

MOBILE MARKETING STRATEGIES ADOPTION FOR DOMESTIC TOURISM GROWTH, IN ZIMBABWE'S HOSPITALITY SECTOR

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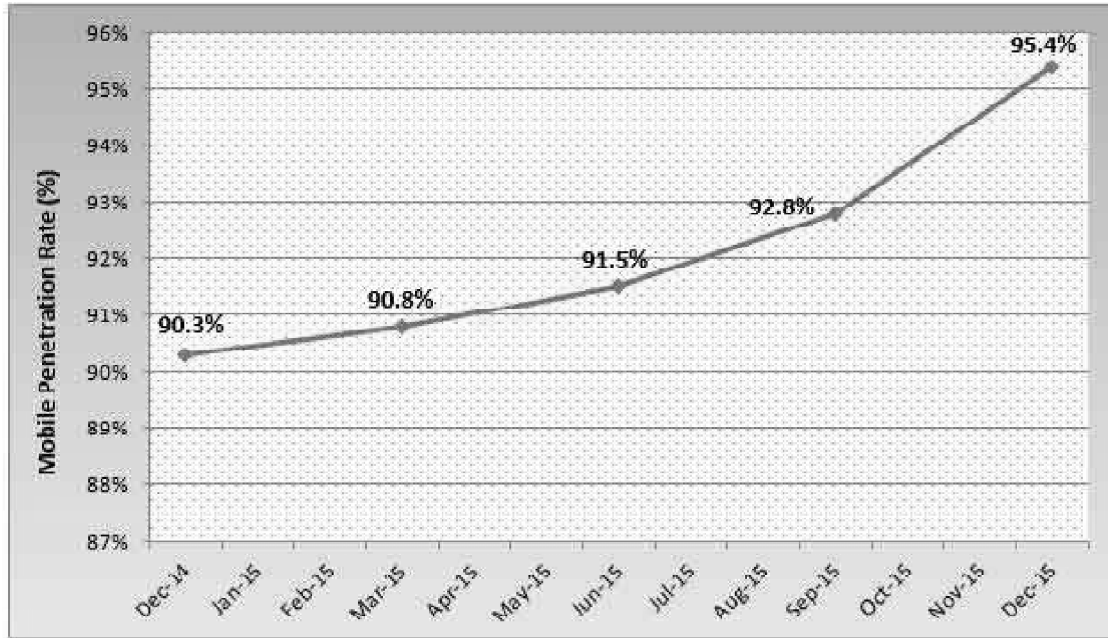
Abstract: This paper is intended to present a justification, conceptually for the adoption of mobile marketing strategies for growth of Domestic Tourism in Zimbabwe. The objective of this paper is to develop a conceptual framework on mobile marketing strategy adoption amongst marketers in the tourism 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 use of mobile devices for the purpose of marketing communications has surged due to factors like affordability of smart phones and other mobile devices as well as the emergence of high speed network technology and mobile internet (Bauer *et al*, 2005, Shankar and Balasubramanian, 2009, and Chuah *et al*, 2013). Considering these unique features of mobile devices the potential of mobile marketing strategies to lead marketing programs of the future is apparent. Zimbabwe has also witnessed a surge in mobile phone usage despite the economic hardships. Mobile phone adoption rate in

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 the greater majority of the population, the need to access internet via smart phone by many, reduced tariffs on ICT products and mobile apps, growing usage of mobile money. However despite these surge in cellphone adoption in Zimbabwe various sectors of industry continue to face viability challenges, particularly the Tourism and Hospitality sector largely resulting from diminished foreign tourist arrivals since the turn of the century. 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.



Zimbabwe's National Mobile Penetration Rate from December 2014 to December 2015 – POTRAZ

Figure 1: Mobile Phone Penetration Rate Dec 2014 to Dec 2015

During the same period Zimbabwe Tourism Authority (ZTA) recorded a 19% decrease in tourist arrivals from 1999 to 2013. Factors contributing to the decline of foreign tourist arrivals in Zimbabwe include poor infrastructure development policy to improve road network, foreign tourist's negative perception on safety and security concerns, policy not conducive for tourism growth and recently cash shortages.

However existing literature suggests that in spite of all these opportunities posed by mobile media and technology, marketers are still to realise the full the potential of mobile marketing. (Leppaniem and Larjaluoto, 2005, Friedrich *et al*, 2009, Ong, 2010). Many authors advance the notion that there is scarcity of academic research on Mobile Marketing adoption (Kim and Law, 2015, Ajax and Azhar, 2012, Tao *et al* 2010, Shankar & Balasubramanian 2009 and Peng & Spencer, 2006). In Zimbabwe researchers have largely focused on Mobile Money and Mobile Banking (Chinakidzwa *et al*, 2015, Marumbwa, 2014, Munongo and Chitungo, 2013, Marumbwa and Mutsikiwa, 2013), thus researcher on Mobile Marketing thus is still lacking. In this paper we present a conceptual framework for the adoption of

mobile marketing strategy in the tourism and hospitality sector in Zimbabwe.

The motivation for this conceptual paper is twofold. Firstly the increased mobile phone usage in Zimbabwe around 97% (POTRAZ 2015). Secondly the decline in foreign tourist arrivals sustained reduced growth in this sector from a rate of 17, 5% annual growth in the first and second decade since independence (1980) to a low of below 2% growth by year 2001.(Reserve bank of Zimbabwe –RBZ, ZTA, UNWTO). The objective of this conceptual research paper therefore is to review existing literature on Mobile Marketing and analyse arguments of technology acceptance and adoption theories in order to come up with a conceptual framework for the adoption of MM for growth of domestic tourism market in Zimbabwe. Domestic tourism is the tourism of resident visitors within the economic territory of the country of reference. (World Tourism Organisation -WTO 2009).

In this paper we propose to review literature in order to understand how tourism and hospitality marketing strategies can be modified to accommodate Mobile Marketing in line with its growing popularity. To expound the gap that the current research paper seeks to expose,

existing literature on Mobile Marketing Strategies is discussed in subsections that relate to some of the key issues that need attention in the development of the proposed conceptual model. The subsections include review literature pertaining to (1) definitions and the different types of Mobile Marketing Strategies (2) factors that influence MMS adoption, (3) Trends of MMS in the tourism and Hospitality sector, (4) Adoption and Acceptance of Mobile Marketing Strategies in terms of behavioural attitudes towards implementation of MMS by employees and their perception of MMS. Furthermore in developing the conceptual model theoretical arguments from TAM, UTAUT and Diffusion of Innovation Theory are considered. In a nutshell we propose to argue for the justification of a conceptual framework for the adoption of mobile marketing strategies for the growth of domestic tourism in Zimbabwe.

2. LITERATURE REVIEW

2.1. Mobile Marketing

Mobile Marketing Association (2009) defined Mobile Marketing 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) define mobile marketing as the two-way or multi-way communication and promotion of an offer between a firm and its customers using a mobile device. Scharl *et al*, 2005 describe MM as 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) defines Mobile Marketing as any marketing activity conducted through ubiquitous network to which consumers are constantly connected using personal mobile device. Leppaniemi *et al* (2006) presents a summarised MM as the use of the mobile as a means of marketing communications. These varying definitions imply that there is no consensus on a specific definition of MM despite considerable literature in this discipline, with several authors concurring to this notion (Varnali and Toker 2010, Leppaniemi, *et al*. 2006). In line with the diversity amongst the definition of MM the researchers propose a functional definition and advance that MM is

use of a mobile devices to promote patronage between the firm and its current and potential customers.

2.2. Types of Mobile Marketing Strategies

According to Car (2000) Mobile marketing includes Short Message Service (SMS), MMS (Multi-Media Message Service (MMMS), Location Based Service (LBS), Voice Marketing, Mobile web, Pay per call, mobile apps, mobile banner ads and Quick Response (QR) codes. In order to get more insight in developing the conceptual model, we begin by reviewing literature pertaining to specific Mobile Marketing Strategies. Rayfield (2010) described various forms of Mobile Marketing Strategies to include SMS, Multi-Media Message Service (MMMS) Location Based and Mobile web. Researchers will also consider Mobile Social Media a phenomenon which was not originally described by Car and Rayfield.

2.2.1. Short Message Service (SMS)

Short Message Servicing (SMS) is an application that allows mobile users to send a text message of up to 160 characters between mobile devices (MMA 2008). It is typically the oldest of mode Mobile Marketing Strategy, that has been used to date, having been in use well before the advent of the smart phone technology. Its popularity has been confirmed by several authors (Karjauloto *et al*, 2007 and Carroll *et al* 2007, Xiaoming and Pan 2010, Dickinger and Parissa 2010). According to International Telecommunications Union- ITU (2010) text messages that were transmitted globally reached 6.1 trillion., at a rate of 600 000 text messages per second. Doyle (2001) attributes success of SMS marketing to its key features which include personalization, unobtrusiveness, ease of use, interactivity, simplicity, almost real time delivery, low cost and location based potential. Findings in Thailand by Smutkupt, *et al* (2012) suggest that SMS marketing has a significant positive impact on brand awareness and perceived quality, because of its ability to be personalized and interactive. In another study To support that 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 personalized for them only. Various authors have proposed many advantages of SMS, for instance enabling push advertising

strategies (Smutkupt *et al* 2010, Dickinger and Parissa 2010). Furthermore authors contend that brand strategy can benefit from effective implementation of SMS marketing particularly in creating brand awareness and enabling brand recognition and recall (Doyle 2001, Deakins 2005 Smutkupt *et al*, 2010).

2.2.2. Location Based Marketing

Location Based Service (LBS) mean that mobile service providers present context –related information to users based on their location and preferences.(Dhar and Varshnay,2011 cited by Tao Zhou 2012).LBS is enabled by various location based technologies, lead by Global Position Systems(.Smutkupt *et al*, 2010). According to Bruner and Kumar (2007) location based marketing is set to, expand business opportunities through, innovative, applications like Bluetooth, and Radio Frequency Identification (RFID). LBS can have profound value to user thus promoting user behaviour(Tao Zhou, 2012). According to Rao and Minkakis (2003)Japanese employees used mobile location based services to familiarise themselves with their surroundings in new job environment, they further posit that LBS and GPS can provide detailed maps, directions, realtime alerts on traffic conditions and information about facilities like accommodation, food and gas.

2.3.3. Multimedia Messaging Service

Multimedia message service (MMS) 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 (Hsu C-L etal 2006). MMS user send multimedia messages amongst themselves through Internet Content Providers (ICP), its dynamism has brought about increased personalisation, versatility and expressiveness of mobile communications (Chin –Lung *et al* 2006).

2.2.4. Mobile Social Media

Social media has been described as the internet –based applications that carry consumers generated content that is relevant to past experiences or any source or any online information issues (Blackshaw 2006). According to Hanna, Rohm *et al* (2011), marketing practices like

advertising and promotion have been rervolutionised by the unique features and immense popularity of Social media. Kaplan and Haenlein (2010) disclosed that advantages of Social Media include enabling businesses to connect with consumers, developing and fostering relationships faster and at low cost. Williams and Cothrell (2010) advance the functions of social media to entail affecting and influencing perceptions, attitudes and end behavior. The growing empirical evidence on social media,coupled with mobile internet, and smart phone technology suggest that Mobile Marketing has potential to revolutionize any industry sector Media. Okazaki and Taylor (2012) alluded that the use of social media surged to a 73% among the fortune 500 companies. Facebook Inc 2012 report indicated that out of 1billion monthly active users 600 million of (60%) of these accessed their facebook account via mobiles.These findings suggest that mobile Social Media is gaining popularity as opposed to its stationery counterpart.

2.2. Factors Influencing adoption of Mobile Marketing Strategies

According to Kim *et al.* (2002) a mobile device can be accessed anytime, anywhere allowing the mobile Web to occurs in more diverse contexts than its stationary counterpart. The view that ubiquity is an important characteristic of Mobile Marketing is shared by many authors (Kaplan 2002, Ververidis and Polyzos 2002, Scharl *et al* 2005, Tomi 2008, Khartikeyani and Barlamurgan 2012). The use of mobile devices for the purpose of marketing communications has surged due to factors such as the affordability of smart phones and other mobile devices as well as the emergence of high speed network technology and mobile internet (Bauer *et al* (2005), Shankar and Balasubramanian (2009) and Chuah *et al.* (2013). Mobile devices comprise at least one of these capabilities thus audio, text /data or video (Shankar and Balasubramanian 2009). As far back as 2002 Matt Haig(alluded that Mobile marketing involves a radical rethink regarding how we interact with our customers and how we build brands.

Furthermore usage of Mobile marketing strategies entails that potential customers are watching your brand through multiple devices, and channels 24/7. Kavassalis

et al. (2003) cited by Bauer *et al.* (2005) asserts that many authors have pointed out that consumers will only accept mobile marketing if they perceive a benefit in receiving advertising messages on their phone. Several authors concur to the notion that that perceived value and is antecedent to willingness to receive mobile messages (Andrews 2006, Tripathi and Mittal, 2008, Vanarli and Toker, 2010).

Existing literature suggest that the benefits of MMS especially on enabling innovative marketing communications is profound, notably Geng *et al.* (2009) contends that the extant global financial crisis has propelled growth of mobile advertising and marketing as companies pursue lower advertising costs. According to Yoo and Gretzel (2011) that consumer generated media portrays a new form of word of mouth that provides non-detailed, experiential and up to date information that goes beyond boundaries of individual social circle. These findings by several authors suggest that the benefits of mobile devices are profound, hence the need to develop a conceptual model for implementation of MM the Zimbabwean tourism setting.

Mobile Marketing Strategies adoption in the tourism and hospitality sector

Tomi (2008) highlighted the unique benefits of mobile phones as the ability for customers carry around their mobile phone with them everywhere, and that they are also personal and are always switched on. Bethapudi (2013) conducted a study in india whose results are affirmed the importance of the role of on-line reservation and m-commerce. The wide use of smart phones and other mobile application has enabled better interaction between the tourism sector and its current and potential customers. Eden and Gretzel (2012) observed that the wide use of smart phones has led to more and more mobile applications in communication technology targeted to the consumer. Several authors have noted a significant role played by social networking sites and User generated content on trip planning (Cox *et al.* 2009, Seth 2012). In comparison with traditional methods of advertising, the main advantage of mobile advertising is that it can reach the target customers anytime anywhere in order to promote the selling of tourism products (Khartikeyan

and Barlamurgan 2012). Geng *et al.* 2009 contends that the extant global financial crisis has propelled growth of mobile advertising and marketing as companies pursue lower advertising costs. Seth (2012) contend that online social networking provides hospitality companies with affordable means for interaction and engagement with customers. Simunic *et al.* (2013) concurred that without a mobile marketing and advertising strategy tourism and hotel business will miss out this growing customer trend. Considering the immense potential of mobile marketing strategies to lead marketing programs of the future it is necessary to understand how tourism and hospitality marketing strategy can be modified in line with MMS in a developing country like Zimbabwe. Specific mobile marketing strategies adoption and use have been found to yield positive results, as alluded by various authors (Smutkupt *et al.*, 2012, Miscancuk 2012).

Acceptance of Mobile Marketing

In a study by Sultan *et al.* (2009) Consumer acceptance of MMS practice was investigated in a conceptual model that focused on the influence of market related and value based mobile activity, specifically on use of mobile devices for information provision, sharing and accessing content. Sultan *et al.* (2009) advances their model basing on some key constructs of TAM, which include perceived usefulness, notably where mobile devices are investigated for their usefulness on information provision, sharing and accessing capabilities.

Prevailing findings suggest that much research has focused on the consumer's perceptions on certain personal benefits derived from Mobile Marketing (Eden and Gretzel, 2012 Yoo and Gretzel 2011, Sultan 2009, Tomi 2008, Bauer *et al.* 2007; Kassavalis *et al.* 2003) an the importance of MM as an advertising and communications tool (Simunic 2013; Geng *et al.* 2009, Miscancuk 2012, Khartikeyan and Barlamurgan 2012). However some authors have argued that the extent to which mobile marketing will be accepted and adopted by the consumers remains unclear. (Merisavo *et al.* 2007, Peng and Spencer 2006) cited by Tao, *et al.* 2010. Whilst others concur that there is scarcity of academic research findings regarding Mobile Marketing adoption by consumer's and marketers themselves (Ajax and Azhar 2012, Tao G, Sultan F, &

Rohm 2010, Peng and Spencer 2006, Kim and Law 2015).

In Zimbabwe for instance previous researchers have focused mainly on Mobile banking and e-commerce adoption (Chinakidzwa *et al* 2015, Murumbwa 2014, Munongo and Chitungo 2013, Murumbwa and Mutsikiwa 2013). Kim and Law (2015) admit that past studies on Mobile Marketing have mainly focused on consumer perspectives rather than the marketer perspective. Friedrich *et al* (2009) contend that whilst Mobile marketing brings about profound opportunities, the lack of experience exhibited by marketers themselves has made it difficult for the concept to be fully utilised. A gap exists of scarcity of literature that specifically relates to Mobile Marketing Strategies adoption by employees in implementation of marketing strategy. The researchers observes that focus on MMS research has been more on the customer's willingness to accept MMS and less on the marketer's willingness to adopt and implement MMS, an observation supported by previous researchers particularly Kim and Law (2015). We seek to provide a conceptual model that will advance for a paradigm shift from overreliance on traditional marketing strategies amongst marketing decision makers, in the tourism and hospitality sector in Zimbabwe

3. THEORETICAL FRAMEWORK

Diffusion of Innovation theory

Rogers's (2003) Innovation Diffusion Theory (IDT) arguably remains a prominent referred adoption and diffusion theory as asserted by various authors (Dooley, 1999, Stuart, 2000) cited by Sahin (2006), who noted its wide use as a theoretical framework in previous technology diffusion and adoption studies. In developing the conceptual model we propose to borrow the Knowledge phase from IDT. We use this construct of the DIT to determine if the amount of knowledge the employees have about individual MMS has an influence on their perception of usefulness and ease of use of MMS.

2.4. Technology Acceptance Model

Technology Acceptance Model adapted from the Theory of Reasoned Action (Ajzen and Fishbein (1980) is a widely

referred to theory in the adoption and usage of information communication technologies. TAM has evolved over time (Davis, Bagozzi & Warshaw 1989, Davis and Venkatesh 2000, Venkatesh and Bala 2008) from the original TAM theory proposed by Davis (1986) who advanced that technology acceptance is determined by two major variables: Perceived Usefulness (PU) and Perceived Ease Of Use (PEOU). We apply these variables in developing the hypothesis that leads to the conceptual model in order to examine whether employees in the tourism and hospitality sector in Zimbabwe regard perceived ease of use (PEOU) and perceived usefulness as determinants for adoption of MMS. We propose that TAM's Perceived Ease of Use and Perceived Usefulness are critical in evaluating the several benefits of Mobile Marketing Strategies such as ubiquity, interactivity, personalisation, localisation and GPS capability. We also borrow behaviour intention and usage behaviour from this model.

Unified Theory of Acceptance and Use of Technology Model

The UTAUT model was developed as a result of the integration of eight theories into one (Venkatesh *et al* 2003). Key strengths of UTAUT model is that unlike DOI and TAM it emphasizes that Facilitating Conditions (FC) and Social Influence play an important role in user behaviour. We further present our own additional constructs by substituting Facilitating Conditions (FC) a key component of UTAUT to a more complex ideology that of Enabling Environment (EE). We argue that FC is simpler concept because it is determined by availability of necessary facilities for adoption and use of technology, whereas in developing country setting like Zimbabwe the facilities may be there certain aspects of the working environment both physical and psychological may not enable, employees to fully utilise available technology. The question we are trying to answer here is that does the work environment allow for satisfactory adoption and use of the available facilities and technologies. We propose that the concept of enabling environment can be ascertained by looking at variables such as supporting ICT policy and ICT and mobile technology infrastructure, organisational culture, top management support, national

cyber laws and regulations. We also substitute Social Influence, with Social Networking Interactions from UTAUT so that we can establish the influence of level of interactivity among social networks that an individual belongs to on behaviour intention and ultimate use of MMS by employees in this sector.

Development of Hypothesis

Knowledge

In a online survey carried out by Kim *et al* (2016) which sought to examine if knowledge as moderating variable on perceived ease of use and perceived usefulness as determinants adults above 55 years of age usage of mobile devices for tourism. It was established that there was a stronger relationship between ease of use and enjoyment and usefulness and attachment among the high-knowledge group than the low-knowledge group. Lin H-F, and Lee G G, (2005) found out that there was a significant relationship between knowledge management (KM) process such as knowledge acquisition and e-business systems adoption. Davenport and Prusak (2007) postulates in this knowledge driven economy Knowledge is a fundamental driver of business success and innovation. In line with these findings we propose this hypothesis:

H1: Knowledge about benefits of existing mobile marketing strategies has a moderating effect on their perceived ease of use

H2: Knowledge about benefits of existing mobile marketing strategies has a moderating effect on their perceived usefulness

Perceived Usefulness

Davis (1989 p 320) defined Perceived Usefulness as the degree to which an individual believes that using a particular system can enhance her job performance. The original TAM theory by Davis (1989) established that perceived usefulness has a direct positive influence on behaviour intention to accept and use information technologies. Bruner and Kumar (2003) confirmed the notion that perceived usefulness is a fundamental driver of technology adoption in a study to explain the consumer acceptance of handheld internet devices. Several authors

submit that adoption of mobile information services is influenced by perceived usefulness(Khalifa and Shen 2008, Lai and Yang 2009, Kim, *et al* 2012, Peres Correirra and Moital 2011 and Tsai 2010) cited by Wang, Xiang and Fesenmaier (2014, Liebana –Cabanillas and Alonso-Dos –Santos 2017). In line with these findings we suggest this hypothesis

H3: Perceived Usefulness positively influences Behavioural Intention to use Mobile Marketing Strategies.

Perceived Ease of Use

Perceived ease of use as defined By Davis (1989 p 320) is the degree to which “a person believes that using the system will be free of mental effort. Ozturk *et al* (2016) in a study to investigate loyalty among mobile hotel bookings loyalty established that PEOU was a significant determinant of loyalty intentions towards mobile hotel booking technology. Recent findings by Yousuf (2016) in a study conducted in Dhaka Bangladesh from data collected among people aged between 20 and 50 established that perceived ease of use is significant to create a direct relationship with intention to use online messaging services. Bhatti (2016) in a study aimed at extending TAM whilst integrating DIT, tested the empirical model by means of regression analysis and established that PEOU has, a influence on behaviour to adopt m-commerce. Whilst these and Several authors (Lu *et al* 2009, Gefen and Straub 2003, Venkatesh and Davis 2000 have established that that PEOU is a significant factor on adoption of a technology (Ozturk-Gol *et al* 2016, Lu *et al* 2009, Fazil, Ward and Ejaz 2016, Belkamza and Aziz 2015)). However Its significance has been disapproved by some authors (Jen He Wu and Shu Ching Wang 2014, C-L Hsu *et al* 2006 and Pharthasarathy M and Bhattacharjee A 1998). Therefore we propose the need to test this hypothesis.

H4: There is a direct positive relationship Perceived Ease of Use and behaviour intention towards using Mobile Marketing Strategies.

Mobile Social Media Networking

More people in various mobile environments are attracted to interact and collaborate via Mobile social Networking

applications because of their perceived low-cost and ubiquity as observed by Yu-Hui Fang (2017). Mobile Social Media has been described as an interaction, exchange of information and creation of user generated content, mediated by mobile devices (Kaplan 2012). Moreno-Munoz *et al* (2016) explained that from year 2010 mobile internet use rose by 18,5%, and its use accounting for 18, 2% more than its stationery counterpart. They further posit that with Social networking remains the second largest mobile data traffic contributor with a share of over 15%. Findings by Gikas and Grant (2013) established that Mobile computing devices and the use of social media created opportunities for interaction. In the context of this conceptual model I propose this hypothesis

H5: Mobile Social Networking Interactions have a direct relationship with behaviour intention to use Mobile Marketing Strategies.

Enabling Environment

Porteous (2006) defined the term enabling environment as asset of conditions which promote a sustainable trajectory for market development. Taewoo Nam and Theresa Padro (2011) advanced that leadership and inter-organisation coordination were a necessity for success of technological innovations, and that innovative organisational policy enables technological potentials. A recent study by Stanoevska –Slabeva *et al* (2017) on assimilation of Mobile Marketing in Companies, they results indicated that efficient absorption of Mobile Marketing strategies in an organisation requires an appropriate corporate environment one that tames the technology. They further concluded that the company mobile culture and management support had an impact

on Mobile Marketing goal achievement. Basing on these findings, in line with the context of our research we propose this hypothesis

H6: Enabling Conditions will significantly influence behavioural intention to use of mobile applications for hotel bookings and reservations.

Behaviour Intention

Azjen an Fishbein (1980) postulated that attitude is a key determinant towards intention to use a system which in turn generates actual usage behaviour, a view supported by several authors (Davis 1989, Venkatesh and Davis, 2000, Taylor and Todd 1995 and Yi *etal* 2006). Moon and Kim (2001) in testing acceptance of world wide web affirmed that there was appositive relationship between behaviour intention to use and actual usage behaviour. We attherefor advance the following hypothesis:

H7: There is a direct positive relationship between Behavioural Intention to use MMS and Actual use of MMS

4. THE CONCEPTUAL FRAMEWORK

Basing of the above literature review and theoretical arguments we propose a conceptual model for the Adoption of Mobile Marketing Strategies in the tourism and hospitality sector of Zimbabwe. The conceptual framework is developed from combining constructs from the three main theories of technology adoption and diffusion namely TAM, DIT and UTAUT,(as illustrated on figure 4.1 below.). In line with theory and literature reviewed we summarise by illustrating the proposed hypothesis as shown on the conceptual model:

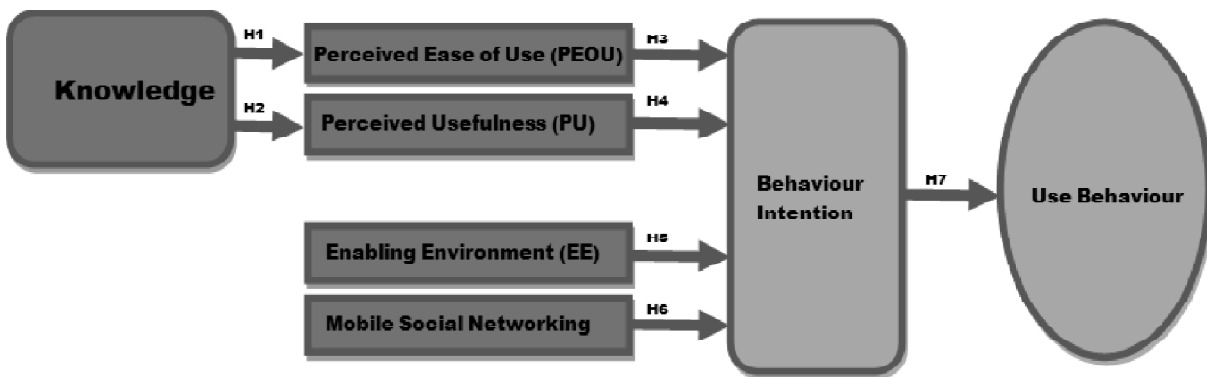


Figure 4.1: The Conceptual Model - Source -Authors

- H1:** Knowledge about benefits of existing mobile marketing strategies has a moderating effect on their perceived ease of use
- H2:** Knowledge about benefits of existing mobile marketing strategies has a moderating effect on their perceived usefulness
- H3:** Perceived Usefulness positively influences Behavioural Intention to use Mobile Marketing Strategies.
- H4:** There is a direct positive relationship Perceived Ease of Use and behaviour intention towards using Mobile Marketing Strategies.
- H5:** Mobile Social Networking Interactions have a direct relationship with behaviour intention to use Mobile Marketing Strategies.
- H6:** Enabling Conditions will significantly influence behavioural intention to use of mobile applications for hotel bookings and reservations.
- H7:** There is a direct positive relationship between Behavioural Intention to use MMS and Actual use of MMS

DISCUSSION

We have presented a conceptual framework for adoption of MM in the tourism and hospitality sector in Zimbabwe. The review has helped expose the benefits of using mobile devices which include allowing a real time two-way communication, ubiquity, personalisation, GPS capability, Location based potential. Findings indicate that mobile phones usage save cost and time to both marketers and potential tourist. Variations of mobile marketing applications entail that hospitality and tourism firms can choose the best options when they craft their mobile marketing campaigns. The review also clarified the importance of an innovative organisational culture and top management support in order for employees to succeed in their efforts to adopt Mobile Marketing. The proposed conceptual model will add to the body of knowledge in the ongoing discourse on mobile Marketing adoption particularly from the Zimbabwean perspective where such research has been ignored. We have merged constructs from major technology acceptance and adoption theories with our own contributions to come up with a conceptual framework that can be applied in

the Zimbabwean context. The teaching and learning of Mobile Marketing Strategy has been enhanced through the closure of identified gaps. This model emphasizes creation of an enabling environment as key to successful adoption of MM because in Zimbabwe many companies fail on this aspect. The stated, hypothesis once tested can provide a firm framework for adoption and use of these strategies for the tourism and hospitality sector and many others. Therefore we advance the following recommendations to the sector and to researchers.

RECOMMENDATIONS

We recommend that tourism and hospitality top management:

- Craft and implement working IT supporting policies and that provide an enabling environment for employees to adopt and use MM strategies.
- adopt an innovative organisational culture and top management support in order for employees to succeed in their efforts to adopt Mobile Marketing.
- Lobby with government and other policy stakeholder to avoid constraints such as lack of clarity of cyber laws and regulations and poor ICT & Mobile Technology infrastructure that hinder adoption and use of new technological innovations by their employees.
- To adopt this framework as an inaugural tool for implementing MM, in order for them to grow their domestic market and sustain themselves against a crippling decline of foreign tourist arrivals as well as to help lure back foreign tourists.
- Should adopt MM because it presents an opportunity to communicate their market offerings and services cheaper and faster and to a larger audience, as compared to traditional marketing communication endeavours.

To the academia we recommend that

- This conceptual model can be used to guide future research.
- The stated hypothesis can be tested as further research in order to come up with results that are specific to the tourism sector in Zimbabwe.

- The proposed conceptual model will add to the body of knowledge in the ongoing discourse on mobile Marketing adoption particularly from the Zimbabwean perspective where such research has been ignored. Contributions have been made integrating constructs from existing theories with researches new concepts such as Enabling Environment (EE) and Social Networking Interaction (SNI), in the Zimbabwean perspective.

CONCLUSION

The rapid growth in the use of mobile devices and mobile internet globally has propelled the importance of Mobile Marketing as a key component of overall Marketing Strategy. In Zimbabwe there has been surge in cellphone usage notwithstanding the economic hardships faced by most people. Most firms are facing serious viability challenges across sectors in Zimbabwe of major concern being the hospitality and tourism sector, which has lost a significant percentage of its foreign market share. In line with this scenario this paper proposed a conceptual model that can be adopted by firms in this sector for implementation of mobile marketing strategies to increase patronage of their domestic tourists as an alternative market for their sustenance. In the above discussion recommendations were suggested to the industry, in relation to the findings in reviewed extant literature. Finally a conceptual model for use in both industry and future research was described, were further research can be aimed at testing the stated hypothesis in order to derive results that are specific to the Zimbabwean perspective.

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