

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**  
**FACULTY OF SOCIAL SCIENCES AND HUMANITIES**



**THE EFFECT OF SOCIAL MEDIA ON THE WORK OF ZIMBABWEAN  
AMBASSADORS TO PROMOTE FOREIGN DIRECT INVESTMENT IN THE  
ZIMBABWE'S SECOND REPUBLIC**

by

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A Dissertation Submitted to the Department of Peace and Governance in partial fulfilment for the requirements for the Master of Science Degree in International Relations

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## ABSTRACT

*The purpose of this study was to explore the effect of social media on the work of Zimbabwean Ambassadors to promote Foreign Direct Investment in the Zimbabwe's Second Republic. The theory used in this side is the Constructivist theory. Qualitative research methodology and explanatory case study research design were used. Data was gathered from participants who worked in the Ministry of Foreign Affairs and International Trade, Multinational Companies operating in Zimbabwe, Zimbabwean Ambassadors and from members of the civil society. Questionnaires and telephone interviews were used to gather primary data from the respondents. The study revealed that, the decline of Foreign Direct Investment in Zimbabwe was a result of unstable political environment characterised by bad political governance practises, inconsistency government policies, violation of property rights and increased cases of political violence. Unstable economic conditions such as high inflation, unstable foreign currency exchange rate and inconsistency economic policies were also found to be other contributory causes to the decline of foreign direct investment in Zimbabwe. Political, economic, social and technological problems were found to be the major effects of the decline of Foreign Direct Investment in Zimbabwe. The Zimbabwean environment was found to be characterised by damaged reputation, reduced disposable income, high unemployment rate, increased poverty and poor technological development. Social media was found to be negatively affecting the work of Zimbabwean Ambassadors to promote Foreign Direct Investment due to its negative publicity which is increasing the isolation of the country by International Investors. The government of Zimbabwe is recommended to practise good political governance, respect the rights of investors, practise credible and fair elections, formulate supportive economic policies to create favourable political and economic environment to attract Foreign Direct Investment in the country. Social media is also recommended to be used to acquire views, opinions and expectations of investors so as to formulate laws, policies and regulations which are supportive to the promotional activities of the Zimbabwean Ambassadors to promote and attract Foreign Direct Investment in the country.*


Key words: Foreign Direct Investment, Social Media, Zimbabwean Ambassadors, Promote. Zimbabwe's Second Republic

## DECLARATION FORM

I, **Bernard Zvashura**, declare that all the material presented for this examination is my own work and a true reflection of work executed by me. It is submitted in partial fulfillment of a Master of Science Degree in International Relations at Bindura University of Science Education. It has never been submitted before for any degree or examination.

Bernard Zvashura

B1438183

Signed  Date 09/12/22

## **DEDICATION**

This work is dedicated to the Almighty Father, Jehovah God and Our Lord Jesus Christ for the inspiration and spiritual guidance from the start to the last chapter of this study.

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This study could not have been completed if it was not the incredible support of the following individuals for whom I wish to acknowledge. At the outset, I convey my earnest contentment and appreciation to my project Supervisor **Dr D.N.Mahuku** for the tremendous guidance provided in compiling this dissertation. In addition, I express my gratitude to my lecturers at Bindura University of Science Education for their knowledge in scientific research methods which played a pivotal role in the field work for this document to be compiled. All the research participants from the Ministry of Foreign Affairs and International Trade, Multinational companies operating Zimbabwe, Zimbabwean Ambassadors and members of the civil society were also thanked for their central role in providing the researcher with the requisite data required for the completion of this study. Finally, I convey my warmest gratitude to my wife **Charity Zvashura** who taught me to be patient in achieving the great which gave me strength and zeal to complete the study to be awarded with a Master of Science Degree in International Relations.

## **LIST OF ABBREVIATIONS AND ACRONYMS**

ADB	AFRICAN DEVELOPMENT BANK
BIPPA	BILATERAL INVESTMENT PROMOTION AND PROTECTION AGREEMENT
ESAP	ECONOMIC STRUCTURAL ADJUSTMENT PROGRAMME
EU	EUROPIAN UNION
FDI	FOREIGN DIRECT INVESTMENT
GDP	GROSS DOMESTIC PRODUCT
GNU	GOVERNMENT OF NATIONAL UNITY
GOR	GOVERNMENT OF RWANDA
GOZ	GOVERNMENT OF ZAMBIA
IMF	INTERNATIONAL MONETARY FUND
IPA	INVESTMENT PROMOTION AGENCY
MNC	MULTINATIONAL COMPANIES
MOFAIT	MINISTRY OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE
NBR	NATIONAL BANK OF RWANDA
NDS	NATIONAL DEVELOPMENT STRATEGY

ROP	REPUBLIC OF ZIMBABWE
SADC	SOUTHERN AFRICAN DEVELOPMENT COMMUNITY
USA	UNITED STATES OF AMERICA
WB	WORLD BANK
WHO	WORLD HEALTH ORGANISATION

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# CHAPTER ONE

## INTRODUCTION

### 1.0. Background to the Study

Information and communication technology has advanced significantly over the past few decades and its effects have recently altered not only how people connect but also how States communicate with their constituents (Rashica, 2018). Due to its ability to instantly reach clients around the world, digital communication technologies which include social media tools are therefore regarded as essential to the success of international business practices (Hocking & Melissen, 2019). This study researches on the effect of social media on the work of Zimbabwean Ambassadors to promote Foreign Direct Investment (FDI) in the Zimbabwe's Second Republic from December 2017 to date.

According to the World Economic Forum Report (2020), new communication techniques and globalization have contributed to the increase of foreign direct investment during the last two decades. The crucial role that foreign direct investment plays in a host nation's economic development is that it boosts employment, raises standards and generates taxes (Knoerich, 2017). However, it is also thought that, foreign direct investment represents a significant source of raw materials, new markets and strategic assets for investing countries (Sikwilla,2019). According to Loewendahl (2018), the majority of countries are implementing extensive tactics to attract foreign

direct investment which is recognized as a crucial pillar for economic development. Foreign investors are essential to developing Africa into a better continent with high employment and economic growth, as evidenced by experiences in some African nations such as Rwanda and Zambia (World Bank Organisation, 2021). This is an indication that, Foreign Direct Investment is an important international business practise which is not only beneficial to recipient nations only but also to the investing countries so its promotion is of paramount importance to every state which includes Zimbabwe.

However, Zimbabwe's growing economic issues are inconsistent with the country's abundant natural resource base because it is comparable to war-torn nations like Sudan, the Central African Republic and Somalia while not itself engaged in armed conflict (World Bank, 2020). Zimbabwe was ranked 45 out of 47 nations in the sub-Saharan Africa area and 149 out of 190 countries with the lowest net inflows of foreign direct investment (World Bank Business Report, 2020). World Bank report on poverty reduction (2021) provides that, 5,679,092 people in Zimbabwe are living in extreme poverty, with the country's escape rate being 51.8%. Zimbabwe's poverty rate is almost 70% of the overall population and its unemployment rate is still high with an estimated 80% of the country's workforce working in unofficial marketplaces (ZIMSTAT on Zimbabwe Poverty Update, 2021).

According to the World Bank (2021), Zimbabwe's economy is unstable suffering from financial distress, agricultural hazards, lack of domestic liquidity and high unemployment rate. Zimbabwe is currently going through another era of economic hardship characterised by numerous difficulties that have a terrible effect on people's lives, their enterprises and the social fabric of the nation (Melber & Southall, 2021). Tawodzera and Chagumira (2019) also indicate that, the

majority of households in Zimbabwe only consume one meal a day to survive because of extreme poverty. The majority of hospitals in Zimbabwe have reportedly been forced to halt surgical procedures due to a continued shortage of basic medicines which has raised the mortality rate in the country (Moretti, 2017). The magnitude of problems faced in Zimbabwe can be better understood using the statistical evidence shown in Table 1.1 below.

**Table 1.1: Statistical evidence on the magnitude of problems in Zimbabwe from January 2017 to December 2021**

<b>Year</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>%+/-</b>
<b>FDI Inflows</b>	750	349	280	194	150	-80%
<b>FDI outflows</b>	61	42	31	27	22	-64%
<b>% Foreign debts</b>	102	228	1210	9240	10112	+9911%
<b>Inflation rate</b>	0.9%	10.6%	255.5%	557.2%	750.5%	+650.5%
<b>Un employment rate</b>	69.4%	70%	79.9%	82.6%	85%	+80.2%
<b>% Real GDP Growth</b>	5.0%	4,8%	-6.1%	-4.1%	3.1%	-1.9 %

Source: World Bank Report on Zimbabwe Poverty Update (2021)

The statistical evidence shown in Table 4.1 above shows that, there is a continuous decrease of the country's foreign direct investment as evidenced by a decrease of 80% in inflows and 64% outflows, an increase of foreign debts to +9911%, a 659.5% increase of inflation rate, 80% increase of unemployment rate and the deterioration of real GDP growth for a continuous period of five years from January 2017 to December 2021.

In light of the above, the country's foreign policy adopted by President Emmerson Mnangagwa from November 2017 under the mantra, "Zimbabwe is open for business", has been designed in such a way that aids Zimbabwe's economic recovery through intensive implementation of various reforms and strategies (Maodza, 2018). Intensive use of digital marketing tools is being regarded as one of the strategies which provide unrestricted communication to reach targeted audiences (Raschica, 2018). Walsh and O'Connor (2019) provide that, the relationship developed through social media not only brings customers closer to the organisation but also helps organizations to build its image through aligning the business with the expectations of customers. Ambassadors employed by states in various diplomatic missions are also regarded as strategic thinkers in promoting the foreign policy of the home county through leading diplomatic activities such as negotiation, promotion of friendly relations between the host country and the home country, protecting in the receiving State the interests of the sending State (Amacker, 2021). The use of social media is among other promotional tools used by the government of Zimbabwe in promoting the growth of foreign direct investment in the country (Maodza, 2018). This research therefore investigates the impact of social media on the work of Zimbabwean Ambassadors of the Second Republic to attract and promote Foreign Direct Investment in the Zimbabwe's Second Republic.

### **1.1. Purpose of the Study**

The purpose of this study is to research on the effect of social media on the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic from December 2017 to date.

### **1.2. Statement of the Problem**

The increase of economic problems such as high unemployment rate, high inflation, high foreign debts, extreme poverty and low foreign direct investment inflows and outflows from 2017 to 2021 has become a cause of concern to Zimbabwean citizens (World Bank report on poverty reduction, 2021). This problem is supported by the World Bank Report on Zimbabwe Poverty Update (2021) which establishes that, the country is characterised by 80% increase of unemployment rate, a 659.5% increase of inflation rate, +9911% increase of foreign debts, a continuous decrease of Foreign Direct Investment inflows by 80%, a 64% decrease in FDI outflows and a continuous deterioration of real GDP. The increase of economic problems in the country is causing the suffering of many citizens who are living in extreme poverty due to shortage of essential goods and services (Nyamukasa, Mharadze & Nyoni, 2020). Intensive use of digital marketing tools which includes social media is one of the strategies used by International Promoters to attract global customers (Walsh & O'Connor, 2019). Despite a number of studies that were carried out to establish the concept of social media in business, limited studies have traced the effect of social on the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic. It is in this context that, the researcher investigates the effect of social media on the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic.

### **1.3. Objectives of the Study**

The objectives of the study were:

- (i).** To discuss the reasons for the decline of foreign direct investment in Zimbabwe.
- (ii).** To assess the effects of decline in foreign direct investment in Zimbabwe.

**(iii).** To examine the effects of social media on the work of Zimbabwean Ambassadors to attract and promote foreign direct investment in Zimbabwe's Second Republic.

**(iv).** To suggest how social media can be used as an important instrument by Zimbabwean Ambassadors to promote foreign direct investment.

#### **1.4. Research Questions**

The following research questions were used in the study.

**(i).** What are the reasons for the decline of foreign direct investment in Zimbabwe?

**(ii).** What are the effects in the decline of foreign direct investment in Zimbabwe?

**(iii).** What are the effects of social media on the work of Zimbabwean Ambassadors to attract and promote foreign direct investment in Zimbabwe's Second Republic?

**(v).** How social media can be used as an important instrument by Zimbabwean Ambassadors to promote foreign direct investment?

#### **1.5. Assumptions of the Study**

It is assumed that:

**(i)** The decline of foreign direct investment in Zimbabwe is a result of social and economic factors.

**(ii)** The decline of foreign direct investment in Zimbabwe has caused a lot of suffering of citizens in the country.

(iii) Social media can make the work of Zimbabwean Ambassadors easy by promoting positive image of the country thereby making the work of the Zimbabwean Ambassadors of the Second Republic easy in promoting foreign direct investment in the country.

### **1.6. Significance of the Study**

The study will benefit the government and the international community in the formulation of policies and laws which promote effective foreign direct investment for economic growth. Understanding the causes of the decline of foreign direct investment in Zimbabwe can assist the government of Zimbabwe and other states to learn from their mistakes and implement necessary political, economic and social reforms and a friendly environment to support the growth of foreign direct investment in the country.

The study will also benefit Bindura University of Science Education students by increasing the body of knowledge since the results of this study will be used in the development of theories and as a point of reference for future studies. Other researchers are also hoped to benefit from this study as a source of references for future studies.

Understanding the effect of social media in diplomatic duties will also assist states to employ intensive strategies to make digital communication tools effective in the field of International Relations.

### **1.7. Delimitations of Study**

The study was restricted to Zimbabwe which is a landlocked country which covers a geographical area of 391,000 square kilometres. Zimbabwe shares its boarder to the East with Mozambique, to the west with Botswana, to the north with Zambia and to the south with South Africa. The study was also focused to a sample size of 40 participants who were selected using purposive and convenience sampling methods. The study was restricted to the effect of social media on the work of Zimbabwean Ambassadors to promote Foreign Direct Investment in the Zimbabwe's Second Republic focusing on the period from December 2017 to date. The study was grounded on the provisions of Interdependence theory, Economic internationalism theory and Social Responsibility theory.

### **1.8. Limitations of the Study**

Information pertaining the work and activities of Ambassadors is of national interest hence many respondents were not willing to disclose the information pertaining their operations to members of the public. To overcome this challenge ethical principle of confidentiality was highly adhered to and the respondents were assured that data collected by the researcher was going to be protected and used for the purpose of this study only.

The study was also carried out during the period when movements from one place to the other were restricted due to Covid 19 pandemic across the globe. To overcome the challenge, telephone interviews, mailed questionnaires and documentary analysis were used as research instruments to collect data from the respondents.

The study was conducted in the government department which is characterised by

restricted and confidential information. The researcher uses official communication letter from the university to sought permission from the relevant Ministry for easy access to the required data.

### **1.9. Definition of key words**

- **Ambassador** can be defined as, a head of diplomatic mission deployed by the state to establish strategic partnership which serves the interests of the sending state in the receiving state (Christopher, 2021).
- **Diplomacy** can be defined as, the management of negotiations, method by which relations are adjusted and managed by Ambassadors and envoys (Nicholson, 1969).
- **Foreign Direct Investment** can be defined as, a business establishment made by a firm or individual from a foreign country into another country (Sikwilla, 2018).
- **Promotion** can be understood as, all forms of marketing communications that seeks to influence the behaviour of customers and include advertising, personal selling, direct mail and publicity among others (Kotler & Armstrong, 2018).
- **Social media** can be defined as a medium of communication which allows the user to share information, personal opinion and promotional messages using web-based platforms and include facebook, twitter and Instagram among others (Liu & Ying, 2017).

### **1.10. Dissertation Outline**

This study was made up of five chapters which are chapter 1 focused on the introduction comprising of background of the study, purpose of the study, statement of the problem, objectives of the study, research questions, research assumptions, significance of the study, delimitations, Dissertation Outline and lastly chapter summary. Chapter 2 was focused on literature review and theoretical framework, chapter 3 is the research design and methodology comprising of research philosophy, research paradigm, research design, target population, sample size, sampling method, data collection procedures, data presentation and analysis methods, reliability and validity and lastly ethical considerations. Chapter 4 was focused on data presentation, analysis and discussion of findings. Finally, Chapter 5 comprise of the summary, conclusions, recommendations.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

Chapter 2 was focused on reviewing relevant literature relating to the study objectives, theoretical framework, empirical evidence and lastly chapter summary. The objectives of the study were to discuss the reasons for the decline of foreign direct investment in Zimbabwe, to assess the effects of decline in foreign direct investment in Zimbabwe, to examine the effects of social media on the work of Zimbabwean Ambassadors to attract and promote foreign direct investment in Zimbabwe's Second Republic and to suggest how social media can be used as an important instrument by Zimbabwean Ambassadors to promote foreign direct investment.

#### **2.1. Theoretical Framework**

The theoretical framework in this study was made up of theories that were related to the study objectives which are the Interdependency theory, Economic Internationalism theory and Social exchange theory.

##### **2.1.1. Interdependency Theory**

Keohane and Nye are the key theorists of the interdependency theory. Keohane and Nye (1973) explain that, Interdependence of states is derived from an ability of even powerful states to

cope or to take action unilaterally. The theory explains the importance of states cooperation to satisfy their interests since states cannot survive alone. This is supported by Aritenang (2021) who advocates the need of states cooperation to guard against changes in the balance of payment and improve the welfare of its citizens through employment opportunities.

Interdependency theory also advocates the need of implementing good governance practises. Loewendahl (2018) supports the provision of the Interdependency theory by providing that, attracting foreign direct investment is regarded as an essential pillar of economic development that's why most of the countries globally are reminded to implement good political and economic governance practises to promote foreign direct investment.

The provisions of Interdependency theory were relevant to this study in providing the need of states to cooperate with each other to improve the welfare of its citizens and also to expand its employment opportunities. The theory also provides the need of states to employ good political and economic governance so as to promote foreign direct investment. This is an indication that, state cooperation is important for the survival of every state and good political and economic governance are crucial in promoting foreign direct investment (Balinda, 2018).

### **2.1.2. Economic internationalism Theory**

Coase first developed Economic internationalism theory which was later modified by scholars like Buckley and Casson (1976). Buckley and Casson (1976) assert that, multinational corporations are set up to give their companies a competitive edge during the production process. Hennart (1982) argues that, development is accessible to all actors and that cooperation among actors advances international economics. Economic internationalism theory also provides the need

of creating a political good will to create a conducive environment for production of goods and services (Buckley & Casson 1976). The provisions of Economic internationalism theory are supported by Phiri (2017) who recommends the development of a business friendly environment to boost industrialisation as a crucial tactic to attract foreign investors.

The provisions of Economic internationalism theory were relevant in this study as it provides the need of cooperation among actors to promote development. The theory was significant in this study because it highlighted the necessity for states to foster an environment that encourages foreign direct investment since good political environment is essential to promote development. This theory also encourages Foreign Investors to select the best environment which is stable to create competitive advantage for their organisations in the production of goods and services.

### **2.1.3. The Social exchange theory**

Homans (1958) is a key theorist of the social exchange theory who originated it from the sociology studies. Social exchange theory mainly uses cost-benefit framework to explain how human beings form relationships and bonds with each other (Homans, 1958). The theory also assumes that, individuals are engaged in behaviours they discover are rewarding them many benefits at low costs and avoid high costs activities. The theory also assumes that, close relationships are created through self disclosure (Emerson, 1976).

The provisions of the social exchange theory were relevant in this study as they provide the need for the Zimbabwean Ambassadors to disclose all the opportunities which are available using various promotional tools to create bond with investors thereby attracting foreign direct investment

in the country. The theory was also relevant as it shows that creating a friendly environment with more benefits to investors is very important since cost benefit analysis is used by many firms in determining their investment destination. The theory also shows that, stable economic environment is attractive to Investors who are against operating at high cost. The provisions of social exchange theory were supported Balinda (2018) who indicates that, revamping of foreign direct investment consist of strategies and techniques which create a national investment regime and a favourable environment with laws and policies which are investor friendly.

## **2.2. Successful cases of Foreign Direct Investment in the Republic of Rwanda**

World Bank Doing Business Report (2021) provides that, Rwanda is the third most competitive country with good regulatory framework in Sub-Saharan Africa after Mauritius and South Africa. Since 2008, Rwanda has been considered as Africa's top business reformer, an advocate for foreign direct investment and the eighth-most competitive nation globally (World Bank Doing Business Report, 2020). In 2022, Rwanda's foreign direct investment flows increased by 23% to \$535, with a GDP worth USD 12 billion (World Bank, 2022).

After the Rwandan genocide of 1994, the country was severely damaged and its future was simply uncertain because the infrastructure, security, judicial and economic systems were all failing and unfavourable for investment activities (Tumwine, 2017). Creating a conducive political environment and setting of targets on political reforms were regarded as important strategies of the Rwandan government's vision 2020 to attract foreign investors (IRDP, 2016). The Republic of Rwanda's resident permit which can be either temporary or permanent enables foreigners to easily obtain Rwandan citizenship and become landlords of fixed assets subject to their disposal without

interference from the government to safeguard the enjoyment of rights by all investors (National Institute of Statistics of Rwanda, 2018). This is an indication that, fostering an atmosphere that is favourable through the execution of various political reforms can be a key tactic to draw foreign direct investment to the nation.

The findings of a study conducted in Rwanda to ascertain the relationship between foreign direct investment and national image reveal that 71.8% of foreign direct investment changes are the result of aspects of the country's image, and it was concluded that a country's attractiveness as a location for investment is greatly influenced by the country's image (Chen, Ndemo, Ugutu & Iraki, 2021). Andoh and Cantah (2020) also argue that, one of the most significant elements that contributed to most investors choosing Rwanda as their preferred African destination was the country's good reputation in the international community.

World Economic Forum Report on trade (2020) provides that, liberalisation of trade controls is among important strategies needed to be implemented by states to promote the continuity of foreign direct investment activities in their countries. Rwanda has adopted a free market policy in its economy to attract global investors (Balinda, 2018). As shown by an increase in the percentage of GDP from US \$ 670 to US \$ 2.570 in 2010, the introduction of trade liberalization measures in Rwanda such as the elimination of tariffs and licensing has quadrupled the growth of private investment in the country (World Development Report, 2017). However, Mbanje and Mahuku (2013) bring to light that, numerous African leaders abandoned IMF/World Bank reform programs that included trade liberalization policies like ESAP in the 1990s due to their detrimental consequences on the economies of the nations in which the policies were implemented.

Development Board (2021) has published stable inflation and currency exchange rate as attractive conditions of doing business in Rwanda. Investors are drawn to nations with favourable measures of ease of doing business such as low inflation, a stable currency exchange rate and economic independence (Basera & Nyahunzvi, 2019). It is difficult to conduct successful business operations in a macroeconomic climate that is characterized by hyperinflation and reduced corporate profitability (Jenkins & Thomas, 2020). This shows that, fostering a stable macroeconomic and political environment is an important strategy to promote a favourable environment to allow the growth of foreign direct investment activities.

World Bank report (2018) provides that, countries that are open to international trade grow faster due to higher productivity. Good governance is one of the institutional pillars mentioned in Rwandan President Paul Kagame's Vision 2030 to promote foreign direct investment (Rwanda Development Board, 2021). Commitment to good governance practises was viewed as a permanent component in all economic activities of the Rwandan government distinguishing it from other African countries accused of poor governance (RIPA, 2019).

Investors are treated with hospitality in Rwanda and government departments are receiving more compliments for providing excellent customer services (RIPA, 2019). The Republic of Rwanda is rated as one of the top African countries with excellent hospitality services because the majority of investors spend no more than three hours for processing a new certificate of incorporation and 30 minutes for a new work permit (World Economic Forum Report on trade, 2020). Article 42 of the Rwandan Republic Constitution gives the state an obligation of protecting the rights of Foreigners which include property rights and this clearly expressed that, the

government is responsible for the protection of all investors (The Constitution of the Republic of Rwanda, 2018). The Rwandan government is also improving investor services through improving human resource training on good hospitality practices to attract many Foreign Investors (Balinda, 2018).

Experience in Rwanda and other African countries has demonstrated that, foreign direct investment is critical to transforming the country into a better place with high employment and economic growth (World Bank Organisation, 2021). Foreign direct investment stimulates Rwanda's economic development by increasing productivity, job creation and trade growth (UNCTAD, 2015). Loewendahl (2018) also supports that, foreign direct investment contributes to a country's economic development through its direct impact on capital investment, job creation, tax revenues and its power in technology transfer and innovations.

Foreign direct investment contributed to economic growth by creating jobs, closing the savings-investment gap and increasing capital formation for the government through taxes (Knoerich, 2017). Loewendahl (2018) also indicates that, attracting foreign direct investment is regarded as an important pillar of Rwanda's economic development policy, which is why the country implemented good governance practices. Rwanda's economic growth has also been boosted by the use of a skilled and experienced workforce that follows best business practices (Naros, 2019).

Berger and Diez (2018) assert that, foreign direct investment is recognised as a superior major source of external finance allowing the Rwandan government to benefit from wealthier nations. Mallambally and Salvany (2019) also agreed that, foreign direct investment contributed to

economic growth by creating jobs, closing the savings-investment gap and increasing capital formation for the government through taxes (Knoerich, 2017). Foreign direct investment is an important source of private external finance for Rwanda and other developing countries who are highly motivated by the investors' long-term prospects for profit in production activities over which they have direct control (World Bank Organisation, 2021). This is an indication that, attracting foreign direct investment is an important task which should not be ignored by every nation which includes Zimbabwe.

### **2.3. Forces and initiatives for improving Economic Development in the Republic of Zambia**

Zambia has had one of the fastest growing economies in the world in recent years with an average real GDP of around 5.8% per year and a GDP worth USD \$ 21.20 billion (World Bank Doing Business Report, 2021). Zambia has become a popular investment destination for many African investors due to its peaceful environment and lack of internal conflicts (Kafula, 2022). Zambia's government has taken several initiatives over the last decade to improve the country's investment climate, and it was named one of the top ten reformers and ranked 70th out of 190 economies in the world in 2018 (World Bank Business Report, 2019).

From 1991 to date, Zambia policies and strategies aimed at boosting economic growth and attracting FDI were put in place which include the National Action Plan, the Public Investment Programmes of 2000 to 2003, the Zambia Poverty Reduction Strategy Paper from 2002 to 2004, the Zambian five year Institutional Strategic Plans, the Zambia Sectoral Investment Programmes and the three-year rolling Medium-Term Expenditure Framework (MTEF) among others (Mahembe, 2018). The implementation of reforms taken by the government of Zambia improved

its ranking in the global market from number 90 in 2009 to number 85 in 2022 (World Bank Doing Business Index, 2022).

Despite Zambia's attainment of middle-income status, extensive policies and measures were put into place to address some of the problems the government encountered (Chirwa & Odhiambo, 2017). The main issue has been the lack of formal job creation, which accounts for only 11% of the labour force that is actively employed (African Development bank performance review on Zambia, 2021). According to the Zambian Foreign Investor Advisory Service study (2017), unjustifiable changes in tax policy, unfair value-added tax rates and the capricious behavior of Zambia Revenue Authority members toward enterprises were the main sources of frustration for many corporates operating various businesses in Zambia between 1991 and 2006. The National Development Plan for Zambia for 2017–2021 acknowledges the need for a new approach to economic development that aspires to build a robust, diversified economy for sustained advanced growth and socioeconomic development by fostering an environment that is business-friendly and making legislative changes to encourage private sector investments in the country (Zambia National Development Plan, 2021).

Crime and Corruption were also found to be other leading constraints of doing business in Zambia (Phiri, 2021). The Republic of Zambia's accountability systems are still underdeveloped as shown by the fiduciary risk assessment and other financial management diagnostics (Kafula, 2022). Crimes of theft, robbery, unlawful entry into premises and public disorder were identified as the most constraining characteristic of the Zambian Business environment (Zambian Police Service yearly report, 2019). The Zambian National Development Strategy (2021) recommends the use of support from the anti-corruption organisations and the implementation of reforms in the public

financial management system to lower the fiduciary risk and foster an atmosphere that is conducive for economic growth.

Economic reform and improved economic management was also recommended as an important pillar of the *Zambian National Development strategy 2021-2025* (*Zambia National Development Plan, 2021*). It was discovered that policy ambiguity reduces Zambia's desire for additional investment, increases bureaucracy and access to information about certain industries, and hinders the growth of the private sector in the nation (Phiri, 2018). According to the *Zambian Foreign Investor Advisory Service report (2017)*, unjustified changes in tax policies, unfair value-added tax assessments, and the capricious behavior of Zambia Revenue Authority members toward businesses were the main sources of dissatisfaction for many corporates operating various businesses in Zambia between 1991 and 2003. Although Zambia's private sector reforms are an ongoing process, their execution is hindered by lack of resources, weak capacity and insufficient inter-ministerial cooperation therefore stronger economic management and a predictable business environment are needed to attract investors (Chirwa & Odhiambo, 2017).

Human capital was also found to be an important determinant of economic growth which promotes productivity (Jere & Mukupa, 2018). One of the barriers to better customer service among *Zambian government employees* was cited as not having the necessary expertise (Phiri, 2017). The level of education was also found to be very low in the informal sector since two thirds of the employees have attained the level of below a certificate or a diploma level hence there is need to address the human resource training aspect (*World Bank report on doing Business Zambia profile, 2017*). It was suggested that, the *Zambian National Development Strategy 2021–2025* for

economic development should include human capital improvement as a key pillar (Zambia National Development Plan, 2021).

The cost of doing business in Zambia was rising to as much as 40% of the value of goods due to inadequate road maintenance and poor road quality, and the main problems are the infrastructure gaps that still exist in the areas of transportation, energy, water and sanitation (Phiri, 2017). Infrastructure improvement was mentioned as a key topic in the Zambian National Development Plan for attracting foreign investment and boosting the nation's capacity for production and distribution across a range of industries (Zambian National Development Plan, 2021). This is supported by the arguments made by Basera and Nyahunzvi (2019) that, nations with favourable economic freedom and ease of doing business indices draw more FDI inflows than nations with unfavourable data.

In Zambia, improving the environment has been recognized as a key method for increasing the performance of industrial sectors like the agriculture, tourism, and telecommunications industries (Africa Development Bank, 2017). The largest benefit of FDI in Zambia has been the dissemination of horticultural expertise to locals through educating farmers about innovative pest control techniques to boost the efficiency of the agricultural sector (Libanda, Masharl & Lassa, 2017). One of the main academic institutions supporting Zambia's agricultural industry, Natural Resource Development College was built with significant assistance from foreign businesses (Chirwa & Odhiambo, 2018). The entrance of international hotel groups in the hospitality industry in Zambia also upgraded the local hotels to meet the international standards through the provision of high quality services to clients (Jere & Mukupa, 2018).

## 2.4. The road map for economic growth and development in Zimbabwe

Zimbabwe is currently classified as having a low income (World Bank, 2021). Zimbabwe's government implements various programs and reforms, but its economy remains fragile and its global market position in Sub-Saharan Africa is deteriorating, falling from second place in 1980 to 47th place in 2022 (World Bank Doing Business Index, 2022). Zimbabwe's macroeconomic phases are grouped as follows as from 1965-1980, 1980-1990, 1991-2000, 2001-2008, 2009-2012, 2013-2016, 2017-2022.

*The Rhodesian Import-substituting industrialization and economic diversification (1965-1980):* After the settler regime led by Ian Smith unilaterally declared the Unilateral declaration of independence (UDI) from the British government in 1965, this led to international isolation as the United Nations instituted sanctions to Rhodesian government in 1968 (Mahembe, 2018). In responding to the sanctions imposed by the United Nations, the then Rhodesian Government implemented import-substituting industrializations and economic diversification policies (Basera & Nyahunzvi, 2019). As a result of import-substituting and diversification policies by the Rhodesian government, the country's GDP grew at an annual rate of above 7% between 1965 and 1980 (World Bank Report, 2017).

*Inward-looking policy (1980-1990):* Soon after gaining independence, Zimbabwe's new government instituted a socialist economic system, the primary goal of which was to intervene the state in redirecting the development for equitable benefit of citizens (Ndimande & Moyo, 2018). The main characteristics of Zimbabwe's inward-looking policy between 1980 and 1990 were strict investment controls and market interventions (Gwenhamo, 2017). Zimbabwe's highly regulated inward-looking policy resulted in very low growth of less than 5% (Basera & Nyahunzvi, 2019).

*Economic Structural Adjustment Programmes (ESAP)-1991-2000:* The government of Zimbabwe adopted ESAP in 1991 with the intention of boosting economic growth and attracting more foreign investments (Ndimande & Moyo, 2018). The program's implementation in Zimbabwe was centered on economic and trade liberalization through the reduction of government spending, the removal of market controls, and the implementation of general economic liberalization (Maodza, 2018). However, the implementation of the Economic Structural Adjustment Programmes in Zimbabwe was proved to have negatively affected the economy of the country and makes it very difficult for the government to fulfil pre-independence promises made to the international financial institutions (Mbanje & Mahuku, 2013). ESAP failed to yield positive results as anticipated in Zimbabwe as evidenced by an annual GDP growth of less than 1% which was recorded in 1996 (Zhou & Zvoushe, 2017). The government embarked a new policy, Zimbabwe Programme for Economic and Social Transformation aimed at addressing the shortcomings of the ESAP and to rebuild the macro-economic stability of the county and promote investment (Mahembe, 2018).

*Economic Crisis (2000-2008):* In order to alleviate the disparities in access to land between the whites and blacks, the Zimbabwean government implemented the Fast Track Land Reform Program in 2000 (Chingono, 2019). The National Economic Revival Programme (NERP) of 2003, the Millennium Economic Recovery Programme of 2001 and the Macroeconomic Policy Framework (2005–2006) were additional economic initiatives carried out by the Zimbabwean government during this time. All three of these initiatives aimed to revitalize the economy and advance a path of sustainable economic growth (Mahembe, 2018).

However, despite all of the government's efforts, the years from 2000 to 2008 were marked by a socio-political and economic crisis with 2008 serving as its peak year (Zhou & Zvoushe, 2017). The agriculture industry, which was the foundation of the economy was upset by the fast track land reform initiative (Maodza, 2018). In response to economic initiatives used by the Zimbabwean government under President Robert Mugabe's rule, the United States enforced the Zimbabwe Democracy and Economic Recovery Act (Makwerere & Chipaike, 2012). Unmatched hyperinflationary environment with the rate of 7 982% was reached in Zimbabwe during the month of September 2007 (Government of Zimbabwe inflation review report, 2020). The period between 2000 and 2008 was characterised by shortage of basic commodities and foreign currency (Zhou & Zvoushe, 2014). In 2008 the inflation rate reached a monthly maximum level of 231 million percent in July and the hyper-inflation led to the adoption of the multiple currency economy after the collapse of the Zimbabwe Dollar (Basera & Nyahunzvi, 2019).

*Economic recovery and stabilisation (2009-2012):* The formation of the GNU in Zimbabwe led to the implementation of macroeconomic and recovery policies such as the Short Term Emergency Recovery Programme (STERP I & II), the Medium Term Plan (MTP 2011-2015) from 2009 and 2012 (Basera & Nyahunzvi, 2019). The implementation the economic recovery policies during the period of the Government of National Unity in Zimbabwe was focused at transforming the economy, reducing poverty, maintaining macroeconomic stability and restoring productivity in the country (Mahembe, 2018).

*Dissolving GNU and the continuation of the Robert Mugabe's Regime 2013-2016:* In order to achieve a 7% growth rate, the Zimbabwean government put the ZIMASSET plan into action in 2013 (Government of Zimbabwe, 2014). The 2015 National Diaspora Strategy was also

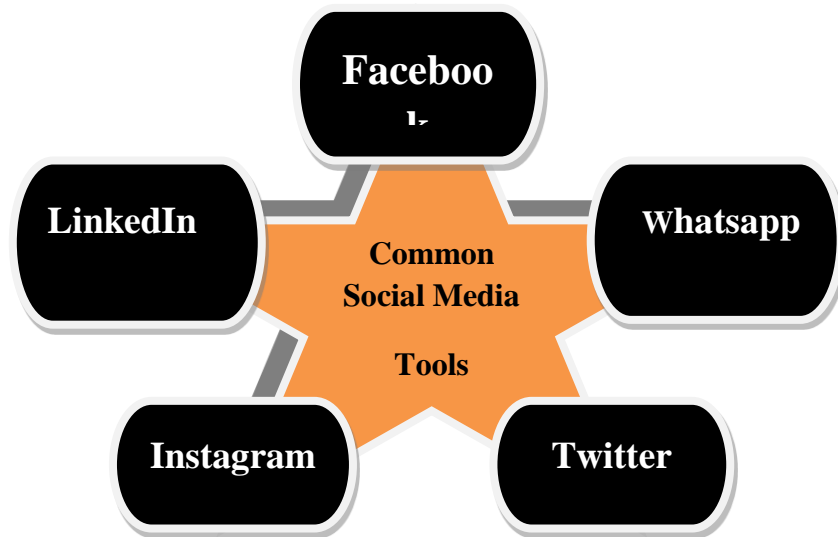
implemented to unite diverse Diaspora organizations and other local stakeholders to work with the government to implement the economic development process (Nyamukasa, Mharadze & Nyoni, 2020). The Zimbabwean government's 2015-2016 Lima process on reforms and re-engagement plan attempted to strengthen Zimbabwe's ties with foreign financial institutions in order to facilitate capital investment (Tinh, 2016).

*The New Dispensation under the Presidency of Emmerson Mnangagwa (2017-To date):*

The new administration led by President Emmerson Mnangagwa took office against a backdrop of persistent economic decline, a toxic political climate, widespread corruption, and the nation's protracted isolation (Government of Zimbabwe, 2018). As a result, Emmerson Mnangagwa's presidency of Zimbabwe has been characterized by a desire and determination to restructure the economy and encourage the influx of foreign investors (Melber & Southall, 2021). The vision 2030 by the government of Zimbabwe was focused on the achievement of an upper middle income status of the country so the Transitional Stabilisation Programme (TSP) was put in place as a stabilizing, reforming and improvement strategy to attract foreign direct investment and curb corruption (Chitiyo, Dengu, Mbae & Vandome, 2019). The Government's National Development Strategy (NDS1) (2021-2025) was also put in place as a building block to the achievement of Vision 2030 where the nation envisages the attainment of an empowered and prosperous upper middle income society by the year 2030 (Nyamukasa, Mharadze & Nyoni, 2020). The main goal of Zimbabwean Ambassadors and Diplomats deployed by the government in various missions is to promote the foreign policy of the home county and to create friendly relations with international investors to promote the mantra, "Zimbabwe is Open for Business" (Melber & Southall, 2021).

## 2.5. Social Media on the work of Zimbabwean Ambassadors to attract Foreign Direct Investment in the Zimbabwe's Second Republic.

Social media is a collection of online applications which allow people to share ideas, interact and voice their opinions (Rouse, 2020). Marketers interested to reach a variety of audiences in a fast way moved from the use of conventional promotional methods to social media instruments (Newberry, 2019). Social media offer flexible promotional services capable of reaching millions of audiences within and outside their geographical territory and this has placed it in advance of all communication mediums (Zahrai, Veer, Ballantine & Peter de Vries, 2022).



**Figure 2.1: Common Social Media tools used in Investment Promotion (Gartenberg, 2021).**

Facebook is a digital social media platform where people can connect and share information, ideas, and experiences about a variety of topics they are passionate about (Gartenberg, 2021). Businesses can utilize social media in the context of global commercial activities to communicate with customers, cultivate client relationships and trust and find potential business partners for B2B selling (Zahrai, Veer, Ballantine & Peter de Vries, 2022). Facebook usage enables users to distribute information to their friends and regular followers to build an agenda for their comments and opinions (Hocking & Melissen, 2019). By enhancing customer services such as

accepting client complaints, service experiences, and customer opinions, Facebook can fundamentally alter traditional corporate business operations (Odedirani, 2020).

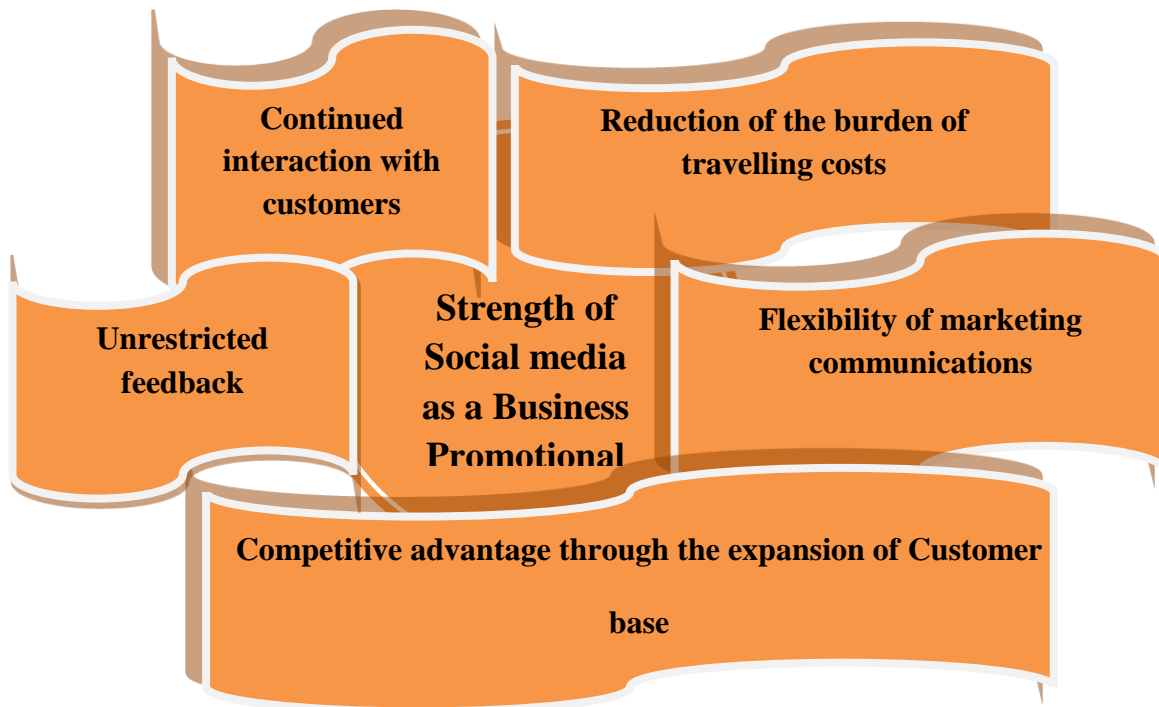
Another social media platform that enables the posting of brief messages called tweets is Twitter (Odediran, 2020). Currently, many presidents, prime ministers, foreign ministries, ambassadors and diplomats use Twitter as an executive social media channel (Sandre, 2019). By encouraging public, media, and diplomatic participation to unpleasant situations and expose those guilty, Twitter is utilized to bring about constructive change (Raschica, 2018).

Instagram is viewed by many users as the hub for snap and video sharing because of its direct uploading of photos and videos without the need for any sort of data transfer tool (Moreau, 2020). International marketers applaud the use of Instagram because it is so effective at giving buyers visual proof of products under promotion to various customers throughout the globe (Odediran, 2020).

According to Tarik and Adnan (2018), Whatsapp is a social media platform that enables the mobile device sharing of messages, audios, articles, videos and photographs. Due to restrictions on internet service availability, Whatsapp is a popular media platform especially among various age groups in the Global South (Brooks, 2019). The adoption of social media platforms like Whatsapp has given a variety of people new chances to foster hope for a democratic resurgence (Bradshaw & Howard, 2018).

LinkedIn is a popular digital site among professionals and other users who fall into the same group (Odediran, 2020). Unlike other social media platforms, LinkedIn gives job seekers the

chance to connect with possible employers and marketers or professionals in the same industry to converse with one another (Mangold & Faulds, 2019).



**Figure 2.2 : Strength of Social Media in Investment Promotion**

The introduction of online channels for commerce has sparked an unprecedented surge of transparency in the realm of diplomacy (Raschica, 2018). Walsh (2020) indicates that, social media enables information to be immediately made available to the public in order to regain their trust and close the gap left by conventional state-controlled channels. Hocking and Melissen (2019) also support that, the usage of social media platforms like Twitter and Facebook has encouraged transparency among diplomats because it promotes awareness and action. This is supported by the provisions of social responsibility theory which highlights the need of social media users to be responsible and accountable to the public when reporting using social media in order to promote development (Odediran, 2020).

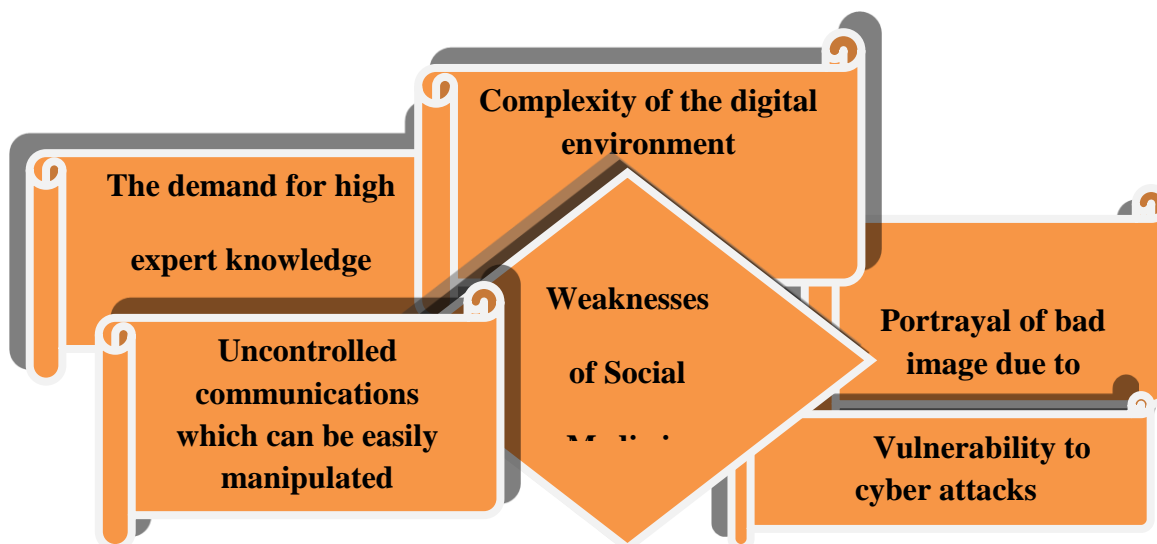
Social media usage is now widely accepted as a part of daily life and a popular tool used by businesses to build and maintain long-term relationships with specific clientele (Tuten & Mintu-Wimsatt, 2018). Building strong relationships and increasing brand recognition in the eyes of customers are other strength of using social media in business (Tarik & Adnan 2018). The growth of social media platforms like twitter and facebook gave rise to avenues for direct communication between government representatives and specific audiences and people (Spring, 2017). The proliferation of wireless communications around the world has now enabled people in less developed parts of the world to participate in conversations with various audiences all over the globe at low cost (Spring, 2017). Digital technology is now enabling organizations to connect with people in ways that were previously thought to be impossible due to the high costs associated with traditional marketing methods (Mangold & Faulds, 2019). Because the practice of engagement digital diplomacy does not always necessitate financial investments, the costs of utilizing new technologies are rapidly declining as a result of continuous technological advancements and low costs (Raschica, 2018).

Businesses that want to reach specific audiences quickly turn to social media platforms rather than traditional marketing channels (Newberry, 2019). Because of its economical setup and employment, Institutions have always been increasing their use of social networks as a cost-saving strategy (Odedirani, 2020). The spread of social media, combined with advancements in internet technology, has dramatically influenced consumer behavior, shifting their interests away from television viewing, radio listening, and print media (Odedirani, 2020). The ability of social media engineers to change marketing messages in real time has also propelled it ahead of all other traditional forms of engagement (Zahrai, Veer, Ballantine & Peter de Vries, 2022).

Walsh (2020) asserts that, organisations can engage with current and potential customers using a variety of social media platforms in order to elicit the right attitude and behavior. Direct public engagement and the presence of non-state actors force nations to adopt digital and social media diplomacy as a means of preserving their legitimacy and fostering ties in a changing global environment (Deos, 2018). According to Mangold and Faulds (2019), direct marketers can also increase client interest and enthusiasm through social media by remembering their preferences and providing them with the information they need.

Social media is also highly appreciated by citizens who live under authoritarian regimes due to its power to enable free expression of objections to certain issues (McGlinchey, 2017). Due to social media's ability to permit the public to express themselves in an unrestrained manner among other digital technologies, it is causing civilizations to become more democratic (Rashica, 2018). One strategy that offers immediate feedback and unfettered contact from and to targeted customers is the usage of social media (Yamin, 2018).

## 2.6. Weaknesses of Social Media in Investment Promotion



**Figure 2.3: Weaknesses of Social Media in Investment Promotion**

Prior to digitalisation, the main responsibilities of diplomats were to represent their governments abroad and to report information when they have returned (Jovan, 2017). In relation to diplomatic engagement, social media makes the official business of lying for the good image of state very difficult since the visibility of social media will promote accountability, unmask corruption and encourage awareness and action (Bakir & McStay, 2018). However, this is not the case anymore in this digital era, in which social media sites are forcing Diplomats to compete with online journalists and ordinary citizens to be reliable sources of information (Hocking & Melissen, 2018). The Diplomatic delegations of various countries employ permanent technicians specialized in addressing challenges met in using information and technology (Ruffini, 2017).

Social media is highly appreciated by citizens who live under authoritarian regimes due to its power to enable free expression of objections to certain issues although confidence of the international community towards the country is prone to be destroyed by negative publicity of civil society groups (Spring, 2017). The introduction of social media marketing caught many companies being involved in a range of negative publicity which affects the overall image of the marketer (Rashica, 2018).

Twitter, Facebook and YouTube among other social media tools are continuing to face criticism from various governments of not being strict to fight terrorism propaganda in the international environment (Rashica, 2018). Graham and Haarstad (2021) provide that, the sudden growth of the digital marketing caught the legal systems of many countries unprepared due to deal with crimes committed through the internet. Sausen (2020) provides that, Cyber security has become an essential subject of digital development since access to sensitive information through hacking and digital related crimes is becoming an increasingly relevant threat and concern for

governments in the use of social media. The increase of hacked accounts and leaked security information has caused many online users to be wary of attack (Jovan, 2017).

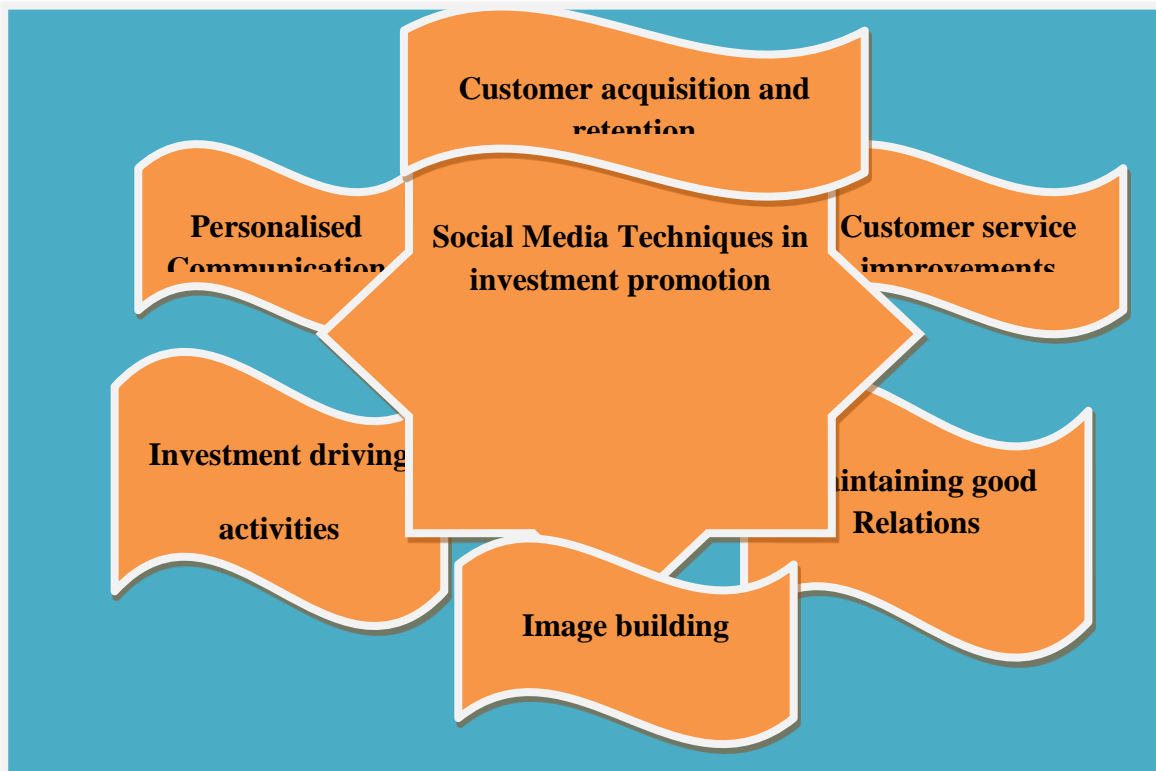
Hocking and Melissen (2018) also indicate that, digital advancements have an impact on diplomatic coalition building and networking mostly evidenced in the more experimental domains of official development aid and human rights. Butler (2020) adds that, specialist skills, in addition to a fundamental understanding of computers are frequently necessary for the effective use of digital marketing technology and their applications. In order to get the essential information about utilising them and to prevent hazards of this sort, users of digital diplomacy today need to continuously be trained, put into practice and accept new digital technologies even if they are difficult (Ruffini, 2017).

## **2.7. Using Social Media as an important instrument to promote Foreign Direct Investment.**

Ambassadors are mandated with the duty of promoting national and financial interests of the sending state in the host country through various economic diplomatic activities (Moons, 2017). Economic diplomacy serves as a catalyst for promoting international trade, tourism and reputation-building (Moita, Pinto & Pereira, 2019). Economic diplomacy is also concerned with the performance of international business, focusing on allowing access to foreign markets for domestic enterprises, luring FDI to a national territory and influencing international laws to favour the nation's interests (Marková, 2018).

Digital diplomacy is a type of new public diplomacy that makes use of the internet and contemporary information and communication technology to advance diplomatic ties (Raschica,

2018). According to Chan (2017), digital diplomacy is not a substitute for conventional diplomacy rather, it serves as a tool to support the state's efforts to promptly and effectively advance its interests in international relations. The achievement of a country's foreign policy goals, increasing the country's involvement in international trade operations, and policy formulation are all facilitated by digital diplomacy (Deos, 2019). The method of crisis management known as "digital diplomacy" is thought to allow for the spread of information in order to safeguard state interests (Sandre, 2018).



**Figure 2.4: Social Media Techniques in Investment Promotion**

**Source (Researcher,2022)**

Social media is a potential source of customer voice and a tool for communication, customer acquisition and customer retention (Kumar & Saroj, 2019). Facebook is regarded as a popular tool

for social communication which has opened the door for salespersons to communicate with millions of people across the globe and has opened new marketing opportunities (Blakeman, 2018). Digital marketing involves the promotion of brands using integrated electronic media tools which allow the marketer to evaluate the strength of each of the digital marketing tools in a quicker and more bona fide way (Yamin, 2018). Marketers must take into account the comments made by customers on social media to ensure that their expectations are met (Mangold & Faulds, 2019). Das and Lall (2018) also provide that, businesses can communicate with clients globally and adapt their operations to meet their needs by employing social media marketing. Using soft skills criteria like listening, caring, dedication, and customer focus to increase customer satisfaction is necessary in order to increase customer trust (Bowen & Chen, 2020).

The era in which people perceived social media as a waste of time has passed and is now regarded as an important tool for business relationship globally (Martin, 2018). Social media has developed beyond connecting families and friends to become a tool strategically adopted by businesses to communicate and engage with existing and prospective buyers (Appel, Grewal, Hadi and Stephen, 2019). Standberry (2018) states that, social media marketing is one of many methods that companies can use in digital marketing to reach consumers.

Businesses should use social media to promote their operations and assist customers to access their products (Tiago & Verissimo, 2018). Employing social media aggressively has the advantage of modifying negative opinions and enhancing the marketer's reputation in the worldwide marketplace (Standberry, 2018). Instagram has an estimated 1 billion active users, according to Statista (2019), who interact with one another by like and commenting, on each other's photos.

Apart from a business to customer interaction, social media have also enhanced B2B cooperation and online services (Yamin, 2018). Crowd sourcing as an important social media service employed to engage a large population for business assistance, knowledge sharing and fundraising is becoming increasingly popular on social media platforms (Kushwaha, Kar, Roy & Ilavarasan, 2022). Enterprise networking is also another unique service provided by social media which allows businesses interaction of persons or companies with common interests (Rouse, 2020). Business managers can create and use advertising messages to reach targeted audience at a certain time using social media (Odedirani, 2020). Kotler and Armstrong (2018) also suggest that, maintaining soft marketing criteria like listening, caring, dedication and customer focus to build customer trust requires customers to be exceptionally satisfied rather than just satisfied.

## **2.8. Empirical Evidence**

Odediran (2020) in his study concludes that, that the use of social media increases business opportunity to attract more customers and provides real time feedback from customers. Negative publicity and uncontrolled privacy were found to be the major weaknesses of using social media marketing in business. The study recommends the strategic analysis of the environment so as to identify the strength, weakness, opportunities and threats of every digital marketing tool before implementing it in the marketing strategy of the corporate.

Kallback (2019) on a study carried out to examine the effects of social media marketing in contrast to traditional advertising methods of Technology also found out that, social media marketing provides high quality advertisements which annoy customers as the best marketing channel. The study also revealed that, traditional advertising channels can be still be effective if

companies want to reach older generation customers. The researcher recommends knowledge on the type of targeted customers as an important factor which determines the choice of advertising medium between old channels of advertising and social media.

Yamin (2018) revealed that, digital marketing is taking over traditional methods due to its power in providing fastest marketing communications tools and overcome geographical barriers. However, marketers were found to be failing to properly segment and position their advertisements on digital platforms due to lack of expert knowledge. The study recommends for a full market research to be carried out and the training of marketers on the use of digital marketing tools to improve their effectiveness.

Madziwa (2018) asserts that, many firms globally were enjoying the use of social media tools. The researcher found out that, customers who use social media were enjoying the convenience of accessing services from the financial institutions. Risk and security were also found to be the major drawbacks on the use of social media for financial services by most of the customers in Zimbabwe. The study recommends the use of education to address issues of privacy and risk on social media among customers as a strategy to promote the use of social media in the financial sector.

Spring (2017) in his study on digital diplomacy and international relations concludes that, social media is an important tool to build strategic relationships and reduce the burden and costs of travelling by Diplomats due to the advent of online meetings through the use of social media platforms. The study also revealed that, most of the Diplomats were not utilising social media services in promoting international relations due to lack of expert knowledge on the use of social

med tools. The study recommends that, states need to exploit social media to its full potential to strengthen international relations activities and reduce the impact of distance on state activities.

## **2.9. Chapter Summary**

This chapter looked on the Interdependency theory, Economic Internationalism theory and Social exchange theory and their relevance to this study. Relevant literature relating to the study objectives was reviewed. Successful cases foreign direct investment in Africa was reviewed using the Republic of Rwanda as a case study and literature pertaining the forces and initiatives for improving Economic Development in the Republic of Zambia was also reviewed. Empirical evidence on social media and investment activities shows that, social media has an array of benefits to marketers in the international community although it is highly affected by lack of privacy. The next chapter was focused on the research design and methodology.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.0 Introduction**

Research design and methodology was made up of the research philosophy, research methodology, research design, population and sample, sampling methods, data collection methods, validity and reliability, data presentation and analysis methods, pilot testing, ethical considerations and lastly chapter summary.

#### **3.1. Research Philosophy**

Research philosophy can be defined as, a framework of techniques that guides a researcher in gathering facts about a particular phenomenon (Bryman & Bell, 2018). The primary research philosophies used in social research are Positivism, Constructivism, Realism, and Pragmatism (Dawson, 2017). In this study, a constructivism research philosophy was used to enable the researcher to employ the use of qualitative methodology tools and techniques to have an in depth understanding and build knowledge about the research problem based on the views, opinions and experiences of respondents (Creswell, 2018).

## **3.2. Research Methodology**

The researcher employed qualitative research methodology in this study. Qualitative research methodology is defined as, a research strategy that uses non-quantitative methodologies with the aim of understanding reality based on the perceptions and experiences of participants (Creswell, 2018). The use of qualitative research methodology was relevant in this study as it enables the researcher to unpack the opinions, perspectives and experiences of the participants to show how social media is affecting the work of promoting foreign direct investment in the Zimbabwe's Second Republic.

### **3.2.1 Qualitative Research methodology**

Qualitative research methodology is regarded as an important method which allows analysing the phenomenon in its natural environment using various sources (Basias & Pollalis, 2018). Qualitative research methodology is hailed due to its power in allowing the analysis of data from multiple sources for rich conclusions (Creswell, 2018). The use of qualitative research methodology tools was important in this study as it allows the researcher to understand a phenomenon through extracting data from respondents using questionnaires, in-depth interviews and documentary analysis in a collaborative manner to make the interpretation perceptions, opinions and experiences of individuals meaningful (Bryman & Bell, 2018). This plays an important role for the researcher to understand the effect of social media on the work of Zimbabwean Ambassadors of the Zimbabwe's Second Republic in their role to attract and promote foreign direct investment. However, to avoid bias as a result of high subjectivity in the use of qualitative research methodology, the researcher employed the use of mixed data collection instruments to promote the certainty on the research results (Burns & Groove, 2019).

### **3.3. Research Design**

An explanatory case study research design was used in this study. An explanatory case study involves the exploration of a case through the application of in-depth data collection procedures to understand the phenomena in real life situations (Bryman & Bell, 2018). The use of explanatory case study research design was relevant in this study as it allows the researcher to understand the activities of a particular case as it happened (Dawson, 2017). Yin (2017) provides that, an explanatory case study is a type of research design which is focused to understand a phenomenon. Employing an explanatory case study research design was important in this study as it allows the unpacking of intricacies in attracting foreign direct investment through inviting questions from participants with expert knowledge to have a deep understanding of the phenomenon. In this case, the use of explanatory case study was relevant in this study as it allows the researcher to focus on multiple sources of data which enable the researcher to have a deep understanding of the effect of social media on the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic.

### **3.4. Population and Sample**

Population can be defined as the entire group in which the researcher wants to draw conclusions about (Tahedoost, 2018). A sample is defined as a subset of the entire population which have characteristics of that population (Creswell, 2018). This study was focused on a study population of participants from the Ministry of Foreign Affairs and International Trade, Multinational companies operating in companies in Zimbabwe, Zimbabwean Ambassadors who are performing diplomatic duties of the state in various countries and members of the civil society selected using purposive sampling method. The study population was found to be relevant in

providing the researcher with the required data to understand the effect of social media on the work of the Zimbabwean Ambassadors in their role to attract and promote foreign direct investment in the Zimbabwe's Second Republic.

A sample size of 40 participants made up of 08 employees from the Ministry of Foreign Affairs and International Trade, 08 employees from the Multinational companies operating in Zimbabwe, 08 Zimbabwean Ambassadors and 16 members of the civil society all selected using purposive sampling and convenience sampling methods was adopted in this study. A sample size of 40 participants was found to be large enough and manageable to promote the accuracy of the research results. This is supported by Zikmund (2015) who asserts that, a large sample of greater than 30 reduces sampling error and increases the accuracy of the research results. The distribution of participants according to sample size is shown in Table 3.1.below.

**Table 3.1: Distribution of participants according to Sample size**

<b>Category</b>	<b>Population</b>	<b>Proportionate</b>
Ministry of Foreign Affairs and International Trade	<b>08</b>	<b>20%</b>
Multinational companies operating in Zimbabwe,	<b>08</b>	<b>20%</b>
Zimbabwean Ambassadors	<b>08</b>	<b>20%</b>
Members of the Civil Society	<b>16</b>	<b>40%</b>
Total	<b>40</b>	<b>100%</b>

**Source: (Primary data, 2022)**

### **3.5. Sampling Methods**

Sampling methods can be understood as techniques used to select small units from the entire population for the purpose of drawing conclusions about the whole population from which a sample

was drawn (Kothari, 2018). In this study, purposive sampling method and convenience sampling method all under non-probability sampling methods were used in this study. The main thrust of mixing these two sampling methods in a single enquiry was to complement the limitations of using a single sampling method in the research process and to promote triangulation in this study (Bryman & Bell, 2018). Apart from that, the use of non probability sampling methods was relevant in this study as it enables the researcher to save resources since the study was self sponsored.

### **3.5.1. Purposive sampling method**

Purposive sampling method can be defined as a non-probability sampling technique which centred on the judgment and personal views of the researcher about the participants in which data will be collected from during the research process (Bryman & Bell, 2018). In this study, purposive sampling method was applied through the judgemental selection of departments in which participants were selected based on the researcher's personal views on the ability of the selected groups to have expert knowledge about the subject and their capability to provide best answers relating to the research problem. In light of the above, employees from the Ministry of Foreign Affairs and International Trade, employees from the Multinational companies operating in Zimbabwe, Zimbabwean Ambassadors and members of the civil society were judged to be appropriate to provide the researcher with the required. The rationale of using purposive sampling method was to enable the collection of rich data. This is supported by Creswell (2018) who indicates that, justification of using purposive sampling technique is in its power of giving the researcher freedom of choice in selecting participants who he or she judge as having expert knowledge to provide best answers for the subject under study.

### **3.5.2. Convenience Sampling Method**

Convenience sampling method is defined as, a sampling method under non-probability sampling methods which permits the selection of elements from target population which are easily accessible to the researcher (Burns & Burns, 2019). The determinant factor used in the application of convenience sampling method is the researcher's convenience in terms of time and resources (Leedy & Ormrod, 2017). The selection of participants for data collection was guided by the availability of employees and willingness to participate criterion for non-probability sampling samples (Kothari, 2018). This was done throughout the selection of respondents from the Ministry of Foreign Affairs and International Trade, Multinational companies operating in Zimbabwe, Zimbabwean Ambassadors and from members of civil society. The use of convenience sampling method plays an important role as it enables the researcher to save time and resources since the criterion adopted makes the data collection process easy and economical (Creswell, 2018).

### **3.6. Data Collection (Primary, Secondary/Documentary)**

Both primary and secondary methods of data collection were used in this study. Primary data can be understood as the data collected for the first time to address the problem under study whilst secondary data is defined as the data already collected and used by others (Douglas, 2015). The tools used for collecting primary data were questionnaires and telephone interviews using an interview guide whilst, secondary data was collected through the analyses of various reports, journals and information from the internet among other sources (Tahedoost, 2018). The use of mixed data collection methods was relevant in this study as it reduces the limitations of each of the data collection methods and increase accuracy of the research results.

### **3.6.1. Questionnaires**

Questionnaires were used to collect primary data in this study. A questionnaire is defined as a form of prepared research instrument commonly distributed to the respondent for self answering of written questions (Saunders & Thornhill, 2015). A total of 32 questionnaires were distributed to 07 employees in the Ministry of Foreign Affairs and International Trade, 7 to employees working on Multinational companies in Zimbabwe, 7 questionnaires to Zimbabwean Ambassadors and 11 questionnaires to members of the civil society. The use of questionnaires was found to be appropriate in this study as it saves time and resources, (Leedy & Ormrod, 2017). However, the use of questionnaires is alleged of having a low response rate (Creswell, 2018). To guard against this limitation, enough time was given to all respondents and then follow ups were made to all the respondents in order to achieve a high response rate.

### **3.6.2. Interview guide**

An Interview guide is also another research instrument used to collect primary data from the respondents (Saunders & Thornhill, 2015). The researcher uses an interview guide to carry out 08 telephone interviews from key participants from the Ministry of Foreign Affairs and International Trade, Multinational companies and Zimbabwean Ambassadors and members of the civil society. Only those who were judged by the researcher to be key informants who have expert knowledge and hold influential positions such as top management were interviewed. The use of an interview guide was found to be important in this study as it was a key instrument used by the researcher to collect qualitative data through asking questions to have full views, opinions, experiences and perceptions of the respondents on the effect of social media on the work of Zimbabwean Ambassadors to promote and attract foreign direct investment in the Zimbabwe's

Second Republic. The use of an interview guide also plays a pivotal role to reduce the limitations of a questionnaire and promote triangulation in the collection of data in this study (Collins, Onwuegbuzie & Sutton, 2019).

### **3.6.3. Secondary data**

Secondary data was also collected in this study through documentary analysis. Documentary analysis was done through analysing studies that were carried out by other Scholars and published in journals, gazettes and internet library among other secondary sources (Burns & Burns, 2019). Secondary data was very important in this study as it permits the researcher to review literature as a key source of work done by others which was a prerequisite need for the researcher to have a clear understanding of the research problem. Using secondary data was also relevant as it allows the researcher to reduce the limitations of using primary data alone. This is supported by Bryman (2018) who provides that, the use of mixed methods in research provides a balanced representation of a phenomenon.

### **3.7. Validity and Reliability**

Validity can be understood as the degree to which specific measurement gives data related to the accepted meanings of an idea (Saunders & Thornhill, 2015). Reliability is also defined as, the degree in which research instrument is capable of producing similar results when the test is done again (Nachmias, 2018). In promoting the validity and reliability of in this study, a pilot study was carried out as a pretesting activity. Those few respondents who participated in the pilot study were excluded in the main study. Standardisation of research questions in all the data collection instruments and the use of understandable language were also important steps taken by the

researcher to promote validity and reliability. To increase the validity and reliability of the study, guidance was also sought from the Supervisor who is an expert and a seasoned researcher in the department of social sciences. The researcher was also credible and objective in reporting the study results so as to promote the validity and reliability of qualitative data (Creswell, 2018).

### **3.8. Data Presentation and Analysis**

Thematic analysis was used to analyse the qualitative data collected from the respondents. The researcher carried out a six step thematic analysis process which is made up of familiarization, coding, generating themes, defining and naming themes emerging from the study. Using thematic analysis was key and important in this study as it allows the development of themes from the literature and content from the interview recordings which became easy for the researcher to convert the collected data into meaningful information to understand the effect of social media on the work of the Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic.

### **3.9. Pilot Study/Pretesting the questionnaire**

A pilot study is defined as a process of testing the accuracy of the data collection instrument before the final data collection process (Bryman and Bell, 2018). A pilot study was done through a preliminary test of 5 questionnaires which were distributed to the participants with the purpose of evaluating the capacity of research instruments to successfully accomplish data collection process without problems. 02 Telephone interviews were also carried out to test the accuracy of the interview guide as another research instrument. All the sampled respondents in the pilot study were excluded the main study and errors noted on the research instruments were corrected before

the final data collection process. Using a pilot study was crucial in this study as it promotes the dependability of the research instruments through correcting errors and mistakes before the final data collection process to reach accuracy conclusions (Creswell, 2015).

### **3.10. Ethical Considerations**

Leedy and Ormrod (2017) define ethics, as a sense of behavioural conduct used in differentiating the intention and action of manners which are moral and immoral in a society. Burns and Burns (2018) provide the need of researchers to protect participants and researchers before, during and after the research process. In this regard, the researcher adhered to various ethical considerations such as voluntary participation, protection from harm, confidentiality and informed consent. Authority was sought from relevant authorities before data was collected and voluntary participation principle was explained to all the respondents before their participation in this study. Confidentiality of respondents was guaranteed in this study since data collected by the researcher was not used for any other purpose for which it was not collected for. Voluntary participation of the respondents was also promoted by giving the respondents the right of own choice to participate or not to participate in this study. Using telephone interviews in the data collection process was also aimed to avoid harm to participants since the study was carried out during the period Covid 19 pandemic.

### **3.11. Chapter Summary**

Chapter 3 concentrated on the research design, population and sample. It has also looked on the data collection methods, their strength and limitations. The application of these tools in the

collection of data was meant to improve the reliability of data. This chapter also considered some ethical considerations such as voluntary participation, informed consent, avoiding harm to participants and confidentiality among others which were all valued by the researcher throughout the research process. The next chapter was focused on data presentation, analysis and discussion of findings.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS**

#### **4.0 Introduction**

This chapter presented, analysed and discussed the research findings in relation to the research objectives and research questions indicated in chapter one. This chapter sought to discover themes and trends within the study in the pursuit of the study into the effects of social media on the work of Zimbabwean ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic. The researcher used thematic data analysis in articulating and analysing the researched data. The researcher followed a 6-step thematic data analysis procedure which was familiarization, coding, generating themes, reviewing themes, defining and naming themes and writing up the themes emerging from the study.

#### **4.1 Response Rate**

Response rate can be understood as the total sum of replies made by the respondents divided by the sample size multiplied by 100 (Saunders, 2020). A total of 32 questionnaires were distributed and 08 telephone interviews were carried out and the response rate was shown in Table 4.1 and Table 4.2 below.

#### 4.1.1 Questionnaire Response Rate

**Table 4.1: Questionnaire Response rate**

<b>Category</b>	<b>Questionnaires administered</b>	<b>Questionnaires Returned</b>	<b>Response rate</b>
Ministry of Foreign Affairs and International Trade	07	07	100%
Multinational companies in Zimbabwe	07	06	86.7%
Zimbabwean Ambassadors	07	05	71.4%
Members of the Civil Society	11	08	72.7 %
<b>Total</b>	<b>32</b>	<b>26</b>	<b>81.25 %</b>

Source: (Primary, 2022)

Table 4.1 above shows that, questionnaires achieved an overall response rate of 81.25%. This is an indication that, the use of questionnaires has a high response rate. These findings are not concurring with the provisions of Creswell (2018) who provides that, the use of questionnaires is criticised of having a low response rate.

#### 4.1.2 Telephone Interview Response Rate

**Table 4.2: Telephone Interviews Response Rate**

<b>Telephone interviews scheduled</b>	<b>Telephone Interviews done</b>	<b>Telephone interviews not done</b>	<b>Response rate</b>
Ministry of Foreign Affairs	02	02	100%
Multinational Companies	02	02	100%
Zimbabwean Ambassadors	02	02	100%
Members of the Civil Society	02	01	50%
<b>Total</b>	<b>08</b>	<b>07</b>	<b>87.5%</b>

Source (Primary Data, 2022)

Data in Table 4.2 above shows that, the use of telephone interviews achieved a response rate of 87.5 %. This shows that, the use of telephone interviews in this study has a high response rate to give a clear representation of the whole population.

## 4.2 Demographic Data of Respondents

### 4.2.1. Gender of Respondents

Data in figure 4.1 below shows the distribution of gender among the respondents.

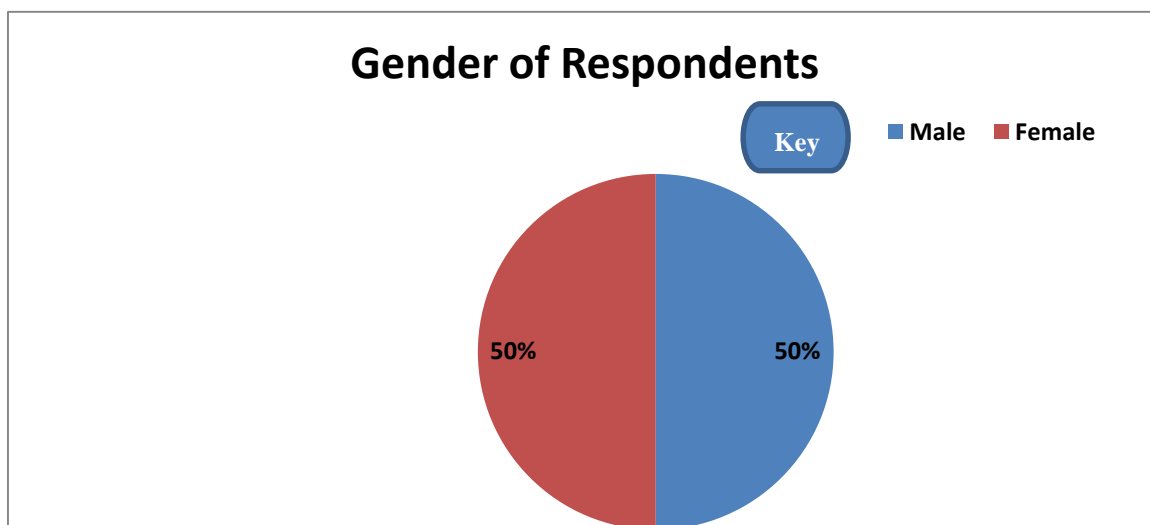


Figure 4.1 : Gender distribution of respondents

Figure 4.1 above shows that, 50% of the respondents were male and 50% were female. The balance of gender was maintained in this study as a way of reducing gender bias.

### 4.2. 2 Age Distribution of Respondents

Data pertaining age Distribution of Respondents is shown in figure 4. 2. below

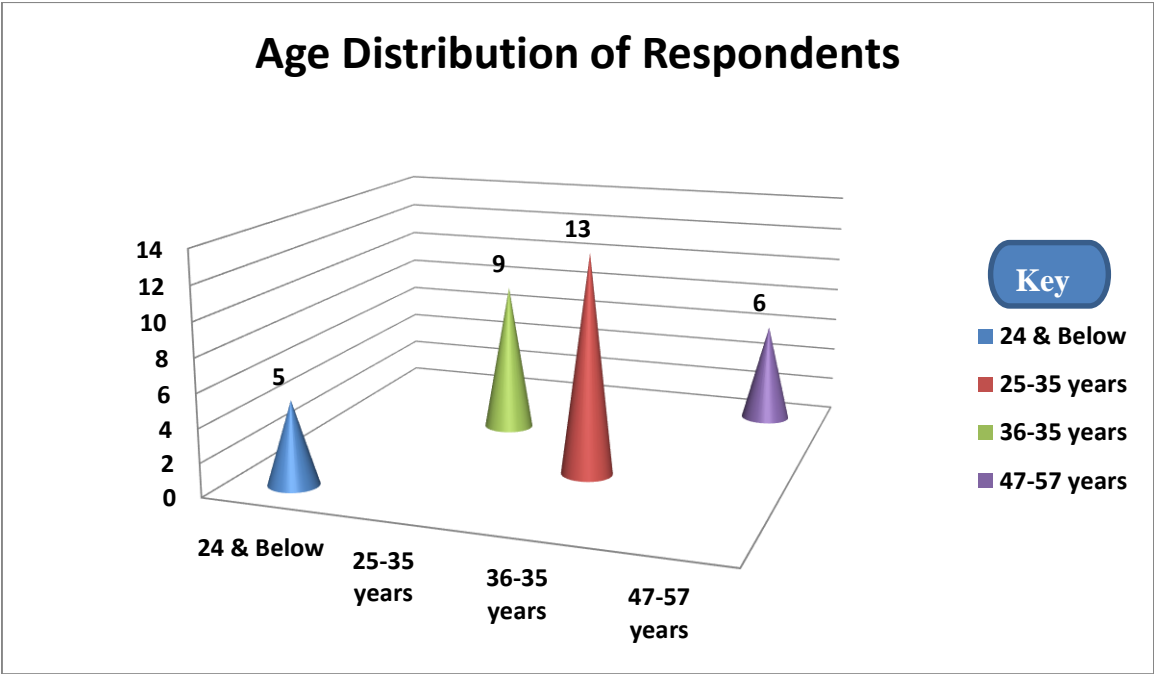


Figure 4.2 : Age distribution of respondents

Source: (Primary Data, 2022)

Data in Figure 4.2 above shows that, 5(15%) of the respondents were aged below 24 years, 9 (27%) were aged between 25-35 years, 13 (39%) of the respondents were aged between 36-46 years and 6 (18%) of the respondents were in the cluster of 47-57 years. This study shows that, the majority of the respondents were aged between 36 to 46 years of age. The above findings were supported by the provisions of ZIMSTATS report (2022) which indicates that, the most economically active age in Zimbabwe is between 25 to 46 years.

**4.2.3. Respondent’s Length of Service**

Data pertaining respondent’s length of service is shown in figure 4.3. below.

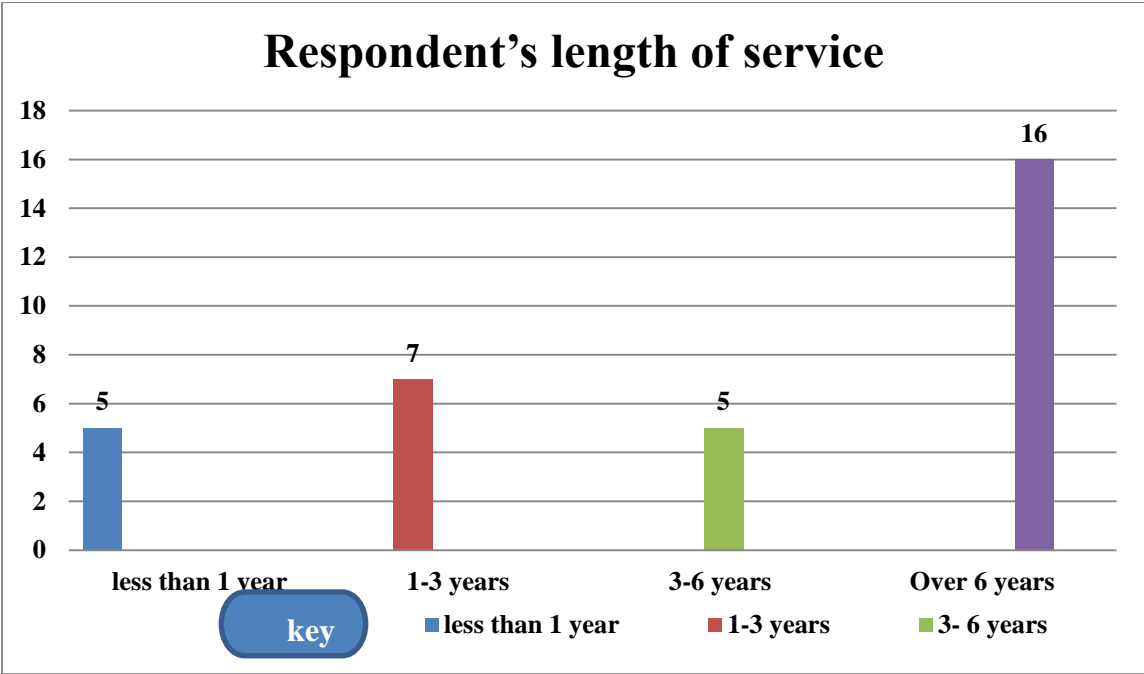


Figure 4.3: Respondent's length of service

Source: (Primary Data, 2022)

Data in Figure 4.3 above shows that 5 (15%) of the respondents are less than 1 years experience in their departments, 5 (15%) of the respondents are between 3-6 years' experience, 7 (21%) of the respondents are between 1-3 years' experience and 16 (48%) of the respondents have experience which is above 6 years. The above data shows that, the majority of the respondents were above 6 years' experience hence they were capable of providing the researcher with reliable information pertaining the area under study.

#### 4.2.4 Educational qualifications of respondents

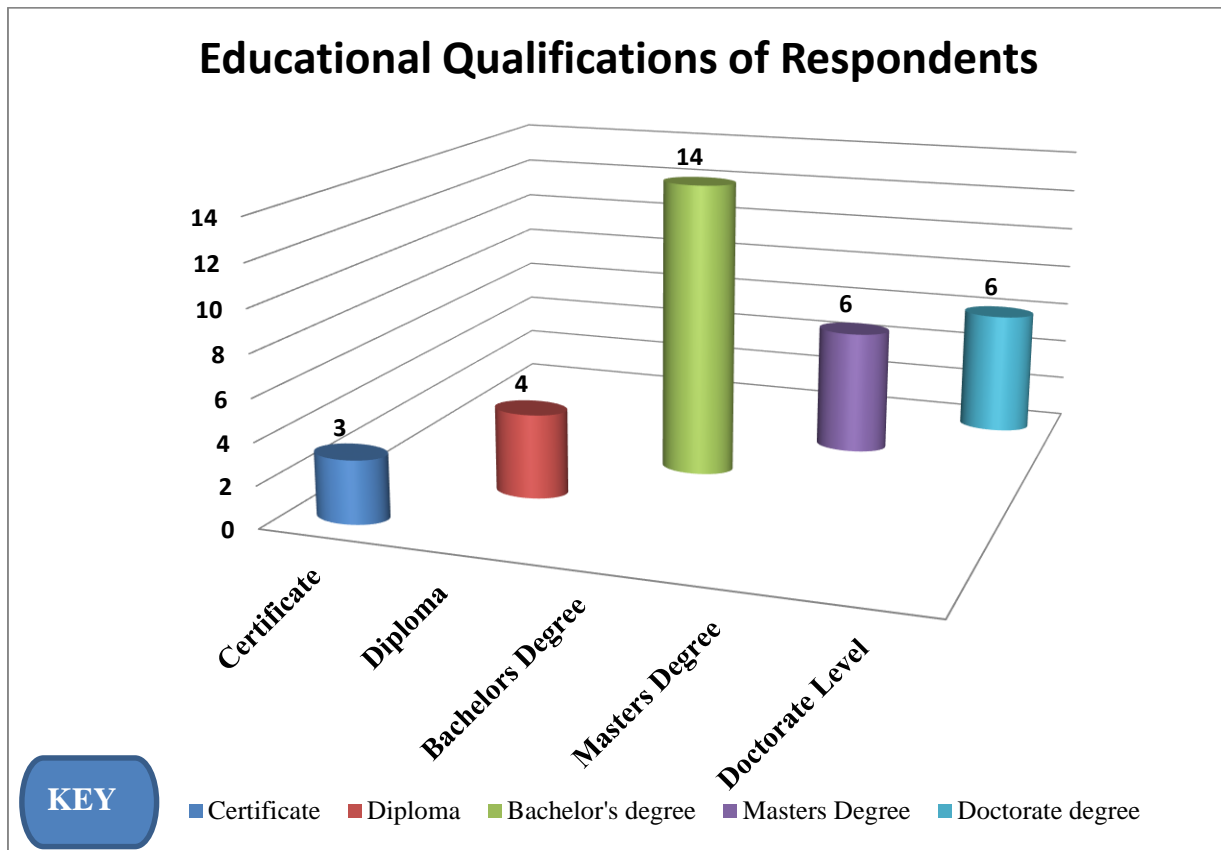


Figure 4.4.: Educational Qualifications of Respondents

Source: (Primary data, 2022)

Data in Figure 4.4 above shows that, 3 (9%) of the respondents have attained a certificate level of education, 4 (12%) have attained a diploma level of education, 6 (18%) are attained a Masters' degree level of education, 7 (21%) of the respondents attained a Doctorate level of education and 14 (42 %) of the respondents have attained a Bachelor's degree level of education, The above data shows that, most of the respondents were Bachelors degree holders and have adequate knowledge to provide the researcher with reliable data on the effect of social media on

the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic.

#### **4.3. The decline of Foreign Direct Investment in Zimbabwe**

The researcher sought to find out the reasons for the decline of foreign direct investment in Zimbabwe. As such, respondents who answered questionnaires on the reasons for the decline of foreign direct investment in Zimbabwe cited unfavourable political environment, unstable economic conditions and poor governance practises as the most contributory factors which led to the decline of foreign direct investment in Zimbabwe. This is also buttressed by the responses obtained from telephone interviews held. One key informant K1 avers that,

“From my own understanding, continued cases of political instability before, during and after the elections period, high inflation and the absence of good governance practises when dealing with investors contributed to the closure of foreign companies in Zimbabwe” (K1).

Similarly another respondent K4 is of the opinion that,

“Unfavourable political environment, unstable economic factors and high corruption practises in Zimbabwe leads to the continued isolation of the country by International Investors who do not want to be associate themselves with Abusers and Corrupt Zimbabwean society”(K4).

K6 another key participant also said that,

“High abuse of human rights, high costs of doing business, uncontrolled inflation and unfair taxes charged to foreign companies in Zimbabwe contributed to the closure of many companies from 2000 and led to continued isolation of the country by potential International Investors such as Dangote of Nigeria among others who are capable of transforming the economy ” (K6).

These views by the respondents on the causes of the decline of foreign direct investment in Zimbabwe presented above show that, the majority of the respondents cited unfavourable political environment, unstable economic environment and poor governance in Zimbabwe as major contributors to the decline of foreign direct investment in the country. These findings were supported by Basera and Nyahunzvi (2019) who indicate that, countries with favourable ease of doing business such as peaceful environment and good corporate governance practises attract many investors. Jere and Mukupa (2018) also assert that, Zambia has become a preferred investment destination for many investors in the African region because of its peaceful environment with limited internal conflicts. The provisions of Rwanda Development Board (2021) also recommends good governance, stable economy and peaceful political environment as major institutional pillars to promote Foreign Direct Investment mentioned in vision 2030 of the Rwandan government led by President Paul Kagame.

The above findings concurs with the provisions of Economic internationalism theory which provides the need of every state to create a political good will and a conducive environment for the production of goods and services (Buckley & Casson 1976). This is a clear indication that, creating a favourable political environment and implementing good governance practises are important activities which need to be considered by the government of Zimbabwe to promote the growth of foreign direct investment in country.

#### **4.4 The effects of the decline of Foreign Direct Investment in Zimbabwe.**

The questions sought to find out the effects of the decline of foreign direct investment in Zimbabwe were asked in a bid to capture the views and opinions of the respondents. As such, the

views of the questionnaire respondents on the effects of decline of foreign direct investment in Zimbabwe were coded into political, economic, socio-political and technological effects. The results of questionnaires are also supported by the views from the interviewees. This is evidenced by the interviewees K3, K5 and K7 who avers that,

“The decline of Foreign Direct Investment in Zimbabwe promoted a continued political and economical isolation of the country by the international community and increased reluctance of the International community to reengage with Zimbabwe and improve technology in many sectors” (K3).

“The decline of Foreign Direct Investment in Zimbabwe promoted a bad political image of the country, reduced national Gross Domestic Product and the technological development of the country due to shortage of foreign currency” (K5).

“The closure of international companies in Zimbabwe are causing citizens to suffer and to live in poverty since they are forced to eat one meal per day due to extreme poverty emanating from unemployment and continued deteriorating of infrastructure because of lack of technological development” (K7).

The views from the respondents and interviewees above shows that, the decline of foreign direct investment in Zimbabwe negatively affected the political, economic, social and technological wellbeing of the country. This shows that, there is need for the implementation of intensive efforts to attract foreign direct investment in Zimbabwe so as to reduce the magnitude of these problems caused by the decline of foreign direct investment in the country. This is supported by Loewendahl (2018) who asserts that, foreign direct investment contributes to economic development of a nation through its direct impact on capital investment, employment creation, tax revenues and also its power on technology transfer, improving productivity and innovations.

Knoerich (2017) also support that, foreign direct investment contributed to economic growth by creating jobs, closing the savings-investment gap and increasing capital formation for the government through taxes. World Bank Organisation (2021) also asserts that, foreign direct investment is playing a crucial role in Rwanda among other African countries to transform the country into a better place with high employment and economic growth. The interdependency theory further explains the importance of states cooperation in the international system in satisfying its interests and to improve the welfare of its citizens since states cannot survive in isolation. These findings is a clear indication that, promoting foreign direct investment is an important duty of every state to guard against the increase of political, economic, socio-political and technological problems as a result of the decline of foreign direct investment.

#### **4.5 Social media on the work of Zimbabwean Ambassadors to attract and promote FDI in Zimbabwe.**

The third objective sought to examine the effects of social media on the work of Zimbabwean Ambassadors to attract and promote foreign direct investment in the Zimbabwe's Second Republic. As such, questions which were centred to obtain the opinions of the respondents on the effects of social media on the work of Zimbabwean Ambassadors to attract and promote foreign direct investment were asked to the respondents. Negative publicity, lack of privacy and difficult to control were cited by questionnaires respondents as the major effects of social media on the work of the Zimbabwean Ambassadors to promote Foreign Direct Investment. The views of the interviewees who answered to telephone interviews also concur with the provisions of the these respondents as evidenced by the views of K2 a key informant who said that,

“Social media is damaging the reputation of Zimbabwe due to uncontrolled publications of political violence cases which are increasing in the country. Current updates are being published on social media without government gate keepers and privacy and dignity of the country is not be respected by social media users hence its period in isolation by the international community is increasing to be greater than ever” (K2).

In the same line of thinking, K1 also opines that confirms that,

“My role in promoting the interest of Zimbabwe in the international community at the time I was an Ambassador was highly affected by negative voices of people who were talking the truth thoughts about the unfavourable situation in the country using ghost face book accounts and twitter accounts to expose human rights abuses by the ZANU PF led government ”(K1).

The above responses from the respondents indicate that, the work of the Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe’s Second Republic is being negatively affected by bad publicity and the uncontrollability effect of social media which were used to expose the truth about the availability of unfavourable business environment in the country. This implies that, the use of social media by Zimbabwean Ambassadors to promote foreign direct investment in Zimbabwe should be accompanied by various political, economic and social reforms of the government to meet the needs of the investors to guard against negative publicity of the availability of unfavourable business environment in the country.

Mangold and Faulds (2019) support the above findings by recommending marketers to take into account the comments made by customers on social media to ensure that their expectations are met. Spring (2017) also indicates that, social media is highly appreciated by citizens who live under authoritarian regimes due to its power to enable free expression of objections to certain issues to draw the attention of the international community. Das and Lall (2018) also provide that, businesses can communicate with clients globally and adapt their operations to meet their needs by employing

social media marketing. Kumar and Saroj (2019) concurs with these findings by providing that, social media is a potential source of customer's voice globally. This shows that, as long there are outstanding unresolved political and economic issues in Zimbabwe, the work of the Zimbabwean Ambassadors to promote and attract foreign direct investment in the country is prone to be negatively affected since investors are attracted by friendly environment which promotes successful business activities.

#### **4.6. Social media in promoting Foreign Direct Investment in Zimbabwe**

The questions related to the last objective in this study were designed in a way that allow the respondents to suggest how social media can be used as an important instrument by Zimbabwean Ambassadors to promote foreign direct investment. As such, lobbying the government of Zimbabwe for political, social and economical reforms to address the concerns of the Investors were cited by the respondents in questionnaires as major issues in their recommendations on how social media can be used to promote foreign direct investment in Zimbabwe. The above views of the respondents who responded to questionnaires are also being buttressed by the responses obtained from the key informants K1, K2, K3, K6 and K7 who said that,

“Promoting unreformed business environment in Zimbabwe through the use of contemporary marketing tools is like selling an old wine in a new bottle. I recommend the political, economic, social and evil doings in the government to be addressed through supportive policies to satisfy our needs” (K1).

“Social media and other digital tools should continue exposing and lobbying the government for political, social and economic reforms to create a favourable business environment in Zimbabwe after addressing the concerns of Investors and respect our rights to property”(K2).

“There is need for the Zimbabwean government to use social media to communicate change and give feedback towards the implementation of reforms so as to catchy the fancy many investors who migrated to other countries because of poor business environment in Zimbabwe which was not beneficial to capital investment” (K3).

“Social media should be used as a platform to show potential investors that the Zimbabwean government is willing to reengage with the international community through creating friendly environment through various reforms”(K6).

“Social media should be used as an open platform for investors to give their opinions and pressurise the government of Zimbabwe to eradicate corruption and to respect the rights of all Investors, treat them as Kings and Queens to promote the growth of International business activities in the country”(K7).

The majority of the views from the respondents regarding the ways in which social media should be used to promote foreign direct investment in Zimbabwe indicates that, social media can be used as an important tool to lobby the government of Zimbabwe for political, economical and social reforms to address the concerns of the Investors to promote foreign direct investment in the country. The respondents show that, the strength of social media in the improvement of foreign direct investment in Zimbabwe can be achieved by its ability to be a platform of providing uncontrolled communication of Investors so that the Zimbabwean government can to address the underlying issues of political instability, economic challenges, dysfunctional economic policies and poor governance which led to the decline of foreign direct investment in the country.

The above findings were supported by the provisions of the Interdependency theory which remind nations of the need to implement good political and economic governance practices to promote foreign direct investment (Loewendahl, 2018). Creating a conducive political

environment and setting of targets on political reforms were regarded as important strategies of the Rwandan government's vision 2020 to attract foreign investors (IRDP, 2016). This is an indication that, the use of social media on the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic needs to be supported by the implementation of various reforms to address the needs of Investors to promote foreign direct investment in the country. The views of the respondents clearly shows that, the use of social media by the Zimbabwean Ambassadors of Second Republic if not supported by various government reforms to address the needs of investors as customers, the role of social media in the work of the Zimbabwean Ambassadors to promote foreign direct investment can remain negatively.

#### **4.7. Chapter Summary**

This chapter presented, analysed and discussed the research findings. The data was presented through discussion and analysis. The principal research findings are that, the decline of foreign direct investment in Zimbabwe was a result of a combination of political, economic and social factors. The decline of foreign direct investment in Zimbabwe has negatively affected the political, economic, social and technological wellbeing of the country. The study also establishes that, social media is negatively affecting the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic due its negative publicity and uncontrollability effect. The study also revealed that, social media has to be used to communicate change and lobby the government of Zimbabwe to address concerns of the investors. The following chapter looks at the summary, conclusions and recommendations of the study.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.0 Introduction**

This chapter focused on the summary, conclusions, recommendations, implications of the study, areas of future study and lastly the chapter summary.

#### **5.1 Summary**

The study was aimed at understanding the impact which social media has on the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic. The study therefore, has as its objectives, a quest to understand the causes leading to the decline of foreign direct investment in Zimbabwe, to assess the effects of the decline of foreign direct investment in Zimbabwe, to examine the effects of social media on the work of Zimbabwean Ambassadors to promote foreign direct investment in Zimbabwe and to suggest ways through which foreign direct investment can be improved in Zimbabwe.

The study was grounded on the provisions of the interdependency theory, economic internationalism theory and the social exchange theory. Relevant literature relating to the study objectives was reviewed leading to the understanding of key elements of the study. Successful cases foreign direct investment in Africa was reviewed using the Republic of Rwanda as a case study and literature pertaining the forces and initiatives for improving Economic Development in the Republic of Zambia was also reviewed. The road for economic growth and development in

Zimbabwe from 1980 to 2022 was also reviewed followed by the empirical evidence on social media and foreign direct investment.

The study followed a constructivism research philosophy, qualitative research methodology and an explanatory case study research design. Questionnaires and telephone interviews were used to gather primary data from the 40 respondents who were selected using purposive and convenience sampling methods. The application of these tools in the collection of data was meant to improve the reliability of data. Ethical considerations which include voluntary participation, informed consent, avoiding harm to participants and confidentiality were valued through put the research.

Thematic analysis was used to analyse the qualitative data collected from the respondents. The researcher carried out a six step thematic analysis process which is made up of familiarization, coding, generating themes, defining and naming themes emerging from the study. Using thematic analysis was key and important in this study as it allows the development of themes from the literature and content from the interview recordings which became easy for the researcher to convert the collected data into meaningful information to understand the effect of social media on the work of the Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic.

The study unveiled that, the decline of foreign direct investment in Zimbabwe was a result of a combination of political, economic, social and governance issues. The availability of

unfavourable political environment, the increase of economic challenges, poor governance practises made the Zimbabwean environment unfavourable for foreign direct investment activities.

The study also revealed that, the decline of foreign direct investment in Zimbabwe has negatively affected the political, economic, social and technological wellbeing of the country. Reluctance of the international community to reengage with Zimbabwe, high unemployment, extreme poverty, poor economic performance and poor technological development were found to be the major effects of the decline of foreign direct investment in Zimbabwe.

The study also establishes that, social media is negatively affecting the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic. This is being caused by the continued published history of unfavourable political environment, unstable economic conditions and poor governance practises in Zimbabwe which is promoting a bad reputation of the country in the international community being an impediment to the efforts of Zimbabwean Ambassadors to attract foreign direct investment in the country.

The study also found out that, in order to improve foreign direct investment in Zimbabwe, social media has to be used to communicate change, lobbying for reforms and provide feedback to address concerns of the global investors so as to create a favourable environment to attract Foreign Investors.

## 5.2 Conclusions

Based on the above mentioned research findings, the researcher came to the following conclusions regarding this study.

The study reached the conclusion that, the decline of foreign direct investment in Zimbabwe was a result of multiple causes which include political factors such as unstable political environment. Dysfunctional economic conditions in the country also made the Zimbabwean environment unfavourable for Foreign Investors since the costs of doing business in Zimbabwe were found to be very expensive also contributed to the decline of foreign direct investment in Zimbabwe. The decline in foreign direct investment in Zimbabwe was also concluded to be contributed by poor governance which developed a negative image and reputation of the country causing investors to lose trust and considering other favourable destinations for foreign direct investment activities.

The study also concludes that, the decline of foreign direct investment has caused a great strain on the Zimbabwean economy as a result of reducing the disposable income, increased job losses, increased poverty and decreased quality of life among the ordinary Zimbabweans. These conclusions are supported by the provisions of the Interdependency theory which emphasise the importance of states cooperation to satisfy its interests and to improve the welfare of its citizens since states cannot survive alone. This shows that, the absence of state cooperation and the decline of foreign direct investment in Zimbabwe has negatively affected the welfare of citizens.

The study also reached the conclusion that, social media is negatively affecting the work of Zimbabwean Ambassadors to promote foreign direct investment in the Zimbabwe's Second Republic due to negative publicity and uncontrollability effect. The downside of social media is that, it is being used to communicate the ills being perpetuated by the government, unresolved political and economic issues thereby portraying a negative image of the country on the international community. This shows that as long there are outstanding unresolved political, economic and governance issues in Zimbabwe, the role of social media to promote and attract foreign direct investment in the country is prone to be negatively affected since foreign direct investors is attracted by a friendly environment not promotional tools. It is therefore concluded that, the improvement of foreign direct investment in Zimbabwe is highly resting on the ability of the Zimbabwean government to address the underlying issues of political instability, economic challenges, dysfunctional economic policies and poor governance practices.

This study therefore concludes that, the use of social media to promote foreign direct investment in Zimbabwe need to be accompanied by a framework of government reforms to address outstanding political, economic and governance issues so as meet the needs of the investors. The implementation of government reforms is hoped to work as a feedback strategy to address concerns of the global investors to build their trust and restore the lost confidence about investing in Zimbabwe. Accompanying promotional efforts of the Zimbabwean Ambassadors and government reforms can create a favourable environment which portray a positive image of the country and make the work of the Ambassadors and their promotional activities genuine in the international community to attract many Foreign Investors to like investing in Zimbabwe.

### **5.3 Recommendations**

Based on the above research findings, the following recommendations were compiled. The government of Zimbabwe should put in place a framework to address political, economic and governance issues and implement required reforms in order to restore the damaged reputation of the country in the eyes of the international community in their efforts to promote foreign direct investment in the country.

The government of Zimbabwe is also recommended to formulate and implement laws, policies and regulations which are supportive to the enforcement of good governance practises to shun corruption and unethical business practises. This can create a favourable environment for investment activities in the country and reduce the increase of continued political, economic. Social and technological problems faced by citizens in the country as a result of the decline of foreign direct investment.

The work of Zimbabwean Ambassadors and the use of digital marketing communication tools to promote foreign direct investment in Zimbabwe should be accompanied by government support through the creation of an investor friendly environment characterised by stable political, economic and social reforms. This can add value and genuineness of the intensive promotional efforts being done by Zimbabwean Ambassadors to promote and attract foreign direct investment in the Zimbabwe's Second Republic. .

Zimbabwean Ambassadors are also recommended to use social media to acquire the views, opinions and expectations of various investors so as to align the needs of Investors and the demands of the government in order to promote the growth of foreign direct investment in the country.

#### **5.4. Implications for the Study**

Policy-makers should pay close attention to the needs of investors so as to lobby for the formulation of supportive policies to attract many foreign investors from the international community. Policies which protect the rights of Investors should also be uniformly applied globally so as to protect the rights of Foreign Investors in international business.

Laws which control the use digital marketing tools such as social media globally should be put in place to reduce the increase of illegal activities committed through the use of digital marketing communications in international business.

Good governance practises should be enforced across all sectors in Zimbabwe to support the government efforts of reengagement to revamp the growth of foreign direct investment in the country.

#### **5.5 Areas of future study**

The researcher encourages future studies to be focused on the effects of Political, economical and social factors to the growth of foreign direct investment among developing

countries in Africa since this study was focused to Zimbabwe only. Future studies are also recommended to look into the relationship between good governance practises and the growth of foreign direct investment in other African Countries apart from Zimbabwe so that necessary reforms can be put in place to make Africa a leading destination for International Investors. A multiple case study of how developed countries are promoting the growth of foreign direct investment using digital marketing tools should also be researched into to promote the adoption of contemporary marketing communication tools in the field of International Relations.

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