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Predicting Intention and Use of Social Media Marketing: Application of the Unified Theory of Acceptance and Usage of Technology Framework

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Declaration

I, Chipo Majinda of student id 201006006 declare that the work contained in this dissertation was completed by me for the Masters in Business Administration degree qualification at the University of Botswana between August 2017 and March 2019. It is original work except where due reference is made and neither has been nor will be submitted for the award of any other University.

Signed: …….
Date: …….

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Above all, I thank my Heavenly Father for extending His grace and love throughout the dissertation journey. All glory and honor belong to God.

Dedication

I dedicate this dissertation to my parents, Professor Runner R.T. Majinda and Mrs. Sediba Majinda. Thank you for encouraging me to pursue my masters, for believing in me and for leading by example in achieving a higher academic qualification. You have been my strongest support system throughout the journey and your prayers and positive words have motivated me to carry on even during moments where I felt like giving up. I know that I made you proud to have finally completed this qualification and that your sacrifice in providing me with the best education has paid off. I will forever be grateful.

Abstract

This study investigates factors predicting intention and usage of social media especially Facebook marketing by Small Micro and Medium Enterprises (SMMEs) in the south East region of Botswana. Based on two research objectives, it focuses on the application of a modified version of the Unified Theory of Acceptance and Usage of Technology framework. Assuming a positivist standpoint, survey research design was implemented in the study. SMMEs respondents were recruited through convenience sampling. Data was collected using a questionnaire in the form of Likert scale from a sample of ninety (90) SMME owners/managers in the South East region of Botswana.

The findings reveal that Performance Expectancy, Social Influence and Facilitating conditions, all have a significant positive effect in their relationship with intention to use Facebook marketing, whilst Effort Expectancy does not. Pertaining to effect on actual usage of Facebook marketing, the results reveal that Performance Expectancy, Effort Expectancy and Social Influence have a significant positive effect whereas Facilitating Conditions does not have a significant effect on actual usage of Facebook marketing. Age as a moderating factor was proved to be effective on the construct effort expectancy pertaining to behavioral intention and the constructs social influence and facilitating conditions pertaining to actual usage. However, effects of age including other moderators (gender, experience and industry) on other constructs were not salient.

This study contributes to the existing UTAUT framework by confirming the effects of relationships between constructs, applying the effect of moderators and also extending the UTAUT model to create another path for testing the direct effects on actual usage. Furthermore, it provides an understanding of the factors that predict SMME intention and usage of Facebook marketing to practically assist entrepreneurs in embracing the technological advancement in marketing and to fully maximize the deployment of social media technology to achieve amazing benefits.

Keywords: Social media marketing, Facebook, UTAUT

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Glossary of Terms

The important terms and definitions one needs in order to understand this report include:

Social Media:	Kaplan and Haenlein (2010) describe social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content.
Social Media Marketing (SMM):	It is a form of Internet based marketing that utilizes social networking websites as a marketing tool with the goal of producing content that users will share with their social network to help a company increase brand exposure and broaden customer reach.
Web 2.0:	It is a collection of open-source, interactive and user-controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes (Constantinides & Fountain, 2008).

Acronyms

AIDA	Attention, Interest, Desire, Action
BI	Behavioural Intention
BTC	Botswana Telecommunications Corporation
BOCRA	Botswana Communications Regulatory Authority
DOI	Diffusion of Innovation
EE	Effort Expectancy
eWOM	Electronic Word of Mouth
FC	Facilitating Condition
ICT	Information Communication Technology
MM	Motivational Model
MPCU	Model of PC Utilization
PE	Performance Expectancy
ROI	Return on Investment
SCT	Social Cognitive Theory
SI	Social Influence
SME	Small Medium Enterprise
SMME	Small Micro Medium Enterprise
SPSS	Statistical Package for Social Science
TAM	Technology Acceptance Model
TOE	Technology- Organization- Environment
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UB	Usage Behaviour
UTAUT	Unified Theory of Acceptance and Usage of Technology

CHAPTER 1- INTRODUCTION

1.1 Background

Prior to the advent of the internet technology era, undertaking marketing efforts for Small Micro Medium Enterprises (SMMEs) had been a tremendous challenge due to financial limitations. The rapid advancements in Information Communication Technology (ICT) played a catalytic role in the evolution of marketing communications transitioning from a traditional approach to a digital marketing approach (Chmielecki, 2014a). There has been a dynamic trajectory progressing from print, television and broadcasting media to electronic media leading to social media in cyberspace (Hassan, Nadzim, & Shiratuddin, 2015). The media landscape has changed over the past twenty five (25) years as traditional media and the first-generation internet (Web 1.0) declined in popularity (Hanson et al., 2011). Many businesses are using new media channels such as the second-generation internet (Web 2.0) to obtain relevant information and for exchanging communication. As Web 2.0 technologies continued to gain momentum, the emergence of social media marketing ensued; since it has found application in e-Commerce, especially for advertisements and other business transactions (Mulero & Adeyeye, 2013).

Initially the creation of social media was for connecting, communicating and sharing of media and information with friends and family all over the globe. Today, businesses of all sizes and activities have also realized the importance of adopting social media (Nah & Saxton, 2013) as it has brought a new and more agile way of conducting marketing activities. Social media is viewed as an extension of the worldwide web with expanded opportunities for businesses to compete with larger global companies (Ndekwa & Katunzi, 2016).

The concept of social media marketing is viewed as a relatively new field and a new business practice involved with the marketing of goods, services, information and ideas via the online

social media (Dahnil, Marzuki, Langgat, & Fabeil, 2014). It is further described as, a unique marketing communication method that makes use of social media applications as an extension of traditional marketing. Thus, social media marketing is considered as the modus operandi of the 21st century and it is ingrained as part of business communication with consumers via different online platforms (Felix, Rauschnabel, & Hinsch, 2017). Moreover, it can also be incorporated as part of the overall strategic plan of a business. According to Duffett (2017), social media platforms such as Facebook, LinkedIn, Twitter, YouTube and Pinterest have a variety of features useful for marketing products and services that attract customers and maximize brand awareness. This provides opportunities for enterprises to develop a social presence and gain assistance with marketing processes (Derham, Cragg, & Morrish, 2011; Jagongo & Kinyua, 2013). It also enhances ways in reaching and communicating with the target audience, provides a conducive platform for reviews and recommendations on the product consumption or service quality experience amongst other benefits derived from utilization (Derham et al., 2011).

Social media marketing has proven to be a cost effective tool for small businesses as it is faster and cheaper than traditional marketing mediums (Oji, Iwu, & Tengeh, 2017). Hence, the outstanding potential of social media in comparison to the conventional way has always been exploited and explored by business owners to the fullest in enhancing business transactions (Mulero, 2016; Mulero & Adeyeye, 2013; Tariq & Wahid, 2011). Small businesses are able to incorporate social media marketing despite financial constraints faced, lack of expertise and intense competition with large organisations (Hassan et al., 2015) considering the advantage of minimal barriers associated with social media and no requirements for extensive resources (Derham et al., 2011). Social media marketing is therefore crucial as it has potential to deliver measurable results in leads, sales and branding with potential increase of the marketing return on investment (ROI) if utilized advantageously (Shay & Van Der Horst, 2019).

The adoption and usage of social media marketing is fast paced particularly in small businesses. Globally, more than 50 million small businesses conduct their marketing activities on Facebook pages with the intention to connect with customers (Facebook, 2018). In Malaysia, the PwC report survey indicated that 69% of businesses on social media are actively marketing (Nawi, Nasir, & Al Mamun, 2016). In the context of Botswana, local SMMEs since 2012 adopted social media with Facebook as the most preferred tool (BotswanaGazette, 2016; Maramwidze, 2015; Pinielo, 2016).

The usage of social media has become no longer a choice but a necessity, hence attracted research attention (Matikiti, Kruger, & Saayman, 2016). The concept of social media marketing is a relatively new phenomenon in the pool of literature that has been trending for a decade now (Jagongo & Kinyua, 2013). In fact, there has been a good coverage of studies on the adoption and usage or factors influencing social media marketing (Ainin, Parveen, Moghavvemi, Jaafar, & Mohd Shuib, 2015; Dahnil et al., 2014; Marzouk, 2016; Pentina, Koh, & Le, 2012). Social media marketing research has proposed different models of behaviour change, and it is not clear which factors can be acknowledged in the study of intention of social media marketing among SMMEs (Ndekwa & Katunzi, 2016). According to Mandal and McQueen (2012), limited investigations have been performed on its adoption by businesses using Unified Theory of Acceptance and Usage of Technology (UTAUT). This study attempts to examine the factors predicting intention to use and actual use of social media using the Unified Theory of Acceptance and Usage of Technology.

1.2 Statement of the Problem

Traditional marketing methods can no longer sustain a business (Geho & Dangelo, 2012) as social media marketing has caused a paradigm shift in the traditional operation of the business environment (Jagongo & Kinyua, 2013). Having a social media presence enables SMMEs to

easily reach their target audience and create brand awareness while being able to compete better with larger firms (Kasemsap, 2018). However, there are controversial issues on effectively implementing social media marketing. Although there is a wide acceptance of social media marketing across the globe, there is still an existing mindset that Facebook may fail to achieve the goals of the small business with the assumption that it is similar to the traditional tactics hence some SMME owners do not adopt the new trend (Ahmad, Ahmad, & Bakar, 2018). The small business owners are still in doubt whether Facebook is as functional and effective in reaching to customers as compared to other media. In fact, statistics show that 54% of marketers felt that their Facebook efforts are not working, some indicating that they have minimal knowledge on their usage (Stelzner, 2017). The situation reflects a lack of confidence in the technology and lack of understanding on how to achieve targeted results.

In relation to Botswana, Maramwidze (2015) reported that there is slowness in exploiting the full power of social media marketing and a need to pick up speed in fully embracing it despite the tremendous growth in adopting the digital platforms particularly Facebook. Morakanyane (2014) affirms that SMMEs in Botswana have poorly managed Facebook pages thus proving the lack of exploitation. Many of the SMMEs are still trying to reach their target audience effectively yet at the same time are unaware of the potentials of deriving maximal benefits of social media marketing (Hassan et al., 2015). This limits the opportunities SMMEs gain from engaging in marketing on Facebook profitably to an optimal level. According to Chmielecki (2014b), marketing on social media especially Facebook is still a relatively new concept for SMMEs.

Social media marketing, particularly Facebook, has proven to have grown extensively amongst SMMEs Botswana, however, to the authors knowledge, at the time of writing, research on the intention and usage of social media marketing and the extent to which Botswana SMMEs are utilizing it to promote their business has not been established. There is paucity in literature focusing on Facebook marketing in SMMEs, an important scope that needs to be addressed.

This study is being undertaken with the consideration that it is the most widely used and popular social network worldwide used amongst businesses for marketing activities. The aforementioned problem will be addressed as it will contribute to the literature through conducting a quantitative study on the intention and usage of Facebook marketing by SMMEs by applying and testing the UTAUT model. To ascertain the issues associated with engaging in social media marketing, the following research problem will be presented: *"What factors predict the intention and usage of social media marketing, particularly Facebook marketing by SMME owners/managers in Botswana?"*

1.3 Purpose and Objectives of the Study

The overall aim/purpose of this research is to investigate the factors predicting SMME intention and usage of social media marketing in Botswana derived from Unified Theory of Acceptance and Use of Technology (UTAUT) model. This will be examined empirically from the perspective of SMME owners and managers of locally owned businesses. Specifically, the first objective is to determine the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions as predictors of behavioural intention and actual usage of Facebook marketing in Botswana SMMEs context. The second objective is to examine the moderating effects of age, gender and experience and industry in measuring the influence of Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions towards behavioural intention and usage of Facebook marketing in Botswana SMMEs context.

To achieve the objectives, the study intends to provide answers to the following research questions:

- What is the relationship between the UTAUT constructs as predictors of behavioural intention and usage of Facebook marketing within the Botswana SMME context?

- What is the moderating effect of demographic characteristics towards behavioural intention and usage of Facebook marketing within the Botswana SMME context?

1.4 Justification of Study

The Small Micro Medium Enterprise sector is considered the cornerstone to developed and developing nations (Olatokun & Kebonye, 2010) and its flourishing is viewed as a characteristic of a growing economy. In Botswana, it plays a pivotal role in the socio-economic fabric of the nation in stimulating economic growth and diversification through direct contribution to employment creation and poverty alleviation (Temtime & Pansiri, 2006). Despite the value SMMEs add to Botswana's economy, the failure rate of SMMEs is estimated at over 80% and that most of the small businesses struggle to survive their first five years (BIDPA, 2011 as cited in Nathan, Molefhe, Mupimpila, Nkuba, and Okurut (2015). Several studies have been conducted to ascertain the reasons why SMMEs fail in Botswana and have identified that lack of adequate marketing or marketing skills (Mutoko, 2014; Pansiri & Yalala, 2017). Oji et al. (2017) established that a gross lack of appropriate marketing strategies is one of the significant causes of SMME failure thus a critical need to undertake appropriate marketing strategies in small business management practice.

The government of Botswana in recognizing the significance of the SMME sector to the economy injected huge financial investments to foster innovation and entrepreneurship such as the development of a robust Information Communication Technology (ICT) infrastructure. This has led to Botswana being deemed as an active participant in the global information society as ICT plays a very critical role in the nation therefore moving towards a knowledge-based economy through the transference of information (Mogotlhwane, Khosrowshahi, & Underwood, 2013). Continuous efforts by the government in stimulating ICT adoption enabled SMMEs to exploit opportunities and utilize the available ICT including access to internet

facilities to run and expand their businesses and overcome challenges. This attempt also ensured that SMMEs are aware of the current move of the fast evolving technology, thus creating conducive environment has been enabled for Botswana SMMEs to break the yoke by diversion from traditional advertising to join the digital marketing frenzy.

Mobile Telecommunications in Botswana dates back to 1998 when both Mascom Wireless and Orange Botswana (initially called Vista Cellular) were introduced as the first two mobile networks in the telecommunications industry that was for some years dominated by a fixed landline telephone service under the monopoly of Botswana Telecommunications Corporation (BTA, 2010 as cited in Lesitaokana (2014)). This has facilitated access to internet connectivity and mobile network subscription rates to which Botswana has 1,404,065 internet users (BOCRA, 2017). Neilsen company report ranked Botswana as one of the top three (3) countries in Africa in terms of internet accessibility, whilst in comparison to other sub-Saharan African countries Botswana has the highest rate of internet access thus making her the most participative in the social media platform (Nielsen, 2016). With the high rate of Facebook use, the Neilsen report concluded that Botswana has become a highly socially active society. Recent statistics indicate Facebook usage amongst Batswana is estimated to have more than 830 000 subscribers and a penetration rate of 39.6% in relation to population thus making her the highest user of the platform in Africa (DailyNews, 2017; InternetWorldStats, 2017; SundayStandard, 2016). The Facebook platform considered the most significant social media platform for information, knowledge sharing and interaction with others in the virtual space in Botswana. Local SMEs begun appreciating social media in 2010, leading to a rapid usage in 2012-13 as many started opening Facebook pages to reach potential customers online (Maramwidze, 2015).

1.5 Significance of Study

From past research done in Botswana on the SMME sector, attention has been focused on issues and their recommendations that may address common challenges in the Botswana SMME

sector. This also includes marketing practises; however, digital marketing remained untapped as a possible alternative solution.

Thus, a study on how SMMEs can establish their marketing effectiveness to improve their performance and growth through intentional usage of social media marketing can bring solutions in which the businesses are able to access their target audience with ease through the channel at a reduced cost whilst remaining relevant in the digital era. To the researchers' knowledge, a study of social media marketing in SMME context has never been conducted in Botswana since its advent. Therefore, this study will benefit SMME owners in Botswana as they will have a point of reference based on factual data in predicting behavioural patterns and attitudes that will highlight essential aspects leading to fruitful engagement of the platform. Thus enabling them to make informed decisions and addressing impediments with regards to the factors that predict the adoption and usage of social media marketing. Furthermore, the study will also encourage them to benchmark practises with successful SMMEs with a strong social media presence and have leveraged the platforms efficiently and effectively as a strategy to increase competitiveness and marketing performance levels.

This study will contribute to the pool of knowledge of social media marketing adoption by opening up a new avenue through narrowing down and focusing on Facebook marketing in particular distinguishing it from the general range of social media platforms when investigating on SMMEs adoption. This will benefit researchers in academia as they will gain insight into understanding issues pertaining to technological advancements in marketing from a modified UTAUT perspective. The unified theory of acceptance and usage of technology (UTAUT), is one of the most investigated and researched areas in the field of information technology and user adoption (Ventakesh, Thong, & Xu, 2012) as it focuses on understanding individual acceptance of new information technologies (Venkatesh et. al., 2003). Several studies that have been conducted using the UTAUT model focused on a few SMME contexts, however none of those studies had evaluated the potential for success of deploying social media technology and

identified factors likely to incorporate into the marketing perspective of technology adoption in the SMME sector. Furthermore, the influence of moderators in the UTAUT framework has been under-explored which the researcher considered to fill in the theoretical gaps in the existing theory. Therefore, this research provides a new and in-depth approach into the application of the modified UTAUT model, SMMEs and the behavioural intention and usage of Facebook marketing. Additionally, this research will contribute to existing social media marketing literature acting as a foundation for future research in context of Botswana as well as the other developing Southern African nations.

1.6 Scope of study

1.6.1 Botswana

Botswana is a country centrally located in the Southern part of Africa sharing a border with four countries namely; South Africa, Zimbabwe, Zambia and Namibia. Currently the total population is approximately 2.2million (Statistics Botswana, 2016)[1]. Botswana comprises of ten (10) districts as shown in Figure 1 below, and the capital city is Gaborone. The study is conducted in the South East region of Botswana with major focus in Gaborone, as most businesses are located in the region. Since its independence in 1966 to date, Botswana's economy has grown radically mainly because Botswana has a sound fiscal policy that favors free trade and market (Thomas & Marandu, 2017). Furthermore, Botswana is considered one of the most attractive investment locations and trade hub. Being a landlocked country, Botswana is the perfect gateway to a massive market as it provides investors with preferential access to the Southern African Development Community's (SADC) entire market place (Botswana's Investors Handbook).

[1] Selected Statistical Indicators 1966-2016 –Statistics Botswana Report. Link; http://www.statsbots.org.bw/sites/default/files/publications/Selected%20Statistical%20Indicators%201966-2016-%20Sept%202016.pdf.

Figure 1-1: Map of Botswana

Source: http://maps-bostwana.com

1.6.2 Botswana SMME sector

The Botswana Private Sector Development Strategy (PSDP) defines and classifies SMMEs as any enterprise that has between 1 to 100 employees with a turnover of up to P5million and valued total assets up to P3million as illustrated in table 1-1:

Table 1-1: Classification of SMMEs

SMME Category	Turnover (Pula)	Assets (Pula)	Employees
Micro	Up to P1, 499, 999	Up to P499, 999	1 to 14
Small	P1, 500, 000 – P3, 000,000	P500, 000 – P1, 500,000	15 to 24
Medium	P3, 000, 001 – P5, 000,000	P1, 500, 001 – P3, 000,000	25 to 100

Source:(Boubekeur, 2016)

The SMME sector is dominated by micro-firms constituting 58% of the entire sector, small firms constituting 32% while medium firms constitute only 10%, evenly distributed between cities/towns and urban villages and very few operating in rural villages (Nathan et al., 2015).

The Botswana SMME sector contributes over 20% of the economy, 35% of the total Gross Domestic Product (GDP) and 75% of employment (Mutoko, 2014; Nkwe, 2012).

1.7 Organisation of Research

This study is organized into five chapters. Chapter one deals with the introduction focuses on the background of the study, the problem statement, the purpose of the study, objectives of the study, research questions, significance, scope outline of the study and definition of significant terms. Chapter two contains reviews relating to social media marketing, its intention and usage from a UTAUT perspective discussing both empirical and theoretical literature. Chapter three covers research methodology, sample size to be used, sampling procedures, research instruments and their validity, data collection procedures and techniques of analysing data. Chapter four presents the findings, analysis and presentation of research results. Chapter five concludes the dissertation with discussion of findings, recommendations and directions for future research.

1.8 Chapter Summary

Social media marketing enjoys a phenomenal success in terms of adoption and usage levels in many countries. It has created a paradigm shift on how businesses connect and communicate with customers, hence its significance. Businesses are able to sell their products, gain brand exposure and all related benefits of having a more effective yet cheap way of conducting their marketing processes. The proposed research intends to explore the predictors of intention and usage of Facebook marketing among SMMEs with context to Botswana. Botswana has scarcity of research pertaining to social media marketing particularly Facebook yet on a global scale has gained so much popularity and is widely used by SMMEs. In addition, local SMMEs in Botswana have been using Facebook as a common platform for a long period but it is unknown to what extent. A gap identified pertaining to theories applied to similar research is the

application of the Unified Theory of Acceptance and Usage of Technology (UTAUT) model in context to social media marketing.

CHAPTER 2- LITERATURE REVIEW

2.1 Introduction

The previous chapter presented an in-depth view of the research background and identified the gaps in the literature this study aims to address. This chapter entails review of previous literature on the intention and usage of social media marketing with great emphasis on the SMME sector. Specifically, it will be focused on scrutinising the predictors based on the UTAUT model and related theories to derive hypotheses preceding from the literature and objectives of this study.

2.2. Reviewing the Social media marketing Literature

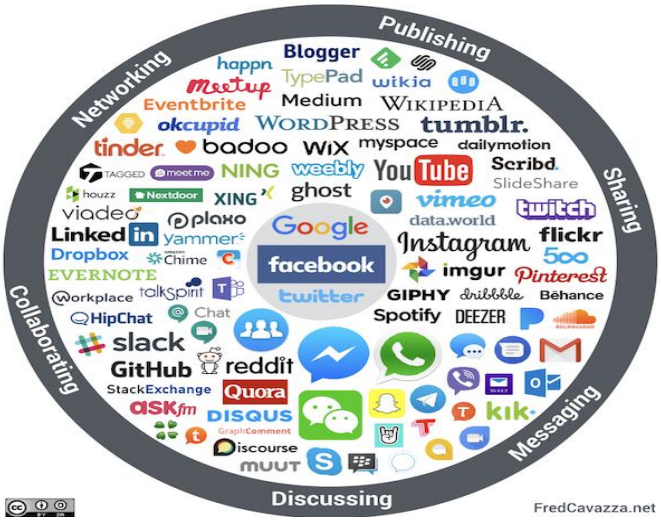
2.2.1 Definition of Social media

Social media has been defined differently by different authors in marketing literature. For example, (Hanson et al., 2011, p. 197) views social media as a common association with web application that facilitate interactive information sharing, interoperability, user-centered design and collaboration on the World Wide Web. Kaplan and Haenlein (2010, p. 61) on the other hand, define social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content. Though the two definitions differ, the commonality between the concepts is that social media is recognized as a tool that enables the sharing of content amongst participants of the platform. Social media is basically online communities that are participatory, conversational, and fluid (Tuten, 2008).

Social media has enhanced features making it more suitable than traditional media such as the reach, frequency, quality, proximity, usability, permanence, etc. Therefore, it allows user generated information to engage an audience more effectively than traditional media where users are passive viewers of information provided to them (Hanson et al., 2011). Social media

incorporates an abundance of services on the internet. Web 2.0 has enabled the ability to create and share content in the digital space and also opportunity for interaction with the online community which has currently become the norm. Amongst the many social media sites, the popular platforms can be categorized as follows: Social networking sites (Facebook, LinkedIn, and Twitter), publishing (Blogger, WordPress, and Tumblr), media sharing sites (YouTube, Snapchat, Instagram, and Pinterest), and messaging (WhatsApp, Gmail and yahoo mail). Figure 2-1 shows the categories of social media platforms, however, the list is not comprehensive as other social media platforms have been excluded.

Figure 2-1: Social media platforms



Source: https://fredcavazza.net/2017/04/19/social-media-landscape-2017/

Based on the aforementioned, it is notable to conclude that social media is a complex concept, as it encompasses of dialogues, interactions, platforms, metrics, etc. Even though Facebook falls under social networking, a sub-category of social media, the terms Facebook and social media has been used interchangeably in previous research.

2.2.2 Social media marketing

Social media technology has brought about a shift in market dynamics and revolutionised the Web 2.0 world. Businesses worldwide are now able to capitalise on the online market and potentially reach a huge number of people as most of them spend their time on the internet browsing or interacting within social media platforms. According to Moreno, Calderón, and Moreno (2016), if consumers are not internet users, the use of social media for marketing purposes is useless. The need to survive and competition are the main factors that has been pushing the businesses to always search for the best alternatives existing in the market (Rugova & Prenaj, 2016). To stay competitive in today's fast moving business landscape requires a solid social media strategy (Erdoğmuş & Cicek, 2012). In so doing, with the assistance of social media experts or consultants, decisions can be made on the offerings and activities to be undertaken in the social media environment that will attract customers.

Marzouk (2016) emphasized the importance of incorporating a social media channel in an organisations marketing mix to transform the way customers and marketers communicate and provision of new opportunities to reach out to potential customers. This is due to the rise of social media which has coincided with a decline in consumer use of traditional media (Treadaway & Smith, 2012). According to Öztamur and Karakadılar (2014), most marketing practices executed on social media involve the creation and operation of a company fan page, the promotion management, the maintenance of public relations, and conducting market research among other primary activities. Social media is a new channel that enables businesses to establish their brand voice and content as they convey information to users (Mangold & Faulds, 2009).

In contrast to traditional marketing which focuses on products, social media marketing focuses on people as it encourages an enhanced interaction between businesses and customers. Thus social media marketing is related to relationship marketing where firms need to shift from

“trying to sell” to “making connections” with consumers (Gordhamer, 2009, cited in Erdoğmuş and Cicek (2012). In this regard, social media marketing being focused on people means that customer centricity must be elevated. Businesses can promote their products with the relevant information such as the quality, distinct features, and usefulness to the consumer. However, feedback left by customers through comments, reviews and direct messaging on social media is more important. This two-way communication allows customers to respond to the marketing initiatives hence social media is considered as a major customer service channel (Al-Sadani, 2015). Social media marketing platforms boast on creating and strengthening online communities contrary to traditional marketing which lacks communities (Momany & Alshboul, 2016).

Furthermore, social media has modernised traditional marketing in terms of influence of brand choice. Customers can now play a big role in voicing their experience with a certain brand as well as being exposed to the experience of others on the platform (Treadaway & Smith, 2012). Another notable difference is that in traditional marketing, businesses developed their brand positioning strategy based on the mind of the potential customer whereas in social media marketing, brand positioning is influenced by customers (Ramsaran-Fowdar & Fowdar, 2013).

Businesses in all sectors which have increasingly adopted social media as part of their marketing strategies are mostly done by entrepreneurs with an active, innovative attitude and adequate knowledge that enables them to view its adoption for their businesses favourably (Moreno et al., 2016). This includes utilisation of the platform with a cost saving strategy when compared to traditional media (Momany & Alshboul, 2016). Additionally, social media marketing can reach much more potential customers within different user channels such as computers and mobile devices (Stueber & Wurth, 2017). These differences thereby shows that social media marketing requires special attention and strategy building to achieve brand image and loyalty (Erdoğmuş & Cicek, 2012).

According to Constantinides (2014), social media marketing can be performed under any of these strategies: 1) passive approach, focusing on the use of social media to give voice to the customer; and 2) the active approach, for example, participation in social networks and their use as marketing channels and direct public relations, as client channels of influence, as tools for clients personalization and last but not least, to develop them as platforms of cooperation and innovation generated by the customer.

Shen and Bissell (2013) summarises that social media marketing plays an important role in building strong brands. However, one of the significant challenges in adopting social media marketing are that the users may not know how to use social media, or are encountering difficulties or hesitant in marketing through the platforms as they have a negative perception of the potential of social media (Moreno et al., 2016). The lack of awareness about social media results in the digital and technological gap.

2.2.3 Facebook

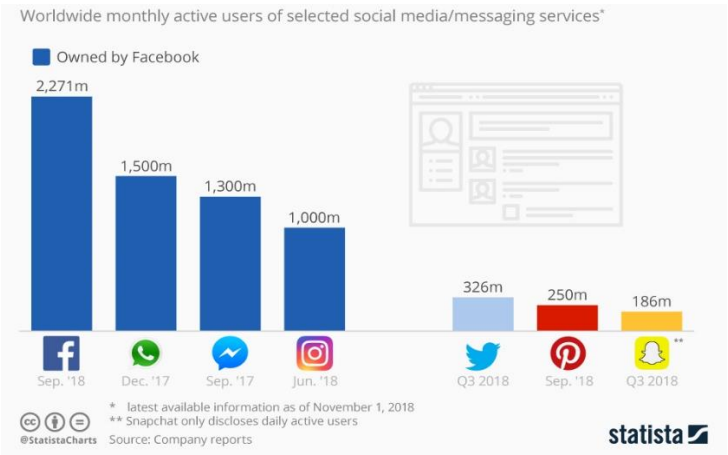
Facebook is a social network platform founded by Mark Zuckerberg in 2004. It was initially launched at Harvard University for the purpose of encouraging classmates to get to know each other better and then later on expanded to other colleges, universities and high schools and finally major corporations before it was officially released to the public late 2006 (Treadaway & Smith, 2012). Facebook was created as a utility that connects individuals to family, friends, colleagues and other people of interest in a more efficient manner. Any individual can sign up to Facebook as there are no limitations restricting them such as age, geographic location, backgrounds, etc. Under the website domain name www.facebook.com, it produces technologies that ease information sharing through the social network and digital updates of individuals' social connections of reality (Zarrella & Zarrella, 2010).

The initial phase of the Facebook platform allowed users to generate a personalised profile inclusive of photos and basic personal information. The Facebook profile could be viewed by

other Facebook users and request to be added as a friend could be made which are currently still the main features of the digital platform's core product. Other useful Facebook functions and features which were redesigned and improved over the years include: wall posts where messages can be exchanged between individuals, status updates where users can post anything they want and friends can respond with a 'like' and/or 'comment' on the status, news feed that allows one to view highlights and any updates posted by Facebook friends activities, private messaging, posting of photos and videos, joining to be a member of a group, liking Facebook pages, accessing third party applications and playing games based on interests and many more interesting features. The execution of these features contributed to the success of Facebook thus made it into more of a real time communication channel for loved ones to communicate with each other.

According to the social media marketing industry report, Facebook is the most popular one amongst all social media platforms (Stelzer, 2018). Facebook emerged and dominated the consumer social network industry worldwide as seen in figure 2-2. As of the third quarter of 2018, there around 2.27 billion of registered and active Facebook users on Facebook making it one of the largest and most powerful social media platforms in the world (Statista.com).

Figure 2-2: Usage of social media platforms



Source: https://www.statista.com

The exponential growth since its launch has led to increased popularity amongst businesses seeking to create a brand or enhance their current brand (Shen & Bissell, 2013). Hence it is an interesting option perceived as conducive for marketing purposes both on a local and international scale, thus geographical barriers are broken.

2.2.4 Facebook marketing

Statistically, Stelzner (2017) reported that Facebook is considered important amongst marketers globally with 55% of them preferring it and 67% out of those marketers planning on increasing their Facebook marketing activities in future. Additionally, the social media examiner report established that growth of social media usage amongst businesses increased from 93% in 2016 to 94% in 2017 with most businesses preferring Facebook for their marketing activities in comparison to other social media platforms. Facebook started off as a platform meant to connect individuals, but it has quickly become more popular amongst businesses as they can now leverage on opportunities with the available features Facebook offers to enhance their marketing.

To harness the power of Facebook marketing, businesses start off by establishing their presence by creating a brand page to attract Facebook users who can be potential customers. Maximising the utilization of the about section of the created brand page is imperative for a business. This is achievable by briefly outlining information to create awareness about the brand such as general description, mission and vision statement, and other necessary company information. This can also include awards achieved and milestones by the business such as its inception and products/services that have been launched. Users who are either customers or potential customers are then able to access the information and have an understanding about the brand prior to making a decision on whether to interact with the Facebook brand page or not.

Although marketing via a Facebook brand page is free, there are costs involved with ad creation, copywriting, design, marketing, planning, execution, campaign and community maintenance,

and others (Treadaway & Smith, 2012). According to Mandal and McQueen (2012), a major challenge business owners face is the lack of quality content to share with their social media audience which requires their effort to create. Sometimes it can also include the deviation of presenting relevant information. Therefore, businesses have to be very creative when producing content so that their brand get noticed by the Facebook users that are already seeing a lot of everything in their news feeds (Neher, 2014). This allows businesses to be relieved from the high costs of designing and developing a website to promote their offering thus financial resources are saved.

The Facebook brand page provides the target audience with all the relevant information about the product or service of the business while being a platform conducive to effectively engage and build relationships with customers. It has made it easier for customers to make enquiries about the business product/service, book appointments, shop online and directly link one to the company website. This is done by adding the Call-To-Action button feature which enables traffic to SMME business websites or to obtain more views on the content that is being promoted on business Facebook pages.

Prior to social media platforms, customers had restricted access to brand information through traditional media (Schultz, 2010). Facebook allows users to participate by following brands, commenting, posting questions, making referrals and providing recommendations related to the product and service offering. Basically it facilitates interaction unlike in the past where customers were passive viewers/receivers of the marketing (Razak & Latip, 2016). This makes it possible for the online audience of the business page to watch the brand develop, grow, and evolve as well as allowing for the continuous engagement of many of loyal followers and customers. Stueber and Wurth (2017) assert that the communication effect of Facebook brand pages with a wide range of users is a chance for businesses to have a big possibility to become more popular and successful.

2.2.4.1 Facebook Ads

Facebook marketing allows for personalised and direct advertising as well as consistent and speedy communication advantage between businesses and customers (Jagongo & Kinyua, 2013). The platform also includes a database capturing for lead generation based on interests of the audience in a certain product or service (Jagongo & Kinyua, 2013; Ramsaran-Fowdar & Fowdar, 2013). One predominant feature is the Facebook Ads which allows businesses to spread content on Facebook in exchange of payment. Facebook Ads was launched along with additional features such as targeting a brands desired audience according to demographic characteristics, personal interests, etc. This includes tighter restrictions on advertising quality making Facebook a viable traffic builder making it an attractive advertising option for small businesses (Yang et al, 2008 as cited in (Ramsaran-Fowdar & Fowdar, 2013). This has factored greatly in the drastic fall of marketing costs as only costs involved are related to developing a strategy and the ongoing management of the Facebook site.

Initially, pay-per-click model of advertising was used to attract an extremely large and desirable audience. However, it was not effective as there was a low response rates from online users especially within Facebook due to reluctance to click on the ads (Treadaway & Smith, 2012). Other alternative options offered for a business brand to consider when it comes to purchasing advertising on Facebook include the Cost-Per-Click (CPC) and Cost-Per-thousands Model (CPM). Both models gave businesses the option of creating their own Facebook Ads with custom designs and at a low price. Treadaway and Smith (2012) accentuated that the cost of paid marketing on Facebook is so low that it is very advantageous to use it at the same time while doing unpaid marketing as well to maximize the visibility on social media. The choice of Ads to use must form part of development of a Facebook marketing plan.

In a nutshell, Facebook usage as a marketing platform requires long-term commitment to yield results. The more resources put into Facebook marketing the more chances of success.

According to Holloman (2014), business that do not track results of social media marketing could be because they are practising it in a vacuum. In order to see the need of using social media, action is required to marketing their companies. Therefore, a social media marketing strategy is required prior to adoption and usage to understand the social media skills needed to invest in to aid its implementation as well as a blueprint of processes to be followed during adoption (Evans, 2010; Mutula & van Brakel, 2006). In addition, employing time constructively to engage in social media marketing effectively is essential for commercial success. This includes putting in hours for posting engaging content on Facebook business pages and frequently marketing on other social-media sites (Mandal & McQueen, 2012).

2.2.4.2 Facebook marketing and Electronic Word of Mouth (e-WOM)

The advancement of internet and Web 2.0 technologies facilitated electronic word of mouth (e-WOM). The growth of e-WOM is attributed to the rapid expansion of social media as customers' opinions and experiences can be transmitted and spread to a worldwide audience instantaneously (Virginia Phelan, Chen, & Haney, 2013). The online audience is now able to view and access critiques online from consumers including strangers who have experienced using the product or service with the company. The participants can also promote the brand virtually via e-WOM which has a strong impact on other online users. This corresponds with Marzouk (2016) that most of the internet users believe the judgements of customers and their recommendations for products on social media platforms than any other medium. A positive word-of mouth recommendation has the strongest positive advertising effect (Baker, Donthu, & Kumar, 2016).

Businesses can then know what is being said about their brands on Facebook and also allows them to communicate with their customers (Hassan et al., 2015). On the contrary, interaction with the audience on social media poses as a challenge as businesses have limited control over opinions of their marketing content. A risk is posed to businesses if customers post negative

feedback which can work against brands reputation as negative e-WOM can spread worldwide within an instant, conversely positive comments benefits the brand. Hence to mitigating this enormous risk, Momany and Alshboul (2016) emphasizes that it is imperative that businesses listen, track and measure what is shared on social media concerning their brand in order to improve their marketing communication and adapt it more to the customers' needs. According to Trusov, Bucklin, and Pauwels (2009), businesses should be able to enhance or improve perceptions of customers by being able to limit damages caused by negative evaluations by giving appropriate responses to the comments made and at the same time boosting chances of gaining positive feedback. If not managed well, it could deter the image of the business and exposure to risk of losing their reputation in the long-term; thus, businesses have to come up with effective strategies to leveraging customer feedback on Facebook.

2.2.4.3 Facebook marketing metrics

As an indication of success, the efforts of businesses in reaching their target audience on Facebook can be measured by the number of people liking or following the Facebook brand page. This can also include data collected about Facebook mentions or hash tags of a business brand where the positives outweigh the negatives. These can be translated as Key Performance Indicators (KPI) which deals with the actual metrics used to measure an accomplishment of a goal, in this context, it is the intangible value of having a presence in a specific social media channel (Evans, 2010). Facebook users who "like" or "comment" on the brand page and post information about the business brand in their status updates play an influential role in increasing brand awareness. This leads to thousands of potential buyers through the Facebook news feed having knowledge of its existence.

However, according to Al-Sadani (2015) the value of a "like" or "comment" or even a follower on Facebook is highly debatable, and for most businesses, would not cut it as a business metric. Results from a study conducted by Poyry, Parvinean & Malmivaara (2013) as cited in Momany

and Alshboul (2016) revealed that the number of “likes” on Facebook brand page does not necessarily guarantee sales but can assist in the generation of online sales. Furthermore, the authors also found that users who browsed without liking the page were more likely to have purchase intentions and to refer the company to others.

A growing number of businesses believe that having their brand on Facebook may help increase or maintain their sales (Caers et al., 2013). Moreover, businesses want conversions and proof that their investment in social media marketing is creating revenue (Al-Sadani, 2015). Therefore, it is a necessity for businesses to figure out a way to calculate a return on investment (ROI) for social media marketing. This can be challenging because calculating the ROI from Facebook marketing can be complex especially for small business owners which may result in doubts about the platform yielding positive returns. Research findings by Porterfield (2010) reveal that marketers are not experiencing an increase in revenue/profit when using social media. The results can also be misleading as adequate data is needed to correctly analyse the marketing Return on Investment. The availability of Social Media analytics and metrics ensures that the impact of Facebook on a marketing strategy and profitability can be measured and evaluated relatively easily (Treadaway & Smith, 2012).

In a nutshell, Facebook usage as a marketing platform requires long-term commitment to yield results. The more resources put into Facebook marketing the more chances of success. According to Holloman (2014), business that do not track results of social media marketing could be because they are practising it in a vacuum. Therefore, a social media marketing strategy is required to understand the social media skills requirements to aid its implementation as well as set a blueprint of processes to be followed during adoption (Evans, 2010; Mutula & van Brakel, 2006). In addition, employing time constructively to engage in social media marketing effectively is essential for commercial success. This includes putting in hours posting engaging content on Facebook business pages and frequently marketing on other social-media sites (Mandal & McQueen, 2012).

2.3 Technology Adoption Theories in Social Media Marketing studies

Social media marketing and its intention and usage have been studied in many different contexts. In a study of 190 SMEs conducted in Germany, Meske and Stieglitz (2013) found that the Chief Executive Officer (CEO) of the company is responsible and highly involved in the initiation of social media activities and that the adoption process usually follows a social media strategy. Companies achieving success were twice as likely to have a social media strategy and someone dedicated to manage the social media (Fowder & Fowder, 2013). In Malaysia, different models have been used to study social media marketing in SMEs. In a study conducted by Razak and Latip (2016), a document analysis on the application of Technology Acceptance Model (TAM) framework found that several factors such as perceived usefulness, ease of use and enjoyment have an influence on the use of social media. Another study by Nawi et al. (2016) used the modified UTAUT framework while Hassan et al. (2015) applied the Attention, Interest, Desire, Action (AIDA) model. Both studies produced positive outcomes in terms of usage of these models.

In Egypt, research conducted by Marzouk (2016) revealed that usage of social media has a positive relationship with firms' sales, market shares, high profits margin products' sales and sale of new products. However, the study showed a weak and insignificant relationship between social media marketing usage and brand loyalty. In Kenya, Jagongo and Kinyua (2013) established that most of the 246 SMEs in the study had not fully understood and internalised the potential of social media for their business whereas the ones who use social media didn't optimally utilise it due to factors such as technical capabilities and infrastructure. At the time, it showed that they were not really benefiting from social media adequately. In Tanzania, Ndekwa and Katunzi (2016) examined the factors influencing social media adoption on Tourism SMEs using the Technology Organization Environment (TOE) framework and found

that technology is an insignificant factor. It can be a generic consensus that adoption of social media is mostly influenced by the owners' basic ICT knowledge and expertise as well as their perceptions towards using the technology.

A number of studies have been conducted in South Africa. One of them being the earliest study in the social media marketing field by Lekhanya (2013) on the use of social media as a promotional value added tool for rural SMMEs in Kwazulu Natal. The findings reveal that there was little usage of social media for marketing purposes among the SMMEs pointing out at the high costs incurred to maintain it since there is no electricity or internet connection in their area. The benefits were not really understood. In applying the TAM framework (Mulero & Adeyeye, 2013), computer self-efficacy has positive significant effects on behavioural intention. Furthermore, it has also been revealed that SMEs in South Africa can explore the opportunities of utilizing social network marketing as a tool towards the younger generation as they are the most active users. Oji et al. (2017) conducted a study on SMMEs in the hospitality sector in Cape Metropole using social media marketing strategies. The findings revealed that most SMMEs use social media platforms perceive that they are effective marketing tools especially in advertising, new product marketing, maintaining customer loyalty as well as socialising with clients. In a comparative study of two countries, South Africa and Zimbabwe, findings by Matikiti et al. (2016) emphasized the need to develop a social media strategy unique to the business. It also reveals that social media marketing is not effectively used resulting in many activities not being performed due to lack of technical knowledge on effective usage, lack of effective engagement with customers and limited time devotion. The study also highlighted that lack of adequate knowledge on social media usage is a worldwide problem.

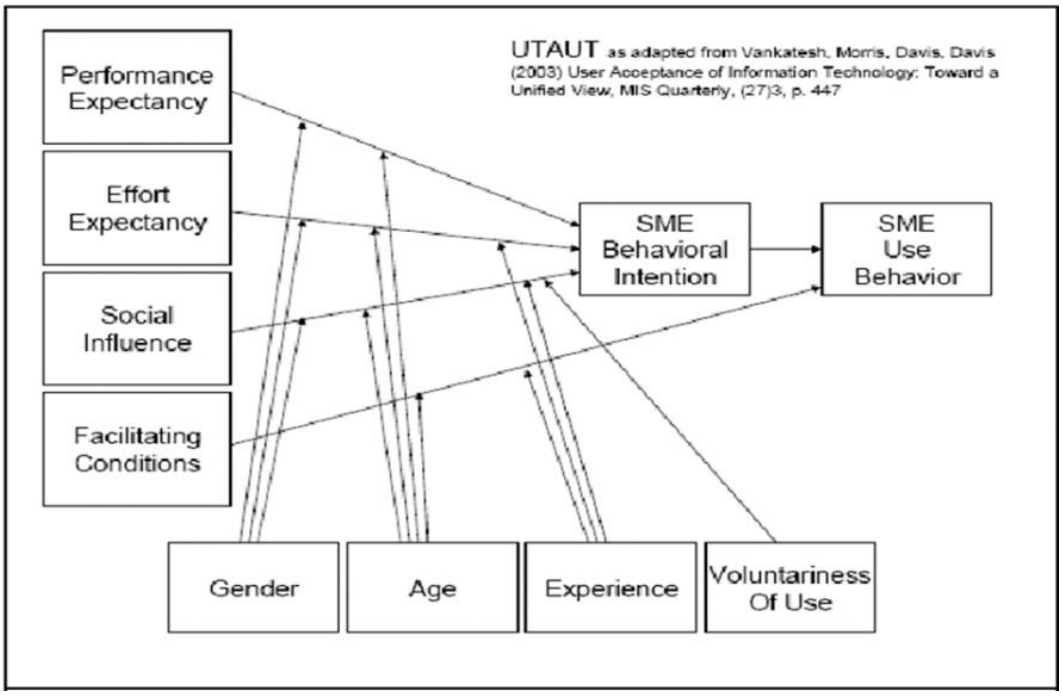
In Botswana, to the researchers' knowledge, no study has been published on SMME and social media marketing. Nevertheless, there are studies on the subject of social media focused on young people in University of Botswana (Themba & Mulala, 2013; Tsholetso, Maunganidze,

& Faimau, 2017). On a general note, research on social media marketing has been carried out thoroughly in developed countries but limited research has to date focused on this aspect from a developing country context (Matikiti et al., 2016).

2.4 Unified Theory of Acceptance and Use of Technology (UTAUT) Framework

Venkatesh, Morris, Davis, and Davis (2003) developed the UTAUT model in an attempt to unify a large number of theories and current models used to study technological adoption. The theories that have been synthesized in the UTAUT model is the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Diffusion of Innovation (DOI) and Technology Acceptance Model (TAM), Social Cognitive Theory (SCT), Motivational Model (MM), Model of PC Utilization (MPCU), and Combined TAM-TPB (Venkatesh et al., 2003). Based on the original UTAUT model, the theory holds that four key constructs (performance expectancy, effort expectancy, social influence and facilitating conditions) are direct determinants of usage behavior (Venkatesh et al., 2003). Furthermore, gender, age, experience and voluntariness of use are posited to moderate the impact of the four key constructs on usage intention and behavior (Venkatesh et al., 2003). Figure 2.3 relays the development of the UTAUT constructs, an original version developed for the purpose of providing a standard unified model for technology adoption.

Figure 2-3: UTAUT model



Source: Venkatesh et al., (2003).

UTAUT accounts for 70% of the variance for user intention making it better than the previous frameworks used alone and has evidence of content validity (Venkatesh et al., 2003). The UTAUT model aims to explain user intentions to use an IS Information System (IS) and subsequent usage behavior (Chiemeke & Evwiekpaefe, 2011). It was originally created in order to understand the factors influencing employee information technology acceptance and use (Escobar-Rodrguez, Carvajal-Trujillo, & Monge-Lozano, 2014). UTAUT is a theory from the positivist domain (Mandal & McQueen, 2012).

2.4.1 UTAUT Model Development and Hypotheses

The review of recent literature that utilised UTAUT persuaded the researcher to adopt the model to help her in the endeavor to investigate intention and usage of Facebook marketing by SMMEs in Botswana. Venkatesh et al. (2003) reiterated the need to test the model in different contexts. Similarly, Straub (2009) stated the essential need for further validation of the UTAUT based model, since its general factors have not yet been tested from a Facebook marketing perspective, and in particular, settings in Botswana. However, the purpose of using the UTAUT model is to

test a set of variables which could predict social media marketing intention and usage. It is imperative that this study weigh these factors when carrying out an investigation on SMMEs intention to use and actual usage of Facebook marketing in Botswana. Therefore, it hopes to highlight the main factors in the adoption of Facebook marketing that might encourage the SMME owners of Botswana to utilise the technology for their marketing activities.

This research seeks to employ an extended version of the Unified Theory of Acceptance and Use of Technology (UTAUT) model to explain the relationships between the variables (constructs) under investigation having direct paths to both behavioral intention and actual usage. Previous studies have not explored the relationships between constructs and their influence on actual usage as a direct path. Scholars have studied moderating effect based on a user perspective, but ignored it from an entrepreneurial perspective. On this basis, the researcher developed the theoretical model to include the following proposed variables:

- **Dependent variables:** Behavioural Intention and Actual Usage of Facebook Marketing.
- **Independent variables:** Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions
- **Moderator variables:** Gender, Age, Facebook marketing Experience and Industry.

2.4.1.1 Behavioural Intention

Behavioural Intention (BI) construct represents a person's behaviour intention to accept the use of a system in the organisation. It reflects on the motivation and the extent an individual is willing to perform an act. BI is widely accepted by researchers as the dependant variable for technology acceptance and adoption. According to Venkatesh et al. (2003), “behavioural intention will have a significant positive influence on usage (p. 456).” Similarly, Penttinen, et al (2014) also found that there is a significant relationship between intention to use and actual use towards an information system.

2.4.1.2 Performance Expectancy

Performance Expectancy is the degree to which an individual believes that using the system will help him/her to attain gains in job performance (Venkatesh et al., 2003). The Performance Expectancy factor was formulated from five constructs of different models to capture the concept of performance expectancy and these are; Model of PC Utilization (MPCU), relative advantage (Innovation Diffusion Theory), perceived usefulness (TAM/TAM2), job-fit, extrinsic motivation and outcome expectations (Social Cognitive Theory). The constructs within each individual model is the strongest predictor of intention and have found significant in acceptance technology (Venkatesh & Davis, 2000 as cited in Salim 2012). Likewise, the UTAUT model performance expectancy construct has proved to be the strongest prediction of intention to use to follow and contribute on IT (Venkatesh, et al, 2003).

Several studies have been found to elaborate the performance expectancy construct. In Indonesia, an analysis of online purchase behaviour intention in SMEs (Sanny, 2017), performance expectancy was a factor that affected intention to use the internet marketing system. In a study conducted in East Africa (Mtebe & Raisamo, 2014) on students' behavioural intention to adopt and use mobile learning in higher education, performance expectancy had a positive effect and was the strongest predictor. A study conducted in Cameroon by Fobang, Wamba, and Kamdjoug (2019) on the factors affecting the adoption of Human Resource Information System in SMEs in a developing context, Performance Expectancy was found to have a significant effect on the intention to adopt HRIS. In Malaysia, in examining the relationship between UTAUT Construct, Technology Awareness, Financial Cost and E-Payment Adoption among microfinance clients revealed that Performance Expectancy has a significant relationship with e-payment adoption but to a moderate level (Mohamad & Kassim, 2018).

In terms of similar studies in social media marketing, SMMEs started to adopt social media as their marketing tactic due to perceived usefulness. However, there has been doubt about the marketing performance improvement benefits of social media. In a study conducted by Mandal and McQueen (2012) on extending UTAUT to explain social media adoption by microbusinesses through interviewing owners, performance expectancy played an insignificant role as participants found that the utility of the Facebook page was limited in comparison to email marketing. However, the authors further discovered that similar business owners were using the Facebook page successfully while the participants of the study were unable to take advantage of the page. The comparison reveals that performance expectancy has reduced importance in social media adoption. People will reject the usage of a new system if it is perceived that it does not improve performance (Chiemeke & Evwiekpaefe, 2011). Despite that, Performance Expectancy as a key construct should play a prominent role in predicting the behaviour of SMME owners to greatly utilise Facebook as a marketing tool. The following hypotheses are therefore derived:

H1a: Performance Expectancy has a positive effect on behavioral intention to use Facebook marketing in Tswana owned SMMEs.

H1b: Performance Expectancy has a positive effect on the actual usage of Facebook marketing in Tswana owned SMMEs.

2.4.1.3 Effort Expectancy

Effort Expectancy is defined as the degree of ease associated with the use of the system (Venkatesh et al, 2003, p. 450). The Effort Expectancy factor is formulated from three constructs of different models which are perceived ease of use (TAM/ TAM2), ease of use (IDT) and complexity (MPCU) to capture the concept of effort expectancy (Venkatesh & Davis, 2000 as cited in Salim 2012).

There has been a dramatic increase in research on Effort Expectancy and Behavioural Intention or usage behaviour in the recent years. A number of studies have found that effort expectancy significantly affects behavioural intention and usage towards technology adoption in the UTAUT model. This construct has been tested in various studies. In Nigeria (Bankole, Bankole, & Brown, 2011) a study that was conducted on mobile banking adoption revealed that Effort Expectancy had an effect on Behavioural Intention. In Burundi (Ndayizigamiye & Maharaj, 2016) a study conducted on mobile health (mHealth) adoption revealed that Effort Expectancy when taken as a single construct independently from other constructs when analysed using regression predicts mHealth capabilities acceptance. An Empirical Analysis of Ecommerce Adoption in Côte d'Ivoire Using an Extended UTAUT Model found that effort expectancy in the use of ecommerce platforms for online buying positively affects online buying intentions (Yoboue, Yi, & Antwi, 2018). In Botswana, Mosweu and Bwalya (2018) on the determinants for adoption and use of the Document Workflow Management System in Botswana's public sector, in particular, Ministry of Investment, Trade and Industry (MITI) revealed that effort expectancy was one of the key determinants e-records management system. On the other hand, a study conducted by Cohen, Bancilhon, and Jones (2013) on South African physicians' acceptance of e-prescribing technology revealed that Effort Expectancy had an indirect effect on the intention to use the e-prescribing technology.

In this study, this factor is about how easy it is for SMME owners to use Facebook in operating their marketing activities. For instance, the relationship between effort and social media usage is when the SMME owner compares how much effort and time it takes to market their products or services in order to contribute to their business. Effort Expectancy as a construct should play role in predicting the behaviour of SMME owners to greatly utilise Facebook as a marketing tool. The following hypotheses are therefore derived:

H2a: Effort Expectancy has a positive effect on behavioral intention to use Facebook marketing in Tswana owned SMMEs.

H2b: Effort Expectancy has a positive effect on the actual usage of Facebook marketing in Tswana owned SMMEs.

2.4.1.4 Social Influence

Social Influence is the degree to which users are affected by viewpoints and attitudes of others in the field of acceptance of technology (Venkatesh et al., 2003, p.451)". The foundation of the social influence factor is represented by the constructs which are subjective norm (TRA, TAM, TPB/DTPB), image (IDT) and (MPCU) (Venkatesh & Davis, 2000 as cited in Salim 2012). Social Influence can define a moment where people suggest to the individual that they should adopt a new system or technology (Venkatesh, 2003).

A number of studies agree that social influence has been a strong impact on intention at an early stage of adoption technology. Zamrudi and Wicaksono (2018) on promoting the use of social commerce on SME in context of logistics in south east Kalimantan, Indonesia found a significant positive effect on social influence and having the greatest effect in comparison to other constructs. Another study on investigating the factors influencing the adoption of Internet of Things(IoT) in context to Chilean SMEs (Grandon, Ibarra, Guzman, Ramirez-Correa, & Alfaro-Perez, 2018), shows that social influence was one of the key factors in explaining the phenomenon. Contrastingly, a study by Mpoeleng (2017) on the Perceptions of University of Botswana Librarians on the Potential of Web 2.0 Tools has established that social influence negatively impacted the librarians and slowed down the rate of adoption and use of Web 2.0 technologies. In terms of social media usage, a study examining the role of social media in research practises of faculty using the UTAUT model (Gruzd, Staves, & Wilk, 2012), findings reveal that social influence may have positive as well as negative impact that in some instances it may add a considerable amount of stress into one's academic life.

In the context of social media, Hanson et al. (2011), conducted a study on the use of social media among health educators and the findings revealed that social influence was positively

associated with increased behavioural intentions to use social media for health promotion. Subsequently in Egypt (Salim, 2012), on the application of UTAUT model for acceptance of social media, social influence had a significant impact on behavioural intention. Social Influence may play a pivotal role in the use of social media marketing by business owners because they would enjoy a higher self-esteem in being able to use a new and fashionable technology for marketing (Mandal & McQueen, 2012). Social Influence as a construct should play role in predicting the behaviour of SMME owners to greatly utilise Facebook as a marketing tool. The following hypotheses are therefore derived:

H3a: Social Influence has a positive effect on behavioral intention to use Facebook marketing in Tswana owned SMMEs.

H3b: Social Influence has a positive effect on the actual usage of Facebook marketing in Tswana owned SMMEs.

2.4.1.5 Facilitating Conditions

Facilitating conditions is defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support the system (Venkatesh et al., 2003, p. 453). Facilitating conditions has an effect on usage behaviour when moderated by age and experience. The facilitating conditions factor is represented by three different constructs being perceived behavioural control (TPBI, DTPB), facilitating conditions (MPCU), and compatibility (IDT) to which are based on technological aspects aiming at removing barriers of using technology (Venkatesh & Davis 2000 as cited in Salim 2012). Facilitating condition construct has a direct influence on usage.

A study on the moderating role of consumer technology anxiety in mobile shopping adoption focusing on the differential effects of facilitating conditions and social influence (Yang & Forney, 2013) found that the effect of facilitating conditions on both utilitarian and hedonic performance expectancies is stronger for consumers with low level of technology anxiety than

for consumers with high level of technology anxiety. Similarly, a study on the users' behavioural intention towards e-government services in an African developing country (Taiwo, 2019), facilitating conditions had a positive effect on students use of e-government services. In Italy, a study on technology adoption in employee recruitment (El Ouirdi, El Ouirdi, Segers, & Pais, 2016), findings revealed that facilitating conditions had a positive effect on usage behaviour. However, in contrast, Asastani, Kusumawardhana, and Warnars (2018) on factors affecting the usage of Mobile Commerce using Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) found that facilitating conditions has no significant effect on the use of m-commerce.

In the context of social media, a study conducted by Escobar-Rodrguez et al. (2014) on factors that influence the perceived advantages and relevance of Facebook as a learning tool, the students' perceptions about the resources and support available for Facebook use influence the intention to use it. To facilitate the usage of IS, it is important to have a balanced development of the hardware, installation of software, networks and internet connectivity, i.e., having a robust infrastructure to effectively use the system, in this case, social media to enhance entrepreneurial activities such as marketing. External influences such as policies, government support, experts in the social media marketing field also equally depend on the adoption. Additionally, users are required to have the necessary resources such as knowledge and expertise such as being internet savvy to adopt social media technology (Zhou, Lu and Wang, 2010; Venkatesh et al, 2003). Exposure to technology and internet is a ripe condition for adoption of social media in SMMEs. Access to Facebook is easy as one can subscribe to internet services and log on using digital devices such as computers and smartphones thus promoting marketing opportunities for businesses. Facilitating conditions as a construct should play role in predicting the behaviour of SMME owners to greatly utilise Facebook as a marketing tool. The following hypotheses are therefore derived:

H4a: Facilitating Conditions has a positive effect on behavioral intention to use Facebook marketing in Tswana owned SMMEs.

H4b: Facilitating Conditions has a positive effect on the actual usage of Facebook marketing in Tswana owned SMMEs.

2.4.1.6 Moderation Effect- Gender

In the UTAUT model, gender is a factor that influences the major constructs. The variable gender moderates the Performance Expectancy (PE), Effort Expectancy (EE) and Social Influence (SI) variables. In terms of performance expectancy, concentration is on task accomplishment to which it is more noticeable in men than in women (Venkatesh & Davis, 2000). The Effort Expectancy construct portrays women as having a more prevalent role in performing the desired job than men (Morris & Venkatesh, 2000). Women are more driven by the ease of usage whereas men are more driven by usefulness in itself. Several studies have been conducted on the moderating role of gender. Warsame and Ireri (2018) on the moderation effect on mobile microfinance services in Kenya from an extended UTAUT model perspective, results reveal that gender moderates the effects of performance expectancy and effort expectancy on behaviour intention. In terms of social influence, women are more sensitive to others' opinions (Salim 2012). Contrary to other studies, gender was not seen as a moderator in a study on the acceptance of ICT in context to South African Students (Liebenberg, Benade, & Ellis, 2018).

In context of social media, women are more likely to use it than men, although there is equal usage of Facebook among both genders even though reasons differ (Hargittati, 2008 as cited in Salim 2012). In a study on the adoption of social media for public relations by non-profit organisations (Curtis et al., 2010), findings indicate that women consider social media to be beneficial, whereas men exhibit more confidence in actively utilizing social media. Furthermore, Humaid and Ibrahim (2019) on the examination of factors influencing Saudi

Arabia small businesses pertaining to Social Media Adoption reveal that gender proved to be effective on the construct of effort expectancy.

2.4.1.7 Moderation Effect- Age

Age is considered a moderator of almost all the relationships within UTAUT model (Venkatesh et al., 2003). The constructs of user acceptance models are different between young and old users considering the influence of age. For effort expectancy, increased age has a relation with difficulty in job processing and allocating attention to information on particular conditions (Salim 2012). In study on the moderating effects of age and experience on the factors influencing the actual usage of cloud computing in India (Tripathi, 2018), results showed that the effect of perceived usefulness on actual usage had relatively higher strength in the young age group. In Dubai, an analysis of the moderating effect of age on smartphone adoption and use found that age is a significant moderator in the proposed model, as significant differences were found between smartphone users in the UAE aged 18–22 and those aged 23–29 (Ameen & Willis, 2018). In the case of two SADC countries, Munyoka and Maharaj (2017) studied on the effect of UTAUT2 moderator factors on citizens' intention to adopt e-government. The findings revealed that citizens age has a positive significant influence on behavioural intention to adopt e-government services.

Old users refer to subjective norms more than young users, and are more likely to be driven by ease of use whilst the younger users seem to be more "realistic" (Chiemeke & Evwiekpaefe, 2011). Older people need more help to know how to use technology as compared to younger generation even though they have a more vital role to place on social influence than younger (Venkatesh & Davis 2000). Social media especially Facebook is often used by the youth of this generation as a platform for communicating with friends and others within their network, specifically the age group of 18-29 years (PewResearchCentre, 2018; Themba & Mulala, 2013). However, older adults are beginning to embrace technology and using mobile devices and

computers therefore also have access to social media platforms. This therefore shows that the generational digital divide gap is closing.

2.4.1.8 Moderation Effect- Experience

According to the UTAUT model, experience has an effect on effort expectancy, social influence and the facilitating constructs (Venkatesh et al, 2003). Having experience in using technology is important to help and support organisations to manage a particular event through using an IT system (Salim 2012). Furthermore, having deep prior knowledge easily leads to advanced ICT literacy and an improved understanding of systems to enhance the learning of consumers to minimize the dependency on outsourcing support (Al-Shafi & Weerakkody,2010). According to Chiemeke & Evwiekpaefe (2011), Effort is expected to be more important in the early stages of new behaviour than at the latter stages. Generally, research has shown that experienced users are driven by usefulness while inexperienced users are more likely to pay attention to ease of use. Moreover, after obtaining some experience with the technology, users will turn to explore the benefits of it (Chiemeke & Evwiekpaefe, 2011). Experience in context of this research will be referring to the length in time an SMME owner has been actively engaging in social media marketing.

2.4.1.9 Moderating Effect- Industry

Industry as a demographic characteristic that will be added as a moderating effect on the constructs with both behavioural intention and usage. This is due to the fact that even though SMEs and businesses in general fall into one of the major industrial categories either being provision of raw materials, manufacturing, services. Since UTAUT studies in application to SME context are few, testing the influence of industry/sector is new as it has not been covered previously. Therefore, in this study, the researcher will be testing to discover if it possibly has any significant effect on the intention and usage of Facebook marketing or not as well as which industry characteristic shows to be more salient than the other.

Hypotheses were derived for each dimension and the moderation effect as follows:

H5a: Performance Expectancy predicted by Behavioural Intention to use Facebook Marketing will be moderated by gender, age, experience and industry.

H5b: Performance Expectancy predicted by Usage Behaviour of Facebook Marketing will be moderated by gender, age, experience and industry.

H6a: Effort Expectancy predicted by Behavioural Intention to use Facebook Marketing will be moderated by gender, age, experience and industry.

H6b: Effort Expectancy predicted by actual Usage Behaviour of Facebook Marketing will be moderated by gender, age, experience and industry.

H7a: Social Influence predicted by Behavioural Intention to use Facebook Marketing will be moderated by gender, age, experience and industry.

H7b: Social Influence predicted by actual Usage Behaviour of Facebook Marketing will be moderated by gender, age, experience and industry.

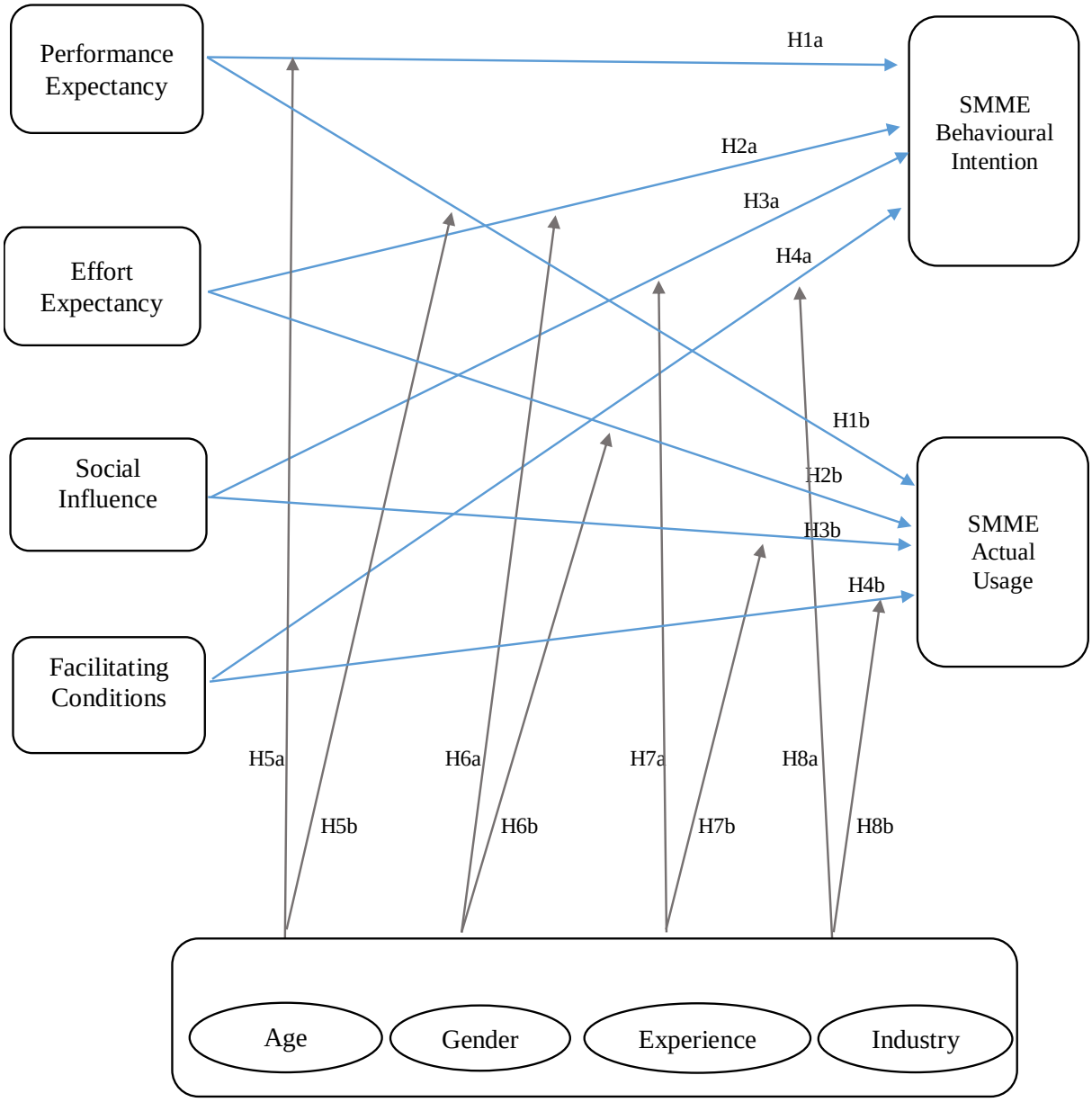
H8a: Facilitating Conditions predicted by Behavioural Intention to use Facebook Marketing will be moderated by gender, age, experience and industry.

H8b: Facilitating Conditions predicted by actual Usage Behaviour of Facebook Marketing will be moderated by gender, age, experience and industry.

2.4.2 Conceptual framework of UTAUT model

Based on the aforementioned, a conceptual framework is developed on this research. The dependant variables in the study is Behavioural Intention (BI), and Usage Behaviour (UB), the independent variables are Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI) and Facilitating Conditions (FC), and the moderating variables being Gender, Age, Experience and Industry. The proposed conceptual framework with the hypothesis testing is illustrated in figure 2-4:

Figure 2-4: Proposed Conceptual Model



Source: Author

2.5 Chapter Summary

Past studies revealed that social media marketing is indeed worthwhile due to its popularity since it proves to be an effective marketing tool and is affordable. It also increases brand and customer equity. Common findings that emerged are the ineffective use of social media marketing is due to various factors including attitude towards usage, lack of social media

knowledge, minimal efforts in investing time and energy, lack of a robust marketing strategy, etc. Prevalence is mostly in many developing countries, particularly in Africa as the usage of social media marketing is in its infancy stage. The success of this kind of marketing is dependent on SMMEs ability and effort to effectively adopt and use the social media platform to derive maximum benefits. However, there is not much knowledge on how SMMEs should adopt and use Facebook specifically and even less on how they actually use it. There has been some research on how to use social media for marketing, but studies focusing on Facebook marketing are almost non-existent. Previous research highlighted various models applied to investigate social media marketing among SMEs. Therefore, as a theoretical framework the UTAUT model is underpinned and briefly elaborated on the operationalisation of variables included in the study.

CHAPTER 3- METHODOLOGY

This chapter describes how the research design and methodology was applicable to the study as well as the justifications for using the methods.

3.2 Research Philosophy

Considering the objectives of this study that seeks to investigate the relationship between the factors that predict the intention to use and the actual usage of Facebook marketing, the positivist philosophy was considered more appropriate. The philosophical standpoint of positivism is based on epistemology which constitutes of acceptable knowledge in a field of study based on the assumption of facts being studied and analysed (Saunders, Lewis, & Thornhill, 2016). The positivist perspective believes that reality is stable and can be observed and described from an objective stand-point independent from the studied phenomena (Mertens, 2010). Furthermore, the relationship between the facts are established based on scientific laws by developing hypothesis using an existing theory (Saunders et al., 2016). The positivist perspective is highly associated with facts gathered through direct observation and experience measured empirically using quantitative methods (Saunders et al., 2016).

3.3 Research design

The research study is explanatory in nature as it deals with testing hypotheses about cause and effect, particularly the effect of the independent variable on the dependent variable, thereby it determines causality. According to Burns and Bush (2010), causal research answers the question “why?”. They continue that casual research is also known as experimental research, because tests usually need to be done physically in order to determine the outcome. A survey strategy was utilized for this kind of research as it catered for the collection of large amount of data from a sizeable population in a highly economical way (Saunders et al., 2016). The survey strategy has its roots in the work of economists and sociologists and is usually used to validate

models and hypotheses (Creswell, 2014). The survey design is of a social nature as it enquires about the attitudes, thoughts, behaviour, and beliefs of respondents with respect to technology adoption (Maree, 2013). It has been supported by Vogt (2007) who recommended that surveys are appropriate when the objective of the research is to evaluate social attitudes and subjective data. Hence the questionnaire in this study has been adopted from the UTAUT instrument, with the questions segregated into five sections representing each independent construct.

This allowed for obtaining quantitative description of the trends, being studied (Creswell, 2014). The data can therefore be analysed using descriptive and inferential statistics which are both necessary to answer the research questions. Moreover, it was used to suggest the possible reasons for particular relationships between variables and to produce models of these relationships. Therefore it is highly associated with the deductive approach which explains the casual relationship between variables as it is relevant in the collection of quantitative data (Saunders et al., 2016). The survey strategy was considered ideal for this study as it provided an understanding of the factors that predict intention and usage of Facebook marketing amongst SMME owners in Gaborone, Botswana. Thus it has been beneficial to this study as it has greater number of variables thus ensuring a quick and effective way of collecting data from a large group while providing a description of the real-world situations and enabling the generalization of the findings to the larger population of Gaborone, Botswana.

3.4 Sampling

3.4.1 Target Population of the study

As intoned in the previous chapters, the study was focused on SMMEs. The target population for this study consisted of SMME owners, directors or managers or any individual at a strategic level who have the responsibility of making decisions relating to social media marketing activities of the business. Furthermore, it targeted SMMEs residing in Gaborone as the area of study because the researcher is situated in the region hence easy access and more cost effective

for the researcher when administering the questionnaires. Ideally, the study would have covered the entire population of SMMEs in Botswana in order to investigate the phenomena from a broader perspective but limitations occur due to small budget and stipulated timeframe for the research. The rationale for selecting SMMEs in Gaborone, Botswana was because the SMME sector is generally recognised as the backbone of the nation's economy and as such, Gaborone lies at the heart of most business operations in Botswana, accounting for 33% of operations in comparison to other geographical locations in Botswana (StatisticsBotswana, 2017). Also, access to Information Communication Technology (ICT) is higher in Gaborone in comparison to other locations hence making it easy for businesses to engage in social media. According to Statistics Botswana SMME register (Majama & Magang, 2017), the population of SMMEs in Botswana are categorised into types in Table 3-1:

Table 3-1: Composition of all listed firms/Population

CODE HEADING	TYPE	POPULATION
1	Private Registered	4979
2	Private Unregistered	490
3	Multi-establishments	1086
4	Not known	4087
	Total population	**10642**

From the composition of listed firms, a number of SMME was excluded from the population due to lack of complete documentation as such situations consequently tend to distort analytic and statistical generalizability of the research results. Reliable data of representative individuals were therefore selected to provide insights into the entire population under study. As such, this study considered private (both registered and unregistered) firms only as well as those operating in the Gaborone. SMMEs outside Gaborone were excluded due to limited time and costs. Therefore, a sample was drawn from a population of 4858 SMMEs as shown in Table 3-2:

Table 3-2: Firms to be used in sampling

Total Population		**10642**
Less		
All institutional types except private registered and non-private registered firms	5663	
Location: Not in Gaborone	121	
Excluded total number of firms		5784
Firms available to select sample from		**4858**

3.4.2 Sample procedure/technique

In terms of sampling technique, the researcher used non-probability sampling to derive a sample population of SMMEs in the South East region of Botswana. Non-probability sampling was used because it does not require a sample frame, and as a result, sampling efficiency and precision are absent in these methods (Frost & Kumar, 2000). It required that the representativeness of the sample and the quality of the parameters estimates be determined subjectively since it does not depend upon chance as a selection procedure (Bradley, 1999). Specifically, convenience sampling was adopted as it was considered the most suitable in filtering the sample population based on accessibility and availability of respondents as well as the judgement of the researcher, hence the justification for using it in context of this study (Burns & Bush, 2010). Using the technique is also consistent with previous quantitative researches that have similarly applied it to social media marketing. Due to difficulty in determining the specific list of SMMEs that utilize social media, convenience sampling is flexible and fast in the selection of criteria of SMMEs that are present and active on the Facebook marketing platform. Additionally, convenience sampling was chosen over probability sampling techniques because it is more expedient in terms of ease while saving costs and time (Malholtra, 2010). However, the researcher also put into consideration that using convenience sampling may not represent the population as it is prone to bias.

3.4.3 Sample size

In quantitative research, a large sample size is highly recommended. The larger the sample size the better the representation hence results revealed will be considered more reliable (Saunders et al., 2016). Putting into consideration the use of digital marketing practises which not many of the businesses participate in, the study has selected a sampling size of 150.

3.5 Data Collection tools

Primary data was collected in this research and a close-ended questionnaire was designed to gather data. The survey constructed comprised of 25 items derived from a standardised 5-point Likert type scale format with the following statements; [1] strongly disagree, [2] somewhat disagree, [3] neutral, [4] somewhat agree, [5] strongly agree. This was followed by 5 demographic information questions that elicited the necessary information. The survey questionnaire was designed based on the UTAUT model with constructs and statements relevant to the research adopted by Venkatesh, et al. (2003) with modifications to suit the research context. Additionally, new statements that relate to the constructs were included to provide greater clarity and understanding of the direction of this study. Unlike the original UTAUT model which several studies have employed the five-dimension scale, the modified version in this research includes the sixth dimension being Usage Behaviour so it can be measured against the independent variables(constructs). In developing the Usage Behaviour dimension, four items were adopted from previous social media marketing literature (Al-Sadani, 2015; Baker et al., 2016; Caers et al., 2013; Mandal & McQueen, 2012; Marzouk, 2016; Moreno et al., 2016; Stueber & Wurth, 2017; Treadaway & Smith, 2012; Trusov et al., 2009). Therefore, the modified UTAUT questionnaire has been constructed (See Appendix 2).

The questionnaires were printed out and distributed using a drop-off/pick-up method to SMME owners to cater to everyone especially those that have limited access to internet technology. In

addition, the SurveyMonkey application (Website found at: https://www.surveymonkey.com) was used to generate questionnaires for those who would be able to fill in online. Access to the link was given to them mostly via email, WhatsApp and Facebook business page inboxes for participants to respond to the questionnaire in Survey monkey. The questionnaire responses were collected within a two-month period.

3.5.1 Pilot Testing

Pilot test on the survey instrument was conducted and completed with a random selection of participants over a period of one week. The sample identified and used consisted of 30 SMME owners with Facebook business pages who willingly volunteered to partake in the pilot study via SurveyMonkey. This sample size for the pilot test is appropriate for reliability tests (Hertzog, 2008; Saunders et al., 2016). The purpose of the test was to achieve certain modifications, such as improving the initial questions, testing the respondents' comprehension as well as content clarification, and resolving any ambiguities in the questionnaire, before the actual full-scale study is administered (Saunders et al., 2016).

3.6 Reliability and Validity

According to Vogt (2007), existing instruments should be verified for validity and reliability when they are applied to new populations. In context of the UTAUT model, the instrument used during its development was used in its original or modified format in more than 450 studies (Williams, Rana, Dwivedi, & Lal, 2011). Validity refers to the appropriateness of the measures used, accuracy of the results from the analysis and generalizability of the findings (Saunders et al., 2016; Zohrabi, 2013). To test for validity, content validity approach was applied which is defined as the extent of the measurement device which will give an acceptable coverage of the questions under investigation. The questions in the survey instrument were constructed based on the standard scale of the UTAUT model which was proposed and tested by other researchers

before including modifications of questionnaire items by the researcher based on the literature review to suit this study. Therefore, content validity was done through expert opinions particularly lecturers in the Faculty of Business who checked the items in the questionnaire against the proposed research questions before instrument was finalised. Reliability refers to replication, dependability and consistency of the results obtained from a piece of research (Zohrabi, 2013). To test for reliability, internal consistency was used as it measures the correlation of responses to each question in the survey instrument. According to Maree (2013) when a number of items are formulated to measure a certain construct, there should be a high degree of similarity among them since they are supposed to measure one common construct. To measure internal consistency, Cronbach's Alpha technique in SPSS was used.

3.7 Data analysis

The results were analysed using various statistical techniques computed using the statistical program IBM SPSS version 25. This is because it is simple, most time efficient and credible amongst researchers for quantitative study. The SPSS tool coherently organized the data obtained from the questionnaires for statistical analysis (Saunders et al., 2016) and then performed using three types of statistical procedures in this study namely descriptive statistics, measures of association, and inferential statistics.

The analysis was performed on Likert scale data treated as interval level type data. Under normal circumstances, Likert-scale variables are considered ordinal, meaning that there is not necessarily an equal distance between the levels of measure as opposed to an interval measure, which is a consistent numerical scale with meaning but do not have any ratio between them (Trochim, 2006). However, whether to treat Likert scale items as ordinal or interval has been a cause for debate in the research field. Likert proposed the distance between the numbers in the response set were equal therefore from a statistical standpoint, this suggested an interval level of measurement. Rather than analysing individual items, Likert combined the individual items

through summation or taking the arithmetic mean therefore Likert scales may arguably be an interval level measure under Stevens measurement framework (Harpe, 2015). In a study conducted by Spector (1992), four characteristics have been identified that indicate a summated rating scale*: "First, a scale must contain multiple items…. Second, each individual item must measure something that has an underlying, quantitative measurement continuum…. Third, each item has no "right" answer, which makes the summated rating scale different from a multiple-choice test…. Finally, each item in a scale is a statement, and respondents are asked to give ratings about each statement".*

Hence this study included a summation of each Likert-scale item measuring the same construct that was to be measured by interval measurement. This is consistent with the study done by Venkatesh where Likert scales in the UTAUT model are treated as interval level type of data (Venkatesh et al., 2003). Furthermore, Norman (2010) states that parametric statistics can be used with Likert data, with small samples sizes, with unequal variances, and with non-normal distributions, with no fear of 'coming to the wrong conclusion'. This is because parametric tests have more statistical power than their non-parametric equivalents thus applicable to this study. The following steps were used to conduct data analysis:

3.7.1 Descriptive analysis

Descriptive statistics were used to summarise data in more compact form and can be presented in tables, charts and other graphical forms (Collins & Hussey, 2009). The particular approaches for descriptive statistics involve the use of histograms, scatter plots, and calculations of frequency distributions as well as central tendencies on the data. It was used to analyse data for the first research objective which is to investigate the key factors that influence adoption and usage of Facebook marketing in Botswana SMMEs. The descriptive statistics demonstrated the respondents' data in terms of Facebook marketing adoption and usage and demographic profiles. This study further evaluated the characteristics of respondents to investigate whether

the demographic variables influenced the adoption and usage of Facebook marketing amongst SMMEs in South East region Botswana.

3.7.2 Reliability analysis

The research instrument was tested for its reliability, before findings were presented. Cronbach's coefficient alpha values were used to examine the internal consistency of the measure. According to Venkatesh et al. (2003), the testing showing a reliability coefficient of .70 or higher is considered generally acceptable for the UTAUT model. This corresponds with the general rule of thumb that the Cronbach's alpha values greater than 0.7 are considered as reliable (Maree, 2013). Within SPSS it is possible to use techniques for removing individual items from the matrix of items under consideration in order to improve the overall alpha value (Saunders et al., 2016). Inter-item correlations were used to test for internal consistency as there are multiple items from the Likert scale. Cohen (1988) states that if inter-item correlation lies within 0.10 and 0.29, then there is a weak correlation for both positive and negative values, and when inter-item correlation lies within 0.30 and 0.49 a medium correlation, and lastly if inter-item correlation is between 0.50 and 1.00 a strong correlation. Higher inter-item correlations suggest that items are all measuring the same thing. According to Bearden and Netemeyer (1999) an acceptable value for inter-item correlations should be more than 0.30.

3.7.3 Correlation analysis

The third statistical approach included the use of correlation analysis. This study used correlation analysis to determine the level of multicollinearity between variables in the UTAUT model before testing the hypotheses. Pearson's *r* correlation coefficient for bivariate and multivariate analysis was used to evaluate the relationships between pairs of variables (Dawson, 2009). It is very useful as a detection method for multicollinearity. If the two predictor variables are highly correlated, then it is a possible indication of multicollinearity, that is any value that is above 0.8 based on the rule of thumb (Wheeler & Tiefelsdorf, 2005).

3.7.4 Regression analysis

The fourth statistical procedure involved the application of inferential statistics, regression analysis. Regression analysis was helpful to the investigator in finding out the causal effect of one variable depended another variable (Maree, 2013) to prove the relationship between dependent variable and independent variable. Furthermore, a Hierarchical Moderated Regression analysis was used as another statistical technique to test the relationships affected by the moderating variable of age, gender, industry and experience with the dependant and independent variables, based on the second research objective of this study. The hypotheses were tested in measuring the positive or negative relationship and their extent between the independent and each dependent variable.

3.8 Ethical Considerations

This kind of research deals with humans as research subjects and therefore ethical considerations were made concerning the research. The most important was to ensure that the respondents were protected from any form of physical and physiological harm throughout their involvement with the research.

To ensure data is collected ethically, a consent form was provided and attached to the questionnaire, signed by the researcher and backed up by the Office of Research and Development and Ministry of Investment, Trade and Industry who authorised a permit to conduct the research. All the participants involved in the social media marketing research were assured anonymity and confidentiality of their data. This also included protection since it involved their marketing activities and strategies during participation in the research process. They were given a right to comment and make relevant alterations later during the research process but before data analysis stage began (Dawson, 2009). Participants were at liberty to pull out of participation at any point of research and ask to revoke the use of their information should they decide they wanted to exercise that right.

Maintenance of objectivity was another ethical consideration in this research, that is making sure that the data collected was done accurately to avoid subjective selection of what must be suitable to the research that will lead to deception in the findings, that is falsification and fabrication of findings (Saunders et al., 2016). It was assured that there is reliability and validity in the research. This was an overt research where there was transparency and honesty on identification as well as the motives of research. This in turn avoided situations where the targeted SMMEs using social media are forced into participation but instead giving them freedom of choice to participate.

3.9 Chapter Summary

The chapter aimed to establish the research design for the current study in application to the adoption and usage social media as a marketing tool based on the positivist philosophical standpoint. Using the questionnaire as quantitative method was deemed appropriate for data collection due to its capacity to incorporate a large sample. Convenience sampling has been selected for a sample size of 150 due to challenges in determining a specific list of SMMEs that utilize social media. Close-ended questionnaires were distributed dropping hardcopies of questionnaires to the selected SMMEs or through SurveyMonkey for those who have the capacity to respond through it and only 90 were useable. Collected data was entered into SPSS which then conducted the descriptive analysis and inferential statistical analysis such as correlation and regression analysis. Content validity and internal consistency were the most appropriate for ensuring questionnaires for validity and reliability.

CHAPTER 4- RESEARCH FINDINGS

4.1 Introduction

This chapter presents evaluation of the findings extracted from the research that was conducted on the factors predicting intention and usage of social media marketing in SMMEs in the South Eastern region of Botswana. The collected data was presented and analysed to address the objectives that have been established for this study, as well as the pertinent hypotheses. This chapter was arranged into three separate stages as outlined below:

- The first stage of the statistical analysis performed was the Frequency distribution for the demographic characteristics of SMME owners/managers.
- The second stage looked at the results in relation to the data collection instruments with focus on dimensionality and reliability analysis using Cronbach's Alpha and Inter-item correlations followed by testing for multicollinearity using Pearson's R.
- The third stage involved the testing of the hypotheses using multiple linear regression and moderated hierarchical regression.

4.2 Demographic and Descriptive Statistics

This section displays the demographics of the sample group that was used in the study. 140 questionnaires were sent out and distributed to SMMEs operating in the South Eastern region. From the SurveyMonkey application a link was sent to various respondents via email and WhatsApp however, response rate was quite low as only 17 participated in the survey. Therefore, in total, one hundred and two (102) responses were initially received translating to a 72.8% response rate. However, after eliminating all incomplete and ineligible responses, 90 were usable, bringing the final response rate to 64.2%. It was expected to achieve a higher sample size within the limited timeframe, however due to the fraction of locally registered business owners against the small population size of Botswana and within the boundaries of the

South East region, some have not yet embraced or participated in Facebook marketing therefore hard to reach those who have in an expedient manner. The data is presented in table 4-1 to reflect the salient characteristics such as age, gender, experience in using Facebook marketing and industry in the sample of respondents that were used in the study. Based on the findings, it is evident that the majority (57%) of the respondents were females as compared to males (43%). Furthermore, more than half (55.6%) of the respondents in the survey were young people, within the 18-29 age group followed by the 30- 39 age group with 33% of the responses. In terms of Facebook marketing experience, the use of Facebook in marketing was a new activity for 20% of the respondents of less than a year experience. Furthermore, a good majority of the respondents with a combined percentage of 71% had 1 to 4years experience in using Facebook for marketing. The majority of the respondent firms (60%) fell within the Tertiary (Services) industry followed by manufacturing at 34%.

Table 4-1: Demographic Profiling

		Frequency	**Percent**
Gender	Male	39	43%
	Female	51	57%
	Total	90	100%
Age	18-29 years	50	56%
	30-39 years	30	33%
	40-49 years	8	9%
	50-59years	2	2%
	Total	90	100%
Facebook Marketing Experience	Less than 1year	18	20%
	1-2years	40	44%
	3-4years	24	27%
	5-6years	7	8%
	7years+	2	2%
	Total	90	100%
Industry/Sector of business	Primary(Raw Materials)	2	2%
	Secondary(Manufacturing)	31	34%
	Tertiary(Services)	54	60%
	Other	3	3%
	Total	90	100%

4.3 Dimensionality and Reliability Analysis of Instrument

Table 4-2 summarizes the results of Cronbach's alpha calculation for each sub-scale of the UTAUT instrument. Reliability coefficients for all four individual scales, as well as for the entire scale, resulted in alpha values of over 0.70. Exact reliability coefficients were recorded as follows: 0.87 for performance expectancy (4 items), 0.79 for effort expectancy (4 items), 0.77 for social influence (4 items), 0.71 for facilitating conditions (4 items), 0.92 for behavioural intention (5 items), 0.78 for usage behaviour (4 items) and 0.90 for All 25 Items.

Table 4-2: Reliability Coefficients

Scale	N of Items	Cronbach's Alpha
Performance Expectancy	4	0.872
Effort Expectancy	4	0.787
Social Influence	4	0.769
Facilitating Conditions	4	0.712
Behavioural Intention	5	0.924
Usage Behaviour	4	0.779
All Items	25	0.895

The UTAUT model dimensions yielded acceptable reliability scores. Based on the assessment of Cronbach alpha coefficients reflected that there was no need to delete any items, as any item deleting for all the five dimensions (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and Behavioural Intentions) would have reduced their reliability. Based on table 4.3, all inter-item correlations exceeded the minimum of .30 except for FC1 and FC3 matrix which were below the acceptable standard. This result indicated a possibility of eliminating FC1 and FC3, but it is preferable to keep them for further examinations.

Table 4-3 Inter-Item Correlation Matrix

	PE1	PE2	PE3	PE4	EE1	EE2	EE3	EE4	SI1	SI2	SI3	SI4	FC1	FC2	FC3	FC4	BI1	BI2	BI3	BI4	BI5	UB1	UB2	UB3	UB4
PE1	1	.716	.452	.528	.442	.343	.174	.231	.487	.422	.474	.364	.465	.443	.273	.318	.527	.380	.450	.497	.537	.463	.358	.477	.571
PE2		1	.661	.724	.505	.295	.177	.303	.439	.278	.461	.428	.419	.449	.343	.272	.502	.362	.446	.474	.514	.502	.540	.569	.591
PE3			1	.701	.490	.321	.158	.344	.465	.369	.515	.388	.392	.430	.294	.366	.528	.411	.654	.527	.508	.457	.444	.609	.578
PE4				1	.518	.374	.343	.311	.373	.314	.521	.418	.321	.334	.361	.402	.494	.366	.421	.408	.399	.522	.628	.549	.587
EE1					1	.629	.373	.469	.350	.277	.450	.510	.398	.432	.314	.360	.371	.389	.488	.387	.421	.425	.542	.354	.576
EE2						1	.563	.448	.346	.310	.318	.415	.349	.376	.154	.529	.253	.222	.320	.167	.178	.346	.542	.304	.513
EE3							1	.417	.261	.158	.268	.217	.120	.165	.113	.335	.147	.022	.193	.119	.006	.292	.594	.202	.338
EE4								1	.342	.207	.422	.448	.230	.340	.164	.304	.232	.250	.398	.262	.225	.394	.491	.433	.439
SI1									1	.537	.438	.463	.240	.301	.222	.211	.481	.452	.400	.391	.437	.456	.471	.491	.473
SI2										1	.478	.325	.281	.302	.130	.226	.377	.344	.397	.330	.315	.256	.379	.463	.349
SI3											1	.483	.393	.400	.272	.252	.529	.522	.519	.523	.511	.381	.575	.529	.616
SI4												1	.299	.456	.269	.341	.380	.311	.424	.441	.435	.457	.494	.514	.594
FC1													1	.599	.184	.315	.408	.258	.444	.387	.465	.316	.287	.344	.437
FC2														1	.391	.414	.482	.340	.531	.441	.466	.268	.296	.378	.455
FC3															1	.305	.219	.280	.312	.340	.417	.272	.169	.379	.309
FC4																1	.214	.149	.310	.240	.224	.274	.365	.381	.503
BI1																	1	.799	.666	.764	.715	.418	.420	.342	.466
BI2																		1	.590	.644	.745	.308	.337	.252	.394
BI3																			1	.783	.703	.388	.344	.460	.509
BI4																				1	.811	.380	.357	.368	.480
BI5																					1	.355	.351	.391	.504
UB1																						1	.391	.411	.480
UB2																							1	.462	.499
UB3																								1	.610
UB4																									1

4.4 Hypotheses Testing

4.4.1 Correlation Analysis

Correlation analysis was used to detect multicollinearity. The issue relating to multicollinearity arises if the coefficients between the independent variables are too high (Hew et al., 2015). If the absolute value of Pearson correlation is greater than 0.8, collinearity is very likely to exist. According to the Pearson's R correlation table, all the columns did not have correlation value higher than 0.80. Furthermore, since the Pearson correlation coefficient between all of our independent variables is less than 0.8, this indicated that the data set did not suffer from multicollinearity (Pallant, 2007) as the correlation coefficient values ranges from 0.494 to 0.798 which represents a positive correlation. Thus, it has been concluded that there is no multicollinearity problem that was discovered in this research.

Table 4-4: Correlations

	PE	EE	SI	FC	BI	UB
PE	1					
EE	.494**	1				
SI	.639**	.545**	1			
FC	.586**	.513**	.507**	1		
BI	.623**	.362**	.631**	.529**	1	
UB	.798**	.681**	.780**	.599**	.570**	1

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

4.4.2 Multiple Linear Regression Analysis

Linear regression basically deals with the relationship between the dependent and independent variables by means of a linear equation. It is normally the next step after correlation. To test the hypotheses, H1 to H4 a simple multiple linear regression analysis was performed. As the UTAUT dimensions were used to measure adoption and usage of Facebook marketing, the means of representing each construct / dimension were used in this analysis. The independent

variables; Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions were regressed against the two dependant variables which were Behavioural Intention and Usage behaviour.

Table 4-5 reveal that the independent variables explains 50.7% of the variability in the dependent variable, Behavioural Intention and Table 4-5 reveal that the independent variables can explain 81.1% of the variability in the dependent variable, actual usage. The Sig. columns indicate which independent variable has a significant influence on behavioural intention and usage behaviour and the results were discussed. The tolerance levels for all variables under investigation were all above the acceptable value of 0.2 with a Variance Inflation Factor below VIF=10, whilst in other studies, the recommended value is VIF= 5 (Ringle et al., 2015) as seen in the regression model in Table 4-6 with ranges between VIF 1.614 and 2.030. This indicates that all the variables in the multiple regression models were linearly predicted from the others with a substantial degree of accuracy therefore suggested no possibility of multicollinearity. The regression models in table 4-5 and table 4-6 reveal that there was no multicollinearity.

Table 4-5: Regression Analysis for Behavioural Intention as Dependant Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712[a]	.507	.484	.55887

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.029	.383		2.686	.009		
	PE	.299	.106	.306	2.815	.006	.493	2.030
	EE	-.100	.089	-.108	-1.117	.267	.620	1.614
	SI	.408	.111	.390	3.670	.000	.515	1.943
	FC	.201	.097	.207	2.079	.041	.582	1.717

a. Dependent Variable: BI

Table 4-6: Regression Analysis for Actual Usage as Dependant Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.901[a]	.811	.802	.35367

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.451	.242		-1.863	.066		
	PE	.424	.067	.424	6.310	.000	.493	2.030
	EE	.248	.057	.262	4.380	.000	.620	1.614
	SI	.370	.070	.345	5.258	.000	.515	1.943
	FC	.041	.061	.041	.669	.505	.582	1.717

a. Dependent Variable: UB

Hypothesis 1: H1a states that Performance Expectancy has a positive effect on behavioural intention to use Facebook marketing and H1b states that Performance Expectancy has a positive effect on the actual usage of Facebook marketing in Tswana owned SMMEs. The results show a significant positive effect of construct performance expectancy on behavioural intention (b= 299, p=.006) as well as on Usage Behaviour (b= .424, p≤ .000). This means that Performance Expectancy is a predictor of both the behavioural intention and usage behaviour of Facebook Marketing. This hypothesis is thus fully supported.

Hypothesis 2: H2a states that Effort Expectancy has a positive effect on behavioral intention to use Facebook marketing and H2b states that Effort Expectancy has a positive effect on the actual usage of Facebook marketing in Tswana owned SMMEs. The variable Effort expectancy has no significant effect on Behavioural Intention to use Facebook marketing (b=-.100, p= .267). In terms of Usage behaviour, it revealed a significant positive effect at sig. 000 (p≤0.001, b=0.248). Therefore, in context of this research, effort expectancy is not a predictor of behavioural intention but is a predictor of usage behaviour. Hypothesis 2a is not supported whereas hypothesis 2b is supported.

Hypothesis 3: H3a states that Social Influence has a positive effect on behavioral intention to use Facebook marketing and H3b states that Social Influence has a positive effect on the actual usage of Facebook marketing in Tswana owned SMMEs. The results reveal that Social influence has a significant positive effect on behaviour intention to use Facebook Marketing (b= .408, p≤.000) as well as on Usage Behaviour (b= .370, p≤.000). This means that Social Influence is a predictor of both the behavioural intention and usage behaviour of Facebook Marketing. This hypothesis is thus fully supported.

Hypothesis 4: H4a states that Facilitating Conditions has a positive effect on behavioral intention to use Facebook marketing and H4b states that Facilitating Conditions has a positive effect on the actual usage of Facebook marketing in Tswana owned SMMEs. The variable Facilitating Conditions shows that it has a significant positive effect on Behavioural Intention (b= .201 p= .041). However, in terms of Usage behaviour, facilitating conditions shows that it has no significant effect (b=.041, p=.505). Therefore, in context of this research, Facilitating Conditions is a strong predictor of Behavioural Intention but it not a predictor of Usage Behaviour signifying that there is no significant effect to use Facebook marketing. Hypothesis 4a is supported whereas hypothesis 4b is not supported.

4.4.3 Hierarchical Regression Analysis

To add additional insight into the predictors of Behavioural Intention and Usage Behaviour of Facebook marketing, demographics were combined with the UTAUT model to explore their effects on both Behavioural Intention and Usage Behaviour, the results of the hypotheses tests, linear regression was once again performed this time in the form of hierarchical moderated regression.

In this section, Hierarchical Moderated Regression was used in testing the moderating effect of the four moderating variables (M1-4) in altering the influence of PE, EE, SI and FC, all denoted by (X) towards BI and UB (Y). The moderating variables (Age, gender, experience level and

industry) were tested with the UTAUT constructs to identify their effect on the relationship of each of the independent variables (Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions) as well as the dependent variables (Behaviour Intention and actual Usage Behaviour). For each potential moderator and the independent variables (UTAUT constructs), a regression with two models were conducted, thus a hierarchical regression. The first model included the independent variable and the moderator on the dependent variable and the second model included the interaction term (i.e., Independent variable*moderator) to test the effects.

According to MacKinnon (2011), the moderation effects are tested with multiple regression analysis, where the predictors (X, M) and their interaction term (XM) are included to improve interpretation of regression coefficients. A single regression equation forms the basic moderation model.

$$Y=b1X+b2M+b3XM$$

Where b1 represented the coefficient of the independent variable (X) in predicting the outcome (Y), when M = 0. While b2 represented the coefficient of the moderator variable (M) in predicting the outcome (Y), when X = 0. Finally, b3 represented the coefficient of the interaction term (X*M). This b3 represents the strength of the moderation activity; the effect of X on Y depends on the value of M.

Prior to conducting the hierarchical moderated regression, the demographic information which moderator variables were consolidated and dummy coded into two groups. Gender was dummy-coded into 0/1 consistent with previous research (Venkatesh and Morris 2000). Age was captured as older and younger, level of experience in using Facebook marketing was captured as less experience and more experience; industry was also captured as manufacturing and services. All the variables were dummy-coded into either 0 or 1 where 0 is the reference group.

Table 4-7: Gender, Age, Experience and Industry on Dependant Variable (Behavioural Intention) on Independent Variable (PE, EE, SI, and FC)

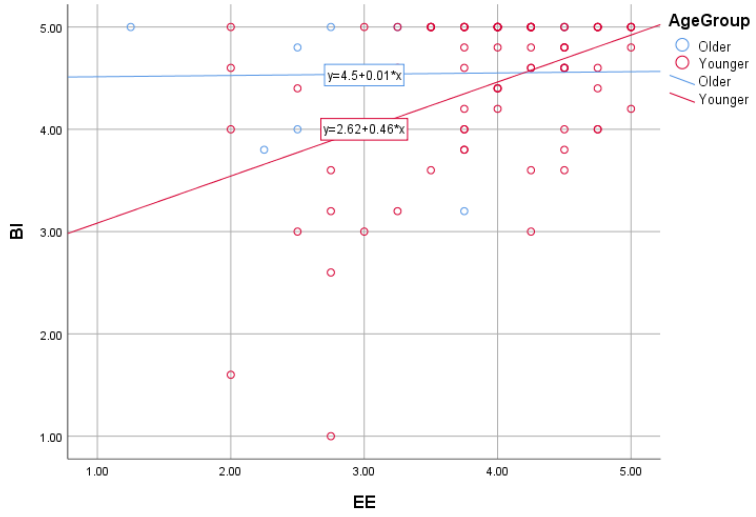
IV	Model	R^2	R^2 change	Sig. Change	B	P value of Interaction	Moderation Supported/ Not supported
PE	Model 1: PE	.415	.415	.000			
	Model 2: PE Interaction with Moderators	.428	.013	.763			
	PE x Gender				.074	.663	
	PE x Age				.099	.834	
	PE x Industry				-.112	.440	
	PE x Experience				.131	.531	
EE	Model 1: EE	.176	.176	.005			
	Model 2: EE Interaction with Moderators	.241	.065	.153			
	EE x Gender				.074	.222	
	EE x Age				.099	.028	Supported
	EE x Industry				-.112	.860	
	EE x Experience				.131	.184	
SI	Model 1: SI	.407	.407	.000			
	Model 2: SI Interaction with Moderators	.426	.019	.619			
	SI x Gender				.139	.444	
	SI x Age				.399	.247	
	SI x Industry				.022	.874	
	SI x Experience				.091	.636	

FC	Model 1: FC	.407	.407	.000			
	Model 2: FC Interaction with Moderators	.426	.019	.619			
	FC x Gender				.140	.444	
	FC x Age				.401	.247	
	FC x Industry				.022	.874	
	FC x Experience				.091	.636	

Hypothesis 5a: H5a states that Performance Expectancy predicted by Behavioural Intention to use Facebook Marketing will be moderated by gender, age, experience and industry. According to the results from the hierarchical regression, R^2 for the first model in which Performance Expectancy and Age, Gender, Experience and Industry was introduced in equation equalled .415 and then by introducing the interaction between Performance Expectancy and each of the moderators in the second model, the R^2 value increased to .428 and the change in R^2 was .013. The p-values of the interaction terms are all above the unilateral significance level of 0.05, thus insignificant. This reveals that age, gender, experience and industry do not have a moderating effect on the relationship between Performance Expectancy and Behavioural Intention to use Facebook Marketing. This hypothesis is thus not supported.

Hypothesis 6a: H6a states that Effort Expectancy predicted by Behavioural Intention to use Facebook Marketing will be moderated by gender, age, experience and industry. According to the results from the hierarchical regression, R^2 for the first model in which Effort Expectancy and Age, Gender, Experience and Industry was introduced in equation equalled .176 and then by introducing the interaction between Effort Expectancy and each of the moderators in the second model, the R^2 value increased to .241 and the change in R^2 was .065. The p-values of the interaction terms were between the p value of .028 and .860. Based on the analysis, gender, experience and industry did not have a moderating effect on Social Influence consequently insignificant. However, only age moderated the relationship between Effort Expectancy and

Behavioural Intention to use Facebook Marketing with the effect being more salient on the younger age group (b= .099, p= .028) as illustrated in the graph below. This hypothesis is therefore, not supported in exclusion to the moderating variable, age which is supported.



Hypothesis 7a: H7a states that Social Influence predicted by Behavioural Intention to use Facebook Marketing will be moderated by gender, age, experience and industry. According to the results from the hierarchical regression, R^2 for the first model in which Social Influence and Age, Gender, Experience and Industry was introduced in equation equalled .407 and then by introducing the interaction between Social Influence and each of the moderators in the second model, the R^2 value increased to .426 and the change in R^2 was .019. The p-values of the interaction terms are all above the unilateral significance level of 0.05, accordingly insignificant. This reveals that age, gender, experience and industry do not have a moderating effect on the relationship between Social Influence and Behavioural Intention to use Facebook Marketing. This hypothesis is therefore not supported.

Hypothesis 8a: H8a states that Facilitating Conditions predicted by Behavioural Intention to use Facebook Marketing will be moderated by gender, age, experience and industry. According to the results from the hierarchical regression, R^2 for the first model in which Facilitating Conditions and Age, Gender, Experience and Industry was introduced in equation equalled .407

and then by introducing the interaction between Facilitating Conditions and each of the moderators in the second model, the R^2 value increased to .426 and the change in R^2 was .019. The p-values of the interaction terms are all above the unilateral significance level of 0.05, thus insignificant. This reveals that age, gender, experience and industry do not have a moderating effect on the relationship between Facilitating Conditions and Behavioural Intention to use Facebook Marketing. This hypothesis is thus not supported.

Table 4-8: Gender, Age, Experience and Industry on Dependant Variable (Usage Behaviour) on Independent Variable (PE, EE, SI, and FC)

IV	Model	R^2	R^2 change	Sig. Change	B	P value of Interaction	Moderation Supported/ Not supported
PE	Model 1: PE	.648	.648	.000			
	Model 2: PE Interaction with Moderators	.653	.005	.896			
	PE x Gender				-.010	.942	
	PE x Age				.004	.991	
	PE x Industry				.084	.459	
	PE x Experience				-.091	.576	
EE	Model 1: EE	.510	.510	.000			
	Model 2: EE Interaction with Moderators	.543	.033	.227			
	EE x Gender				.188	.145	
	EE x Age				.387	.052	
	EE x Industry				-.061	.700	
	EE x Experience				.034	.828	
I	Model 1: SI	.618	.618	.000			

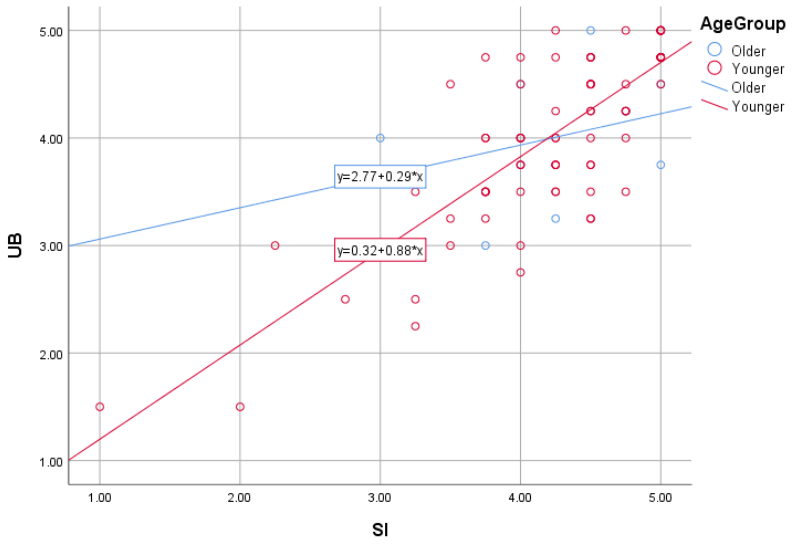
	Model 2: SI Interaction with Moderators	.648	.030	.151			
	SI x Gender				.131	.357	
	SI x Age				.578	.034	Supported
	SI x Industry				.183	.095	
	SI x Experience				.047	.754	
FC	Model 1: FC	.618	.618	.000			
	Model 2: FC Interaction with Moderators	.648	.030	.151			
	FC x Gender				.132	.357	
	FC x Age				.580	.034	Supported
	FC x Industry				.185	.095	
	FC x Experience				.047	.754	

Hypothesis 5b: H5b states that Performance Expectancy predicted by actual Usage Behaviour of Facebook Marketing will be moderated by gender, age, experience and industry. According to the results from the hierarchical regression, R^2 for the first model in which Performance Expectancy and Age, Gender, Experience and Industry was introduced in equation equalled .648 and then by introducing the interaction between Performance Expectancy and each of the moderators in the second model, the R^2 value increased to .653 and the change in R^2 was .005. The p-values of the interaction terms are all above the unilateral significance level of 0.05, hence insignificant. This reveals that age, gender, experience and industry do not have a moderating effect on the relationship between Performance Expectancy and actual Usage Behaviour of Facebook Marketing. This hypothesis is therefore not supported.

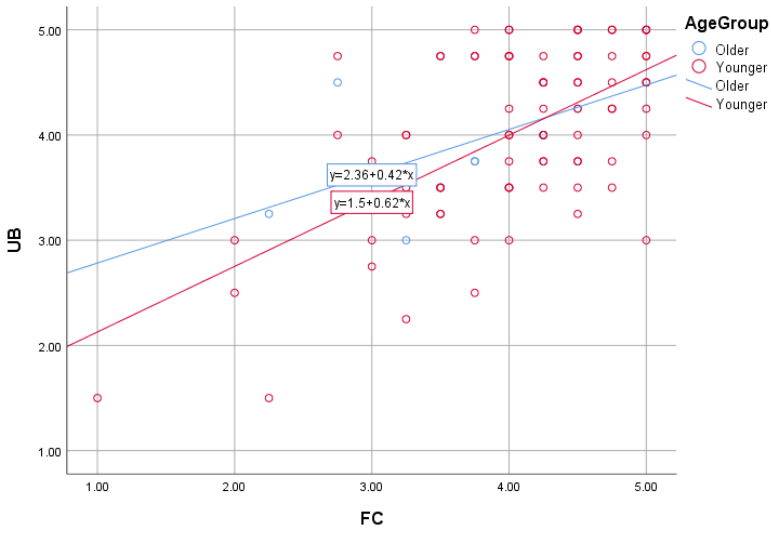
Hypothesis 6b: H6b states that Effort Expectancy predicted by actual Usage Behaviour of Facebook Marketing will be moderated by gender, age, experience and industry. According to the results from the hierarchical regression, R^2 for the first model in which Effort Expectancy

and Age, Gender, Experience and Industry was introduced in equation equalled .648 and then by introducing the interaction between Effort Expectancy and each of the moderators in the second model, the R^2 value increased to .653 and the change in R^2 was .005. The p-values of the interaction terms are all above the unilateral significance level of 0.05, thus insignificant. This reveals that age, gender, experience and industry do not have a moderating effect on the relationship between Effort Expectancy and actual Usage Behaviour of Facebook Marketing. This hypothesis is thus not supported.

Hypothesis 7b: H7b states that Social Influence predicted by actual Usage Behaviour of Facebook Marketing will be moderated by gender, age, experience and industry. According to the results from the hierarchical regression, R^2 for the first model in which Social Influence and Age, Gender, Experience and Industry was introduced in equation equalled .618 and then by introducing the interaction between Social Influence and each of the moderators in the second model, the R^2 value increased to .648 and the change in R^2 was .030. The p-values of the interaction terms were between the p value of .034 and .754. Based on the analysis, gender, experience and industry did not have a moderating effect on Social Influence thus insignificant. However, only age moderated the relationship between Social Influence and actual Usage Behaviour of Facebook Marketing, with the effect being more salient on the younger age group (b= .578, p= .034) as illustrated in the graph below. This hypothesis is therefore, not supported in exclusion to the moderating variable, age which is supported.



Hypothesis 8b: H8b states that Facilitating Conditions predicted by actual Usage Behaviour of Facebook Marketing will be moderated by gender, age, experience and industry. According to the results from the hierarchical regression, R^2 for the first model in which Facilitating Conditions and Age, Gender, Experience and Industry was introduced in equation equalled .618 and then by introducing the interaction between Social Influence and each of the moderators in the second model, the R^2 value increased to .648 and the change in R^2 was .030. The p-values of the interaction terms were between the p value of .034 and .754. Based on the analysis, gender, experience and industry did not have a moderating effect on Facilitating Conditions thus insignificant. However, only age moderated the relationship between Facilitating Conditions and actual Usage Behaviour of Facebook Marketing, with the effect being more salient on the younger age group (b= .580, P= .034) as illustrated in the graph below. This hypothesis is therefore, not supported in exclusion to the moderating variable, age which is supported.



4.5 Chapter Summary

This section provides a summary of the results and findings of the quantitative analysis. The collected data was analysed to determine the main factors that would have various influences on the adoption and usage of Facebook marketing as a social media technology from the perspective of the SMME owner in context of the South East region of Botswana. Multiple Linear Regression analysis was carried out for hypothesis 1 to 5 and a moderated hierarchical regression analysis was carried out for hypothesis 5 to 12. The findings are summarised in table 4-9:

Table 4-9 Summary of findings

Predictor Hypotheses	DV	IV	Moderator	Result
H1a	BI	PE	None	*Supported*
H1b	UB	PE	None	*Supported*
H2a	BI	EE	None	*Not supported*
H2b	UB	EE	None	*Supported*
H3a	BI	SI	None	*Supported*
H3b	UB	SI	None	*Supported*
H4a	BI	FC	None	*Supported*
H4b	UB	FC	None	*Not supported*
H5a	BI	PE	Age, Gender, Experience, Industry	*Not supported*

H5b	UB	PE	Age, Gender, Experience, Industry	*Not supported*
H6a	BI	EE	Age Gender, Experience, Industry	*Supported* *Not supported*
H6b	UB	EE	Age, Gender, Experience, Industry	*Not supported*
H7a	BI	SI	Age, Gender, Experience, Industry	*Not supported*
H7b	UB	SI	Age Gender, Experience, Industry	*Supported* *Not supported*
H8a	BI	FC	Age, Gender, Experience, Industry	*Not supported*
H8b	UB	FC	Age Gender, Experience, Industry	*Supported* *Not supported*

Fully Supported Hypothesis:

This study revealed that there was a significant, positive relationship between the performance expectancy construct and the SMME owners' behavioural intention to use and usage behaviour of Facebook marketing. There was a significant, positive relationship between the effort expectancy construct and the SMME owners' usage behaviour of Facebook marketing. There was a significant, positive relationship between Social Influence and the SMME owners' behavioural intention to use and usage behaviour of Facebook marketing. There was a significant, positive relationship between the Facilitating Conditions construct and the SMME owners' behavioural intention to use Facebook marketing. In terms of measuring each construct with the following moderators; age, gender, experience and industry, the results show that the relationship between effort expectancy and behavioural intention was moderated by age. Furthermore, in terms of their relationship with usage behaviour, social influence and facilitating conditions were moderated by age. Age was seen as a moderator such that the effect was more salient in the younger age group as compared to the older age group.

Not supported Hypotheses:

In terms of the effort expectancy construct, the findings reveal that the relationship was insignificant in predicting the SMME owners' behavioural intention and actual usage of Facebook marketing. There was an insignificant relationship between the Facilitating Conditions construct and the SMME owners' usage behaviour of Facebook marketing. Gender,

Age, Experience and Industry did not moderate the relationships between each of the constructs Performance Expectancy, Social Influence and Facilitating Conditions with Behavioural Intention. Likewise, there was no moderation between each of the constructs, Performance Expectancy and Effort Expectancy with SMME owners' Usage Behaviour of Facebook Marketing.

In closing, behavioural intention to use Facebook marketing is predicted by performance expectancy, social influence and facilitating conditions. Actual usage of Facebook marketing is predicted by performance expectancy, effort expectancy and social influence. In terms of evaluating the moderating effects, age moderated relationship between effort expectancy and behavioural intention and also the relationship between social influence, facilitating conditions with usage behaviour such that the effect was stronger in the younger age group than the older age group. No additional moderating effects were observed for all the constructs.

CHAPTER 5- CONCLUSIONS, IMPLICATIONS AND DIRECTIONS FOR FUTURE RESEARCH

5.1 Introduction

The main aim of this chapter is to validate the extent at which the investigations conducted have provided answers to the research questions based on the data analysis results from the previous chapter. The overall purpose of the research was to investigate factors predicting the intention and usage of Facebook marketing amongst SMMEs through the application of the UTAUT framework. The specific research objectives were, within the Botswana SMME context, to; 1) determine the relationship between the UTAUT constructs as predictors of behavioural intention and usage of Facebook marketing, 2) To examine the moderating effect of demographic characteristics towards behavioural intention and usage of Facebook marketing. Therefore, the following section will revisit the research objectives above, summarise the research findings and offer conclusions based on the findings. This will be followed by the presentation of recommendations established from the research, implications of the study both on a theoretical and practical level and finally the limitations of the study and directions for future research.

5.2 Discussions of findings

5.2.1 Research objective 1: Factors that predict intention and usage of Facebook marketing.

Performance Expectancy: Based on hypothesis 1 denoted by a and b stating that Performance Expectancy has a positive effect on behavioural intention to use Facebook marketing and actual usage respectively, reflects how far SMMEs believe that the use of Facebook marketing will help them improve the performance of their business. There was evidence to show that performance expectancy construct has a significant positive effect on both behavioural intention and actual usage of Facebook marketing meaning that the participants of the study strongly

believe that using Facebook marketing will help him/her to attain gains in the performance of their businesses. Findings are consistent with other studies produced (Venkatesh, et al, 2003; Sanny, 2017; Mtebe and Raisamo, 2014; Fobang et al., 2019; Mohamad and Kassim, 2018) and in disagreement with Mandal and McQueen (2012). Conclusion drawn from the findings mean that when SMME owners expect Facebook to increase their performance in marketing activities, they increase their intentions to use it and ultimately end up using the social media technology. SMME owners deemed social media as important because their ability to generate profits, stimulate brand awareness and achieve their marketing goals mostly is dependent on the effectiveness of having a social media presence. It is concluded that Facebook marketing is seen as an effective digital platform to boost marketing performance of the business. Contrary to Venkatesh, et al, (2003), Performance Expectancy is not the strongest predictor of behavioural intention, however, on its effect on actual usage, it has the highest b coefficient in comparison to other constructs.

Effort Expectancy: Based on hypothesis 2 denoted by a and b stating that Effort Expectancy has a positive effect on behavioural intention to use Facebook marketing and actual usage respectively, the assessment was on whether participants believe that Facebook marketing effort was designed in a simple way and not complicated to use for their business. Nevertheless, evidence shows that Effort Expectancy, does not have a significant effect on Behavioural Intention thus indicating that they have have less ease associated with the use of Facebook marketing. The findings contradict with these studies (Venkatesh, et al, 2003; Bankole et al., 2011; Ndayizigamiye & Maharaj, 2016; Yoboue et al., 2018; Mosweu and Bwalya, 2018). Interestingly, the construct reveals that effort expectancy is positively related to the actual usage of Facebook marketing in Tswana owned SMMEs. Conclusion drawn from the finding indicates the possibility that the perception of Facebook marketing being complicated to use is becoming less of a concern to SMME owners. As a result, the SMME owners will use the Facebook platform based on its perceived usefulness instead of the ease of use. However,

pertaining to the actual usage, it is concluded that it is associated with the ease of use. The level of ease is increased as the amount of effort exerted goes higher in using Facebook marketing. This subsequently leads to less effort exerted by SMMES, thus the more they will continuously use it. Another notable factor that can be considered is related to experience in personal usage of Facebook and being accustomed to it which can contribute to navigating easily into using the platform for marketing purposes as well.

Social Influence: Based on hypothesis 3 denoted by a and b stating that Social Influence has a positive effect on behavioural intention to use Facebook marketing and actual usage respectively, the degree at which the use of Facebook marketing is influenced by peers and other important connections on SMME owners has been established. The results show that the third construct, Social Influence has a significant positive effect on both behavioural intention and actual usage of Facebook marketing in Tswana owned SMMEs. Social influence also had the largest effect ($b=.408$, $p<.000$) as compared to other constructs, meaning that it was the strongest predictor of behavioural intention to use Facebook marketing which could be the result of the current social environment near the SMME's location already utilising social media as one of their daily activity (Zamrudi & Wicaksono, 2018). SMMEs are mostly affected by opinions of others in the community around them when considering the usage of Facebook marketing. The findings are consistent with other studies (Venkatesh et al., 2003; Hanson et al., 2011; Salim, 2012; Grandon et al., 2018; Zamrudi and Wicaksono, 2018). The conclusion emerging from this finding is that the more family, friends, peers, customers and other people important to the SMME owners suggest that they use Facebook marketing, the more likely their intention to use them. Continuous support from such a circle of influence encourages them to use the platform. SMME owners' decisions to consider using Facebook marketing are strongly influenced by the positive word of mouth given. Thus a first step for success in this digital era is by having a strong social support system as a way of convincing SMME owners on the efficiency and the effectiveness of social media marketing tools like Facebook.

Facilitating Conditions: Based on hypothesis 3 denoted by a and b stating that Facilitating Conditions has a positive effect on behavioural intention to use Facebook marketing and actual usage respectively, a measurement was made on the degree to which an SMME owner believes that he/she has the necessary technical knowledge and resources that are needed in order to support usage of Facebook marketing. The Facilitating Conditions construct has a significant positive effect on behavioural intention to use Facebook marketing in Tswana SMMEs whereas in terms of actual usage, it shows no significant effect. The insignificant relationship with actual usage contradicts most studies (Venkatesh, et al., 2003; Yang & Forney, 2013; Escobar-Rodrguez et al. 2014; El Ouirdi et al., 2016; Taiwo, 2019) however, it is in agreement with Asastani et al. (2018), This condition happened due to the equitable IT infrastructure development around SME's location (Zamrudi & Wicaksono, 2018). Conclusion drawn from the findings mean that the more organizational and technical infrastructure exists to support the usage of Facebook, the higher the intention of SMMEs to use the social media platform for their marketing activities.

5.2.2 Research objective 2: Moderating effect of demographic characteristics towards behavioural intention and usage of Facebook marketing

Based on the above discussion of results, there lies a possibility that the direct effect that the main variables have on behavioural intention as well actual usage can be moderated by additional factors. In light of this, it has been argued that human factors play a vital role in the process of accepting and adopting technology, that is, demographic characteristics. Therefore, in this study, the moderating variables, age, gender, experience and industry were tested to see their effect on the relationship of each of the independent variables (*Performance expectancy, Effort expectancy, Social influence, and Facilitating conditions*) as well as the dependent variables (*Behaviour Intention and Actual usage).*

The results of the moderating effects of gender, age, experience and industry reveal that only age has a statistically significant effect in moderating the relationship between the effort expectancy and behavioural intention. Additionally, age was statistically significant in moderating the two independent variables social influence and facilitating conditions with the dependent construct usage behaviour of Facebook marketing. The finding also confirms with other studies (Venkatesh et al., 2003; Salim 2012; Themba & Mulala, 2013; Munyoka and Maharaj, 2017; Tripathi, 2018; Ameen & Willis, 2018) on the widely held view that the younger generation are spearheading the intention and usage of internet technologies as compared to the older generation. In conclusion, the younger generation have much more curiosity to explore technology therefore have a better understanding and interest on the usefulness of social media marketing than the older generation who are more risk averse. Furthermore, the younger generation is more receptive to influence of others in their social circle to use the social media platform for marketing purposes as compared to the older generation who may be more reluctant due to comfort and familiarity with traditional marketing. Finally, the younger generation are also more likely to be more technologically savvy and invest in the necessary resources to use Facebook marketing as compared to the older generation who are not really fascinated by the latest technology advancements.

Gender did not exhibit significant interactions with any predictor variable hence inconsistent with other studies (Venkatesh et al., 2003; Salim 2012; Curtis et al., 2010; Warsame and Ireri, 2018; Humaid and Ibrahim, 2019). The result differences could be explained by the environment in which this survey was carried out. However, given the nature of the population, this is not a surprising finding. This suggests that the gender gap with respect to technology acceptance is lessening; a finding supported by other researchers who have conducted technology acceptance among business owners. Reality reveal that male and female SMME

owners have roughly the same characteristics in terms of experience with the Facebook marketing technology as well as the attention that they pay to the opinions of their peers.

The conclusions can therefore be drawn that the objectives of the study were achieved. Recommendations with practical solutions for SMME social media marketing strategy can be addressed on that basis.

5.3 Recommendations

In light of the findings, it is suggested that the following recommendations be considered:

In terms of performance expectancy, to incite SMME owners to market using Facebook, it is recommended that they are well informed about it so they can embrace and understand the various benefits social media marketing possesses such as minimised costs, brand awareness, wider reach of target audience and interaction with customers and potential customers. This makes marketing easier, cheaper and more convenient as compared to traditional methods. When SMME owners build a strong social media presence, it can lead to accomplishment of marketing tasks such as profit generation and fulfilment of key performance indicators.

The second suggestion focused on effort expectancy is to improve frequency level of marketing which will increase the comfort level and ease in using Facebook. This can be done determining the ideal frequency for posts per given timeframe. It is a necessity that SMME owners strike a balance with posts to avoid flooding other users' newsfeed by marketing their brand too many times to a point of annoyance by the audience. Yet at the same time SMMEs need to avoid a situation where the Facebook business page has been neglected or not been updated in months which may consequently lead to people questioning the reliability and authenticity of the brand. Regular and continuous systematic use of marketing via the Facebook brand page will potentially lead to wonderful benefits for SMMEs.

For facilitating conditions, it is suggested that technological and organisational support be intensified especially for the older generation. Furthermore, engaging a social media consultant to guide the SMME owner in operating their marketing activities on Facebook is important. Despite the costs in outsourcing assistance from personnel with the relevant expertise, the return on investment is almost guaranteed. Alternatively, if costs allow, it is best to hire an individual who has experience in social media management. Furthermore, through being educated in social media marketing, SMME owners can be equipped with adequate knowledge which in turn increases their level of confidence in using the platform. Therefore, it is recommended that SMMEs leverage on opportunities to be trained through platforms such as workshops, seminars, free courses through Massive Open Online Courses (MOOCs) on social media management.

5.4 Limitations of the Study

The first limitation concerns the UTAUT model. Upon Contrasting the original UTAUT study which was a longitudinal study, this research only measured respondents' perceptions, intentions, and usage at a single time point therefore applying a cross-sectional quantitative survey design due to time constraints.

The second limitation of this research was the sample size relevant to the required sampling frame as per previous research studies that focused on the application of the UTAUT model. It was expected that more SMME owners would volunteer to participate than the number in the survey. However, this kind of situation is also attributed to the fraction of business owners in the small population size of Botswana as compared to other countries which have conducted similar studies using UTAUT framework. Probably a larger sample size would have brought significant results when moderator effects were tested with the UTAUT constructs while at the same time reducing biasness in the sample using a different technique.

The third limitation pertains to data collection. Survey data was collected partly using the Internet via the SurveyMonkey tool so that SMME owners may be able to respond at their own convenience. This resulted in incomplete responses and slowness in returning survey responses. The researcher is also suspicious that there may have been misinterpretation in answering questions that may have hindered the provision of quality information.

The fourth limitation is that the analysis in this study is based on data collected when social media is still in its infancy especially in Botswana. The current time period may not be a reflection of the full potential of the social media impact and the opportunities that are possible for the SMME owners using the technology.

The fifth limitation is an absence of baseline data on social media marketing in Botswana, which made it difficult to make comparisons. Comparisons were made from Botswana's neighbouring countries like South Africa. This lack of data in Botswana therefore has somehow limited the scope of researchers' analysis and hindered the observation of trends in finding a meaningful relationship. This limitation however has paved a way forward for future research.

The final limitation is that the SMMEs owner participants of residing within the south east region of Botswana should be pointed out. Although a huge advantage, this segment is only part of the SMMEs population operating in Botswana. Possibly an empirical rather than descriptive analysis could be used in future research to estimate a clear association between social media intention to use and the SMME owner. Future studies should be expanded to other parts of the country, possibly the international arena that can also investigate the impact of the Tswana culture and to reaffirm the UTAUT model.

5.5 Implications of the Study

5.5.1 Theoretical Implications

From a theoretical perspective, the research will add to the literature dealing with intention and usage of social media marketing proposed by the UTAUT model. The UTAUT model being used in various applications in Information Systems as discussed in the related literature has motivated the researcher to adopt this model in the present work. The UTAUT model provides a framework that explains the attitudes of SMME owners towards social media marketing, particularly Facebook. Thus, the major theoretical contribution of the study, which modifies the UTAUT to suit a new context, is this new version of the model. This modified UTAUT model was formulated to fit the context of Facebook marketing. This dissertation contributes by not only confirming the relationship between the variables extracted from the original UTAUT model but has modified the original model through examining the effect of the constructs Performance Expectancy, Effort Expectancy and Social Influence on actual usage as a direct path and also have facilitating conditions having an effect on behavioural intention.

Furthermore, the researcher also considered the moderating role of variables, such as gender, age, experience to moderate the relationship between performance expectancy, effort expectancy social influence and facilitating conditions both on behavioural intention and actual usage. Industry was also added as a moderator even though it was found to have no moderation effect with any of the constructs on their relationship with behavioural intention and actual usage. However, this has potentially helped in filling the existing theoretical gaps in the UTAUT model as it shows that future researchers may ponder on examining other demographic characteristics. In the past, various studies have applied the UTAUT in SMME contexts such as e-commerce, cloud-computing, wireless LAN technology, however, the phenomenon remains untapped in relation to social media marketing. A number of studies have addressed the adoption and usage of social media in small and medium businesses with application to other theories, yet the application of UTAUT framework has not been investigated. Hence this study takes note of the theoretical literature concerning social media marketing and addresses the issue of making modifications to the UTAUT framework to evaluate SMME adoption of

social media marketing. Given its nature, the modification of UTAUT is highly desirable because the theory helps to explain the contemporary phenomenon of social media technology adoption particularly Facebook while it focuses on the factors that might bring encouragement to entrepreneurs in Botswana to use the platforms to achieve marketing objectives and grow their businesses. The researcher believes this study can be used as a springboard to further investigate small businesses and social media adoption from a marketing context.

5.5.2 Practical Implications

The results of this study have practical implications as well. Understanding the most important predictor of intention and usage of social media technology will be of great usefulness for academics and experts in social media in the business domain. Future researchers, IT professionals, marketing professionals and SMME owners could leverage the results of this study to understand the factors and opportunities that could be provided through social media. This knowledge can help administrators make sound decisions about the technology to implement and leverage on in order to support marketing strategies of SMME owners. The research provides a platform for guidance to marketing practitioners and strategists in the related field consider the factors that can help in achieving successful social media marketing adoption for different groups of entrepreneurs depending on demographic characteristics.

The SMME owner is the best judge about the marketing needs of his or her business. As social media use evolves over time, the researcher remains hopeful that the SMME owner will develop a comfort zone in using the tools or various sites through practising to gain efficacy. Investing in knowledge on social media tools and applications to marketing is emphasized as a necessity for SMME owners to make decisions on best practises to apply to achieve their marketing strategy. This includes benchmarking practises from already established Facebook pages. It is also anticipated that this study will encourage the SMME owners to design comprehensive social media marketing strategy plan for Facebook brand page. It is essential that they create a

blueprint for effective execution. This can include incorporating practical methods of reaching target audience more effectively that will ultimately improve the quality of sales. Innovation in the usage of Facebook business page as a marketing and sales channel to gain competitive advantage in the social media space must also be included in the strategy plan. With the complexity of marketing channels that has technologically advanced over the years, the existence of this research will shed some light to SMME owners in the deployment of integrated marketing strategies. Thus enabling them to align the Facebook business page with the other marketing initiatives done by the business to provide a consistent brand image, message and target customer relevance. The evidence emanating from the research should advance the understanding of Facebook marketing usage among Botswana's SMME owners and is intended to guide ICT policy makers and academics in general. This is to better execute and replicate respectively a model of social media which is academically informed and based on small business practises.

5.6 Directions for Future Research

The research may require a refinement of the UTAUT instrument to account for the limitations discussed above. In terms of moderation effects, use of other demographic characteristics such as level of education to determine effect on the UTAUT constructs in context of Facebook. Addition of other constructs/statements derived from marketing field related theories can be incorporated to modify the UTAUT model and tested to determine better suitability in future studies.

The study focused solely on the SMME sector in the South East region of Botswana. Future research on Facebook marketing intention and usage focusing on specific business sectors such as manufacturing, tourism, agriculture or services can open up avenues to examine new opportunities for the technology and create a holistic approach for understanding how technology change influences such businesses and their customers. Perhaps an extension of this

research examining SMMEs in other regions as comparison studies and across the entire Botswana and Southern African region can shed more clarity of the behavioural intention and usage of SMME owners to adopt Facebook marketing. Future research could include a larger sample size with qualitative in-depth interviews to shed light on specific areas that are barriers/obstacles to SMME owners in the intention and usage of Facebook marketing and this can be via creating a structured interview process which can be can be digitally recorded and transcribed. A process of thematic analysis can be performed on the data to pinpoint and record patterns in the data to provide meaningful insights.

5.7 Concluding remarks

The purpose of the study was to investigate the factors predicting SMME intention and usage of social media marketing in Botswana derived from Unified Theory of Acceptance and Use of Technology (UTAUT) model. The objectives have been achieved as the results support the application of the UTAUT model in Facebook marketing context. With the proliferation of social media marketing, this study contributes knowledge pool by application of a technology acceptance theory to predict intention and usage in Botswana context as well as providing insight to SMME owners. Further research is required to expand both the sample size and geographic scope to determine whether results are replicable and generalised. Future research should also consider modifying the UTAUT model derived from marketing field related theories.

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APPENDICES

Appendix 1- Permission letter to conduct study on SMMEs

TELEPHONE: 3601200
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PRIVATE BAG 004
GABORONE
BOTSWANA

REPUBLIC OF BOTSWANA

ALL CORRESPONDENCE MUST BE ADDRESSED TO
THE PERMANENT SECRETARY

Ministry of Investment, Trade and Industry

Ref: TI 1/21/1 XII (2) 3rd October, 2018

Ms. Chipo Majinda
P.O. Box 46579
Gaborone

Dear Madam,

RE: APPLICATION FOR A RESEARCH PERMIT

Your letter of request forms for an application for a Research Permit refers.

I am pleased to let you know that we have approved your request to conduct research study titled:

"FACTORS INFLUENCING ADOPTION AND USAGE OF SOCIAL MEDIA MARKETING AMONG SMALL MICRO MEDIUM ENTERPRISES IN THE SOUTH EAST REGION, BOTSWANA".

This permission allows you to access our libraries in Botswana, books, reports etc. as well as interviewing relevant stakeholders who would be able to assist you to get information on your research topic.

Please note that you are required to deposit a bound copy of your research papers/books at Botswana National Archives, the University of Botswana Library, and the Ministry of Investment, Trade and Industry.

Thank you.

Yours faithfully

Peggy O. Serame
PERMANENT SECRETARY

Appendix 2- Questionnaire

Dear respondent,

A SURVEY ON THE INTENTION AND USAGE OF FACEBOOK MARKETING IN SMMES

My name is Chipo Majinda and I am currently pursuing a Master's in Business Administration (MBA) degree with the University of Botswana. I am conducting a survey as a component of my dissertation in partial fulfillment of the requirement for the MBA degree qualification. The purpose of the survey is to gather data on the adoption and usage of Facebook marketing with focus on business owners in the Small Micro Medium Enterprise sector based in the South East region of Botswana. I kindly request your participation to respond to the questions which will take approximately 5 minutes of your time. All information provided on this survey will be treated with utmost confidentiality and your participation will remain strictly anonymous.

For any questions you may have with regard to any aspect of my survey please contact me on: **Email**: majindac@gmail.com, **Mobile number**: 77436655. Your input is highly appreciated.

Thank you.

Regards,

Chipo Majinda

Please select by circling the appropriate numeric response for each statement that corresponds closely to your opinion.

PE	PERFORMANCE EXPECTANCY	Strongly disagree= (1)	Disagree =(2)	Neutral= (3)	Agree= (4)	Strongly agree= (5)
1.	I think Facebook page is a very useful marketing platform for my business	1	2	3	4	5
2.	Using Facebook page enables me to achieve marketing goals that have been set for my business	1	2	3	4	5
3.	Using Facebook page improves brand exposure and for my business	1	2	3	4	5
4.	Using Facebook page as a marketing platform has contributed to the increase of my business sales/profit	1	2	3	4	5
EE	**EFFORT EXPECTANCY**	**Strongly disagree= (1)**	**Disagree =(2)**	**Neutral= (3)**	**Agree= (4)**	**Strongly agree= (5)**
1.	My interaction with Facebook page as a marketing platform is clear and understandable	1	2	3	4	5
2.	Operating a Facebook page for marketing my business is easy for me	1	2	3	4	5
3.	I commit adequate time to marketing my business on Facebook page (average of 20hours per week)	1	2	3	4	5
4.	It is easy for me to develop social media marketing skills needed to operate my Facebook page	1	2	3	4	5
SI	**SOCIAL INFLUENCE**	**Strongly disagree= (1)**	**Disagree=(2)**	**Neutral= (3)**	**Agree= (4)**	**Strongly agree= (5)**
1.	People who influence my behavior think Facebook marketing is useful for my business	1	2	3	4	5
2.	Family and friends show their support on my business Facebook page through likes and shares	1	2	3	4	5
3.	My customers opinions plays a big role in encouraging me to effectively market my business on Facebook	1	2	3	4	5
4.	The industry in which my business operates in strongly encourages use of Facebook for marketing.	1	2	3	4	5
FC	**FACILITATING CONDITIONS**	**Strongly disagree= (1)**	**Disagree =(2)**	**Neutral= (3)**	**Agree= (4)**	**Strongly agree= (5)**
1.	I have the necessary technology resources to access Facebook page (e.g. Wi-Fi connection, computer, smartphone)	1	2	3	4	5
2.	I have adequate knowledge on marketing on Facebook through studying digital marketing or similar courses.	1	2	3	4	5

3.	I have necessary guidance is available to assist me in operating a Facebook page for my business, e.g. social media consultants/experts	1	2	3	4	5
4.	I can independently run my business Facebook page regularly without the need to hire someone to do it for me.	1	2	3	4	5
BI	**BEHAVIORAL INTENTIONS**	**Strongly disagree= (1)**	**Disagree =(2)**	**Neutral= (3)**	**Agree= (4)**	**Strongly agree= (5)**
1.	I predict to continue using Facebook page as my preferred social media marketing platform in the near future	1	2	3	4	5
2.	I intend on designing a social media marketing strategy plan for my Facebook page	1	2	3	4	5
3.	I intend to pay for ads for my Facebook page in the near future for my business to gain more visibility	1	2	3	4	5
4.	I intend to increase my frequency level in using Facebook page for marketing in the near future	1	2	3	4	5
5.	I intend to improve my level of knowledge in Facebook marketing in the near future.	1	2	3	4	5
UB	**USE BEHAVIOUR**	**Strongly disagree= (1)**	**Disagree =(2)**	**Neutral= (3)**	**Agree= (4)**	**Strongly agree= (5)**
1.	Facebook page is more effective for marketing my business than other social media platforms such as Twitter, Instagram, WhatsApp, and YouTube.	1	2	3	4	5
2.	Marketing through Facebook page has made it easier for my business to engage with new customers	1	2	3	4	5
3.	Marketing my Facebook page results in my business gaining a positive reputation by the online audience.	1	2	3	4	5
4.	I feel highly confident in marketing my business using Facebook page	1	2	3	4	5

DEMOGRAPHIC INFORMATION

Facebook page name for business:

_____

Main Industry of your business:

☐ Provision of raw materials ☐ Manufacturing

☐ Services ☐ Other (Specify) _____

Gender of business owner:

☐ Male ☐ Female

Age of business owner:

☐ 18 to 29years ☐ 30 to 39years ☐ 40 to 49years ☐ 50 to 59years ☐ 60years+

How long have you been using Facebook page to market your business? ___ years.

End of survey. Thank you for your cooperation.

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