

E-commerce and Market Expansion: A Case Study on Zimbabwe Safari Tourism

Meng Qi¹, Vimbai Victoria Gono²

Zhejiang University of Science and Technology, School of Economics and Management, Hangzhou, China

Abstract: *E-commerce is considered as one of the most important innovations in modern day's businesses as it has provided a lot of ease to not only producers to advertise their products but also for consumers to get a vast awareness about any product or service available. Zimbabwean Safaris have emerged as an amazing tourist spot in recent years, but despite of a lot of fascinations, still the required levels of tourists are not attracting. This study has aimed to check the impact of Internet marketing and its effectiveness towards the Zimbabwe Safari tourism sector. A structured questionnaire has been filled by 150 respondents and the results have been analyzed on SPSS. The results have indicated that Internet Marketing plays a significant positive role in the effectiveness of Zimbabwean Safaris. This study has its implications for academia, practical field and policy making. Limitations and future research indications have also been added in the study.*

Keywords: Internet Marketing, Safari Tourism, Effectiveness, Zimbabwean Safaris

1. Introduction

The changing environment and technological development has greatly influenced consumption, ways of doing business and means of promotion. Marketing reached a completely new scale with the invention of the Internet and this resulted in the emergence of digital marketing. The importance of digitalization and online presence has involved companies into tough competition for customer's attention. Internet marketing also known as online marketing has become a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. It involves the use of the internet to convey promotional marketing messages to consumers and these include; email marketing, search engine marketing, social media marketing, content marketing, display advertising and mobile advertising.

According to Strauss, El-Ansary, Frost (2006), Internet marketing (also known as web marketing or online marketing) is the use of Information Technology in the process of creating, communicating and delivering value to the customer, and for managing customer relationships in ways that benefit a firm and its stakeholders. In simple words Internet marketing can be defined as the way of delivering information about the services and products to the customer through the internet. In this information age, marketing through the internet is a smart idea since the process is relatively cheap, efficient and effective.

The rapid development in Internet technology has affected the tourism marketing sector and internet has become the most effective and convenient means of marketing. Kim et al (2009) highlighted that, Internet marketing in tourism is becoming important because it is not only an effective tool but also has several advantages such as accessibility, convenience, two-way communication and no limited service in time. According to Dunne Flanagan & Buckley (2011), the internet represents the ultimate decision-making tool for the cash rich, time poor, and modern traveler. The number of internet users is increasing everyday worldwide so internet marketing is therefore the wisest way of

marketing nowadays. The internet plays a significant role in destination marketing and websites can build the global brand for destinations. E-marketing (Internet marketing) has become an effective marketing method in the tourism industry through which firms can effectively reach a broad audience. Gurnee Kaur (2017) highlighted that, the need for internet marketing has been felt like never before in the tourism industry, where customers have instant access to all kinds of information on the latest offers and best prices.

Africa is well-known for its diverse wildlife, and with the development of Wildlife Tourism, people from all over the world are flocking Africa to see the planet's most stunning wildlife in its own natural habitat. Africa's wildlife is driving business, safeguarding wildlife and contributing to a brighter future for all Africa, especially Zimbabwe.

Interest in wildlife has grown rapidly, in particular as its exposure in international media increases- the National Geographic Channel and other re-owned television channels have generated increased interest amongst consumers. Wildlife tourism has become a specialized and supremely important aspect of the tourism phenomenon that has been heralded as a way to secure sustainable economic benefits while supporting wildlife conservation and local communities (Shackley 1996, Fenell & Weaver 1997, Ashley & Roe 1998, Manfredo 2002). Zimbabwe has benefited from the strong growth of wildlife tourism in the recent years.

In Zimbabwe, the area occupied by national parks, safari areas and recreational parks totals about 12, 5% of the total land area. Wildlife contributes over US\$250 million annually to the country's economy through safari hunting, game cropping, tourism and live animal sales. However, for this wildlife tourism to continue growing there is need for effective marketing tools. Avraham & Macmillan (2016) highlighted that, tourism marketing is a very important functional area in the tourism industry and always uses a wide variety of communication strategies and techniques to promote areas and destinations. According to Donohoe(2012), the purpose of tourism marketing is to sell a

product/ service to a potential consumer base, and tourism marketers ensure that they satisfy the two criteria that is; customer needs are met and organizational goals are attained.

The objectives of this research are;

- To assess the level of awareness of Internet marketing of Zimbabwean Safaris.
- To determine factors which influence a traveler's choice of Safari destinations.
- To evaluate the effectiveness of Internet marketing in the development of Wildlife Tourism in Zimbabwe.

In Zimbabwe, the concept of tourism digital marketing was fully introduced in 2015, yet the Zimbabwean Tourism Authority has not been able to aggressively market its destinations on digital platforms due to budgetary constraints. Statistics show that online travel sales in Zimbabwe increased from 34% to 63% since the introduction of internet marketing in the year 2015. This concept has not been addressed mainly in the Wildlife tourism sector and its effectiveness is not known if it is applied to this sector. This research therefore seeks to explore the effectiveness of internet marketing and to evaluate if it can be able to develop the Wildlife tourism sector and boost the tourism sector in Zimbabwe.

My research seeks to investigate the effectiveness of E-marketing of the Zimbabwean Safari Tourism based on one of the most popular websites, www.safaribookings.com. This website is considered the world's largest and leading authority for planning Safari tours in Africa with an expert panel of the world's most renowned travel writers specializing in Africa. They focus on creating and informing their content, including expert reviews and detailed park and country travel guides. The website's content is updated continuously making sure that users get the most recent information available.

2. Conceptual Framework

Svinicki (2010) argued that a conceptual framework is an interconnected set of ideas or theories about how a particular phenomenon functions or is related to its parts. It helps to understand the casual or co-relational patterns and other components of experience related to Safari tourism E-marketing in Zimbabwe. There is a higher chance of a robust Safari tourism in Zimbabwe if all factors are successfully implemented, the Tourism and Wildlife sectors can therefore be boosted. For this research Kalayanam & McIntyre (2002) mix model will be adopted. 4Ps+ P (2) C (2) S (3) model is an improvement over the 4Ps model by adding more components to reflect the E-Commerce environment. In addition, the e-marketing tools, which can influence consumer retention on the internet and play an important role in the formation of an effective e-marketing strategy Noor & Ali (2006). Since this research investigates the effectiveness of E-marketing of the Zimbabwe Safari tourism based on consumers perceptions of e-marketing mix elements available on the [Safaribookings](http://Safaribookings.com) website, the adopted e-marketing model should be based on the consumers 'point of view, hence this mix model is the most suitable for this study. . Its uniqueness is created by using

specific and relational functions provided on websites to facilitate sales promotion.

Customer Service

Online businesses should consider building two-way communications to answer consumers 'requests via an email management system. Previous studies indicate that the dimension of responsiveness has a moderate effect on overall service quality and customer satisfaction for online stores, Kuo (2003), Wolfenbarger & Gilly (2003). In addition, service quality of websites has a positive impact on purchase intentions and online customer satisfaction, Lee & Lin (2005), Abbaspour & Hzarinahashim (2015).

Thus the following hypothesis is proposed:

H1- Customer service has a positive and significant impact on Website evaluation.

H2-Customer service has a positive and significant impact on Purchase intentions.

Personalization

In a traditional business environment, retailers often offer special products or services based on individual customers' needs or favors in order to engage them personally. In the online business environment, personalization is referred to as how websites tailor individual customer's needs Kalynaman & McIntyre (2002). According to (Mass Customization & Open Innovation News 2012), mass customization can bring customers and online retailers closer. Thongpapanl & Rehman Ashraf (2011) highlight that, personalized information offered in websites enhances their online performance. Thus the following hypothesis is proposed:

H3- Personalization has a positive and significant impact on Website evaluation.

H4-Personalization has a positive and significant impact on Purchase Intentions.

Site

According to Kalynaman & McIntyre (2002), the site element of the e-marketing mix 4Ps+ P (2) C (2) S (3) focuses on website layout design and displays. The use of graphics, colors, photographs, various font types are included in websites to improve the website's visual design. Karvonen (2000) highlighted that 'aesthetic beauty' positively impacts consumers' trust of a website. Cyr (2008) also noted that the visual design of the website has a positive impact on trust and consumers' decision to purchase, thus the following hypothesis is proposed:

H5- Site has a positive and significant impact of Website evaluation.

H6- Site has a positive and significant impact on Purchase intentions.

2.1 Measurements

For each e-marketing mix element, there are a few corresponding e-marketing tools, based on the important levels of the corresponding e-marketing tools according to Sam & Chatwin (2012). He measured each e-marketing mix

element and the results provided references for online stores to develop more effective e-marketing plans. The following are the adopted E-marketing mix elements and their supporting E-marketing tools respectively used in the questionnaire.

Table 1: E-marketing tools

E-Marketing Mix Elements	Supporting E-marketing Tools
Customer Service	-FAQ & Help desk -Toll free numbers available -Chat rooms between customers and staff
Personalization	-Customization -Individualization-send notice of individual preference -Collaborative filtering
Site	Home page -Navigation and search -Page design and layout

The scale of Website Evaluation was adopted from H.X.Li & R. Suomi (2007) consisting of 3 items.

The scale of Purchase Intentions was adopted from Changal (2005) consisting of 2 items.

Socio-demographic measures were adopted from Susanna & William Jalil et al (2015).

3. Methodology

3.1 Research Approach

The inductive research approach was adopted for this research to assess if Internet marketing is able to stimulate Safari tourism in Zimbabwe. According to Bryman & Bell (2011), it entails a move from the specific to the general. The quantitative approach was used as it aids in quantifying the relationship between variables and can be used on a very large group of respondents. The method was used to determine the level of awareness of Safari tourism Internet Marketing as well to assess if Internet marketing can trigger the stimulation of the Safari tourism with the use of online questionnaires.

3.2 Research Design

Exploratory research design is mainly suitable for researchers where there are high levels of uncertainty, ignorance about the subject and when the matter is not clearly understood. The exploratory research design was most suitable for this research as it investigates new opinions from the study population. Brink & Wood (1998) mentioned that an exploratory research design is aimed at identifying new knowledge, new insights, new understandings, and new meanings and to explore factors related to the topic.

3.3 Research Strategy

According to Yin (1994), there are five major research strategies; experiments, surveys, archival analysis, histories and case studies. The researcher chose the survey approach as it is in line with the exploratory research design. Survey is

a method of data collection in which information can be gathered either through oral or written questioning.

3.4 Data Sources

For the purpose of this research, both primary and secondary data sources were used. Secondary data was collected through various research journals, reference books, content sharing websites and report publications connected with E-commerce to provide the thesis with necessary theoretical back up while primary data was collected in the form of questionnaires. This was done to ensure internal validity of this study.

3.4.1 Data Collection

Data collection is a means of gathering information relevant to the subject matter of the study from the units under research. Surveys are conducted with the help of questionnaire techniques in most appropriate manner. For the purpose of this study, an online survey was carried out. The link of the questionnaire was posted on several social media networking sites and also shared with friends and school colleagues in order to reach the required number of respondents. This eliminated the cost of paper and data was directly imported into data analysis programs relatively easy.

3.5 Study Population

Frankel & Warren (1996) argued that the study population includes all individuals whom the researcher is interested in getting information from and making conclusions. For this research, the study population consisted of the local people in Zimbabwe; students, teachers, business and working class.

3.6 Questionnaire Development

The researcher made use of questionnaires to obtain some information regarding the research and these were purposefully designed to suit the respondents in question. Since consumers' inclination towards Internet marketing is the core focus of the study, close-ended questions were dominantly used though there was one open-ended question. The questions developed were guided by the research objectives and the conceptual framework. A Likert scale ranging from '1' as "Strongly Disagree" to '5' as "Strongly Agree" was used to measure respondents' level of agreement to the named variables. The structured questionnaire was in three sections. Section one elicited response on e-marketing variables, while section two was structured to provide demographic information about the respondents. Section three elicited response on an open-ended question. After data collection, appreciable copies of 150 completed and usable questionnaires were used for analysis.

3.7 Reliability and Validity

A researcher should demonstrate the procedure used to ensure that methods were reliable and conclusions were valid. The four tests; construct validity, external validity, internal validity and reliability Yin (1994), were carefully observed in this research. For the purpose of this research, the researcher was the only one to administer the online

questionnaire to reduce sources of measurements error like data collector bias.

Validity of an instrument is the extent to which an instrument measures what it is intended to measure and content validity refers to the degree to which an instrument represents the factors under study. For the purpose of this study, the questionnaire was made in simple English language so it could be easily understood. Questions were based on information gathered from literature review and clear instructions were given to respondents.

4. Data Analysis

Data was analyzed by using descriptive statistics. The questionnaires were coded and the data for close-ended questions was analyzed using the Statistical Package for Social Science (SPSS), a computer program software package that provides statistical analysis and data management system.

4.1 Demographic Analysis

Gender

The sample selected for this study was 150, consisting of both males and females. The data collected from females was 34.7% and from males was 65.3%. It was discovered that males were more likely to get engaged in Safari tourism than females.

Table 2: Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	52	34.7	34.7	34.7
Male	98	65.3	65.3	100
Total	150	100.0	100.0	

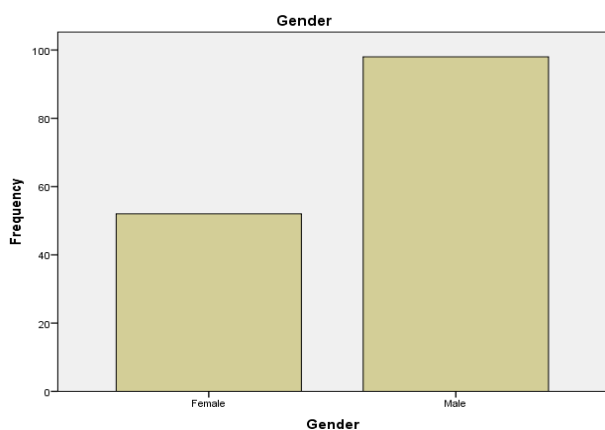


Figure 1: Gender of respondents

Age

The data collected stated that 53% selected sample was between the age of 26 and 45 years whereas only 8% of the sample was more than 55 years. The figure below highlighted that, people between the age of 26 and 45 years were more likely to travel and were more interested in using the Safaribookings website for this purpose.

Table 3: Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	27	18.0	18.0	18.0
26-45	80	53.3	53.3	71.3
46-55	31	20.7	20.7	92.0
55 +	12	8.0	8.0	100
Total	150	100.0	100.0	

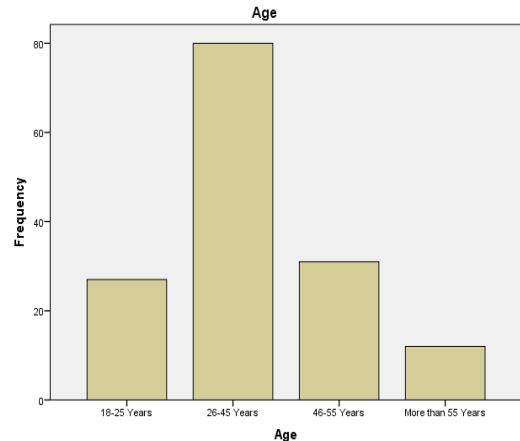


Figure 2: Age of respondents

Monthly Income

It was revealed that 58 % of the selected sample had income between \$200 and \$300 while only 2.7 % had less than \$100 income. It demonstrated that those with at least average income level had a better living style and could afford to travel.

Table 4: Monthly Income of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Less \$100	4	2.7	2.7	2.7
\$100-\$200	28	18.7	18.7	21.3
\$200-\$300	87	58.0	58.0	79.3
\$300-\$400	23	15.3	15.3	94.7
\$400-\$500	8	5.3	5.3	100.0
Total	150	100.0	100.0	

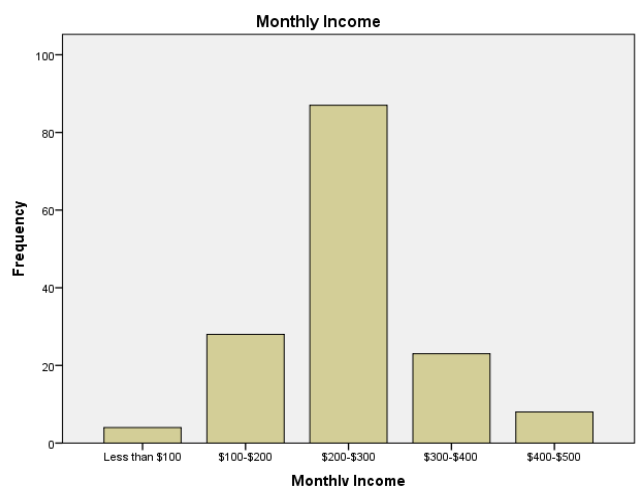


Figure 3: Monthly Income of respondents

4.2 Reliability test

Before the results obtained from the questionnaire were analyzed, a Cronbach analysis was carried out to ascertain

the reliability of the questions. This is a test of reliability that measures the internal consistency of the questions using the Likert scale. Questions were correlated to each other as a group and the results are presented on the table below.

Table 5: Reliability Test

Variable	Cronbach's Alpha	Questionnaire Items
Personalization	.762	3
Customer Service	.698	3
Site	.701	3
Website Evaluation	.782	3
Purchase Intention	.799	2

4.3 Descriptive Statistics

This research is brought forward to find the result of Website performance through the Likert scale. The Likert scale was showing the respondents' response from a low level of satisfaction to a high level of satisfaction. Table 6 presents the sample size, minimum, maximum, mean value of the data and standard deviation, standard deviation being the midpoint of the distribution of data. The given data shows the high value of the mean and the low value of the standard deviation which indicates that the respondents were agreeing with the given statements on the entire variables in the questionnaire

Table 6: Descriptive Statistics

Variables	N	Mean	Std. Deviation
Personalization	150	11.18	3.595
Customer Service	150	11.27	3.069
Site	150	7.40	2.161
Website Evaluation	150	3.39	1.350
Purchase Intention	150	30.08	7.946

4.4. Regression Analysis

Customer Service and Website Evaluation

Table 7 shows that the standardized coefficients for Customer service is .812, and the associated p value is .00, which is less than the .01 threshold (Beta = .812, t =16.295, p = .00). This means that there is a significantly positive relationship between Customer Service and Website Evaluation. The R square is .660, showing that Customer Service explains 66% of the variation in Website Evaluation. Therefore, **H1** has been supported.

Table 7: Customer Service and Website Evaluation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.660	.657	1.872

a. Predictors: (Constant), Customer Service

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	1005.370	1	1005.370	286.988	.000 ^b
	Residual	518.470	148	3.503		
	Total	1523.840	149			

a. Dependent Variable: Web Evaluation
b. Predictors: (Constant), Customer Service

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.344	.583		2.304	.023
	Customer Service	.846	.050	.812	16.941	.000

a. Dependent Variable: Web Evaluation

Customer Service and Purchase Intention

Table 8 shows that the standardized coefficients for Customer service is .861, and the associated p value is .00, which is less than the .01 threshold (Beta = .861, t =16.295, p = .00). This means that there is a significantly positive relationship between Customer Service and Purchase Intention. The R square is .742, showing that Customer Service explains 74.2% of the variation in Purchase Intention. Therefore, **H2** has been supported.

Table 8: Customer Service and Purchase Intention

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.861 ^a	.742	.740	4.053	2.153

a. Predictors: (Constant), Customer Service
b. Dependent Variable: Purchase Intention

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	6975.812	1	6975.812	424.650	.000 ^b
	Residual	2431.228	148	16.427		
	Total	9407.040	149			

a. Dependent Variable: Purchase Intention
a. Predictors: (Constant), Customer Service

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.960	1.263		3.927	.000
	Customer Service	2.230	.108	.861	20.607	.000

a. Dependent Variable: Purchase Intention

Personalization and Website Evaluation

Table 9 shows that the standardized coefficients for Personalization is .789, and the associated p value is .00, which is less than the .01 threshold (Beta = .789, t =16.295, p = .00). This means that there is a significantly positive relationship between Personalization and Website Evaluation. The R square is .622, showing that Personalization explains 62.2% of the variation in Website Evaluation. Therefore, **H3** has been supported.

Table 9: Personalization and Website Evaluation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.622	.620	1.973

a. Predictors: (Constant), Personalization

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	947.932	1	947.932	243.605	.000 ^b
	Residual	575.908	148	3.891		
	Total	1523.840	149			
a. Dependent Variable: Web Evaluation						
b. Predictors: (Constant), Personalization						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.037	.528		5.755	.000
	Personalization	.702	.045	.789	15.608	.000
a. Dependent Variable: Web Evaluation						

Personalization and Purchase Intention

Table 10 shows that the standardized coefficients for Personalization is .877, and the associated p value is .00, which is less than the .01 threshold (Beta = .877, t =16.295, p = .00). This means that there is a significantly positive relationship between Personalization and Purchase Intention. The R square is .769, showing that Personalization explains 76.9% of the variation in Purchase Intention. Therefore, **H4** has been supported

Table 10: Personalization and Purchase Intention

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.877 ^a	.769	.768	3.828	2.140
a. Predictors: (Constant), Personalization					
b. Dependent Variable: Purchase Intention					

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	7238.083	1	7238.083	493.895	.000 ^b
	Residual	2168.957	148	14.655		
	Total	9407.040	149			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Personalization						

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.407	1.024		8.210	.000
	Personalization	1.939	.087	.877	22.224	.000
a. Dependent Variable: Purchase Intention						

Site and Website Evaluation

Table 11 shows that the standardized coefficients for Site is .693, and the associated p value is .00, which is less than the .01 threshold (Beta = .693, t =16.295, p = .00). This means that there is a significantly positive relationship between Site and Website Evaluation. The R square is .480, showing that Site explains 48% of the variation in Website Evaluation. Therefore, **H5** has been supported.

Table 11: Site and Website Evaluation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693 ^a	.480	.476	2.315
a. Predictors: (Constant), Site				

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	730.825	1	730.825	136.394	.000 ^b
	Residual	793.015	148	5.358		
	Total	1523.840	149			
a. Dependent Variable: Web Evaluation						
b. Predictors: (Constant), Site						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.297	.676		4.876	.000
	Site	1.025	.088	.693	11.679	.000
a. Dependent Variable: Web Evaluation						

Site and Purchase Intention

Table 12 shows that the standardized coefficients for Site is .718, and the associated p value is .00, which is less than the .01 threshold (Beta = .718, t =16.295, p = .00). This means that there is a significantly positive relationship between Site and Purchase Intention. The R square is .515, showing that Site explains 51.5% of the variation in Purchase Intention. Therefore, **H6** has been supported.

Table 12: Site and Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718 ^a	.515	.512	5.552	2.376

a. Predictors: (Constant), Site

b. Dependent Variable: Purchase Intention

ANOVA^a

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	4844.297	1	4844.297	157.133	.000 ^b
	Residual	4562.743	148	30.829		
	Total	9407.040	149			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Site

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.557	1.622		6.508	.000
	Site	2.638	.210	.718	12.535	.000
a. Dependent Variable: Purchase Intention						

4.5 Hypotheses

This research proposes 6 hypotheses and all of them were supported.

Table 13: Hypotheses result

Hypotheses	Result
H1: Personalization has a positive and significant impact on Website Evaluation.	Supported
H2: Personalization has a positive and significant impact on Purchase Intention.	Supported
H3: Customer service has a positive and significant impact on Website Evaluation	Supported
H4: Customer service has a positive and significant impact on Purchase Intention.	Supported
H5: Site has a positive and significant impact on Website Evaluation.	Supported
H6: Site has a positive and significant impact on Purchase Intention.	Supported

From the survey conducted, respondents suggested that the SafariBookings website could improve its attractions for customers by using social media channels to promote their content. They suggested that the website should advertise their content on applications such as; Twitter, Instagram, Snapchat, and Facebook etc., which are ideal for short and tempting links. Furthermore, respondents suggested that the website should actively participate in the community by joining in group discussions with relevant hashtags and to answer questions and engage with readers if they leave comments on their social media posts.

5. Discussion and Conclusion

From the survey conducted, it is evident despite the demographic barriers which consisted of age, gender and monthly income that people are well aware of the concept of Zimbabwean Safaris Internet marketing, which makes E-marketing a successful methodology for the development of Wildlife tourism in Zimbabwe. While conducting the research it was inferred that the SafariBookings website that is being used to promote Safari tourism is one of the most well established websites which is perfect in terms of its marketing position i.e. it is easily available and accessible and it is properly segmented (i.e. it has proper guidance for the relevant fields which the customer might need to plan their Safari trip). The website is also efficient in promotions due to its proper positioning on the internet's database.

From the survey conducted, it was easier for the researcher to discuss the various aspects of human life that directly or indirectly impact the Zimbabwe's Safari tourism which include the proper access, knowledge and awareness of social media channels. Adequate, efficient and appropriate knowledge of social media channels as well as E-marketing websites, make people more aware of Safari tourism. It was clear that males are more familiar and aware of Safari tourism as compared to females and from the conducted research this is because they are more exposed to their surroundings and access the internet more frequently. Considering the age group demographics, most of the middle-aged people are working class and usually take part in outdoor activities hence they were more aware of the concept of Safari tourism Internet marketing. People who earned more than \$200 had better opinion and awareness regarding the promotion of Safari tourism through Internet marketing.

Although the concept of Internet marketing was introduced in 2015, majority of the people strongly agreed that they were already aware of Safari destinations and the activities available for tourists in Zimbabwe. Majority of the people also accepted that they had already experienced a Safari tour before which shows that they are well aware of Safari destinations present in Zimbabwe. It was also assessed that people who had already visited Safaris before were not so sure to visit them again.

In the survey conducted, it was also evaluated that people are well informed about the SafariBookings website and they use it frequently or at least often for bookings and reservations online. Easy accessible features of the website were appreciated and also criticized by respondents which pretty much gave a very clear picture for the data. Features such as toll free numbers, FAQs and chatrooms between customers and the staff were highly appreciated by the respondents. Overall, respondents were satisfied with the website's information, online booking system and customer service.

5.1 Implications

The research conducted has both practical and theoretical benefits. Practically, as this research is being conducted on the Safari tourism sector that means the main tourism industry will highly benefit since these two industries are linked to one another. The tourism industry will come to know more about the importance of Safari tourism industry in Zimbabwe as well as the positive attributes of demographics and the effectiveness of Internet marketing of tourism. Theoretically, it is evident that this research will contribute the most to literature for other researchers. This is an addition to the treasure of researches that are already being conducted. It is also a positive aspect to the literature as it contributed some knowledge regarding Zimbabwe Safari Tourism

As this research discusses the effectiveness of E-marketing of Safari tourism in depth, other tourism sectors can also learn how they can fully develop and market their own industries too. Information obtained from this research can help them grow and know how they can implement their marketing strategies to attain a stable position in the market. Moreover, this research provides an in depth outline for the consumers on what aspects they should consider while deciding and reserving Safari destinations in Zimbabwe. Safari tour operators also get ideas on how they should run their firms and maximize profits.

As this research consists of the significance of E-marketing variables and demographics on the effectiveness of Safari tourism, data collected can help the formulation of new theories regarding this concept and help fully develop it.

5.2 Future Research

Given that the research was conducted on a single traveling website, the generalization of findings across different kinds of websites is limited. Moreover, real customer data of the website such as the percentage of different tourist activities and attractions was not made available to the researcher.

Therefore, analyzing actual consumer data was not possible in this research. Future research on a number of traveling websites in Zimbabwe is needed in order to obtain a more comprehensive understanding of the significance of Safari tourism Internet marketing. Other owners/ managers and employees of this website database are important sources of information therefore future studies can integrate their opinions to obtain more complete insights from different perspectives. For this study, only 150 respondents were considered valid so future researches should involve more respondents to minimize error and perform a more authentic analysis.

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Author Profile



Vimbai Victoria Gono received her BS degree in Management in 2018. She is currently pursuing her MS degree in International Business at Zhejiang University of Science and Technology (ZUST) in China. She is an above average young woman who is highly motivated and well-grounded in areas of her studies. She also enjoys traveling around China, where she currently resides.
Email: vickygonoh@yahoo.com