



The Impact of the Print Media on Building a Destination Brand Equity in Zimbabwe

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Abstract

This study was based on understanding the supremacy of print media in relation to other new types of media in improving performance of the Zimbabwe tourism destination brand. This helped in establishing a print and other media framework for destination branding. The main types of print media that were investigated were newspapers, travel journals, magazines, flyers and directories. These were assessed in comparison to the available contemporary media which are social media, broadcast media, direct media, electronic media and outdoor media. A measurement of the Zimbabwe tourism brand performance was done focusing on the brand equity variables namely, brand awareness, brand image, perceived brand quality, brand loyalty and brand association. The study applied a quantitative to qualitative sequential mixed methods. A survey questionnaire and in-depth interview guide were used as instruments for data collection. The total sample size for the research was $n=421$. The findings of the study revealed that newspapers and travel journals are the two main types of print media that have an effect on the Zimbabwe tourism destination brand equity variables. It revealed that newspapers influence brand awareness and perceived brand quality. Travel journals were found to have an influence on brand association. For the other types of media, the study concluded that broadcast media, social media and direct media also have an effect on the destination brand equity variables. Broadcast media was found to have an influence on brand awareness with social media influencing brand loyalty and direct media influencing brand image. The study therefore recommended that there is need for destination marketers to jointly use print and new media in marketing the Zimbabwe tourism destination brand. Also it recommended for political stability as it has been discovered as the main cause for negative media publicity.

Keywords: Destination brand equity, print media, social media, electronic media, Zimbabwe

Introduction

The role of print media has been seen in various sectors and tourism destinations especially in the marketing of products and services (Rävar, 2011:95). Print media has however, being challenged by newer means of communication for news distribution (Alipour et al., 2012:109). Its role in transmitting marketing communications across sectors and industries has been regarded as traditional and non-compliant to changing market events (Pantelescu & Ioncica 2012:804). Various successes can also be pointed to print media publicity, mainly newspapers which have been used over the years (Freeman & Glazer, 2015). This is because households, industries and the government have used the newspaper in disseminating information and promoting various types of products, services and events to targeted markets. There have been developments of other forms of print media from using newspapers only as a form of print media to magazines,



journals, directories and flyers which have improved marketing across industries (Parashar & Indolia, 2013:52; Răvar, 2011:95). In its state as viewed by many audiences, print media has been disregarded as a fit for purpose means of communication in the contemporary marketing and publicity. It has been viewed as shy and disabled to digitalization. In relation to this study there might be some existing supremacy of print media in current marketing of products and services.

This study therefore interrogated print media as a still existing driver for tourism destination marketing and branding. This was with a specific focus on Zimbabwe tourism destination brand in its endeavour to attract traditional and new tourists despite the accompanying challenges. The Zimbabwe tourism destination brand has been reported in various spheres and researches as a poor performer on the global market. Attribution has been pointed on the prevailing socio-economic and political upheavals that have transpired since year 2000 to current year 2019 (Chibaya, 2013:84). In this perspective the country has faced poor standards of living for the locals, high unemployment rate, shortages of fuel and political fights. The ultimate effect has been a negative reflection in the mind of potential investors and tourists escalating to shortages of currency, high inflation rate, social outcry and isolation in global investment as an unsafe destination for business. All these factors have further crippled the Zimbabwe's tourism destination brand its current unattractive state, resulting in reduced tourists' revenues and inflows (Ndlovu & Heath, 2013:952). Various studies have therefore pointed to media publicity as a catalyst and driver to spread the brewed vitriol.

The 21st century has realised the evolution of other contemporary media to market tourism destinations as brands where print media has existed as a stand-alone (Alipour et al., 2012: 109). The new media has come with other unrecorded benefits likely to outweigh print media's marketing and communication role. However, little has been done to establish and test their market viability in comparison to print media especially with regards to destination brand equity ascendancy. This study therefore, assessed print media against these contemporary media mainly social media, electronic media, direct media, broadcast and outdoor media on their ability to uplift destination brand equity variables. These variables were brand awareness, brand image, perceived brand quality, brand loyalty and brand association.

Literature review

Print media as a mass communication tool in a tourism destination

According to Freeman and Glazer (2015) mass media refers to the application of media that reaches a very large market, gives an advantage of being able to reach multiple targeted markets. Mass media is available to the public all the time, with universal provision of vast and complex information, addressing any part of the mass, extensive distribution, up to date and simplified information (Pantelescu & Ioncica, 2012:803). Print media can be categorized as another form of mass media, justified by its ability to reach many people in a short period of time (Pantelescu & Ioncica, 2012:803). As a selected choice amongst other media in tourism branding, print media can reach the masses, be used for niche target, is credible without risk of spam, has a more lasting presence, is detailed and informative (UNWTO, 2013). There are several market segments served by the suppliers of tourism offerings and Zimbabwe as a tourism destination has many potential tourists' segments around the world. This makes the use of mass media a plausible mechanism to reach these markets, so as to improve global visibility of the country's tourism destination brand and attract more tourists from both traditional and new markets.

According to Baran (2011:6) mass communication is based on the ability to use mass media with an expectation of receiving feedback in the form of criticism such as newspaper column.



Newspapers are categorised as a print media mix (Freeman & Glazer, 2015); and they help in presenting all tourist related variables from general to cultural issues through visualised images (Warta, 2011; Alipour et al., 2012). They hold the advantage of improving visibility of tourism offerings through pictorial presentations. Pictures are often more powerful than words, and it is through print media that tourism organisations and their offerings can be visualised (Warta, 2011). As announced by Özdemir (2010), pictures used in print media help in improving the tangible nature that is required for tourism consumption, which is another factor that makes this media equally competitive as other types like online media. Though they might not provide direct or instant feedback, the effect of newspapers can be easily seen from the way that readers agree and make decisions based on the reports presented in newspapers, which can be further spread through word of mouth exchange. The effect of newspapers on the performance of Zimbabwe as a tourism brand has not been established fully in the available literature.

Magazines in their capacity as print media have started to publish information relating to tourism to a greater extent (Parashar & Indolia, 2013:52). They are usually used to the display of pictures of tourism offerings that are present in all the three tourism sectors of accomodation, travel, and resorts. Also, the tourism industry uses flyers, catalogues, brochures and folios more than it does any other industry (Rävar, 2011:95). House journals, photographs, displays, exhibits, booklets and brochures have become print media mixes dominating the tourism industry (Parashar & Indolia, 2013:52). The discussions show that print media mixes are vital in tourism destination marketing, as they are able to inform customers as to the availability of products and services (Rävar, 2011:95).

However, the use of print media in tourism means that printed materials are distributed freely to the potential tourists, which adds to the high distribution costs of tourism producers (Rävar, 2011:95). The Zimbabwean economy is underperforming mainly due to political squabbles that have scared investment off, and various tourism establishments and other indirectly related industries are closing operations due to soaring costs. Therefore, acceptance to engage print media in their promotions might be deterred, due to the increased costs of distribution. However, due to the challenge of marketing distribution costs, the image of Zimbabwe tourism as a destination brand has been downplayed tremendously, such that restoration ought now to be undertaken at any cost. Print media such as magazines and guide books play an important role in building the image of a tourists' destination since they are credible and reliable to a mass of potential tourists (Castelltort & Mader, 2010), and can therefore be instrumental in the refurbishment of the country's destination brand image especially in local niche markets for domestic tourism vibrancy.

There is limited knowledge available to determine whether the use of print media has a positive influence in uplifting the performance of Zimbabwe tourism destination brand. It was significant for this study to investigate various print media such as newspapers, magazines, flyers, brochures, directories and portfolios, so as to determine their effect on Zimbabwe as a tourism destination brand.

Other forms of media for destination marketing

The media environment in relation to advertising is changing immensely, resulting in new ways of advertising (Alipour et al., 2012:109). There are various types of media to be found in a tourism destination. Their use depends on the agenda and expected audience from time to time. Tourism destinations usually use media that is mass-oriented, targeting both local and international tourists. The types of media available in a tourism destination include broadcast media, social media, electronic media, outdoor media, and direct media.



Broadcast media are one of the common media found in tourism destinations, which connects with the targeted audience, usually through the radio and television (Warta, 2011). The advantage of using broadcast media, especially television, can be found in its ability to bring alive views and movements of objects under discussion. Visual graphical presentation associated with audio and video presentation makes this type of media most desirable in providing a sense of the reality of a situation in a tourism destination. Tourism offerings such as mountains, animals, people, modes of transportation and other belongings of the accommodation, travel and resorts are broadcast in the form of videos and audio presentation. Currently the DStv in Zimbabwe broadcasts attractive tourism channels such as National Geographic, Travel and National Geographic Wildlife. These can be used as platforms to sell a tourism destination and its brand to the world.

Electronic media have increased the dominance in tourism destinations globally. Electronic media is mostly based on the use of digitalized simplifications in communications. Websites have become the most dominant type of electronic media connecting all destinations and potential tourists on the World Wide Web (www) (Moradkhani, 2014). Electronic media has helped in bridging the distance thus improving convenience and accessibility for tourism businesses, marketers and tourists. It has become a platform where information, audio, videos and other communicating elements are posted for public consumption. Tourism offerings and brands are also showcased on electronic media platforms, increasing their visibility and information exchange between suppliers and customers in tourism destinations.

Social media has become the most recent type of media in use (WorldHost, 2013). It is widely used by individuals, groups and organizations to discuss events, share experiences, conform and decline a certain subject about a tourism destination. The most dominant types of social media at a global level include Facebook, Twitter, Skype, WhatsApp, blogs and other fora (Tourism Queensland, 2012). The power of social media can be appreciated in terms of its convenience as it can be accessed even on mobile devices such as cell phones, tablets and laptops. Social media is increasingly popular as a source of brand loyalty, through word of mouth exchanges that it facilitates between individuals and groups (Mikalef et al., 2012:25). The experience of individual or group in a tourism destination can be easily shared with others through social media. A bad experience will lead to negative word of mouth, and likewise, a good experience will improve tourist influx, through positive references contributing to both attitudinal and behavioral loyalty.

Direct media is also used by tourist organizations and related suppliers and potential tourists in a tourism destination. Various tourism communications have been improved through the use of direct media. Direct media can be classified as direct mail and direct email. Reservations and marketing departments in tourism destinations use both mails and emails to communicate rates, share birthday wishes and other vital information with their customers. Tourism business brands are usually endorsed as letterheads and signatures on direct mails and emails distributed to the tourists and other stakeholders.

Outdoor media is another common type of media that is used in a tourism destination (Freeman & Glazer, 2015). The media usually communicate to audiences using outdoor billboards and banners (Cheong & Kim, 2012; Sissors & Baron, 2010; Belch & Belch, 2012; Moriarty et al., 2012). These are placed in busy highways, shopping malls, touristic areas, and other busy public places. They are attractively designed, using pictorial and graphical presentation of nature, animals, buildings and tourist attractions. The current trend has also seen billboards and banners electronically coded, such that they will inform the public using video and audio support, promoting live presentation and broadcasting of discussions. However, these public presentations pose risk to drivers as they distract vision and concentration also not aesthetic to nature.



Statement of problem

Zimbabwe tourism destination brand is failing to attract tourists in both new and traditional markets mainly due to political mayhem transpiring in the country. Findings from various researches has attributed this state to negative media publicity in local and international sources (Zibanai, 2014; Ndlovu, 2009; Chibaya, 2013). However, little research has been done in order to understand how this situation can be restored especially from a media perspective. Traditionally, print media has been an effective tool for destination marketing and other forms of publicity (Rävar, 2011:95), even with little supporting research. This study therefore focused on assessing how print media can be used as a means of rejuvenating the tourism destination brand equity, specifically for Zimbabwe. This was with an aim of comparing print media to other new forms in order to conceptualize a Media and Brand Equity Model to be applied by various tourism destinations. The specific print media that have been tested were newspapers, journals, directories, magazines and flyers. Other forms of media which were concurrently tested were social media, direct media, electronic media, broadcast media and outdoor media. The brand equity variables were then grouped as brand awareness, brand image, perceived brand quality, brand loyalty and brand association.

Research methodology

This study, however, started with a quantitative research and was then followed by a qualitative research known as a quantitative to qualitative (QUA to QUAL) sequential mixed method or explanatory sequential mixed method (Creswell, 2014:285). This is a mixed method, where data of equal weight is collected by first having quantitative data, then followed by qualitative data collection (Jogulu et al., 2011; Heyvaert et al., 2011; Eaves & Walton, 2013). The method helps in improving a sense of the quantitative findings through further qualitative interviews in the same area of study (Creswell, 2014:285). According to Migiro & Magangi (2011:3758) multi-methods ensure that the research extracts quantitative measurements, and then assesses them using other methods, so as to investigate a social construction.

Survey

The respondents to the study were selected from the media industry in Zimbabwe and across the three main tourism sectors in Zimbabwe which are accommodation, travel and resorts using a stratified random sampling method. As supported by Creswell (2014:204), who denoted that stratification requires knowing the characteristics of the population first, then grouping this into strata, before an actual sample is done, making it easy to have an equal representation of the population from each stratum. Therefore, stratified sampling was done to establish a sample for survey research, whilst both convenience and purposive sampling were done in order to determine respondents for in-depth interviews.

In order to gather quantitative data for this study, a database was obtained from the Zimbabwean Tourism Authority of all tourism businesses in the accommodation, travel and resorts sectors. The database provided physical addresses, phone numbers and email addresses of every tourism business registered by the Zimbabwean Tourism Authority. The contacts on the database helped in directing the physical and email distribution of questionnaires to various respondents across the country. The researcher visited establishments in accommodation, travel and resorts in order to gather answers to a personal distribution and administer questionnaire. In order to expedite the questionnaire, distribution and answering of key issues from respondents the researcher was assisted by front office personnel and administrators, who also monitored and gave guidance to the respondents on behalf of the researcher. The assistance that was provided to the respondents was mainly to explain some issues they did not clearly understand and comprehend. The



assistance helped in reducing a high rate of return of unanswered questionnaires. E-mail distribution of questionnaires improved convenience, especially reaching respondents not easily reachable, due to time limit and long distances. The E-mailed questionnaires were encoded in a format that could be answered and returned online.

The qualitative data was obtained using in-depth interviews that involved first making appointments with the respondents over the telephone, and thereafter agreeing on the convenient venue date and time to meet. On the day of visit, the interviewee was given a copy of the interview guide and signed a consent agreeing to have the interview digitally recorded. The interview questions were presented on the interview guide as open-ended, with the aim of probing for a wider response. Discussions and recording of the interviews took between 20 and 40 minutes.

The total population for Media Industry representatives was 200. For the tourism sectors, it was the accommodation sector (446), travel sector (224) and holiday resorts (51). Therefore, the total population for the media industry and tourism industry in Zimbabwe was 921 persons.

Sample

In order to determine the sample for the study a sample size formula by Yamane in 1967, was applied and the formula is as follows.

First approximation calculation

$$n = \frac{N}{1 + N(e)^2}$$

Sample size calculation

$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

Where: N = population size

n = sample size

e = sampling error or precision level (e.g. 5% for 95% confidence level), and

n_0 = the first approximation of n

The presentation in Table 1.1 below shows how the population was reduced into researchable sample using the above formula.



Table 1.1 Research population and sample size

	ACCOMMODATION	TRAVEL	RESORTS	PRINT	TOTALS
Population (N)	446	224	51	200	921
Sample (n)	194	99	48	80	421

Table 1.1 above shows that the population for the study was reduced from 921 and to 421 in the tourism and media industry in Zimbabwe.

Interviews

The participants to the in-depth interviews were directors, managers and senior employees, who were selected using a purposive judgmental sampling based on their functional duties and position, work experience, expertise, and knowledge about Zimbabwe tourism brand or print media publicity. Purposive judgmental sampling technique is premised on selecting units for the research, based on the purpose underlying the study (Migiro & Magangi, 2011; Singh & Masuku, 2014).

Therefore, the sample size for in-depth interviews was 1 director in the Ministry of Tourism and Hospitality, 1 Director from the Ministry of Information and media publicity, 1 Director from Zimbabwe Tourism Authority, 1 Director from the Resorts, 1 General Manager in the Accommodation, and 1 Senior Manager in the Travel Sector. The total sample for in-depth interviews was 6 informed respondents.

Data collection

The data for the research was collected using survey questionnaires and in-depth interviews. The former was used to collect quantitative data whilst the latter was for qualitative data.

Data analysis

Data for quantitative research was analyzed as means using Squared Multiple Correlations, One-Sample Test and hypothesis in SPSS version 21 and SPSS AMOS for modelling. For qualitative data a content analysis was done in order to establish themes using NVIVO software.

Results and discussions

A: print media influence on Zimbabwe's brand equity

The study focused was mainly on establishing the relationship between print media and Zimbabwe tourism brand equity which made it necessary to investigate on the level of influence that print media to the Zimbabwe tourism destination brand equity. Squared multiple correlations in the SPSS AMOS were used to test the relationships and levels of influence that print media has on Zimbabwe tourism destination brand equity. The presentation in Table 1.1 below shows the level of influence that print media have on Zimbabwe tourism destination brand equity variables.



Table 1.2 Squared Multiple Correlations: Levels of print media influence on brand equity variables

TOURISM AND MEDIA ORGANISATIONS RESPONSES	
Destination Brand Equity Variables	Estimate
Tourists Association with the Brand	0.299
Loyalty of tourists to Zimbabwe Tourism Brand	0.057
Perceived Quality of the Zimbabwe Tourism Brand	0.337
Zimbabwe Tourism Brand Image	0.119
Zimbabwe Tourism Brand Awareness	0.241

Table 1.2 above shows that print media has an overall influence on all the Zimbabwe tourism destination brand equity variables as follows: tourists association with the brand (29.9 %); loyalty of tourists to Zimbabwe tourism brand (5.7%); perceived quality of the Zimbabwe tourism brand (33.7%); Zimbabwe tourism brand image (11.9%); and Zimbabwe tourism brand awareness (24.1%). However, these statistics only show the overall level of influence of print media to each of the brand equity variables, but not showing other media that influence these brand equity variables more than print media. In addition, there are no specific types of print media mixes such as newspapers and magazines that have been mentioned to have that influence on these brand equity variables. Therefore, further tests were done in order to understand other types of media that influence the entire brand equity variables better than print, as discussed in the next section.

B: Print media against other types of media in improving Zimbabwe tourism destination brand awareness

Print media helps in improving brand awareness as it is able to reach the masses in a short period of time (Pantelescu & Ioncica, 2012:803; Răvar, 2011:95). The presentation in Table 1.2 below shows the responses in relation to the effectiveness of print media against other media in improving Zimbabwe tourism destination brand awareness.

Table 1.3 Responses in print media against other media in improving Zimbabwe Tourism Destination Brand Equity Variables

Tourism and Media Organisations (n=421)		
Zimbabwe Tourism Brand Awareness	Mean	One-Sample Test (Level of Significance =1.64)
Compared with other media, print media is an effective tool in improving awareness for the Zimbabwe tourism destination brand.	4.01	39.254
Tourism operators can improve brand awareness of the Zimbabwe tourism destination through print media, than through other media.	1.46	-36.654
Tourists develop high awareness of the Zimbabwe tourism destination brand through print media, than through other media.	1.65	-30.845
Zimbabwean tourist destinations are highly recognisable in the print media	2.8	6.450
The Zimbabwean tourist destinations have an excellent print media presence	1.61	-28.409

H0: Respondents disagreed on the effectiveness of print media (mean Likert value is greater than 2.5).

H1: Respondents agreed on the effectiveness of print media (mean Likert value is less than 2.5).



The critical value of the t-statistics according to the students' t-distribution table at 0.05 level of significance is 1.64, hence we accept any outcome less than 1.64 as a positive relationship, and more than 1.64 as negative. The presentation in Table 1.3 above shows that respondents agreed that tourism operators can improve brand awareness of the Zimbabwe as a tourism destination through print media better than through other media; tourists develop higher awareness of the Zimbabwe as a tourism destination brand through print media than through other media; and the Zimbabwean tourist destinations have an excellent print media presence.

These positive responses are justified by their mean Likert values, which are less than 2.5, and one-sample test level of significance, which are less than 1.64, hence we accept H1 and reject H0. *As noted by R1, print media has the advantage of being a mass communication tool.* The results from the tests might be due to the fact that traditionally, print media has been used in the form of brochures, magazines, flyers, guides and others by tourism and media organizations in the marketing and promotion of tourism destinations.

The advantage of this is that when print media is used by marketers through tangible printed handouts, customers will have time to read through the material at their own pace, and have time obtaining the information they need for their decision-making (Karam & Saydam, 2015:75). This therefore improves tourists' awareness of the tourism destination and its brand publicity.

However, there was a disagreement on the effectiveness of print media in the following issues: Zimbabwe tourist destinations are very recognizable and distinguishable in the print media; and compared with other media, the print media is an effective tool in improving awareness for Zimbabwe as a tourism destination brand. Here, the mean Likert values were greater than 2.5, and one-sample test level of significance which are greater than 1.64, thus we accept H0 and reject H1.

This is supported by *R4, who noted that print media lacks interactivity such that there is need for high creativity in making print media more effective as said by R3 yet R1 concurred by expressing that print media has been overtaken by contemporary media.* According to Gensler et al. (2013:243) generated stories from social media are becoming more impactful when compared to traditional media, since they are digitalized with instant feedback, and are dynamic.

B: Print media in Zimbabwe tourism destination brand image against other types of media

The statistics in Table 1.4 on the next page shows the results from the survey on print media's supremacy, against other types in improving the brand image of Zimbabwe as a tourism destination.



Table 1.4 Responses on print media in Zimbabwe tourism destination brand image against other types of media

Tourism and Media Organisations (n=421)		
Zimbabwe Tourism Brand Image	Mean	One-Sample Test (Level of Significance =1.64)
Compared with other forms of media, the print media is effective in the creation of a positive brand image for Zimbabwe as a tourism destination.	4.51	61.526
Print media can connect to positive memories of Zimbabwe's tourism brand image.	4.43	64.990
Print media can raise Zimbabwean tourism's brand image through graphics and pictorial designs.	3.11	12.569
Agents in print media have an influence over a negative brand image for Zimbabwe as a tourism destination.	1.46	-38.356

H0: Respondents disagreed on the effectiveness of print media (mean Likert value is greater than 2.5).

H1: Respondents agreed on the effectiveness of print media (mean Likert value is less than 2.5).

The critical value of the t-statistics according to the students'-distribution table at 0.05 level of significance is 1.64, hence it is possible to accept any outcome less than 1.64 as positive relationships and less than 1.64 as negative. Table 1.4 informs a positive response in relation to an assessment that agents in print media have an influence over negative brand image for Zimbabwe as a tourism destination with a one-sample test level of significance equal to -38.356, where we accept H1 and reject H0.

However, there were disagreements in relation to all other issues, as they were above 1.64 and 2.5. From the in-depth interviews carried out, *R1 expressed that print media has been overtaken by contemporary media, where the reason might be that due to the fact that globally there is high development of new technologies that provide interactive exchange of information and live communications, which has a positive influence on tourists' perception of the image of a tourism destination. R4 informed that social media has become a better tool for improving Zimbabwe tourism's brand performance more than print media.*

As alluded by (Ráthonyi, 2012:108), in a survey on brand socialization in relation to usage of blogs, revealed that their usage has increased steadily between the year 2008 and 2010, such that tourists are now using them as trustworthy sources to obtain travel information. This is a reflection on the fact that other media, such as those online, are becoming more effective in enhancing a positive image of tourism destination brands.

Ndlovu and Heath (2013:947) postulated that negative image generated from negative publicity of the operating environment has the effect of derailing rebranding efforts. This might be one key reason why Zimbabwe as a tourism destination brand has failed to perform over the years.



Table 1.5 Responses on print media against other types in improving perceived quality of Zimbabwe tourism destination brand

Tourism and Media Organisations (n=421)		
Zimbabwe Tourism Perceived Brand Quality	Mean	One-Sample Test (Level of Significance =1.64)
Print media can improve the perceived quality of Zimbabwe tourism brand.	1.40	-40.086
Print media helps in making quality of Zimbabwe tourism brand measurable through printed statements, pictures and graphic displays.	3.68	30.009
Perceived quality of both man-made and natural structures associated with Zimbabwe tourism brand can be seen through print media.	1.64	-31.797

H0: Respondents disagreed on the effectiveness of print media (mean Likert value is greater than 2.5).

H1: Respondents agreed on the effectiveness of print media (mean Likert value is less than 2.5).

The critical value of the t-statistics according to the student t-distribution Table at 0.05 level of significance is 1.64, hence the study accepts any outcome less than 1.64 as positive relationships and less than 1.64 as negative. The presentation in Table 1.5 above shows that the respondents agreed that print media can improve the perceived quality of Zimbabwe tourism as a brand and perceived quality of both man-made and natural structures associated with Zimbabwe as a tourism brand is evidenced in print media. The one-sample test levels of significance were -40.086 and -31.797, respectively.

These were less than 1.64, hence we accept H1 and reject H0. *R4 said that print media can help in improving Zimbabwe tourism destination market visibility through pictures.* It is an advantage to have print media as an effective tool for improving perceived brand quality, as supported by Yuwo et al. (2013:10), who postulated that an improvement in perceived brand quality uplifts all other brand equity variables, specifically brand image and brand awareness. Therefore, these responses show that print media has the potential of improving all brand equity elements of the Zimbabwe tourism brand, since it has the ability to uplift perceived brand quality.

In addition, the statistics reveal that the respondent disagreed that print media helps in causing the quality of Zimbabwe as a tourism brand to become measurable through printed statements, pictures and graphic displays, since the one-sample test level of significance result was 30.009, which is above 1.64, hence we accept H0 and reject H1. This aligns with *R4, who said that print media lacks interactivity.* Live views helps in easily demonstrating the quality of offerings especially in the form of videos which make tangible the intangible. Pantelescu and Ioncica (2012, p. 804) therefore inform us that broadcast media, especially television, has the advantage of providing moving views which improves on imagery and real live communications with tourists.

C: Print media against other media in improving Zimbabwe tourism destination brand loyalty

Tourism destination brand loyalty refers to the attachment that tourists have to a particular brand (Unurlu et al., 2013:89). Im et al. (2012:391) have postulated that repurchase intention is as a result of attitudinal brand loyalty; meaning that repeat visit of tourists is a reflection of a better performing tourism destination brand. The statistics in Table 1.6 below show the responses regarding print media in relation to other media in improving Zimbabwe tourism brand loyalty.



Table 1.6 Responses on print media against other media in improving Zimbabwe tourism destination brand loyalty

Tourism and Media Organisations (n=339)		
Zimbabwe Tourism Brand Loyalty	Mean	One-Sample Test (Level of Significance =1.66)
Print media is effective in improving Zimbabwe tourism brand loyalty.	1.72	-22.162
Use of print media can help trigger the mind of tourists reconsider Zimbabwe tourism offerings, as compared with other forms of media.	2.66	3.377
Print media is effective in spreading positive word of mouth about Zimbabwe tourism destination brand than other forms of media.	1.53	-34.306
Tourists base their opinions about Zimbabwe tourism from what they read in print media than from other forms of media.	1.96	-15.800

H0: Respondents disagreed on the effectiveness of print media (mean Likert value is greater than 2.5).

H1: Respondents agreed on the effectiveness of print media (mean Likert value is less than 2.5).

The critical value of the t-statistics according to the students'-distribution table at 0.05 level of significance is 1.64 hence we accept any outcome less than 1.64 as positive relationships and less than 1.64 as negative.

As presented in Table 1.6 above respondents agreed on the following with specific one-sample test levels of significance: print media is more effective in spreading positive word of mouth about Zimbabwe as a tourism destination brand than other forms of media (-34.306); print media is effective in improving Zimbabwe tourism brand loyalty (-22.162); and tourists base their opinions about Zimbabwean tourism more on what they read in print media than on other forms of media (-15.800). The one-sample tests level of significance were less than 1.64, hence we accept H1 and reject H0. *R3 concurred that print media has the advantage of having wide coverage, whilst R1 was of the opinion that it is an effective mass communication tool, making it a better tool for spreading positive word of mouth.*

Though Unurlu et al. (2013:90), separated print media and word of mouth, concluding that word of mouth has a greater influence than does print media. Print media, especially newspapers, brochures and magazines, have a highly loyal readership, making them a more useful advertising tool compared to the internet (Pantelescu & Ioncica, 2012:804). Therefore, print media can be tried in promoting Zimbabwe tourism brand loyalty, as discovered by this study. However, there was a one-simple test significance level of 3.377 on an assessment that the use of print media can help trigger the mind of tourists reconsidering Zimbabwe tourism offerings when compared with other forms of media. The test therefore accepted H0 and rejected H1 showing that the respondents disagreed.

D: Print media against other media in improving the associations made in relation to Zimbabwe as a tourism destination brand

Brand association can be referred to as anything that can trigger memory, and cause an individual to develop an interest in visiting a destination again (Pike, 2010:129). There has been a reduction in repeat visits of tourists in Zimbabwe tourism destination, especially from traditional sources. Table 1.7 below shows the responses on issues that affect Zimbabwean tourism brand association in relation to print media.



Table 1.7 Responses on print media against other media in improving Zimbabwe tourism destination brand association

Zimbabwe Tourism Brand Association	Mean	One-Sample Test (Level of Significance =1.66)
Print media has the power to create association for Zimbabwe tourism brand.	1.47	-31.038
Tourists feel proud to be associated with Zimbabwe tourism brand through print media.	1.73	-21.389
Print media facilitates repeat visits of tourists from the news it provides.	3.26	20.333
Print media provides lasting memories about Zimbabwe tourism brand.	1.76	-16.553

H0: Respondents disagreed as to the effectiveness of print media (mean Likert value is greater than 2.5).

H1: Respondents agreed as to the effectiveness of print media (mean Likert value is less than 2.5).

The critical value of the t-statistics according to the student’s t-distribution Table at 0.05 level of significance is 1.64, where we accept any outcome less than 1.64 as positive relationships and less than 1.64 as negative.

The statistics in Table 1.7 above shows that the respondents agreed with most of the investigated issues about Zimbabwe tourism brand association, except the issue that print media facilitates repeat visits of tourists from the news it provides, which had one-sample test value of 20.333 above 1.64. The disagreement might be due to what was raised by R1, *that print media has been overtaken by other contemporary media such as social and electronic media, which are now directing and influencing tourists’ consumption decisions more than ever before.* This is in contrast with Unurlu et al. (2013:90), who postulated that print ads influences personal conversation and the exchange of information, which affects both pre-and post-usage attitudes and perceptions.

Conversely, the responses in Table 1.7 shows that print media have the following brand association advantages: it has the power to create association for Zimbabwe tourism brand (-31.038); tourists feel proud to be associated with Zimbabwe tourism brand through print media (-21.389); and print media provides lasting memories about Zimbabwe tourism brand (-16.553). R2 *supported the view that print media can improve Zimbabwe tourism as a destination brand association since it is the most known from traditional media, whilst R1 informed that it has wide coverage.* This makes it easy to reach associates even in the most remote places through print media publicity. These responses are positive, in an effort to improve the overall brand equity of the Zimbabwe tourism brand as alluded to by Davcik et al. (2014:7), who note that brand equity is as a result of a sincerity brand association in the market place. The results then confirm that print media has a high potential of improving the Zimbabwe tourism destination brand equity, where it ought to be tried as a brand publicity tool in Zimbabwe as a tourism destination.

Towards conceptualizing print and other media in Zimbabwe tourism destination brand equity

A study conducted by Pantelescu & Ioncica (2012:806), confirmed the printed press as effective in selling and promoting travel packages. The empirical findings from this study and further tests which were undertaken using SPSS AMOS regression weights for constructing conceptual model constructed the model in Figure 1.1 below.

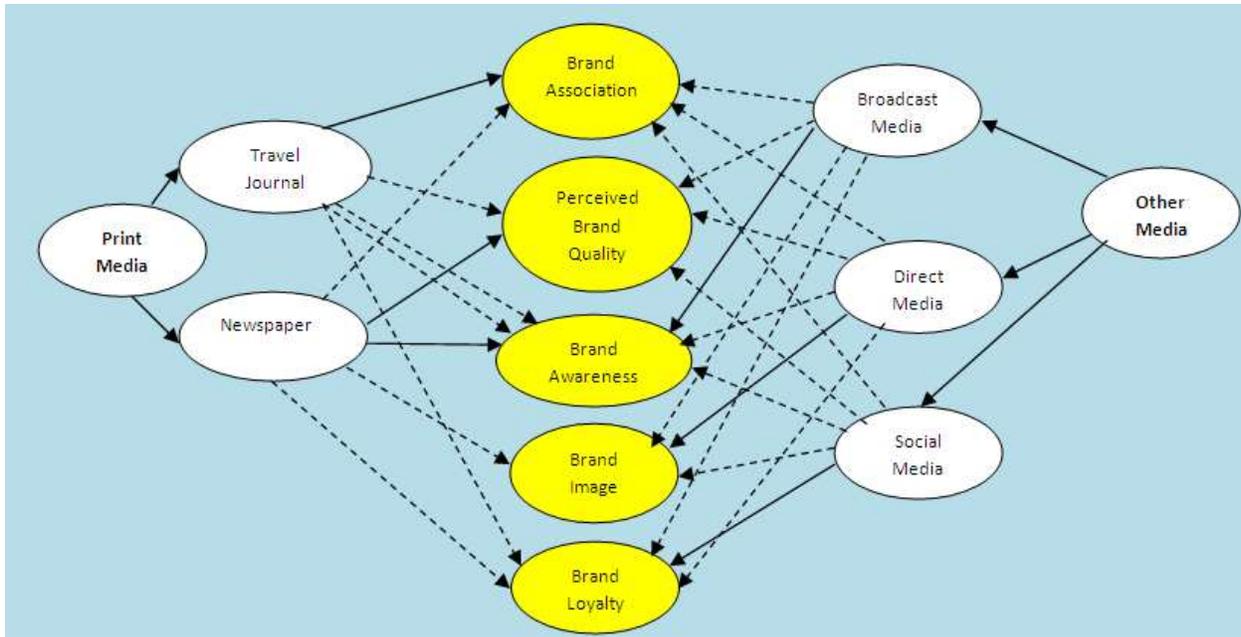


Figure 1.1 Print media and other media relationship to destination brand equity variables

The model in Figure 1.1 shows the relationships between print media and the destination brand equity variables. It also shows the established relationship between other types of media and these destination brand equity variables. The relationship between different types of print media and the brand equity variables were established using SPSS AMOS for modelling, which revealed that P Value of *** (meaning that $p < 0.001$) for travel journals and brand association is the same with newspapers and brand awareness and newspapers and perceived brand quality. Since all of the p values are less than 0.05, we reject H0 and accept H1.

For other media, a test was done using SPSS version 21, which helped in selecting other types of media that influence the brand equity variables better than print media. Using mean values the results revealed that social media influence brand loyalty better than print media, with a lowest mean of 1.49. In addition, the outcome showed that direct media influence brand image better than print media, with a lowest mean of 1.29. Lastly, it showed that broadcast media influences brand awareness more than print media, with a lowest mean value of 1.51.

Further discussion of the established framework

As presented in Figure 1.1 above the results shows that newspapers have the highest influence (48.8%) over perceived brand quality when compared to other types of print media. This might be due to the fact that newspapers are used globally in presenting advertisements in pictorial and graphic presentations. These presentations promote visibility and tangibility of quality for tourism services represented by a tourism destination brand. Alipour et al, (2012) commented that newspapers are highly effective in making tourism destination known, because they present any general tourism and cultural issues through visual images. Newspapers have also proved to have the highest level of influence (33.3%) on Zimbabwean tourism brand awareness, as supported by Aziz et al. (2012:21), who note that newspapers have the ability to improve brand awareness. *R2 noted that newspapers have been used as a vibrant tool in enhancing Zimbabwe tourism destination brand publicity.* This might be due to their wide coverage, where they are accessed even in remote areas at a low cost. As announced by *R4, the opportunity of using print media is*



that it is economical. In addition, newspapers have a high level of awareness, due to the high level of acceptance by societies using newspapers as a traditional source of information, where R3 has noted print media to be the most traditional type of media.

For Zimbabwe as a tourism destination brand image, the results confirms that all the investigated types of print media had minimal influence on Zimbabwe tourism destination brand image. This might be due to the development of other modern and technologically advanced media, including social media, which has in many ways become a competitively convenient means of spreading news about any issues that affect the image of a tourism destination and its brand. Social media has been agreed by R1 *to be the most effective tool to use in improving Zimbabwe tourism brand performance compared to print media.* Karam & Saydam (2015:75) announced that businesses are able to reach wide demographics with precision through new media, which have enhanced debates and information exchange on websites and other blogs, though in comparison to other forms of print media, local directories (3.1%) can be developed to improve Zimbabwe tourism destination brand image. This might be due to the fact that local directories are used when an individual is ready certain to be travelling to a specific tourism destination. Therefore the imagery and discussions in these directories are likely to have a great impact in influencing decision making of the tourists.

The results also show that when it comes to tourists' loyalty to Zimbabwe tourism destination brand, all the types of print media have a low influence. Also, in comparison to other print media, travel journals (6.9%) have a better chance to be developed in order to promote Zimbabwe tourism destination brand loyalty. The brand loyalty of tourists has received great influence from new technologies, which are now convenient for individual and group discussions, enhancing repeat purchases by tourists. Travel journals have also proved to have a high influence (40%) on the Zimbabwe tourism destination brand association. This might be due to the fact that travel journals are used by people who have already engaged a relationship with a given tourism destination and its brand.

Conclusion

The study therefore concluded that newspapers and travel journals are the two main types of print media that have an effect on the Zimbabwe tourism destination brand equity variables. It revealed that newspapers influence brand awareness and perceived brand quality. Travel journals were found to have an influence on brand association. For the other types of media, the study concluded that broadcast media, social media and direct media also have an effect on the destination brand equity variables. Broadcast media was found to have an influence on brand awareness with social media influencing brand loyalty and direct media influencing brand image.

Recommendations

Destination strategists and marketers should involve representatives of various media in the formulation and development of a vibrant tourism destination brand. These representatives include those in print media such as newspapers, magazines, travel journals, electronic media, billboard marketing and for other new types especially digital media. The study has revealed that print media alone cannot influence all the brand equity variables. Other forms have their influence also on other brand equity variables and should be used as composite in order to achieve vibrancy of the destination brand.

There is need for political stability failing which efforts in any destination branding will be exercises in futility. Politics plays a crucial role in the development of a vibrant tourism brand. It affects the



perception of potential tourists at any given point in time. The current political chaos will continue to harm the health of the brand if it is not brought under control. There are a lot of political fights within Zimbabwe by different political parties and in society in general. The media has been at the forefront in sending conflicting messages to targeted audiences in different markets globally with regards to these political matters. This has continued to harm Zimbabwe as a destination brand. It makes the tourism destination unsafe for any visits, at the same time tarnishing the brand image.

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