicator Variable on an SEM and CFA

As can be seen from the CFA final model some constructs have 2 indicators variable which is often seen as problematic by some scholars (Anderson & Gerbing., 1988b). However, the researcher accepted using a minimum of 2 items as indicators for latent variables because they were important as they were thought to correctly represent some phenomena. Kline (2005) argues that a single item is not good to use in measuring a construct as they can be biased. Several authors argue vehemently against single indicator or item use but they do not declare unequivocal against the use of 2 items or indicators (Anderson & Gerbing; Baugartner & Homburg, Iocabucci, as cited in Petrescu, 2013). They admit that the use of 2 items has problems but they do not advocate against the use of 2 items (Petrescu, 2013). Furthermore, Bergkvist and Rossiter (as cited in Petrescu, 2013) contend that even single-item measure in SEM has revealed equally high predictive validity disapproving the classical psychometric logic that multiple items are more valid. In addition, Arbuckle (2011:148) presents an example where 2 indicator variables were used implying that this is acceptable especially when conducting Structural Equation Modelling using AMOS. Furthermore, it has been noted that in marketing research studies even use of the single item is acceptable depending on the nature of the construct (Petrescu, 2013). Finally, Kenny, Kashy and Bolgers (1998) advance that 2 indicators can be used as long as one of the indicator variables correlates with any other indicator variable within the model. Based on these arguments the present researcher upheld the use of 2 items as measures of latent variables.

5.8.4.3 CFA Final Measurement Model of fit

Table 5.14: CFA Final Measurement Model of fit

Fit Index	Recommended value (Hair, 2010)	Value obtained	Conclusion
Chi-square (X^2)	p>0.05 (Insignificant)	287.345 (p=0.000, p<0.05), significant	No model fit
<i>Degrees of freedom(df)</i>	Na	Na	Na
X^2/df	<5 preferably <3	2.024	Model fit

<i>The goodness of Fit Index (GFI)</i>	>0.9	.905	Model fit
<i>Adjusted Goodness of Fit Index (AGFI)</i>	>0.8	.860	Model fit
<i>Comparative Fit Index (CFI)</i>	>0.9	.930	Model fit
<i>Root Mean Square Error of Approximation (RMSEA)</i>	<0.08	.062	Model fit

Table 5.14 above depicts the results of the CFA model fit. As can be seen after removal of several indicator variables and co-varying others all fit indices selected to measure model fit in this survey were within acceptable range except for the Chi-square test which was insignificant. These results suggest a match or fit between the survey data and the theory. Moreover, the Chi-square test is unstable and cannot be relied on as a measure of fit particularly with not very large samples sizes like in this survey of just above the acceptable. After achieving a good measurement model for the survey sample, the next step the researcher assessed the validity and reliability to evaluate the adequacy of the psychometric properties of the measurement model. Table 5.15 and Table 5.16 show the results of construct validity (convergence and discriminant validity) and composite reliability.

5.8.5 Construct Validity and Reliability

After the completion of CFA before proceeding to test the hypotheses in the proposed conceptual model, the researcher had to examine the validity and reliability of the measurement variables as these may affect the results and consequently the objectives of the research (Hair *et al.*, 2010). Holmes-Smith (2011) posits that a measure may have very high internal consistency, but may not be invalid (accurate). According to Cooper and Schindler as cited in Saunders, et al (2012:404) validity of the questionnaire must be considered basing on three key issues which are content validity, criterion related validity and construct validity. Validity tests establishes whether the research truly measured what it was intended for , in other words it confirms the truthfulness of the research results(Field 2013; Kothari 2012).

According to Hair *et al.* (2010) validity and reliability can be measured using “Composite Reliability (CR), Average Variance Extracted (AVE), Maximum Shared Squared Variance (MSV) and Average Shared Variance (ASV)”. With regards to establishing reliability, Hair *et al.* (2010) and Nunnally (1978) suggested CR values of greater than 0.6 and preferably above 0.7, while convergent validity the AVE should be greater than 0.5 and CR greater than AVE. Discriminant validity is supported if MSV values are less than AVE. Tabachnick, Fidell and

Ullman (2007), asserted that convergent validity can be assessed using factor loading and AVE. Because AMOS does not calculate the AVE and CR for each construct automatically, these were calculated from the standardized regression estimates derived from SEM output and exported to excel and AVE and CR computed using formulas indicated in Table 5.15 and Table 5.16.

5.8.5.1 Composite Reliability

Table 5.12 shows the composite reliability of constructs addressing the relationship between behavioural intention to use mobile marketing and actual user behaviour. From the table, it can be seen that these constructs: Experience, social networking habits (SOCNETHAB), perceived usefulness (PU), behavioural intention (BI), awareness knowledge (AK), fear of technology (FEARTECH) and actual usage behaviour (AUB) had good composite reliability, as they had $CR > 0.6$. As in validity, management support (MGTSUPPORT) and company Mobile Technology Infrastructure construct (MOBTECINFRA) also exhibited fairly good and acceptable composite reliability of 0.65 and 0.64, respectively. The CR value of perceived ease of .43 suggested weak composite reliability.

Table 5.15: Composite Reliability

Variable indicator		Construct	Standardized estimates	$(\sum \text{Standardized estimates})^2$	$(\text{Standardized estimates})^2$	ME= 1- Standard estimates ²	$\sum \text{ME}$	CR = $\frac{(\sum \text{standardized estimates})^2}{(\sum \text{standardized estimates})^2 + \sum \text{ME}}$
IHF7	<	SOCNETHAB	.76	2.72	0.58	0.42	0.63	.82
IHF8	<	SOCNETHAB	.89		0.79	0.21		
PU1	<	PU	.79	5.02	0.62	0.38	1.32	.79
PU2	<	PU	.76		0.58	0.42		
PU3	<	PU	.69		0.48	0.52		
BI5	<	BI	.65	7.90	0.42	0.58	1.99	.80
BI4	<	BI	.58		0.34	0.66		
BI3	<	BI	.76		0.58	0.42		
BI1	<	BI	.82		0.67	0.33		

TA1	<	AT	.60	2.07	0.36	0.64	0.93	.69
TA2	<	AT	.84		0.71	0.29		
AK4	<	AK	.65	4.24	0.42	0.58	1.50	
AK5	<	AK	.50		0.25	0.75		
AK6	<	AK	.91		0.83	0.17		
IHF4	<	FEARTECH	.51	4.71			-1.02	-1.31
					0.26	0.74		
IHF5	<	FEARTECH	1.66		2.76	-1.76		
AUB8	<	AUB	.86	6.71	0.74	0.26	.76	.95
AUB10	<	AUB	.83		0.69	0.31		
AUB9	<	AUB	.90		0.81	0.19		
PEOU2	<	PEOU	.52	1.10	0.27	0.73	1.45	.43
PEOU6	<	PEOU	.53		0.28	0.72		
EEC7	<	MANSUPRT	.80	1.93	0.64	0.36	1.08	.64
EEC4	<	MANSUPRT	.59		0.35	0.65		
EEC6	<	MODTECINF RA	.55	3.13			1.76	.64
					0.30	0.7		
EEC3	<	MODTECINF RA	.60					
					0.36	0.64		
EEC1	<	MODTECINF RA	.62					
					0.38	0.62		
IHF1		EXPERIENC E	.86	2.53			.73	.78
					0.74	0.26		
IHF2		EXPERIENC E	.73					
					0.53	0.47		

Table 5.15 above shows the composite reliability of constructs in this mobile. As the table depicts, the constructs: social networking habits (SOCNETHAB), perceived usefulness (PU), behavioural intention (BI), awareness knowledge (AK), fear of technology (FEARTECH) and actual usage behaviour (AUB) had good composite reliability, as they had CR>0.6. As in validity, management support (MGTSUPPORT) and company Mobile Technology Infrastructure construct (MOBTECINFRA) also exhibited weaker, though acceptable composite reliability of composite of 0.65 and 0.64, respectively.

5.8.5.2 Construct Validity and Discriminant Validity

Table 5.16 Construct Validity (Discriminant and Convergence Validity)

Standardized Regression Weights: (Group number 1 - Default model)

Variable indicator		Construct	Standardized estimates	(Standardized estimates) ²	\sum (Standard estimates) ²	N	AVE= \sum (Standard estimates) ² /N	DV = $\sqrt{(AVE)}$
IHF7	<	SOCNETHAB	.76	0.58	1.37	2	.68	.82
IHF2	<	SOCNETHAB	.89	0.79				
PU1	<	PU	.79	0.62	1.68	2	.84	.92
PU2	<	PU	.76	0.58				
PU3	<	PU	.69	0.48				
BI5	<	BI	.65	0.42	2.01	4	.50	.71
BI4	<	BI	.58	0.34				
BI3	<	BI	.76	0.58				
BI1	<	BI	.82	0.67				
TA1	<	AT	.60	0.36	1.07	2	.54	.73
TA2	<	AT	.84	0.71				
AK4	<	AK	.65	0.42	1.50	3	.50	.71
AK5	<	AK	.50	0.25				
AK6	<	AK	.91	0.83				
IHF4	<	FEARTECH	.59	0.35	1.51	2	0.76	.87
IHF5	<	FEARTECH	1.08	1.16				
AUB8	<	AUB	.86	0.74	2.40	3	.80	.89
AUB10	<	AUB	.83	0.69				
AUB9	<	AUB	.90	0.81				
PEOU2	<	PEOU	.52	0.27				
PEOU6	<	PEOU	.53	0.28				
EEC7	<	MANSUPRT	.80	0.64	.99	2	.49	.70
EEC4	<	MANSUPRT	.59	0.35				

EEC6	<	MOBTECINFR A	.55	0.30	1.04	3	.34	.58
EEC3	<	MOBTECINFR A	.60	0.36				
EEC1	<	MOBTECINFR A	.62	0.38				
IHF1		EXPERIENCE	.86	0.74	1.27	2	.63	.79
IHF2		EXPERIENCE	.73	0.53				

Table 5.16 above illustrates that the construct validity in terms of both convergence and discriminant validity of the different latent variables predicting the relationship behavioural intention and actual usage of mobile telephone services. Convergence validity (CV) of each construct is represented by computed AVE value, while discriminant validity (DV) is represented by \sqrt{AVE} (AVE). As can be seen from the table: social networking habits(SOCNETHAB), management support (MGTSUPPORT), company mobile technology infrastructure (MOBITECINFRA), perceived usefulness(PU), Technology Accessibility(TA) and Awareness Knowledge (AK) constructs had a fairly acceptable CV as seen by AVE values of at least 5 to less than 7. CV for Behaviour Intention (BI), Actual Usage Behaviour (AUB) and Fear of Technology (FEARTEC) were excellent, AVE values greater than 0.7 justify the good validity associated with these constructs, However, AVE values of 0.42 for management support and company mobile technology infrastructure are a worry, with regards to the overall convergence validity of the questionnaire. AVE values of less 0.5 are mediocre, a raise questions with regards to the validity of the instrument in evaluating the construct and relationships with other constructs in the model. In terms of discriminant validity (DV) all constructs had fair to excellent discriminant validity, \sqrt{AVE} values of at least 0.58 to 1.23 illustrate acceptable discriminant validity of indicator variables measuring different constructs in the model. In the case of discriminant validity at construct level, the DV is considered present when the variance between a construct and other constructs in the model is less than the variance between the particular construct and the items that measure it (Fornell, Tellis &Zinkhan, 1982). In this study, the correlation matrix on table 5.17 presents the results of discriminant validity

Table 5.17: Correlational Matrix with Root of AVE on the Diagonal

Latent Variables	1	2	3	4	5	6	7	8	9	10	11
1. SOCNETHAB	.82										
2. FEARTECH	-.20	1.31									
3. MGT SUPPORT	-.03	.09	.64								
4. AT	.13	-.06	.08	.69							
5. PEOU	.72	-.22	-.02	.26	.43						
6. AUB	.54	-.14	-.15	.13	.42	.95					
7. EXPERIENCE	.52	-.28	-.31	.002	.69	.37	.78				
8. AK	.61	-.14	.13	.23	.54	.32	.49	.69			
9. C	.62	-.24	.01	-.25	.12	.66	.47	.50	.80		
10. MOBTECINFRA	.12	-.08	.92	.29	.21	-.02	-.09	-.03	.13	.64	
11. PU	.67	-.21	.03	.04	.89	.49	.61	.55	.75	.30	.79

Source: Prepared by the author from AMOS

The DV (\sqrt{AVE}) of all constructs was computed as shown in convergence and discriminant validity table (see table 5.16 above). Correlations between constructs were extracted from the CFA measurement model outputs. As depicted by Table 5.17 above all the DV values are greater the correlation between the constructs, except for the correlation between PEOU and PU ($R=0.89$) which is greater than the DV for PU indicator variables ($\sqrt{AVE}=0.67$). Since findings indicate that the square root of AVE is higher than their correlation value, the instrument used to collect data in this study has good internal consistency since it satisfied the criterion of discriminant validity for the sample, except for only one aspect that of PEOU and PU ($R=0.91$). Since the data has satisfied construct validity and composite reliability requirements for most of the items the next step tests the hypothesized relationships in the model using Structural equation modelling, in two stages, first the direct relationship and the mediation role of BI and secondly the moderating effects. The direct relationships were between all the independent variables and Behavior Intention (BI) as the mediating variable towards the dependent variable Actual usage behaviour (AUB). The moderating effects of awareness knowledge (AK) on PEOU and PU on behaviour Intention BI were also tested in line with the proposed hypothesis.

5.8.6.1 Final Model Goodness of Fit

Based on the same criteria used for confirmatory factor analysis to measure the goodness of fit for the proposed model, the results of the fit indices are shown in the table below and the conclusions were drawn.

Table 5.18: Final Structural Equation Model Results for the study.

Fit Index	Recommended value (Hair, 2010)	Value obtained	Conclusion
Chi-square (X^2)	$p > 0.05$ (Insignificant)	347.393 ($p = 0.000$, $p < 0.05$), significant	No model fit
<i>Degrees of freedom (df)</i>	Na	Na	Na
X^2/df CMIN	<5 preferably <3	2.199	Model fit
<i>The goodness of Fit Index (GFI)</i>	>0.9	.901	Model fit
<i>Adjusted Goodness of Fit Index (AGFI)</i>	>0.8	.891	Model fit
<i>Comparative Fit Index (CFI)</i>	>0.9	.908	Model fit
<i>Root Mean Square Error of Approximation (RMSEA)</i>	<0.08	.068	Model fit

Table 5.18 depicts the SEM model fit results. As can be seen from the table, all fit indices are within an acceptable range and indicate good fit, except for the Chi-square test which is insignificant. However, the Chi-square test is unstable and cannot be relied on, but its alternative, the ratio of Chi-square to degrees of freedom, (CMIN/df <0.03) is stable and a more appropriate way currently adopted to measure model fit at the expense of the Chi-square. Additionally, several authors have advocated for this test and some maintain that it can be acceptable even when it is as low as < 0.02 (Hooper, Coughlan & Mullen, 2008). In this case, since CMIN/df <0.03, results suggest match or fit between the theory and the survey data, indicating a good fit for the proposed model. In addition (CFI=0.908, GFI=0.901 are both >0.9 indicating perfect fit. and AGFI=0.979 which is >0.8 suggesting good fit. Finally, RMSEA value 0.068, $p < 0.08$ is closer to 0. All of these values are indications of a good fit. McCallum, Browne & Sugawara (1993) recommends that RMSEA value below 0.08 shows a good fit and would indicate a close fit of the model. Accordingly, these results (RMSEA=0.068) portray a close fit of the model in line with these recommendations. Detailed results of the structural equation model, regression estimates, path analysis, and model fit indices for the goodness of fit of the model data and assumptions of the SEM and CFA, are displayed in Appendices 8, 9,

to 10 of this thesis. Consequently, since data fit the model the researcher proceeded to examine the hypothesized relationships within the model.

5.8.6.2 Summary of Path Coefficients for direct Hypotheses for the survey

Table 5.19 and Table 5.20 depicts the path coefficients for the hypothesized direct and indirect relationships within the proposed research model.

Table 5.19 Summary of Path Coefficients results for Direct Hypotheses for the Survey

H#	Proposed relationship	Effect type	Path coefficient <i>B=Value</i>	p-Value	Study results
H5	TA (+) → BI	Direct	.483	.598	Reject
H6c	MOBTECINFRA(+) → BI	Direct	-.783	.223	Reject
H4a	Experience (+) → BI	Direct	.921	***	Accept
H1a	AK (+) → BI	Direct	1.344	.003	Accept
H3	PU(+) → BI	Direct	.643	***	Accept
H2	PEOU (+) → BI	Direct	-.492	.133	Reject
H4b	FEARTECH (+) → BI	Direct	-.036	.484	Reject
H4c	SOCNETHAB (+) → BI	Direct	.339	***	Accept
H6a	MGTSUPPOR (+) → BI	Direct	.695	.203	Reject
H7	BI (+) → AUB	Direct	.678	***	Accept

Notes: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$ and NS: $p > 0.05$

As illustrated in Table 5.18, 5 out of 10 hypothesized direct relationships were supported in the model. Experience (B=.921***), Awareness Knowledge AK (B=1.344, p=0.003), Perceived Usefulness PU (B=.644 ***) and Social Networking Habits SOCNETHAB (B=.339***) were found to have a significant positive influence on behavioural intention to utilize mobile marketing practices for promoting domestic tourism by hospitality marketing employees in Zimbabwe. Access to technology (AT), Company mobile technology infrastructure (MOBTECINFRA), Perceived Ease of Use (PEOU), Fear of technology (FEARTECH) and management support (MGTSUPPORT) were found not to significantly influence one's intention to use mobile marketing practices services (P>0.05). Finally, as proposed by the conceptual model one's behaviour intention (BI) to use mobile marketing practices was found

to positively predict actual usage Behaviour (AUB) of mobile marketing practices (B=.678***).

5.8.6.3 Indirect Effect and Mediation of Awareness–Knowledge on Behaviour Intention

Behaviour Intention is also influenced indirectly by the simple mediation effects of AK towards PU and PEOU. The indirect effect is the product of the paths that are linked to the dependent variable. The total indirect effect is the sum of all the paths. The mediation was done using a simple three mediation path model (Hayes & Preacher, 2010). A mediated effect is often referred to as an indirect effect especially where only one intervening variable exists (Hayes & Preacher, 2004). In this case the mediation effect was established using path analysis, where a simple mediation was done by computing the product of path AK → PU and that of path AK → BI. The path AK → PU → BI is the effect of the mediator to the dependent variable. The analysis was done using AMOS 22 as a plug in on SPSS version 24 by conducting path analysis and regression analysis, standardised estimates of direct effects of the relevant paths were used to compute the indirect effect relationship. The mediation path was a simple mediation model 1 comprising only three variables. The results of the direct, indirect and total effect on BI are presented in Table 5.20.

Table 5.20: Summary Path coefficient for Direct and Indirect effects of AK on BI mediated by PEOU and PU.

H#	Proposed relationship	Direct effect	Indirect effect	Total Effect	Study results
H1 _b	PEOU mediates the relationship between AK and BI	-1.27	-.53	-.73***	Accept
H1 _c	PU mediates the relationship between AK and BI	-1.27	.45	-.838***	Accept

Notes: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$ and NS: $p > 0.05$

Table 5.20 illustrates the indirect simple mediation effects of AK towards BI which is mediated by both PU and PEOU in separate pathways the relationship between PEOU and PU with BI. The results suggest that the effect of AK towards BI is significantly mediated in both relationships, PEOU (B=-1.59***) and PU (B=-.838***). Therefore, H1_b and H1_c, are supported and conclude that PU mediates the relationship between AK and BI and that PEOU mediates the relationship between AK and BI.

5.8.6.4 The research model showing confirmed relationships

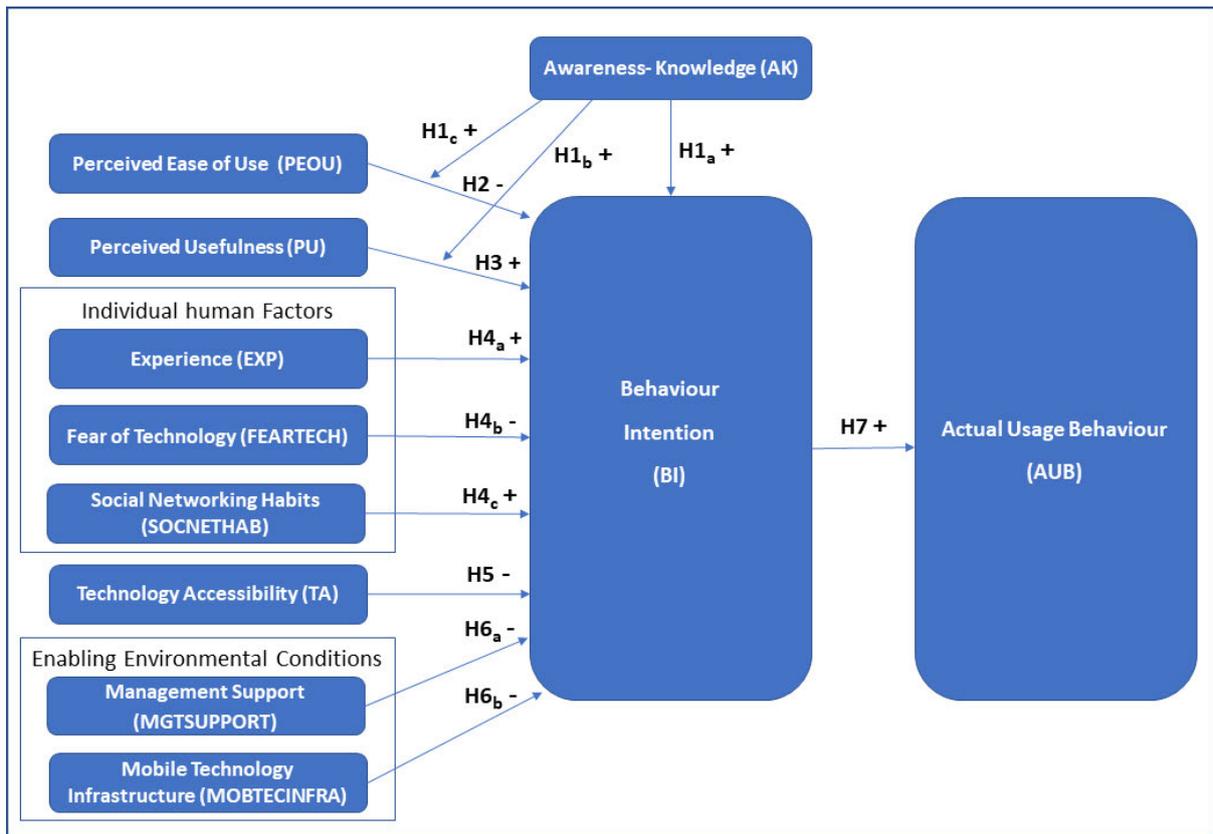


Figure 5.6: Final research model with confirmed and unconfirmed relationships from SEM path analysis

5.8.6.5 Summary of hypothesis tests results

Table 5.21: Summary of hypotheses tests results

HYPOTHESES	TEST RESULTS
H1_a: <i>The intention to use mobile marketing tools is dependent on hospitality marketing employees' awareness and knowledge about individual mobile marketing tools.</i>	Supported
H1_b: <i>The effect of awareness – knowledge on Behavior intention to use of mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Usefulness</i>	Supported
H1_c: <i>The effect of awareness – knowledge on behaviour intention to use of mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Ease of Use</i>	Supported

H2: <i>Perceived Ease of Use has a direct significant influence towards behavioural intention to use Mobile Marketing practices by marketing employees in tourism and hospitality</i>	Rejected
H3: <i>Perceived Usefulness has a direct significant influence towards behavioural intention to use Mobile Marketing Tools by marketing employees in tourism and hospitality</i>	Supported
H4a: <i>Social networking habits or behaviour of hospitality marketing employees have a direct positive influence on the intention to use mobile marketing practices</i>	Supported
H4c: <i>Fear of technology has a significant influence on the intention to adopt and use mobile marketing practices by hospitality marketing employees.</i>	Rejected
H4b: <i>Experience in using mobile phones significantly influences the intention to use mobile marketing tools by hospitality marketing employees.</i>	Supported
H5: <i>External stakeholders and technology accessibility will significantly influence individual hospitality marketing employee's intention to use mobile marketing practices</i>	Rejected
H6a: <i>Management support has a significant positive influence on hospitality marketing employee's intention to use mobile marketing.</i>	Rejected
H6b: <i>Availability of mobile communications infrastructure at the workplace has a direct positive influence intention to use mobile marketing.</i>	Rejected
H7: <i>There is a direct positive relationship between Behavioural Intention to use mobile marketing practices and the actual use of mobile marketing practices.</i>	Supported

The results of the structural equation modelling revealed that 7 out of the 12 hypothesized relationships were supported while 5 were rejected as displayed on the table 5.21 above.

5.9 ANALYSIS OF OPEN-ENDED QUESTIONS

Data from the open ended questions is presented and analysed below using themes derived from the responses that were narrated by the study participants. As alluded earlier in Chapter

Four the first stage of analysing the open ended questions involved reading the notes and narrations that respondents had written down as responses on the questions that related to their opinions about the relevant stakeholders in the Hospitality and Mobile communications sectors. As recommended by Patton (2015), the researcher examined the words that occurred repeatedly to ascertain the themes that were emerging from the responses.

Responses included opinions and viewpoints of individual respondents regarding the role of stakeholder entities. These stakeholders' entities were the Zimbabwe Tourism Authority (ZTA), Post Telecommunications Regulatory Authority of Zimbabwe (POTRAZ), Mobile Operators (Econet, NetOne and Telecel Zimbabwe) and the Hospitality Association of Zimbabwe (HAZ). Below are the excerpts that were extracted verbatim from the responses, the analysis and their interpretation:

5.9.1 Views on the Current Domestic Tourism State in Zimbabwe

Question asked: In your view, what is the current state of domestic tourism in Zimbabwe, specifically, the attitude of local Zimbabweans towards visiting their local tourist resorts and hotels for leisure purposes?

In response to the above questions the following statements were extracted from the respondents following their repeated occurrence among the responses: ".....at the moment Zimbabweans are not engaging in domestic tourism may be because of the lack of financial resources and also there is no culture of tourism. People do not understand the benefits of tourism."

".....local tourist needs to be educated about our places using marketing and pops up adverts on mobile phones. There are also economic hardships."

".....local Zimbabweans have a strong interest in visiting local tourism destinations and hospitality facilities for leisure but the cost of accommodation is very high. Another problem is that local Zimbabweans do not have enough disposable income due to economic hardships that the country is facing."

".....domestic tourism is still in its infancy in Zimbabwe due to low disposable income and the lack of knowledge about the benefits of tourism."

".....the culture of visiting tourism destinations is low amongst Zimbabweans possibly there is no awareness about the benefits of tourism to them."

“.....domestic tourism is going down due to money issues. People out there are interested but do not have disposable income.”

“.....I would take it from the financial standpoint: it is expensive to go on holiday locally than to go abroad, so it is nothing to do with attitude.”

“.....domestic tourism is low in Zimbabwe because of the economic situation.”

“.....generally domestic tourism is low because it is expensive, the economic conditions are not allowing for locals to embark on tourism and leisure.”

".....local Zimbabweans have a high interest in visiting tourism facilities. However, the lack of disposable income is an impediment

".....I think most Zimbabweans visit only the popular tourist resorts such as the Victoria Falls because some tourist resorts are not well advertised. The same applies to the hotels".

The researcher summarised the themes generated from the responses as follows:

- Domestic tourism is low, local Zimbabweans do not seem to be aware of the benefits of tourism.
- The lack of disposable income exists in Zimbabwe due to economic hardships facing the country.
- The interest in domestic tourism is there but it is expensive for most people, especially accommodation cost at most tourism resorts.

The general feeling among respondents regarding their views on domestic tourism in Zimbabwe is that it is viewed as a very expensive, unaffordable and highly luxurious activity. Moreover, most respondents believed that there is generally a lack of information concerning tourism benefits amongst the majority of Zimbabweans. The recurring use of the phrases "lack of disposable income", "no knowledge of the benefits of tourism" and "People are interested but due to economic hardships they cannot partake in tourism activities" indicate that the general theme about views of domestic tourism amongst these respondents was centred on the notion that generally, local Zimbabweans do not view themselves as potential tourists in their own country mainly because of economic hardships and the lack of knowledge about the benefits of tourism. They also view hotel accommodation in Zimbabwe as expensive compared to elsewhere. From the findings, it is clear that while about two respondents indicated that they felt that was a no culture of tourism in Zimbabwe, their comments cannot be generalised as

many other comments were admitting that they believed that Zimbabwean locals are interested in tourism activities, and their main impediment is financial resources. Another major factor that came out was that the locals lacked awareness of the potential benefits of tourism or awareness about the available tourism destinations in several locations in the country.

It is hoped that this study might help to address some of these sentiments, by providing a framework for using mobile marketing to promote most of these destinations thereby creating awareness among the locals.

5.9.2 Clarification of the Role Played by Stakeholders to Uplift the Use of mobile Marketing for Domestic Tourism Growth

Question asked: May you clarify your understanding of the role that the following stakeholders can play in promoting the usage of mobile devices for marketing hospitality and tourism services to the domestic market?

5.9.2.1 Role of the Government through the Ministry of Tourism and Hospitality

The following excerpts were generated from the responses on the issue of clarifying the role of the government through the ministry of tourism and hospitality:

“.....the government can reduce mobile phone rates, and the ministry can increase the marketing of tourism destinations over the mobile phone platforms like social media and bulk SMS.”

".....the government must reduce taxes and levies, improve the road network, regulate mobile voice calls and data costs."

“.....by popularizing the usage of mobile marketing, by encouraging network providers to partner and reduce charges of such use.”

".....reduce tourism levies and prices of a voice call."

“.....improve infrastructure such as roads and lower the cost of voice calls and data.”

“.....negotiate with POTRAZ and mobile phone operators to reduce their voice call and mobile data charges and offer promotional rates to tourism companies.”

“.....apart from encouraging MM usage, the government should improve road and rail networks to ensure easy access to tourism destinations by locals.”

".....the government should also reduce levies and taxes on the hospitality sector to make them competitive to the end-user."

The excerpts above were generated from the responses concerning the role that the government through the ministry of tourism and hospitality can play in advancing MM in the sector for enhancing domestic tourism. Most respondents were of the view that the government must subsidise mobile communications and act to reduce mobile phone charges. The same respondents also lamented concerning the need for the government to improve the road infrastructure as they felt that poor transportation systems were also major impediments to the growth of domestic tourism. Respondents recommended that the ministry of hospitality and tourism should market tourism destinations using social media and reduce tourism levies.

5.9.2.2 The role of the Zimbabwe Tourism Authority

The excerpts below were respondents' views concerning the role of the Zimbabwe Tourism Authority (ZTA):

"..... ZTA should market all destinations to locals, not just the popular ones."

".....ZTA must use social media, bulk SMS, and develop mobile applications which can showcase all tourism destinations across the country."

".....lobby for the usage of mobile devices on bookings and reservations and also rate hospitality companies by their frequency of use of Mobile Marketing."

"..... Enforce standards of MM compliant by insisting that guest should have the convenience of booking accommodation on their mobile device via hotels websites"

".....lobby with the government and POTRAZ for the reduction of mobile communication service charges "

".....reduce tourism levies and protect registered operators from pirate companies"

".....negotiate with POTRAZ and mobile phone operators to reduce their voice call and mobile data charges and offer promotional rates to tourism companies."

The extracts above reveal that generally, respondents believed that it is the role of ZTA to ensure that fair business ethics are practised in the sector. One of the respondents lamented that "ZTA must reduce tourism levies and protect registered operators from pirate companies." Regarding the usage of mobile marketing in the sector, respondents expected ZTA to lobby with the government and POTRAZ for the reduction of mobile communication service charges, particularly voice call and internet data charges, and also to use social media and mobile applications to market destinations. They also pointed out that to improve domestic tourism, ZTA must market all tourism destinations rather than only focusing on the major destination.

5.9.2.3 The role of the Posts and Telecommunications Regulatory Authority (POTRAZ)

The following excerpts represent respondents' views and opinions on the role of the Posts and Telecommunications Regulatory Authority of Zimbabwe (POTRAZ), extracted from the responses after repeatedly appearing amongst the latter:

“.....assist with advancements in mobile technology infrastructure development across the country”

“.....regulate prices of voice calls and mobile data across networks.”

“.....reduce tariffs, and lower the costs of mobile communication services.”

Most respondents were of the view that given that the major role of the POTRAZ is to regulate activities in the mobile telecommunications sector and its related entities, POTRAZ could assist in encouraging the adoption of MM by reducing mobile phone tariffs, lowering costs being incurred by mobile communication service providers, specifically by reducing prices of voice calls and data bundles. Respondents also viewed the POTRAZ as a major player in advancing mobile technology infrastructural development, and therefore, they had the view that it should participate in network upgrade activities. Upgrading systems would make mobile communication services more efficient especially the issue of network coverage as well as upgrading technology and internet speed and connectivity. Respondents recommended that the POTRAZ should allow more players in the mobile network sector to lower prices by increasing competition amongst players. Lowering the price of using mobile phones, devices and internet would encourage more companies in the hospitality sector to adopt MM and support individual marketers to use mobile marketing.

5.9.2.4 The Role of the Hospitality Association of Zimbabwe

Respondents' views on the role of the Hospitality Association of Zimbabwe (HAZ) were as follows:

“.....conduct training programs on MM usage in the hospitality sector. “

“.....revive the summer school programme and workshops for the hospitality sector.”

“.....encourage all hospitality companies to have active social media platforms for marketing their services.”

“.....workshops, seminars and training programmes on mobile Marketing should be done in the hospitality sector.”

Excerpts from the responses were mainly centred on the fact that the Hospitality Association of Zimbabwe must carry out training programmes for marketers. Also that HAZ must encourage members to use social media when marketing their facilities and services. The major

theme that was deduced here is that HAZ has stopped carrying out the activities such as workshops and training that it used to do. Hospitality institutions that had subscribed to HAZ had the view that they were currently getting a raw deal from HAZ, and that they would want them to initiate programmes that are aimed at improving their marketing skills by providing training on innovative marketing tools such as mobile marketing.

5.9.2.5 Role of Mobile Network Operators

The following were respondents' views and opinions on what mobile network operators should do:

“.....reduce voice call charges and internet data charges.”

".....improve network connectivity, and ensure the network is available everywhere."

“.....upgrade mobile technology infrastructure.”

Concerning mobile network operators, the main theme that emerged from the views of the respondents was that mobile network operators should improve network connectivity by upgrading mobile technology infrastructure so that the network can be fast and reliable. Another important view was that mobile network operators should lower their voice call and internet data charges.

5.9.3 Additional Comments by Respondents on Mobile Marketing Usage in Zimbabwe's tourism and hospitality sector

Respondents were instructed to provide any additional comments about mobile marketing usage in Zimbabwe's tourism and hospitality sector.

Excerpts from responses to the indicated instruction were as follows:

“.....mobile devices are used by the majority of people now so MM is very useful.”

“.....mobile Marketing should be used because it makes communication and interaction easy.”

“.....the government must subsidise mobile communication and improve infrastructure to encourage domestic tourism.”

The majority of respondents said that MM is very useful because it is convenient, interactive and it is an easy way of communication. They also felt that the government should subsidise mobile phone usage so that it can be cheaper to use a mobile phone since they have become the basic mode of communication. Convenience would enable both tourism and hospitality marketers as well as potential tourists to complete inquiries, to book and to make reservations using mobile devices. This argument is based on the view that mobile internet is now an enabler of access to hotel websites anytime anywhere. It is based on the fact that mobile devices are

now considered highly interactive and they can be used by potential tourists to communicate with representatives of several hotels, lodges and many other tourism-related businesses via chat rooms, social media as well as websites.

Several other issues which stakeholders need to address were also revealed by respondents. They include the following:

- The need for ZTA to market all tourism destinations and not only focus on the popular Victoria Falls, Great Zimbabwe Monuments, Hwange National Park, Lake Kariba and mount Inyangani in Nyanga. Places like Gonarezhou Game Reserve, Matopos, Mana Pools, and Khami Ruins, in particular, were regarded as the most unpopular sites amongst local potential tourists.
- Power outages and poor internet connectivity, which affects the consistency of mobile communications were regarded as major contributing factors to the low levels of mobile marketing adoption.
- The issue of poor road infrastructure and the lack of awareness of the existences of several recreational and tourist facilities around the country was also exposed as a major impediment of domestic tourism uptake.
- The issue of accommodation costs were attributed to the many and high levies that the government through ZBC, ZTA and ZIMRA charge hospitality companies.

5.10 CHAPTER SUMMARY

The focus in this chapter was on the analysis and presentation of the research results from both quantitative and open ended sections of the data collection instrument. Socio-demographic factors were analysed quantitatively by the use of frequencies, percentages and descriptive statistics. The rest of the analysis comprised of descriptive statistics such as means, standard deviation, kurtosis and skewness. Bivariate analysis consisting of independent T-tests, ANOVA and Pearson correlation analyses were also conducted. The Multivariate analysis technique adopted by this study was the Structural Equation Modelling (SEM). Confirmatory factor analysis and SEM using SPSS Amos were conducted for confirming relationships, testing the hypotheses and testing the model for the goodness of fit. In the next chapter, the findings were discussed.

CHAPTER 6

DISCUSSION OF FINDINGS

6.1 INTRODUCTION

The previous chapter dwelt on the presentation of the research results. Primarily, this chapter provides a detailed discussion of the findings to answer the research questions and stated hypotheses as well as to address the research problem. As stated in Chapter One the research problem addressed on this study was that the level of the adoption of mobile marketing tools in the Zimbabwe tourism and hospitality sector to promote patronage and grow the domestic tourism market was unknown. This led to the need to address the following key research question:

Can the adoption and use of mobile marketing practices by hospitality marketing employees, to promote domestic tourism in Zimbabwe be established?

At this juncture, the researcher endeavoured to establish the extent to which the research findings addressed the major research problem. Furthermore, the researcher discussed the results analytically to ascertain whether the model for the adoption and usage of mobile marketing practices (AUMM) for the promotion of domestic tourism market in the tourism and hospitality sector of Zimbabwe can be maintained or not. To sum up, the objectives, questions, hypotheses, study variables and socio-demographic factors implications were discussed critically. The following sub-questions were addressed:

1. What is the extent of mobile marketing practices adoption in Zimbabwe's tourism and hospitality sector?
2. What factors determine the adoption of specific types of mobile marketing tools in the sector?
3. What do marketing employees in the hospitality sector know about individual mobile marketing tools?
4. What role do individual human behaviour issues like experience, social networking habits and fear of technology play in employee's willingness to use mobile marketing practices?
5. How do the hospitality marketing employees perceive the use of mobile marketing practices in marketing tourism and hospitality services?

6. How can the environment and access to technology enhance the adoption and use of mobile marketing practice for domestic tourism promotion by marketing employees?

6.2 DISCUSSION OF SOCIO-DEMOGRAPHIC PROFILES

As revealed in the previous chapter, it was established that the demographic distribution by gender exhibited that more females (56.8%) participated in the study compared to males (43.2%). The study exposed that the gender distribution of the respondents 'was fair vis-a-vis the structure of Zimbabwe's national population distribution by gender which as reported in the 2012 Zimbabwe census (ZIMSTATS 2012) is 48 % males and 52 % females. These findings infer that equal employment opportunities of marketing professionals for both genders exist in this sector.

Regarding age, most of the participants were young, cumulatively 79.6% of them were aged 35 years or younger implying that the respondents were mainly young people falling in either Generation Y or the Generation Z also known as iGen (Twenge & Campbell, 2010). Several authors have alluded to the trend that most young people participate in mobile technology adoption studies as compared to older age groups suggesting that younger people have more interest in mobile technology adoption. (Cruz, Neto, Munoz-Gallego & Laukkanen., 2010)

The almost linear relationship between respondents who had attained tertiary qualifications and those that were aged 35 years and below is interesting and expose that generally, the hospitality marketing is a growing profession in Zimbabwe such that novel marketing approaches like mobile marketing are poised to succeed going forward. Additionally, given that the majority of these young respondents are well educated, the future of MM is bright. Marketing managers should take note that mobile marketing is ordinarily a technical approach to marketing, therefore, these young educated professionals would find it easier to use than older generations.

A greater number of research participants (56.8%) had used the mobile phone for over 10 years. Given that the majority of respondents were the young people aged below 35 years, these findings imply that young people had also used mobile phones for a fairly long time in their lives. These findings are supported by earlier assertions in (Moreno-Munoz *et al.*, 2016; Piwek, Ellis, Andrews & Joinson, 2016; Grant & O'donohoe, 2007) who found that the mobile phones were an important media device for young people. Notably, an inverse relationship between

the experience of using the mobile phone and the experience of working in the hospitality sector exists amongst these respondents.

6.2.1 Discussion of Influence of Demographic Factors on the Study Variables

Differences in gender and experience in using the mobile phone was found to not influence marketing tools used in this sector. Age and the level of education significantly influenced individual human factors and enabling conditions while differences in the level of education significantly influenced the awareness-knowledge. Conclusively, these results imply that gender is not a determinant of the potential to effectively adopt and use mobile marketing in this sector. The respondents who had higher tertiary qualifications, namely, degrees exhibited more awareness of the existence of individual mobile marketing tools and had more knowledge of the benefits of using mobile marketing than those with diplomas. This implies that the more educated the individual is the better they understand the concept of mobile marketing and its benefits as such they would be more likely they are to adopt and use it for the promotion of domestic tourism in this context. Given the discussion in this section, there are equal employment opportunities for both genders in this sector. Gender and the experience of using mobile devices do not affect one's intention to adopt or use mobile marketing in the hospitality sector in Zimbabwe. Age and the level of education were important determinants of the adoption and use of MM tools.

6.3 DISCUSSION OF RESULTS ON THE RESEARCH OBJECTIVES AND HYPOTHESES

6.3.1 Discussion of Findings for Objective 1 and Research Question 1

The first objective of this research was to determine the extent to which mobile marketing tools have been adopted in Zimbabwe's tourism and hospitality sector. This objective sought to answer the research question: What is the extent of mobile marketing (MM) practices adoption and use in Zimbabwe's tourism and hospitality sector?

In respect of this objective, the study sought to ascertain the extent to which mobile marketing was being used in the tourism and hospitality sector of Zimbabwe before the time when this study was conducted to the time when the field survey for this study was carried out.

The findings from the results of the descriptive statistics suggest that generally Mobile Marketing tools have been moderately used in the past given. Mobile Social Media is widely used compared to the four types of MM which were examined in this study. The current study

has revealed that amongst the four MM tools that were examined, the multi-media message service (mean =3.97 SD =2.204) was least used MM strategy before and at the time of this study whereas mobile social media has often been used for informing potential local tourists (mean=5.99, SD =1.60). Previous findings by Bauer *et al.* (2005) concur with the notion that the multi-media message service is not commonly used nowadays.

The use of mobile social media to advertise hotel facilities (mean=6.00, SD=1.578) was also found to be the most popular MM advertising mode. These results provide a baseline comparison amongst the individual mobile marketing tools extent of use. From these results, the researcher posits that the findings suggest that mobile social media which includes activities such as WhatsApp, Facebook, Twitter and many other applications was the most commonly used by the respondents possibly because of their social networking habits, and also since the respondents were mainly people aged below 35 years, hence they were young and more responsive to using social media. These findings are also substantiated by the hypothesis test results from the SEM findings which upheld that indeed Social networking habits were highly significant in predicting behaviour intention to use mobile marketing practices

In addition, the negative inter-item correlations results between SMS and MSM further confirm the findings mentioned above from the descriptive statistics on the same data. These findings substantiate that as the respondents used more and more MSM adverts, their use of SMS adverts was decreasing, and therefore, from these findings it is evident that MSM is getting more popular whilst SMS is decreasing in use amongst these respondents. Consequently, the reason for the diminishing SMS usage and the increased MSM usage amongst these respondents could be attributed to the availability of the mobile internet and the likelihood that respondents would use social media via their smartphones. These findings are compatible with previous studies such as the study conducted by Loudon (2016), which revealed that SMS could be deserted as a platform as more people in developing countries access smartphones.

Therefore, to sum up, concerning this research objective, the findings from the descriptive statistics confirmed that the extent of usage of mobile marketing tools in the tourism hospitality sector is moderate. As for the individual MM tools, the use of mobile social media is habitual, the use of location-based service is gradually increasing, whereas the use of short message service is diminishing and multimedia message service is now rare. Undeniably this phenomenon is largely attributable to the advent of the mobile internet.

6.3.2 Discussion of Results on Objective 2 and Question 2

This objective aimed to determine factors that are responsible for the usage and adoption of specific mobile marketing tools in the tourism and hospitality sector in Zimbabwe. The following research question was addressed concerning this objective: What factors determine the adoption of specific types of mobile marketing tools in the sector?

Findings relating to the factors that were examined as plausible reasons for using individual MMs showed that all ten factors were generally considered important when using mobile social media. The most important reason for using MSM was its effectiveness and the least reason was the low cost of using it. Nevertheless, it is important to note that all the 10 factors or reasons for using MM tools scored very high mean values, implying that MSM was perceived as having greatest/benefits for use by the respondents. These findings are consistent with Moreno-Munoz *et al.* (2016) who earlier argued that the use of mobile social networks will surpass the use of text messages and voice calls soon.

In respect of the use of location-based services and SMS, results suggest that from the 10 factors only entertainment was not considered as a reason for using location-based service (LBS) or short message service (SMS). Notably, ubiquity and low cost were the key reason for using SMS while convenience, real-time, and ubiquity were key determinants for using LBS. Multimedia Message platform scored least scores on 9 factors considered reasons for its use, implying that these factors were not considered as benefits derived from using multimedia message service. However, entertainment was the only reason regarded as important by the respondents when using multimedia messages. This is probably because multimedia allows for content sharing, which is key for achieving entertainment amongst mobile users.

These findings suggest that entertainment is regarded as an important reason for MM use given that it scored well on mobile social media which is an internet-based form of MM as well as on a non-internet based multimedia message platform. In a study which was conducted by Rogers (2017), similar findings were observed, whereby the findings supported the relevance of entertainment as a key driver in the adoption of viral marketing tools. Several other authors support these findings (Piwek *et al.*, 2016; Grant & O'Donohoe, 2007; Dickinger *et al.*, 2004; Bauer *et al.*, 2005; Scharl *et al.*, 2005; Kavassalis, 2003), whose findings support and agree that entertainment remains a powerful driver of mobile marketing use and adoption. Furthermore,

these findings link very well with the SEM results on Social networking habits, which confirmed a significant relationship between social networking habits and behaviour intention to use mobile marketing practices. These findings imply that mobile marketing practices such as mobile social media are more likely to be adopted and used as they are thought to be entertaining and their intensity of use would be dependent on social networking habits of the individual marketing employee. Generally, the most important reasons for use across the four types of MM included ubiquity, effectiveness, real-time and convenience. Mostly this phenomenon is attributable to the emergence of the mobile internet (Moreno Munoz *et al.* 2016). Regarding findings concerning effectiveness as a major reason for using mobile marketing practices, the SEM model of confirmed relationships aligns very well with this as it established that perceived usefulness had a significant positive influence with behaviour intention to use mobile marketing practices.

Several studies support these findings, for instance, ubiquity (Fang, 2017; Moreno Munoz *et al.*, 2016; Varnali & Toker, 2010), effectiveness (Gana *et al.*, 2016; Persaud & Azhar, 2012; Rettie *et al.*, 2005), real-time (Shadkam, 2017; Deshwal, 2016; Kumar, 2012, Yan *et al.*, 2010; Sultan *et al.* 2009) and convenience (Deshwal, 2016; Grant & O'donohoe, 2007; Hairong & Stoller, 2007; Shankar & Balsubramanian, 2009). It was also acknowledged that they provide personalisation (Shareef *et al.* 2017; Piwek and Joinson, 2016; Al-Meshal and Almotairi, 2013) and interactivity (Jayawardhena *et al.*, 2009; Kumar *et al.*, 2015; Bauer *et al.*, 2005; Haig, 2002). Various other findings also suggested that mobile marketing practices were easy to use (Mehdi, 2009; De Silva & Yan, 2017). Furthermore, low cost was validated in several contexts (Fang, 2017; Maduku *et al.*, 2016; Strom *et al.*, 2014; Chigona *et al.*, 2009). Lastly, Gana *et al.* (2016) and Zhang *et al.* (2011) argued for reliability. Evidence supporting the findings is based on a variety of contexts in various mobile technology adoption and information systems and technology studies.

Furthermore, on the same objective, the four types of MM examined in this study were ranked according to the popularity of use amongst respondents. The rankings were based on the average mean scores across the individual mobile marketing tools as reported by the 246 respondents. The ranking according to popularity in use inferred that mobile social media was the most popular followed by location-based. A short message and multimedia message services were ranked 3rd and 4th, respectively. Furthermore, the findings on the usage levels of individual MM tools established that mobile social media was mostly used, location-based was

ranked as moderately used, the short message service was slightly used and lastly, multimedia was not commonly used amongst these respondents. These trends suggest that the widespread use of mobile internet and smartphones nowadays are responsible for the popularity of platforms like mobile social media (MSM) and location-based services (LBS). MSM, for instance, would entail that the user enjoys most benefits such as entertainment, ubiquity, real-time, convenience and the ease of using this technology. The frequency of use of mobile phones was also examined and again, the findings showed that respondents were keen to use the mobile phone several times in a day while marketing hospitality and tourism facilities to potential domestic tourists.

6.3.3 Discussion of Results for Objective 3 and Question 3

This specific objective was concerned with assessing marketing employees' awareness of the existence of individual mobile marketing tools and how much they know about individual mobile marketing tools? These MM Tools included the short message service; the multimedia message service, location-based services and mobile social media. Concerning the indicated research objective and the research question aligned with it, the following hypothesis was made:

H1a: *The intention to use mobile marketing tools is dependent on hospitality marketing employees' awareness and knowledge about individual mobile marketing tools.*

H1b: *The effect of awareness – knowledge on Behavior intention to use mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Usefulness*

H1c: *The effect of awareness – knowledge on Behavior intention to use mobile marketing practices by hospitality marketing employees is significantly mediated by Perceived Usefulness*

The CFA and SEM hypothesis results revealed that indeed behaviour intention is dependent on hospitality marketing employee's awareness and knowledge about individual mobile marketing tools benefits. Islam and Gronlund (2011) cited in Velmurugan and Velmurugan (2013) define awareness as "a person's degree of attentiveness and ability to depict beliefs in a certain time and space as an object" Furthermore, the study results confirmed that respondents were generally aware of the individual MM tools as indicated by mean values that a certain time and space as an object" Furthermore, the study results confirmed that respondents were generally aware of the individual MM tools as indicated by mean values that ranged between 5.53 and

6.50 across all observed variables. The findings confirm that respondents were mostly aware of the benefits of mobile social media for marketing hotel facilities and services (mean=6.50, SD=0.931) and this item contributed highly to their overall knowledge of the benefits of using mobile marketing. Multimedia Message Service was least in contributing to respondents' awareness and knowledge of benefits (mean=5.53 and SD=1.62). Moreover, hypothesis test results from structural equation modelling confirmed that awareness–knowledge has a significant positive influence on the behaviour intention to use mobile marketing tools (B=-1.344, P=.003). These results depict that those respondents were ordinarily aware of the existence of mobile marketing as a MM as a concept. These findings are consistent with earlier remarks of Khan and Allil as cited in (Velmurugan & Velmurugan, 2013). Furthermore Wen, Cheung & Shen (2013) also found that awareness has a direct significant influence on behaviour Intentions.

Additionally, Pearson correlation analysis demonstrated that most items measuring awareness knowledge had a significant positive correlation ($p < 0.01$) except for one item, namely: the potential benefits of using SMS, which did not show any positive correlation with the knowledge about the benefits and use of MM ($r = 0.11$, $p > 0.05$), see Appendix 13b). Furthermore, the indirect effects of awareness and knowledge to behaviour intention were mediated by both perceived usefulness and perceived ease of use as intervening variables. The relationship between awareness-knowledge and behaviour intention was significantly mediated by perceived usefulness in significantly positive way $B = -.838^{***}$). It was also found that the indirect effect of Awareness –Knowledge towards behaviour intention was significantly influenced by the role of Perceived ease of use as a mediator ($B = -.73^{***}$) This is consistent with previous studies who argue for the importance of moderating and mediating effects of study variables (Mensah, 2020; Abu-Bakr & Ahmad, 2013; Mutar, Daud & Zamaya, 2011; Hossain, Islam, Khan, & Ramayah, 2011).

These findings are in agreement with several previous finding by Velmurugan and Velmurugan (2014), Kim *et al.* (2016), Pikkarainen *et al.* (2004), Persaud and Azhar (2012), Megdadi and Nusair (2011), Gao *et al.* (2010), Sultan *et al.* (2009), Karjaluoto *et al.* (2008), Lin and Lee (2005), Buhalis and Law (2008), and Khan and Allil (2010).

Conclusively, it can be argued that mobile social media as technology has most benefits to marketers nowadays than SMS and multimedia message platforms since respondents derived most knowledge about MM tools from their use of mobile social media. These findings imply

that as individuals become more aware of the benefits and have more knowledge about mobile technology, they are more likely to want to use it. Additionally, it can be concluded that mobile internet-based platforms like MSM and LBS would be more beneficial to the marketing practice in the current times and beyond.

6.3.4 Discussion of Results on Objective 4 and Question 4

This objective entailed the need to determine the role of individual human issues such as experience, fear of technology and the social networking habits towards hospitality marketers' willingness to use mobile marketing tools to promote domestic tourism in Zimbabwe. The following question was addressed:

What role do employees' individual human behavioural issues such as experience, social networking habits and fear of technology play in the employees' willingness to use Mobile Marketing practices? In respect to this research question, three dimensions were regarded as components of the individual human factors namely (i) experience, (ii) the fear of technology, and (iii) social networking habits, and the following hypotheses were tested:

H4a: Social Networking habits or behaviour has a direct positive influence on the intention to use Mobile Marketing.

H4b: Fear of technology has a significant influence on the intention to use mobile marketing adoption.

H4c: Experience in using mobile phones significantly influences the intention to use mobile marketing tools

The findings from descriptive statistics revealed that the three individual items which had highest mean scores were the ability to network, social networking habits and task completion on a mobile phone. Willingness and previous experience of using a mobile phone were also highly rated. However, the fear of technology and the tendency to be afraid to navigate had significantly very low mean scores, implying that generally respondents do not have any technophobia and are not afraid of navigating on their mobile devices. From the SEM results, the hypothesis relating to the fear of technology was rejected and is deemed not a significant factor in determining the intention to use mobile marketing in this context. Both hypotheses relating to Social networking habits and experience were accepted and the Beta values from the SEM path analysis are indicated in the specific discussion for these constructs below. Based on these findings, it can be argued that the ability to network, the social networking behavior, as

well as the experience of completing tasks using a mobile phone, are factors that play a key role in the development of a positive attitude towards the current and future use of MM practices amongst the respondents.

6.3.4.1 Discussion on Social Networking habits

As indicated earlier, it was hypothesized that social networking habits (behaviour) have a direct positive influence on the intention to use Mobile Marketing (*H4a*). SEM path analysis findings confirmed that a significant positive relationship exists between social networking habits and the intention to use ($B=339, p<0.01$). This implies that individuals who are highly active on social networks and have an exceptionally high interest in social networking would also be more amenable to using mobile marketing practices. The findings from several related studies support these results especially those that sought to examine UTAUT's social influence (Martins & Oliviera, 2012; Zhou, 2012). Additionally, Kim *et al.*, as cited in Chinomona and Sandada (2013) also confirmed that social networking behaviour has a positive influence on the behavioural intention to adopt mobile technologies.

6.3.4.2 Discussion on the Fear of Technology

Concerning the hypothesis concerning the fear of technology (*H4b*), the findings from the structural equation modelling (SEM) path analysis revealed that fear of technology had no significant relationship with the intention to use mobile marketing tools ($B=-036, p>0.05$). These findings suggest that generally, these respondents did not find the fear of technology being of any relevant influence towards behaviour intention to use mobile marketing practices. In summary, these results imply that these respondents were not afraid to use mobile marketing.

They were generally very comfortable to use mobile devices for any task. This could perhaps be attributed to the fact that generally, the respondents were mainly younger adults who were mostly aged below 35 years, hence they were quite literate. Furthermore, the average literacy rate of Zimbabwe as the country is high though it is a developing country, this makes it easier for most Zimbabweans to easily adopt technological innovations like various mobile marketing tools without many impediments, and this, therefore, can be seen in these trends exhibited by the study respondents in this regard. The findings of several previous studies such as studies conducted by Sinclair and Aho (2017), Mordino (2007) as well as Bitner and Bitner (2002) are in agreement with the current finding. Additionally, this is the first time fear of technology has been added as an extension to the theories adopted in the study and examined in the context of developing country like Zimbabwe

6.3.4. 3 Discussion on Experience

This section provides the outcome of the test conducted on the following hypothesis:

Experience in using mobile phones significantly influences the intention to use mobile marketing tools (*H4c*). SEM hypothesis results revealed that experience in using mobile phones significantly influenced hospitality marketing employee's intention to use mobile marketing tools positively ($B = .921^{***}$, $p < 0.01$). The results infer that greater experience of using mobile devices would mean greater personal motivation towards intention to use mobile marketing practices and thus ultimately leading to the actual use of MM practices. Implications of these findings are that the longer these individual respondents had been using a mobile phone for personal use the more they were likely to use the mobile phone for communicating with potential domestic tourists to market hospitality and tourism facilities in Zimbabwe. This result is consistent with findings by Akman and Rehan (2016) who also found that experience significantly influences attitude towards mobile technology adoption. Several other authors support this finding (Venkatesh & Davis, 2000; Venkatesh *et al.*, 2003; Venkatesh *et al.*, 2012; Bruner & Kumar 2003; Kijnsanyotin *et al.*, 2009). Furthermore, earlier findings by Madhuku (2016) and Weng and Lin (2011) also showed that employees' capability was a strong predictor of the intention to use and an important driver of the adoption of mobile marketing.

6.3.5 Discussion of Results for Objective 5 and Question 5

The purpose of this objective was to clarify employees' perceptions about the usage of mobile marketing tools in tourism and hospitality services. The research question concerning this research objective was as follows:

How do marketing employees perceive the use of mobile marketing tools in marketing tourism and hospitality services?

Concerning the objective mentioned in this section, the following hypotheses were made:

H2: Perceived Ease of Use has a direct significant influence towards behavioural intention to use mobile marketing tools by marketing employees in tourism and hospitality.

H3: The perceived usefulness of mobile marketing tools positively influences behavioural intention to use mobile marketing tools by hospitality marketing employees

6.3.5.1 Discussion on the Perceived Ease of Use

The perceived ease of use was defined as the degree to which “a *person believes that using the system will be free from mental effort*” (Davis, 1989). The findings confirmed that mobile marketing is moderately easy to use. Additionally, the mean scores for individual MM tools demonstrated that mobile social media was easiest to use amongst the four (mean =6.30, SD=1.21). The location-based service was rated as second with regards to the ease to use it, multimedia was rated third and SMS was the least on this aspect(mean=4.81, SD=2.058). These results imply that Mobile internet-based platforms are seen as easier forms of MM tools amongst these respondents. Plausible reasons for respondents to regard mobile text messages platform (SMS) as not easy to use could be due to the 160 character phenomenon of SMS which still existed during the time of gathering data. These results indicate that perceived ease of use had a moderate influence on the perceptions about the usage of MM. The findings from Pearson Inter-item correlations of variables that measured PEOU showed positive correlations, ranging from weak ($r=0.15$, $p<0.01$) to moderate ($r=0.46$, $p<0.01$).

In addition, the SEM path analysis results in the path coefficient of (**B =-.492, p=.133, p>0.05**) did not support the proposed hypothesis. Therefore, it was concluded that the perceived ease of use of mobile marketing tools had no direct positive relationship with the behavioural intention to use mobile marketing tools. The findings of PEOU infer that the respondents did not regard the ease of use of mobile marketing as a major determinant of their intention to use it. The possible reason could be due to the majority of the respondents being generally highly educated and young individuals belonging to either generation Y or generation Z, who would not be affected by issues about how easy technology is given their mobile-centric behaviour and habits. Generally, to them, there is nothing difficult about using a mobile phone. Furthermore, the high literacy rates of Zimbabweans imply that the majority of the people in this country would ordinarily not find mobile devices as complex. Although several previous findings are consistent with these findings (Pookulangara, 2018; Wu & Wang, 2014; Chong *et al.*, 2012; Rohm *et al.*, 2012; Hsu *et al.*, 2006; Pikkarainen *et al.*, 2004; Pharthasarathy & Bhattacharjee, 1998), contrasting arguments stressing the importance of the ease of use towards concerning the intention to use mobile technologies have been proffered by several authors (Bhatti, 2007; Barutcu & Ozturk-Gol, 2009; Yousuf, 2016; Velmurugan & Velmurugan, 2013; Bruner & Kumar, 2005; Forster, 2002; Venkatesh & Davis, 2000; Gefen & Straub 2003; Lu *et al.*, 2009; Fazil *et al.*, 2016; Belkamza & Aziz, 2015).

6.3.5.2 Discussion on Perceived Usefulness

The findings from the SEM hypothesis test results upheld the proposal that perceived usefulness positively influenced the behavioural intention to use mobile marketing tools in the tourism and hospitality sector in Zimbabwe as indicated by a highly significant the path coefficient result ($B=.643^{***}$, $p<0.01$). Davis (1989) defines the perceived usefulness as “the degree to which an individual believes that using a particular system can enhance his or her job performance”. In this study, most of the mean scores on items that measured PU were very high. The two items that had the lowest mean scored were the multimedia message service as well as the short message service, whereas mobile social media had the highest mean score. These findings signify that mobile social media is regarded as very useful followed by the location-based service. The lowest mean scores for SMS adverts and Multimedia adverts also imply that the text messaging platform is slowly losing relevance. Pearson correlations results affirmed that all items correlated positively except for the two SMS adverts and Multimedia advert which both had statistically significant negative correlations between each of the two and with mobile social media, implying that as the respondents increased the use of mobile social media adverts their use of SMS and multimedia adverts decreased. Once more this can be attributable to the increased use of smartphones and the mobile internet which are enablers of mobile social media and location-based services.

Both the hypothesis results and descriptives confirmed that the perceived usefulness was an important determinant of the positive perceptions about MM usage amongst the respondents. These findings are in agreement with several previous studies (Taylor & Todd as cited in Aboelmaged & Gebba, 2013; Davis *et al.*, 1989). Furthermore, these findings are consistent with earlier findings in several other TAM dominated studies (Park *et al.*, 2014; Wang *et al.*, 2014; Kumar *et al.*, 2015; Yang *et al.*, 2016; Schierz *et al.* 2010; Jayawardhena *et al.* 2009; Pagani, 2004; Khalifa & Shen, 2008; Lai & Yang, 2009; Lee *et al.*, 2007; Kim *et al.*, 2012; Peres, Correirra, & Moital, 2011). The most recent findings agreeing with the present findings include findings of a study which was conducted by Pookulangara *et al.* (2018) who found that PU positively influences intention. However, results from a similar study which was conducted by Chong *et al.* (2012) in China and Malaysia contradicts these findings and maintains that the perceived usefulness of *m*-commerce had no significant influence on the intention to adopt it.

6.3.6 Discussion of Findings for Objective 6 and Question 6

Regarding this objective, the researcher sought to evaluate the role of the environment and technology accessibility on the adoption of mobile marketing tools by tourism and hospitality employees. The following research question was addressed: How can the environment and access to technology enhance the adoption of mobile marketing practice for domestic tourism promotion?

Furthermore, hypotheses H5; H6_a and H6_b were tested concerning the objective and are restated in this section:

H5 *External stakeholders and technology accessibility will significantly influence individual hospitality marketing employee's intention to use mobile marketing practices.*

H6_a *Management support has a direct positive influence on hospitality marketing employee's intention to use mobile marketing.*

H6_b *Availability of mobile communications infrastructure at the workplace will directly influence the intention to use mobile marketing.*

The objective was assessed by responses relating to both internal work environment (enabling conditions) and the external work environment (technology accessibility). The above hypotheses were tested separately as predicting variables in the research model. Descriptive analysis was conducted separately on items measuring the internal work environment (EEC) and external work environment (TA). Hypotheses H5 has aligned the issues related to the external environment thus the relevant stakeholder organisations such as the mobile network operators, POTRAZ, ZIMRA, ZTA and government through the Ministry of Tourism and Hospitality. External environmental issues were also associated with some responses from the open-ended section. Concerning enabling conditions two hypotheses were constructed and incorporated in the research model as separate aspects of Enabling work environmental conditions. These two hypotheses were H6_a and H6_b as indicated below. H6_a was concerned with the aspect of management support, while the h6_b was relating to the aspect of Mobile Technology related infrastructure with the firm that an employee or respondent was attached to.

6.3.6.1 Discussion on External Work Environment (Technology Accessibility)

Regarding external work environment (technology access issues) most items had a fairly high mean score except for one item, namely: knowledge about the reduced import duty. Respondents seemed to be generally unaware of reduced import duties on ICT products. This

could perhaps be a result of negative perceptions of the government taxes and tariff amongst these respondents such that they do not follow gazetted policies. It might also be due to the failure by the government through the Zimbabwe Revenue Authority (ZIMRA) and POTRAZ to communicate such policies to the rest of the Zimbabwean populace. Furthermore, two items that had high mean scores confirm that generally, respondents felt that mobile phone voice charges and internet data were expensive, again respondents expressed that for mobile marketing to succeed, the government should subsidise the cost of mobile services. Findings from the hypothesis tests derived from SEM revealed that Technology Accessibility (AT) had no significant positive influence towards hospitality marketing employee's intention to use mobile marketing practices ($B=.483, p>0.05$). These results imply that generally, the respondents believe that accessibility of technology does not influence them on deciding to use or adopt MM tools perhaps because they feel that the current environment that should ensure ease access to technology is not favourable therefore they did not find it influencing them in an apposite manner. Furthermore, these findings could also give an impression that the various stakeholders' entities concerned with providing the necessary atmosphere for access to mobile technologies are possibly not forthcoming in respect of their current policies on mobile communication services. Sultan *et al.* (2009) reported similar findings and admitted that variations in mobile technology infrastructure and regulations in different settings are serious impediments to mobile marketing adoption and use.

These findings are an important contribution to the body of knowledge as no studies have been conducted before to ascertain the influence of technology accessibility on the intention to adopt and use mobile marketing in the context of tourism and hospitality marketing in Zimbabwe. Additionally, it is the first time technology accessibility has been integrated with TAM and UTAUT based study in Zimbabwe. Furthermore, similar findings were reported earlier by Pikkarainen *et al.* (2004) did not find access to technology important. However, on the contrary, Sathye as cited in Pikkarainen *et al.* (2004) found that access to technology was a strong predictor of the intention to use.

In addition, the findings from the open-ended questions regarding the role of external stakeholders revealed that it was the respondents' general view that the government should subsidise mobile communication costs to increase the potential of mobile marketing in promoting tourism and hospitality in Zimbabwe. In respect of entities like ZTA, respondents felt that they should market tourism facilities and destinations using platforms like social media

which can be accessed via mobile devices like smartphones. Also, the respondents suggested that ZTA should reduce levies and taxes which are seen as the major contributors to high prices of hospitality facilities as these high prices retard domestic tourism activities. Generally, respondents had the view that if hospitality prices are lowered domestic tourism can increase. Furthermore, respondents also suggested that the government through ZIMRA, ZTA and the posts and telecommunications authority of Zimbabwe (POTRAZ) should reduce tariffs and taxes in the mobile telecommunications sector, and also that they should help with pricing of mobile data and voice calls, and allow more players in the mobile telecommunications sector.

Regarding the role of ZTA in improving MM usage for domestic tourism, it was suggested that the authority should market all tourism destination to locals and that they should not only focus on the popular ones. Opinions concerning the Hospitality Association of Zimbabwe (HAZ) were that they should conduct seminars and workshops on the usage of Mobile Marketing in the hospitality sector. Regarding the future of mobile marketing in Zimbabwe, the respondents felt that it is a key aspect of marketing tools as most people in the country now just communicate using mobile devices.

6.3.6.2 Discussion on Internal Work Environment (Enabling Conditions)

The findings from descriptive statistics concerning the internal work environmental issues thus enabling environmental conditions, suggest that there was no overall agreement among respondents about companies having established MM implementation policy. Furthermore, respondents generally disagreed that management teams were facilitating training programmes on the use of MM at the workplace. However, there seemed to be a consensus among respondents concerning mobile devices, phones, and wifi is available at many companies.

The hypothesis concerning management support having significant positive influence towards behaviour intention to adopt MM practices by hospitality marketing employees was **rejected** ($B=.695, p>0.05$). Likewise, the **H6_b** which was concerned with the hypothesis that Availability of mobile communications infrastructure at the workplace will significant directly influence intention to use mobile marketing was also not supported by the SEM findings ($B=-.783, p>0.05$).

These results reveal that the respondents did not find enabling conditions significantly influencing their behavioural intention to use mobile marketing practices to promote domestic tourism. Perhaps these results emanate from the fact that that the current conditions in the workplace with regards to support rendered by management or availability of mobile

technology infrastructure resources in Zimbabwean tourism and hospitality context does not encourage employees to adopt and use mobile marketing tools to inform potential domestic tourists about hotel and tourism facilities. This is an interesting finding from this study, and it presents an important paradigm, which is expected to certainly provoke other researchers to further pursue more research in MM usage and adoption in tourism and hospitality. However, the findings by Zhou (2012) contradict these findings and maintain that facilitating conditions are positively related to its intention to use. Additionally, in a more recent study which was conducted by Stanoevska–Slabeva *et al.* (2017) results upheld the view that a successful blending of mobile technologies in companies, requires an appropriate environment.

6.3.7 Discussion on Behaviour Intention and Actual Usage

Regarding the following hypothesis;

H7: There is a direct positive relationship between Behavioural Intention to use mobile marketing practices and the actual use of mobile marketing practices.

In line with the proposition of the study, the SEM hypothesis test results supported the hypotheses ($B=.678,***$) indicating that in this particular study the behaviour Intention to adopt and use mobile marketing practices by hospitality marketing employees can indeed positively predict actual usage behaviour. These findings are in agreement with several past findings which confirm that BI significantly leads to actual usage (Davis, Bagozzi & Warshaw, 1989; Venkatesh & Davis, 2000; Hu *et al.* 2003; Teo, Luan & Sing, 2008; Dabholkar & Bagozzi, 2002).

6.4 CHAPTER SUMMARY

This chapter has provided a discussion of the research findings presented in Chapter Five. The discussion focussed on the current study findings and extant research reports on mobile marketing adoption. The study objectives, questions and the stated hypotheses were the centres of the discussion. Bound together by the objectives of the study, the researcher discussed findings of the direct influence of awareness-knowledge, perceived usefulness, perceived ease of use, experience, social networking habits, fear of technology, management support, company mobile communication technologies infrastructure and technology accessibility on the behavioural intention to use mobile marketing. The moderating effect of awareness and knowledge on both perceived usefulness and perceived ease of use towards behaviour intention

to use mobile marketing practices was discussed. Additionally, socio-demographic attributes, and their relationship study variables, as well as findings from open-ended questions, were discussed. The research model was explained. The next chapter provides a summary of this research report. Conclusions and recommendations based on this study are also provided in the next chapter.

CHAPTER 7

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

7.1 INTRODUCTION

In this chapter, a summary of the key findings of this study is provided. The conclusions of the research are made based on the research objectives, research questions and hypotheses set in chapter one and chapter three. Conclusions have been drawn from the findings and discussions presented in chapters six and seven, respectively. The implications of the study findings to the hospitality marketing practice and policy and the disciplines related to it are discussed. Additionally, this chapter highlights the study results' implications concerning the current body of knowledge and to the research methodology. Lastly, the research limitations are highlighted, and recommendations for future research are outlined.

7.2 SUMMARY OF THE THESIS REPORT

The purpose of the study was to research the project titled: **Adoption and usage of mobile marketing practices to promote domestic tourism: A case of Zimbabwe's hospitality sector**. The study entailed exploring and describing phenomena to provide an insight into the research problem which was guided by the assertion that the level of the adoption and usage of mobile marketing practices by Zimbabwean hospitality marketing employees for the promotion of domestic tourism was unknown. This culminated in the need to answer the following leading research question: *Can the adoption and use of mobile marketing practices by hospitality marketing employees to promote domestic tourism in Zimbabwe be established?*

The motivation to explore the issues surrounding the indicated research problem was based on the background to the study, which included facts and statistics about two contrasting phenomena in Zimbabwe at the time of beginning the study, namely, (1) the untapped domestic tourism market against the backdrop of a declining international tourism and hospitality sector; and (2) the surge of mobile phones usage in Zimbabwe. Therefore, the research methodology adopted to answer the questions set in Chapter One to fulfil the objectives was a deterministic and of post-positivist orientation. A survey based on cross-sectional research design was conducted using the quantitative and deductive methods approach. This thesis is divided into seven chapters.

The first chapter introduced the research title, provided the background information for the study, the motivation for the study and the research problem. The guiding research question was also advanced. The objectives and research questions were set. The geo-demographical and academic delimitations of the study were indicated. The justification and rationale of the study were also explained in this chapter. Additionally, the significance of the study to the researcher, the academia, the industry and the Zimbabwean economy was highlighted. Lastly, the assumptions made concerning this study were explained, the possible limitations of the study described, and the structure of the thesis and a summary of the chapter were provided.

In Chapter Two, the researcher presented a broad review of the relevant extant literature about the disciplines of mobile marketing, mobile technology acceptance, adoption and use, domestic tourism and hospitality marketing. Additionally, the chapter provided a detailed critical discussion of literature about the mobile marketing discipline and domestic tourism in the context of prevailing trends in Zimbabwe at the time of the study. Furthermore, the researcher explored the Zimbabwe mobile communications industry and mobile technology infrastructural development issues as well as the existing modes of mobile marketing tools being implemented in Zimbabwe across sectors. The review of empirical evidence was guided by the main problem, research objectives and research questions. Finally, a gap in the reviewed literature was confirmed to justify the study.

In Chapter Three, specific theories underpinning the study were discussed and analysed. The theoretical foundations of the research study model were explained, and a new research model crafted by the researcher was presented.

Chapter Four provides the detailed discussion on the research methodology. Firstly, the different research philosophical orientations were briefly discussed and the reasons for aligning the study with the post-positivist philosophical worldview were explained. The quantitative method approach, which is essentially deductive was discussed. The reasons for conducting the study as a cross-sectional survey were also explained in this chapter. The study population and geographic demarcations of the study were stated, and the sample, as well as the sampling procedures, were explained. Data collection and analysis procedures were discussed.

In Chapter Five, the researcher presented the research findings. The response rate was stated, the demographic profiles of respondents were described. The descriptive statistics,

Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) techniques that were employed to analyse data were explained in this chapter. Other tests included the normality tests, validity and reliability tests, correlation analysis, analysis of variance (ANOVA), and independent t-test. A detailed explanation of the CFA, SEM path analysis that was applied to establish relationships, to test hypotheses and to test for the model fit was provided.

Chapter Six presented a discussion of the research findings from all the statistical results and especially the descriptive analysis and Structural Equation Modelling hypothesis test results. The findings are discussed based on each objective, the corresponding questions and hypothesis. The findings from previous studies in the discipline of mobile marketing were also discussed. In terms of the main findings from the study, it was established that the extent of usage of mobile marketing practices adoption is moderate amongst the hospitality marketing employees of Zimbabwe. Entertainment, ubiquity, ease to use, personalisation and convenience were the five most important reasons for using mobile marketing tools amongst the respondents. Hypothesis test results inferred that awareness knowledge, perceived usefulness, experience and social networking habits had significant positive influence towards behaviour intention to use MM practices, while perceived ease of use, management support, company mobile technology infrastructure, technology accessibility and fear of technology had no significant influence towards behaviour intention to adopt and use mobile marketing tools amongst Zimbabwean tourism and hospitality marketing employees. In addition, Perceived Usefulness and Perceived Ease of use were both found to have a significant moderating effect towards awareness knowledge influence on behaviour intention. Lastly, as proposed in the model one's intention to use mobile marketing practices was found to positively predict actual usage of mobile telephone services ($B=.678^{***}$), thus the direct role of Behaviour Intention on predicting actual usage was highly significant. The study also found out that age and level of education were important determinants of adoption and use of MM tools. Major impediments to domestic tourism growth were very high costs of tourism, activities and hospitality facilities as well as lack of knowledge about the benefits of tourism.

Chapter Seven provided a summary of each chapter, implications and detailed recommendations to the academia and the industry. Contributions to the body of knowledge were discussed in detail. The researcher outlined the direction for future research concerning

the limitations of the current research. Finally, the researcher presents the conclusions of the thesis concerning the stated objectives, hypotheses, and the discussion of findings.

7.3 RECOMMENDATIONS: IMPLICATIONS TO PRACTICE AND POLICY

7.3.1 Recommendations on Objective 1 and Research Question 1

The first objective of this research was to determine the extent to which mobile marketing practices have been adopted by hospitality marketing employees in Zimbabwe's tourism and hospitality sector. This objective sought to answer the research question: What is the extent of mobile marketing (MM) practices adoption and use in Zimbabwe's tourism and hospitality sector?

- In respect to this objective, the study concluded that the level was moderate. In addition, it sought to ascertain the extent to which mobile marketing was being used in the tourism and hospitality sector of Zimbabwe before the time when this study was conducted to the time when the field survey for this study was carried out. It was concluded that the level of adoption and usage of mobile marketing practices in the hospitality sector is moderate. In addition, conclusions were that mobile social media (MSM) is most used followed by short message service (SMS). The use location-based services (LBS) is growing steadily, while the use of multi-media message service (MMS) is declining perhaps because mobile social media has taken a lead due to the growing importance of internet-based mobile social media platforms and applications like WhatsApp, and others that also enable multimedia files to be shared among users. Therefore, regarding these assertions, the following recommendations are advanced:
- Since adoption and use of MM practices is moderate, and seeing that employees themselves are already motivated to use MM tools for promoting domestic tourism is management in the tourism and hospitality sector should lobby with the external relevant stakeholders on critical issues that impact on mobile marketing adoption which include lowering voice calls charges and internet data prices to stimulate and encourage adoption and use of MM. The study specifically recommends that lobbying of prices can be done in a bid to achieve a pricing strategy that is tailor-made for the sector. For instance, it is possible that Zimbabwean mobile communications companies like NetOne, Econet, etcetera, can provide specific data bundle packages for this sector.
- Marketing management in the Zimbabwe tourism and hospitality sector should design marketing programmes that include MM practices and come up with policies that will

improve mobile communication and technology infrastructure that support marketing employees in their quest to further improve their usage levels of mobile marketing practices for the promotion of domestic tourism. Furthermore, individuals marketing employees may need to be provided with state of the art mobile devices that align with the existing national infrastructure.

- Having concluded that mobile social media has taken the spotlight in popularity of use amongst the individuals amid a growing trend in LBS use and declining SMS and Multimedia use, it is recommended that Zimbabwe's tourism hospitality companies introduce internet-based mobile marketing programmes.
- Hospitality marketing employees are also advised to use more recent and popular mobile technologies and applications such as WhatsApp which s become very popular in the Zimbabwean setting, for example, the message with media files that include video and pictures images of specific tourism destinations and hotel facilities can be uploaded and shared via WhatsApp groups to which individual hospitality marketing employees belong to in the virtual world.
- Additionally, existing literature on mobile marketing adoption and use has exposed that marketers ordinarily lag in acceptance and adoption of MM practices as compared to the customers or consumers themselves, implying that an opportunity exists for hospitality and tourism marketers to successfully promote their various marketing offerings using MM platforms since potential customers are already amenable to receiving mobile marketing messages. In the case of Zimbabwean tourism and hospitality sector, using innovative MM practices such as LBS and MSM can truly be implemented to realise the full locked potential of the domestic tourism market.

7.3.2 Recommendations on Objective 2 and Question 2

In respect of determining factors responsible for the usage and adoption of specific mobile marketing tools in the tourism and hospitality sector, the study deduced that entertainment, ubiquity, effectiveness, easy to use, personalisation and convenience were the five most important reasons that influenced adoption and use of mobile marketing tools. The use of Mobile Social Media and Location-Based Service is growing remarkably. Furthermore, SEM hypothesis results on Social networking habits confirmed a significant relationship between social networking habits and behaviour intention to use mobile marketing practices. Given these assertions, the study recommends that:

- Marketing management should encourage employees to use mobile social media and location-based services, hence more internet access in the form of Wi-Fi at work and even mobile hotspot internet access should be provided if employees would fully utilise these technologies.
- Marketing employees should be able to access the Internet on various platforms like Ethernet cables for wired connections whilst at the company premises or homes, Wi-Fi for a wireless Internet connection at work premises and homes, dedicated device mobile hotspot and smartphone mobile hotspots when they are mobile. This would ensure continued connectivity to the Internet to enable the implementation of mobile social media tactics like posting promotional information about hotel facilities and tourism activities on the company Facebook pages or sending files on WhatsApp groups with video and images about tourism facilities including virtual tours.
- Although the relevance of short message service (SMS) was found to be diminishing, marketing managers should be cautious not to completely discourage the use of SMS for advertising and marketing because there is still a sizeable population which is still using SMS. The expansive use of mobile social media would offer great benefits, as such, it is prudent to invest more in Wi-Fi and other mobile internet avenues.

7.3.3 Recommendations on Objective 3 and Question 3

Objective 3 of the study was concerned with assessing marketing employees' awareness of the existence of individual mobile marketing tools. Concerning this objective and the aligned hypothesis *H1_a* Behavioural intention (BI) towards the use of mobile marketing, practice is dependent on hospitality marketing employees' awareness and knowledge about individual MM tools which was supported (*Accepted*). The study, therefore, recommends the following:

- Hospitality marketing employees should continue to aspire to learn more about the emerging mobile communication technologies and their benefits since it has been revealed that the more knowledge an individual has about mobile marketing tools the more they are likely to intend to use it. This would have a bearing on individual marketing employee's attainment of work objectives relating to the promotion of domestic tourism market.
- Marketing management is advised to come up with training programmes and engage mobile communication technologies experts who could conduct demonstration sessions on how to use the latest mobile marketing tools and technologies. This is expected to

ensure effective utilisation of company mobile technologies resources and mobile marketing tools by individual hospitality marketing employees for promoting the domestic tourism market.

- In addition, external stake-holders like the POTRAZ and Zimbabwean mobile communication operators technology should implement policies that can allow more utilisation of mobile marketing tools through providing reasonable voice calls charges and coming up with internet data bundles that are tailor-made specifically to the tourism and hospitality sector as a way of also ensuring that these MM tools can be utilised in promoting the domestic tourism market.
- It is recommended that since Hospitality Marketing employees are mostly aware of benefits of mobile social media (MSM) in promoting hotel and tourism facilities, they should, therefore, utilise this knowledge they have about MSM to create awareness about benefits of domestic tourism facilities. Using MSM, awareness campaigns can be conducted by sharing content like media files, videos and images. In addition, hospitality marketing employees should promote tourism facilities to potential domestic tourists of mobile marketing tools like mobile social media in the form of sharing content on WhatsApp groups, and posts on social media platforms like Facebook and Instagram, etcetera. Using MM tools, potential tourists can be allowed to indulge in virtual tours of tourism destination sites and hospitality facilities.

7.3.4 Recommendations on Objective 4 and Question 4

This objective entailed the need to determine the role of individual human issues such as experience, fear of technology and the social networking habit on hospitality marketers' willingness to use mobile marketing tools. Recommendations on this objective were proposed in line with findings on the 3 hypotheses aligned to this objective, thus **H4_a**, **H4_b** and **H4_c**.

SEM and CFA results concluded that the 2 hypotheses relating to Experience and Social Networking habits were significant in positively influencing intention to use mobile marketing tools, while fear of technology had no significant influence to behaviour intention is, therefore, recommended that :

- Hospitality marketing employees should use mobile marketing tools more often as this would increase the levels of experience therefore leading to them being more efficient when using mobile marketing tools.

- Marketing management in this sector should realise that in this era it is now virtually impossible to avoid the use of social media networks by employees during work time. Social media has brought about the concept of work and play on the interface of the mobile phone. Therefore, it is pivotal for management to set targets aligned with mobile marketing and especially mobile social media objectives for individual marketing employees so that the companies can also benefit from the time that individual allocate to social networking.
- Company management should focus on developing marketing programmes that incorporate mobile social media marketing to remain relevant in this state of affairs where both the individual marketing employee and potential customer have fundamentally become mobile-centric. Mobile marketing tactics that can be implemented could include Facebook posts of vital company information, maintenance of the social media platforms in an up to date condition.
- Hospitality marketing employees can use WhatsApp platforms to inform large numbers on group chats about hotel facilities, and various tourism activities and seasonal promotional packages that can be aimed at enticing potential domestic tourists to visits destinations

7.3.5 Recommendations on Objective 5 and Question 5

The purpose of this objective was to clarify employees' perceptions about the usage of mobile marketing tools in tourism and hospitality services. The research question concerning this research objective was as follows: In respect of this objective, 2 hypotheses were advanced **H2** and **H3**. SEM results confirmed that Perceived Usefulness had a direct significant positive influence towards intention to use mobile marketing practices. However, the perceived ease of Use was not found to be significant in this regard. The study, therefore, recommends that:

- Hospitality managers craft strategies and programmes that incorporate the various types of mobile marketing tools to attain service quality improvement and efficiency as these tools have been exposed as effective in communicating messages to potential domestic tourists.
- Since hospitality marketing employees concurred that these tools are indeed very useful in aiding task completion and, it is, therefore, advised that marketing management should set objectives that are specific towards the promotion of domestic tourism by utilisation of mobile marketing tools.

- Effective use of mobile marketing practices would entail implementing tools like location-based services to find customers at their point of location, for example, using LBS adverts and alerts can be used to help potential domestic tourist locate the nearest hotel or restaurant in an area where they will be currently located.
- Mobile marketing tools like LBS and mobile Social media as well as bulk SMS present hospitality and tourism marketers in Zimbabwe an opportunity to market their offerings and services in more cost-effective as compared to traditional marketing approaches.
- Hospitality Marketers who are aware of the benefits of MM are expected to increase their interaction with potential local tourists since they appreciate the benefits of MM. Therefore, it is recommended that the former should be willing to try using several mobile applications that can be found on the World Wide Web, which are linked to the hotel business and facilitate interactions anytime with customers anywhere in the world.

7.3.6 Recommendations on Objective 6 and Question 6

Regarding this objective, all the 3 hypotheses (**H5**, **H6_a** and **H6_b**) were **rejected** implying that both internal and external environmental factors had a negative influence towards hospitality marketing employees' intention to adopt and use mobile marketing practices. **H5** was concerned with issues relating to external environmental factors and stakeholders roles such as POTRAZ, ZTA, Government through the ministry of tourism and hospitality and ZIMRA as well as mobile network operators like Econet, Netone, Telecel, Powertel and Africom. **H6_a** and **H6_b** were aligned to internal enabling environmental conditions, and these were issues to with current management support regarding mobile marketing adoption and use by hospitality marketers, as well as the availability of company mobile communication technology infrastructure for effective implementation of mobile marketing practices. In summary, the study concludes that the environment was not favourable. Open-ended questions were also asked as a follow up on stakeholder issues regarding the views of respondents on MM implementation and promotion of domestic tourism. The study, therefore, advance these recommendations:

- Faced with high prices for mobile services such as voice calls, Internet data are management are should collaborate with relevant stakeholders like mobile operators so that they can access updated customer databases to be able to send more targeted messages to many people at the same time using tools like bulk text messages SMS. These should be done before seeking permission.

- To create an enabling environment for employees, managers in the hospitality and tourism sector embrace MM and create a working environment that promotes its easy adoption. For example, marketing management in the tourism and hospitality firms should make provisions for access to further education and arrange for training facilities to encourage the use of mobile marketing. This recommendation is based on the facts that the findings of the demographics, quantitative analyses have all shown that the more educated individuals are, the more they understand the benefits of using MM.
- Management is encouraged to re-design their overall marketing strategic plan in the mobile marketing context. Mobile phones and other mobile devices are ubiquitous, convenient and very personal objects, as such, it is pivotal for marketing managers to be flexible and dynamic by allowing their employees access to these devices, but also ensuring that employees responsible for crafting mobile messages do not stray from the brand propositions of their companies.
- Management must also ensure that there is easy access to mobile internet so that the hospitality marketers can always be able to communicate with potential tourists all over the world. The development of mobile applications for marketing tourism destinations and hospitality facilities is paramount, hence marketing management should partner with web developers and mobile application designers who can also help with creating and launching efficient mobile applications.
- Management must ensure that there is constant availability of mobile internet via mobile data and Wi-Fi to maximise the use of the emerging channels of marketing communications such as the location-based service and mobile social media. Also, hospitality marketing management and practitioners should consider ensuring that there is extensive use of emerging technologies such as the location-based service and mobile social media as these technologies have proved to be viable means of increasing hotel bookings through potential walk-in guests that can be intercepted by LBS marketing using the GPS technology.
- Although the relevance of short message service (SMS) was found to be diminishing, marketing managers should be cautious not to completely discourage the use of SMS for advertising and marketing because there is still a sizeable population who are still using SMS. The expansive use of mobile social media would offer great benefits, for example, it is prudent to invest more in wifi and other mobile internet avenues.
- Marketing management in the hospitality sector should formulate policies for the effective use of MM and ensure that facilities for MM training are available. The model for the

adoption of MM practice put forth by this research can become an invaluable tool for dynamic marketers in the face of the mobile-centric consumer market.

- The findings from open-ended responses indicated that general economic hardships and very expensive accommodation charges are a major impediment on domestic tourism growth. Based on this finding, companies are advised to set their prices strategically in comparison with similar sectors in other regions to be competitive and attract domestic tourists. Special packages that a budget-oriented should also be made available to the locals to encourage domestic tourism.
- The Ministry of Tourism and Zimbabwe Tourism Authority are encouraged to promote all tourism destinations using social media and websites. These entities are also advised to conducted awareness and educational programmes on the benefits of tourism using mobile social media platforms and their websites since many people are now using mobile devices and mobile internet for communication. Also, HAZ must train hospitality marketers on new methods of marketing their services and platforms. HAZ should specifically conduct seminars, workshops and summer schools on various mobile marketing methods.
- POTRAZ and mobile networking operators should ensure that rates of internet data and voice calls are affordable, provide efficient network connectivity and upgrade infrastructure for the adoption of mobile marketing tools to succeed in this sector.
- As mentioned earlier, respondents seemed to be generally unaware of the reduced import duties on ICT products, which perhaps results from ineffective communication by the government through ZIMRA and POTRAZ about taxes and tariff policies to the generality of Zimbabweans, or just a lack of interest by citizens to follow up on gazetted tariffs and taxes. It is therefore recommended that the government through ZIMRA should improve communication to the public about new tariffs and taxes, by possibly making use of the mass media, social media and bulk SMS.
- The respondents lamented about the high cost of voice calls and mobile data as well as the poor connectivity of network and network failures. The mobile communications sector is advised to improve on network connectivity facilities by possibly increasing booster so that network can be available on all parts of the country and government is advised to assist by ensuring that the Zimbabwe electricity supply authority improves the availability of electricity across the country so that mobile marketing can be successful.
- On behalf of hospitality companies, the government through the Ministry of Tourism and Hospitality should negotiate with POTRAZ and mobile operators for lowered voice call

and data charges, and for the reduction tourism levy and other taxes to encourage the use of MM, and increase domestic tourism, respectively. The Zimbabwe Tourism Authority is advised to market all tourism destination to locals and avoid focusing only on popular destinations. Additionally, ZTA is advised to increase awareness about the benefits of tourism using social media and their website to encourage citizens to participate in tourism activities.

- POTRAZ should partner with mobile network companies on mobile communications infrastructure development. The hospitality association of Zimbabwe is encouraged to conduct training programmes that are aimed at improving the use of mobile devices. Mobile networking operators should reduce prices of voice calls and mobile data to encourage the adoption and usage of mobile marketing tools.
- Practical recommendations are that management design marketing strategy that includes popular mobile marketing tactics like design and implementation of company specific mobile application which user can access information about the various services and facilities offered by the specific hotel lodge or guest house
- Marketing Management can also implement targeted mobile messages using WhatsApp and other instant messaging applications
- Live streaming on social media, featuring tourism destinations and hospitality facilities.
- Social media strategies can be implemented via smart mobile devices for example marketing analysis of activity on a company specific Facebook, Twitter and Instagram page can be done. Analysis could include that of comments on the site by previous guests and potential guests who could be domestic tourism potential clients.
- Marketing management in the tourism and hospitality sector are recommended to partner with mobile network operators so that they can access customer data base which the hospitality marketing employees can use to access customer specific information and send more targeted mobile marketing messages.
- Targeted message could be using WhatsApp, Location based adverts using GPS, Bulky SMS adverts can also be used to ensure a mass marketing approach especially during Peak seasons

7.4 CONTRIBUTIONS TO THE BODY OF KNOWLEDGE

Given the ever-increasing subscriber base of mobile phone users converging with the expansive surge in mobile internet use, Mobile Marketing presents limitless opportunities to dynamic marketers (Hashmi *et al.*, 2017). Whilst Mobile marketing research is a growing area of interest amongst researchers, the focus of extant research has been on the consumers' views, perceptions and attitudes concerning the benefits of different mobile marketing technologies like SMS, MSM, Multimedia or LBS, and mobile advertising messages (Eden and Gretzel, 2011; Yoo and Gretzel, 2012; Sultan *et al.*, 2009; Bauer *et al.*, 2005). Nevertheless, the scarcity of studies conducted from the marketers' perspectives persists (Ajax and Azhar, 2012; Kim and Law, 2015). It was, therefore, necessary to conduct the present study to mitigate this dearth of mobile marketing studies from the perspective of hospitality marketers globally. In summary, contributions made by the study to the body of knowledge are as follows:

1. Globally, extant studies have focused on consumer perspectives regarding the acceptance, adoption, perceptions, motivation and use of mobile marketing and mobile technologies. Therefore, this study adds to the deficiencies that exist in research findings of the marketers themselves.
2. This study is an inaugural mobile marketing study that has focused on comparing four key mobile technologies, namely: mobile social media (MSM), location-based service (LBS), short message service (SMS) and Multimedia Message Service in the context of tourism and hospitality marketing in Zimbabwe and possibly globally.
3. Previous findings of studies conducted on mobile marketing acceptance and adoption have been conducted in other parts of the world, and findings from Africa and in particular Zimbabwe are still few, henceforth, this study has made a significant contribution to the body of knowledge concerning the use of mobile marketing tools in the Zimbabwean context.
4. For the first time in the context of tourism and hospitality marketing in Zimbabwe, a study that has examined the possible reasons why users desire to use mobile devices has been conferred with interesting results that highlight entertainment, ubiquity, personalisation, effectiveness, ease of use and convenience as major determinants of mobile devices adoption and use in domestic tourism promotion.
5. The researcher believes that this study has made empirical and theoretical contributions to the academic body of knowledge, notably by successfully examining the popularised technology acceptance model constructs, the perceived ease of use and the perceived usefulness concerning tourism and hospitality marketing in Zimbabwe. The study results

have further refuted the parsimony of TAM 2, particularly of the two TAM2 key constructs by exposing its inexhaustible application in different contexts. Furthermore, the findings also confirm the importance of providing extensions to models such as TAM 2 by adding constructs that allow issues in diverse settings to be investigated. The model incorporated experience from UTAUT 2 and Awareness Knowledge from Diffusion of Innovation Theory. New extensions such as technology accessibility and the fear of technology have been added. Social networking habits, and enabling conditions (mobile technology infrastructure and management support) are constructs that were modified to suit the context of this research but they are rooted in the concepts of facilitating conditions and habits borrowed from UTAUT 2 and the Model of PC Utilisation and Trandis Theory. The concept of individual human factors was originally mentioned in the Social Cognitive Theory but was adopted in this research to shed light and craft questions that could relate to constructs of personal nature like individual experience, individual fear, and individual's social networking habits. Apart from adding extensions, this research has provided a starting point in which these variables from diverse theories have been examined together in the context of the Hospitality and Tourism Marketing in Zimbabwe. The successful amalgamation of TAM constructs with Rogers' Innovation Diffusion theory UTAUT 2, MPCU and the researchers' own original contributions proved that the Technology Acceptance Model (TAM) is resilient though the liberal model for technology adoption, hence its flexibility allows it to be applied in varying settings and even in a developing country's context as is in the present case.

6. These findings contribute to the body of knowledge by providing credible evidence for the application of awareness-knowledge a major construct of Rogers' innovation diffusion theory in a developing country setting like Zimbabwe. Furthermore, the positive mediating effects of the perceived usefulness of awareness and knowledge on behavioural intention suggest that respondents in this context valued having knowledge about mobile technologies and regarded understanding their benefits as pivotal in their intention to use the technologies. Furthermore, the present findings add to the body of knowledge by answering previously unanswered questions regarding the lack of awareness of mobile media benefits to marketers as noted by Deshwal (2016) in India where it was lamented that generally the potential of MM is not known.
7. Furthermore, the study has proffered new constructs as original contributions by the researcher on the research theoretical framework notably technology accessibility (TA), company mobile technology infrastructure (MOBTECINFRA), Management support, and

fear of technology(FEARTECH) which were successfully examined together with original and modified constructs from existing theories.

8. The study has made inaugural significant contributions to the academic body of knowledge by integrating original and modified constructs from existing theories while examining mobile marketing in the in the context of the Zimbabwean tourism and hospitality sector. Therefore, for the first time a theoretical framework with confirmed significant relationships between predicting variables, namely: awareness knowledge, the perceived usefulness, social networking habits, experience and dependent variable behaviour intention has been put forth. Finally, the theoretical framework confirms a highly significant positive relationship between behavioural intention and the expected outcome, that is, the actual use of behaviour.

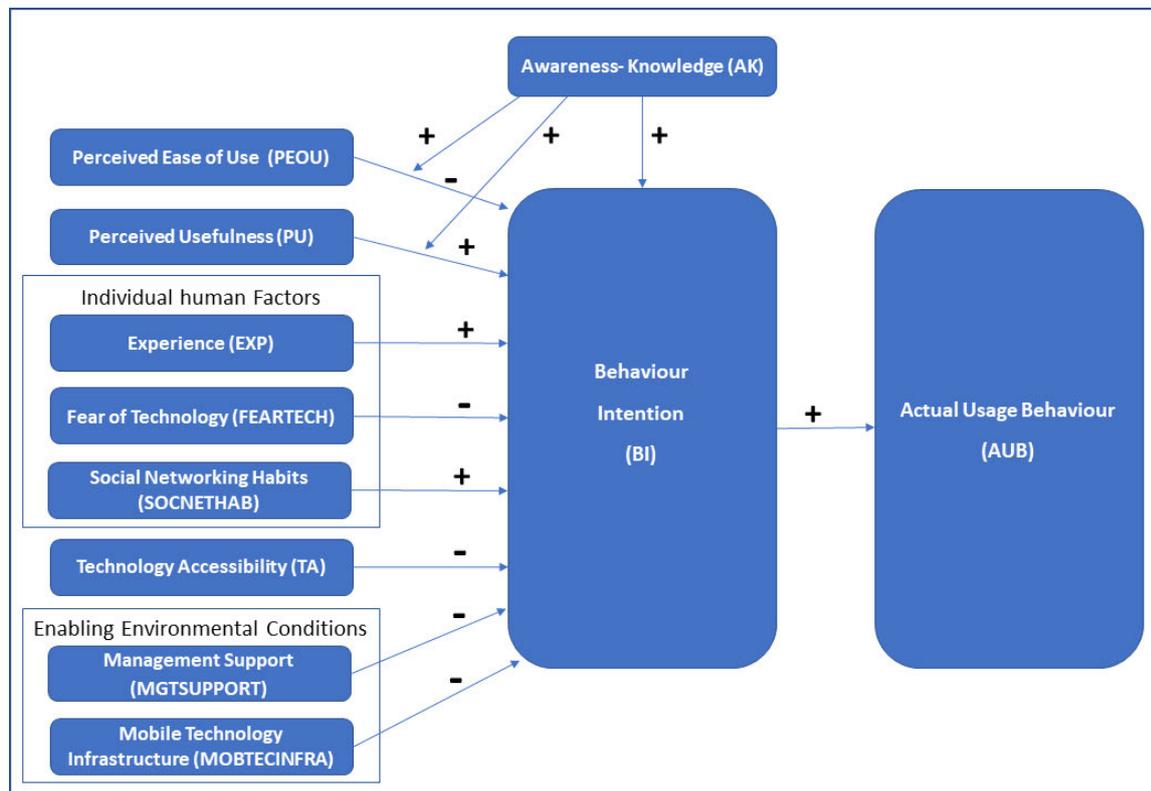


Figure 7.1: Final Model for the Adoption of Mobile Marketing Practices (AMMP) showing confirmed and non-confirmed relationships

9. This study has made significant contributions in research methodology by using a quantitative research approach and applied Structural Equation Modelling a currently popular multivariate data analysis technique. The quantitative technique proved to be a

significantly cost-effective way of researching in the context of a developing country where resources for research are sometimes constrained. This can be a useful reference for future researchers who might want to approach research using the now popular SEM technique.

10. The use of the Likert scales in TAM based studies have been growing (Sumak *et al.*, 2011), thus the researcher envisaged to advance this trend. Several previous authors have examined the perceived usefulness, the perceived ease of use, and behavioural intention largely as principal constructs of TAM using the Likert scale (Sumac *et al.*, 2011).

7.5 LIMITATION AND SUGGESTIONS FOR FUTURE RESEARCH

While acknowledging the gains of this research, limitations also prevailed. To begin with, the study was conducted as a survey study of the hospitality marketers, as such, it left out several other marketing personnel in other subsectors of the broad sector of tourism and other sectors, hence, generalisability of the findings can be problematic.

Secondly, a major limitation was the fact that this study was the first of its kind and most extant findings related to developing and emerging markets, while Zimbabwe is predominantly a developing country, hence, extant literature about similar settings was generally scarce. Another limitation is the fact that only four forms of mobile marketing tools were examined in this study, thus other key emerging mobile technology-enabled categories like QR codes, USSD, Instant Messaging and Near Field Communication were left out. Future research should be aimed at evaluating mobile marketing tools and mobile advertising campaigns to ensure that companies can adopt these new marketing approaches with confidence.

Moreover, the current study has shown that no policy framework in many companies indicate managerial intent to integrate mobile marketing in the overall marketing strategy of firms, henceforth future research should also focus on exploring the possible drawbacks that the marketing management in Zimbabwe's tourism and hospitality sector face concerning the adoption of mobile marketing. Furthermore, future studies can also focus on challenges that marketing practitioners and management are likely to face in the long term as they adopt and use mobile marketing in developing countries like Zimbabwe.

7.6 CONCLUSIONS

The goal of the study was to establish the level of adoption of mobile marketing practices by hospitality marketing employees for the promotion of the domestic tourism market in Zimbabwe. The researcher sought to answer the following main question: *Can the adoption and use of mobile marketing practices by hospitality marketing employees, to promote domestic tourism in Zimbabwe be established?*

Based on the results from this research study in line with objectives set in Chapter One and the hypotheses stated in Chapter Three, and the discussion of findings the following conclusions were made.

The extent of the adoption and usage of mobile marketing practice in the hospitality sector is moderate. However, recognizing that the use of mobile social media is habitual and that the use of the location-based service is growing, providing reliable internet connectivity is vital to ensure the success of the adoption and use of mobile marketing tools in Zimbabwe's tourism and hospitality sector. The most important reasons for using mobile marketing tools amongst the study respondents were entertainment, ubiquity, and effectiveness, the ease of use, personalisation and convenience. The use of mobile social media and location-based service is growing remarkably. The findings suggest that the widespread use of the mobile internet and smartphone is largely responsible for these trends.

Conclusions from the hypothesis that awareness knowledge, perceived usefulness, social networking habits and experience had significant positive relationship towards behaviour intention to use Mobile Marketing Tools, while perceived ease of use, technology accessibility, management, company mobile technology infrastructure and fear of technology had no significant influence towards behaviour intention to adopt mobile marketing tools in Zimbabwe's tourism and hospitality sector. Awareness knowledge had a significant moderating influence on perceived usefulness and perceived ease of use. Behavior Intention was significant in predicting actual usage behaviour.

There is adequate evidence from the findings to support the view that perceived usefulness of mobile marketing tools was a pivotal determining factor of positive perceptions about MM usage amongst the respondents, as it had a significant direct and indirect influence on the behavioural intention to use mobile marketing. Finally, behaviour Intention (BI) had a significant influence on the actual usage behaviour by hospitality marketing employees when

adopting and using mobile marketing practices for the promotion of domestic tourism in Zimbabwe.

Other critical important factors for the adoption and use of MM emerging from this research were the extent of use, mobile internet, frequency of use, content sharing and mobile social networking behaviour and mobile text messaging platforms. Demographic conclusions are that; gender and the experience of using mobile devices do not affect one's intention to adopt or use Mobile Marketing in the hospitality sector in Zimbabwe; age and the level of education were important determinants of the adoption and use of MM tools. Domestic tourism is very low in Zimbabwe, and the possible reasons for this are the economic hardships and the lack of knowledge about the benefits of tourism or the existence of tourism destinations. Conclusively, from the outcome of the Structural Equation Model and Path analysis, it can be argued that the adoption and usage of the Mobile Marketing practices can indeed be implemented for the promotion of domestic tourism in Zimbabwean tourism and hospitality sector.

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ZIMSTATS (2012, 2017, 2018)

APPENDICES

Appendix 1: Informed Consent Letter to Participants
UNIVERSITY OF KWA ZULU- NATAL

SCHOOL OF IT, GOVERNANCE AND MANAGEMENT STUDIES

PhD Research Project

Researcher: Maceline Nyatsambo (██████████) marcianyat2@gmail.com

Supervisor: Professor Maxwell A. Phiri (+27 33260 5843) phirim@ukzn.ac.za

Research Administration Office: Humanities and Social Sciences Research Ethics Administration, Govan Mbeki, Building, Westville Campus Tel: +27(0) 31 260 8350, email: hssreclms@ukzn.ac.za

RE: Informed Consent for Research

Dear Respondent

I Maceline Nyatsambo am a PhD student in the School of Management, IT and Governance at the University of KwaZulu-Natal. I am pleased to invite you to participate in the research project entitled: **Adoption of mobile marketing tools for domestic tourism growth: A case of Zimbabwe's hospitality sector**. The aim of the study is to assess hospitality marketing employees awareness of individual forms of mobile marketing(MM) tools , their perception of MM tools , the factors that motivate them to use mobile marketing(MM) , their challenges in using MM and the extent to which they currently use MM tools. The study will endeavours to draw useful lessons for the tourism and hospitality sector of Zimbabwe. The study is also undertaken in partial fulfilment of my PhD studies, which as lecturer at the Harare Institute of Technology the PhD degree is important to me and my students, as I will be able to provide better service to them. Your honesty opinions are highly valued in this study.

Your participation in this project is entirely voluntary. You may refuse to participate or withdraw from the study at any time if you wish, without any negative consequences. There will be no monetary benefits for participating in this research project. The researcher and the School of Management, IT and Governance at the UKZN secures respect for your dignity,

anonymity and confidentiality in analysis of data and results publication and usage. All gathered data will be used solely for research purposes and destroyed after 5years.This study has been ethically reviewed and approved by the UKZN humanities and Social Sciences Research Ethics Committee (protocol approval number **HSS/0066/018D**). If you require further information from an independent person about the research project you may contact the supervisor of this research project Professor Maxwell. A. Phiri on the contact details provided above. The questionnaire will take about 45 minutes to complete. Thank you for your time.

Sincerely

Maceline Nyatsambo

Signature -----

Date-----

Appendix 2: Participant Consent Form

UNIVERSITY OF KWAZULU-NATAL
School of Management, IT and Governance

Research Project

Researcher: Maceline Nyatsambo [REDACTED] marcianyat2@gmail.com

Supervisor: Professor Maxwell A. Phiri [REDACTED] phirim@ukzn.ac.za

Research Administration Office: Humanities and Social Sciences Research Ethics Administration, Govan Mbeki, Building, Westville Campus Tel: +27(0) 31 260 8350, email: hssreclms@ukzn.ac.za

CONSENT

I _____ (full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project. I understand that I am at liberty to withdraw from the project at any time, should I so desire.

Signature of Participant

Date

Appendix 3: Gate keepers Consent

Gatekeeper's Consent

I K Kaseke in my capacity as CEO hereby give permission to **Maceline Nyatsambo (Student No. 216075846)** to conduct research in my organization.

The student MAY/~~MAY NOT~~ (delete whichever is not applicable) use the name of the organisation in the dissertation.

Signature of Manager/Owner

Company Stamp:



Date: 5/12/17

Appendix 4: Zimbabwe Tourism Authority Gatekeeper's Approve



PR&D/12/17/tm

13 December 2017

928 Mt Pleasant Heights
Mount Pleasant
Harare

ATTENTION: MACELINE NYATSAMBO

AUTHORISATION TO CONDUCT RESEARCH IN THE TOURISM INDUSTRY

Reference is made to your letter dated 29 November 2016, in which you sought authorization to conduct research in the tourism industry. The Zimbabwe Tourism Authority (ZTA) hereby grants you permission to approach all relevant tourism players for the duration of your study on **“Adoption of mobile Marketing Strategies for domestic tourism growth: A case of the hospitality sector of Zimbabwe”**

ZTA fully supports this study as the results will contribute positively to the development of Domestic tourism. It is our sincere hope that you will be able to share findings from your study with us.



G. Chidzidzi
CHIEF OPERATING OFFICER



HEAD OFFICE

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Appendix 5: Research Ethical Clearance Certificate



12 February 2018

Mrs Maceline Nyatsambo 216075846
School of Management, IT, Governance
Pietermaritzburg Campus

Dear Mrs Nyatsambo

Protocol reference number: HSS/0066/018D

Project title: Adoption of mobile marketing strategies for domestic tourism growth: A case of Zimbabwe's hospitality sector

Full Approval – Expedited Application

In response to your application received 25 January 2018, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol has been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

.....
[Redacted Signature]

Dr Shamila Naidoo (Deputy Chair)
Humanities & Social Sciences Research Ethics Committee

/pm

cc Supervisor: Professor MA Phiri
cc Academic Leader Research: Professor B McArthur
cc. School Administrator: Ms D Cunynghame

Humanities & Social Sciences Research Ethics Committee

Professor Shenuka Singh (Chair)

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Website: www.ukzn.ac.za



Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

Appendix 6: Change of Title Ethical Clearance Approval



09 September 2020

Mrs Maceline Nyatsambo (216075846)
School of Management, IT & Governance
Pietermaritzburg Campus

Dear Mrs Nyatsambo,

Protocol reference number: HSS/0066/018D

New project title: Adoption and usage of mobile marketing practices to promote domestic tourism: A case of Zimbabwe's hospitality sector

Approval Notification – Amendment Application

This letter serves to notify you that your application and request for an amendment received on 02 September 2020 has now been approved as follows:

- Change in title

Any alterations to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form; Title of the Project, Location of the Study must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

All research conducted during the COVID-19 period must adhere to the national and UKZN guidelines.

Best wishes for the successful completion of your research protocol.

Yours faithfully



.....
Professor Dipane Hlalele (Chair)

/ms

cc Supervisor: Professor MA Phiri
cc Academic Leader Research: Professor Isabel Martins
cc. School Administrator: Ms D Cunynghame

Humanities & Social Sciences Research Ethics Committee
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Website: <http://research.ukzn.ac.za/Research-Ethics/>

Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

INSPIRING GREATNESS

QUESTIONNAIRE

UNIVERSITY OF KWAZULU- NATAL

SCHOOL OF IT, GOVERNANCE AND MANAGEMENT STUDIES

PhD Research Project

Researcher: Maceline Nyatsambo [REDACTED]

Supervisor: Professor Maxwell A. Phiri [REDACTED]

TITLE OF STUDY

**Adoption of mobile marketing tools for domestic tourism growth: A case of Zimbabwe's
hospitality sector**

AIMS OF THE RESEARCH PROJECT

The aim of the study is to assess hospitality marketing employees awareness of individual forms of Mobile Marketing Tools (MMS), their opinions and perceptions about Mobile Marketing (MM) the factors that motivate them to use MMS, their challenges in using MM and the extent to which they currently use MMS, and their assessment and understanding of stakeholder and management role in adoption of MM tools for domestic tourism market development in Zimbabwe.

INSTRUCTIONS

1. Take your time to read each statement carefully and understand before you answer, provide your most honest opinion on all statements and questions expressing your own knowledge, perceptions and views about Mobile Marketing usage in the tourism and Hospitality sector of Zimbabwe.

2. The term **Mobile Marketing Tools** here refers to all of these - (**Short Message Service – SMS, Multi-Media Message Services –MMMS, Location Based Services -LBS and Mobile Social Media -MSM**).

4. On all questions and statements that have answers provided choose and tick only one answer. 5. The questionnaire has 9 pages

CONFIDENTIALITY

All the responses will remain anonymous, and will be treated with utmost confidentiality and all data is for academic purposes only.

SECTION A - DEMOGRAPHIC CHARACTERISTICS

Please tick ✓ the applicable on all questions

1. What is your gender?

Male	1
Female	2

2 Indicate Your Age

18 -25 years	26 -35years	36 -45years	46 -55years	Above 55years
1	2	3	4	5

3 Level of education attained

Ordinary Level	Advanced Level	Diploma	Degree
1	2	3	4

4 How long have you been using a personal mobile phone

1-5years	6-10years	Over 10years
1	2	3

5 How long have you been working in the hospitality sector

1-5years	6-10years	Over 10years
1	2	3

6 At your organisation, in which of these marketing departments do you work

Front Office	Reservations and Bookings	Functions/ Events	Sales and Marketing
1	2	3	4

SECTION B – QUANTITATIVE

Please rate the extent to which you agree or disagree with the statements below. Please tick

√Only one answer for every statement.

KEY	1=Strongly disagree 2= Disagree 3=Slightly disagree 4= Neutral 5= Slightly Agree 6=Agree 7=Strongly Agree
------------	--

I	Statements on views about your awareness and knowledge about individual types of mobile marketing tools.							
1	I am aware of the potential benefits of using SMS to market hotel facilities and services	1	2	3	4	5	6	7
2	I am aware of the potential benefits of using Multimedia message service to market hotel facilities and services	1	2	3	4	5	6	7
3	I am aware of the potential benefits of using Location based service to market hotel facilities and services	1	2	3	4	5	6	7
4	I am aware of the potential benefits of using Mobile Social Media to market hotel facilities and services	1	2	3	4	5	6	7
5	The knowledge I already have about the types of MM tools helps me understand MM benefits.	1	2	3	4	5	6	7
6	The knowledge I already have about MM Tools make me want to use	1	2	3	4	5	6	7

Please rate the extent to which you agree or disagree with the statements below. Please tick

√only one answer for every statement.

KEY	1=Strongly disagree 2= Disagree 3=Slightly disagree 4= Neutral 5= Slightly Agree 6=Agree 7=Strongly Agree
------------	--

II	Statement on opinion in relation to the extent of mobile marketing tools usage in Zimbabwe s tourism and hospitality sector.						

1	In the past I have used SMS to inform local customers about hotel facilities and services							
2	In the past I have used Location Based Service to inform local customers about hotel facilities and services	1	2	3	4	5	6	7
3	In the past I have used Multimedia Message Service to inform local customers about hotel facilities and services	1	2	3	4	5	6	7
4	In the past I have used Mobile Social Media to inform customers about hotel facilities and services	1	2	3	4	5	6	7
5	More often I send SMS to adverts to local potential and existing customers	1	2	3	4	5	6	7
6	More often I send Multimedia Message Service advert of hotel facilities to local potential and existing customers	1	2	3	4	5	6	7
7	More often I use Location Based Service when advertising hotel facilities to local potential and existing customers	1	2	3	4	5	6	7
8	More often I send adverts using Mobile Social Media about hotel facilities to local potential and existing customers	1	2	3	4	5	6	7

III	Statement to assess individual human factors							
1	I use MMs on my own free will(voluntarily)	1	2	3	4	5	6	7
2	I can complete a task with no assistance when using the mentioned MMS	1	2	3	4	5	6	7
3	My experience in using the Mobile phone has a direct positive relationship with my ability to use MM Tools	1	2	3	4	5	6	7
4	Sometimes I am afraid to navigate on my mobile phone to understand various applications maybe due to being unsure	1	2	3	4	5	6	7
5	Sometimes my fear of navigating on my phone disturbs me from using MM Tools	1	2	3	4	5	6	7
6	My social networking habits have a direct positive relationship with my chances of gaining new customers via mobile phone.	1	2	3	4	5	6	7
7	Social Networking habits are useful when advising customers about hotel facilities and services	1	2	3	4	5	6	7
8	My ability to network on the phone with friends and relatives benefits me to link up with current and potential local tourists	1	2	3	4	5	6	7

Please rate the extent to which you agree or disagree with the statements below. Please tick ✓ only one answer for every statement.

KEY	1=Strongly disagree 2= Disagree 3=Slightly disagree 4= Neutral
	5= Slightly Agree 6=Agree 7=Strongly Agree

IV	Statement to assess Perceived Ease of Use							
1	I believe MM tools are an easy way of informing locals about hotel facilities and services.	1	2	3	4	5	6	7
2	Using Mobile Marketing Tools to marketing hotel facilities and services is easy to me	1	2	3	4	5	6	7
3	I find SMS ease to use when making bookings and reservations	1	2	3	4	5	6	7
4	I find Multimedia Message Service ease to use when making bookings and reservations	1	2	3	4	5	6	7
5	I find Location Based Service ease to use when making bookings and reservations	1	2	3	4	5	6	7
6	I find Mobile Social Media ease to use when making bookings and reservations	1	2	3	4	5	6	7
	Statements to evaluate Perceived Usefulness							
1	I find MM tools useful in helping me achieve my work objectives	1	2	3	4	5	6	7
2	I think Using MM tools to market hotel facilities and services can increase the interest to visit tourist resorts by locals.	1	2	3	4	5	6	7
3	I believe Using Mobile Marketing Tools makes it quicker to complete bookings and reservations	1	2	3	4	5	6	7
4	I believe using SMS adverts could help increase hotel bookings	1	2	3	4	5	6	7
5	I believe using Multimedia Message Service adverts could help increase hotel bookings	1	2	3	4	5	6	7
6	I believe using LBS advertising could help increase hotel bookings	1	2	3	4	5	6	7
7	Mobile Social Media advertising could help increase hotel bookings	1	2	3	4	5	6	7

V	Statement on Internal Work Environment Technology access							
1	Our company has an established policy of MM implementation	1	2	3	4	5	6	7
2	Our management is always working towards continuously improving IT and Mobile Technology Infrastructure	1	2	3	4	5	6	7
3	At my work place mobile technologies such as mobile phones and Wi-Fi are available	1	2	3	4	5	6	7
4	Our Management supports individual employee initiatives to use Mobile Marketing	1	2	3	4	5	6	7
5	Company Policy allows us to use Mobile devices and mobile internet(Wi-Fi) whilst at work	1	2	3	4	5	6	7
6	Our Company is likely to have a mobile app for booking and reservations in the near future	1	2	3	4	5	6	7
7	Our Management facilitates training programmes for Mobile Marketing Usage	1	2	3	4	5	6	7

Please rate the extent to which you agree or disagree with the statements below. Please tick ✓ only one answer for every statement.

KEY	1=Strongly disagree 2= Disagree 3=Slightly disagree 4= Neutral
	5= Slightly Agree 6=Agree 7=Strongly Agree

VI	Statement on External Operating Environment and Technology Access							
1	My understanding of the country ICT policy make me believe that government would encourages use of Mobile Marketing in hospitality sector	1	2	3	4	5	6	7
2	I believe the current country laws on internet mobile technologies and internet usage encourage use of mobile marketing at work.	1	2	3	4	5	6	7
3	I am aware of the reduced import duty on ICT products including Mobile devices	1	2	3	4	5	6	7

4	In my view the mobile network service providers are improving in mobile infrastructure development	1	2	3	4	5	6	7
5	In my opinion the prices for voice calls , internet and mobile data charges are too high	1	2	3	4	5	6	7
6	In my opinion the government should subsidise mobile services costs	1	2	3	4	5	6	7
VII	Statements to determine Behaviour Intention							
1	My belief about effectiveness of MM tools make me intend to use them in my work	1	2	3	4	5	6	7
2	I intend to use MMs because they are easy to use	1	2	3	4	5	6	7
3	I intend to use MMs if management provides support and training for skills	1	2	3	4	5	6	7
4	I intend to use MMs because they enhance interaction between me and the potential local customer	1	2	3	4	5	6	7
5	Intend to use MM when making hotel booking and reservations	1	2	3	4	5	6	7
6	Easy access to mobile technology resources such as internet, mobile devices will make me intend to use MM	1	2	3	4	5	6	7
7	My strong intention to use mobile marketing to will make me want to use MM more often as I do my work	1	2	3	4	5	6	7
8	I intend to use MM tools to enhance my own personal skills development	1	2	3	4	5	6	7

Please rate the extent to which you agree or disagree with the statements below. Please tick ✓ only one answer for every statement.

KEY	1=Strongly disagree 2= Disagree 3=Slightly disagree 4= Neutral
	5= Slightly Agree 6=Agree 7=Strongly Agree

VIII	Statements on Actual Usage Behaviour	1	2	3	4	5	6	7
1	I would like to use MM tools to book and make reservations for clients once a month	1	2	3	4	5	6	7

2	I would like to use MM tools to book and make reservations for clients about a few times a month	1	2	3	4	5	6	7
3	I would like to use MM tools to book and make reservations for clients once a week	1	2	3	4	5	6	7
4	I would like to use MM tools to book and make reservations for clients a few times a week	1	2	3	4	5	6	7
5	I would to use MM tools to book and make reservations for clients a once a day	1	2	3	4	5	6	7
6	I would like to use MM tools to book and make reservations several times a day	1	2	3	4	5	6	7
7	My strong intention to use MM tools will make me use all the type of MMs to inform local potential customers about hotel facilities and services	1	2	3	4	5	6	7
8	My strong intention to use MM will make me use all the types of MM tools when making hotel bookings and reservation for local customers all the time	1	2	3	4	5	6	7
9	I believe using MM tools to inform local people about hotel facilities will increase bookings and reservations by local Zimbabweans	1	2	3	4	5	6	7
10	I strongly believe using MM to market hotel facilities and services to local Zimbabweans will increase check in rates of locals at most hotels in major tourist resorts	1	2	3	4	5	6	7

Please rate the extent to which you agree or disagree with the statements below. Please tick ✓ only one answer for every statement.

KEY	1=Strongly disagree 2= Disagree 3=Slightly disagree 4= Neutral
	5= Slightly Agree 6=Agree 7=Strongly Agree

IX	Reasons for using Short Message Service							
1	Convenience	1	2	3	4	5	6	7
2	Ubiquity(anytime anywhere)	1	2	3	4	5	6	7
3	Interactivity	1	2	3	4	5	6	7
4	Low cost/affordability	1	2	3	4	5	6	7

5	Ease to Use	1	2	3	4	5	6	7
6	Effectiveness	1	2	3	4	5	6	7
7	Reliability	1	2	3	4	5	6	7
8	Real-Time(immediate communication)	1	2	3	4	5	6	7
9	Personalisation	1	2	3	4	5	6	7
10	Entertainment effects	1	2	3	4	5	6	7
	Reasons for using Multi-Media Message Services							
1	Convenience	1	2	3	4	5	6	7
2	Ubiquity(anytime anywhere)	1	2	3	4	5	6	7
3	Interactivity	1	2	3	4	5	6	7
4	Low cost/affordability	1	2	3	4	5	6	7
5	Ease to Use	1	2	3	4	5	6	7
6	Effectiveness	1	2	3	4	5	6	7
7	Reliability	1	2	3	4	5	6	7
8	Real-Time(immediate communication)	1	2	3	4	5	6	7
9	Personalisation	1	2	3	4	5	6	7
10	Entertainment effects	1	2	3	4	5	6	7
	Reasons for using Location Based Service							
1	Convenience	1	2	3	4	5	6	7
2	Ubiquity(anytime anywhere)	1	2	3	4	5	6	7
3	Interactivity	1	2	3	4	5	6	7
4	Low cost/affordability	1	2	3	4	5	6	7
5	Ease to Use	1	2	3	4	5	6	7
6	Effectiveness	1	2	3	4	5	6	7
7	Reliability	1	2	3	4	5	6	7
8	Real-Time(immediate communication)	1	2	3	4	5	6	7
9	Personalisation	1	2	3	4	5	6	7
10	Entertainment effects	1	2	3	4	5	6	7
	Reasons for using Mobile Social Media							
1	Convenience	1	2	3	4	5	6	7
2	Ubiquity(anytime anywhere)	1	2	3	4	5	6	7

3	Interactivity	1	2	3	4	5	6	7
4	Low cost/affordability	1	2	3	4	5	6	7
5	Ease to Use	1	2	3	4	5	6	7
6	Effectiveness	1	2	3	4	5	6	7
7	Reliability	1	2	3	4	5	6	7
8	Real-Time(immediate communication)	1	2	3	4	5	6	7
9	Personalisation	1	2	3	4	5	6	7
1 0	Entertainment effects	1	2	3	4	5	6	7

X. Rank these MM Tools in order how popular you believe they are. **Please rank** each item only once **using a scale of 1 to 4. 1 = Most Popular and 4 = Least Popular**

Short Message Service(SMS)	
Multi-Media message service (MMMS)	
Location Based Service(LBS)	
Mobile Social Media (MSM)	

SECTION C - QUALITATIVE

1. In your view what is the current state of domestic tourism in Zimbabwe, specifically the attitude of local Zimbabweans towards visiting their local tourist resorts and hotels for leisure purposes

2. May you clarify your own understanding of the role that the following stakeholders can play in promoting usage of mobile devices for marketing hospitality and tourism services to the domestic market?

a) Government through Ministry of Tourism and Hospitality

b) Zimbabwe Tourism Authority (ZTA)

c) Posts and Telecommunications Regulatory Authority of Zimbabwe (POTRAZ)

d) Hospitality Association of Zimbabwe (HAZ)

e) Mobile Network Operators

3. If you have any additional comments about Mobile Marketing Usage in Zimbabwe's tourism and hospitality indicate them here

THANK YOU FOR YOUR PARTICIPATION.

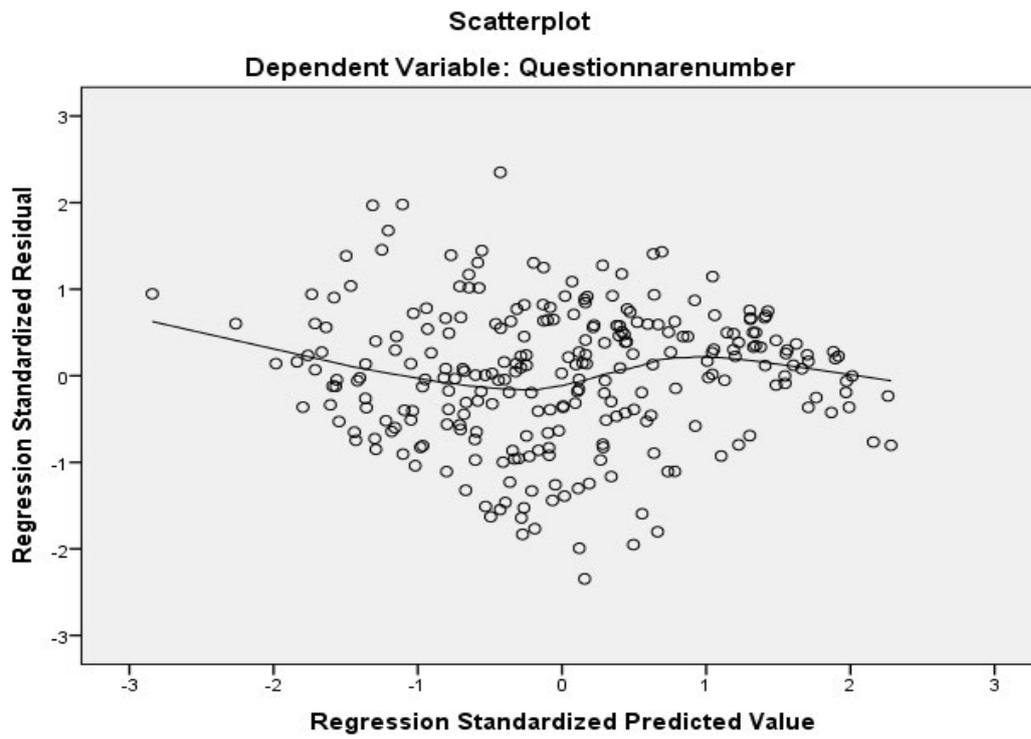
Appendix 8: Assumptions of Structural Equation Modelling
 8a: Multivariate Normality Results (Mahalanobis distance)

Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-37.86	269.27	132.50	59.948	264
Std. Predicted Value	-2.842	2.282	.000	1.000	264
Standard Error of Predicted Value	20.818	52.446	36.405	7.434	264
Adjusted Predicted Value	-112.61	298.92	132.69	73.444	264
Residual	-140.926	141.144	.000	47.289	264
Std. Residual	-2.346	2.350	.000	.787	264
Stud. Residual	-2.671	2.995	-.002	1.019	264
Deleted Residual	-217.816	241.098	-.189	82.231	264
Stud. Deleted Residual	-2.723	3.071	-.002	1.026	264
Mahan. Distance	60.592	135.491	99.621	39.894	264
Cook's Distance	.000	.105	.008	.014	264
Centered Leverage Value	.116	.759	.379	.152	264

Source: AMOS SPSS Primary date

8b: Homoscedasticity (Loess Law Scatterplot)



8c: Variance and Multi- Collinearity (Variance and Variance Inflation Factors)

Construct	Descriptive statistics		Collinearity statistics	
	<i>N</i>	<i>Variance</i>	<i>Tolerance</i>	<i>VIF</i>
AK1	264	2.561	.693	1.443
AK2	264	2.638	.753	1.319
AK3	264	1.443	.686	1.458.
AK4	264	.867	.628	1.594
AK5	264	1.344	.416	2.404
AK6	264	1.546	.510	1.962
IHF1	264	1.718	.280	3.577
IHF2	264	1.645	.255	3.920
IHF3	264	2.452	.295	3.385
IHF4	264	4.593	.166	6.038
IHF5	264	3.992	.163	6.136
IHF6	264	2.760	.232	4.317
IHF7	264	1.127	.212	4.717
IHF8	264	1.002	.208	4.803
PEOU1	264	1.264	.328	3.049
PEOU2	264	1.464	.327	3.062
PEOU3	264	4.235	.227	4.411
PEOU4	264	4.203	.210	4.771
PEOU5	264	3.192	.321	3.115
PEOU6	264	1.473	.272	3.675
PU1	264	1.341	.231	4.329
PU2	264	1.638	.280	3.573
PU3	264	1.604	.241	4.149
PU4	264	4.722	.223	4.478
PU5	264	4.488	.201	4.972
PU6	264	2.515	.389	2.568
PU7	264	1.316	.262	3.817
EEC1	264	5.606	.304	3.291
EEC2	264	2.306	.349	2.868
EEC3	264	1.391	.298	3.351
EEC4	264	2.452	.331	3.021
EEC5	264	3.194	.403	2.481
EEC6	264	3.674	.344	2.904
EEC7	264	6.423	.246	4.063
TA1	264	2.454	.319	3.130
TA2	264	2.280	.259	3.864
TA3	264	5.013	.417	2.399
TA4	264	2.044	.441	2.269
TA5	264	2.151	.403	2.482

TA6	264	1.719	.422	2.370
BI1	264	1.398	.200	5.011
BI2	264	1.548	.181	5.534
BI3	264	1.314	.271	3.696
BI4	264	1.100	.131	7.607
BI5	264	1.189	.167	5.989
BI6	264	1.149	.157	6.365
BI7	264	1.680	.128	7.822
BI8	264	2.121	.206	4.852
AUB1	264	5.004	.331	3.025
AUB2	264	1.816	.282	3.542
AUB3	264	1.829	.260	3.842
AUB4	264	1.841	.279	3.579
AUB5	264	2.275	.308	3.252
AUB6	264	3.267	.343	2.919
AUB7	264	1.688	.188	5.311
AUB8	264	1.410	.151	6.622
AUB9	264	1.197	.140	7.161
AUB10	264	1.196	.157	6.389

Appendix 9: FINAL SEM MODEL RESULTS

9a: Regression weights (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
PU	<--- AK	1.556	.259	6.016	***	
PEOU	<--- AK	1.455	.254	5.739	***	
BI	<--- AT	.430	.304	1.416	.157	
BI	<--- MOBTECINFRA	-.927	.761	-1.218	<u>.223</u>	
BI	<--- EXPERIENCE	.921	.256	6.823	***	
BI	<--- AK	-2.491	.827	-3.014	.003	
BI	<--- PU	.642	.173	3.711	***	
BI	<--- PEOU	.571	.380	1.501	.133	
BI	<--- FEARTECH	-.023	.033	-.700	.484	
BI	<--- SOCNETHAB	.417	.073	5.725	***	
BI	<--- MGTSUPPORT	.516	.406	1.272	.203	
AUB	<--- BI	.714	.071	10.053	***	
AK3	<--- AK	1.000				
AK5	<--- AK	1.593	.265	6.022	***	
AK6	<--- AK	1.723	.285	6.039	***	
IHF1	<--- EXPERIENCE	1.000				
IHF2	<--- EXPERIENCE	1.101	.122	9.017	***	
IHF3	<--- EXPERIENCE	1.264	.147	8.624	***	
PEOU2	<--- PEOU	1.029	.117	8.774	***	
PEOU6	<--- PEOU	1.000				
PU1	<--- PU	1.000				
PU3	<--- PU	1.003	.086	11.610	***	
TA2	<--- AT	1.152	.219	5.251	***	
TA1	<--- AT	1.000				
EEC3	<--- MOBTECINFRA	1.000				
EEC6	<--- MOBTECINFRA	1.585	.217	7.296	***	
BI4	<--- BI	.938	.057	16.567	***	
BI3	<--- BI	.855	.068	12.659	***	
BI1	<--- BI	1.000				
IHF4	<--- FEARTECH	1.000				
IHF5	<--- FEARTECH	1.420	2.371	.599	.549	
IHF8	<--- SOCNETHAB	1.000				
IHF7	<--- SOCNETHAB	1.317	.145	9.062	***	
IHF6	<--- SOCNETHAB	1.036	.147	7.035	***	
BI2	<--- BI	.989	.071	13.905	***	
EEC7	<--- MGTSUPPORT	1.000				
EEC4	<--- MGTSUPPORT	1.000				
AUB8	<--- AUB	1.000				

	Estimate	S.E.	C.R.	P	Label
AUB9 <--- AUB	.965	.057	16.946	***	
AUB10 <--- AUB	.899	.058	15.587	***	
PEOU1 <--- PEOU	1.008	.111	9.115	***	
PU2 <--- PU	1.095	.087	12.581	***	

9b: Standardized Regression Weights: (Group number 1 - Default model)

Standardized Regression Weights: (Group number 1 - Default model)

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PU <--- AK	.837
PEOU <--- AK	.910
BI <--- AT	.483
BI <--- MOBTECINFRA	-.783
BI <--- EXPERIENCE	.889
BI <--- AK	-1.344
BI <--- PU	.644
BI <--- PEOU	.492
BI <--- FEARTECH	-.036
BI <--- SOCNETHAB	.339
BI <--- MGTSSUPPORT	.695
AUB <--- BI	.673
AK3 <--- AK	.410
AK5 <--- AK	.676
AK6 <--- AK	.682
IHF1 <--- EXPERIENCE	.636
IHF2 <--- EXPERIENCE	.696
IHF3 <--- EXPERIENCE	.655
PEOU2 <--- PEOU	.669
PEOU6 <--- PEOU	.648
PU1 <--- PU	.790
PU3 <--- PU	.724
TA2 <--- AT	.781
TA1 <--- AT	.653
EEC3 <--- MOBTECINFRA	.659
EEC6 <--- MOBTECINFRA	.642
BI4 <--- BI	.885
BI3 <--- BI	.719
BI1 <--- BI	.817
IHF4 <--- FEARTECH	.649
IHF5 <--- FEARTECH	.988
IHF8 <--- SOCNETHAB	.739

			Estimate
IHF7	<---	SOCNETHAB	.918
IHF6	<---	SOCNETHAB	.461
BI2	<---	BI	.773
EEC7	<---	MGTSUPPORT	.496
EEC4	<---	MGTSUPPORT	.773
AUB8	<---	AUB	.844
AUB9	<---	AUB	.887
AUB10	<---	AUB	.823
PEOU1	<---	PEOU	.705
PU2	<---	PU	.783

9c: FINAL SEM MODEL FIT INDICES

CMIN (Ratio of Chi-Square(X^2) to degrees of freedom)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	52	347.393	158	.000	2.199
Saturated model	210	.000	0		
Independence model	20	2252.251	190	.000	11.854

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.221	.901	.891	.668
Saturated model	.000	1.000		
Independence model	.588	.414	.352	.374

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.846	.815	.910	.890	.908
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.068	.058	.077	.002
Independence model	.203	.196	.211	.000

10 Confirmatory Factor Analysis (CFA- Measurement Model Results)

10a: CFA Measurement model Standardised estimates

Variable indicator		Construct	Standardized estimates
IHF7	<	SOCNETHAB	.76
IHF2	<	SOCNETHAB	.89
PU1	<	PU	.79
PU2	<	PU	.76
PU3	<	PU	.69
BI5	<	BI	.65
BI4	<	BI	.58
BI3	<	BI	.76
BI1	<	BI	.82
TA1	<	AT	.60
TA2	<	AT	.84
AK4	<	AK	.65
AK5	<	AK	.50
AK6	<	AK	.91
IHF4	<	FEARTECH	.51
IHF5	<	FEARTECH	1.66
AUB8	<	AUB	.86
AUB10	<	AUB	.83
AUB9	<	AUB	.90
PEOU2	<	PEOU	.52
PEOU6	<	PEOU	.53
EEC7	<	MANSUPRT	.80
EEC4	<	MANSUPRT	.59
EEC6	<	MOBTECINFRA	.55
EEC3	<	MOBTECINFRA	.60
EEC1	<	MOBTECINFRA	.62
IHF1		EXPERIENCE	.86
IHF2		EXPERIENCE	.73

10b CFA (Measurement Model) Fit Indices

CMIN (Ratio of Chi-Square(X^2) to degrees of freedom)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	68	287.345	142	.000	2.024
Saturated model	210	.000	0		
Independence model	20	2252.251	190	.000	11.854

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.172	.905	.860	.612
Saturated model	.000	1.000		
Independence model	.588	.414	.352	.374

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.872	.829	.931	.906	.930
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.062	.052	.073	.026
Independence model	.203	.196	.211	.000

10cCorrelations: (Group number 1 - Default model)

	Estimate
PEOU <--> AK	.537
AT <--> PEOU	.263
MGTSUPPORT <--> AT	.076
FEARTECH <--> MGTSUPPORT	.087
EXPERIENCE <--> MGTSUPPORT	-.311
EXPERIENCE <--> AT	.002
EXPERIENCE <--> PEOU	.693

	Estimate
MGTSUPPORT <--> PEOU	-.017
FEARTECH <--> PEOU	-.220
EXPERIENCE <--> FEARTECH	-.276
FEARTECH <--> AK	-.135
BI <--> AUB	.657
EXPERIENCE <--> BI	.466
FEARTECH <--> BI	-.238
EXPERIENCE <--> AUB	.367
MGTSUPPORT <--> BI	.001
FEARTECH <--> AUB	-.141
MGTSUPPORT <--> AUB	-.145
AUB <--> AK	.315
AUB <--> PEOU	.420
BI <--> AK	.498
FEARTECH <--> AT	-.063
EXPERIENCE <--> AK	.486
FEARTECH <--> SOCNETHAB	-.203
MGTSUPPORT <--> SOCNETHAB	-.032
AT <--> SOCNETHAB	.133
PEOU <--> SOCNETHAB	.720
AUB <--> SOCNETHAB	.536
EXPERIENCE <--> SOCNETHAB	.523
AK <--> SOCNETHAB	.605
BI <--> SOCNETHAB	.618

			Estimate
SOCNETHAB	<-->	MOBTECINFRA	.121
BI	<-->	MOBTECINFRA	.129
AUB	<-->	MOBTECINFRA	-.015
FEARTECH	<-->	MOBTECINFRA	-.075
EXPERIENCE	<-->	MOBTECINFRA	-.091
AK	<-->	MOBTECINFRA	.031
MGTSUPPORT	<-->	MOBTECINFRA	.917
PEOU	<-->	MOBTECINFRA	.212
PEOU	<-->	PU	.894
AK	<-->	PU	.546
EXPERIENCE	<-->	PU	.613
AUB	<-->	PU	.494
BI	<-->	PU	.749
SOCNETHAB	<-->	PU	.671
MOBTECINFRA	<-->	PU	.295
FEARTECH	<-->	PU	-.208
MGTSUPPORT	<-->	PU	.025
AT	<-->	PU	.041
AT	<-->	MOBTECINFRA	.289
AUB	<-->	AT	.134
e78	<-->	e84	-.310
e75	<-->	e76	-.429
e82	<-->	BI	.581
e74	<-->	e76	-1.148

		Estimate
e10	<--> e83	.376
e33	<--> e85	-.375

Appendix 11 SEM Results: Direct, Indirect and Mediation Effects

11a: Regression Weights (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
BI	<--- AT	.376	.713	.527	.598	
BI	<--- MOBTECINFRA	-.881	2.343	-.376	.707	
BI	<--- EXPERIENCE	1.000				
BI	<--- AK	.237	.091	2.594	.009	
BI	<--- PU	.727	.279	2.604	.009	
BI	<--- PEOU	.005	.090	.059	.953	
BI	<--- FEARTECH	.019	.028	.692	.489	
BI	<--- SOCNETHAB	.399	.073	5.455	***	
BI	<--- MGTSUPPORT	.522	1.282	.407	.684	
AUB	<--- BI	.689	.073	9.466	***	
AK3	<--- AK	1.000				
AK5	<--- AK	2.044	.330	6.201	***	
AK6	<--- AK	1.565	.209	7.476	***	
IHF1	<--- EXPERIENCE	1.000				
IHF2	<--- EXPERIENCE	3.073	.582	5.277	***	
IHF3	<--- EXPERIENCE	2.442	.390	6.257	***	
PEOU2	<--- PEOU	.030	.505	.060	.952	
PEOU6	<--- PEOU	1.000				
PEOU3	<--- PU	1.000				

			Estimate	S.E.	C.R.	P	Label
PU2	<---	PU	3.184	3.042	1.047	.295	
PU3	<---	PU	1.733	1.716	1.010	.312	
TA2	<---	AT	1.163	.235	4.949	***	
TA1	<---	AT	1.000				
EEC3	<---	MOBTECINFRA	1.000				
EEC6	<---	MOBTECINFRA	1.742	.239	7.281	***	
BI4	<---	BI	.931	.058	16.021	***	
BI3	<---	BI	.852	.069	12.351	***	
BI1	<---	BI	1.000				
IHF4	<---	FEARTECH	1.000				
IHF5	<---	FEARTECH	.779	.676	1.152	.249	
IHF8	<---	SOCNETHAB	1.000				
IHF7	<---	SOCNETHAB	1.215	.111	10.971	***	
IHF6	<---	SOCNETHAB	1.164	.123	9.452	***	
BI5	<---	BI	.857	.064	13.428	***	
EEC7	<---	MGTSUPPORT	1.000				
EEC4	<---	MGTSUPPORT	1.000				
EEC1	<---	MOBTECINFRA	1.548	.255	6.084	***	
AUB10	<---	AUB	.904	.059	15.298	***	
AUB9	<---	AUB	.968	.059	16.522	***	
AUB8	<---	AUB	1.000				

11b: Direct and Mediation Effects: Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
BI	<---	AT	.429
BI	<---	MOBTECINFRA	-.703
BI	<---	EXPERIENCE	.397

	Estimate
BI <--- AK	.149
BI <--- PU	.313
BI <--- PEOU	.027
BI <--- FEARTECH	.046
BI <--- SOCNETHAB	.345
BI <--- MGTSUPPORT	.690
AUB <--- BI	.647
AK3 <--- AK	.467
AK5 <--- AK	.989
AK6 <--- AK	.706
IHF1 <--- EXPERIENCE	.298
IHF2 <--- EXPERIENCE	.850
IHF3 <--- EXPERIENCE	.574
PEOU2 <--- PEOU	.116
PEOU6 <--- PEOU	3.825
PEOU3 <--- PU	.187
PU2 <--- PU	.955
PU3 <--- PU	.525
TA2 <--- AT	.785
TA1 <--- AT	.650
EEC3 <--- MOBTECINFRA	.609
EEC6 <--- MOBTECINFRA	.654
BI4 <--- BI	.887
BI3 <--- BI	.716
BI1 <--- BI	.800
IHF4 <--- FEARTECH	.998
IHF5 <--- FEARTECH	.732

	Estimate
IHF8 <--- SOCNETHAB	.770
IHF7 <--- SOCNETHAB	.882
IHF6 <--- SOCNETHAB	.525
BI5 <--- BI	.766
EEC7 <--- MGTSUPPORT	.481
EEC4 <--- MGTSUPPORT	.742
EEC1 <--- MOBTECINFRA	.473
AUB10 <--- AUB	.821
AUB9 <--- AUB	.885
AUB8 <--- AUB	.838

Appendix 12: SEM Results (Mediation Effects)
12 a: Mediation of AK by PU (Standardised Regression weights)

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PU <--- AK	.434
BI <--- AT	.536
BI <--- MOBTECINFRA	-.968
BI <--- EXPERIENCE	.391
BI <--- AK	.103
BI <--- PU	.313
BI <--- PEOU	.026
BI <--- FEARTECH	.055
BI <--- SOCNETHAB	.341
BI <--- MGTSUPPORT	.923
AUB <--- BI	.653

	Estimate
AK3 <--- AK	.487
AK5 <--- AK	.867
AK6 <--- AK	.806
IHF1 <--- EXPERIENCE	.297
IHF2 <--- EXPERIENCE	.859
IHF3 <--- EXPERIENCE	.571
PEOU2 <--- PEOU	.107
PEOU6 <--- PEOU	4.143
PEOU3 <--- PU	.195
PU2 <--- PU	.888
PU3 <--- PU	.713
TA2 <--- AT	.784
TA1 <--- AT	.651
EEC3 <--- MOBTECINFRA	.610
EEC6 <--- MOBTECINFRA	.654
BI4 <--- BI	.889
BI3 <--- BI	.721
BI1 <--- BI	.803
IHF4 <--- FEARTECH	.861
IHF5 <--- FEARTECH	.848
IHF8 <--- SOCNETHAB	.769
IHF7 <--- SOCNETHAB	.884
IHF6 <--- SOCNETHAB	.524
BI5 <--- BI	.772
EEC7 <--- MGTSUPPORT	.481
EEC4 <--- MGTSUPPORT	.742
EEC1 <--- MOBTECINFRA	.471

	Estimate
AUB10 <--- AUB	.823
AUB9 <--- AUB	.886
AUB8 <--- AUB	.839

12b: Mediation of AK by PEOU (Standardised regression weights)

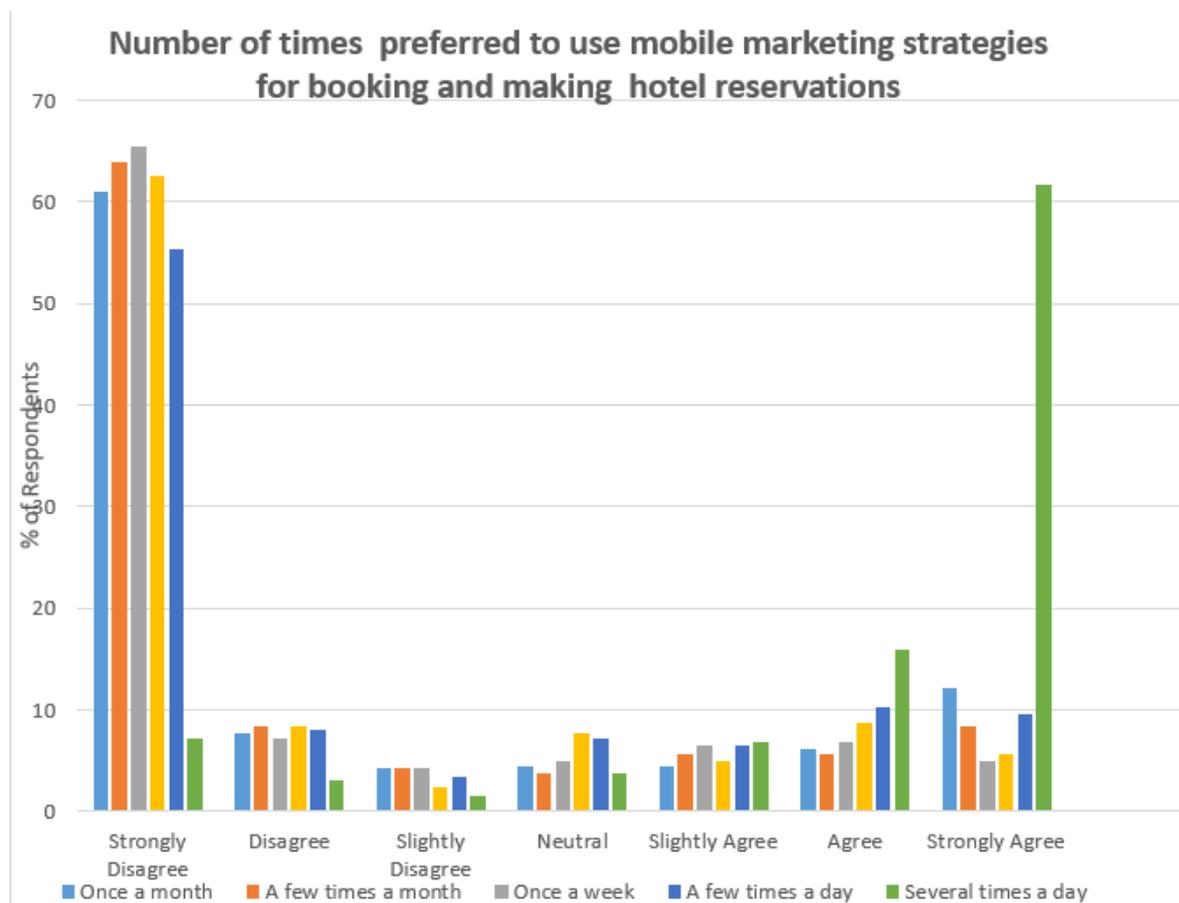
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PEOU <--- AK	.610
BI <--- AT	.414
BI <--- EECICTIFR	-.656
BI <--- EXPERIENCE	.407
BI <--- AK	.122
BI <--- PU	.281
BI <--- PEOU	.073
BI <--- FEARTECH	.041
BI <--- HIFSOCNET	.358
BI <--- MGTSUPPORT	.644
AUB <--- BI	.653
AK3 <--- AK	.498
AK5 <--- AK	.892
AK6 <--- AK	.780
IHF1 <--- EXPERIENCE	.310
IHF2 <--- EXPERIENCE	.852
IHF3 <--- EXPERIENCE	.573
PEOU2 <--- PEOU	.650
PEOU6 <--- PEOU	.681
PEOU3 <--- PU	.178
PU2 <--- PU	.984
PU3 <--- PU	.498
TA2 <--- AT	.790
TA1 <--- AT	.646
EEC3 <--- MOBTECINFRA	.609
EEC6 <--- MOBTECINFRA	.653
BI4 <--- BI	.889
BI3 <--- BI	.719
BI1 <--- BI	.804
IHF4 <--- FEARTECH	.920
IHF5 <--- FEARTECH	.794
IHF8 <--- SOCNETHAB	.771
IHF7 <--- SOCNETHAB	.881
IHF6 <--- HIFSOCNET	.527
BI5 <--- BI	.769
EEC7 <--- MGTSUPPORT	.481
EEC4 <--- MGTSUPPORT	.742

	Estimate
EEC1 <--- MOBTECINFRA	.473
AUB10 <--- AUB	.822
AUB9 <--- AUB	.886
AUB8 <--- AUB	.839

Appendix 13: Descriptives, Pearson inter-item Correlations, and ANOVA

13 a: Number of times preferred to use MM Tools



13b Results of the Pearson Inter-Item Correlation Analysis

The Extent of Mobile Marketing Tools adoption and Use Table 6.18: Inter-item correlations on the extent of mobile marketing usage

Employee opinions on the usage of mobile marketing attributes	1	2	3	4	5	6	7	8
1. In the past I used SMS to inform local customers about hotel facilities and services	1							
2. In the past I used Local Based Services to inform local customers about hotel facilities and services	0.30**	1						
3. In the past I used Multimedia messaging services to inform local customers about hotel facilities and services	0.47**	0.38**	1					
4. In the past I used Mobile Social Media to inform local customers about hotel facilities and services	0.074	0.29**	0.20**	1				
5. More often I send SMS when advertising hotel facilities' and service to local potential and existing customers	0.59**	0.24**	0.30**	0.020	1			
6. More often I use Multimedia Message Service when advertising hotel facilities and service to local potential and existing customers	0.29**	0.29**	0.58**	0.20**	0.43**	1		
7. More often I use Location Based Service when advertising hotel facilities' and service to local potential and existing customers	0.15*	0.58**	0.30**	0.24**	0.16*	0.34**	1	

8. More often I send adverts using Mobile Social Media about hotel facilities to local potential and existing customers	0.03	0.30**	0.22**	0.60**	-0.07	0.27**	0.39**	1
---	------	--------	--------	--------	-------	--------	--------	---

(N=264), **. Correlation is significant at the 0.01 level (2-tailed).*. Correlation is significant at the 0.05 level (2-tailed).

Inter-Item Correlations of Awareness and Knowledge of Mobile Marketing

	AK1	AK2	AK3	AK4	AK5	AK6
I am aware of the potential benefits of using SMS to market hotel facilities and services	1					
I am aware of the potential benefits of using Multimedia message service to market hotel facilities and services	0.49**	1				
I am aware of the potential benefits of using Location based service to market hotel facilities and services	0.29**	0.18**	1			
I am aware of the potential benefits of using Mobile Social Media to market hotel facilities and services	0.32**	0.18**	0.49**	1		
The knowledge I already have about the types of MM tools helps me understand MM benefits	0.20**	0.17**	0.46**	0.52**	1	
The knowledge I already have about MM tools make me want to use them.	0.11	0.14*	0.34**	0.37**	0.70**	1

Note n=264; p<0.1, p<0.05 and p<0.01

Appendix 13c: Pearson Correlations Individual Human Factors (IHF)

Experience	1	2	3
1.I use MMs on my own free will(Voluntarily)	1		
2. I can complete a task with no assistance when using the mentioned MM tools.	0.606**	1	
3. My experience in using the mobile phone has a direct positive relationship with my ability to use MM Tools	0.411**	0.540**	1

Fear of Technology	4	5	6
4. Sometimes I am afraid to navigate on my mobile phone to understand various applications maybe due to being under pressure	1		
5. Sometimes my fear of navigating on my mobile disturbs me from using MM Tools	0.641**	1	
6. My social networking habits have a direct positive relationship with my chances of gaining new customers via mobile phone	-0.409**	0.004	1
Social Networking habit	7	8	9
7. Social networking habits are useful when advising customers about hotel facilities and services.	1		
8. My ability to network on the phone with friends and relatives benefits me to link up with current and potential local tourists	0.676**	1	
9. I believe MM tools are an easy way of informing locals about hotel facilities and services	0.402**	0.523**	1

(N=264), **. Correlation is significant at the 0.01 level (2-tailed).*. Correlation is significant at the 0.05 level (2-tailed).

Pearson Correlation matrix results for the Perceived Ease of Use

Statement to assess perceived ease of use	1	2	3	4	5	6
I believe MM tools are an easy way of informing locals about hotel facilities and services	1					
Using MM tools to market hotel facilities and services is easy to me	0.465**	1				
I find SMS easy to use when making bookings and reservations	0.178**	0.196**	1			
I find Multimedia Messages Service easy to use when making bookings and reservations	0.145*	0.236**	0.509**	1		
I find Location Based Services easy to use when making bookings and reservations	0.175**	.221**	0.183**	0.455**	1	
I find Mobile Social Media easy to use when making bookings and reservations	0.457**	0.442**	0.146*	0.366**	0.376**	1

(N=264), **. Correlation is significant at the 0.01 level (2-tailed).*. Correlation is significant at the 0.05 level (2-tailed).

Pearson Correlation Matrix: Statements on the Perceived Usefulness

Statements on Perceived Usefulness	1	2	3	4	5	6	7
I find MM tools useful in helping me achieve my work objectives	1						
I think using MM Tools to market hotel facilities and services can increase the interest to visit tourist resorts by locals	0.611**	1					
I believe using Mobile Marketing Tools makes it quicker to complete bookings and reservations	0.516**	0.636**	1				
I believe using SMS adverts could increase hotel bookings	0.015	0.097	0.065	1			
I believe using Multimedia Message Service adverts could help increase hotel bookings	-0.012	0.056	-0.001	0.547**	1		
I believe using LBS advertising could help increase hotel bookings	0.214**	0.253**	0.184**	0.058	0.302**	1	
Mobile Social Media advertising could help increase hotel bookings	0.247**	0.335**	0.460**	-0.052	0.044	0.178**	1

Note n=264, p<0.1, p<0.05 and p<0.01**. Correlation is significant at the 0.01 level (2-tailed).*. Correlation is significant at the 0.05 level (2-tailed).

Pearson Correlation Matrix Enabling Environment Conditions (EEC – Management support and Company Mobile Technology Infrastructure)

	1	2	3	4	5	6	7
1. Our company has an established policy on MM implementation	1						
2. Our management is always working towards continuously improving IT and Mobile Technology Infrastructure	0.42**	1					
3. At my work place mobile technologies such as mobile phones and WI-FI are available	0.22**	0.33**	1				
4. Our management supports individual employee initiatives to use mobile marketing	0.41**	0.50**	0.36**	1			

5. Company Policy allows us to use Mobile devices and mobile internet (WI-FI) whilst at work	0.26**	0.34**	0.33**	0.44**	1		
6. Our company is likely to have a mobile app for booking and reservations in the near future	0.39**	0.43**	0.43**	0.41**	0.37**	1	
7. Our management facilitates training programs for mobile Marketing Usage	0.53**	0.39**	.23**	0.41**	0.25**	0.39**	1

Note n=264, p<0.1, p<0.05 and p<0.01**. Correlation is significant at the 0.01 level (2-tailed).*. Correlation is significant at the 0.05 level (2-tailed).

Pearson correlation Matrix for external operating environment and Technology accessibility

Statements on external environment and Technology Accessibility	1	2	3	4	5	6
ICT policy encourages use of mobile in hospitality sector	1					
current country laws on internet mobile technologies	0.510**	1				
reduced import duty on ICT products	0.194**	0.254**	1			
mobile network providers	0.390**	0.296**	0.165**	1		
voice calls, internet and mobile data charges	0.223**	0.297**	-0.040	0.371**	1	
subsidise mobile service costs	0.088	0.289**	0.155*	0.118	0.294**	1

N=264, **. Correlation is significant at the 0.01 level (2-tailed).*. Correlation is significant at the 0.05 level (2-tailed)

13c Analysis of Socio-Demographic Influence on Study Variables

Independent t-Test and Levene's Method - Association by Gender

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
	Equal variances assumed								Lower	Upper
Awareness Knowledge(AK)	1.522	0.218	-0.689	262	0.491	-0.07596	0.11026		-0.29307	0.14114

	Equal variance s not assumed			- 0.67 6	223.55	0.500	-0.07596	0.11243	- 0.2975 2	0.1455 9
Extent of MM Use (EMMU)	Equal variance s assumed	0.055	0.81 5	0.74 4	262	0.457	0.11825	0.15884	- 0.1945 3	0.4310 2
	Equal variance s not assumed			0.74 4	243.50 4	0.457	0.11825	0.15883	- 0.1946 0	0.4310 9
Internal Work Enviroment (EC)	Equal variance s assumed	0.378	0.53 9	0.28 0	262	0.780	0.04795	0.17124	- 0.2892 3	0.3851 4
	Equal variance s not assumed			0.28 4	254.84 5	0.776	0.04795	0.16872	- 0.2843 2	0.3802 3
Individual Human Factors	Equal variance s assumed	0.799	0.37 2	0.16 8	262	0.867	0.01430	0.08509	- 0.1532 5	0.1818 4
	Equal variance s not assumed			0.16 8	245.52 7	0.866	.01430	0.08489	- 0.1529 0	0.1815 0
Perceived Ease of Use (PEOU)	Equal variance s assumed	1.089	.298	1.65 3	262	0.099	0.21064	0.12740	- 0.0402 2	0.4615 1
	Equal variance s not assumed			1.69 8	260.44 5	0.091	0.21064	0.12404	- 0.0336 0	0.4548 9
Perceived Use(PU)	Equal variance s assumed	0.439	0.50 8	0.44 1	262	0.659	0.04822	0.10931	- 0.1670 2	0.2634 7
	Equal variance s not assumed			0.44 7	253.26 1	0.656	0.04822	0.10797	- 0.1644 1	0.2608 5
Technology Access(TA)	Equal variance s assumed	0.004	0.94 8	0.14 1	262	0.888	0.01673	0.11892	- 0.2174 3	0.2508 8

	Equal variance s not assumed		0.14 1	244.14 0	0.888	0.01673	0.11882	- 0.2173 2	0.2507 7
Behavior Intention(BI)	Equal variance s assumed	0.655 9	0.41 1	0.08 262	0.936	0.00952	0.11782	- 0.2224 8	0.2415 1
	Equal variance s not assumed		0.08 0	230.85 2	0.936	0.00952	0.11933	- 0.2255 9	0.2446 3

Note n=264, p<0.1, p<0.05 and p<0.01

Analysis Of Variance (ANOVA) Results: Association by Age

		Sum Squares	of Df	Mean Square	F	Sig.
Awareness Knowledge(AK)	Between Groups	5.565	4	1.391	1.792	0.131
	Within Groups	201.120	259	0.777		
	Total	206.685	263			
Extent of MM use(EMMU)	Between Groups	0.882	4	0.220	0.133	0.970
	Within Groups	428.209	259	1.653		
	Total	429.090	263			
Internal_work_enviroment (EC)	Between Groups	27.609	4	6.902	3.802	0.005
	Within Groups	470.182	259	1.815		
	Total	497.791	263			
IndividualHumanFactors (IHF)	Between Groups	4.511	4	1.128	2.467	0.045
	Within Groups	118.372	259	0.457		
	Total	122.883	263			
Perceived Ease of Use (PEOU)	Between Groups	1.009	4	0.252	0.236	0.918
	Within Groups	277.324	259	1.071		
	Total	278.333	263			
Perceived Use(PU)	Between Groups	2.718	4	0.679	0.879	0.477
	Within Groups	200.221	259	0.773		
	Total	202.938	263			

Technology Access(TA)	Between Groups	1.435	4	0.359	0.389	0.816
	Within Groups	238.570	259	0.921		
	Total	240.005	263			
Behavior Intention(BI)	Between Groups	0.544	4	0.136	0.150	0.963
	Within Groups	235.034	259	0.907		
	Total	235.578	263			

Note n=264, p<0.1, p<0.05 and p<0.01

ANOVA Results: Association by Level of Education

ANOVA			Sum	Of	Mean		
			Squares	df	Square	F	Sig.
Awareness and Knowledge		Between Groups	6.469	3	2.156	2.800	0.040
		Within Groups	200.215	260	0.770		
		Total	206.685	263			
Extent of Use of MM		Between Groups	.534	3	0.178	0.108	0.955
		Within Groups	428.556	260	1.648		
		Total	429.090	263			
Internal_Work_Environment (E EC)		Between Groups	21.538	3	7.179	3.919	0.009
		Within Groups	476.253	260	1.832		
		Total	497.791	263			
Individual Factors(IHF)	Human	Between Groups	5.850	3	1.950	4.332	0.005
		Within Groups	117.034	260	0.450		
		Total	122.883	263			
Perceived Ease of Use(PEOU)		Between Groups	4.729	3	1.576	1.498	0.216
		Within Groups	273.604	260	1.052		
		Total	278.333	263			
Perceived Usefulness(PU)		Between Groups	0.854	3	0.285	0.366	0.777
		Within Groups	202.084	260	0.777		
		Total	202.938	263			
Technology Accessibility		Between Groups	1.512	3	0.504	0.550	0.649
		Within Groups	238.492	260	0.917		
		Total					

	Total	240.005	263			
Behavior Intention	Between Groups	2.178	3	0.726	0.809	0.490
	Within Groups	233.400	260	0.898		
	Total	235.578	263			

Note n=264, p<0.1, p<0.05 and p<0.01 Source: Primary data

ANOVA Results: Association by Length of Time of Using a Personal Mobile Phone

		Sum of Squares	Df	Mean Square	F	Sig.
Awareness and Knowledge (AK)	Between Groups	3.534	2	1.767	2.270	0.105
	Within Groups	203.150	261	0.778		
	Total	206.685	263			
Extent of MM Use(EMMU)	Between Groups	8.395	2	4.197	2.604	0.076
	Within Groups	420.696	261	1.612		
	Total	429.090	263			
Internal Work_Environment(EEC)	Between Groups	3.079	2	1.540	0.812	0.445
	Within Groups	494.712	261	1.895		
	Total	497.791	263			
Individual Human Factors	Between Groups	0.810	2	0.405	0.866	0.422
	Within Groups	122.073	261	0.468		
	Total	122.883	263			
Perceived Ease of Use	Between Groups	2.815	2	1.408	1.334	0.265
	Within Groups	275.517	261	1.056		
	Total	278.333	263			
Perceived Usefulness (PU)	Between Groups	1.702	2	0.851	1.103	0.333
	Within Groups	201.237	261	0.771		

	Total	202.938	263			
Technology Accessibility(TA)	Between Groups	4.800	2	2.400	2.663	0.072
	Within Groups	235.204	261	0.901		
	Total	240.005	263			
Behavior Intention(BI)	Between Groups	0.163	2	0.082	0.091	0.913
	Within Groups	235.415	261	0.902		
	Total	235.578	263			

Note n=264, p<0.1, p<0.05 and p<0.01 Source: Primary data, SPSS Output

ANOVA Results for the Association by the Length of Period of Working in the Hospitality Sector

Years Working Inhospitality		Sum of Squares	df	Mean Square	F	Sig.
Awareness Knowledge(AK)	Between Groups	2.504	2	1.252	1.600	0.204
	Within Groups	204.181	261	0.782		
	Total	206.685	263			
Extent Of MM use(EMMU)	Between Groups	1.676	2	0.838	0.512	0.600
	Within Groups	427.414	261	1.638		
	Total	429.090	263			
Internal_work_enviroment(EC)	Between Groups	8.322	2	4.161	2.219	0.111
	Within Groups	489.470	261	1.875		
	Total	497.791	263			
Individual Human Factors(IHF)	Between Groups	0.144	2	0.072	0.153	0.858
	Within Groups	122.739	261	0.470		
	Total	122.883	263			
Perceived Ease of Use(PEOU)	Between Groups	2.633	2	1.316	1.246	0.289
	Within Groups	275.700	261	1.056		
	Total	278.333	263			
Perceived Use(PU)	Between Groups	5.089	2	2.544	3.356	0.036
	Within Groups	197.850	261	0.758		
	Total	202.938	263			

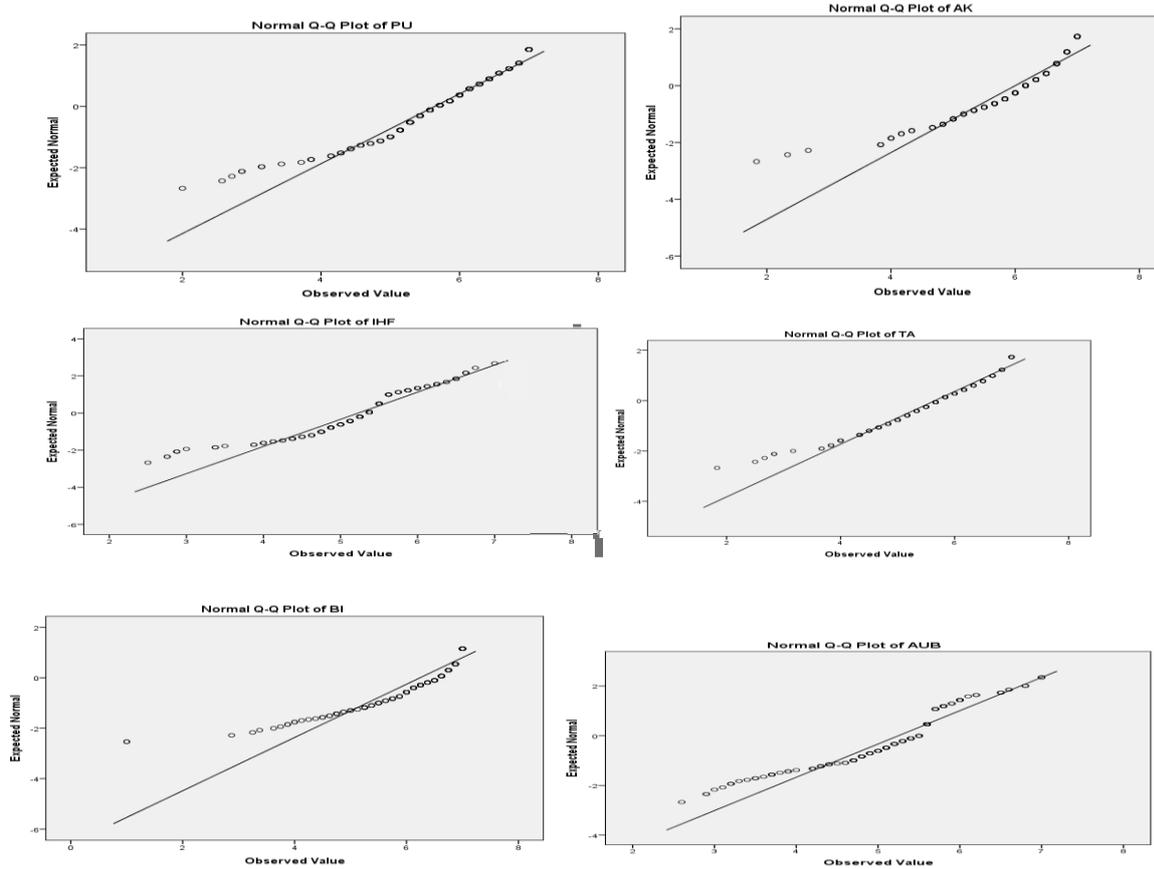
Technology Accessibility(TA)	Between Groups	5.195	2	2.597	2.887	0.058
	Within Groups	234.810	261	0.900		
	Total	240.005	263			
Behaviour Intention(BI)	Between Groups	2.901	2	1.450	1.627	0.199
	Within Groups	232.677	261	0.891		
	Total	235.578	263			

Note n=264, p<0.1, p<0.05 and p<0.01 Source: Primary data, SPSS Output

13d Tests for Normality: Shapiro - Wilk Test Result and QQ Plots

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
AK	.153	264	.000	.877	264	.000
IHF	.166	264	.000	.890	264	.000
PEOU	.093	264	.000	.934	264	.000
PU	.107	264	.000	.939	264	.000
TA	.079	264	.000	.949	264	.000
BI	.211	264	.000	.764	264	.000
AUB	.170	264	.000	.891	264	.000

a. Lilliefors Significance Correction Shapiro- Wilk (P<0.05) significant



Appendix 14: Editing Confirmation



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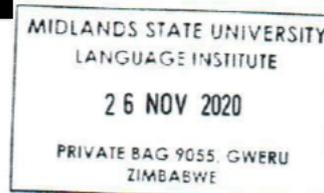
LANGUAGE EDITING CERTIFICATE FOR MACELINE NYATSAMBO

This is to certify that the Doctoral thesis titled, **Adoption and Usage of Mobile Marketing Practices to Promote Domestic Tourism: A Case of Zimbabwe's Hospitality Sector** by **Maceline Nyatsambo**, was edited by a professional English Language editor, Dr V. Jenjekwa (D. Litt et Phil (Linguistics) (UNISA); M.ED (English) (GZU); PGDE (English and Shona) (U.Z); BA (English and Linguistics) (UZ)).


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Appendix: 15 Publication

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MOBILE MARKETING STRATEGIES ADOPTION FOR DOMESTIC TOURISM GROWTH, IN ZIMBABWE'S HOSPITALITY SECTOR

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Abstract: This paper is intended to present a justification, conceptually for the adoption of mobile marketing strategies for growth of Domestic Tourism in Zimbabwe. The objective of this paper is to develop a conceptual framework on mobile marketing strategy adoption amongst marketers in the tourism and hospitality sector in Zimbabwe. Through a critical review of literature on previous empirical findings on Mobile Marketing adoption and arguments from Technology Acceptance Model (TAM), Innovation Diffusion Theory (IDT) and The Unified Theory of Acceptance and Use of Technology (UTAUT), a conceptual framework for the adoption of mobile marketing strategy in the tourism sector is developed. Review of existing literature suggest that Mobile Marketing Strategy (MMS) has become more important for execution of overall marketing strategy due to the various benefits of mobile devices usage which, includes ubiquity, interactivity and individuality / personalisation, portability and Global Position System(GPS) capability. The arguments presented in this paper propose that a conceptual model for adoption and use of mobile marketing strategies in the tourism sector can proffer sustainable options for viability to the declining tourism and hospitality activities in Zimbabwe.

Key Words: Mobile Marketing Strategy, Technology Acceptance, Adoption, Tourism.

INTRODUCTION

Increased mobile phone usage has popularized Mobile Marketing Strategies globally. Various authors in their work consent that the widespread adoption of mobile phones represents a huge marketing opportunity to reach and serve consumers anytime anywhere (Grant and O'Donohoe, 2007, Barutcu, and Ozturk-Gol, 2009). The

Zimbabwe was estimated to be around 97 % despite the low levels of formal employment and the Internet penetration rate grew from 43.1% in 2015(Postal and Telecommunications Regulatory Authority of Zimbabwe(POTRAZ) 2015 report. The likely reasons for such phenomenon in Zimbabwe vary to include a growing Diaspora population, affordability of mobile phones to

