

Female-Owned Fast-Food Restaurants: Technology Integration and Acceptance in Harare, Zimbabwe

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Abstract

Digital technologies are being rapidly integrated into tourism and hospitality enterprises, including restaurants. However, there are still few studies focusing on the motivations for integrating and accepting technologies in female-owned businesses. This is a gap that has both practical and policy implications. This chapter closes this gap by (i) highlighting why and how female-owned restaurants in the Harare Central Business District (CBD), Zimbabwe, integrate technology into their operations and (ii) exploring the impact of technology on the growth of those restaurants. The chapter draws from empirical data collected using mixed methods research comprising a quantitative survey with 200 employees and in-depth interviews with 25 female restaurant owners or managers and 25 customers in the participant female-owned restaurants. Underpinned by the Technology Acceptance Model, the results show that female-owned fast-food restaurants in Harare adopted technologies such as WhatsApp, Facebook, computerised billing and receipting, POS, and mobile money services. These technologies impacted the operational growth of restaurants by improving sales, customer touchpoints, and market share. It recommends that technology adoption be supported since it helps businesses to grow.