Determinants of the Intention to Recommend Social media Usage in the Tourism Industry in Zimbabwe

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Abstract

This paper investigated how the determinants of social media usage influence the intention to recommend within the context of the tourism industry in Zimbabwe. A cross-sectional descriptive design was used to collect data from 190 hotel guests using a survey method. Structural equation modelling was used to analyse the data. The results of the study revealed that perceived benefit influences trust in social media and trust positively influences the intention to recommend the use of social media. However information quality did not influence trust in social media use. The study results specify that hotel guests can only use social media when the perceived benefits are compatible with their needs and that hotel guests would trust practitioners who deliver a good service. it has practical implications where practitioners in the industry can employ the findings to ensure that customers recommend their services to others. The study contributes to a theoretical enrichment of the knowledge that exists in extant literature concerning the determinants of the intention to recommend social media usage.

Keywords: Social media, information quality, perceived benefit, trust, intention to recommend

Introduction

Social media has revolutionized marketing communication in all aspects of business communication (Dev, Buschman & Bowen, 2020; Nath, Saha & Salehi-Sangari, 2019). Shava and Chinyamurindi (2018) posit that social media provides instantaneous direct communication, allowing knowledge sharing at high rates among users, making it the preferred medium of communication, interaction, and connectedness. Social media has transformed the lives of people in terms of how they communicate and interact (Leung, Law, van Hoof, & Buhalis, 2013; Lindqvist, 2017; Matikiti, Mpinganjira & Roberts-Lombard, 2018), including buying and consumption patterns of tourism products (Matikiti et al., 2018; Rambe, 2017; Robinson, 2018; Shava & Chinyamurindi, 2018) Consequently, social media has evolved as an effective channel for marketing tourism products and services (Singh & Srivastava, 2019).

From a tourism industry perspective, social media usage is dominant at all the three phases of tourism trips, that is, tourists use social media for preparing the tour, when travelling and after the tour (Cheng & Edwards, 2015; Kang & Schuett, 2013; Leung et al., 2013; Matikiti, Lombard & Mpinganjira, 2016; Öz, 2015). Thus, according to Öz (2015), social media has become influential in shaping the purchasing behaviour of tourists.

The battle for market share for tourism business enterprises is now online as large numbers of tourists spend considerable time on social media platforms (Matikiti et al., 2018; Rambe, 2017; Robinson, 2018). Though there has been increasing research on social media on topics such as usage (Öz, 2015; Shava & Chinyamurindi, 2018), continued usage (Jung, Tom Dieck & Chung, 2018), benefits of social media (Kang & Schuett, 2013; Matikiti, Mpinganjira & Roberts-Lombard, 2017), social media usage research in tourism, particularly in Zimbabwe, is still in its infancy. Limited studies on the domain area have been undertaken, yet it is significant to know the determinants of the intention to recommend social media use by tourists to fellow tourists as this might be of help in developing promotional and marketing tactics by local tourism companies. Therefore, this study looks at the determinants of the intention to recommend social media use with particular reference to tourism industry. Zimbabwe was chosen for this study because of its peculiar context politically, economically and technologically. Thus, the study helps marketers from Zimbabwe to craft marketing strategies that enhance the growth and development of the tourism industry. The article is structured in the following way. It begins with an introduction, followed by a literature review, methodology, results, discussion and conclusions comes at last. The next section presents the literature review.

Literature review
Social media
Social media is a product of Web 2.0 developments (Rauniar, Rawski, Yang, & Johnson, 2014), which is defined as "the second generation of Web-based services that emphasize online collaborations and sharing among users" (Rauniar et al., 2014:1005). It enables and encourages user-generated content such that customers no longer rely solely on firm-generated content (Dulabh, Vazquez, Ryding & Casson, 2018; Minazzi, 2015) but can depend on the information provided by fellow customers through comments and reviews (Öz, 2015). Social media is conceptualised as "a group of internet-based applications build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content" (Rauniar et al., 2014:1005). Minazzi (2015:12) defines social media networks as "websites that allow subscribers to connect and interact with other people who create a group of people who share information and content." Social media is also referred to as consumer-generated media – denoting that the content is created and shared amongst consumers to educate, inform and persuade others regarding brands and other issues pertinent to the quality of life (Gong, Liu, Zheng, & Wu, 2018; Rauniar et al., 2014).

Social media in tourism
The industry is information-intensive, whose success depends on unhindered information flow among all stakeholders (Buhalis, 2019; Buhalis, Harwood & Hofacker, 2019). So, any development that promotes the ubiquitous flow of information including its accessibility is considered good for the tourism industry. Buhalis (2001), Laesser, Bieger, Pechlaner, Keller and Buhalis (2019) posit that technological developments such as the introduction of computer booking systems, the worldwide supply systems and the advent of the online facilities have brought a new paradigm to the industry and produced a new concept - e-Tourism. "E-Tourism concept supports the interactivity between tourism enterprises and consumers, re-engineering

the entire process of developing, managing, and marketing tourism products" (Öz, 2015:1009). Social media brought benefits in that it has positively revolutionised tourism business practices and strategies (Rauniar et al., 2014). Social media brought bidirectional interactivity between the tourism business enterprises and the tourist markets thus bringing better understanding and customized service excellence provision.

Moreso, social media is increasingly becoming important in this industry due to the inherent nature and features of the tourism industry (Xiang & Fesenmaier, 2017). It facilitates the development of tourism at the global level. Matikiti et al. (2016, 2017), (Öz, 2015) and Rauniar et al. (2014) submit that tourists presently use social media at the three phases of their tourism trips; that is, they use it when preparing for the tour, when on the tour and after the tour to enhance decision making and the total tourism experience. Before travelling, tourists gather information concerning the destination, attractions, hotels, and other accommodation issues, transportation, food, and beverage information as well as price analysis and budgeting (Öz, 2015). And during travel tourists use social media mainly for sharing travel experiences through posting pictures, videos, audios, and reading/asking about travel activities to engage in. Lastly, during post-travel social media is used for sharing travel experiences, writing reviews, and posting ratings on travel sites such as TripAdvisor (Öz, 2015). Thus, social media is used by tourists at every travel point and tourism businesses should keep pace with social media demands to fully utilise the opportunities presented thereof.

Furthermore, the culture of using social media is increasingly prevalent in the consumer markets (Dulabh et al.,2018; Gruzd & Hernández-García, 2019; ; Jacobson, 2015; Mizrachi & Sellitto, 2015). For example, Facebook, WhatsApp, Instagram, and Twitter are employed for social interaction (Chu & Kim, 2011; Gong et al., 2018). Moreover, social media has given consumers more bargaining power (Leung et al., 2013; Oji, Iwu & Haydam, 2017; Rambe, 2017; Wen, Kozak, Yang & Liu,2020). It has turned tourists into influential agents of spreading electronic word of mouth through participation, collaboration, and sharing information (Oji et al., 2017). It has brought about ubiquitous platforms of user democracy (Leung et al., 2013), by giving every tourist the power to have a say about the products and services in the tourism industry (Kang & Schuett, 2013; Shava & Chinyamurindi, 2018). Thus the need to put customers first is further strengthened by social media.

Moreover, social media has given birth to online communities (Leung et al., 2013; Matikiti et al., 2016). Online communities involve members interacting virtually using digital tools and mobile devices such as smartphones, sharing information, pictures, videos, and audios including their tourism experiences (Buhalis, 2019; Buhalis et al., 2019). Online communities have been strengthened by the rapid, continuous developments that have been consistently obtaining within the domain of information communication technologies (ICT) (Buhalis, 2019; Dev et al., 2020; Jeong & Shin, 2019; Minazzi, 2015). Buhalis et al. (2019) posit that the tourism industry has been transformed by these continuous developments in ICT and the subsequent online communities. Thus, social media has a huge influence on tourism demand (Chigora & Vutete, 2015; Minazzi, 2015) and has brought opportunities for both tourists and tourism operators by enhancing the flow and organization of tourism information, which is the lifeblood of the tourism industry (Laesser et al., 2019). Consequently, social media has a strong effect on tourism, products, consumers and business alike as it promotes higher social interactivity (Jung et al., 2018; Xiang & Gretzel, 2010), which is real-time (Matikiti et al., 2017, 2018).

In terms of benefits, social media has made possible the bidirectional flow of information, enhancing deeper interactivity (Rauniar et al., 2014). It has become a new model of human interaction, a mass phenomenon that has transformed lives (Buhalis, 2019; Gong et al., 2018). It has become handy for the tourism industry in terms of the multiplicity of

opportunities available to the industry. Social media has brought several business advantages to the tourism industry (Rauniar et al., 2014) in that it has made it possible to deal with challenges posed by tourism service characteristics of perishability, intangibility, heterogeneity, and inseparability (Buhalis et al., 2019; Oji et al., 2017).

Moreso, it provides an effective promotional network for tourism products, services, and facilities (Dulabh et al., 2018; Lindqvist, 2017). It is now relatively easier to understand consumer needs and wants due to social media's user-generated content (Mutsikiwa & Maree, 2019; Rauniar et al., 2014). Consequently, tourism operators are better placed to serve their markets as they are equipped with valuable customer knowledge (Kang & Schuett, 2013; Matikiti et al., 2016; Oji et al., 2017), that is, made conveniently available through social media. This enables operators to meet the adage 'customisation is an expectation' (Zineldin & Philipson, 2007) by customers in the tourism industry. With social media, it is now possible not only to understand customer needs but to also monitor the activities of competitors (Matikiti et al., 2018), thus enhancing better strategy formulation and implementation for sustainable expansion advancement of the tourism industry (Secchi & Roth, 2020; Sofijanova, Tamara Jovanov, & Marjanova, 2011). Social media influences tourism consumer behaviour (Leung et al., 2013; Rambe, 2017; Rauniar et al., 2014), hence affects the actual demand for tourism brands, services, and the ultimate performance of business.

Determinants of social media recommendation to use
Information quality
Information quality involves issues of information accuracy, relevance (Chigora, 2016), reliability, and completeness (Mizrachi & Sellitto, 2015; Nath, Saha & Salehi-Sangari, 2019). The ubiquity associated with social media poses authenticity concerns and privacy issues (Rauniar et al., 2014). Thus, the information content of social media sites is critical and of paramount importance (Nath et al., 2019). The information content relates to the value and amount of information shared on social network sites. The bulk of content on social network sites is user-generated and created by consumers of tourism products (Öz, 2015; Matikiti et al., 2017; Nath et al., 2019), and this raises quality issues. The prevalence of user-generated content means that there is no regulator on the content and the time when the information is posted on social media platforms (Chu & Kim, 2011; Hudson & Thal, 2013; Jung et al., 2018). User-generated content may result in misinformation and sharing of harmful rumours and even outright lies to the detriment of the image of the concerned tourism operator. Users of social media information may have some misgivings and reservations concerning the reliability and accuracy of the information on social media since it is sometimes not rigorously processed before being posted on online communities due to lack of universally accepted features of information quality (Buhalis et al., 2019; Mizrachi & Sellitto, 2015; Nath et al., 2019).

Traditionally, the bulk of the information that was made available to consumers was generated by the concerned business organisations, such that it was more trustworthy and of perceived higher quality, such that tourists could use it without hesitation (Buhalis et al., 2019). The information available in online communities is regarded as opinion based, hence it is highly subjective (Nath et al., 2019). However, the subjectivity associated with social media user-generated content may not necessarily be a drawback but may help the user to apply oneself fully giving more latitude to form perceptions on information quality at hand (Nath et al., 2019). Social media sites that are rich with quality information provide users with unique experience and comprehension that lead to more informed decisions (Choi et al., 2016; Jung et al., 2018; Öz, 2015).

Perceived benefit

Perceived benefit entails the extent to which an individual derives mutual benefits through information and knowledge sharing via social media. In this situation, social media users receive benefits relating to important information at all three phases of the tourism trip (Matikiti et al., 2017; Öz, 2015). Consumers of tourism products and services use social media because they stand to derive direct and indirect benefits through sharing content and travel experiences including reading travel reviews by other users (Kang & Schuett, 2013). The benefits of social media include bridging the gap in terms of addressing tourism characteristics such as intangibility, perishability, which hitherto had posed management and operational challenges in the tourism industry (Buhalis et al., 2019). The greatest benefit of social media to tourists relates to the availability of information (Nath et al., 2019) at any anytime and anywhere (Jung et al., 2018; Leung et al., 2013; Shava & Chinyamurindi, 2018). It is now easy to access information regarding tourism destinations, activities, amenities, accommodation, and other ancillary services just by the click of a button of a computer or mobile device (Nath et al., 2019). Travel planning is now easier and tourists can by themselves plan their travel itineraries via social media networks (Jung et al., 2018; Matikiti et al., 2016; Matikiti et al., 2017; Shava & Chinyamurindi, 2018).

Trust

Trust relates more to "honest, true comments by fellow social media users, as well as by hotels themselves, which relates to the portrayal of actuality on social media" (Leung et al., 2013:1157). It entails the willingness to depend on other people in whom one has confidence thus making decisions based on information from exchange partners. Trust is regarded as a determinant of the intention to recommend social media usage (Matikiti et al., 2017), given that most tourists rely on reading online reviews by previous guests when planning their travel trips to reduce risk and eliminate uncertainty (Dulabh et al., 2018; Kang & Schuett, 2013; Öz, 2015). Trust can be a foundation for differentiation and competitive gain for tourism businesses (Jacobson et al., 2019; Rauniar et al., 2014)

Intention to recommend

Intention to recommend is a function of satisfaction with the performance of a particular product (Matikiti et al., 2018). It relates to the behaviour of tourists regarding the notion of intending to recommend the use of social media to fellow customers after adopting and accepting it (Gavino, Williams, Jacobson, & Smith, 2019; Gong et al., 2018). It can be deduced that intention to recommend is closely related to the word of mouth. Thus, tourists can recommend the use of social media to fellow tourists when they are happy, satisfied and even delighted with it (Leung et al., 2013) that is, when social media usage meets particular special needs and wants of tourists. The intention to recommend has implications including market development given that by recommending social media usage to other tourists, those tourists stand as prospects that can at any future time become buying customers (Matikiti et al., 2016; Morrison, 2013). Furthermore, the intention to recommend the use of social media has business growth opportunities as it helps to spread a good message about the tourism industry. Thus, investigating and identifying the intention to recommend social media use forms a vital part of customer recruitment, expansion, and retention strategy hence improved organization performance (Al Tawara & Gide, 2017; Rambe, 2017). So, determinants of intention to recommend the use of social media deserve consideration through empirical studies to gain an in-depth understanding of phenomena.

Theoretical foundation

Uses and gratifications theory (UGT)

UGT explains the individual's motives for using social media (Choi, Fowler, Goh & Yuan, 2016). It is a theoretical framework for studying the usage of mass communication media – for example, radio, television and recently social media to fulfil individual users' diverse needs (Ruggiero, 2000). The theory provides the rationale and the factors that determine media selection and usage (Al-Jabri, Sohail & Ndubisi, 2015) as well as the satisfaction derived from social media usage (Al-Jabri et al., 2015; Pang, 2018). It was first introduced in the 1940s (Choi et al., 2016). It provides reasons why a certain group of people use a particular type of media, and in this case social media and is an influential theory in needs' identification, location and gratification of those needs (Lull, 2000). It is also influential in communication and marketing research (Ruggiero, 2000). The theory has been extensively applied to all types of media since its inception including social media (Choi et al., 2016). It was employed to examine the gratifications for choosing traditional media such as radio, and newspapers during the early 1990s (Finn, 1997; Allport & Cantril, 1935) and the theory became a theoretical paradigm for studying the recent types of media such as cellular phones. (Leung & Wei, 2000). Several researchers have confirmed the uses and gratification theory to be a relevant theory to the area of social media sites, with studies on Facebook and Twitter usage showing the applicability of the theory (Al-Jabri et al., 2015; Chen, 2011; Quan-Haase, 2012;).

The uses and gratifications theory posits that social media users are goal-oriented and they want to gratify individual and societal desires such as communication, social interaction, education, information giving and viewing, entertainment and companionship among others (Ali & Lee, 2010; Leary & Allen, 2011). Thus, if tourists perceive social media as having high information quality and having high perceived benefits they will trust using social media and will not hesitate to recommend it to other tourists. For one to intend to recommend the use of social media to fellow customers, it must be beneficial and relatively user friendly thus enhancing the quality of life (Kang & Schuett, 2013). UGT provides the theoretical foundation for this study as it is ideal in explaining the rationale for social media usage by tourists (Choi et al 2016) and has been used in related studies with success (Al-Jabri et al., 2015; Choi et al, 2016; Quan-Haase, 2012; Ruggiero, 2000).

Hypotheses development

Relationship between information quality and trust

The quest for information remains amongst the key motives for social media use (Buhalis & Amaranggana, 2012). A greater proportion of the virtual community visits social media platforms to search for information before, during, and after a tourism trip (Oji et al., 2017). Social media remains a convenient source of the information vital for informed decision making by tourists (Rauniar et al., 2014). Thus, the value of the content on social media platforms positively influences the trust of social media use by tourists (Buhalis, 2019; Choi et al., 2016). The higher the quality of information, the more they trust social media. Information quality has been found by previous empirical research to be having a significant impact on social media use (Choi et al., 2016). This study posits that information quality is a determinant of trust towards social media use. Therefore, the following hypothesis was proposed.

H1: Information quality positively influences trust in using social media

Relationship between perceived benefit and trust

Perceived benefits that tourists obtain from using social media influence them in developing trust in the social medium in question. Tourists rely on social media when planning a trip, during a trip and after a trip (Matikiti et al., 2017) and thus they follow social media sites for

user-generated content (Singh & Srivastava, 2019). Perceived benefits relate to both functional and social benefits that tourists derive from using social media. Matikiti et al. (2017) indicated that the perceived benefits of using social media have a substantial influence on the trust of social media. Wang and Chiang (2009) concluded that perceived benefits play a determinant part in the use of social network sites and this can be deduced to mean that perceived benefits have a strong effect on trust towards social media. In the current study, it is posited that the perceived benefit of social media influences trust towards social media use. Therefore the following hypothesis was formulated:

> *H2: Perceived benefit positively influences trust in the use of social media in the tourism industry*

Relationship between trust and intention to recommend

Trust is related to the frank, true remarks by users and is considered as an important determinant of the intention to recommend the use of social media to other users (Jung et al., 2018). Trust also involves issues of trustworthiness regarding the privacy and security of data (Rauniar et al., 2014). Trust has a strong positive influence on the intention to recommend the use of social media to friends and colleagues who might desire to travel for tourism purposes (Matikiti et al., 2017). Tourists depend on online reviews of previous guests on social networks sites like WhatsApp, Twitter, and Facebook among others. The information obtained is employed to plan the trip, is used during the trip and after the trip (Robinson, 2018; Shava & Chinyamurindi, 2018). Online reviews help to tangibilise tourism products and services; hence social media is important in building confidence and trust (Kang & Schuett, 2013). Thus the more tourists trust social media the higher the chances of them recommending its use to others. Therefore, the following hypothesis was proposed:

> *H3: Trust positively impacts the intention to recommend the use of social media.*

Conceptual framework

The research model is deduced from the proposed relationships presented in the section above. The diagram below represents the research model guiding the study.
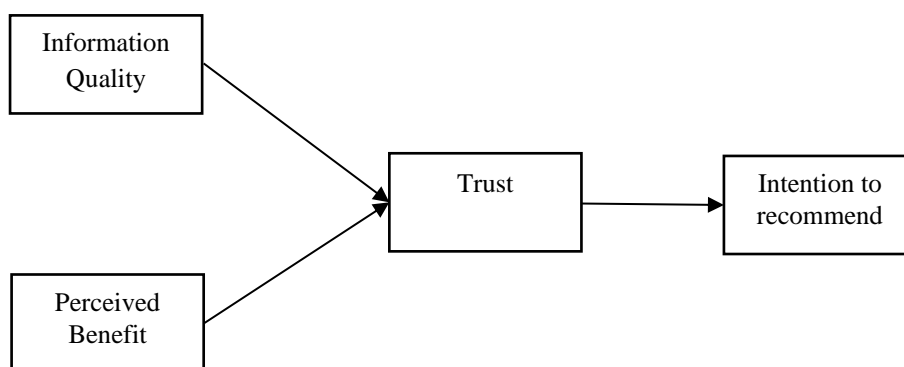

Figure 1: Conceptual framework

Methodology

The study employed an online survey in which a questionnaire was developed using Google forms and was distributed through social media platforms, that is, the Facebook and Twitter pages, of registered hotels in Zimbabwe. A cross-sectional design was used to gather data through the use of a close-ended online questionnaire. A quantitative strategy was then used to analyse the data. We conveniently selected hotels from those that were registered with the

Zimbabwe Tourism Authority (ZTA). The sampling units were hotel guests who patronised the social media platforms of hotels in Zimbabwe. The guests had access to the questionnaire via an online link which was posted on the participating hotels' social media platforms. The questionnaire was developed using measurement items that were adapted from previous studies (refer to Table 1). The questionnaire had sections A and B. Section A focused on demographics and Section B focused on the four constructs, each with 4 measurement items. The participants chose responses from options which were based on a five-point Likert scale. Only 190 questionnaires were fully completed. Based on the fully completed questionnaires descriptive statistics where computed, confirmatory factor analysis was assessed, and structural equation modelling was executed to examine the relationships among the constructs (Mutsikiwa, 2018).

Table 1 Measurement items and sources

Item/Construct	Item statements	Sources
Information quality		Öz (2015), Choi et al. (2016) Nath et al., (2019).
IQ1	Social media has relevant information for decision making	
IQ2	Social media has sufficient information for decision making	
IQ3	Social media has enough content for decision making	
IQ4	Social media information is reliable for decision making	
Perceived benefit		Jung et al. (2018) Kang and Schuett, (2013) Nawi et al. (2019)
PB1	Social media use help me in planning my trips	
PB2	I can use social media to effectively communicate	
PB3	I can receive special offers via social media platforms	
PB4	Social media use is enjoyable	
Trust		Jung et al. (2018) Nawi et al. (2019) Rauniar et al. (2014) Gong et al. (2018) Chu and Kim, (2011)
TRU1	I have confidence in social media	
TRU2	I trust the use of social media	
TRU3	Social media is reliable	
TRU4	Social media is credible	
Intention to Recommend		Matikiti et al. (2017) Rauniar et al. (2014)
ITR1	I will use social media always	
ITR2	I recommend social media use to fellow tourists	
ITR3	The use of social media is worthwhile	
ITR4	I think social media is the best for arranging tourism trips	

Results and discussion

Data analysis was carried out with the assistance of SPSS and AMOS Versions 24.0. An analysis of the sample profile (sex, age, and education) is depicted in Table 1. The sample consisted of 52.6 percent male and 47.4 percent female respondents. The majority of the respondents fell within the age groups 20-29 and 30-39. Both groups consisted of 66.2 per cent of the respondents. Accordingly, most of the respondents were graduates and comprised 71 per cent of the respondents.

Table 2 Sample profile (N = 190)

Variable	Frequency	Percentage
Sex		
Male	100	52.6
Female	90	47.4
Total	190	100
Age		
20–29	61	32.1
30-39	65	34.1
40-49	40	21.1
50-59	20	10.5
60-69	4	2.1
Total	190	100
Education		

High school and below	31	16.3
Graduate	135	71
Postgraduate	15	7.9
Other	9	4.7
Total	190	100

Descriptive statistics, reliability, and validity

Table 3 depicts the descriptive statistic, factor loadings, and reliability statistics. All the factors had standardised factor loadings that exceeded the set minimum threshold of .5. The reliability index of the constructs was evaluated using Cronbach's alpha's recommended value of at least .7 (Byrne & Byrne, 2009). Based on this recommendation, all indices exceeded the minimum value of .7, supporting the reliability of the scales. To measure the convergent validity, we employed the criterion suggested by Anderson & Gerbing (1988) who indicated that the average variance extracted values must exceed a value of .5. According to Table 3, all the AVE values ranged between .53 and .79, confirming the convergent validity of the constructs. To measure the composite reliabilities of the constructs the researchers employed a minimum threshold value of .7 suggested by Mia, Majri, Ibrahim, & Abdul (2019). Consequently, all the values are above .7, confirming the composite reliability of the constructs.

Table 3 Descriptive statistics, factor loadings, and reliability

Construct	Item	Mean	Standard deviation	Factor loading	Eigen-value	Cronbach's alpha	AVE	CR
Information quality	IQ1	3.07	1.173	.834	4.993	.842	.59	.81
	IQ2	3.18	1.085	.767				
	IQ3	3.23	1.117	.817				
	IQ4	3.28	1.127	.644				
Perceived Benefit	PB1	3.02	1.117	.684	1.390	.730	.53	.71
	PB2	3.16	1.008	.733				
	PB3	3.22	1.156	.794				
	PB4	3.49	1.063	.707				
Trust	TRU1	3.50	.969	.804	1.076	.725	.50	.73
	TRU2	3.45	.984	.823				
	TRU3	3.55	.951	.757				
	TRU4	3.42	.976	.893				
Intention to recommend	ITR1	3.56	1.091	.894	3.154	.911	.79	.87
	ITR2	3.63	1.080	.887				
	ITR3	3.51	1.107	.887				
	ITR4	3.63	1.104	.884				

Discriminant validity

Discriminant validity was measured. Lomax (2013) indicates that when the AVE for each construct is squared the outcome must be larger than its correlations with other constructs. As depicted in Table 4, the square roots of the AVE surpassed the squared multiples of the inter-construct correlations. Thus the results show that the discriminant validity for all the pairs of constructs is supported since the results meet the prescription by Gefen, Straub, and Boudreau (2000) and Lomax (2013).

Table 4 Discriminant validity

Constructs	Information quality	Perceived benefit	Trust	Intention to recommend
Information quality	**.768**			
Perceived benefit	.490	**.728**		
Trust	.389	.682	**.707**	

Intention to recommend	.426	.555	.494	.888

The diagonal values stand for √AVE and the other values stand for the squared multiples of inter-item correlations.

Confirmatory factor analysis (CFA)
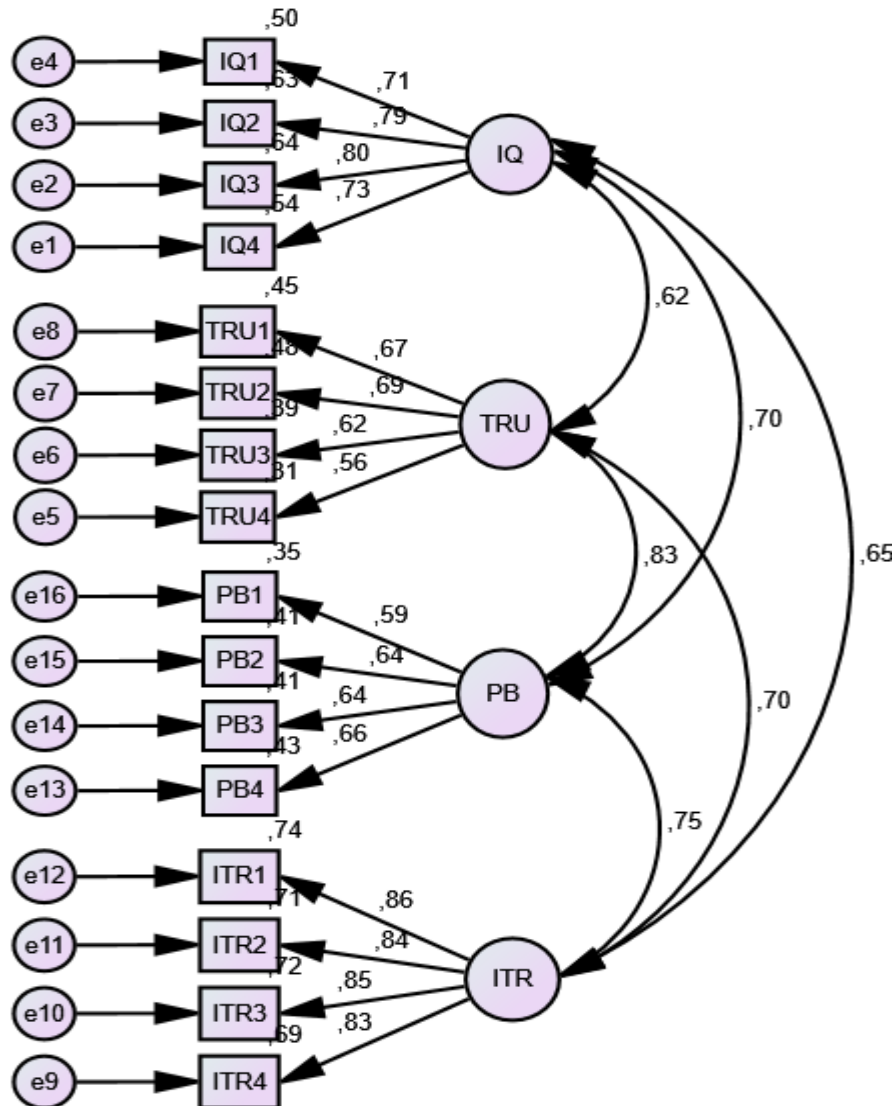The CFA model is presented in Figure 2.

Figure 2 CFA model

CFA was executed before the structural model was examined. CFA is a significant step that allows a researcher to substantiate if the observed variables belong to their respective constructs (Hair et al., 2010). The researchers examined the CFA model fit using these indices: X^2/df statistics, Normed Fit Index, Incremental Fit Index, Tucker Lewis Index, Comparative Fit Index, and RMSEA. Hooper et al. (2008) suggest that all fit indices have to fall within the range of .9 to 1 and that RMSEA should be below .08 for the model to be acceptable. The results of the CFA test produced a satisfactory model fit: $X^2 = 185, 521$. df = 98, p = .000; NFI

= .881; IFI = .94; TLI = .926; CFI = .939 and RMSEA = .069. Since all the model fit indices fell within the acceptable range the model is deemed fitting to the data.

Structural equation modelling (SEM)
SEM was performed to test the hypotheses of this study. The goodness-of-fit statistics for the structural model were: χ^2 = 197, 316, df = 100, p = .000; NFI = .874; IFI = .933; TLI = .919; CFI = .933; RMSEA = .072. The values that were obtained indicate that the model is fitting to the data and is therefore acceptable. The SEM model is depicted in Figure 3.
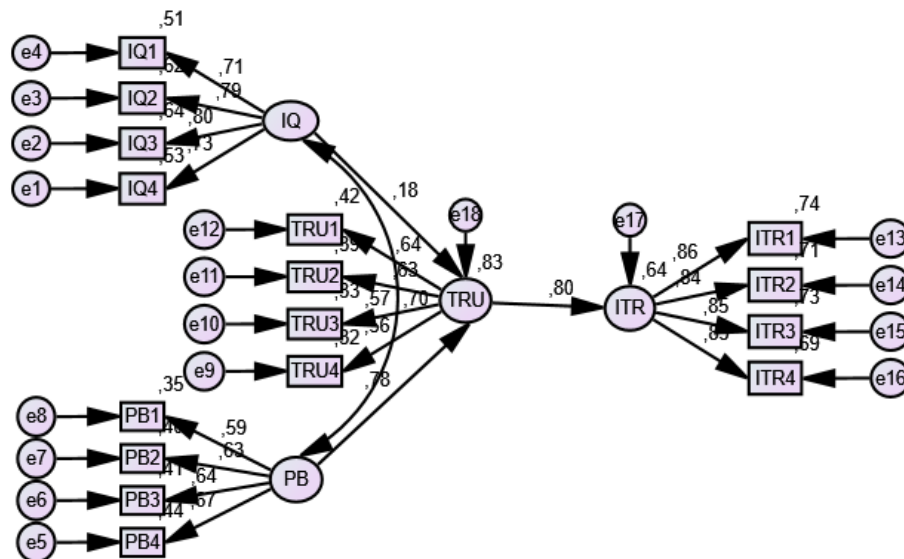

Figure 3 SEM model (IQ = Information quality, PB = Perceived benefit, TRU = Trust, ITR = Intention to recommend)

The results of the SEM suggest that information quality had no significant relationship with trust (β =.180; p = .122 > .05), thus hypothesis H1 is not supported. Perceived benefit had a significant positive relationship with trust (β =.775; p < .05), supporting H2. Trust had a significant positive correlation with intention to recommend (β =.799; p < .05) supporting H3.

Discussion and implications
This study examined the determinants of the intention to recommend social media use Despite a proliferation of research on social media in different domain areas, this study sought to extend it to tourism and more so, to an economic context of a developing country, Zimbabwe in particular. The results that information quality had no positive influence on trust in the Zimbabwe tourism context disagrees with previous researchers in another context (Rauniar et al., 2014). It could be that visitors may have other sources of information, which they trust as opposed to relying on the information on social media. Perceived benefits correlated significantly with trust. This is in agreement with extant literature (Chung & Buhalis, 2008; Matikiti et al., 2017; Rauniar et al., 2014; Wang & Chiang, 2009). This implies that players in the tourism industry should make sure that the perceived benefit communicated through social media to the various stakeholders such as local and international tourists should be compatible with their needs and wants. The results on the third hypothesis showed a significant correlation between trust and the intention to recommend. This agrees with previous studies (Matikiti et al., 2017; Wang & Chiang, 2009). This implies that practitioners in the tourism industry in Zimbabwe must be trustworthy in the way they offer their services to edify and grow trust in the minds of customers. Trust is important as it can be leveraged by organizations to outcompete rivals in the market.

This paper contributes to extant literature on the determinants of the intention to recommend social media use. It contributes to the empirical literature on the effect of information quality and perceived benefit on trust and the effect of trust on the intention to recommend social media use, but only on a small, local scale, that is, in Zimbabwe. Though previous studies abound there are limited studies of this nature on the local tourism industry, yet social media use in tourism has proliferated over the years.

Practically, the results of this study established the determinants that practitioners may employ to create and grow trust and the intention to recommend social media use in the tourism industry in Zimbabwe. Attention must be drawn to the influence that perceived benefit has on the edification of trust. Practitioners in the tourism industry are urged to assess the implication that social media benefits have on trust for tourists. More importantly, it is important to have an appealing tourist package that enhances trust. Products and services offered should be beneficial to tourists. Benefits offered can also be used as a differentiating device that yields trust from tourists. Moreso, the social media platforms of hotels and other tourism operators must provide functional and social benefits for users because they play an important role in building trust towards social media. When an organization builds trust, practitioners must ensure that it is either sustained or improved. Trust must be taken as an outcome of an investment that prompts the intention to recommend social media use. Trust also builds social capital, which may play a role in the spread of eWOM in Zimbabwe's tourism industry. Organizations must be proactive in the creation of the trust. The more tourists trust the social media platform the more they recommend it to others and this helps to spread the eWOM and has the potential to grow the market.

This study suggests several areas for future research. First, the study was confined to the tourism sector in general, yet there are specific areas that could be looked into. Future studies could be done in specific businesses like game parks among others. Second, this study is cross-sectional; therefore future studies may employ a longitudinal approach. A more comprehensive study with many determinants may need to be carried out to have a full examination of the factors that determine the intention to recommend social media use in the tourism industry. In the future, large samples could be employed to improve the representativeness of the population under study.

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