

## **ANALYSIS OF MOBILE HEALTH ADOPTION IN CHIVI DISTRICT, ZIMBABWE**

**BLESSING CHIGUNYENI**

Great Zimbabwe University P.O. Box 1235 Masvingo, ZIMBABWE

[bchigunyeni@yahoo.com](mailto:bchigunyeni@yahoo.com)

**ROMEO MAWONIKE**

Great Zimbabwe University P.O. Box 1235 Masvingo, ZIMBABWE

[rmawonike@gzu.ac.zw](mailto:rmawonike@gzu.ac.zw)

&

**KUNDAI OLIVER S. SAI\***

Great Zimbabwe University P.O. Box 1235 Masvingo, ZIMBABWE

[ksai@gzu.ac.zw](mailto:ksai@gzu.ac.zw), +26377273497

### **ABSTRACT**

This document focuses on the determination of the key success factors of the adoption of mobile health in Chivi District, Zimbabwe. The main objective was to construct a Mobile Health adoption model which clearly analyses the factors leading to adoption and an exploration of people's perceptions leading to the adoption of this new technology (m-health). Various technology adoption models were discussed and from these, the Mobile Health adoption model for Chivi District was developed. Data was collected through questionnaires and hypotheses were tested using Regression and the Pearson Correlation Coefficient methods. Results obtained show that perceived cost, behavioral control and external influence are less effective in determining adoption of mobile health services. Trust, social economic background, perceived usefulness, perceived ease of use among others proved to be the most effective success factors in determining adoption of mobile health in Chivi District.

**Keywords:** Mobile Health, TAM Model; Chivi District.