



# AN EMPIRICAL INVESTIGATION OF THE USE AND ACCEPTANCE OF SOCIAL MEDIA AS A MARKETING TOOL BY SMALL SCALE FARMERS IN EASTERN ZIMBABWE: THE TECHNOLOGY ACCEPTANCE MODEL PERSPECTIVE

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## ABSTRACT

*Social media has become a trend for business partners today. Therefore, this research was carried out to encourage small scale farmers to adopt and accept social media as new business platform to further improve their business and market their products easily and cheaply. This is because 92 % of customers are now using various social media platforms. Some of the farmers, entrepreneurs and other businesses still prefer offline business because they think that traditional marketing still remains as a rival for social media marketing. Questionnaires were distributed to the targeted respondents which were 300 small scale farmers from Marondera. The data was analysed using descriptive statistics and correlation analysis using the SPSS software. The study revealed that perceived usefulness, trust and attitude influence intention to use social media. It is recommended that small scale farmers and other businesses can take social media into consideration as it plays an important role in marketing and advertising of various products.*

## 1.0 INTRODUCTION

The use of social media in both developed and developing countries has increased over the recent years. Due to technological improvements, it

is imperative to note that the use and acceptance of social media platforms to some extent has been regarded as formal way of transmitting information across users. It was noted that, there is continuous



growth of social networking sites which provide various communication features which include; content sharing, discussions, and organization of activities and events, in order to facilitate interactions (Cachia et al, 2007). According to Saravanan & Bhattacharjee (2016), the use of web based is extremely helpful apparatus in marketing farm products. It spares time and cost of the farmers and customers for getting data. Therefore, this study will focus on the use and acceptance of Social media as a marketing tool by small holder farmers in the Eastern Zimbabwe and will use the Technological Acceptance Model Perspective (TAM) to analyze the relevance of social media to marketing of SMEs products.

### 1.1 Relevance of the Study

Radical technological dynamics in the use of ICT including mobile phones in Zimbabwe and Africa as a whole in the recent years has been noted (Jensen, 2001; Transform Africa, 2012). For quite a while, small scale farmers in Zimbabwe have attempted to present internet based e-marketing frameworks to enhance their marketing efforts and to lessen expenses of marketing .The use of social media for every business has skyrocketed in the last decade world over and its has become almost impossible to ignore the benefits that come with social media marketing .However ,it is intriguing that of the estimated small scale farmers population of 65 000 in the whole country ,5995 from the eastern side were selected as the target population but a few of them are internet users. This clearly indicates a low usage of social media in the country and this fascinates the researcher. It is possible that small scale farmers in Zimbabwe may be losing out on the benefits of using social media as a marketing tool. Therefore, there is need to understand the usage of social media as a marketing tool by small scale farmers, and a need to distinguish elements that can influence their aim to utilize social media marketing. This is imperative in light of the fact that the results will help the small scale farmers and different business association to plan their marketing strategies to enhance their operations at the present and later on.

### 1.2 Research Objectives

- i. To establish the relationship between perceived usefulness and intention to use social media for business operations.
- ii. To determine the relationship of perceived ease of use and intention to use social media as a marketing tool by farmers.
- iii. To find out the effects of trust in the intention to use social media by farmers.

- iv. To establish the relationship between attitude and intention to use social media for marketing purposes.
- v. To explore the relationship between intention to use social media on actual use by small scale farmers.

### 1.3 Research questions

- i. What is the relationship between perceived usefulness and intention to use social media for business operations?
- ii. To what extent does perceived ease of use influence intention to use social media as a marketing tool by farmers?
- iii. What is the effect of trust on intention to use social media by farmers?
- iv. To what extent does attitude affect intention to use social media for marketing purposes?
- v. What is the relationship between intention to use social media and actual use by small scale farmers?

## 2.0 LITERATURE REVIEW

### 2.1 Theoretical Literature Review Technology Acceptance Model (TAM)

Technology acceptance model (TAM) is a model that shows user's technology acceptance and use (Davis, 1986). Davis and Warshaw in 1989 proposed that TAM can provide the reason of why users accept or rejects information technology by adaptation theory of reasoned action (TRA). Fanny (2015) study, noted that T A M has become a most utilized frame works for understanding and predicting on technology adoption compared with other alternative models, such as Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB). TAM focuses on two variables namely perceived ease of use and perceived usefulness. Another key element of the TAM is behavioral intent which leads to the desired action, use of the system. Lee et al., (2003); and Hoof et al., (2005) noted TAM has become very popular because it fulfills the theoretical characteristics of being simple (parsimony), supported by data (verifiability), and being applicable to predict acceptance and usage of new technologies in various fields (generalizability). The issue of users' "buy in" of social media technologies is based on the internalization of usage behavior that is embedded in individual users' attitudes.

### 2.2 COMPONENTS OF TAM

The TAM includes five concepts: perceived ease of use, perceived usefulness, and attitudes toward use, intention to use, and actual use.



### **Perceived usefulness (PU)**

Perceived usefulness refers to the degree to which a person believes that using technology will enhance his or her job performance (Davis et al., 1989). Person's tendency to use or not to use technology is influenced by his/her belief on the extent to which using technology would enhance job performance. This includes decreasing the time for doing the job, and achieving more efficacy and accuracy (Teo, 2009).

### **Perceived ease of use (PEOU)**

Perceived ease of use (PEU) refers to the degree to which a person believes that using a particular technology will be free of effort (Davis et al., 1989). Users may believe that technology is useful, they may be, but at the same time, perceive it to be too difficult to use, and that the benefits of usage do not justify the amount of effort needed to use the technology (Davison & Tatnall, 2003; Augusto, 2010; Kwak, 2011).

### **Intention to use (IU)**

According to TAM, "Intention reflects a decision that the person has made about whether to perform a behavior or not, and as such gets formed through a process of mental deliberation, conflict, and commitment that may span a significant time period" (Davis, 1986). Therefore, intention indicates a more stable mental status of a user regarding usage behavior of social media.

### **Attitude**

In the TAM model, attitude towards a behavior (using the system) is central feature of TAM. According to Masrom & Hussein (2008), TAM believes that when people perceive any technology as easy to use and useful they would hold positive attitudes toward this technology. Furthermore, Fishbein & Ajzen (1975) define attitude toward use as "an individual's positive or negative feelings (evaluative affect) about performing the target behavior". These positive attitudes will result in accepting and using this technology (e.g., social media technologies).

### **Actual use (AU)**

AU is the frequency of social media used by the user. The TAM model based the relationship of PU, IU, and AU from the TRA model (Ajzen and Fishbein, 1980).

Davis & Venkatesh (2000) noted that TAM has emerged as one of the most influential models in social media usage. The study revealed that there is need for a revised TAM framework which will enhance the understanding of a social media user's attitudes toward usage. The findings did suggest that utilitarian orientations of Perceived Usefulness (PU)

and Trustworthiness (TW) of a social media site are important determinants of a user's Intention to Use (IU) the social media. The study highlighted that PU and TW are the key indicators of the actual usage behavior of social media. Furthermore, their study validates that attitude-intent-behavior relationship in the context of the social media site Facebook. However, in the model they also explored additional important constructs, Critical Mass (CM), social media Capabilities (CPs), and Perceived Playfulness (PP), to make the TAM model more meaningful in the context of understanding the acceptance and usage of social media.

Norazah (2011) used TAM examining the relationship between perceived usefulness, perceived ease of use, perceived enjoyment, attitude and subscribers' intention towards using 3G mobile services. The service which works hand in hand with smart phones and the connection of social media platforms like WhatsApp, Facebook, twitter among others in the absence of internet. Attitude has long been identified as a cause of intention. Large numbers of customers today are using 3G mobile phones and have formed an attitude towards using them. Attitude has been hypothesized to the influences of the intention towards using the services, and has been defined as the degree to which an individual's attitude is favorably or unfavorably disposed towards the service. Attitudes, in turn, strongly predict intention to use and intentions strongly predict actual usage.

### **2.3 Other theories in the adoption of technology**

#### **Unified Theory of Acceptance and Use of Technology (UTAUT)**

A research done by Kee et al (2015) in Malaysian context on the adoption of social media marketing in the enterprise proved UTAUT to be a good theory for technology use and acceptance. Venkatesh Morris & Davis, (2003) stated that the formulation of UTAUT model formulation was synthesizing by 8 dominants frame work which include Diffusion of Innovations Theory, Decomposed TPB, Social Cognitive Theory, Motivational Model, Model of PC Utilization, TAM, TP B and TRA. UTAUT is combined the eight models to explain the individual of information technology acceptance. It comprises of four main influential elements for intent and use of Information Technology, which are social influence, facilitating condition, performance expectancy and effort expectancy. The moderating variable in the UTAUT model is gender, age, experience and voluntariness of use (Venkatesh et. al., 2003). UTAUT and technology theory have been used to



define the social media adoption in the business environment (Gunther, Krasnova, Riehle & Schondienst, 2009). UTAUT model focused on the study of personal intention to adopt the information system or the usage behaviour of entrepreneur towards a system (Vankatesh et. al., 2003)) also stated that when testing on same set of data, the UTAUT model was achieved the variance of behaviour intention around 70 % which compare to the other eight reviewed frame works only achieved 40%.

### **The Social Cognitive Theory**

The theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and the Innovation Diffusion Theory assume that there are only unidirectional causal relationships among the major variables in their models. In contrast, the Social Cognitive Theory (Bandura, 1986) suggests that environmental factors, personal factors (in the form of cognitive factors, affective factors etc.), and behaviors are determined reciprocally. Compeau et al., (1999) noted that an individual's cognitive competences influence the behavior of using a technology, and the successful interactions with the technology also influence the cognitive perceptions. The Social Cognitive Theory (SCT) gives prominence to the concept of self-efficacy (Compeau et al., 1999). Self-efficacy is defined as the judgment of one's ability to use a technology to accomplish a particular job or task (Compeau & Higgins, 1995). Outcome expectations, including personal and performance-related ones, are major cognitive factors in influencing users' behavior (Compeau & Higgins 1995). Personal-related outcome expectations are concerned with individuals' esteem and sense of accomplishment. Performance related outcome expectations are concerned with job-related outcomes. The SCT posits that self efficacy influences both personal and performance-related outcome expectations (Compeau & Higgins 1995). Affect and anxiety are the two affective factors. Affect refers to an individual's liking for a particular behavior for example; computer use.

### **Innovation Diffusion Theory (IDT)**

Rogers, (1983) views innovation diffusion, at the individual level, as a process driven by actions that potential adopters take in order to reduce uncertainty. Rogers (2003) presents five perceived attributes of innovation that he believes may help explain different rates of adoption for different innovations. These attributes are relative advantage, compatibility, complexity, triability, and observability. Relative advantage is defined as "the degree to which an innovation is perceived as better than the idea it supersedes" (Rogers, 2003). What

matters, in Rogers' view, is the individual's perception of whether the innovation is more advantageous than its predecessor, rather than whether that innovation is objectively better (Rogers, 2003). The greater the perceived relative advantage of an innovation, the faster is its rate of adoption. The degree of relative advantage need not only be measured in economic terms, but other aspects, such as social prestige factors, may be taken into consideration (Rogers, 2003). Compatibility is "the degree to which an innovation is perceived as being consistent with the existing values, past experiences, and needs of potential adopters". An idea that is compatible with the values and norms of a social system will be adopted more rapidly than an innovation that is incompatible. Complexity is "the degree to which an innovation is perceived as difficult to understand and use" (Rogers, 2003, p. 16). Triability is "the degree to which an innovation may be experimented with on a limited basis" (Rogers, 2003). For example, it would be expected that an innovation would be more readily adopted if it could be used first on a trial basis.

Finally, observability is "the degree to which the results of an innovation are visible to others" The easier it is for individuals to see the consequences of an innovation, the more there propensity to adopt. Overall, innovations that are perceived to be high on relative advantage, compatibility, triability, and observability, and low on complexity, will be adopted more rapidly than others (Rogers, 2003).

Moore & Benbasat (1991) adapted and extended the characteristics of innovations presented in IDT, and developed an instrument to measure those 'perceived characteristics of Innovations', or PCIs, when studying individual acceptance of IT. In addition to the five aforementioned attributes, Moore & Benbasat (1991) suggested 'image', defined as "the degree to which use of an innovation is perceived to enhance one's image or status in one's social system" and 'voluntariness of use', defined as "the degree to which use of the innovation is perceived as being voluntary, or of free will" (Moore & Benbasat 1991).

### **2.4 Empirical Literature Review**

According to Curran et al. (2011), social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer's specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social



media sites to improve user experience with their brand. Furthermore, Hill et al (2006) research establishes that a firm can benefit from social networks to predict the likelihood of purchase intention. This can be done by considering a firm's choice of network that is Facebook, Instagram, and Pinterest among others and by examining that network's data. Assessing a network's data substantially improves a company's marketing efforts because it provides the company with vital information on the network's users, which helps determine the best social media tactics for that particular site (Hill, Provost & Volinsky, 2006). Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful.

Sorescue et al. (2011), stress that a retailer must go beyond the advertising aspect of social networking sites and find groundbreaking ways to use them as a way to conduct conversations with consumers, instead of a one-way communication network. Sinclair & Vogus (2011) determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. "Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, MySpace, YouTube, and Twitter to voice their opinions-both positive and negative" (Sinclair & Vogus 2011). Consumers' participation with a brand on social media reinforces the need for retailers to be active participants in social networking sites and the virtual brand communities they create. Since social media sites can be exploited for the information it provides on consumer behavior with regards to their purchasing intentions, research further suggests that businesses should incorporate social networking sites into their business model or promotional mix.

Mangold & Faulds (2009) recommend that social media should be regarded as an integral part of an organization's integrated marketing strategy and should not be taken lightly. As Curran et al. (2011) points out, almost 1 in every 13 person in the world is an active Facebook user, which points to the potential of finding a ready market for any product or service. Andrea & Tuan (2014) analyzed social media marketing from the perspective of brand relationship marketing. A systematic literature review was carried out and the findings indicated that social media marketing creates familiarity and friendship with the brand, one-to-one communication/dialogue, and loyalty which are key

elements of relationship marketing. Social media facilitates bonding between customers and brand through dialogue and transparent dialogue between the customers and brand. However, from the literature review, some studies found out that some companies have reasonable likes on their Facebook page but low engagement. Olabanji et al (2014) employed quantitative research technique to analyze how social media marketing impact on retailer's turnover in South Africa. Using a chi square test, findings revealed that social media marketing impact on retailer's turnover positively. This can be attributed to the strengthening of retailers' brand, increasing of retailers' customers and also creation of more awareness about the location of retailers. Most of the retailers reach their customers through twitter and Facebook but majority has not harnessed the marketing capability of BBM, Whatsapp, LinkedIn and Mxit in the country

### 3.0 METHODS & MATERIALS

The researchers collected data using a well-designed and standard questionnaire. In 2016 the agricultural census was carried by Agritex and discovered that 8% of total small-scale farmers in Zimbabwe are found in the Eastern region making a total of 5995 out of 65 000 in the whole country. Out of the 5995 farmers in Eastern region the researchers targeted a population of 1500 since it is enough to give the accurate information required for the study. Based on Wright's view of sample size, the researchers used 20% sample size of the total population. The research consisted of 1500 target population; therefore 20% of 1500 is 300. The sample of 300 has been used by the researchers to get standardized results. The researchers used probability sampling technique to small scale farmers. The researchers used a random selection so that each element in the population has an equal, independent chance of being selected for the sample. The researchers distributed questionnaires to small scales farmers and the farmers were given the chance to freely express their minds on the use and acceptance of Social media as marketing tool. Consideration of ethical issues in conducting this research was highly respected. The researchers ensured that informed consent was obtained from all participants in the study. The study ensured the freedom of participants to choose whether to take part or not. A high degree of confidentiality was maintained to ensure that the information obtained in the study was not revealed to any unauthorized persons.



## 4.0 DATA PRESENTATION AND ANALYSIS

### 4.1 Response Rate

In this research study, the researchers distributed 300 sets of questionnaires to small scale farmers in eastern Zimbabwe. However, from the 300 set of questionnaires which were distributed, the researcher only received 70% which indicates only the amounts of 210 sets of questionnaires were filled. This might

be due to some individual lack of interest on doing my survey and they tend to ignore the request to fill in the questionnaires. Besides, 10 % of responses received were incomplete with some missing answers and some of the respondents answered the questions randomly without looking at it. Therefore, from the 300 sets that were distributed, only 210 sets can be used as the research data.

### 4.2 Demographic Characteristics of the Respondents

#### 4.2.1 Gender

**Table 4.2.1: Gender**

Gender	frequency	Percentage
Male	130	62
Female	80	38
<b>Total</b>	<b>210</b>	<b>100</b>

The table above represents the gender of the participants. Of the 210 questionnaires distributed to small scale farmers, 62% were male and 38% were female. From the above table 4.2.1, it can easily be

analyzed that the majority of respondents are males as compared to females. This highly indicates that males are farm owners that females.

#### 4.2.2 Age

**Table 4.2.2: Age**

Number of years	Number of farmers	Percentage%
15 to 30	52	25
30 to 45	105	50
45 and above	53	25
<b>Total</b>	<b>210</b>	<b>100</b>

From figure 4.2.2 analyzing ages, most of the respondents were in the range 30-45 years. The age group 30-45 had the highest number of participants which is 50% and 25% in the age group 15-30. The age group of 30-45 having many farmers ranging there justified that there are mainly the newly resettled farmers and some are the young farmers who gained

land through the youth empowerment program. The age group 45 and above was second highest with 53 respondents. This clearly shows the number of old farmers who gained land long back and others were war veterans who received land as tokens of appreciation

#### 4.2.3 Income level

**Table.4.2.3. Income level**

Income \$	Number of famer	Percentage %
100 and below	52	25
100 to 250	105	50
250 to 600	53	25
<b>Total</b>	<b>210</b>	<b>100</b>

Table 4.2.3 indicate the respondent's income level. Majority of the respondents income is in the range of 100-250 dollars which have 50% making a total of 105 respondents. This shows that quiet a number of farmers are working in other various sectors of the economy at the same time doing farming activities to increase their capital. 53 respondents fall in the

range of 250-600 dollars. This shows that they are some farmers who have better jobs but do have farms where they are doing production as well. 52 of the respondents income is 100 and below. This represents those farmers who does not go to work or who do piece jobs, but focuses more on firm production to get so money.



#### 4.2.4 .Level of education

**Table4.2.4.Level of education**

Education level	Number of farmers	Percentage%
Ordinary level	65	30
Advanced level	35	17
Diploma	90	43
Degree	20	10
<b>Total</b>	<b>210</b>	<b>100</b>

From the table above, many of the respondents are diploma holders which consist of 90 respondents which is 43 % of total respondents follow by Ordinary Level holder which has 65 respondents, representing 30 % of total respondents. Next,

Advanced Level holders consisting of 35 respondents which are 17 % and 10 % of total respondents (20 respondents) are degree holders.

#### 4.2.5. Mobile ownership

**Table 4.2.5 .Mobile ownership**

Mobile ownership	Number of farmers	Percentage %
Yes	190	90
No	20	10
<b>Total</b>	<b>210</b>	<b>100</b>

The table above shows mobile ownership by farmers in Marondera. The data shows that 190 respondents do have mobile phones and they constitute 90 % of the total respondents. The reason for mobile ownership was that these farmers are using mobile phones to make payments for inputs and services and to receive payments for farm produce. Furthermore, only 20 respondents had no mobile phones making them 10 % of the total respondents.

#### 4.2.6. Mobile type

**Table.4.2.6.Mobile type**

Mobile type	Number of farmers	Percentage%
Basic phone	20	10
Smart phone	190	90
<b>Total</b>	<b>210</b>	<b>100</b>

Table 4.2.6 shows the type of mobile phones used by farmers .The data shows that only 20 respondents uses basic phones .These kind of phones helps farmers to make simple calls and received messages and they can also make payments .However, these type of cell

phones does not use internet or mobile data thus they cannot connect to any social media platform.190 respondents totaling to 90% of the total respondents have got smart phones which allows them to be on various social media platforms.



### 4.3. Type of platform

**Table 4.3.1. Type of platform**

Type of platform	Number of farmers	Percentage%
Whatsapp	100	48
Facebook	40	19
Twitter	40	19
Instagram	15	7
LinkedIn	5	2
Other	10	5
<b>Total</b>	<b>210</b>	<b>100</b>

Most of the respondents use Whatsapp platform to sell or promote their product which consists of 100 respondents (48%) which is showed by Table 4.3.1. The second highest is the 40 respondents (19 %) who use Facebook and twitter ,this is because Facebook was the first platform to be used and recognized in Zimbabwe so people are now shifting to Whatsapp with more refined features. Followed by those who use Instagram platform, which consist of 15 respondents (7%). Other platforms are being used by 10 respondents making a total 5% and the lowest which is LinkedIn being used by 5 respondents (2 %). The reasons why other platforms, Instagram and LinkedIn have fewer respondents because social

media is still a new internet technology which the people are still try to adapt.

### 4.4. Descriptive Statistics

Descriptive statistics are brief descriptive coefficients that summarize a given data set which can be either be a representation of the entire sample size .Below are the descriptive statistics tables on the characteristics of social media. Questions have been categorised according to each characteristic and have been analysed to determine the impact of each characteristic on Social media.

#### 4.4.1 Perceived usefulness

**Table 4.4.1. Descriptive statistics on Perceived Usefulness**

Statement	N	Minimum	Maximum	Mean	Std.Devia
Social media enhances job performance	210	1	3	4.53	1.510
Social media is reliable in doing business.	210	1	4	3.66	1.612

Social media is a social networking platform which involves sites where individuals interact and share information. From the table above, mean is ranging between 3.66 to 4.53 which states that most of the respondents do agree that perceived usefulness contributes to social media usage as a result leading to job performance and be a reliable tool for doing

business. A standard deviation of 1.510 indicates that respondents think almost the same in terms of social media thus their answers were ranging between strongly agree and agree. These results indicate that perceived usefulness of the respondents to use and accept social media as a marketing tool have a positive impact on the users.

#### 4.4.2. Perceived ease of use

**Table 4.4.2 Descriptive statistics on Perceived ease of use**

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Social media is user friendly when doing business	210	1	3	3.75	1.446
Performance of Social media is consistent	210	1	5	4.82	1.589





From the statistics above, most of the respondents agree that social media is user friendly in nature and it is consistent. This means that people are able to use various platforms freely and are able to post information with little or no problems faced. Thus doing business using social media is very easy. Represented by the mean that ranges from 3.75 up to 4.82. The values of these 2 questions on the rating scale signifies 'agree'. The mean of this data means that

most farmers agreed that perceived ease of use is an important factor leading to the use and acceptance of social media as a marketing tool and may influence actual use of the sites. The standard deviation also support the mean values as it portrays the values of the respondents were also concentrated on agrees. This indicates that farmers as users of social media are adapting and using social media with minimum difficulties.

#### 4.4.3 Trust

Table 4.4.3. Descriptive statistics on Trust

	Statement	N	Minimum	Maximum	Mean	Std. Deviation
	You have confidence in using Social media as	210	1	5	4.57	1.409
	You feel secure by using Social media in business.	210	1	5	3.83	



The influence of trust on social media is denoted by mean ranging between 3.83 to 4.57 on the descriptive statistics. Most respondents do agree that they have confidence in using social media platforms and at the same time they feel secure by using social media in business. The results correspond to the theory of media dependency which states that, when a social media user depends more

on media the higher the perceived value and increase in social trust. From the results we can conclude that trust on social media is positive meaning farmers do trust the social media, this is because of farmers or users have created trust amongst group members due to community values from where they come from resulting in sharing similar interests and ideas.

#### 4.4.4 Attitude

**Table 4.4. 4.Descriptive statistics on Attitude**

Statement	N	Minimum	Maximum	Mean	Std.Deviation
Individuals have a positive habit towards using Social media.	210	1	5	3.64	1.546
Individuals have a negative habit towards using Social media.	210	1	5	4.74	1.538

The table above shows that the mean values ranges from 3.64 to 4.74 while the values of standard deviation are 1.546 and 1.538. Mean values provides the idea about the central tendency of the values of a variable that is, indicating where most of the responses agree that attitude on social media does influence the actual use and acceptance of the platforms . Looking at the results it shows that people do have positive and negative views there by increasing the chance of a neutral view on attitude issues. This is because of the inadequate knowledge on the usage of Social media and some users do not know what really happens on Social platforms leading to negative habits towards social media use and acceptance.



#### 4.4.5 Intention to use

**Table 4.4.5 Descriptive statistics on Intention to use**

Statement	N	Minimum	Maximum	Mean	Std.Deviation
I have the knowledge to use Social media for business purposes.	210	1	3	4.58	1.505
Social media is compatible with the other technology I use	210	1	4	3.82	1.451

The table above shows the mean ranging between 3.82 to 4.58 and standard deviation ranging between 1.451 and 1.505. From the rating intention to use social media by farmers is based upon their knowledge and the compatibility of social media with other technology. The results shows that the responses from farmers using social media, they notice that it is adding value in

their daily activities. From the findings we can deduce that farmers in Marondera do find social media as a source of reliable and trustworthy information platform when considering doing business. It is a fast way of sourcing out information and reaching customers thereby increasing the level of intention to use the platforms as marketing tools.

#### 4.4.6 Actual use

**Table 4.4.6 Descriptive statistics on Actual use**

Statement	N	Minimum	Maximum	Mean	Std.Deviation
I use social media more frequent	210	1	5	3.84	1.478
I constantly respond to every message on social media	210	1	5	4.66	1.566

The table above shows that the ranged between 3.84 and 4.66 which signifies that most of the respondents in Marondera do agree that they used social media more

frequent and responses to the messages posted on various platforms.

### 4.5. PEARSON CORRELATION

**Table 4.5.1 .Correlation between Perceived Usefulness (PU) and Intention to use (IU)**

	Q1	Q2
Pearson Correlation	1	.779
Sig.(2-tailed)		.000
N	210	210
Pearson Correlation	.779	1
Sig.(2-tailed)	.000	
N	210	210

Correlation is significant at the 0.01 level (2-tailed)

From the above table, the correlation of Perceived usefulness and Intention to use is 0.779 and it is closer to 1.  $P < 0.001$ , showing that there is a strong relationship flanked by the two variables. It means that there is a positive relationship between PU and IU. The two tailed connotation test ( $0.000 < 0.5$ ) means that the researcher accepts Hypothesis 1 which states that

Perceived Usefulness (PU) of Social media is positively related to intention of use. The perceived usefulness of the farmers to use social media is strongly related to their intention to use the sites.



**Table 4.5.2 Correlation between Perceived Ease of Use (PEOU) and Intention to use (IU)**

	Q1	Q2
Pearson Correlation	1	<b>.853</b>
Sig.(2-tailed)		.000
N	<b>210</b>	<b>210</b>
Pearson Correlation	<b>.853</b>	1
Sig.(2-tailed)	.000	
N	<b>210</b>	<b>210</b>

Correlation is significant at the 0.01level (2-tailed)

The table above denotes the correlation between PEOU and IU .There is a strong positive correlation between PEOU and IU since the correlation is 0.853 which is closer to 1 and  $p < 0.001$ . Therefore, the researcher accepts

Hypothesis 2 which states that there is a positive relationship between PEOU and IU.

**Table 4.5.3 Correlation between Trust between Intention to use**

	Q1	Q2
Pearson Correlation	1	<b>.932</b>
Sig.(2-tailed)		.000
N	<b>210</b>	<b>210</b>
Pearson Correlation	<b>.932</b>	1
Sig.(2-tailed)	.000	
N	<b>210</b>	<b>210</b>

Correlation is significant at the 0.01level (2-tailed)

The degree to which Marondera small scale farmers rely and trust social media to do business is strongly related to intention to use the platforms. The correlation estimate equals to 0.932 and being significant as it is close to 1. This shows that the level of trust of using social media is perfect since farmers believe in one another. Farmers

who depend mostly on information from the platforms become attached to the activities that happen on the social networking sites there by creating a bond. The two tailed significance 0.001.Hence the researcher accepted the Hypothesis 3 which says trust is positively related to intention to use.

**Table 4.5.4 Correlation between Attitude (A) and Intention to use (IU)**

	Q1	Q2
Pearson Correlation	1	<b>.880</b>
Sig.(2-tailed)		.000
N	<b>210</b>	<b>210</b>
Pearson Correlation	<b>.880</b>	1
Sig.(2-tailed)	.000	
N	<b>210</b>	<b>210</b>

Correlation is significant at the 0.01level (2-tailed)

There is a positive correlation between Attitude and Intention to use social media since the correlation is 0.880 which is closer to 1 and  $p < 0.001$ . Therefore, the researcher accepts Hypothesis 4 which states that there is a positive

relationship between A and IU. The two tailed test  $0.000 < 0.05$  which implies that the researcher can be confident enough with the relationship between the 2 variables.



**Table 4.5.5 .Correlation between Intention to use and Actual use**

	Q1	Q2
Pearson Correlation	1	<b>.882</b>
Sig.(2-tailed)		.000
N	<b>210</b>	<b>210</b>
Pearson Correlation	<b>.882</b>	1
Sig.(2-tailed)	.000	
N	<b>210</b>	<b>210</b>

Correlation is significant at the 0.01level (2-tailed)

From the correlation table, the correlation between IU and AU is 0.882 and the statistical significance is 0.01. This shows that there is a strong positive correlation between these two variables. This relationship shows that IU the social media highly affects the Actual use of social media.

## 5.0 CONCLUSION AND RECOMMENDATIONS

### 5.1 Conclusion

This research used TAM to investigate the use and acceptance of social media as a marketing tool. Using the TAM as a theoretical framework, which was later revised adding trust and attitude to enhance the understanding of social media user's intention to use. This survey found that perceived usefulness, perceived ease of use, attitude, trust; intention to use and actual use are strongly related. The correlation of Perceived usefulness and Intention to use is 0.779 showing a strong positive relationship. There is a strong positive correlation between PEOU and IU since the correlation is 0.853 which is closer to 1 and  $p < 0.001$ . The correlation between t and IU estimate equals to 0.932 and being significant as it is close to 1. This shows that the level of trust of using social media is perfect since farmers believe in one another. There is a positive correlation between Attitude and Intention to use social media since the correlation is 0.880 which is closer to 1 and  $p < 0.001$ . The correlation between IU and AU is 0.882 and the statistical significance is 0.01. This shows that there is a strong positive correlation between these two variables. It was discovered that social media has widely been used in promoting and improving business. Most of the small scale farmers examined were able to use social media as a marketing tool successfully for building connection, to capture and update customers about their products.

### 5.2 Recommendations

The TAM did not explain actual usage of social media as a marketing tool. Therefore, future research should re-examine whether social media as a useful dependent variable for determining social media

marketing acceptance. Another suggestion is that future research could explore a larger sample with other research methods different from the survey, and also the use of both the objective and subjective measures could also be used. There are many variables in the behavioral theories that need to be investigated to improve the prediction of social media acceptance and usage behavior suggested by the revised TAM model. Future studies can help in determining other factors and extending the research model. It is the researchers' belief that there are many research questions regarding the user and usage behavior on social media marketing and therefore, encourages future researchers to contribute in developing a better understanding of social media.

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