THE EFFECTIVENESS OF THE PROMOTIONAL STRATEGIES USED TO SUPPORT THE IMPLEMENTATION OF THE PROUDLY ZAMBIAN CAMPAIGN

BY

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Declaration

I declare that this thesis has been composed solely by myself and that it has not been submitted, in whole or in part, in any previous application for a degree. Except where stated otherwise by reference or acknowledgment, the work presented is entirely my own.

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Certificate of Approval

I certify that I have read and thoroughly examined this thesis and that, in my opinion, it is fully adequate in scope and quality as a thesis for the award of the degree of Doctor of Business Administration of ZCAS University.

Examiner:

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Abstract

This study was an evaluation of the effectiveness of the promotional strategies used to support the implementation of the Proudly Zambian Campaign. This study was motivated by the Zamstat report which enumerated the rate of unemployment in Zambia which arguably has been said to have reached an alarming level of 13.20% in 2019 from 11.40% in 2018 (Zamstat, 2020). The research focused mostly on the relationship between the consumption, and support of locally manufactured FMCGs and the level of unemployment which subsequently affects the economic growth in Zambia. The objectives of this study were; to establish the level of awareness by consumers of products about the Proudly Zambian campaign, to identify the factors that influence the consumer buying behavior of consumers of the locally produced FMCGs in Zambia, to investigate the effectiveness of the promotional strategies used to support the implementation of the Proudly Zambian Campaign, and to establish the effectiveness of Branding strategy by local firms to attract support from local consumers.

This study adopted a mixed research approach by using both qualitative and quantitative methods believed to be appropriate when using the post-positivism paradigm used in this research. The researcher used a structured questionnaire and interview guide to collect data from the respondents. The questionnaire was administered to customers of FMCGs and the interviews were done with the PZC key stakeholders. Systematic random sampling and purposive sampling were used when selecting customers and key stakeholders respectively, of which the sample size for the quantitative study was 295 and 15 the for qualitative study. The study adopted the explanatory research design to fully appreciate the phenomenon by understanding the cause and effect of the PZC and the consumption of local FMCGs.

The quantitative data was analyzed using IBM SPSS for parametric analysis and qualitative data was analyzed using thematic analysis. 181 out of 292 respondents representing 62.0% had never seen the campaign and only 111 out of 292 respondents representing 38.0% had seen the PZC before. 66.2% of respondents disagreed being aware of the PZC and 29.8% of respondents agreed being aware of the campaign. The correlation coefficient results shows that there is a positive linear relationship between the dependent variable (CSLFMCG's) and the independent variables (GI, CA, PS, BS, SCS and VC).

Acknowledgements

Dedication

I dedicate this Thesis to my parents, Mr and Mrs Mweemba, my beautiful wife, Nalwendo Mungandi Mweemba; my children, Chipego Mweemba, Luyando Mweemba and Chabota Elijah Mweemba; my late uncle and sister, Mr. Michael Mweemba and Brendah Mweemba.

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Abbreviations

BS	:	Branding Strategy
CA	:	Customer Awareness
CSLFMCG's	:	Consumption and Support of Local Fast-Moving Consumer Goods
EPZ	:	Export Processing Zones
FJ	:	Fruit Juice
FMCG's	:	Fast Moving Consumer Goods
GI	:	Government Initiative
GOVT	:	Government
LCD	:	Least Developed Countries
LSCS	:	Local Supply Chain Sustainability
MCTI	:	Ministry of Commerce, Trade and Industry
MFA	:	Multi-fibre Arrangement
PS	:	Promotional Strategy
PZC	:	Proudly Zambian Campaign
RMG	:	Ready Made Garment
SA	:	South Africa
SCS	:	Supply Chain Sustainability
SSM	:	Sum Square of Mean
SST	:	Sum of Square Total
TK	:	Trade Kings
UNICTAD	:	United Nations Conference on Trade and Development
VC	:	Value to the Customers
WOM	:	Word of Mouth
ZABS	:	Zambia Bureau of Standards
ZACCI	:	Zambia Chamber of Commerce and Industry
ZAM	:	Zambia Association of Manufacturers
ZDA	:	Zambia Development Agency

ZIM   **:**   Zambia Institute of Marketing

CHAPTER ONE: INTRODUCTION AND BACKGROUND

1.1 Introduction

In the era of globalization, many companies in different countries have embarked on a robust action to expand their market globally. Globalization is seen as one of the major challenges that companies encounter nowadays (Burgess & Steenkamp, 2013; Khanna, Palepu & Sinha, 2005). Several researchers around this field have since observed that the globalization phenomenon has in turn increased levels of competition between local and global brands in the marketplace (Sun, Zheng, Su & Keller, 2016). It is noteworthy that domestic market success does not necessarily result in foreign market success which according to Cavusgil & Cavusgil (2012) is a difficulty that retailers encounter in their jostle for market and business. Less developed parts of the world are becoming more important to businesses (Bressan & Signori, 2014; Meyer & Tran, 2006). As a result of their growth, these markets are expected to play a larger role in the global economy (Wright, Filatotchev, Hoskisson, & Peng, 2005).

It has evidently been observed that in some countries, domestic consumers tend to be more ethnocentric and patriotic as they mostly prefer local products to imported ones. This preference can unequivocally be attributed to their demonstration of love for their country. However, in some instances, the consumer might forgo their ethnocentrism and patriotism to get the best value of their money. It has often been said and believed that the availability of choice might change the consumers' mind. Thus, in a Zambian case, although she is producing her own products, there are quite a number of Zambians who prefer buying imported goods or products to local ones. The major question that arises, therefore, is: "what causes this desire or preference for foreign products?" The answer to this question is unknown to the researcher, yet its answer is a promise after this undertaking has been conducted and findings successfully reviewed. The support of local products by the consumers is believed to have many benefits which this study also explores. The willingness to buy local products is the result of a purchase intention (Beneke & Carter, 2015). Purchase intentions are understood as the end result of several factors in the consumer's shopping context. This study focuses on the effectiveness of Proudly Zambian Campaign to boost consumption of local FMCG's with particular interest in the level of awareness of the campaign and its importance by consumers, factors influencing the consumer buying behavior in Zambia,

effectiveness of promotional and branding strategies used in the campaign. The study passively acknowledges the disadvantages caused by imported goods on the local economy.

Zambian consumer segment is broadly segmented into urban and rural markets, and is seemingly attracting marketers from across the world in various ranges of products. Mention can be made that the sector comprises of a huge middle class, relatively large affluent class and a small economically disadvantaged class. It is also noteworthy that Zambia is among the most competitive nations in the world out of 140 countries ranked in the 2018-2019 edition of the Global Competitiveness Report published by the World Economic Forum (World Economic Forum, 2018). Global corporations view Zambia as one of the key markets from where future economic growth is likely to emerge. The growth in Zambia's consumer market would primarily be driven by a favorable population composition that is largely eager to proudly support and buy the locally produced products on the market, and this in turn would trigger the desired and increased disposable income in the economic front of the nation.

1.2 Background of the study

Local food has in the recent decade not only become an important part of the local culture but also held in high regard by the local communities in some selected African countries. It should be mentioned at the outset that most of the developing countries are still grappling with the behavior and attitude by citizens of not supporting their own locally produced food. However, matters and concerns to do with the origins of the food to be eaten or consumed, and the transparency of the food chain also has proved to be of interest to consumers owing to their growing awareness of environmental and health-related concerns (Delaney & McCarthy, 2011; Rainbolt *et al.,* 2012).

With sharp contrast, the consumption of local food in most of the developed countries is said to be one of the fastest-growing trends (Aprile *et al.,* 2016; Bianchi & Mortimer, 2015; Penney & Prior, 2014). Governments of particular nations would play a role in ensuring what level of support would citizens render to the locally produced products and also demonstrate an interest in assisting and promoting local food (Vignali *et al.,* 2008). Once such critical, energetic and decisive actions have been espoused by the government, it would then suggest that the local food trend would continue expanding both in present and future. Consequently, there is evidently a growing recognition

among researchers that local food consumption has become a phenomenon that needs to be better understood (Farmer & Betz, 2016; Tregear, 2011).

Zambia is one of the developing countries in the Sub-Saharan region whose population is around 17.86 million people by estimation, and a GDP of 4.0% in the year 2019 dropping from 7.7% in 2010 (Zamstat, 2019). One of the noticeable causes for this reduction is that Zambia has had for a long time over-depended on imported goods and services. Companies and individuals have continued importing goods at the expense of local industries and this called for the creation and implementation of some promotional strategies. According to the ZIMTRADE report (2019), there has been a steady growth of Fast Moving Consumer Goods consumption in Zambia and also a 12.4% growth in the retail sector which creates a favorable platform for local manufacturers of FMCG's. The report further indicates that a significant number of FMCG's brands consumed in Zambia brought through retail stores are imported from South Africa and Zimbabwe which include processed foods and beverages like dairy products, snacks and sweets. These imported FMCGs are stocked on a large scale by the up-market shopping malls owned by foreign nationals.

The ZIMTRADE report (2019) further states that Zambia has local FMCG's manufactures like Trade Kings Limited, Zambeef & Revin who are currently showing potential to satisfy the local FMCGs market. It is with this background that many countries on the African Continent including Zambia decided to come up with buy local campaigns to boost the support of the local products and services. Despite the introduction of some bilateral and free trade arrangements such as Africa Continental Free Trade Area (AfCFTA), many countries still feel there is need to encourage the consumers to consider being patriotic to local goods and services (ZIMTRADE, 2019). The support of imported goods and services do inevitably have a negative effect on the local economy.

In many countries around the world, the buy local initiative has been on the rise with a view to boost their economies (Ruane, 2014), and Zambia is not an exception. For consumers of products and services to be aware, there is need to have effective marketing promotional strategies. Proudly Zambian campaign is a promotional initiative aimed at encouraging consumers to support local products and services. Many countries world over, have realized that encouraging consumers to buy local products has many great benefits to a country such as; the provision of employment to the locals, improved payment of taxes which helps governments meet their obligations and

improves the support by corporate companies to the communities (Ekanem, Mafuyai, & Clardy, 2013).

Buy local campaigns have adopted different names in different countries in the quest to easily appeal to the local consumers and help change their attitude towards the local brands (Salehudin, 2011). Zambia decided to call it "Proudly Zambian campaign" to entice local consumers to be proud of local products and services (MCTI, 2018). Buying local campaigns are believed to increase the support of local industries by local consumers. Sometimes the failure to effectively implement the buy local campaigns could be behind the poor performance of local industries. The buy local campaigns like the Proudly Zambian campaign would boost the local economy by giving the local consumers the reasons to support the local brands. In Zambia, there has been no published and empirical studies done to know the reasons why Zambians do not support the locally produced products. This research will address how the responsible agencies can run the proudly Zambian campaign and bring about the most effective and desired benefits to the country.

In the quest to protect the local products and services from the foreign goods with the objective of improving the Zambian economy, the Zambian Government came up with the following policies: Citizens Economic Empowerment Act- NO.9 of 2006; Private Public Partnership Act NO. 14 of 2009; The Standards Act – Cap 418, and the Zambia Public Procurement Act NO. 14 of 2009. The enactment of these policies seem to have failed to yield positive results as far as the protection of the local products and services is concerned. There is no clear legal framework to protect the local products by encouraging the use of locally available primary resources in the production process and foster the support of local products and services.

The Ministry of Commerce, Trade and Industry through its cooperating partner, the Zambia Association of Manufacturers (ZAM) launched a 'Buy Local Campaign' called "*Proudly Zambian"* in the year 2018 in order to encourage, through massive promotion, the consumption of local goods and discourage over dependence on imported ones. The Proudly Zambian campaign was launched on 14th February 2018 with the motto "Think Local First". The objective driving the launch of this campaign was to create awareness and profile of local goods and services (Saffu, Walker, & Mazurek, 2010). The proudly Zambian campaign initiative is also intended to be an aggressive, competitive tool to redeem the dampening local manufacturing industries through encouraging consumers to consume local products. This competitive initiative is also intended to

unlock Zambia's economic potential through a deliberate and well-structured campaign with well-thought out policy and legal frameworks to support the growth of the local manufacturing industries while encouraging local consumers to prioritize the consumption of locally made products.

The proudly Zambian campaign seeks to promote the cause for local industries with a goal of improving the product and service quality. This campaign was launched at a time when Zambia like many other developing countries had been consuming more of foreign goods which to larger extent are suffocating the local industries. The campaign is also an initiative that seeks to promote local products and services in the quest to compete with the foreign products. For many years, the local products and services have failed to effectively compete with the imported goods especially on quality and prices, necessitating consumers' preference for the foreign goods. The Zambian consumers have for many years supported the imported or foreign goods without understanding the implications on the economy. It is thought and expected that the effective implementation of the Proudly Zambian campaign might just be the awaited savior to revamp the economy and improve people's lives (Rabison & LaMore, 2011).

The proudly Zambian campaign's activities have been to roll out the designed logo, advocate for quality standards among the industry players and effectively communicate the benefits of supporting local products and services to the consumers. World over, many countries have come up with such campaigns with a view of promoting local industries and offer employment to the locals. Given this overview, it is the intent of this research to assess the effectiveness of the Proudly Zambian campaign in boosting the consumption of the local products and services by the local consumers. The Zambia Association of Manufacturers (ZAM), the case study organization chosen by the researcher which was mandated to spearhead the implementation of the Proudly Zambian campaign on behalf of The Ministry of Commerce, Trade and Industry came up with the buy local initiative to foster support of the local brands by local consumers as earlier been mentioned. In order to implement the Proudly Zambian campaign initiative, the MCTI and ZAM initiated the design of the campaign logo to be used by all manufacturers who are locally based.

The legal framework through which ZAM operates, allows the organization to do the following: the promotion of industry players and manufacturers in Zambia; help mediate the discussions between players in the industry and to enhance the understanding of industry members on the

effects of global trade and regional trade agreements and to promote fair trade and acceptable trading practices. It is on this premise that the MCTI decided to partner with ZAM to protect local industries through the creation of the Proudly Zambian Campaign.

1.3 Statement of a problem

The Zambian markets are inundated with a mixture of products from both local and international markets out of which citizens are fronted with a challenge of choice as in which product they would go for at a particular time, and this is supposedly driven by patriotism, ethnocentrism and intentionality. World Bank (2015) states that a significant number of FMCGs in Zambia are imported from South Africa (SA). Further, Ziba & Phiri (2019) also posit that about 80% of FMCG's sold in Zambia, especially from one of the leading retail outlets like Shoprite Zambia, Pick N Pay are mainly imported from South Africa. It cannot be a fairy tale making an assumption, therefore, that there is high demand and consumption of imported FMCGs in Zambia which in turn has largely affected the growth of the local FMCG's manufacturing industry. It has also often been argued by Kotler (2016) that lack of local product patriotism by the local consumers has the ability to stifle the nation's economic advantage thereby hindering it from achieving the status of a middle- income nation by the year 2030. This inevitably results in bottleneck challenges that impede on provision of employment to the population mass. The Zambian Government has undertaken policy and structural reform interventions which are believed to have impacted the positive growth in the economy by 5%. Notwithstanding the positive strides in this direction, the said 5% growth in the economy has not adequately and squarely helped in curbing or eradicating or reducing poverty levels and unemployment (MCTI, 2018). This agrees with the Zamstat report which also has enumerated the rate of unemployment which arguably have been said to have had reached an alarming level of 13.20% in 2019 from 11.40% in 2018 (Zamstat, 2020). Although Trading Economics (2022) asserts that there was a reduction of unemployment from 13.20% in 2019 to 12.20 in 2020, this is still unacceptably high.

MCTI (2018) posits that the high levels of poverty and unemployment could be attributed to poor alignment between the growth sector and local companies which directly deal in locally produced products. In the quest to promote, support and resuscitate the country's local manufacturing industry, and also by ensuring the country's attainment of middle-income status by the year 2030, the Ministry of Commerce, Trade and Industry came up with an initiative dubbed "*The Proudly*

Zambian Campaign" whose contents were solely to encourage local consumers to buy locally produced goods and services. This study is similar to Darku & Akpan (2020) study in Ghana and South African whose problem statement also acknowledged the damage imported goods have on the local industries. The ministry partnered with the ZAM to enforce and implement the initiative. It is known that this initiative, strategies and campaign have been put in place. However, it is not evidently clear whether or not the campaign is being effectively implemented and if it is yielding the intended results. Therefore, the statement of the problem put in question form is: *how effective is the proudly Zambian buy local campaign?* The answer to this question is unknown, but a promise of surety after this research undertaking has successfully been conducted.

1.4 General objective

The main objective of the study is to establish the effectiveness of the promotional strategies used to support the implementation of the Proudly Zambian Campaign.

1.5 Objectives of the Study

i. To establish the level of consumer awareness about the Proudly Zambian campaign.

ii. To identify the factors that influences the consumer buying behaviour towards local FMCGs in Zambia.

iii. To investigate the effectiveness of the promotional strategies used to support the implementation of the Proudly Zambian Campaign.

iv. To establish the effectiveness of the Branding strategy used by the Proudly Zambian Campaign to attract support from local consumers.

1.6 Research questions

i. How many customers of Fast-Moving Consumer Goods are aware of the Proudly Zambian campaign?

ii. Which factors influences the consumer buying behaviour of consumers of the locally produced FMCG's in Zambia to support the implementation of the Proudly Zambian Campaign.?

iii. How effective are the promotional strategies used to support the implementation of the Proudly Zambian Campaign?

iv. Which promotional Branding strategy does the Proudly Zambian Campaign use to attract support from local consumers?

1.7 Hypotheses of the Study

H_0: The level of awareness by the consumers of FMCG's about the PZC doesn't have any influence on the consumption and support of local FMCG's in Zambia.

H_1: The level of awareness by the consumers of FMCG's about the PZC has influence on the consumption and support of local FMCG's in Zambia

H_0: The promotional strategies used to support the implementation of the PZC doesn't have influence on the consumption and support of the local FMCG's in Zambia.

H_2: The promotional strategies used to support the implementation of the PZC have influence on the consumption and support of the local FMCG's in Zambia.

H_0: Branding strategies (logo) used on the local FMCG's have no influence on the consumption and support of local FMCG's in Zambia.

H_3: Branding strategies (logo) used on the local FMCG's have influence on the consumption and support of local FMCG's in Zambia.

H_0: Value to the customer has no influence on the consumption and support of local FMCG's in Zambia.

H_4: Value to the customer has influence on the consumption and support of local FMCG's in Zambia.

1.8 Significance of the Study

The findings from this study will help the MCTI and ZAM come up with effective ways of implementing the Proudly Zambian campaign, which subsequently may contribute to the growth of the FMCG's industry. The growth of the FMCG's manufacturing industry will create employment opportunities for Zambians. The study's concentration on the effectiveness of the Proudly Zambian campaign will highlight whether the consumers are aware of the available campaign in Zambia and the effects of consuming imported goods and services on the local industries, although with recognition of trade agreements such as African Continental Free Trade Area. The understanding of consumer attitude towards the local brands as compared to the foreign brands will help the stakeholders in the manufacturing industry to find ways of improving the choice of brand strategies (Winit, Gregory, Cleveland, & Verlegh, 2014). Saffu, Walker &

Mazurek (2010) posit that the study on the effectiveness of the buy local campaigns help understand how the manufacturing industry can be supported by the Government. The study's goal is to have an effective campaign that will enhance the support of the local goods and services, this will reduce the unemployment levels and improve the Zambian economy and will further improve the living standards of the Zambian people.

1.9 Scope of study

The study was conducted in Zambia's capital, Lusaka as a province. This was chosen by the researcher on an assumption that all major stakeholders or respondents (Trade Kings Ltd, MCTI, ZAM, ZIM and ZABS) have their headquarters in Lusaka province. The other reason why the researcher decided to conduct the study in Lusaka province is because the major retail outlet used have more outlets in Lusaka serving all profiles of customers.

1.10 Thesis layout

This thesis consists of Five (5) chapters and outlines as follows: the first chapter outlines the overview of the entire research project, after which it is followed by Chapter two which reviews the literature on the concept of 'Buy Local' called Proudly Zambian and the factors affecting its effectiveness in Zambia. Chapter three covered the methodology which outlines the methods which was employed to collect data. The study a survey approach and used mixed methods through collecting both qualitative and quantitative concurrently. Chapter four covered the presentation and analysis of the findings. Chapter five covered the discussions and recommendations of how to implement the PZC. Chapter five also brought out conclusions from the other chapters. The conclusions were made of the theories, implications of the findings to the managers charged with the responsibility of conducting the campaign, limitations of the study and guidelines for future research.

1.11 Chapter summary

This chapter has given an overview of the study topic on the effectiveness of the proudly Zambian campaign in Zambia. The dampening of local industries as a result of foreign goods is a matter of concern. Zambians like many other citizens of other countries, especially the third world countries tend to show support to foreign brands which is a contributing factor to poor performance of local economies. Governments in many countries and Zambia inclusive have devised the buy local campaign to revive local industries and improve local economies. Empirical study on the

effectiveness of the proudly Zambian campaign is lacking. To be particular, there seems to be no legal and policy frameworks to protect the Zambian products and little effort has been made to advocate for the locals to prioritize the consumption of local brands in Zambia.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The previous chapter laid down a formidable foundation for efficacious progression of the thesis discourse by, among others, defining and describing the problematic situation under study coupled with rich historical background to the business sector. Another achievement of the chapter in question was contextualization and explication of the concept 'Buy Local' while mounting borders and boundaries of the study for proper focus and objectivity. It is also worth-noting that the statement of the problem has been backed by credible reference sources with contrastive analyses of research gaps arising from prior local, regional, continental and global studies, coupled with sequentially appropriate objectives and research questions which underpin the whole essence of the study as reference points and guidelines for the rest of the subsequent chapters. The chapter also gave the significance of the study; limitation and delimitation (scope) of the study. However, the present chapter reviews the existing literature of other scholars by consulting primary and secondary data from various sources on 'Proudly Zambian' campaign and its effectiveness on demand of locally produced products. The literature review also illustrates the theoretical, conceptual frameworks and the gaps identified in literature. This literature review highlighted the results of other researchers who studied something that is more inclined to the current topic being investigated by the researcher. It is, therefore, necessary for the researcher to review literature review in an attempt to answer the silent question of what has or not been done concerning the present topic, research questions as well as research objectives. This chapter is structured in such a way that it underpins the critical research objectives and questions leading to the ultimate research gaps and findings.

2.2 The concept of "Buy Local Campaigns"

The concept of buy local campaign is a marketing concept to promote local products and services. Dupuis & Noreau (2015) posit that there is no known informal and formal written definition for Buy Local Concept. Many dimensions abound, therefore, any attempt made to its definition renders only the contextual one based on the objectives of that particular Buy Local Campaign. Dupuis & Noreau (2015) further state that many of such researchers who have attempted to define the concept have done so based only on distance. This notwithstanding, some writers define Buy

Local as when a consumer buys something within the distance of 150 km and for others, the service or product should be purchased from a close source which is as near as possible to their residence.

Therefore, the core criterion seems to be the proximity of the buyer from the seller. Some researchers coined the meaning of 'Buy Local' as something which means purchasing something within a radius of 50 miles which has to do with physical distance (Ozankala, Nurse, & McFadden, 2010) and buying within the state and national boundaries (Dunne, Chambers, Giombolini, & Schlegel, 2011). This study adopts the definition, contextually on the Proudly Zambian campaign that the promotional initiative and means established to encourage the local consumers within Zambia to buy more of locally manufactured and distributed goods and services.

2.2.2 Marketing in the buy local campaigns

Buy Local Campaigns are a marketing vehicle used to promote goods and services within the specified parameter of distance. The American Marketing Association (2011) defines marketing as set activities and deliberately sought processes to bring about the creation, effective communication, prompt delivery and exchange of products, services and ideas that enhances the satisfaction of customers and the society. CIM (2012) defines marketing as a management process responsible for identification, anticipation and satisfaction of customers while realizing a profit. The marketing process is responsible for coming up with mechanisms to satisfy customers by firms and ensure that profits are realized. It could also mean an activity responsible for the creation of initiatives to promote goods and services with a view to improve the economy and wellbeing of society.

The Buy Local Campaigns suggest issues like importance and role surrounding proximity to the production and processing of goods. Dupuis & Noreau (2015) state that over 70% of consumers in Quebec, as comparison seem to be adopting the behaviour of buying local which also is the case in many developed countries and calls to adopt this marketing approach has heavily increased since 2010. Within the regions and globally, many countries, Zambia inclusive under the Ministry of Commerce, Trade and Industry have adopted the idea of promoting the local products and services in order to boost and protect local brands from imported goods. Brands that specifically relate to the development and origins of such goods to particular geographic locations have emerged as a result of the localism ideal. Local products, particularly food products, are characterized by the consumer's perception of them as being manufactured and marketed within

specific distances from the point of production. These distances differ by area, for example, 644 km in the United States, 50 km in Canada, and 150 km in Europe (France). As a result, perceptions of what is local differ from one area to the other (Coelho, Coelho, & Egerer, 2018).

There has been growth in the use of the concept by many countries both developed and developing which include Zimbabwe, Ghana, South Africa, Vietnam, Indonesia, and America (Cohen, 2014; Mannara, 2013; McCaffrey & Kurland, 2013). Many countries including Zambia have been devising strategies of ensuring that their economies can improve of which one of them is the buy local campaigns. The 1997 economic crisis in Thailand forced the government to come up with the' Buy Thailand Campaign' to reduce the unemployment levels and improve the economy (Saffu, Walker & Mazurek, 2010).

2.2.3 Buy local campaign and its origin

The concept of buy local campaign sometimes referred to as Country of Origin campaigns can be traced to the 1920s. Noteworthy is the fact that it has attracted serious attention from many marketing theorists and researchers in the past 40 years (McCaffrey & Kurland, 2015). The Buy Local Campaigns have been based on the idea of retaining the money in circulation within a given distance where customers purchase goods and services believed to improve the local currency and economy. Regardless of the growing number of bilateral and regional free trade agreements between countries in recent decades, many nations are still attempting to promote their domestic goods through initiatives such as buy local campaigns. Some governments have used a series of public advertisements aimed at increasing public awareness of the movement. Salehudin (2016) posits that governments have designed a logo in these campaigns that suggests that a specific product is native to that region. Local businesses are generally encouraged to use the logo in their products.

In a country like Indonesia, with the belief that the buy local campaign benefits the national economy by encouraging local businesses to expand, the local government decided to promote local products. Similar campaigns were also carried out separately and individually in both developed and developing nations mostly at both national and local levels (Cohen, 2014; McCaffrey & Kurland, 2013; Mannara, 2013; Alter, Bridger, Frumento, & Fortunato, 2012; Woodhouse, 2006). Regardless of the real economic effects of these campaigns, some

governments have decided to fund these buy local marketing campaigns in an attempt to manipulate individual consumer behaviors.

Fan (2006) listed several campaigns to build national brands; the "New Zealand Way" campaign to promote goods manufactured in New Zealand is the most prominent one. In his study, he postulated that such campaigns are not limited to the locals only but will target their own population as the main audience for the campaign. The VV campaign in Vietnam was identified by Nguyen, Nguyen & Barret (2008) using the slogan "Vietnamese use Vietnamese goods" to boost the consumption of domestic goods by the Vietnamese population. Granzin & Painter (2001), in their study contrasted similar buy-local projects in Portugal and the United States. The study found that buy local campaigns had influence on the local consumers' preference towards domestic products as compared to imported goods. While most 'Buy-local Campaigns' promote domestic goods, some campaigns highlight a certain category of products. The most popular product group that these promotions support is the agricultural production. Zepeda & Li (2006) identified "buy local food" campaigns that emphasized on the patriotism of local consumers towards domestic agriculture products.

 In a study done in South Carolina, Carpio & Isengildina-Massa (2009) found that respondents who were exposed to the buy local campaigns were more willing to pay more for products grown locally for agriculture. This study however, is focusing on the domestic fast moving consumer goods contrary to other studies which were specific on the product type. In addition, after a series of food controversies involving imported agricultural products, Kimura & Nishiyama (2008) researched the "chisan-chisho" (trans. "locally produced, locally consumed") movement, a government-supported initiative in Japan to promote local agricultural products. In order to increase sustainability and boost productivity, they stressed the need to cultivate such movements to be less reliant on government funding and more citizen-based. As opposed to the known controversies that happened in Japan over the imported foods, this study analyses the effective implementation of the local campaign called the Proudly Zambian Campaign.

2.2.4 The buy local campaign in UK

In a study by Jones et al. (2008) in which they comparatively assessed the environmental effects and costs of transporting products in the United Kingdom, it was reviewed that companies that

engaged in the 'buy local' campaign enjoyed large number of customers who preferred to purchase products from the homegrown firms. As a result, they incurred less transport costs compared to non-participating firms which sourced raw materials from other distant places. The authors in this research argued that companies that participated in the buy local campaign were generally more productive than their counterparts as they incurred low operations per each unit transported while non-participating firms suffered inevitable high operation costs.

This study was a comparative study whose interest was to discover which of the companies had more profit returns or advantage based on the kind of purchases each one of them made. From this it can be said that the current study, though also, looking at the idea of buy local is rather different from the current owing to the sense that while the study took a comparative view of two sides of the companies, the current one only looks at the effectiveness of the buy local campaign strategies. It follows that the current study is not in any way the same as this study reviewed.

Another study was carried out by Coley et al (2009) and assessed the energy consumed and carbon dioxide emission by the companies that supported the 'Buy National' campaign that sourced their raw materials in their own country. The results of this study showed that the companies that supported the buy national were time efficient seeing they took less time to procure raw material than non-participating firms that unfortunately took more time waiting for raw materials from abroad. As a result, by being time efficient, the firm invested that time in production hence improved company productivity. In this study, it can also be observed that the main aim of the researcher was to establish which companies: those participating in buy local or those that bought from other countries were making more returns. It is quite far from being similar to the current one because the later deals with among other things whether the customers were aware of the local services.

2.2.4.1 The importance of the buy local campaign in UK

The other study conducted by Tischler et al. (2002), in Barnstable and Massachusetts were determined to establish which of the companies received huge financial turn over with regard to the kind of trade each was involved in. The research reviewed that the non-participating companies in the buy local suffered high costs. Three quarters of total costs suffered by these firms emanated from shipping long distance transport cost (abroad). Not only this, but the authors also found that

the retailers suffered a deficit of negative (four hundred and twenty-six dollars per hundred square feet) while by a very sharp contrast those retailers or companies who supported the 'buy local' campaign through spending locally gained (three hundred and twenty-six dollars per square feet).

It was clearly evidenced by these studies that local campaigns necessitate the companies to be cost efficient hence, increase the company productivity. This study is also different from the current study in the sense that the current study aspires to establish the effectiveness of the buy local premised on Proudly Zambian Campaign. This suggests that there is a gap that needs to be closed in this regard, and it is hoped that the current study will attend to this gap after its successful completion.

Shafie & Hasali (2008) conducted another study, this time in comparison of price efficiency of those companies that adopted the 'buy local' campaign and non-participating companies in the campaign. Their study reviewed that companies that adopted the 'buy national' campaign produced more expensive products than those non-participating firms which preferred foreign products. The reason for this high price was based on the fact that they faced high costs in campaigning for local products and the large proportion of the costs were borne by the seller. Further, Fenwick & Wright (2000), in agreeing with the idea, found that there was insignificant effect on productivity on the companies that adopted the 'buy local' campaign since their output were almost the same with non-participating companies.

2.2.5 Buy local campaign in America

It is often argued by the authors that productivity can be determined by the innovative ways employed by the company to produce products. Similarly, Ma (2011) in his study on the pricing index of the companies that go for local products compared to those who prefer foreign ones, his research reviewed that in developing countries, competition policy such as 'Buy Local' campaign had relatively very insignificant effect on the company productivity. This is for the reason that most consumers in developing countries do not believe on 'buy national' campaign to support local companies. The implication of this is such that in developing countries, companies which adopted the 'Buy Local' campaign the difference in terms of productivity can be insignificant.

In supporting Zenller & Basker (2007), Ma (2011) conducted a study on Wal-Mart's famous 'Buy American' campaign as a foreign strategy in retailing. He discovered that out of its international stores, seventeen (17) performed very poor since they failed to meet output targets although the strategy was believed to have had worked well in United States, but in other countries it was quite ineffective. Eventually, it was quite sad that Wal-Mart even abandoned the campaign since the company was not even able to stand against competition from highly performed non-adopters of 'buy American' campaign companies. Therefore, it can be said that 'Buy National' campaign does not always guarantee productivity to companies who might have adopted the campaign. As a result, Wal-Mart's 'buy American' campaign is a typical example of the arguments between the intent and results of 'Buy National' campaigns in terms of productivity. The given literature only dealt with the profitability and viability of the companies that elect to adopt the buy local campaign in their purchases. The study does not align itself to the current study whose premise is to establish the effectiveness of the strategies put up in promoting the Proudly Zambian Campaign. This provides more space for the current study to be conducted and critically observe the themes that will come out.

2.2.6 Buy local campaign in Norway

Skallerud & Wien (2019) did conduct a study in Norway on preferences as a matter of helping behavior and attitudes and drew from the foundational principles of the theoretical perspective of helping behavior with a view to enhancing the understanding of why people buy local food. The study tested a conceptual framework with proposed relationships between helping behavior constructs and local food-buying behavior within a Norwegian context where consumers in Troms County were surveyed. The results reviewed that empathic concern and social concern influence their attitude towards, and preference for local food. Local patriotism influences the preference for local food even if such consumers evaluate it as being of lower quality and less desirable than other food products.

The recommendations for local food producers and local food advocates regarding appealing to consumers' prosaically helping behavior propose communication strategies emphasizing the difficulties that local food producers face, portraying local food producers as people deserving of help against national competition and imports, and depicting them as being loyal to the local community as the local food consumers are. This research demonstrated that intrinsic factors of 'self-gratifying' benefits (taste, freshness, appearance, availability, and healthiness) are important

drivers in influencing purchase decisions (Memery et al., 2015; Knight, 2013; Trobe, 2001; Weatherell et al., 2003). This study, though focused on a phenomenon of buying locally produced products; it is very different, both in context and in dimension from the current study. It does not still answer the question of effectiveness of the implementation and promotional strategies employed on supporting or promoting the Proudly Zambia campaign.

Juliet et al (2015) in a study titled, "Unpicking motives to purchase locally produced food: analysis of direct and moderation effects," investigated how attributes associated with local food (intrinsic product quality, local support) motivate purchase behavior. The research reviewed that shoppers purchase local food more frequently just as a consequence of local support rather than intrinsic product quality. This entails that marketers who promote locally produced food should focus on both the intrinsic attributes of local food as well as the role it plays within the community. This research also is by far different from the current study in the sense that while this study looked at the motivation for purchasing locally produced food, the current one is focusing on the effectiveness of the promotional strategies for the purchase of locally produced food. Therefore, it can be profoundly said that there still likes a gap that needs filling, and the current study, once successfully completed will keep the gap closed.

2.3 Customer awareness about the buy local campaign

Any company that runs a business needs to raise customer awareness and provide them with benefits in order to encourage them to purchase a brand that they are familiar with. Customers' ability to remember or recognize a brand is one indication that the product has high brand recognition. The ability of a customer to recognize or remember a brand is critical in making a buying decision. Some studies found that organizations could only enhance customer loyalty, preference and purchase intentions through consumer awareness (Hsieh, 2016; Monareh, 2012). As a result, brand recognition influences buying decisions through brand associations, and positive branding contributes to marketing activities (Noorlitaria, Pangestu, Surapati, & Mahsyar, 2020). Fajariah, Thoyib, & Rahman (2016) posit that the higher the level of brand awareness the more conscious the customer is of the product and more likely to buy it. Governments and companies have used various marketing activities to promote the support of local brands to consumers.

Brand awareness ensures the continuity of a particular product support from a consumer. According to the study by Ilmiyati (2011), brand awareness has a positive and significant influence on brand loyalty. Kurniati, Farida, & Nurseto (2013) agreed with Ilmiyati (2011) findings that, in order to enhance customer loyalty towards a local brand, the creation of brand awareness becomes critical. According to Lu, Gursoy, & Lu (2015), brand awareness and brand loyalty have a positive and meaningful relationship. Aulia (2015) performed a test on the impact of brand awareness on brand loyalty, which yielded positive and meaningful results. In his study findings, Sanjaya (2013) posit that the more positive the brand awareness is, the greater the effect on perceived quality, which agrees with the study by Liao, et al. (2006). Lack of brand awareness affects customer loyalty, hence the need to test whether consumers of FMCG's are aware of the campaign encouraging customers to support Zambian brands.

According to Darku & Akpan (2020), despite the fact that the local campaign was not widely publicized in Ghana, the Ghanaian case was still more prominent than the South African case. The study found that 55.5% of respondents had not seen or heard the campaign in South Africa, and only 14.4% had heard of it regularly. According to William & Japarianto (2016), a brand with high brand recognition and a positive image will foster customer brand loyalty, and the higher the brand awareness, the higher the brand trust and the purchasing intentions of consumers. A study by Monareh & Wirawan (2012) found that consumer awareness of a brand or campaign has a direct effect on consumers' buying intentions for the product. The consumers are able to recognize the product or brand based on them having seen or clearly heard of it.

Since Ghanaians heard about the campaign mainly through word of mouth, it was clear that the campaign had struck a chord with the general public, to the point where members of the public were willing to serve as "apostles" for the message. It also gave the campaign a more personal touch, as the public takes control of the message as they share it with others. The campaign in South Africa, on the other hand, remained primarily formal and non-personal. A study by Darku & Akpan (2020) found that in Ghana, responses indicated that the campaign had affected the use of local clothing, with 81.3% of respondents agreeing. South Africa, on the other hand, demonstrated the contrary, with over 80% claiming that the campaign had no effect on their clothing choices. As a mediating or interfering aspect, brand awareness has a direct effect on purchasing intention. Studies have been done in other countries to establish the level of consumer

awareness about a promotional campaigns or brands, of which results cannot be generalized, hence the need to test the customer awareness of the campaign and its importance in Zambia.

2.3.1 Influence of buy local campaign on consumer attitude

Frank & Watchravesringkan (2016) investigated the relationship between brand awareness and brand attitude. The findings of their research, based on a survey of 394 undergraduate students in the United States, showed that brand awareness affects attitudes toward a brand. As a result, it can be inferred that the greater the brand awareness, the more favorable the brand's perception. The study operationalized consumer awareness level and brand image and their research aimed to assess global sportswear brands' brand equity. However, this study has a different focus from Frank & Watchravesringkan (2016)'s study as its aim is to assess the implementation of Proudly Zambian Campaign through establishing the awareness levels of local consumers of FMCG's about the campaign and its importance.

Maloney, Lee, Jackson, & Miller-Spillman (2014) studied customer's willingness to buy organic goods, especially organic local products. They discovered that consumer awareness indirectly influences purchase intention by directly influencing attitude, which in turn influences purchase intention, demonstrating the value of attitude as a mediating variable. Based on the literature reviewed above, it is clear that brand knowledge and attitude are linked. The relationship between brand awareness and attitude was mostly supported by research, while the relationship between brand image and attitude received less attention. According Den-Berg (2017)'s study, the results show that among South African black middle-class buyers, there is a positive relationship between brand awareness, brand image, and attitudes toward global fashion brands. This study was more concerned about the global brands and failed to recognize the impact of these brands to local brands, which this study is addressing. This study is establishing the level of customer awareness of local campaigns and the benefits of buying local FMCG's.

2.3.2 Buy local campaigns and the local economy

Mannara (2013) posits that the greater the demand of imported goods, the wicker the local economy, hence the need to protect local products and services which many countries including Zambia sought for a promotional initiative. Ingerson, Jayaratne, Wymore, & Creamer (2014) echoed the belief of Mtigwe & Chikweche (2008) stating that countries need to ensure that local

products and services receive local support through promotional initiatives like buy local campaigns if local products are to be protected from imports with a view to boost local economies. The concept of buy local initiative is a broader approach to improve the local and regional economies through an advocacy to substitute the imported goods and services with the local ones.

According to Megan, Mellor and Crane (2010), several researchers argue that local economies would only improve by increasing exports and encouraging consumption of locally manufactured products. Supporting imported goods and services could be one contributing factor to the slow growth of other economies such as Zambia, and a lot of studies have indicated that money spent on locally produced and sold goods is kept within the local economy and helps strengthen the wellbeing of the local communities.

2.3.2.1 The beliefs around buy local campaigns

McCaffrey & Kurland (2015) postulate that the buy-local campaigns are focused on a belief that money spent on local companies circulates within the community longer than money spent on sales from chain stores and other non-local companies. However, independent empirical analysis on the local multiplier effects is somewhat limited and contradictory. On the benefits to local economies, Civic Economics (2012) posit that one study, funded by an activist think tank, the Institute for Local Living Economies, found high returns to local business ownership by the community: local retailers returned 52% of their sales to the local economy, compared to 14% for national retailers; local restaurants invested 79% of local economy revenue, compared to 30% for franchises and nation-based retailers. However, Kalko & Neumark (2010) argued that due to the severe difficulty of monitoring money invested by stockholders of non-local businesses, academic economists have expressed skepticism about these consulting studies commissioned by organizations promoting local ownership policies. Fleming & Goetz (2011) find a strong positive connection between local businesses and growth in per capita income, but only for small businesses. In contrast, Rosenthal & Strange (2003) do not find any consistent growth impact of locally owned businesses. Not only do Kolko & Neumark (2010) fail to see a positive influence on local business ownership, they find the opposite: single-establishment firms decrease jobs in downturns more than non-locally owned companies.

2.3.2.2 The buy local campaign and its effect on sales in US

The locavore movement in the United States of America has had a strong influence on markets in the food industry: local foods command high price premium (Wirth, Stanton, & Wiley, 2011; Yue & Tong, 2009) and a substantial increase in market share. In 2008, according to the United States Agriculture Department forecasts, local food sales came to $4.8 billion, accounting for 1.6% of the country's agricultural products market (Martinez et al., 2010). However, this study does not look at the economic benefits of local campaigns as suggested by other researchers (Civic Economics, 2012; Wirth, Stanton & Wiley, 2011; Fleming & Goetz, 2011). The study however, concentrates on the effectiveness of Proudly Zambian Campaign in boosting the sales of the local FMCG's.

2.3.3 Buy local campaigns and the economic benefits to the local communities

In support of the local businesses, investing in the buy local campaigns by the governments with the help of relevant stakeholders helps build good employment opportunities and boost economic vitality. A study by McCaffrey & Kurland (2015) shows that the majority of respondents lamented that they lacked the financial and human resources necessary to quantify or evaluate the economic effect of buy local campaign on the larger community. Instead, several respondents cited research by the Civic Economics consultancy firm (which academic economists have questioned) as evidence of the local multiplier impact, claiming that $0.48 of every dollar spent at a local business remained in the city, compared to less than $0.14 at a chain store (Civic Economics, 2012).

According to Robinson & LaMore (2010), buying locally produced products contributes to the expansion of community areas by generating economic growth. This growth creates a community with the potential to draw new talent and future entrepreneurs while also retaining young professionals in the city. Agyeman & McEntee (2014) posit that supporting locally produced products supports the local economy in many ways. In order to grow the local economies, the economic impact and influence of effectively implemented Buy Local campaign should never be taken for granted (Hughes & Isengildina-Massa, 2015; Ramukumba & Ferreira, 2016). No study exists in Zambia to establish the effectiveness of the Proudly Zambian Campaign and its impact on the local economy.

2.3.4 Buy local campaigns influence on social wellbeing

The buy local campaigns are largely aimed at reclaiming local market spaces and are based on notions of ethical trade, fair trade, and economic justice (Cadieux & Slocum, 2015; McCaffrey & Kurland, 2015). Due to the concept globalization, local market spaces could have been overtaken by imported goods, thereby causing economic injustice. Richardson & Stahler (2016) postulated that investing in the buy local campaigns promotes the creation of local jobs and investment growth, all of which help to keep money in the community. This is thought to promote local economic development and reduce dependence on foreign capital (Ruane, 2014). McCaffrey & Kurland (2015) further stated that the emphasis on "buying local" contributes to a concerted attempt to incorporate local cultural symbolisms into these campaigns to strengthen the bond between the product and the local customers.

According to Robinson & LaMore (2010), buy local campaign initiatives are crucial in the development of the local communities and their wellbeing. The buy local campaigns create more employment opportunities for the local community and the participation of the local firms in Corporate Social Responsibility (CSR) activities contributes more value than national corporations. The Institute for Local Self-Reliance compared charitable donations made by local companies to those made by a chain store, Wal-Mart, in a case study of the economic effect of locally owned businesses on the local economy in the Mid-coast Maine area in 2002. In this study, it was found that the local firms contributed $4,000 compared to foreign company's contribution of $1,000. The buy local campaigns enabled the local businesses to economically perform better and support the local communities. No study has been done in Zambia to establish the influence of the proudly Zambian to the local economy.

2.3.4.1 Reasons for buying local products in Canada

Dukeshire, Garbes, Kennedy, Boudreau, & Osborne (2011) in their study in Canada found that consumers of FMCG's had four beliefs about local foods. Respondents specifically claimed that buying locally produced food is good for the local economy, it is healthy and fresher than food produced elsewhere, it is good for the climate, and that buying locally produced food means more money goes to the farmer, hence improving the peoples' livelihood.

Another study by Poppy, Johan, & Graham (2014) in Britain found that the support of local products enhances the growth of the economy, they are of good quality and protects the environment. Both studies found that customers supported local foods because they believed that local products where of good quality and was a way to support the local economy. However, these findings cannot be generalized, hence the need to conduct this study and establish the patriotism and beliefs of the Zambian consumers towards local FMCG's.

2.3.5 Customer knowledge of buy local campaign and its importance

Customer knowledge about the buy local campaign affects customer perception of the local products. Salehudin (2011) posit that for local customers to support the local brands, the implementers of the campaign should establish the knowledge levels of customers. Kwok & Uncles (2015) states that for customers to support the local brands, they need to be aware of the importance of purchasing local brands.

Ozsomer (2012) in his study on the interplay between global and local brands suggested that customers' knowledge and why they should support local brands becomes important when improving local brand demand. The buy local campaigns in different countries like South Africa and Ghana have been successful because customers were knowledgeable about the importance of supporting local products. The customer knowledge on the buy local campaign in Zambia has not been established, this has an effect on the support of local brands. Salehudin (2011) states that due to the knowledge that consumers have about the importance of buying local brands, a lot of customers in Southeast Missouri were willing to buy and pay more on local brands especially food over imported products. A study by Capio & Isengildina-Massa (2012) in South Carolina also found that customers were more willing to pay more for local brands that imported due to the sought benefits to the locals. Increased patriotism to the local brands is as a result of customers having knowledge of the campaign and importance of buying local brands to the local economy.

2.3.6 Consumer knowledge and ethnocentrism

Salehidin (2011) states that consumer ethnocentrism is said to be a public opinion on whether or not purchasing imported manufactured goods is acceptable and morally alright. This view was also agreed by Pennanen, Luomala & Solovjova (2017) who in their study stated that consumer ethnocentrism refers to people's opinions about whether it is fair and moral to buy goods

manufactured in other countries. Consumer ethnocentrism is a concept that has gotten a lot of attention from marketers and academics (Bandara & Miloslava 2012; Chowdhury 2013). Consumer ethnocentrism research is, however, still in its infancy in developing countries. It has been suggested in marketing literature that consumer ethnocentrism has greatly affected the attitude of consumers towards the imported brands (Balabanis & Siamagka, 2017). According to Savitha & Dhivya (2017), consumers will only avoid foreign brands and support local ones depending on how ethnocentric they are, which Makanyeza (2017) suggested that consumer ethnocentrism is affected by consumer knowledge on the importance of supporting local brands.

According to Chowdhury (2013), consumer ethnocentrism studies are still not satisfactorily concluded especially in developing countries which includes Zambia. Pentz, terblancha & Boshoff (2017) further state that lack of adequate understanding on the knowledge of consumers on the importance of buying local brands in Africa is a sure reason why more studies ought to be conducted. Having understanding on consumer ethnocentrism would help the manufacturing sector players to change their marketing strategies that would help change consumer attitude towards local brands.

2.3.6.1 Product support and Country of origin

Salehidin (2011) suggested the identification of the country of origin (COO) effect in the buy local and "made in" effect in the perspective. Sharma (2011) posit that consumers tend to support brands which are locally made if they have knowledge as to why they have to support and the price and quality equal to the imported brands. A study done by Salehudin (2011) citing Batra (2000) states that the concept of food is used to describe the beliefs customers hold about the products. It is therefore important to understand the local customer's knowledge on how they perceive the local brands including the local campaigns compared to the imported. However, subsequent studies added that customers not only respond to common produt origin in dicators, but also use their experience to create their own ideas regarding a particular country's g oods (Ar & Kara, 2014).

2.3.7 The influence of knowledge on consumer ethnocentrism

Customer's creation of ideas about a particular brand depends on the knowledge they have about a brand and their willingness to buy. According to Tasuru & Salehudin (2014), the consumer's

knowledge which affects their attitude towards brands which later affects their ethnocentrism. Customer knowledge about the importance of buying local brands is also highly affected by the consumer's levels of exposure to marketing campaigns which increases their willingness to support brands (Mannara C. , 2013). While studies on the importance of consumer ethnocentrism have been conducted frequently in developed countries, comparable research is still lacking in developing countries (Makanyeza & Du Toit, 2017; Pentz, Terblanche, & Boshoff, 2013; Rahman & Khan, 2012). Studies have been done in Ghana, Ethiopia, Tunisia, Morocco and Indonesia, where the local consumers of products have shown lack of ethnocentrism ((Purwanto, 2014; Bamfo, 2012; Mensah, Bahhouth & Ziemnowicz, 2011; Ranjbarian, Morteza & Mirzaei, 2010). The findings cannot be generalized to the Zambian environment, hence the need to conduct this study and find out the Zambian consumers' willingness to support local products.

A study by Guo & Lin (2017) disagreed with a research by Al Ganideh & Al Taee (2012) which found that consumers from developing countries were not ethnocentric but practiced what they called 'reverse ethnocentrism'. They stated that consumers in developing countries viewed their products and culture as inferior compared to those from developed countries. Dogi (2015), for example, makes the case that consumers in developed countries should be less ethnocentric than those in developing countries. The reason for this is that consumers in developed countries should not feel guilty for purchasing foreign goods rather than domestic goods because their economies are stable enough to withstand foreign competition. The findings of Guo & Lin (2017) should not be taken for granted, hence the need to establish consumer loyalty towards local FMCG's in Zambia.

2.3.8 Consumer ethnocentrism and economic development

Studies have been done investigating the relationship between consumer ethnocentrism and economic development in different countries (Makanyeza, 2017). Balabanis & Siamagka (2017) posit that marketers in many developing countries have for some time been worried about the local consumers' continued support towards the imported brands. The Zambian manufacturing industries have also not been spared from the competitive strength of the multinationals' dominance. According to Pennanen, Luomala & Solovjova (2017), consumer ethnocentrism makes consumers have a strong belief in the superiority of the local brands compared to the imported ones. Buy local campaigns, on the surface, are a call to patriotism among customers.

They often emphasize the importance of maintaining employment, offering alternative healthier lifestyles, and fostering national pride. A study by Mittal (2017) postulates that it is appropriate and moral for consumers to be patriotic towards local brands to save local jobs and enhance the growth of the local economy. Darku & Akpan (2020) agreed with Mittal (2017) findings and further stated that encouraging consumer ethnocentrism enhances the buyer's association with the local brands.

Lack of patriotism to local brands by consumers is a sign of not understanding the effects it has on the local economy and the subsequent loss of jobs (Makanyezi, 2017; Solomon, 2010). In the other study, Chowdhury (2013) found that non-patriotic customers tend to have emotional attachment towards certain imported brands. In countries such as SA, USA and France, marketers ensured that local customers understood the benefits of being ethnocentric and motivated that feeling of belonging (Irvines, 2012). Understanding the consumers' knowledge motivates the change of marketing strategies by the marketers.

2.3.9 Effects of poor local product support

Many African countries including Zambia has seen some reduced levels of local product demand which has affected the local economies and decreased chances of employment creation. This subsequently causes a poor living standard of the local people. According to UNCTAD (2014), lack of demand of domestic brands has contributed to the poor performance of the local industries where customers lack ethnocentrism. Consumers' continued support to the exported brands could be as a result of lack of understanding on the consequences to the local economy (Ladipo, Bakare, & Olufayo, 2012). Karoui & Khemakhem (2019) in their study posit that many studies have found that there is a positive correlation between support of local products and a country's economic development. According to Srivastava & Kumar (2013), the FMCG sector contributes significantly to India's GDP. It has added to the demand of India's lower and middle-income classes. Over 73% of FMCG goods are marketed to middle-class households, with rural India accounting for 52%. Wu, Zhu & Dai (2010) stated that foreign products, especially those produced in developed countries, are generally perceived as having a higher quality in developing countries by consumers. Many studies have consistently shown that consumers from Western Europe and North America prefer goods made in their home country over those made in other countries (Ramsaran 2015; Wu,

Zhu & Dai, 2010). The increase in the GDP correlates with the improvement in the employment levels for the local population. A fair increase in the GDP was found to cause a decrease in unemployment levels (Sanchez & Liborio, 2012). The increased demand of local FMCG's would require an enhanced production capacity. This forces the manufacturing industry to employ technology and human capital, thereby improving the employment levels in the country.

A study by Kibret (2016) in Kenya suggests that the manufacturing sector in Africa has continued suffering stunted growth for many years due to practicing wrong marketing tactics. The study found that the manufacturing sectors in a lot of African countries, Zambia inclusive have accepted that consumers prefer brands from other continents hence disguising the branding exercise. According to Martin, Lee & Lacey (2011), poor marketing strategies have contributed to the current poor ethnocentric behavior exhibited by many consumers through having negative attitude toward the local brands. Lack of confidence and interest by the local industries on the knowledge consumers have about the advantages of supporting local products has left the businesses short sighted while other continents have invested in increasing consciousness among their people, who have established long-term loyalty and prestige.

The trend towards consumer ethnocentrism and the attitude of buyers towards local brands has been extensively studied in many countries, and the results have been used in improving strategic decision making (Bandara & Miloslova, 2012). Kibret (2016) state that these studies in developing and emerging markets have been done in a well-coordinated way allowing industry players to change promotional campaigns to satisfy consumers in accordance to their preferences. Such important studies have not been done in Zambia, hence it is difficult to know the customer preferences to help guide the marketing campaigns in order to win local customers' loyalty. According to Ranjbarian, Rojuee & Mirzael (2011), lack of research and review on the knowledge of consumers with regard to the benefits of being ethnocentric to local products has brought retardation on the growth of the local industries in Africa.

2.3.10 Benefits of consumer ethnocentrism

Understanding the consumers' knowledge of the presence and importance of Proudly Zambian campaign would help come up with effective promotional strategies to encourage local consumers of FMCG's to support local brands. Kibret (2016) posit that studies on consumer knowledge and

ethnocentrism were done in many countries including African countries such as Ghana to ensure the local brands are protected against stiff competition brought by globalization. Local consumption aims to counteract the negative impacts of globalization on local economies and communities in a variety of ways. Local consumption is a process that discriminates global brands in favor of local brands, reversing the globalization trend.

Even as government policies continue to support large food producing companies in the food exporting sector, an American popular movement seeks to protect local economies and stand up to the juggernaut of globalization (Coelho, Coelho, & Egerer, 2015). Government strategies and policies that favor local producers may be influenced by studies that estimate the economic benefits of local food production and consumption. Loke, Xu, & Leung (2015), for example, estimated that if milk was produced locally, the price would rise by 17%, and by 25% if it was both local and organic in Hawaii, USA. However, this study like many other studies acknowledges the influence of supporting local products on the economy, unfortunately, the price variable cannot need to be investigated further as it might just be barrier for many consumers, this information may not necessarily promote consumption of local products.

2.4 Factors influencing consumers to purchase local products

Consumers typically make purchasing decisions on a daily basis, which Qazzafi (2020) suggests that many of them are unaware of the factors that influence their decision making on a particular product, service, or brand. Tanksale, Neelam, & Venkarachalam (2014) described consumer decision making as a combination of mental orientation and product choice. Consumer decision making, according to other research refers to how people, groups, and organizations choose, purchase, use, and dispose of products, ideas, and services to meet their needs and desires (Domie, 2013). Consumer decision making, according to Kumar & Joseph (2014), is the pre-purchase behavior that is preceded by the intention to buy or consume. Nyarko, Asiamah, Agbemava, & Tsetse (2015) found that consumer decision-making serves as need arousal when it comes to the emotional and psychological needs that are important to a particular customer.

Consumer behavior is made up of a number of factors that determine how people buy. Consumers are influenced by many factors when deciding to buy products and services. Understanding the factors that influence consumer purchasing behavior is fascinating. It's fascinating to see how a

person or consumer is affected by the factors that influence him or her to purchase a particular product or service. According to Kotler & Keller (2016), personal, social or cultural, economic, and psychological factors all play a role in consumer's decision whether or not to purchase a product.
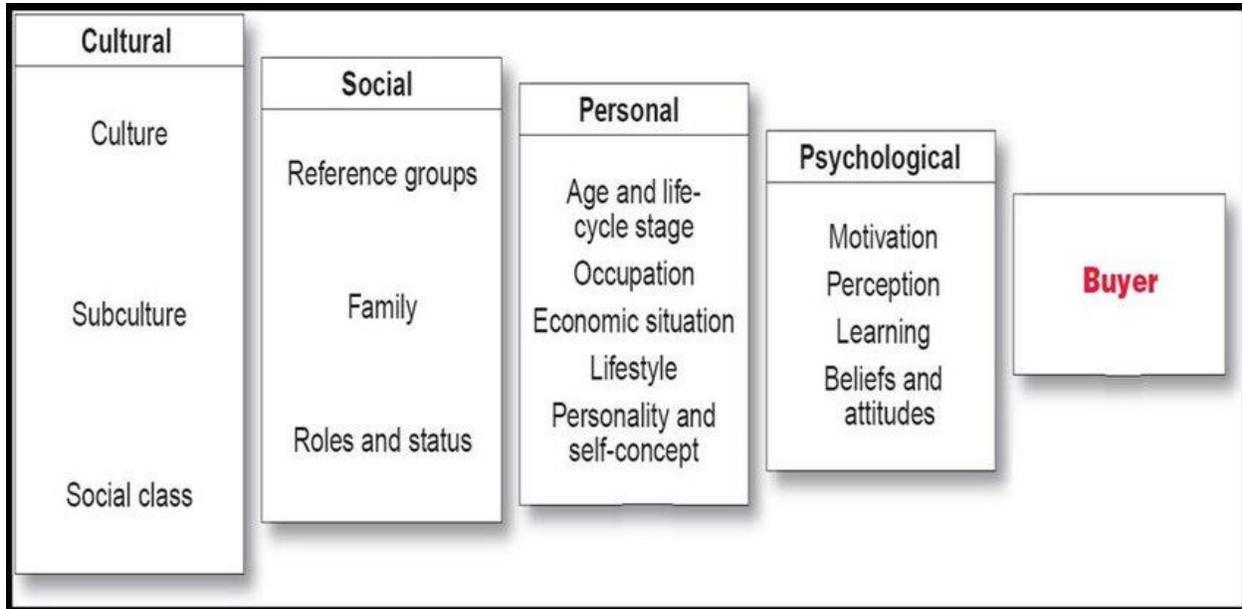
Figure 2.1 Factors influencing consumer buying behavior

Source: Kotler & Armstrong (2012)

2.4.1 Common factors that influences consumer purchase behavior as identified by other researchers

According to Domie (2013), the country of origin of a product is more important when it comes to consumer buying behavior. Another study by Nguyen & Gizaw (2014) found that consumer intention to buy is influenced by price and quality. Dudovskiy (2015) also revealed the relationship between consumer purchasing habits and previous experience. Yoon & Carpenter (2013) looked at the impact of aging on consumer decision-making, and Debasis (2015) found that high and low involvement goods are linked to gender, family structure, and family decision-making. Cultural intermediaries, such as personal consumption preferences and practices, are important in

purchasing decisions (Richard & Masud, 2016). According to Narsey & Russell (2011), different levels of self-reflexive consciousness influence consumer consumption.

Multiple factors influence purchasing decisions, and Amankwah (2017) in his study found that brand name, price, confidence, promotion, loyalty, and brand satisfaction do influence the consumer buying behavior. In a related study, Adofo (2014) found that the packaging of a beauty product influences consumer consumption. According to Darko (2012), effective selection of sales promotional tools has a major impact on purchasing behavior. Celebrity endorsement was also found to be highly appealing and influential in influencing consumer purchase behavior (Nyarko, Asiamah, Agbemava, & Tsetse (2015). Most significantly, celebrity endorsement has an impact on consumer decision-making. In another study, Bajde & Ottlewski (2016) found that social-economic factors influence consumer rational decision-making when buying FMCG's.

Heetkamp & Tusveld (2011) posit that a number of customers do buy products based on the country of origin (COO) and Sheith (2011) suggested that some customers attach quality to some countries brands as opposed to others. The customers' knowledge of the benefits of buying certain brands is one of the factors affecting purchase decision of consumers. Kibret (2016) states that "Some customers pay more attention on the quality of a brand more than they do on the price." This reason suggested by Kibret (2016) could mean that some brands are favored by consumers for prestige. For customers to buy a local brand, there should be a reason emanating from their knowledge of the benefits to be accrued.

2.4.1.1 Personal factor

According to Kotler, Keller, Brady, Goodman, & Hansen (2019), personal factors that influence consumer purchasing behavior include age and life cycle phases, profession, attitude, lifestyle, and values. This is a mix of direct and indirect personal influences. Others have a direct impact on customer purchasing conduct, whereas others have an indirect impact. The personal aspect should be well understood by businesses because they affect the consumers' every day buying behavior (Kotler & Keller, 2016).

2.4.1.2 Psychological factor

Psychological factor is another important factor that affects the consumer buying behavior. According to Ali & Ramya (2016), the psychological factors are sometimes referred to as internal factors. Kotler & Keller (2016) posit that the environment has an important role it plays in influencing the purchasing behavior of a consumer. People are frequently affected by the purchases of other buyers of goods or services. The "other customer" may be a friend, family member, or coworker, for example (Rani, 2014). Kotler & Keller (2016) states that the psychological factors includes; motivation, perception, learning and memory.

2.4.1.3 Social factor

One of the most influential factors influencing consumer purchasing behavior is the social factor. Kotler & Keller (2016) posit that social factor refers to a person's community, social network, online networks, friends and family, and Rani (2016) suggests that social factor includes the use of word-of-mouth to influences customer purchasing decisions. The strongest factor influencing consumer purchasing behavior is word-of-mouth. A person's family or friends may have a greater impact on him or her than other people, such as company salespeople. An individual place more faith in his or her family or friends than in strangers.

2.4.1.4 Economic factor

According to Ali & Ramya (2016), a consumer's financial situation influences his or her buying decision and preference for a particular brand or product. Companies should be able to carry out research about consumer spending and saving behaviors. Consumers will normally buy products that they can afford. Personal income, family income, income aspirations, investments, consumer credit, and other economic variables are all factors to consider.

2.4.2 Factors influencing consumer behavior when buying local products in Indonesia

According to Dwi & Nyoman (2020), the government in Indonesia came up with the buy local campaign or initiative to encourage consumers to buy more of local agricultural products. Consumers in Indonesia prefer local other than imported products (Dwiastari, Susrusa, & Artini, 2019; Sumarwan & Palupi, 2017; Monalisa, 2015). According to the study by Dwi & Nyoman (2020), price is the most influential factor that influences the local customers. In another study in

Indonesia, taste, color, size, income level, and product availability are all important factors that influenced the Indonesian consumers towards buying local agricultural products (Dwiastari, Susrusa, & Artini, 2019).

The tourism accommodation sector, such as hotels and restaurants, are also consumers of local agricultural products. Quality, price, hotel policy, continuity, and government policies are some of the factors that influence demand for local fruit in starred hotels, with quality being the most important factor (Sumawidari, Darmawan, & Astiti , 2013). A study by Wirawan, Julyasih, Adiartayasa, Wijaya, & Anom (2014) found that many factors influences the buying behavior for consumers in Indonesia, of which the most prominent ones are; packaging, transportation and quality. However, this study was done on the agricultural sector in Indonesia, a country whose environment is different from Zambia and this study is looking at the general FMCG's perspective.

Dwi & Nyoman (2020) posit that there are few studies on the factors influencing consumer behavior towards consumption of locally produced products in developing countries. Nonetheless, the findings of research conducted in developing countries on the factors that influence the purchase of local products are comparable to those found in developed countries (Arsil, Li, & Bruwer, 2016). Studies on the awareness of buying local products has been popular in developed countries for a long time. In most cases, this is motivated by concern for the welfare of local producers who have an adverse impact on the business environment. As a result, consumer preferences for local agricultural goods have been extensively researched in developed countries such as the United States and the United Kingdom. Dwi & Nyoman (2020) stated that there are still minimal studies done in developing countries about the factors that influences the purchase and consumption of locally produced products.

2.4.2.1 Factors influencing consumer buying behavior and theory of planned behavior

Many researchers use the Theory of Planned Behavior (TPB) to forecast consumer intent to buy local agricultural products. A study Dwi & Nyoman (2020) further states that this psychological theory is commonly used to predict consumer behavior based on attitudes, social norms, and self-control. The most common indicator found to influence consumer intention to purchase locally produced agricultural products is attitude (Sumawidari, Darmawan, & Astiti , 2013). The Theory of Planned Behavior has been used by some researchers to validate extrinsic factors that impact

consumer attitudes, such as ethnocentrism, environmental concern, and local economic concern. However, the studies that only focusses on the extrinsic factors lack holistic view and depth in understanding the factors that influences the consumer buying behavior towards local products. This study incorporates the both extrinsic and intrinsic factors that include price, quality and product image in order to have depth understanding about the factors that influences the consumer behavior. This is to ensure that there is depth in understanding how effective the buy local campaign is in boosting consumption of local FMCG's.

2.4.3 Factors influencing consumer behavior when buying local products in India

According to a study by Vijayalakshmi, Gurumoorthy, Lingavel, Arulmozhi, & kannan (2020) in India, the FMCG's market has become competitive because of consumers change in preference of local foods. Food has become so essential to humans that it must be bought on a daily basis. The study's aim was to look into the factors that influence consumer behavior in relation to local foods. The findings of this study showed that consumers in India were influenced by quality, price, flavor and availability when buying FMCG's. This study was in agreement with another research by Kumar & Joseph (2014) especially on quality being the major influencer but varied on other influencing variables. The study findings indicate that consumers of local FMCG's were influenced by quality (68%), attitude (67%), brand related issues (58%) and packaging (23%). The studies varied because the later involved the rural community unlike the other on whose focus was the urban population.

In another research, Sritharan (2020) found that Indians were more influenced to buying local FMCG's based on; quality aspects, promotional aspects, preferential aspects, image aspects, and retailers influence. Quality considerations included items like scent, long-lasting freshness, and ingredients, which are all grouped under factor 1. Factor 2 categorized as promotional aspects and included price, free offers, eye-catching display, and easy availability. In his study, Sritharan (2020) categorized factor 3 as preferential aspects and includes advertising, enticing packaging, and the availability of variants. Factor 4 was devoted to brand and corporate image, which is referred to as image aspects. The influence of retailers, as well as suggestions from friends and family, are grouped together as factor 5 and dubbed external influence. This study was in agreement with Vijayalakshmi, Gurumoorthy, Lingavel, Arulmozhi, & kannan (2020)'s study on factors influencing consumers of FMCG's to purchase local brands.

Another research in India by Sarker & Rahman (2017) found that there were a number of factors that influenced the consumers' purchasing behavior when it comes to personal care items. It was discovered that consumers assume that television advertisements, followed by quality and brand loyalty, are the most important factors that affect consumer buying behavior, even if they are from middle and lower-income classes. A study by Islam, Perveen, Islam, & Ahamed (2015) discovered that customers regard brand image, cost and commitments, distinctiveness, reputation, and customer relationship when making a purchase of a FMCG.

Another study by Khare & Ali (2018) found that many consumers of FMCG's in India preferred local to foreign products because they were influenced by product quality, price and brand name. This study greed with Kumar & Joseph (2014)'s study which found that the consumers of FMCG's in India were highly influenced by price, quality and brand name. Many studies have been done on the factors that influences the consumers to buy FMCG's. However, no study seems to have integrated the factors that influences the consumer buying behavior and the buy local campaign.

2.4.4 Factors influencing consumer behavior when buying local products in Malaysia

Malaysia's gross domestic product (GDP) has been steadily rising year after year. The food and beverage (F&B) industry, like all others, is responsible for contributing to Malaysia's GDP. The Malaysian F&B retail industry was expected to expand at a yearly pace. A study was done in Malaysia by Rose, Zariyawati, Norazlina, Annuar, & Manisah (2016), whose aim was to determine whether Malaysian consumers embrace locally produced FMCG's and sold by small and medium enterprise (SME). According to the study's findings on the factors that influences consumer buying behavior, quality ranked first at 51%, followed by price at 40%, branding at 5%, packaging at 3%, and others at 1%. With a population of nearly 30 million, customers valued quality and branding when purchasing local FMCG's. When a customer wants to buy something, they prefer to choose something that is durable, even though it costs more, because they believe such products gives value for money (Wu & Jang, 2013).

According to a comparative study by Dobbelstein, Mason, & Kamwendo (2020) in German and South African to understand the consumer attitude and factors influencing their preferences for FMCG's, local brands were preferred by respondents from both nations, who believed they were of higher quality and better linked to local community's development. South Africans were more

aware of this, more committed to local FMCG's, and are willing to pay a higher price than Germans.

The study found that quality, value for money, and confidence in local brands were essential beliefs to respondents had. This study agreed with another research by Cranfield, Henson, & Blandon (2012) which found that product branding, quality, product convenience, product price, and the existence or absence of safety risks can all influence whether or not local FMCG's are purchased by local consumers.

According to Dobbelstein, Mason, & Kamwendo (2020), there is little difference in perceptions of relative quality, value for money, and confidence in local businesses between the two countries, both groups of respondents had more positive perceptions of local brands. Despite the fact that neither the South African nor the German respondents prefer higher priced products or believe that higher prices indicate higher quality, they both think it is worthwhile to pay more for high-quality goods and that a brand name may indicate quality. It is interesting that South Africans believe price is a better indicator of quality than Germans. It is also possible that consumers in developed countries are more sophisticated in determining the quality of branded goods, while consumers in emerging countries may not be as sophisticated and still use price as a quality indicator (Marian, Chrysochou, Krystallis, & Thogersen, 2014). The brand characteristics of integrity, reputation, benevolence, commitment, and attitude were all perceived as significant by both South African and German respondents, confirming the findings of Charton-Vachet and Lombart (2018) study.

2.4.5 Factors influencing consumer buying behavior in Africa

The retail and consumer industry in Sub-Saharan Africa have seen increased investor interest in recent years (PwC Africa, 2016). Whereas previously the focus was on extractive industries like oil and mining, a rising consumer class demanding everything from mobile phones to fast food has led many retailers and consumer goods companies to look at the region with fresh eyes. The KPMG report (2016) posit that the FMCG's industry in Africa has grown where households spends an average of 44% of monthly expenditure on FMCG's which indicates that the industry has potential to help grow the local economies if well managed. The report further indicates that consumers in Sub-Saharan Africa are becoming more aspirational and brand-conscious in general. Whereas

price used to be the most important factor affecting purchases, consumers are now paying more attention to brands, packaging, and product details.

2.4.5.1 Factors influencing consumer buying behavior in Kenya

Angasa & Kinoti (2013) conducted a study on the factors that influences the consumer buying behavior in Kenya. The study had specific focus on the detergents as a type of FMCG's. In their study, the researchers found that quality and price had a significant influence on consumers purchase decision. Another study in Kenya found that the type of product and price of the product had a significant impact on the respondents' purchasing decisions, as evidenced by mean scores of 4.50 and 3.92, respectively (Mutheu, 2014), which to some extent agreed with the study of Angasa & Kinoti (2013). The majority of respondents, on the other hand, showed that factors such as country of origin, family influence, product packaging, advertisement, and promotions only had a mild impact on their purchasing decisions, as evidenced by mean scores of 3.42, 3.38, 3.33, and 3.00, respectively.

2.4.5.2 Factors influencing consumer buying behavior in Ghana

Studies were conducted in Ghana to determine the factors that influences the consumer buying behavior towards local FMCG's. Amankwah (2016) found that Country of origin, brand name, quality and price influences consumers buying behavior in Ghana. The study by Amankwah (2014) is in agreement with another study done in India which found similar results indicating that consumers were highly influenced by Country of origin, product quality, product price and brand name when buying local FMCG's (Kumar & Joseph, 2014).

Another study was done in Ghana to establish the reasons why consumers preferred imported FMCG's other than local brands. According to Domie (2013), some local consumers of FMCG's in Ghana bought more of foreign or imported products due to the following reasons; non-availability of a local product (1%), poor packaging (17%), poor quality (59%), health concerns (14%), and relatively high prices (19%) were among the factors. Bad quality is at the top of the list. Elliot & Cameron (1994) posits that for consumers to be highly ethnocentric, products are supposed to be of acceptable quality, and Kotler & Keller (2006) added that product affordability is important a factor to influence consumers to buy local FMCG's.

Sethna & Blythe (2016) disagreed with Kotler & Keller (2006) stating that quality is more important to other consumers than product affordability. However, other studies have found that both price and quality have significant influence on consumer behavior towards the purchase of FMCG's (Albari & Safitri, 2018; Owusu, 2013).

2.4.5.3 Factors influencing consumer buying behavior in Zimbabwe

Karedza & Sikwila (2017) conducted a study in Zimbabwe on the factors that influences consumer purchase behavior when buying FMCG's especially after the country faced serious economic challenges. The study found that price significantly affected the consumer buying behavior than any other factor in Zimbabwe. The study also found that quality and accessibility also had influence on influencing the buying behavior of FMCG's customers. Price could have influenced consumers more than any other factor due to the challenged economy in Zimbabwe. Another factor which was found to be significant in influencing consumers was the product packaging. In a similar study, Makanyeza (2016) found that accessibility, price, health concerns, country of origin, product labeling, packaging and branding are key factors that influenced the consumer buying behavior of food in Zimbabwe. This study agreed with Karedza & Sikwila (2017) study on accessibility, price, quality and packaging as factors influencing consumer buying behavior. In his study on consumer behavior in less developed countries, Bbenkele (1986) found that product shortages affected brand loyalty in Zambia. He found that income and product availability greatly affected consumer loyalty in Zambia. However, the gap still remains as there has been no further study done on consumer behavior in Zambia. The question still remains as to whether the factors affecting consumer behavior have an effect on the effectiveness of the PZC in Zambia?

2.4.6 Customer attitude and intention to buy

Schiffman, Kunuk & Kumar (2010) state that consumer attitude to buy refers to a desire to act in a consistently conducive or unfavorable way to a particular product or brand by a consumer. Solomon (2010) further posits that involves the analysis the consumers make towards a brand that helps them easily choose a particular product. Therefore, this means that the customers with positive attitude tend to like the brand, while those who dislike the brand tend to have unfavorable attitude towards the product.

Makanyeza (2017) cited Solomon (2010) that consumer attitude can best be understood by understanding the Tri-component model. The intention to buy local brands as opposed to buying imported brands is affected by cognition, affect and conation (Solomon, 2010).

2.4.6.1 Effects of cognition in consumer buying behavior

Cognition constitutes the beliefs that consumers have towards the brand or product which affects their intention to buy (Chaubey, Patra , & Kumar, 2017). Kumar (2017) posit that the cognitive process is believed to form the consumer attitude and affecting the intention to buy a particular product and it enhances the reduction of risks when purchasing a product. Consumers who are actively involved in purchasing products use their cognitive power which assists them to choose and evaluate the products appropriately (Khemakhem, 2019). Hence for any local campaign to be successful, it is important to know and understand the local consumers' beliefs about FMCG's produced locally and those which are imported.

Makanyeza (2017) citing Thellen (2016) posit that a study done in Russia and France concluded that there is a significant relationship between knowledge and income and consumers' consistent support of local products by local customers. Contrary to the study by Thellen (2016), Balabanis (2002) state that customer education and knowledge had no significant influence on consumer ethnocentrism in Czech Republic and Turkey. Both studies for Pentz (2017) and Bandara & Miloslovia (2012) strongly suggested that customer knowledge about the importance of being ethnocentric towards local brands is highly influenced by customer knowledge.

2.4.6.2 Effectiveness in consumer buying behavior

According to Schiffman, Kunuk & Kumar (2010), the affect aspect of consumer attitude and intention to buy has much to do with the consumers' emotional dimension or feelings towards local FMCG's brands. Akar & Topcu (2011) further state that this aspect (affective) is sometimes referred to as the overall appraisal of the brands and it is the only component that thoroughly deals with the consumer attitude in detail. Affective consumer behavior explains why customers have a certain attachment towards foreign brands as compared to locally manufactured brands.

Argyriou & Melewar (2011) posit that customers' beliefs are important to come degree in that they justify the evaluations of the local brands, which in effect are the most basic determinants of the

behavioral intentions. According to Makanyeza (2017) citing Blackwell, Miniard & Engel (2006), the beliefs that customers have on either local or imported brands helps in brand evaluations. Before marketing strategic decisions are decided, it is Important to understand the attitude of customers towards local brands with regard to the value they place on the products compared to the foreign brands.

2.4.6.3 Conation in consumer buying behavior

Schiffman, Kunuk & Kumar (2010) explained that conation has to do with consumer's intentions to buy a particular brand. Conation brings out the reasons or tendency of consumers behaving in a particular way. Jain & Jain (2013) argue that consumers will only intentionally buy a product which satisfies their needs and they are exposed to, contrary to what Schiffman, Kunuk & Kumar (2010) stated that customers will buy products regardless of their beliefs and emotional attachment to products. No study has been done in Zambia on the intention of FMCG's customers to keep supporting local brands as compared to imported brands and the products availability.

2.5 Promotion as a concept

According to Kotler & Armstrong (2006) as cited in Odunlami & Akinruwa (2014), promotions are simply a set of deliberate activities that are used to communicate the benefits of buying a product or service as compared to the other. Promotions have been carried out by many companies and let alone countries to encourage consumers to buy a particular product or service through the communication of benefits and product values (Ibojo & Ogunsiji, 2011). Jobber & Lancaster (2016) posit that for consumers to adopt a product and service, they need to be aware and without doubt, promotional activities ought to be effectively conducted (Jobber & Lancaster, 2016).

The marketing concept of promotions has not only been used by companies only but also countries as well in the initiatives called the buy local campaigns which has adopted different names in different countries. Fan (2006) cited in Salehudin (2016) stated that there are many promotional campaigns by both developing and developed countries called buy local campaigns such as the New Zealand way, Proudly South African, the VV campaign in Vietnam and Australia. However, promotional campaigns play many roles that's why many countries have adopted the concept to let consumers have information about products and services produced locally.

Shulz (2010) as cited in Obiero & Mutuku (2019) equally takes a holistic perspective when he acknowledges that marketing promotions are a construct that apart from affecting the consumer's attitude or awareness, the concept helps influence consumers make decisions on product and service purchase. Most studies therefore confirm that well executed promotional campaigns helps improve on the sales and profits of organizations by effectively influencing decisions of consumers to buy products (Kwok & Uncles, 2015). Promotional campaigns can therefore influence the purchase of local goods and improve the local economies. Salehudin (2016) affirms that exposure to the buy local campaign messages do have an influence on consumer attitude towards supporting the local brands. According to Stearns (2017), raising awareness of local products and services should include the sensitization to all stakeholders if the buy local campaign is to be successful.

2.5.1 Promotional strategies in the buy local campaigns

Buy local campaigns can only be successful if fully supported by good integrated communications mix to create awareness to the consumers. Many known Buy Local campaigns have emphasized the promotion of one product line for the benefit of the locals (Salehudin, 2016), of which the most pronounced product category buy local campaign is on the agriculture products with the emphasis on sharing local foods with the neighbors (Insch, Prentice, & Knight, 2011). Salehudin (2016) further stated that the buy local campaigns are promotions done by governments in different countries with the use of various promotional tools in order to influence the change of attitude towards local products and services.

Coulon *et al*., (2012) posits that for consumers to support the buy local initiative, the creation of awareness by the responsible stakeholders is important if the goal is to be achieved. The visibility of the buy local campaign plays a key role to gunner support by the targeted stakeholders (Kaushik, 2011). The promotional mix buy local campaigns uses are illustrated below.

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                              ┌──────────────┐
                              │ Marketing mix │
                              └──────────────┘
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Product	Price	Place	Promotion	Process	People	Physical evidence

Advertising	Public relations	Direct Marketing	Sales promotional	Sales promotions	Personal selling
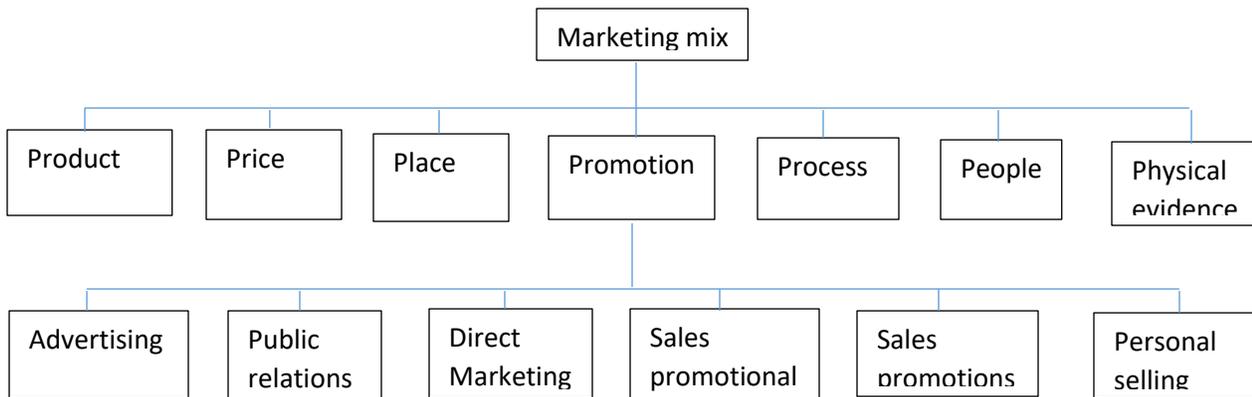
Figure 2.2 The promotional mix

Source: Clow and Baak (2010)

2.5.2 The promotional mix

It has been proven that the correct use of a well selected promotional mix has the ability to attract customer's attention towards the products and services. Various researchers and authors agree that the promotional mix has the following elements; advertising, PR, direct marketing, sales promotion and personal selling that buy local campaigns would make use of if they are to be successful (Belch & Belch, 2017). Bibby (2015) states that the elements of the promotional mix produce greater results when used in a synergistic way during promotional campaigns than individually. Reid, Luxton & Mavondo (2014) states that promotional activities under the marketing function is referred to as integrated marketing communications (IMC).

Bibby (2015) defined integrated marketing communications as a marketing communications planning model that acknowledges the enhanced importance of the deliberate plan that evaluates the responsibilities of a number of communications tools in the campaign. This definition assumes that the best way to handle a successful promotional campaign is to integrate different communications tools to achieve a desired goal. Duncan (2015) defined IMC as a process of establishing an enhanced controlling of information through having objective dialogue to promote important and beneficial relationships with targeted stakeholders. In the definition of Duncan & Caywood (1996), IMC is more than a coordinated communication but a dialogue that tries to develop a relationship and it includes everyone affected by the campaign which to larger extent would include the promotional campaign players or stakeholders.

A well-coordinated integrated marketing communications capability has the potential to foster the demand for a brand which improves the financial performance by having an enhanced and effective promotional campaign (Anabila, 2019). According to Noreau (2015), the use of integrated marketing communications in the buy local campaigns helps improve consumer awareness and the change in the behavior of customers towards the products and services covered under the campaign. The building of an extra ordinary and well-coordinated IMC capability has the ability to enhance the effectiveness of the campaign which further leads to having competitive brands in the market and greater financial performance (Luxton, Reid & Mavondo, 2014).

2.5.3 The use of promotional strategies in the buy local campaigns

The concept of buy local campaign has an objective to create awareness to the local customers on the importance of buying local brands. In their study, Darku & Akpan (2020) found that 55.8% of respondents in South Africa were not aware of the campaign and only 14.4% were exposed to it regularly which was translated into the average mean of 2.18, while it was 4.05 for Ghana. A study was done in Oman whose main objective was to evaluate the impact of consumer behavior through media on brand awareness by examining various factors such as price, quality, brand, promotion, and offers. According to the findings of the report, both conventional and digital media (social media) had positive impact on local brand awareness (Salim, Jahdhami, & Handhali, 2017). The scholars in Oman were of the view that planned and vigorous publicity through the use of effective media was to be used to improve customer preference and awareness towards local FMCG's.

Studies have been done on how to enhance the effectiveness of local campaigns when supporting local brands. Empirical evidence indicates that improving customer awareness and preference towards local FMCG's is critical if the objectives of the buy local campaign are to be achieved (Pradhan & Misra, 2014; Daphne & Fernandes, 2014). A study by Salim, Jahdhami & Handhali (2017) found that advertising using effective media was a very effective means of creating awareness to local consumers about the importance of buying local FMCG's.

2.6 Pull, profile and push promotional strategies for the buy local campaigns

Promotional strategies are part of the marketing mix. The choice of promotional strategies is important as it is the one that influences the creation of awareness of products and services to the customers (Thomas, 2013). Cornian (2008) suggests that there are three promotional strategies that

buy local campaigns can utilize to ensure local products and services are preferred by the local consumers and these include; pull, push and profile strategies.

The push and pull marketing promotional strategies are used to ensure that the consumers of the products and services are aware of the availability of the products (Parkhimenka, Tatur, & Zhvakina, 2017). Yurkovskaya, Prishchepa, Losmakov & Parkhimenka (2018) stated that a push strategy brings the products and services right before the customer through the use of various advertising strategies to ensure that consumers are aware of the products and services. They further stated that a pull marketing communications strategy stimulates demands forcing consumers to ask and actively look for the particular products.

The push strategy aims to encourage the distribution channel members to stock more of local brands as compared to imported goods (Duncan, 2015), while the pull strategy aims at ensuring that there is massive advertising to encourage customers to buy local brands as compared to imported goods (Bainess, Fill, & Page, 2008). Biness, Fill & Page (2008) further suggested that both push and pull strategies can be used in the buy local campaigns to create awareness and enhance brand reposition. According to Fill (1999) cited in the thesis by Kucher (2012), the promotional campaign can also use a profile strategy to develop the local brands and build the products reputation and improve support from the stakeholders. When conducting the buy local campaigns, profile strategy can be used to bring awareness to the local consumers, build reputation and image of local brands and change attitude of consumers towards the local brands (Yurkovskaya, Prishchepa, Losmakov, & Parkhimenka, 2018).

2.6.1 Advertising in Buy Local Campaigns

Advertising is one of the tools buy local campaigns use to create awareness to consumers. Odunlami & Emmanuel (2014) defined advertising as a non- personal communication which is not directed at individuals but masses and it is paid for. When an organization wants to target the mass market, advertising on one element for consideration. Ibojo & Ogunsiji (2011) affirmed that advertising gives marketers enough space to address a large number of targeted consumers at a low cost per individual.

According to Salehudin (2016), many countries who sought to increase awareness of the importance of consumers buying local brands invested in mass advertising. This was done in the quest to improve the local brands competitiveness. Ibojo & Ogusiji (2011) further posit that the

use of advertising in the buy local campaigns like the Proudly Zambian campaign is a sure way of increasing the messages visibility to a large audience. This therefore entails that advertising is one important promotional tool to increase the awareness of the importance of buying local brands compared to imported brands.

2.6.1.1 Implementation of advertising in the buy local campaign

Insch, Prentice & Knight (2011) state that the implementation of advertising in supporting the buy local campaign has an overall beneficial impact on the ability of the domestic customers to purchase local goods. Salehudin (2016) further states that the study conducted in Indonesia on the buy local campaign called 100% Indonesia confirmed the positive impact of effective advertising in encouraging customers to buy local products as opposed to imported brands. The South African campaign called the Proudly South African was advertised through all major platforms namely; national Television, radio and billboards (South Africa, 2006). Proudly South African annual report (2006) further states that in order to increase the visibility, the Proudly South African campaign was also advertised through the use of Taxis and buses. This Campaign considered English and Afrikaan as languages to use to propel the message. According to the Fara Research Report (2018), the Ghana buy local campaign also used national Television and Radio talk shows to inform the consumers. Both campaigns Proudly South African and Buy Local in Ghana has the main objective to create awareness to consumers about the importance of buying local brands as opposed to the imported goods. No study has been conducted in Zambia showing whether the Proudly Zambian campaign employed advertising when creating awareness to the customers.

The study by Darku & Akpan (2020) found that people in Ghana did not seem to be aware of the campaign as much as they did in South Africa, the Ghanaian campaign was still more successful. In both campaigns, the average score for visibility was 3.14. South Africa had a lower awareness level than the average (2.18), while Ghana had a higher awareness level than the average (2.18). The study revealed that 58.2% of awareness was through referrals, 43.8% through Radio presentation and 31.5% through TV shows in the Ghanaian case. In the South African case, on the other hand, television was found to be the most popular source of information about the campaign (39.3%), followed by the internet (37.5%), referrals (28.6%) and Radio (19.6%).

The same study showed different strengths in the media vehicles used in South Africa and Ghana, where Radio and referrals were very effective in Ghana, whilst Television and internet were

effective in South Africa. Darku & Akpan (2020) study concentrated on the selling culture and the influence of buy local campaign in South African and Ghanaian textile industries. A study by Ruane (2014) on the "Buy Local" in Guam found that 36.6% of FMCG's customers first heard about the local campaign on the radio, 16.3% from relatives, colleagues, or from someone else, and 14.4% from television commercials. This study however, has its focus on the effectiveness of the Proudly Zambian Campaign in boosting consumption of locally produced FMCG's in Zambia with recognition that there has been no study done in Zambia.

2.6.2 Public Relations in the Buy Local Campaigns

Public Relations is one of the promotional tools buy local campaigns including Proudly Zambian campaign can utilize. Gilaninia, Taleghani & Mohammadi (2013) cited in Skandari (2004) defined Public Relations as a planned and well- coordinated effort to establish a favourable and mutual relationship between a firm and its stakeholders. Public Relations is about creating a favourable image and reputation of a firm, product or service through the use of appropriate tools in order to create good relationships (Ibojo & Emmanuel, 2014).

According to the Proudly South African annual report (2006), the campaign team used PR through sponsoring the annual Cape Town fashion festival and a lot of road shows. Likewise, Fara Research Report (2018) in Ghana posit that the buy local campaign in Accra used sponsorship and celebrity endorsement as part of the PR campaigns to endorse the local brands. The use of PR in the buy local campaigns like the Proudly Zambian campaign boosts the brand image of local products hence fostering support from the local consumers (Robinson & LaMore, 2010).

2.6.3 Direct Marketing in the Buy Local Campaign

Jobber & Lancaster (2009) cited in Karaxha & Abazi (2016) defines Direct Marketing as the prompt distribution of products and services, information and communications directly to consumers. Krnacova & Zavodsky (2018) posit that the use of social media in the buy local campaign helps to personalize the information sent to the customers. This therefore helps have an audience which has the ability to relate to the communicated message.

Buy local campaigns being government supported promotions, Powers, Advincula, Austin & Graiko (2012) stated that direct marketing can used to promote local brands through short message services social media. According to the SA annual report (2006) and FARA Research report (2018) both do indicate that direct marketing is useful to certain stakeholders when creating awareness

about the buy local campaign because it avoids third parties to convey the information. Direct marketing could be a useful tool to create consumer awareness and foster support for local brands.

2.6.4 Sales Promotion in the Buy Local Campaign

Sales promotional is one important tool that marketing campaigns use. Kotler (1988) cited in Jean & Yadzanifard (2015) defined sales promotion as tools mostly used on short term through incentives meant to increase the sales of services and products by customers. Sales Promotion and general promotion could be different in that sales promotion is a tool used to ensure that customers are rewarded by giving them incentives and it encourages customer loyalty (Gherasim, 2012). Schulz & Block (2014) states that there are a number of sales promotion strategies which have for some time impacted the perception of customers and buyer behavior and these include; coupons, samples, price reductions, competition and the shopper cards. The use of sales promotion helps firms including governments to improve the consumer perception of local brands and alter the buying behavior through encouraging the support of local brands. For example, Krnacova & Zavodsky (2018) affirms that the buy local campaign in Slovakia used the sales promotion which increased the support of local food brands and improved the profits of local firms. De Pelsemacker, Geuens & Berge (2001) cited in Krnacova & Zavodsky (2018) supports the idea of using sales promotions in the buy local campaigns in that 70% of buying decisions are made in-store especially when certain brands of good quality are affordable.

2.7 The effectiveness of Branding in promoting local FMCG's

Branding is one of the elements under consideration when there is an analysis of the effectiveness of the promotional strategies of product and services. The definition of branding which including the understanding has evolved due to the passing of time. According to McDonald & Sharp (2000), branding and its impact is a term that has been discussed by many researchers over time.

Kayombo (2014) states that branding as a concept began being in Egypt when the brick makers started placing symbols on their bricks for easy identification, while in Europe many organizations started using the trademarks to assure consumers of continued commitment to quality which included the commitment to protect the products. Years passed until more recently in the year 1931 when Procter & Gamble began using the branding concept by putting labels on the products in order to differentiate them from those of competitors (Whisman, 2009).

2.7.1 Conceptualizing branding

The definition of branding has undergone evolutions from the earlier ones which focused on seen things (De Charnatony, McDonald, & Wallace, 2011), one of then written by Farguhar (1989) stating that a brand is a sign, logo, symbol, a name or mark and could not focus on the functional performance only. This definition conceptualizes that a brand as something that differentiates and helps identify the product or service from the other.

Branding should be understood to be beyond just for identifying and differentiating a product or service from those of competitors. Weinewski (2011) defines branding as all things that has to do with the whole organization which includes the tangibles and intangible attributes of the firm. A brand could be everything about an organization which can include the logo, the product, the name, what the company believes in, what you say, what you do and how the product looks like. The American Marketing Association (2014) agrees with this position on branding stating that a brand is anything that brings uniqueness to the product or service through a logo, name, signs, color, terms or designs that differentiates the product from competitors. Branding builds an emotional connection between an organization and customers.

De Chernatony, McDonald & Wallace (2011) posit that a brand is simply a bunch of emotional and functional values that organizations use to foster their promises about what they are delivering to the consumers and the unique experience customers should be exposed to. This definition is similar to the one done by Coleman (2011) in his Doctoral thesis, he defined branding as a concept that helps deliver value to consumers through the facilitation of mutual benefits between the buyer and the seller which is mostly based on passionate and purposeful values.

Karam & Saydam (2015) cited Low & Lamb (2000) states that a brand brings some emotional reasoning that gives the reason why a consumer should buy a particular product or service. Kotler & Armstrong (2012) concludes by stating that a brand is all what a product means to consumers. A brand should therefore mean anything that creates value to consumers.

2.7.2 Logos used in some buy local campaigns

According to Salehudin (2016), buy local campaigns have adopted different symbols in different countries. This has been done to ensure that customers can easily relate with the brands. Typically, governments created a logo to indicate that a commodity is indigenous to that nation as part of these promotions. Local businesses are often encouraged to use the logo on their products (Walker

& Mazurek, 2010). Frumento & Frumento (2012) posit that manufacturers are supposed to support the buy local campaigns by way of using the agreed logo to boost the growth the growth of local industries. The following are examples of some logos used in buy local campaigns (Indonesia, Australia and United Kingdom).

Figure 2.3 Buy local logos

Source: Salehudin (2016)

2.6.7 The value of brands to the local customers

The success of the promotional campaigns also depends on the perceived value of the brands by the targeted consumers. According to Kotler & Keller (2012), the concept of branding has the ability to effectively create the mind structures that enhances the consumer's ability to gather enough information or knowledge about the products and services. When customers have the ability to easily recognize their preferred product, De Chernatony, McDonald & Wallace (2011) states that this lowers the cost of searching and further reduces the risks in the purchase process. Keller (1998) cited in Kayombo (2014) posit that consumers of products usually identifies with the producer of the product, symbolic device, perceived quality of the product, and its role in solving the customer's needs. According to Chovanova, Korshunov & Barbcanoca (2015), branding helps customers as a memory cue through which customers are helped to retrieve important information and make an informed decision on what they want to buy.

Alizade, Hoseini & Naiej (2015) suggests that branding as a concept also has to do with effective communication, positioning, personality and value identity. Holt (2015) posits that the information gathered could be about the customers' experience with brand, brand association and brand

perception. Branding has now been recognized as one of the important aspects of business strategy if the organization is to succeed especially in a competitive business environment (Zhang, 2015). Holt (2015) further stated that branding helps in the creation of customer value which is beyond just images and sign for it is a tool for the creation of competitive advantage. Hislop (2001) cited in Alizade, Hoseini & Naiej (2015) affirms that customers do create emotional relationships with brands hence the importance of building customer loyalty towards brands.

Brand loyalty is an emotional issue which can also be supported by engaging effective promotional strategies, and it is for this reason Kotler, Keller & Koshy (2013) affirms that brand management is an important aspect of the whole marketing as a discipline because it affects customers. In the context of this study, the benefit of branding especially with the use of buy local campaigns in several countries has to with the customer's choices of the brands whether to buy locally manufactured goods or imported and the benefits of considering local brands. What becomes of interest is whether the local brands meet the customer's choice criteria to gunner support and the knowledge level of the local brands as compared to imported brands.

2.7.4 Brand equity in the promotion of local brands

The concept of brand equity is arguably one of the most commonly used constructs in the marketing strategy review of available literature (Kayombo, 2014); unfortunately, there is no agreement on the single operational definition to be used because many academics and researchers use various definitions depending on the context (Chrostodoulides & De Chernatony, 2009). In all the notable definitions, brand equity is considered to be a factor that could be responsible with the increase of the firms' profits, enhanced communications, expansion opportunities of the brand and also enhances the consumers' preferences of the intentions to buy a certain product, which further affects customer loyalty (Allaway, Huddlestone, Whipple & Ellinger, 2011; Buil, Chernatony & Martinez, 2008).

Aaker (1991) defined brand equity as the total value which is associated with the brand from the customers' perspective which is mostly seen through brand awareness, brand relationships, loyalty to the brand and perception of the product quality. Brand equity is sometimes customer-based which tends to happen when the customers' become familiar with the brand and poses a special memory of relationship with the brand (kamakura & Russel , 1993).

Lassar, Mittal & Sharma (1995) defined brand equity as consisting of the perception of customers on the product uniqueness and superiority over other competing brands which includes product performance, brand image, brand value and reliability, while Aaker (1996) further amplified on his earlier definition by stating that brand equity has to do with customer loyalty, satisfaction, perceived quality of the brand, brand leadership, perceived benefits, the personality of the brand, perception of the organization, awareness of the brand and distribution channels used.

Christodoulides & De Chernatony (2009) agrees with Aaker's (1996) definition on the brand equity concept as they stated that it is composed of the perception of consumers towards the product, customer attitude, awareness and knowledge and consumer behavior. In addition to this definition, Kotler & Keller (2012) cited in Kayombo (2014) posit that the concept describes how customers' think, feel and respond to the brand messages which include the prices, product or brand demands, product profitability, customer base and market share.

2.7.5 Customer and firm brand equity

Brand equity has mainly been discussed and analyzed by academics and researchers into two viewpoints namely; customer brand equity based and firm brand equity perspective (Kayombo, 2014). Christodoulides & Chernatony (2009) describes the customer-based brand equity as one which has to do with the customers' perception of the value they are getting from the brand, while the firm-based brand equity is based on the firm's ability to influence the product demand, increase market shares and profitability. According to Keller (2013), customer-based brand equity approach measures the thoughts of consumers', brand image, how they perceive the brand, beliefs and how consumers feel about the brand, this also considers how consumers react to the communications about the brand.

Chinomona & Maziriri (2017), conducted a study in South Africa, Gauteng province to be specific and found out that brand trust, familiarity and experience has a positive effect on the brand attachment of consumers which behavior supports the proudly South African campaign. Laforet (2010) argues that customers' of today don't consume or use products but brands from food to the clothes, and Roustasekehravani & Hamid (2014) affirms that if brands are well managed, the firm will experience an increase in the market share and profitability.

A well implemented Buy Local campaign such as the Proudly Zambian campaign would improve the local brand trust and familiarity. Ahmed, Rizwan, Ahmad & Haq (2014) stated that customers

who are made loyal to the brand as a result of prompt communication are always willing to pay more due to trust and quality of the brand. Proudly Zambian campaign, like any other buy local campaigns conducted in other countries can be used to encourage local consumers to trust local brands provided the benefits are communicated.

2.7.6 Brand (PZC) awareness

Brand recognition is the first and most significant attribute of consumer brand equity, and it is often ignored as a portion of brand equity (Tong & Hawley, 2009). It is a key measure of a consumer's brand awareness, the frequency of the brand's existence in their minds, and the ease with which that knowledge can be retrieved from memory (O'Guinn, Allen, & Semenik, 2009). Consumers are more likely to accept the presence and availability of a company's product or service if they are aware of it (Mowen & Minor, 2011). Huang & Sarigollu (2011) further states that in the minds of consumers, brand recognition comes before brand equity.

Brand awareness can be divided into two categories; aided or assisted awareness and top of mind awareness (Farris, Bendle, Pfeifer, & Reibstein, 2010). Aided recognition occurs when a customer is shown a number of brand names and identifies the brand from the provided list, while 'top of mind awareness' occurs when the brand name is immediately acknowledged because the consumer associates the brand with the product category very easily (Keller, 2013). Furthermore, brand awareness involves brand identification, which is the ability of consumers to confirm that they have already been introduced to a specific brand, as well as brand recall, which is the ability of consumers to name a specific brand when faced with a product/service market, category need, or other related cues such as brand logos (Ling & Severi, 2013). Since high levels of brand awareness mean to the consumer that the company has been in operation for a long time, that the company's products are widely available, and that the products associated with the brand are purchased by a large number of other customers, brand awareness can also signify presence (Aaker, 2011). The ability of consumers of local FMCG's to easily recognize the local brands is a signal that the products uses an effective branding strategy which is well known and visible to customers. However, there is no evidence of any study on local brand awareness in Zambia even after the launch of Proudly Zambian Campaign.

A comparative study by Darku & Akpan (2020) found that despite the fact that people in Ghana did not seem to be aware of the local campaign (branding) as much as they did in South Africa,

the Ghanaian campaign was nonetheless more popular. Respondents were asked to rate their level of awareness on a scale of "strongly agree" to "strongly disagree," with lower mean scores indicating higher awareness. In both campaigns, the average score for awareness was 3.14. South Africa had a lower awareness level than the average (2.18), whilst Ghana had a higher awareness level than the average (4.05).

2.7.7 An effective brand performance in the market

Existing marketing literature indicates that there is no such thing as a universal brand performance metric, owing to the fact that no single brand performance metric is likely to be flawless (Farris, Bendle, Pfeifer, & Reibstein, 2010). To operationalize brand efficiency, a number of metrics have been used. In his study, Baldauf, Cravens, & Binders (2013) looked at brand profitability as a measure of a brand's financial share of retail sales. Profit and margin of profit are used to evaluate brand market performance, while market demand is taken into account and indices like the levels of product sales and market share are used to evaluate brand market performance.

According to Aaker (2011), there are three brand performance indices for evaluating consumer behavior; market share, price, and distribution coverage, arguing that measuring brand performance using market share frequently offers a widespread and fair representation of a brand's or customers' situation. A study by Keller & Lehman (2013) measured brand success in terms of profitability, price premium, price elasticity, market share, cost structure, and category extension success. According to Chaudhuri & Holbrook (2011), brand output is measured by relative price and market share. Most studies and literature have recognized market share as a positive outcome of market brand performance.

2.7.8 Brand awareness and brand performance in the market

Many studies have been conducted trying to investigate the relationship between brand awareness and brand market performance. Outcomes of the studies have brought out profitability, customer base and market share increase as the outcomes. Kilei, Iravo, & Omwenga (2016) did a study on the impact of brand recognition or awareness on the market brand performance of products and services. According to their study, brand recall and brand recognition was found to be positively and significantly associated, and brand recall and overall brand knowledge are important predictors of consumer brand success.

By integrating survey data with real-market data, Huang & Sarigollu (2012) in their study examined how brand awareness relates to market result, brand equity, and the marketing mix. The study used the increase in the brand sales and market share as a measure for brand market performance. The study used both regression and cross-prediction analyses to see if brand awareness is an antecedent of market outcome. According to Huang & Sarigollu's (2012) research, there is a link between brand awareness and brand market performance.

In other similar studies of the relationship between brand awareness and brand performance, Kim, Kim, & An (2013) found that brand awareness has a positive relationship with market performance in the hotel industry, and that substantial variations in brand awareness exist between high and low market performance hotels. In another study, Baldauf, Cravens, & Binder (2013) while investigating the effect of brand equity management on the sales and profit performance outcomes of the tile industry. The study however found that there was a strong relationship between brand awareness and brand sales and profitability.

In a study of the relationship between brand equity and firm performance in the restaurant industry, Kim & Kum (2010) found that brand awareness has a positive relationship with market performance using sales as a market performance outcome. Similarly, a study by Kim & Kim (2013) on brand equity found that brand awareness positively affects the market performance of a particular brand in the hotel industry. In the FMCG's industry, a study was done which used sales as a business performance outcome measure and found that brand awareness can explain about 3% of sales variations (Srinivasan, Vanhuele, & Pauwels, 2008).

2.8 Theoretical frameworks

This part of the paper spells out the theoretical constructs underpinning the study. A theory is a systematic body of knowledge sequentially and logically presented to explain a certain phenomenon and help society interprets occurrences rationally. In other words, theories in such a study anchor or provide a solid foundation which is a fundamental basis for academic scholarship. The theories chosen will help offer guidance on the current study. Further, according to Adom, Kamil & Agyem (2018), a theoretical framework defines the philosophy of the study by trying to contextualize the available theory structure and use it as a guide. Ravitch & Carl (2016) posit that the theoretical framework is important as an ingredient of a proper research to give evidence of the available structure that is in line with the researchers' domain. Smith (2004) suggests that

without a theoretical framework, is it difficult for the researcher to easily connect the study to the available literature, because this structure provides the needed guide to the current study (Miller, 2007).

2.8.1 Engel, Kollat and Blackwell (1968) buyer decision process model

Kotler (2012) established the process that customers go through before making a purchase and he called it "the buyer decision making process." Consumer buying behavior has attracted a lot of attention among marketers. Blackwell, Miniard & Engel (2006) posit that among many models developed to study consumer behavior, the buyer decision process is one key model which analyses the consumer behavior before purchase. According to Vindigni, Janssen & Jager (2002) cited in Chen (2012), there has been an increase in the study of consumer behavior with regard to purchasing decisions especially in the organic food sector. The concept of buying decision process was first proposed by Engel, Kollat and Blackwell (1968). The model has undergone several developments which if used properly would help marketers come up with effective marketing strategies, communications mix and product branding strategies (Blackwell, Miniard & Engel, 2006). The EKB model of consumer behavior has five stages as shown below:
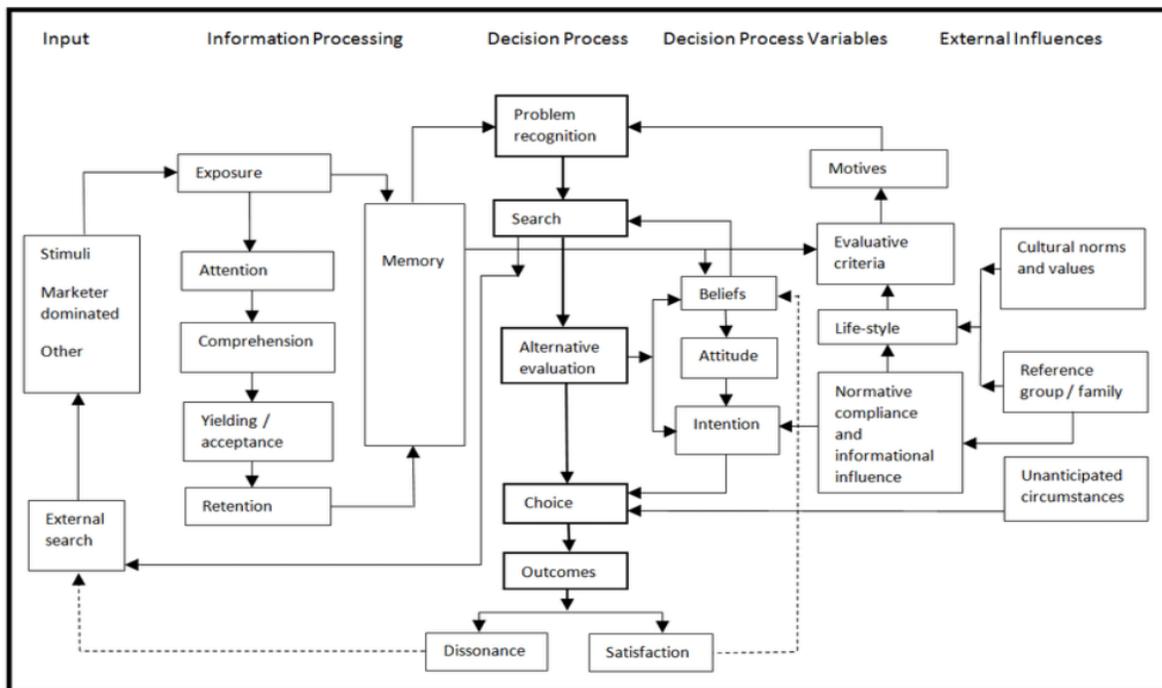
Figure 2.4 EKB Model

Source: Engel, Kollat and Blackwell (1968) buyer decision process

EKB model is primarily divided into information input and processing, decision variables (internal and external) and decision process, of which the decision process is the focus of research, and the others are influential factors in the decision process. The model assumes that a consumer perceives the existence of a problem as a result of enough arousal (Bbenkele, 1986). External stimuli provide information that reaches the consumer's mind and is processed (Nageswari, 2019). The interactions between new knowledge, attitudes, personality, beliefs, previous experience, and the influence of contextual circumstances result in an intention and a purchase.

Engel, Kollat, and Blackwell (1973) depicted the consumer as a decision-making unit engaged in the continuing process of finding, assessing, and purchasing the product. The main variables of the model included information input, information processing, decision making, variables influencing decision making and external influences. The challenge with the EKB model is that it assumes that consumers are always rational when making purchase decisions.

Buyer decision process

Figure 2.5 Buyer decision making process model

Source: Kotler (2012)

2.8.2 Need recognition by consumers

It is the first step in the customer decision-making process. "Problem recognition" is another name for it. It begins with the most basic requirements of air, water, food, and shelter. It could also begin with a move ahead of basic requirements (Kotler & Keller 2016; Kotler, 2017). The organization should recognize the needs of its customers and work to meet them (Shma, 2012). Companies can

identify a consumer's need and develop marketing strategies using need awareness (Kotler & Keller 2016; Kotler, 2017).

According to Chen (2012), consumers first recognize the need for them to buy the product. A need could be a problem that consumers' have hence the desire to purchase a product. Calverley (2002) affirms that a need could be triggered by the consumers' lack of satisfaction from a particular brand. Chen (2012) in his study on organic food in China suggested that the customers' need could be necessitated by the how fresh organic food look and the nutritional benefit.

This first stage exhibits the consumers' desire and motivation to purchase a particular product to solve their problems. Kotler & Armstrong (2012) advises that it is at this stage that marketers should examine the consumer's motivations ability to purchase the product. Blackwell, Miniard & Engel (2006) stated that it is at this level when marketers should understand through marketing research on which customer segments would want to buy the product and how quality sensitive they are.

2.8.2 Information search by consumers

Information search is the second stage of the buying process for consumers. When customers go to the retail outlet to buy products or services, they recall their previous thoughts about the product; if the previous experience was positive or pleasant, and the consumer was pleased, the consumer purchases the product, and the quest for knowledge comes to an end. After having a need of a product, Chen (2012) posit that consumers begin to search for information. Chen (2012) suggests that it is at this stage that consumers would only buy brands they are aware of. However, if the buyer has had a bad or unpleasant experience in the past, they will begin looking for information on the product that would satisfy their needs. When consumers want to try new products or services, there is always a time when they search for information (Clow & Baack, 2016). At this point, information is gathered from a variety of sources available to the consumer. Kotler (2017) posit that consumers would gather information from many sources such as; family, friends, neighbors, adverts, sales promotions, mass media and social media.

According to Awan & Arif (2015), there are many communications strategies that can be used to attract customers by ensuring that they are made aware of the availability of the products and services. They stressed that one of the effective communication strategy is the celebrity endorsement. Awan & Hassan (2015) posit that SMS marketing is one of the marketing

communications techniques that firms can use to inform customers about the availability of products and services especially when they are at a stage of information search. In the FMCG's sector, there is a strong relationship between advertising and consumer buying behavior (Awan, Ismail, & Majeed, 2016), and the buying behavior is influenced by mass media (Wan & Nayyar, 2015). Marketers need to create customer awareness of the brands they have (Sun & Collins, 2006) which brings product exposure to the target customers. A firm which effectively communicates receive the much desired support from the customers.

2.8.4 Evaluation of product alternatives

This is the third level of the purchasing decision-making process for consumers. It comes after the second stage of the purchasing decision-making process, which is the knowledge hunt. When a customer gathers knowledge about a product or a brand, the consumer rates the product or brand before evaluating it. Chen (2012) states that depending on the experience the customers have with the product; they might look for more alternatives or repurchase the product. Kotler (2012) suggests that marketers should always strive to ensure that customers are made aware of the benefits of buying certain products as compared to the competing brands.

While it is difficult to comprehend consumer behavior, advertisers concentrate on a few measures, such as the consumer's desire to satisfy their needs and desires, and the consumer's desire to gain further benefits from a specific brand (Kotler & Keller, 2016). Companies may benefit from the consumer assessment of alternatives process if they understand the process of consumer evaluation. The study by Chen (2012) in China revealed that consumers only supported the consumption of organic foods when they were made aware of the health benefits. The Zambian manufacturing sector can only receive support from the local consumers when effective promotional strategies are employed.

2.8.5 Consumer purchase decision of a product

This is the fourth level of the purchasing decision-making process for consumers. The buyer has chosen to buy a product after gathering information from a variety of sources, evaluating it, and deciding when and how to buy. According to Kotler (2012), the consumer makes purchase intentions after thoroughly evaluating the available brand options. He (Kotler, 2012) further stated that consumers make purchase decisions to purchase a preferred brand with the help of two factors that comes into play between the buying intention and the buying decision; the behavior or

attitudes of others and the unexpected situational elements. Customers normally make purchase decisions based on their planned monthly income, price, or desired product benefits, but unexpected changes in these factors can change customer purchasing intentions (Kotler & Armstrong 2011).

Consumers typically choose a product based on factors such as the store's location, image, product pricing, and service offered by the store when making a purchasing decision (Shinde & Markle, 2012). To some extent, the purchase decision of a buyer is influenced by factors such as; beliefs, attitudes and purchase intention. However, Kotler (2012) posit that sometimes the preferences and intentions to buy products and services do not result or materialize into the purchase choice. It's also important to make the purchasing process easier for consumers by providing enough detail about the product when they're ready to purchase something, which can be done with the aid of successful promotional messages.

2.8.8 Post purchase decision of consumers
Often times the companies tend to think that the transaction with the customers ends when the purchase decision has been made. Kotler (2012) postulate that companies should be aware of their customers' attitudes toward their goods. The customers may be satisfied or disappointed after using the product or service. If a customer is satisfied, they are more likely to purchase more of the same brand in the future, and a happy customer may therefore persuade others to buy the brand through the use of word of mouth (WOM).

The chances of increasing the customer's loyalty to the product are increased, and if the consumer becomes loyal to the product, the chances of a brand to be successfully adopted many consumers are high. According to Kotler & Armstrong (2011), customer satisfaction has a positive effect on the sales of the product, and if the sales of the product increase, the company's overall goal of making a profit is met. The problem occurs when the customer is dissatisfied with the company's products or brands. A customer could show dissatisfaction for a variety of reasons; poor product quality, poor product delivery and product image (Kotler, 2017). In order to ensure that customer loyalty is achieved, marketers should understand the factors that influences consumer buying behavior and effectively communicate the benefits of buying the brand as opposed to other alternative brands.

The stages of the consumer decision-making model presume that customers are rational, and that they always analyze a product or service that meets their needs using a logical pattern and a calculated approach. Furthermore, the model does not account for customer impulse purchases.

2.8.9 Subsequent modification of the consumer decision making process

When it comes to deciding to buy a product or service, customers go through a typical mental process, as developed by Engel, Kollat, & Blackwell in 1968 (Darley, Blackson, & Luethge, 2010). Hoffman & Bateson (2016) presented a new perspective on consumer decision-making process. Need recognition was replaced with problem awareness in this paradigm, and it was no longer the first step in the customer decision-making process. Consumers are motivated by commercials such as advertising or social cues before discovering a need or problem. In other words, a specific stimulus or set of stimuli triggers the recognition of a problem, adding an extra step to the original five-step process and making it a six-step process.

Figure 2.6 Modified decision-making process

Source: Hoffman & Bateson (2016)

While Hoffman & Bateson (2017) used different names for some of the original stages of this process (e.g., choice instead of purchase decision and problem awareness instead of need recognition), the meaning behind what happens in these steps remains the same. As a result, the model has evolved into one that is internet-based, complicated, and quick. The rise of social media has had a significant impact on the traditional model of consumer decision-making (Bassiouni & Hackley , 2014). The model by Hoffman & Bateson (2014) brings a new dimension on understanding consumer behavior by adding stimulus and the model being impacted by social media. Social media cannot be ignored in the present day as a possible media vehicle to be used to influence consumer behavior through the buy local campaigns.

2.8.10 Howard and Sheth model of consumer behavior

The Howard and Sheth (1969) model of consumer behavior is one of the models that has been used by scholars to understand consumer behavior as a body of knowledge. The model uses the concept of stimulus- response with the view of explaining the reasons behind the choice of certain brands by consumers.
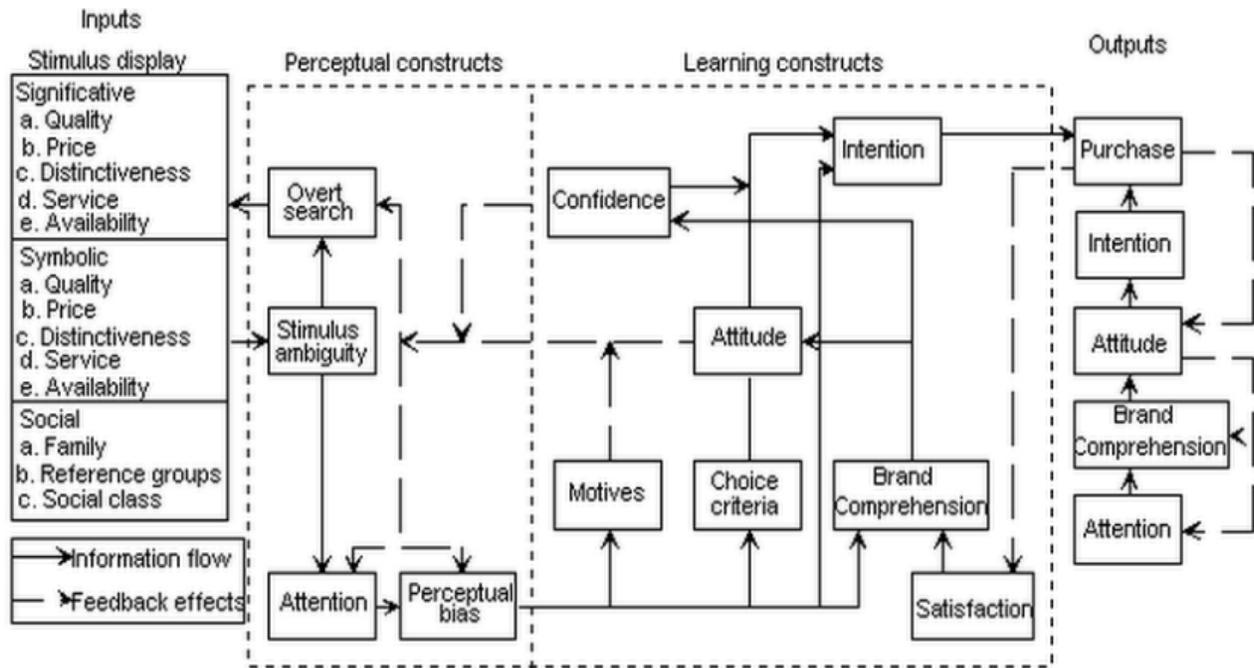
Figure 2.7 Howard and Sheth Model

Source: Howard and Sheth (1969)

The Howard & Sheth (1969) model is similar to the Engel, Kollat and Blackwell model of consumer behavior as both models have their focus on the stimulus learning theory. However, the Howard and Sheth model, on the other hand, emphasizes learning theory more than the EKB model. They believe that most people's buying behavior is more of repeating brand selection behavior. In order to understand consumer buying behavior, the model brings out four variables; input variables, output variables, perceptual constructs and the learning constructs.

The stimuli that come from the environment are the input variables. According to Howard & Sheth (1969), the input variables include informative cues concerning a product's or brand's features (such as quality, price, distinctiveness, service, and availability). Significant Stimuli are the tangible aspects of a brand that a buyer encounters, such as price, quality, service, and availability.

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Jisana (2014) posit that these variables have a direct influence on the consumer due to the brand's features. Manufacturers provide symbolic stimuli by presenting their products in symbolic forms such as advertisements and marketing. They are derived from the same factors that are portrayed in the media and by salesmen, therefore indirectly influencing the buyer. The social stimuli is activated by family, social class and reference groups.

Jisana (2014) postulates that perceptual and learning constructs are the two types of hypothetical constructs. The first considers how the buyer interprets and responds to information from the input variables, taking into consideration stimulus ambiguity and perceptual bias. The second covers the stages that lead from a buyer's motivations to his or her satisfaction in a purchasing situation. The interplay of the motives of the buyer, choice criteria, brand cognition, the resulting brand attitude, and the confidence connected with the purchase decision results in purchase intention. Attitudes about the current brand alternatives in the buyer's evoked set also influence the buyer's intention, resulting in an arrangement of brand preference.

The output of the model is the purchase decision. According to Bbenkele (1986), if the chosen brand meets the buyer's needs, it has a higher chance of being purchased in the future. The consumer learns about buying in that situation as the brand is purchased again. This results in a routine decision-making process in which, once a motive is activated, buying occurs automatically. This necessitates the creation of selection criteria, which leads to strong brand preferences among consumers. Howard & Sheth (1969) tend to see loyal behavior as the product of a routinized decision process when buying a product or service.

2.9 The AIDA Model

The AIDA model demonstrates modern marketing theory. Elmo Lewis introduced the AIDA model in 1898 as a marketing fundamental movement in structuring adverts that is based on client perception (Lewis, 1898). AIDA model consists of Awareness (ensuring that customers are aware of the products), Interest (ensuring that customers interest is improved), Desire (convincing customers that the product can fulfil their desires) and Action (ensuring that customers purchase the product). The AIDA model is a concept that describes how marketers might use a promotion aspect to affect a customer's perception and attitude about a product or service. Several parts of the marketing communication mix can be incorporated into the model to assess the effectiveness of the promotional campaign. According to the AIDA model's requirements, the goal of marketing

is to capture potential customers' attention, increase their interest, and motivate them to complete the final act (purchase). The underlying premise of this model remains intact and is still applicable (Hassan, Nadzim, & Shiratuddin, 2015), despite the fact that it was introduced centuries ago and has undergone a number of revisions. According to the AIDA model's requirements, the goal of marketing is to capture potential customers' attention, increase their interest, and motivate them to complete the final act (Hadiyati, 2016).

The attention stage is the first stage where the customer should be made aware of the availability of the product or service (Pashootanizadeh & Khalilian, 2018). This therefore requires the effective use of promotional tools to ensure that the organization captures the company's attention. The second stage is the interest stage where a marketer must consider a medium for conveying information to consumers and attracting their attention to the product's benefits. The third stage is the desire stage a marketer should persuade the customer by indicating the benefits of buying the products (Hadiyati, 2016). The final step in the process is acting. Acting entails taking the next step in purchasing and using the goods or services that has been selected. Marketers must concentrate their efforts at this stage on identifying the consumer in order to complete the cognitive process with a real purchase (Ghirvu, 2013). However, this model has undergone some developments over the years, but this has not changed the flow of the process.

Like many other models, there has been some criticisms to how useful the AIDA model could be in the 21st Century. It is no longer regarded acceptable to reduce the decision-making process to a simple stimulus-response scheme. Other influencing elements, such as availability, pricing, customer satisfaction and referrals have also been brought out by critics (Sukma, 2012). Priyanka (2013) agreed with Sukma as he posited that the absence of post-purchase impacts like satisfaction, consumption, repeat patronage behavior, and other post-purchase behavioral intentions like referrals or participation in the product evaluations are key flaws in the AIDA model and other hierarchical models.

A variety of recent hierarchical models have updated the basic AIDA model to address some of the concept's shortcomings. Some incorporate post-purchase stages, while others involve changes to account for the role of new, digital, and interactive media, such as social media and brand communities. However, all follow the same basic pattern of Cognition- Affect- Behavior. The modifications or variants included Lavidge & Steiner (1961) whose contribution to the AIDA

model added knowledge, liking, preference, conviction and purchase. McGuire (1978) espoused that the AIDA model was flawed and decided to add elements such as comprehension, yielding, retention and behavior. According to Barry & Howard (1990), it is unacceptable for a model to assume that consumers end on the action. It is either the customer is satisfied or not, hence they decided to include satisfaction. The assumption was that customers should be persuaded to buy the products by marketers.

However, in his contribution to the buying process customers go through, Kotler (2012) identified five (5) stages in the product adoption process; awareness, interest, evaluation, trial and adoption. According to Kotler & Keller (2011), marketers in organizations should aid consumers to quickly go through these stages to adoption in order to secure sales.

2.9.1 Awareness stage

According to Kotler & Keller (2012), the awareness stage is where the consumers become aware of the product or a particular brand. This stage involves a customer becoming aware of the brand but have little information. Consumers becomes aware through sources such as friends, workmates, salespersons or distributors. Marketers in organizations should take advantage of consumer's lack of information and devise a communications plan that would deliver the desired message to the target customer groups.

2.9.2 Interest stage

Kotler & Keller (2012) posit that during the interest stage, the consumers begins to seek more information about the brand. For any brand to be adopted by consumers, the visibility and effectiveness of the communications messages becomes important. In order to ensure that consumers are made to be interested towards purchasing the brand, the marketers should effectively select the media vehicles that would deliver the information.

2.9.3 The evaluation stage

Consumers do not just begin buying the products, they evaluate the brand whether it makes sense to consider buying it. At this stage, the accumulation of information is now used to assess the brand. To assess the value of the products which could be local brands, the consumers considers all relevant factors such as qualities, features, efficiency, price, and after-sales services to determine if the product can be considered to be bought (Kotler & Keller, 2012).

2.9.4 The trial stage

After evaluating the product, the consumer then tries it. According to Kotler & Keller (2012), the trial stage is when the consumer buys the product in smaller quantity to assess if it satisfies their needs. This stage involves the estimation of the value of the product based on the factors such as quality, price, product availability and product image (Kotler, 2017). During the evaluation stage, consumers might be subjected to more than one brand, hence having a variety to test from. It is during the trial stage that marketers should understand how best to satisfy the consumers if they (customers) are to adopt the brand. The satisfaction of consumers' needs becomes of great importance at this stage. This can be achieved through thorough understanding pf consumers' needs by the marketers.

2.9.5 The adoption stage

According to Kotler & Keller (2012), the adoption stage is when the consumers decides to make regular purchase and use of the brand. The trial stage presents an opportunity either satisfy or dissatisfy the consumer. If the consumer is dissatisfied, they would choose another brand that satisfies their needs. The studies by Amankwah (2016) and Kumar & Joseph (2014) confirms that consumers of FMCG's in Ghana and India respectively adopted products to buy due to the following factors; product availability, product packaging, health concerns and price. Despite many modifications that the AIDA model has undergone, Kotler (2012) could still not include important stages such as satisfaction. After the tries the product, adoption stage could be at the mercy of customer satisfaction which should be a major goal for marketers to attain. Customers satisfaction can only be appreciated by understanding factors influencing consumer behavior towards the purchase of the product.

The customer pathway has had a number of developments starting from the pre-connectivity phase to the digital phase. Chakravarty & Sarma (2018) referred to the Lavidge & Steiner (1961) who identified and developed five stage hierarchical model of exposure beginning from exposure, perception, knowledge, attitude and action. All previous hierarchical models were created during the pre-connectivity period, when the internet's limitless potential remained unexplored. The digital disruption caused by the evolution of the internet has caused both researchers and management practitioners to reconsider the hierarchical framework. The internet has had a significant impact on society and has transformed the communication process.

The emergence of social media has added a new dimension in the form of online customer communities, which are now the primary target groups for marketers. In this age of digitalization, which has transformed the way people socialize and communicate with one another, the customer paths demonstrated in previous hierarchical models are insufficient (Wijaya, 2012).

It has been observed that the customer path in previous hierarchical models did not indicate follow-up action, which is critical for understanding customer satisfaction and measuring post-purchase behavior. Given that the AIDA framework's customer path was the first and most widely used in several studies related to advertising, as well as a popular model used by practitioners, the researcher of this study used it as the base model. In today's world, information travels at the speed of light, and customers do not have the time to evaluate pre-purchase advertising messages or post-purchase advertised products. They have a proclivity to seek advice from online sources. Online communities exchange information about products advertised online and then make a decision (Chakravarty & Sarma, 2021).

Wijaya (2011) criticized the AIDA model and modified it into AISDALSLove model (Awareness, Interest, Search, Desire, Action, Like/dislike, Share and Love/hate). However, other theorists such as Betancur (2014) proposed that need recognition should be added to the initial stages of the hierarchical model as it can help marketers appreciate the customers perception of an opportunity or problem. The AIDA model also hardly considers the impact of emotional factors on brand perception. Consumers are often influenced by many factors when deciding to buy a product. According to Wijaya (2011), the AISDALSLove is the hierarchy of effect model that can be described as 'A' for attention. This is a stage where the customer pays attention to the communication. 'I' is for interest where the customer develops interest in the advert. 'S' is for search, the stage at which the consumer audience will search both for information about the message or the marketed brand. 'D' stands for Desire (the stage where the consumer audience have a passion towards the brand or product after getting information about the brand or additional information regarding the advertising message). 'A' stands for Action (the stage at which the consumer audience acts in the form of product purchases or brand selection to satisfy their needs), and 'L' is for Like/Dislike (the stage where after experiencing a product or brand, the consumers will like or dislike the product) (Sukma, 2012).

'S' stands for Share, and this stage is a continuation of the previous one, in which the consumer audience expresses their likes and dislikes by sharing their experiences with other consumers directly or through the media. The final stage is 'Love' for Love/Hate, which occurs when a consumer audience has felt satisfied or dissatisfied and has shared their experiences with others, resulting in long-term feelings toward the product or brand, which can be either love or hate. The model by Wijaya (2011) would be more appropriate to use than the AIDA model as the Share stage could be used to encourage the local consumers to share their experiences with others through WOM or sharing information through social media. However, the author does not specify whether the customer will take the entire path in the proposed hierarchy (Chakravarty & Sarma, 2018).

Rucker (2016) as sited in Kotler, Kartajaya, & Setiawan (2016) modified the AIDA model with what he called the four A's: awareness, attitude, act, and act again. This framework simplified interest and desire stages into attitude, and added another stage called act again. The last stage, act again tries to measure customer retention as it regards repurchase as a strong advocate for customer loyalty. Unfortunately, this model (Rucker, 2016) does not suggest the likely behavior of the consumers in regard to them being advocates for the brands, making Kotler, Kartajaya, & Setiawan (2016) model more appropriate for buy local campaign such as Proudly Zambian Campaign.

According to Kotler, Kartajaya, & Setiawan, (2016), the digital age has resulted in a shift in the customer path, which is reflected in the Five A's framework. In this age of connectivity, the path from awareness to advocacy does not have to be in the order depicted by Wijaya (2011). Understanding buyer attitudes is a difficult process because it is a learned predisposition that causes a buyer to react favorably or negatively to an advertisement. Kotler, Kartajaya, & Setiawan, (2016) proposed the following model; awareness, appeal, ask, act, and advocate. In the age of connectivity, customer loyalty is defined as the customer's willingness to generate strong recommendations in favor of the advertised brand or product. As a result, a satisfied customer may engage in brand advocacy and recommend it to others.

2.10 Brand relationship model

According to Diniso (2017) brand equity has many elements that provides value to both the firm and a customer. Diniso (2017) posits that for a brand to be successful, there should be information passed to consumers for them to be knowledgeable through creating brand awareness and image. Esch, Langner, Schmitt & Geus (2006) affirms that brand relationship which involves brand

satisfaction, trust and attachment can never be achieved if consumers' do not have knowledge (brand awareness and image) about the brand. The theory by Esch, Langner, Schmitt & Geus (2006) clearly suggests that it might be difficult to achieve brand equity if brand knowledge is not taken into consideration which is supported by brand relationship factors such as brand trust and customer satisfaction which later has the capacity to enhance consumer attachment to the brand.

Esch, Langner, Schmitt & Geus (2006) suggestion means that creating brand awareness later leads to brand emotional attachment which further leads to customers' current and future buying intentions and brings about firm based brand equity. Dwivedi (2015) highlights that the emotional attachment is sometimes referred to as "brand love". Chen, Papazafeiropoulou, Chen, Duan & Liu (2014) states that brand love is a serious attachment which is emotional by nature which customers have towards a particular brand, which Bergkvist & Bech-Lassen (2010) affirmed that it is very critical for marketers because of its effect on brand loyalty. Sreejesh & Mohapatra (2014) posit that brand satisfaction is an assessment of the brand that customers' have decided to adopt which meets their needs and exceeds their expectations. Bilal & Malik (2014) considers it as one of the key factors in influencing consumer buying behavior.

According to Li & Ellis (2014), the satisfaction of customers (brand satisfaction), brand emotional inclination (attachment) and love enhances customer loyalty towards the brand and sometimes customers may be comfortable to pay a much higher price for it. Keller (2012) agrees that brand equity is born from the relationships between the brand and the consumers. A study done in South Africa by Chinomona & Maziriri (2017), Gauteng province to be specific found that brand trust, familiarity and experience greatly affects brand equity of Samsung mobile phones. The Zambian manufacturing sector can only realize firm based and customer-based equity if there is effective investment in brand awareness and image to foster brand satisfaction, brand trust and attachment through proudly Zambian campaign.

2.11 Porter's Diamond model (1990)

According to Manda (2018) citing Porter (1990), the more prominent percentage of business related concepts have been just centered on cost and another hypothesis was fundamental that should pull in an exhaustive comprehension of rivalry that contains segmented markets, products which are differentiated, the innovative differences and economies of scale. He proposed this new theoretical concept is able to evaluate why imports have effective strategies over local

manufacturers. For this reason, Porter (1990) made an assessment in ten nations (USA, Germany, Denmark, South Korea, Britain, Italy, Sweden, Switzerland, Japan and Singapore) including distinctive financial qualities of 100 divisions for a period of four (4) years in an attempt to discover the components that decide the seriousness of countries and sub-segments to come up with the factors that determines how competitive countries are with regard to the local brands.

Manda (2018) citing Porter (1990) searched for an answer as to why few countries' brands are more competitive than others. He likewise attempted to clarify how firms increase prevalent situations in specific divisions of the nation on worldwide intensity, hence him coining the Diamond model to recognize factors favoring the positions of competitive nations and segments, and to make the hypothetical underpinnings of this interaction of countries and industry competitiveness themes because of his investigation. The model makes a structure that decides the standards of rivalry in an industry and makes it imperative to have tasks to carry to ensure firms in the sector can have a long-term competitive edge.

Porter's Diamond is one of the most well-known and commonly used frameworks for analyzing a country's competitive advantage (Angwin, Cummings, & Smith, 2011). Despite criticism for its methodological consistency and the validity of some of its key components, the frameworks remain a standard bearer for study. Porter (1990) related the determinants of nations' competitiveness to the Diamond theory. The diamond model is made up of the following four (4) factors; demand conditions, related and supporting industries, factor conditions and organization, strategy, structure and rivalry.

Porters' Diamond model
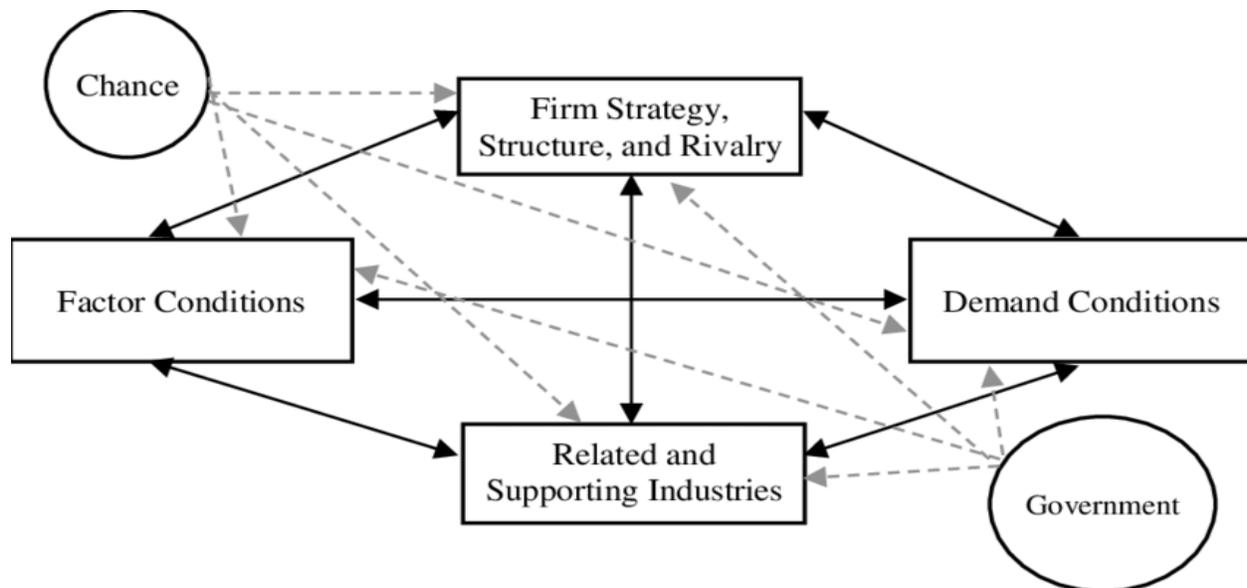
Figure 2.8 Porter's diamond model

Source: Porter (1990)

2.11.1 Demand conditions

Manda (2018) citing Porter (1990) suggested that the demand conditions which indicated the character of local demand formed the second broad determinant of national competitive advantage. This can be one amongst the foremost interesting dimensions because it relates to the character of consumers within the local market. Demand conditions are the pressures supported by buyer's requirements about quality, price, and services in a very particular industry. Demand conditions affect the forming of certain factor conditions.

They have impact on the pace and bearing of innovations on local brands. For instance, Japanese vehicle customers apply strain on Japanese vehicle producers with respect to great guidelines forcing the industry to manufacture products with some quality prescribed by the customers. This helps the industry to be competitive against the imported brands. Demand conditions are estimations of interest by the general public for a unit's examination and can be comprehended in a unit's prosperity at distributing research and drawing in subsidizing and individuals to ensure look into.

According to Jin & Moon (2006), demand condition is known to be the size of the home market and the buyer's maturity level. That is, if the domestic business scope is broad, businesses would make investments to achieve the economies of scale. Companies are required to follow high expectations and need to upgrade to adapt to significant challenges in order to meet the world's most mature and demanding customers (Deniz, Seckin, & Cureuglu, 2013).

2.11.2 The local demand conditions

According to Manda (2018), the local demand aspect is made up of the three characteristics namely; the divided structure of demand, the sophistication of buyers and trying to be futuristic about the consumer demands. Nisipeanu (2013) agrees with Porter (1990) when he posits that a nations' brands become competitive when there is effective segmentation of the local market, differentiation of products and the reduction in the manufacturing costs. Nisipeanu (2013) citing Cojanu (1997) states that the Government is supposed to come up with regulations that supports the local industry especially in the areas of the local manufacturers' competence. This can be enhanced through allowing the local manufacturers to create effective networks with the manufacturing value chain.

Nisipeanu (2013) further clarifies that countries do have reasonable competitive advantage only when the perceived local demand affords the local manufacturers a clear understanding of the consumers demands better than the foreign manufacturers would understand. The clearer knowledge of the customers' demands would enhance the local firms' competitiveness against foreign brands. Porter (1990) argues that focusing on the sophistication of demand is much more important than the demand measure or size itself. An industry is forced to be innovative if there is sophisticated demand and a market which is demanding because manufacturing quality products becomes a clear goal for industry players if they are to survive the pressure of competition.

2.11.3 The demand size and growth potential

Kharub & Sharma (2016) suggest that the demand size of the local market gives an absolute advantage on the local firms to innovate and satisfy it before the foreign firms with competing brands come in. The advantage only comes in when the local demand encourages growth through investment. When there are a lot of customers demanding the product, it forces the industry players to be innovative in the quest to satisfy the customers. The early local demand has the ability to

foster quick investment by local industry players than the foreign rivals which further supports early saturation and increase in support of local firms by the local manufacturers.

2.11.4 Firm strategy, structure and rivalry

Manda (2018) states that the country's competitive advantage also comes from local company's strategies, structure and rivalry. For the companies to effectively compete, Porter (1990) suggests that they are supposed to come up with effective marketing strategies and structures. The internal or local rivalry forces the firms to be innovative, hence producing quality products.

2.11.5 Related and support industries

Shuster & Dogl (2012) posit that countries become competitive when there is an establishment of supporting industries to those in manufacturing. This is only made possible when there is a manufacturing industry ready to create strong value chains with supporting industries. According to Chinomona & Maziriri (2017), the governments' support towards local industries can never be over emphasized. In South Africa and Ghana for example, the governments stimulated the demands and the manufacturing of quality products by local firms through policy and legal frameworks which makes foreign brands to be unaffordable, which initiatives have been supported by the buy local campaigns such as Proudly South African. The Zambian situation seem to be a different matter as government seem to be passive in the support of local brands.

2.11.6 Factor conditions

Factor conditions are enablers for any industry to be competitive. According to Karkkainen (2008), factor conditions are a compulsory element to be considered if an industry is to be competitive in any given nation. The competitiveness of an industry is mostly determined by the availability of the resources that favors the production of the required products. Portor (1990) posits that there are two important factors under factor conditions that are needed for an industry to be competitive and these are; basic factors and advanced factors.

According to Porter (1990), basic factors are factors such as the natural resources, land, climate and demographics. These are factors that have little effect on the competitiveness of a firm or nation. The advanced factors which are regarded as important to the firm or nation's competitiveness include skilled labor, specialist knowledge and capital. Karkkainen (2008) posit that manipulating the advanced factors enhances the company's competitive advantage.

2.11.7 Government's role

Porter (1990) stated that the Government plays a critical role in supporting the local industries to become competitive. The Government has an influence on the international competitiveness of a firm. The freedom of foreign firms in a country has more to do with the tolerance of the Government. Davis & Ellis (2000) posit that for the local firms to be competitive, the Government have a role to help promote the local products and services within the country and in an international market.

Many Governments have introduced an initiative through buy local campaigns to help promote local products within a nation as they also encourage exporting into international markets. According to Shuster & Dogl (2012), the Government has an ability to influence the demand conditions and industry competition within a country, sometimes through policy guidance.

2.11.8 Chance for local firms

According to Porter (1990), chance refers to unpredictable incidents outside the company's influence. They can be very important for international competitiveness: the discontinuities generated by chance can lead to advantages for some and disadvantages for other companies. Some businesses may achieve advantageous positions, while others may lose. The firm or nations' competitiveness is as a result of being quick in innovating than others. Davis & Ellis (2000) posit that the swiftness of firms in a particular industry to come up with innovation to meet the changing customer needs makes the companies have a competitive advantage the competitors. This therefore entails that investing in innovation gives an industry a competitive advantage against its competitors.

2.12 Diamond model for Germany automotive industry

Michael Porter is recognized as a leading expert on national strategic policy and, more recently, the application of competitive analysis to the social and environmental aspects of business operations. Porter (1990) developed a model that is generally accepted and used to assess a country's competitive advantage. The following is an illustration of the framework has been used in Germany on the automotive industry;

2.12.1 Factor conditions for Germany automotive industry

Germany has science and engineering institutions that foster a workforce that is highly qualified, knowledgeable, and efficient (Nair, Ahlstrom, & Filer, 2007). This abundant supply of human capital allows for continuous evolution at a pace that rivals will find difficult to match. Germany as a country has professional engineers from renowned local universities and the government has been emphasizing on scientific research, which has helped in enhancing the quality production of products in the automobile industry.

2.12.2 Demand conditions for German automotive industry

Consumers in Germany have a high expectation of modern, innovative, high-performance automobiles (Zhang, 2019). There are some demand conditions for homebuyers in German. Since there are no speed limits in some parts of Germany, local buyers prefer more efficient or fast automobiles. As a result, the industry has been working to build new engines to meet desired specific need and enhance consumer satisfaction.

2.12.3 Related and supported industries for German automotive industry

The steel and iron sector in Germany is a strong connected and supporting industry to the automotive industry, able to provide the high-quality materials needed for vehicle production (Dogl, Holtbrugge, & Schuster, 2012). Germany has a large IT infrastructure that is used to support the need for continuous innovation. The automotive industry in German has been receiving support from Banks for capital, improved levels of education that produces highly skilled labor force, components suppliers and a strong IT infrastructure. Siemens, for example, uses technology to provide creative IT solutions and performance improvements (Siemens, 2019).

2.12.4 Firm structure and rivalry for German automotive industry

Firm Strategy and Rivalry refers to the competition that drives innovation and quality in the home market. When there is intense competition and rivalry in the local market among industry players, businesses tend to invest in research and innovation in order to avoid falling into a strategic wear-out. The reason behind investing in R & D is to out-compete each other by creating more creative and high-quality goods and services. According to Zhang (2019), there is a lot of competition between Mercedes, BMW and VW. The existing fierce competitions combined with strong customer standards foster greater innovation and quality in the quest to satisfy the consumer's needs.

2.12.5 Government's role in the German's automotive industry

Government plays a critical role in the development of any industry. In the nineteenth century, the government played a major role in establishing the regional advantage by supporting and funding scientific research and initiating the building of more roads and canals. In 2017, the German government allocated €3 billion towards research activities, demonstrating its commitment to education and research (FMF, 2017). In addition to this, Zhang (2019) posit that the German government has also made investments in road infrastructure, especially non-speed-limited autobahns. This commitment by the government in German helped the development of the automotive industry. Since all of these conditions are satisfied in Porter's Diamond, it helps to understand why Germany's luxury high-powered car manufacturing industry has a regional advantage.

2.12.6 Chance in the German automotive industry

The European Union has implemented a new legislation known as the "Worldwide Harmonized Light Vehicle Test Procedure," which is a more rigorous and reliable way of measuring CO_2 emissions (Gospadinova & Miccoli, 2020). The discovery of real pollution is likely to boost both producer and consumer taxation. As a result, there is now an ever-increasing shift in demand for greener, more efficient vehicles, especially in the EU. This legislation to a larger extent has been behind the innovative improvement by the local automotive industry players in German.

Many car manufacturers have suppliers in Germany who can purchase parts from them. Volvo, for example, buys parts from Brose, a German manufacturer, such as windows, door panels, and seats (Brose, 2016). As a result, Germany's highly trained workforce aids global competitors. In such cases, Dogl, Holtbrugge, & Schuster (2012) recommend that companies use a "double-diamond" approach to evaluate competitive advantage in both their home country and the foreign country. German producers, on the other hand, do not depend solely on their home market. Mercedes, for example, buys cylinder heads from Nemak, a Mexican company (Brandstetter, 2014).

2.13 Porter's Diamond model for Bangladesh's Ready-Made Garments (RMG) Sector

One of the major driving forces of the national economy in Bangladesh has been the ready-made garment (RMG) market. It is the country's main source of export earnings, accounting for 84.21% of total export earnings (BGMEA, 2020). In addition, the sector has been active in achieving global competitiveness. WTO (2019) posit that Bangladesh has in the recent past overtaken China as the

world's second-largest apparel exporter. In their study, Chowdhury & Zabeen (2020) used porter's diamond model to evaluate Bangladesh's global competitiveness with specific consideration to the RMG industry.

2.13.1 Factor conditions for Bangladesh's RMG Sector

There is a variation in the endowment of factors or resources such as land, labor, and capital in different countries (Hill, 2011). The RMG industry is heavily reliant on labor-based assembly due to the softness of the cloth, which makes automation during production difficult (Kabeer & Mahmud, 2004). As a labor-intensive industry, human resources factor remains a critical factor in the sector's success in enhancing its competitiveness. Garment production entails relatively low-skill tasks, obviating the need for staff with technical or complex skills (Acevedo & Robertson, 2016). In 2004, the country's Gross National Income (GNI) per capita surpassed $500 (The World Bank, 2020). And on the beginning of the new millennium, almost half of the population was living in poverty. Despite the fact that Bangladesh's unemployment rate has been below 5% since 1991 (The World Bank, 2019), the situation changes when underemployment is considered. BBS (2011) states that in 2010, Bangladesh's underemployment rate was 20.31%. Underemployment is described as anyone who is working but works less than 35 hours per week.

According to the World Economic Forum (2019), Bangladesh has been suffering from inadequate infrastructure facilities, which has proven to be a bottleneck for almost all businesses to operate efficiently in the country. The study further highlights that the country ranks 114 among 141 countries in terms of infrastructure quality and power crisis stands on top of the infrastructural concerns. The World Bank (2013) reported that there exists a significant difference between the demand of power and supply capacity resulting in regular power outages that severely impede productivity. The garment factories recorded an average of 61 power outages each month, with each outage lasting an average of 1.1 hours and costing them 4.7% of annual sales.

According to the World Economic Forum (2019), Bangladesh is ranked 108th in the world where road quality is concerned. The country has poor quality road network which doesn't support efficient movement, hence reducing the competitiveness of many industries. Another critical infrastructure feature is the port facility. Bangladesh is ranked 92 in the world for port infrastructure quality (World Economic Forum, 2019). While port facilities are better than other infrastructural facilities, they do not support or enhance many local industries competitiveness. In

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Bangladesh, it is evidenced that the local infrastructure has hampered the RMG sector's competitiveness.

2.13.2 Demand conditions for Bangladesh's RMG Sector

Porter (1990) claims that the home demand conditions for an industry's products or services will lead to the development of national competitive advantage. Although he admits that the size and growth rate of the home market are important in shaping an industry, Porter (1990) insists that the competitive advantage of an industry or sector comes from sophisticated and demanding local consumers. The local consumers put pressure on local businesses to continually innovate and improve quality, features, and service standards which to a larger extent results into competitiveness of businesses.

Prior to the transition to ready-made garments that accelerated in the early 1990s, people in Bangladesh used to purchase unstitched clothes and get outfits designed by local tailoring shops (Islam, Azim, Anwar, & Uddin, 2014). Prior to 2014, Bangladesh was classified as a low-income country, but it was later reclassified as a lower-middle-income country (The World Bank, 2016). According to the World Bank (2011), 31.5% of the population in Bangladesh lives in poverty. This suggests that nearly a third of people are unable to meet their basic needs on a regular basis. As a result, expecting complexity and demand from such a clientele is far too unrealistic. This provides yet another clear argument that Bangladesh's RMG sector's competitive advantage was not due to domestic demand conditions.

2.13.3 Related and supporting industries for Bangladesh's RMG Sector

Khan & Molla (2014) emphasizes the importance of supporting and related industries, claiming that the existence of internationally or local competitive supplier industries or related industries helps to shape a competitive sector. Having a number of suppliers to an industry enhances the sectors' competitiveness. Some benefits may be obtained from related industries, which are industries that have a common feature or business line. Related industries often collaborate on projects and even come up with alliances in the quest to enhance competitiveness. The primary textiles industry (yarn and fabric suppliers), the garment and textile machinery industry, and the accessories industry all contribute as supporting industries to the RMG market. Home textiles (manufacturers of bedspreads, curtains, and pillow covers, for example) and synthetic fibers are related industries.

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According to a study by Mahmud (2019), 90% of the demand for knitwear and 40% of the demand for woven wear could be met by local suppliers. During 1993-94, the primary textiles industry supplied just 5% of the fabric needed by export-oriented RMG factories, but by 1998-99, this had risen to 19% (Quasem, 2002). According to these figures, the rise in demand for fabric and yarn in the RMG sector fueled the growth of the primary textiles industry. For garment and textile machinery, as well as spare parts, Bangladesh is entirely dependent on imports (Haque, 2008). According to BGAPMEA (2020), the accessory industry faced a significant expansion from 17 firms in 1991 to 1733 firms in 2019. Previously dependent on imports, the industry achieved self-sufficiency and begun to benefit from exports (Khan & Molla, 2014). Exports of home textiles totaled US$ 851.72 million in 2018-19 (Mamun, 2020), up from US$ 75.6 million in 2001-02 (Fair Wear Foundation, 2013). It could be argued that the RMG sector has indirectly aided the growth of the home textiles industry since it has contributed to the creation of the primary textiles industry, which has aided the growth and competitiveness of the home textiles. It is clear that none of the relevant industries contributed to the RMG sector's competitiveness.

2.13.4 Firm strategy, structure and rivalry for Bangladesh's RMG Sector

In a given market, competition is the most important engine of national competitive advantage (Porter, 1990). Businesses are compelled to expand outside of their home markets due to intense domestic competition. As noted in "Demand Conditions," the local market for ready-made wear grew almost a decade after Bangladesh began exporting apparel to global markets, providing clear evidence that domestic competition played no role in the emergence of the RMG industry. In addition, foreign firms entered the local rivalry (Mirdha, 2015). According to CBSG (2015) report, the Keraniganj apparel hub which met the majority of the domestic RMG market, had no formal export connection. As a result, it is clear that the RMG industry did not develop as a result of local competition.

According to BGMEA (2020), Bangladesh has 4621 garment factories that are based on exports as of 2019. The country's garment factories are typically much larger than those in other garment-producing nations (Fair Wear Foundation, 2013). This is backed up by a McKinsey & Company report (2013), which shows that countries with more factories, such as India (11,000 factories) and Pakistan (7500 factories), trail Bangladesh in terms of apparel exports. As a result, Bangladesh's production potential is very high, giving it a good foothold in the international arena. In

Bangladesh, the RMG industry is almost entirely private, with local entrepreneurs owning the majority of the factories. Huge factories, on the other hand, are dominated by international firms. Foreigners own 25 of the largest factories outside of EPZs (UNCTAD, 2012). The participation of international companies aided in a number of ways. First, due to their increased global reach and familiarity with a variety of nations, multinational companies had a greater understanding of the international marketplace. Furthermore, they had more effective partnership networks in place. Their presence also drew global buyers' attention to Bangladesh as a potential sourcing destination. Furthermore, international firms established a standard for quality and efficiency in both production and management, propelling the industry to global prominence. Finally, they encouraged their global suppliers to establish facilities in Bangladesh, allowing the industry to integrate backwards.

2.13.5 The role of Government and Chance in **Bangladesh's RMG Sector**

Porter (1990) in his conceptual analysis regarded government as a determinant of national competitive advantage, despite the fact that it plays a critical role in the national climate. Rather, he sees government as a power that influences the national diamond. He claims that the government accomplishes this by laws, legislation, and mandates that either support or oppose the national diamond. He sees chance as another driving factor on the national diamond, claiming that it can change an industry's competitive position.

The government has had a major impact on the RMG industry's competitiveness (Ahmed, Greenleaf, & Sacks, 2014; Ahamed, 2013). Subsidized tariffs on capital machinery and raw materials enabled the sector to grow its industrial infrastructure while maintaining price competitiveness in the early years (Yunus & Yamagata, 2012). Special bonded warehouse facilities for duty-free fabric and accessory imports boosted the sector's productivity by lowering operating costs (Ahmed, Greenleaf, & Sacks, 2014). Furthermore, the back-to-back credit facilities assisted early entrants in obtaining working capital funding. EPZs attracted foreign direct investment, resulting in the creation of RMG clusters (Ahamed, 2013). However, according to Haider (2007), the EPZs were developed to promote export-based industrialization rather than to support the RMG sector specifically. Chance occurrences became a major driving force behind the sector's expansion. Multifibre Arrangement (MFA) quota constraints on countries like South Korea, Hong Kong, Singapore, and Taiwan forced companies in those countries to move their

production to nearby Least Developed Countries (LDCs), resulting in the industry's growth. As a result of these relocations, Bangladesh and other Asian LDCs benefited and had their production sectors to become competitive.

2.14 Porter's Diamond model for Belgian Beer industry

Porter's diamond model has been used to analyze the Belgian beer industry. The model identifies substantial national competitiveness that businesses can exploit. These elements of Porter's Diamond deal with the hard-economic drivers of a country's competitiveness; however, would the performance of the industry be repeated if any of these components of Belgium's national competitiveness were replicated elsewhere? According to Angwin, Mellahi, Gomes, & Peter (2016), the competitiveness of Belgium's beer industry is influenced by culture. Belgium is one of the major beer manufacturers, with per capita intake exceeding 200 liters and even beer museums. According to Smith (2017), beer has become an important part of the Belgian culture. Without a beer culture, the Belgian beer industry's popularity and scale may not have grown to the level it is.

2.14.1 Factor conditions for Belgian Beer industry

According to Angwin, Mellahi, Gomes, & Peter (2016), Belgian beer is made with some of the finest natural ingredients available within the country. The availability of natural resources used in the production of beer makes Belgian beer producers find it easy to access the required resources. The country has kept its long-standing apprenticeship and internship programs alive and well. This guarantees a pool of highly skilled workers capable of extracting the most value from the premium ingredient. According to Mamun, Zayed, & Hossain (2013), the factor conditions that include natural resources, location, skilled labor and research facilities are very critical in enhancing the competitiveness of an industry. The Beer industry in Belgium has been supported by the presence of the natural and human resources.

2.14.2 Demand condition for Belgian Beer industry

Angwin, Mellahi, Gomes, & Peter (2016) found that beer has become such a part of Belgian culture that it is now referred to as the country's national beverage. Since beer has long been a part of Belgian culture, consumers are well-versed in the various flavors available. They are extremely sensitive to change, so there is a strong demand for high-quality beer. Due to the high demand of quality beer by consumers in Belgium, the industry is forced to produce quality beer that satisfies the local consumer demand.

2.14.3 Related and supporting industries for Belgian Beer industry

Belgian breweries are within a relatively close proximity to their hops farmers, as stated in the factor conditions. This ensures a steady supply of required natural resources, enabling breweries to respond quickly to market demand. According to Smit (2010), there are also cost savings in terms of logistics if the industry is near the support industries. Belgium has evolved into a "hub" for wide distribution networks, allowing brewers to access and distribute their products more quickly.

2.14.4 Firm strategy, structure and rivalry for Belgian Beer industry

According to Swinnen (2011), Belgium has more breweries per capita than any other country. This encourages intense rivalry and competitiveness among businesses in order to improve quality and distinguish themselves through taste. Despite their competition, many brewers are willing to collaborate if the benefits are reciprocal. For instance, Keene (2019) stated that in order to improve taste and flavor, Rodenbach and Dogfish worked together to enhance the competitive advantages.

2.14.5 Government and Chance factors for Belgian Beer industry

Angwin, Mellahi, Gomes, & Peter (2016) posit that the Belgian government has invested in beer education and training for decades. The government decided to raise the raised excise duty on alcohol. Despite this, brewing in Belgium is still relatively cheap. In Belgium, there are many opportunities to improve competitiveness. This is due to their close proximity and membership in the EU, which includes the world's largest beer consuming countries.

2.15 Conceptual framework

The conceptual framework of a study is the system of concepts, assumptions, expectations, beliefs, and theories that support and informs research. Robson (2011) indicate that it is a key part of the design. Miles and Huberman (1994) defined a conceptual framework as a visual or written product, one that explains, either graphically or in narrative form, the main things to be studied and the key factors which may be concepts or variables and the presumed relationships among them.

The Government of Zambia came up with an initiative called PZC to boost the uptake of local products. The success of the campaign depends on how aware the customers are. The creation of customer awareness should incorporate understanding factors that affects customers buying behavior which would help create the messages that would have a desired impact in changing

customer attitude. The creation of messages requires an effective choice of media that would reach the target audience, and this would be enhanced through effective use of a common brand for the local products. An effective implementation of the PZC would boost the consumption of local FMCG's. This would improve the local economy and create employment opportunities.
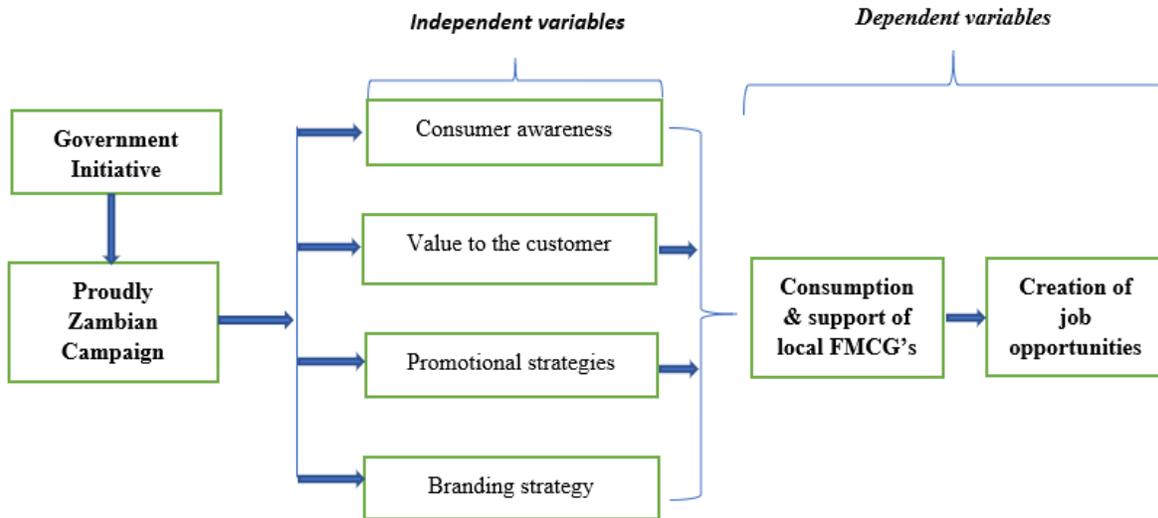
Figure 2.9 The conceptual framework

Source: Author (2021)

The proudly Zambian campaign's effectiveness can be measured using some important dependent variables. This study will measure the effectiveness of the Proudly Zambian campaign using; consumer awareness which will help establish whether the consumers are aware of the promotional initiative and its benefits, the promotional strategies to be used to ensure the success of the campaign and the how effective the supply chain is in Zambia to support the campaign. The conceptual framework assumes that the recognized independent variables do have an impact on the support and consumption of local goods and services by the local consumers in preference to imported goods. The support of the local brands will enhance the creation of employment and improve the Zambian economy. The framework assumes that the continued support to the imported goods is a contributing factor to the dampening of the local industries.

2.15.1 Government initiative

According to Shuster & Dogl (2012), the government has the responsibility to take positions and policies that can have a positive or negative impact on various aspects of the country's development. In order for any industry to improve its performance, government needs to create an enabling environment. The Zambian government coined an idea of the PZC to support local FMCG's industry by encouraging consumers to buy local (MCTI, 2018). The question that begs answers is whether the initiative has yielded the much needed results or not? The assumption is that governments have a responsibility to protect the local industry's interest.

2.15.2 Awareness creation and promotional strategies used

The PZC as an initiative would be a useful tool to creating customer awareness on the importance of buying local products by consumers. A study by Salehudin (2016) postulates that the use of effective promotional strategies enhances consumer awareness of the products. This study agrees through its conceptual framework that the PZC if well implemented has the ability to increase customer awareness on the importance of buying local FMCG's in Zambia.

2.15.3 Factors influencing consumer behavior and Branding

The PZC as a government initiative can never be assessed for its effectiveness if the factors that influences the consumer behavior towards the purchase of the local FMCG's in Zambia are not understood. Factors that influences consumer behavior helps the firms including government to develop a promotional campaign that would effectively target the consumers with an understanding of their needs. According to a study by Domie (2013), understanding factors that influences consumers buying behavior enhances the development of effective strategies. The buying local campaigns in Ghana and SA adopted specific logo to be used in the campaigns. According to Holt (2015), brands creates customer value, hence encouraging consumers to be attached to certain brands than others. Alizade, Hoseini, & Neiej (2015) postulate that brands creates an emotional relationship with and further builds customer loyalty. The adoption of a branding strategy through a well-designed logo on all local campaigns and products would encourage the emotional attachment between the consumers and the brands, hence local products becoming competitive. The PZC if well designed and implemented by chosen institutions with capacity would enhance the improvement in the consumer consumption of locally manufactured FMCG's.

2.15.4 Improvement in the economy and job creation

The establishment of the local communications campaign by the government is done in the quest to increase the consumption of locally produced FMCG's. The conceptual framework postulates that enhancing customer awareness through effective communication and branding will improve the local FMCG's support from the consumers. Saffu, Walker, & Mazurek (2010) stated that when consumers support local brands, organizations benefit through increased sales and profits. This only gets to be realized because consumers are satisfied with the local products. However, the more consumers buy local products, the better the economy and there is creation of employment for the local people.

2.16 Gaps in the literature

This section of the proposal analyses the gaps found in the literature. This section will help the researcher to focus on the gaps in order to contribute to the existing literature.

Many studies relating to the buy local campaigns and the benefits to the country and the local consumers have been carried out in many countries (Fatima & Lodhi, 2015) on various products like; Chinomona & Maziriri (2017) in South Africa, Fatima & Lodhi (2015) on Cosmetics in Karachi city and Chen (2012) on organic food in China, and other countries like USA, Slovakia and Ghana conducted similar studies. All these studies used descriptive research design which failed to show relationships between independent variables to the dependent variable.

According to Fatima & Lodhi (2015), previous studies for buy local campaigns like the 100% Indonesia and the effectiveness of proudly Zimbabwean campaigns had their focus on increasing sales and product quality. These studies failed to show a link between supporting local products and employment creation. The studies also had their concentration on manufacturers and failed to get the customer perspective with regard to supporting local brands, hence limited with small samples which resulted to lack of depth in analysis of data.

Many studies regarding the buy local campaigns have been conducted in developed countries with the focus on the manufacturing industries and the contribution to the economy. However, some studies have raised arguments as to whether the local campaigns can be effective in boosting sales of products in developing countries without being specific to the types of products. A study in Tunisia by Karoui & Khemakhem (2019) postulates that consumers in developing countries are

less ethnocentric than those in developed countries. There is need for clarity if the buy local campaigns can be an effective tool for boosting sales of products specifically FMCG's in developing countries such as Zambia. It cannot be generalized that buy local campaigns don't work in developing countries even before their effectiveness can be tested, hence the need to test its effectiveness in Zambia.

Additionally, consumer data in the African context is scarce, so research into the African market is critical (McKinsey, 2012). There is an assumption that in emerging markets, the intention to buy and preference for global brands have yet to be adequately researched (Carter & Maher, 2015; Dalmoro, Pinto, Borges, & Nique, 2015; Xie, Batra, & Peng, 2015). However, there is also inadequate literature on the factors that influences consumers when buying FMCG's in developing countries such as Zambia. One important factor that needs attention is the supply chain sustainability (product availability). No study has concentrated in examining whether FMCG's availability influences customers' purchasing behavior.

Many studies (Darku & Akpan, 2020; Chinomona & Maziriri, 2017; Fatima & Lodhi, 2015) address the importance of the buy local initiatives. However, none of these studies address the decision-making process of buyers of FMCG's and it is not yet clear as to which media would be appropriate to use to ensure customers positively act in support of local brands in Zambia. Unlike other studies, this study utilizes the consumer's decision-making process to inform the PZC implementers of the importance of the stages in the process hence it can be used to structure the campaign.

This study used Porter's Diamond model as one of the theoretical frameworks (Porter, 1990). The theory emphasizes on improving the industry's global competitiveness which to some extent neglects the local product competitiveness. Due to globalization and its capitalistic nature, strong international industries would continue weakening some local industries if there is little effort put to strengthen the local industry competitiveness. This creates a gap in literature as a weak industry within a country would not improve its competitiveness globally.

2.17 Chapter summary

This chapter has adequately reviewed literature on promotional campaigns in the manufacturing sector. The purpose for this literature review was for the researcher to establish the available

literature on the buy local campaign and discover the existing gaps, thereby forming the basis for the current study while looking for ways of ensuring the research gaps are closed. The literature review has given an indication that the creation of customer awareness is critical to ensure that local customers support local brands. The literature also highlighted some examples of successful buy local campaigns and best practices. Promotional tools such as advertising, public relationships, sales promotion and direct marketing are said to be useful tools when creating customer awareness. The literature further showed that for customers to support local brands, benefits ought to be communicated to them. Some of the benefits indicated include the growth of local industries and the creation of employment to the locals.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the approach or research methodology which was used to implement the objectives of the research. This chapter covers the appropriate research design, the population targeted, sources of data, the sampling design and method and the research instruments that have been used to collect data on the effectiveness of the proudly Zambian campaign in boosting the consumption of local brands by local consumers. It also focuses on how the data was analyzed and presented. Langos (2014) defined methodology as the structure related with a specific arrangement of paradigmatic suppositions that one uses to conduct a study, for example, the scientific method, ethnography and activity research. Methodology as a concept refers to the key or regulative standards which underlie any discipline, which include the conception of the subject matter and how that matter can be studied (Pandey & Pandey, 2015). Faryadi (2018) posit that methodology alludes to the decisions we make about cases to examine, techniques for data collection, types of data analysis, effective planning and executing a study.

3.1.1 The research onion

Saunders, Lewis, & Thornhill (2018) research onion below guides the research processes and approaches this study adopted. This study used a questionnaire and interview guide to collect data, indicating that it employed a mixed research methodological approach to collect both qualitative and quantitative data. The study used both the deductive and inductive research approaches where in the deductive approach, the hypothesis was generated and the inductive approach was done to develop a theory. Due to the use of mixed methodological approach used with the view of having a comprehensive analysis, the study adopted the post-positivism and constructivism research philosophies to ensure that the study offers a comprehensive outcome.
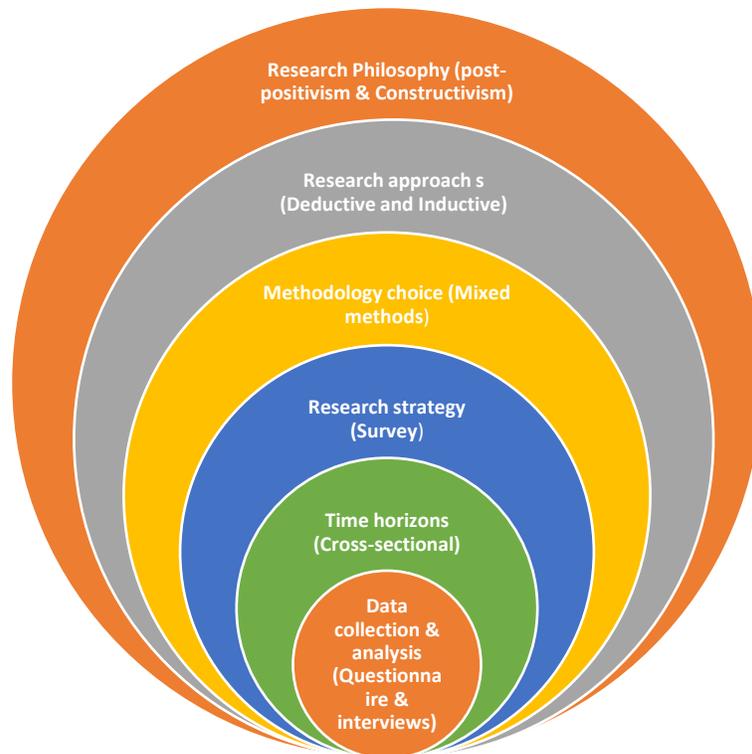
Figure 3.1 The research onion

Source: Saunders, Lewis, & Thornhill (2018)

3.2 Research philosophy

Research philosophy is a system of beliefs and assumptions regarding the generation of knowledge (Saunders, Lewis, & Thornhill, 2007). Therefore, it is worth noting that research is based on assumptions. As a result, different scholars may hold various views on the nature of truth and knowledge, as well as how they are acquired. In the context of research, philosophy is a process that helps to generate ideas into knowledge (Zukauskas, Vveinhardt, & Andriukaitiene, 2017). Saunders, Lewis, & Thornhill (2016) identified five research philosophies or paradigms namely positivism, critical realism, interpretivism, post-modernism and pragmatism.

The positivist research philosophy asserts that the social world can be comprehended objectively. The scientist is an objective analyst in this research philosophy, and on the basis of it, he dissociates himself from personal values and works independently (Saunders, Lewis, & Thornhill, 2016). The interpretivist research theory is founded on the idea that the researcher has a special role to play in observing the social world. The research is based on and depends on the researcher's interests. The

pragmatist's research philosophy has its focus on facts. In the pragmatists, the research problem determines the research philosophy most of the time. Practical outcomes are regarded vital in this research philosophy. Pragmatists do not believe in absolute oneness in the world. The truth is what is currently in operation, it is independent of the mind, which is unaffected by reality and mind dualism. Bhaskar (2010) established critical realism as a philosophical method to interpreting science. By understanding science as focused with uncovering causal mechanisms, it expressly opposes types of empiricism and positivism.

However, studies are conducted under specific research assumptions that include; epistemology, ontology and axiology. According to Saunders, Lewis, & Thornhill (2016), epistemology is concerned with what constitutes acceptable, genuine, and legitimate knowledge, as well as how researchers might transmit knowledge to others. Ontology is a branch of philosophy that studies the nature of reality. Objectivism and subjectivism are used to categorize it. Objectivism, the first component of ontology, expresses the belief that social objects exist outside of social actors in reality. Subjectivism is concerned with social phenomena that originate from the perceptions and effects of those social actors who are affected by their existence. Axiology is a branch of philosophy concerned with ethics, aesthetics, and judgments. This strategy incorporates the social inquiry process. The axiological expertise of a researcher is used to make decisions concerning the study.

The study was conducted using the philosophical paradigm of Epistemological post-positivism which believes in having many ways of knowing a phenomenon besides the use of a scientific means. Epistemology as a research philosophy underpins the understanding of human knowledge about a phenomenon. Post-positivism as a philosophy has a way of allowing the researcher and other research participants to be involved in the study. This philosophy puts people at the center of the whole research process, rather than isolating them. This study used a post-positivism research paradigm as it followed a structured methodology to facilitate the hypothesis, the collection of quantitative data which ensured that statistical analysis be conducted (Saunders, Lewis, & Thornhill, 2016).

The post-positivist paradigm considers reality from a variety of angles. It claims that there can be no perfect dualism between individuals and information (Iofrida, Luca, Strano, & Gulisano, 2018). Knowledge derived from scientific positivist theories is regarded as mere guesswork under the

paradigm (Marsonet, 2017). Organizational challenges, according to post-positivists, are not discipline-specific, necessitating the use of many knowledge perspectives to solve them (Thyer, 2008). One of the most prominent proponents of post-positivism, Karl Popper, believed that scientific discovery did not lead to knowledge, but rather to theoretical hypotheses that were subject to rejection if previously unobserved information arose (Gamlen & McIntyre, 2018; Jain, 2013). In knowledge creation, capture, storage, sharing, and utilization, the post-positivist paradigm asks for the utilization of diverse sources (Joseph, Kushniruk, & Borycki, 2020). However, there are times when the problem needs straightforward answers, this renders blended mixed research methods inappropriate. However, this study adopted the post-positivism research paradigm because it was interrogating variables not limited to; customer awareness, value to the customer, promotional strategies and branding strategies. These variables require the use of a mixed method approach to satisfactorily get the required data.

The study adopted the concurrent mixed research methodology largely employing qualitative research design with quantitative design on specifically selected aspects of the research. Both qualitative and quantitative data were collected in a single period using the concurrent approach. The data was obtained from different participants (Customers and key stakeholders) within the same period because the main goal was to have more understanding of the phenomenon under research (effectiveness of PZC). Data collection through the use of both methods is believed to be appropriate when using post-positivism paradigm. According to Harper (2016), contrary to what other researchers have come to believe, the post-positivistic research paradigm can also generate hypothesis for future studies, this can be done through inductive reasoning trying to understanding why someone operates in a manner they do and also reveal the relationships in structures. While positivists emphasize more on quantitative research methods, post-positivism gives a researcher enough opportunities to take into consideration both qualitative and quantitative approaches to be valid (Williams, 2015).

The post-positivism philosophical paradigm facilitated the observation and measuring of the effectiveness of the proudly Zambian campaign by the MTCI and ZAM in boosting the consumption of local brands. Positivism research paradigm refers to the natural scientist's conceptual approach which includes dealing with an observable social fact in order to generalize

the outcomes. Epistemological positivism helped establish the relationships in awareness creation, promotional tools used and branding on boosting the consumption of local brands.

3.2.1 Appropriateness of Post-Positivism Paradigm in a Mixed Research Design

The study adopted both quantitative and qualitative research design when collecting data hence the mixed research methodology which is appropriate when using post positivism paradigm. Questionnaires and structured interviews were used in data collection. Abdullah (2001) stated that triangulation is simply a process of using a number of sources to verify data which is gotten from various sources with the use of different methods of data collection, and to verify observations from different observers (Manda, 2018).

Haq (2014) posits that "blended or mixed approach of methodology" as an emergent method to be used in a study advances the methodological integration, or blending of quantitative and qualitative data in the same study or in studies that requires further investigations. The essential reason of this system is that such incorporation allows a more complete and synergistic use of data than to isolate quantitative and qualitative data gathering and analysis. Quantitative research was done through the distribution of questionnaires to Shoprite customers who are buyers of FMCG's and qualitative research was be done through depth interviews with the PZC key stakeholders. Quantitative study permits the researcher to have an opportunity to familiarize with the issue under study (Golafshani 2003).

Golafshani (2003) further states that quantitative studies seek to bring the collected data into figures for easy analysis and describing the next course of action. Qualitative research is not based on statistics and picks large objects from the population of interest. With the assistance of quantitative research method, it becomes easier to have a more scientific view of a problem under investigation than merely depending on the interviews with relevant stakeholders for they at some point never state everything they feel necessary on an issue.

Qualitative research shapes a significant role in effective decision making essentially as an exploratory design, and also fits well in explanatory design (Malhotra and Birks 2003). This therefore implies that by utilizing qualitative research, "why" rather than "how" was appropriate to be used. Qualitative Research centers on building up an initial comprehension or understanding out of the study which is done without statistics. For this study of the effectiveness of proudly Zambian campaign in boosting the consumption of local brands by local consumers, the researcher

will use structured interviews in order to have a comprehensive understanding of the phenomenon because qualitative research will support quantitative research.

3.2.2 Constructivism research paradigm

According to Honebein (1996), the constructivism philosophical paradigm is an approach which has a view that people will construct their own understanding and build on their knowledge based on their experience of things and having reflected on them. It is founded on the analogy or idea that much of what people learn is formed or constructed via experience (Adom & Ankrah, 2016).

The paradigm is based on the evolution of the subjective meaning of an individual's encounter with certain objects or things. Because the meaning of an object might be variable or multiple, the researcher may be required to explore for the complexity of the perspectives associated with these objects or things rather than limiting their meanings to a few categories or ideas (Schwandt, 1998). As a result, the research seeks to derive meaning from participant responses expressed through their perspectives on the object or thing under investigation (PZC and its effectiveness), while also acknowledging that participants' backgrounds, which include their own personal, cultural, and historical experiences, which to a larger extent shapes their interpretation and position on the subject matter (Lee, 2011). When adopting this paradigm, the goal of the study is to make sense of the participants' meanings regarding the objects and things by allowing them to construct meaning based on their broad views conveyed through their responses to open-ended questions.

Constructivism paradigm was used to complement post-positivism paradigm due to the study adopting the mixed research approach. Constructivism approach help appreciate the qualitative data from the interviews as the selected respondents were key stakeholders in the implementation of the PZC. This study adopted constructivism paradigm given that it included qualitative research in collecting data concerning the reasons as to what motivated Government to come up with the campaign, the promotional tools used by the campaign, supply chain sustainability, challenges faced by the campaign implementers and the benefits of effectively implementing the campaign.

3.3 Inductive and Deductive research approaches

Inductive and deductive research approaches are useful in the effective implementation of the research process. Therefore, the research approach involves the steps in the planning and management of the processes on how the research's basic assumptions will be transformed into methodologies that allow the researcher to collect, analyze, and interpret data. As a result, these

approaches necessitate that the researcher make precise decisions on how to make sense of the procedures that lead to a logical presentation of the methods used in this particular study (Saunders, Lewis, & Thornhill, 2012).

The research approach is anticipated to serve as a framework for determining how the topic should be explored, and it will be impacted by decisions based on philosophical assumptions. The study is further guided by the problem and the research. Grover (2015) states that the research approach chosen is heavily influenced by the nature of the study, which is dictated by the research paradigms chosen to address the problem, as well as the researcher's background and the target audience for the study's findings.

This study adopted both deductive and inductive research approaches. Deductive and inductive approaches were used due to the study having adopted the positivism research philosophy and the hypothesis which needed to be tested, comprehensively reviewed literature, collected and analyzed qualitative data and developed a new theory (Local Supply Chain Sustainability) based on the current understanding.
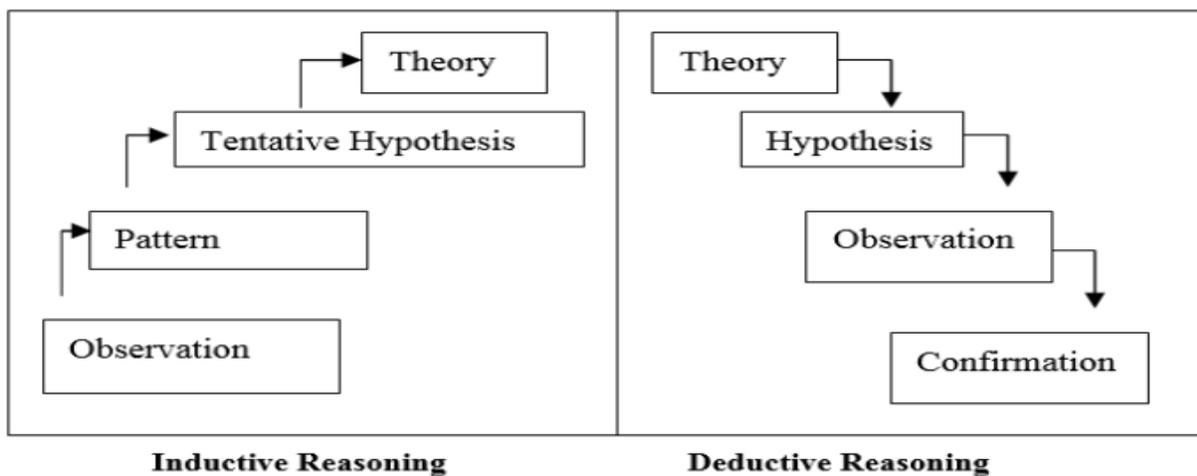
Figure 3.2 Inductive and deductive approaches

Source: Aliyu, Abdu, Kasim, & Martin (2015)

3.3.1 Deductive research approach

One of the most common research approaches is the deductive approach. This study adopted the deductive research approach because of the hypothesis that needed to be tested to validate the data as a result of analysis. The deductive approach is usually suitable for studies that have adopted the positivism research philosophy (Saunders, 2011). A deductive research approach is concerned with the development of hypothesis based on existing theory, and then develop a research method to test it. Deductive approach is useful to be used on a study which tests the hypothesis based on the existing theory. The deductive approach was used by the researcher through the collection of data using a questionnaire, tested the hypothesis and data was analyzed to validate the hypothesis.

The validation of specific theories and models using huge amounts of numerical data coincides with positivism's core philosophy. Meaning, matter, and reality are objectively recognized and may be confirmed with sufficient numerical data (Park, Bahrudin, & Han, 2020). As a result, deductive reasoning is primarily concerned with a vast amount of measurable data. In addition, the numerical interpretation of such data is made objectively, followed by the validation and generalization processes. Park, Bahrudin, & Han (2020) further suggested that explanatory research frequently employs deductive reasoning. This study has employed explanatory research design to help analyze the relationship between the dependent and independent variables.

When a relationship or link can be suggested by a specific theory or case example that can be demonstrated to be true in numerous circumstances, deductive reasoning focuses on building and generalizing the study findings from specific facts. As a result, Hyde (2010) posit that the deductive approach is more focused with deducing conclusions from the outcomes of the created generalizations' propositions, and data is typically collected through surveys.

3.3.2 Inductive research approach

The other research approach this study used was the inductive approach. For constructivism-based studies, inductive reasoning is more applicable (Mertens, 2014; Creswell, 2013; Saunders, 2011). Inductive research approach involves obtaining knowledge relevant to study directions through literature review, comprehending phenomena through qualitative data collection and analysis, considering the research as well as the gained knowledge, and constructing a new theory or model as new knowledge based on the new understanding (Park, Bahrudin, & Han, 2020).

Inductive reasoning corresponds to constructivism's grounded ideas, according to which a matter and reality are reconstructed and concreted by appropriate interpretations, resulting in a new reality. Inductive reasoning is well known for relying primarily on qualitative data. For qualitative research, this study appreciated more of inductive research approach in trying to understand the available phenomena that the PZC is not effectively communicated to the customers of FMCG's in Zambia and the Zambian manufacturers can-not effectively satisfy the supply chain, hence the failure to influence customers' change of attitude, of which the data was collected used the interviews with the key stakeholders.

3.4 Explanatory research design

According to Pavan *et al.*, (2014), research design is the blue print of a study. Research designs are plans which help in guiding the researcher in collection and analysis of data. It should be built on the purpose of the study and should be dynamic. Closely correlated with Pavan et al's understanding. Kombo *et al.,* (2013) view the research design as the structure of research and depicted as a ''glue'' which holds together all elements of the research project. On the other hand, Orodho (2003) defines it as, "the scheme, outline or plan used to generate answers to research problems. Overall, a research design can be regarded as an arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance with the research purpose (Kombo *et al.,* 2013). Additionally, according to Faryadi (2019), research design is simply a program to help offer guidance to the researcher during the collection, analysis and subsequently understanding observed facts. Barvdekar & Chandak (2015) posits that there are a number of research designs a researcher would consider choosing from which depends on the study at hand and expected outcome. These include true experimental design, survey design, explanatory design and the case study. It should be done in such a way that a researcher should get maximum benefit from it. Therefore, the research design contains four parts, namely: sampling, instrumentation, data collection and analysis designs.

The study employed the explanatory research design to fully appreciate the phenomenon. Explanatory research design helps researchers understand the relationship between specific variables. McCombes (2019) posit that explanatory research design helps in the analysis of the existence of the relationships between independent and dependent variables. In this study of the effectiveness of the Proudly Zambian Campaign in boosting the sales and consumption of locally

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produced FMCG's, explanatory research helped in analyzing the relationships between customer awareness, promotional strategies used in the campaign, branding of FMCG's and the factors affecting consumer behavior in Zambia with the increase in the sales and consumption of local FMCG's which subsequently affects employment opportunities for local citizens and improvement in the local economy.

Gordon & Petre (2010) states that a research design is a rationale that connects the data to be collected and the conclusions to be drawn from the study's underlying or initial inquiries and questions. Significant contrasts in the research designs depends in the sampling procedures chosen, the instruments used in collecting data, and the techniques used to gather and analyze data. This study adopted the explanatory research design because this helped effectively analyze the phenomenon in a systematic way, hence revealing the patterns and relationships that exists between the independent and dependent variables (Kumar, 2011). In this case, the explanatory research design was used to understand and elaborate why the local customers prefer the imported FMCG's and explained the impact of continuing to buy foreign goods. Explanatory research design further helped the researcher understand the problem in detail. This research design was used to appreciate the relationship between the dependent variable (consumption and support of local FMCG's) and the independent variables (Government initiative, Value to the customer, promotional strategies and branding strategy).

3.5 Research strategy

For this study, the researcher used a survey. According to Check & Schutt (2012), survey research is the collection of information from a sample of individuals gotten from a large population. Surveys as a research strategy allows researchers to collect data using quantitative research strategies, qualitative research strategies or a mixed method. Therefore, the researcher used both qualitative and quantitative methods to collect data. Ponto (2015) posit that surveys have for many years been used to collect data that helps to describe the characteristics of a large sample of individuals gotten from a population of interest quicker. Survey research allows some flexibility of collecting data using a structured questionnaires and telephone interviews (Check & Schutt, 2012).

The last two objectives of this research RO3: establishing the effectiveness of the Branding strategies by local firms to attract support from local consumers; RO2: establishing the factors

influencing the consumer buying behavior of consumers of locally produced FMCG's in support of the implementation of the Proudly Zambian Campaign requires detailed explanatory study of FMCG's customers in Lusaka. Kayombo (2014) posit that a case study is differentiated from other studies because it analyses an existing and current issues in the real-life context. Several research projects done on the buy local campaigns and branding have used a case study method (Manda, 2018). This type of research strategy is more useful in circumstances where the incidental conditions of events under investigation are very important and the researcher retains no control over the happenings as they occur.

3.6 Study population

Majid (2018) posit that a population is a general set of the entire population from which a sample is taken, while Olds (2017) define a population as the entire set of potential respondents for the study at hand. In this study, the target population was the buyers of Fast-Moving Consumer Good's in Lusaka district. The population also included Ministry of Commerce, Trade and Industry (MCTI), Trade Kings Ltd (TK), Zambia Bureau of Standards (ZABS), Zambia Development Agency (ZDA), Family Juice (FJ) and Zambia Association of Manufacturers (ZAM) employees.

To easily capture the buyers of FMCG's in Lusaka, the retail outlet (Shoprite) was targeted by the researcher in the quest to get a balanced and representative sample of customers because it has over 40 outlets across the country and stocks both local and foreign Fast-Moving Consumer Goods brands. The study population helps concentrate on a particular population of interest for it is not cost effective to recruit the entire population of consumers of the manufacturing industry in Zambia (Manda, 2018).

3.7 Sampling

Sampling is a process of choosing a representative group of people or items from the population of interest in order to generalize the findings (Etikan & Bala, 2017). For this study, the researcher used both probability (systematic) and non- probability (purposive) sampling methods. Both techniques were used because of the study using a mixed research approach by collecting both qualitative and quantitative data from consumers of FMCG's and key stakeholders for the PZC.

When selecting PZC key stakeholders who are involved in its implementation, the researcher used non- probability sampling technique called purposive sampling method. Stephen, Charles, Ploeg,

& McKibbon (2015) describes purposive sampling (non-probability) as the collection of respondents or data sources to be involved in the study with due regard to the available resources and importance of knowledge about the study questions. When selecting buyers of FMCG's, systematic random sampling was used. Following a random start, systematic sampling (probability) selects the nth case (Taherdoost, 2016). This sampling strategy has the advantage of being simple.

The sample is simply a group of items or people taken from the large population for the sake of measuring and generalization of the findings for decision making purposes. Sampling is done to select the members of the population for the important purpose of defining considerations or characteristics of the entire population (Etikan, Musa, & Alkassim, 2016). According to Taherdoost (2016), probability sampling is a sampling technique were every element of the population has an equal chance of being selected for the study, while non-probability sampling is a technique which doesn't afford an opportunity for every element of the population to be chosen. Respondents in non- probability sampling are selected based on the researcher's judgement.

For this study, Non- probability sampling technique called purposive sampling method was used when selecting the MCTI, ZABS, TK, ZDA, FJ and ZAM employees involved in the implementation of the campaign because these require expert judgement. Atikan & Bala (2017) defines purposive sampling as a sampling method in which the researcher intentionally chooses who to include in the sample on the basis of their ability to provide the necessary data. The employees of the selected stakeholders helped with understanding the FMCG's local supply sustainability, sales trends between local and imported brands and how the campaign has been done. Patton (2015) posits that the rationale and the power of purposive sampling lies in rightly selecting a case rich in knowledge for in-depth analysis.

Probability sampling technique called systematic random sampling was used on the retail outlets customers who were from buying FMCG's in the chosen retail outlets (Shoprite- Kabwata and Manda hill outlets). The selection of these outlets was done with a view of having a representative sample from all profiles of consumers. Customers from the selected retail outlets were randomly selected. Firstly, the researcher used purposeful sampling to select Shoprite retail outlet. Shoprite has more outlets than any other retail outlet in Zambia totaling to 40 outlets serving different profiles of customers (Shoprite, 2021). The researcher also decided to choose Shoprite because the

retail outlet stocks both local and imported FMCG's. Kabwata outlet was chosen as it serves the middle-and lower-income bracket population, while Manda hill is more accessible to the middle- and higher-income bracket population.

When selecting the customers, the researcher with the help of research assistants stood by the entrance of the outlet and used systematic random sampling by intercepting every 5th customer who have bought products from Shoprite. Customers who accepted to take part in the study were given options of filling in the questionnaire either through hard copy or online via google forms.

3.7.1 Determination of Sample size

In any study, the determination of the sample size is based on the availability of the population, the availability of resources like money and time and how easy it is to access the targeted group of respondents (Wilson, 2012). Siddiqui (2013) states that the sample size determination is sometimes directed by the type of data analysis is to be used. Many previous studies have stated that sample size determination has remained a challenge to many researchers as to which rule is better to be used (Green, Tonidandel, & Cortina, 2016; Aguinis & Lawal, 2012).

Similar studies conducted in South Africa, Gauteng province to be particular, Ghana and Indonesia had their sample sizes ranging from 200 to 394, and only the Zimbabwean study had the smallest sample size of 60 because of its concentration on one industry player (Manda, 2018). Previous studies on the buy local campaigns used regression models to generate statistics in the analysis of quantitative data. According to Memon, et al, (2020), there is no single size that's fits all in the determination of the sample size. They stated that any study that involves complex models and more than one independent variable needs a large data set than one with only a single independent variable.

According to Memon, et al, (2020), the determination of a sample size is an important exercise in drawing realistic and helpful conclusions from the study findings which is based on the availability of the population of interest. There are a lot of rules of thumb on sample size calculations which has brought a lot of debate among researchers. For this study, the researcher adopted 'sample- to- item- ratio' as a sample determination method. The Sample- to- item ratio is used to determine the sample size based on the number of items in the study (Questionnaire) (Suhr, 2006).

$5 \times 1 \times No? = n$

No? = Number of questions in the questionnaire

n = Sample size

$5 \times 1 \times 59 =$ **295** customers

It is suggested that the ratio should not be less than 5- to- 1. Common studies that successfully used this rule include Forsberg & Lantala (2020), Liao, So & Lam (2015) and Brown & Greene (2006). Hair *et al*., (2006) established the sample size adequacy requirements for the maximum likelihood method were described as five times the number of questions in the questionnaire. Since probability sampling method was used, the retail outlets were first selected according to the clusters and respondents selected using systematic random sampling.

To achieve data saturation in qualitative investigations, it has previously been advised that a minimum sample size of at least 12 be used (Fugard & Potts, 2015). However, the researcher decided to conduct 15 interviews which posed a saturation point as respondents started bringing out responses similar to those given by other respondents. The sample for the interviews comprised of employees from MCTI, ZABS, ZAM, ZDA, FJ and TK Ltd.

The sample size for this study was 295 for quantitative study and 15 for qualitative study totaling 310 respondents. 295 questionnaires were distributed, 292 respondents successfully completed the actual survey resulting into 99% response rate. Due to the advent of Covid-19, 100 questionnaires were distributed and collected in person, while 195 were distributed online by sending the google forms questionnaire link to the respondents through WhatsApp or emails.

A similar study in Slovakia called Consumer oriented promotion of organic foods in Slovakia and the Czech Republic adopted a sample size of 200 respondents to understand the effectiveness of the campaign (Zavodisky, 2018). Looking at the sample sizes for other similar studies, the sample size adopted was sufficient to provide the required representation. The researcher could not adopt the 20- to- 1 rule as prescribed by Hair *et al*., (2018) due to limited time and other resources.

3.7.2 Data collection methods

As with any research project, it is necessary to collect data. However, there are many facets to the data collection process that come into play. The three most important factors include: the expense of the data collection method chosen; the accuracy of the data collected; and data collection quality. For this research, the researcher used standardized questionnaires which were administered online and offline to collect data from retail outlets' customers and structured interviews when collecting data from MCTI, ZAM, ZABS, ZDA, Family Juice and Trade Kings Limited employees. Manda (2018) and Salehudin (2016) in their studies on the effectiveness of buy local campaigns used a questionnaires and structured interviews to collect data from the respondents.

3.7.2.1 The structured interviews

Due to the advent of Covid-19, face- to- face interviews were avoided. The researcher pre-arranged the interview time with the respondents, telephone and Zoom platforms were used with the key informants (telephone and Zoom interviews). In order to be consistent during interviews, the interview guide was used by the researcher. The interviews were then recorded for the sake of evidence and transcription.

Manda (2018) posit that the response rate is much higher in an interview than in any other process. Patton (2015) stated that this higher response rate when using interviews is because this method of data collection, unlike questionnaires offer instant responses. The other advantage is that it provides complete control of the process of data collection to the interviewer. Another important feature of the interviews is that it offers the interviewer an opportunity to offer help on unclear questions and provide follow-up questions which further explores more detail, as well as to use non-verbal communications to the researchers' advantage.

3.7.2.2 Reasons for using interviews in this study

The researcher used interviews as they have the ability to capture verbal and non-verbal cues during the collection of data. Non-verbal languages such as the body languages can suggest a degree of frustration with the questions being asked or some degree of excitement for the topics under discussion during the interview. According to Manda (2018), during interviews, the interviewer is the one with influence over the interview and is able to keep the interviewee focused and on track in order to be within context. Using structured interviews in evaluating the

effectiveness of the PZC in boosting consumption and support of local FMCG's is important as they are free of technical disruptions (Rashidi, Begum, Mokhata, & Pereira, 2014).

3.7.2.3 Questionnaires

For this study, the researcher used the questionnaire which was administered to the respondents both in person and using online platforms (whatsApp and emails). A questionnaire is a study method that consists of a collected set of questions in order to collect data from the chosen respondents. Manda (2018) defined a questionnaire as deliberately set questions to be used in data collection during any study. Questionnaires may be viewed as more of a written interview. Questionnaires can be administered face to face, by phone or by email of which the researcher decided to use both face-to-face and online platforms for this study. The data collection through the questionnaires have little or no costs depending on how the researcher implements them. The effective use of questionnaires as data collection tool depends on the effective targeting of the respondents.

The respondents were intercepted within the shopping Mall area specifically by the outlet of Shoprite retail store and requested to respond to the questionnaire. The researcher requested the customers who were coming out of Shoprite retail outlet having bought some FMCG's to take part in the study. Due to the advent of Covid-19, those customers who accepted to take part in the study were asked to choose between responding to the questionnaire through a physical copy or an online copy. The respondents who opted for online copy were requested to submit their WhatsApp numbers or email addresses. 195 questionnaires were distributed through WhatsApp and Emails to the respondents who opted for these methods due to Covid-19. 100 questionnaires were personally distributed to the respondents who agreed to be part of the study.

Unfortunately, others opted to go home with the questionnaires with a view of communicating when they finish responding to the questions. 292 respondents successfully completed the questionnaire and only 3 non-responses were recorded resulting into 99% response rate. A questionnaire is one of the most efficient ways to collecting quantitative data (Atikan & Bala, 2017).

Five (5) point Likert scales, dichotomous questions, rating scale and buying propensity questions were used as part of the questionnaire. Besides being inexpensive and versatile, the questionnaires are also a realistic way to collect data during a study because they can be customized to targeted

groups of the researchers' choice and handled in various ways (Young, 2016). The use of the questionnaires helped the researcher to collect vast amount of information as the questionnaire used had 59 questions in total.

3.7.2.4 Reasons for using a questionnaire

According to Bryman & Bell (2011), when using the online questionnaires to collect data on local campaigns such as the effectiveness of the proudly Zambian campaign in boosting the sales and consumption of the locally produced goods, collection of results is fast and possibly simple. This helped the researcher to have insights within a short time, which was of course dependent on the questionnaires scale and scope. The researcher used the questionnaires as it helped to gather data from a large population within a short time as compared to other methods (Wilson, 2012).

3.8 Validity test

According to Wilson (2014), validity of the quality of the measuring instrument mostly is concerned with the effectiveness and accuracy of the data collected. The ability of the study instrument to measure the effectiveness of the proudly Zambian campaign with regard to promoting the local brands is therefore deemed to be accurate or valid. If the data gives the true picture of what is being researched, the data is accurate. Manda (2018) states that there are several validity forms some of which are; criteria, construct and content validity.

In this study, both quantitative (empirical assessment) and qualitative data was collected to improve validity of the gathered data. The use of primary data in a study like the effectiveness of the Proudly Zambian Campaign in boosting the consumption of the locally produced brands was used to collaborate with data which is already in existence from other credible sources. The use of a questionnaire and interview guide (multiple methods of collecting data) within one research project enhanced the validity of data (Taherdoost, 2016). In this study, content validity enhanced by effective designing of the questionnaire and interview guide was used. The questionnaire contained questions relating to the objectives (promotional tools used, branding strategy, factors affecting consumer behavior and customer awareness of the PZC campaign). In order to do this, the researcher subjected the research instruments under serious scrutiny by academic research supervisors and some research experts in marketing for validation. This improved the quality of the research instruments, hence making the research outcome credible.

3.9 Reliability test

Thatcher (2010) posits that reliability is simply the ability of the data gathering tool to be consistent and the extent to which the created instrument measures the same way with the same subject every time the instrument is used to collect data in the same situation. For reliability to be achieved with the research instrument used, there should be measurement repeatability (Tavakol & Dennick, 2011). The use of the post-positivism paradigm ensures the importance of determining the reliability and validity of the study by considering both the quantitative and the qualitative methods of the research.

In order to test for external reliability, the researcher conducted a pilot test. 30 questionnaires were distributed to the retail outlets' customers of FMCG's to ensure reliability is realized. The aim of the piloting was to ensure that the questions elicited the desired responses and to identify any unclear wording or errors before the survey was widely distributed (Taherdoost, 2020). If the test result was below the standard, the test would have been revised to find any flaws, and the question text would have been revised again to ensure the questionnaire's accuracy. This is due to the fact that the incorrect questionnaire will make it difficult to achieve the research's goals. The questionnaire would most likely need to be revised and reworked as a result. The questions in the questionnaire had Likert scales as a rating system to measure respondents' attitudes and perceptions towards the issue under study. A Likert scale, in general, offers the respondent with a proposition and asks him or her to rate how much they agree with it. This study used 5-point scale, other than the 7-point scale as it is suggested that respondents are skeptical to select extreme categories in a large scale.

The Cronbach's Apha (a) statistical analysis test is one such method that measures the reliability of the Likert Scales used in the data collection tool. The inter-term accuracy for the independent variables in this study revealed that the data collection instrument was reliable in terms of Cronbach's Apha (a), which was found to be greater than 0.7 as acceptable reliability for any research instrument (Taber, 2017) as indicated in Table 3.1 below. Internal validity and reliability were checked using the SPSS 20 statistical and data analysis kit, in accordance with scale measurements, using confirmatory factor analysis and Cronbach's Alpha coefficient (Biggs *et al*., 2001) of which the scale had a value of 0.930 signifying a high internal reliability.

3.9.1 Results of Cronbach's Alpha

Table 3.1 Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.930	59

Table 3.1 (see appendix 2) shows what Cronbach's alpha would be if the object in question was removed from the scale. Any item removed, with the exception of the importance of the campaign to the economy for the creation of employment to the locals, value to the firm and supply chain sustainability with corrected item- total correlation of 0.268, 0.291 and 0.456 respectively, would result in a lower Cronbach's alpha. The removal of the items with Cronbach's Alpha if item deleted of 0.938, 0.936 and 0.932 values would result into a slight improvement in Cronbach Alpha. However, the researcher decided not to remove the items because they were important to the study's outcome and the results of the Cronbach's Alpha Coefficient scale of 0.930 which signifies the high internal consistence reliability.

3.9.2 Sample characteristics (Normality test)

The Kolmogorov-Smirnov (KS) test and the Shapiro-Wilk (SW) test are two methods for determining normality by measuring kurtosis. Kurtosis is a statistical measure that describes the degree to which scores cluster in a frequency distribution's tails or peak. The peak of the distribution is the highest point, and the tails are the lowest points. There are three types of kurtosis: mesokurtic, leptokurtic, and platykurtic. The kurtosis of platykurtic distributions is negative. In comparison to the normal distribution, the tails are quite thin. Statistical distributions with a kurtosis larger than three are known as leptokurtic distributions (Cain, Zhang, & Yuan, 2017). It has a wider or flatter shape with fatter tails, which means there's a higher likelihood of severe positive or negative outcomes. The kurtosis of a mesokurtic distribution is zero, indicating that the chance of extreme, uncommon, or outlier data is near to zero. The kurtosis of a mesokurtic distribution is identical to that of a normal distribution, or normal curve, often known as a bell curve.

These are two of the most prevalent methods for testing normality in data distribution (Razali & Wah, 2011). The normality test was performed to see if the study could benefit from using a parametric test, which makes assumptions about the parameters of the population's distribution. The normality test was done on the main questions which were also considered under cross tabulation analysis that include; customer awareness, promotional strategies, supply chain sustainability and Government initiative.

Table 3.2 Test of Normality

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Customer_Awareness	.250	290	.000	.810	290	.000
Promotional_Strategies	.287	290	.000	.779	290	.000
Supply_Chain_Sustainability	.237	290	.000	.900	290	.000
Govt_Initiative	.202	290	.000	.856	290	.000

a. Lilliefors Significance Correction

The test of normality in table 3.2 shows that the significance is 0.000. The results in the table above clearly suggests that there is a significant deviation from normality. This there confirms that the population is not normally distributed.

3.9.2.1 Customer awareness
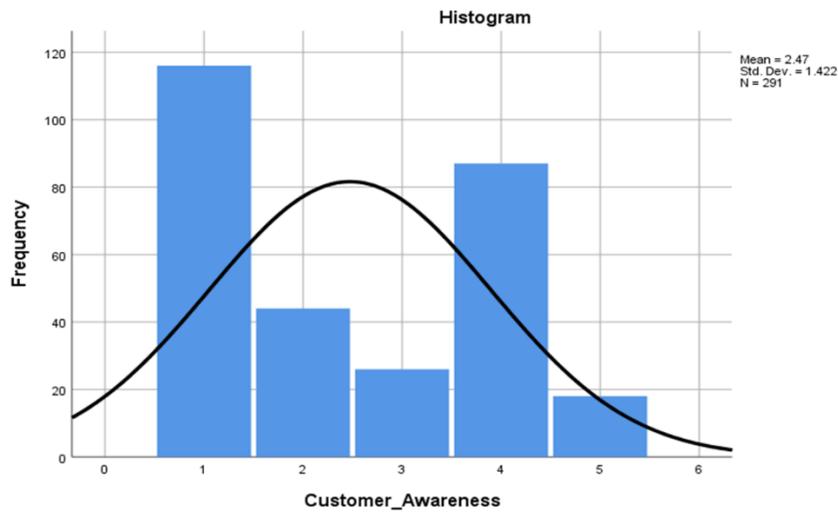
Figure 3.3 Customer awareness
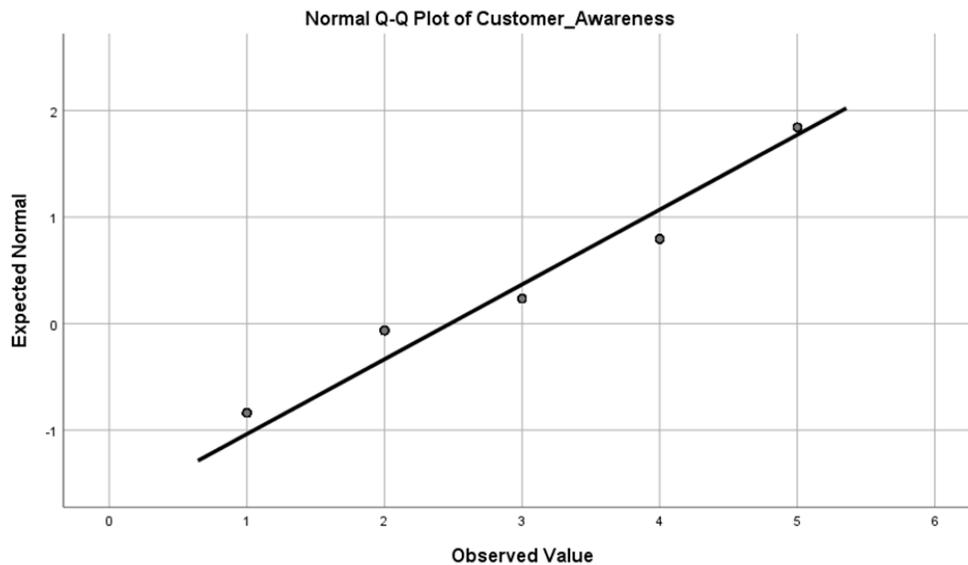
Figure 3.4 Customer awareness Q-Q plot

The Shapiro- wilk test and the visual inspection of the histogram in figure 3.2 above shows that the test for customer awareness was not normally distributed as confirmed by the Q-Q plot test in figure 3.3 results above. The test shows that the data was positively skewed and peakness was mesokurtic and not any closer to leptokurtic.

3.9.2.2 Government Initiative
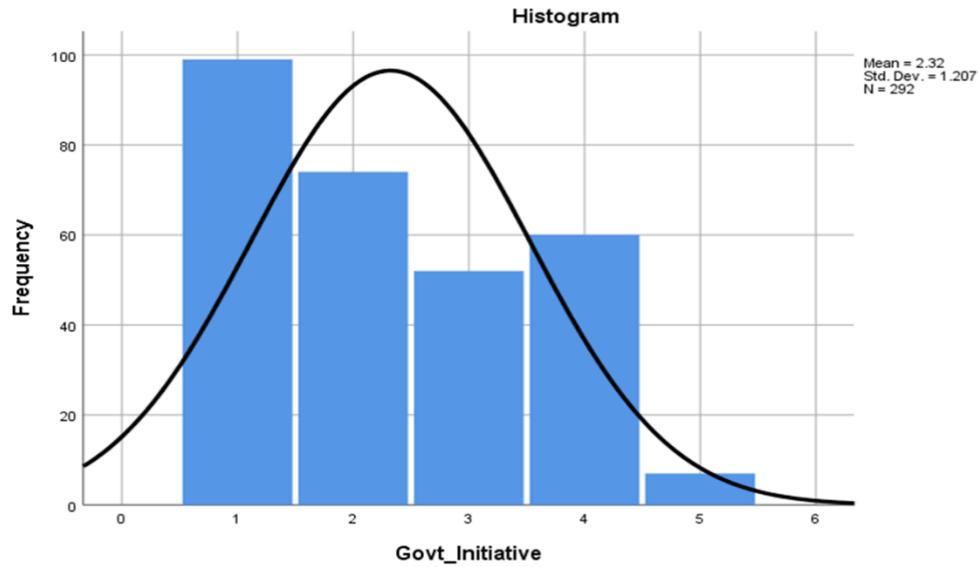
Figure 3.5 Govt Initiative
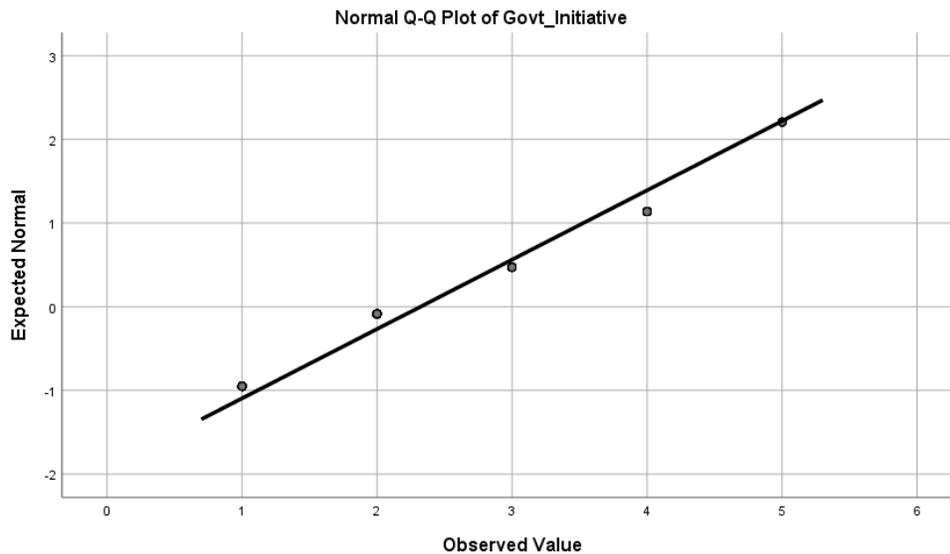
Figure 3.6 Govt Initiative Q-Q plot

The Shapiro- wilk test and the visual inspection of the histogram in figure 3.4 above shows that the test for Government Initiative was not normally distributed as confirmed by the Q-Q plot test in figure 3.5 above. The test shows that the data was positively skewed and peakness was mesokurtic, closer to leptokurtic and not closer to platykurtic.

3.9.2.3 Promotion strategies
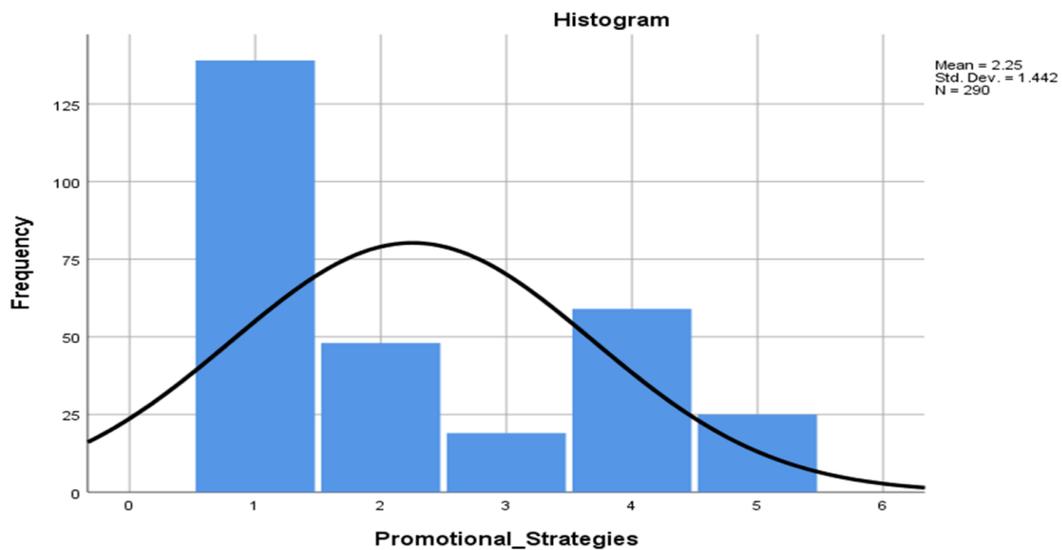
Figure 3.7 Promotion strategies
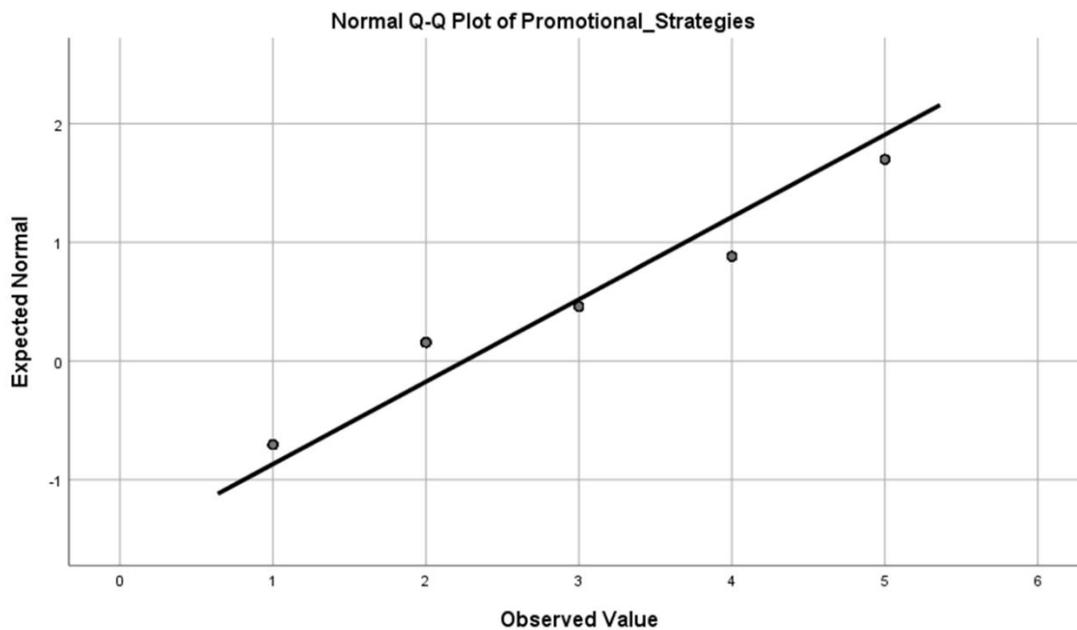
Figure 3.8 Promotion strategies Q-Q plot

The Shapiro- wilk test and the visual inspection of the histogram in figure 3.6 above shows that the test for promotional strategies used in the campaign was not normally distributed as confirmed

by the Q-Q plot in figure 3.7 above. The test shows that the data was positively skewed and peakness was mesokurtic and not any closer to leptokurtic but closer to platykurtic.

3.9.2.4 Supply chain sustainability
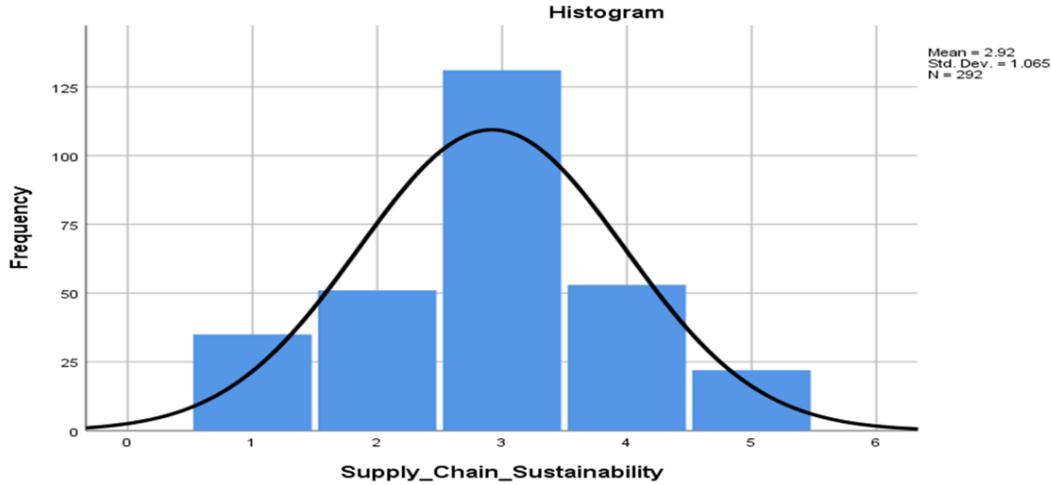
Figure 3.9 Supply chain sustainability
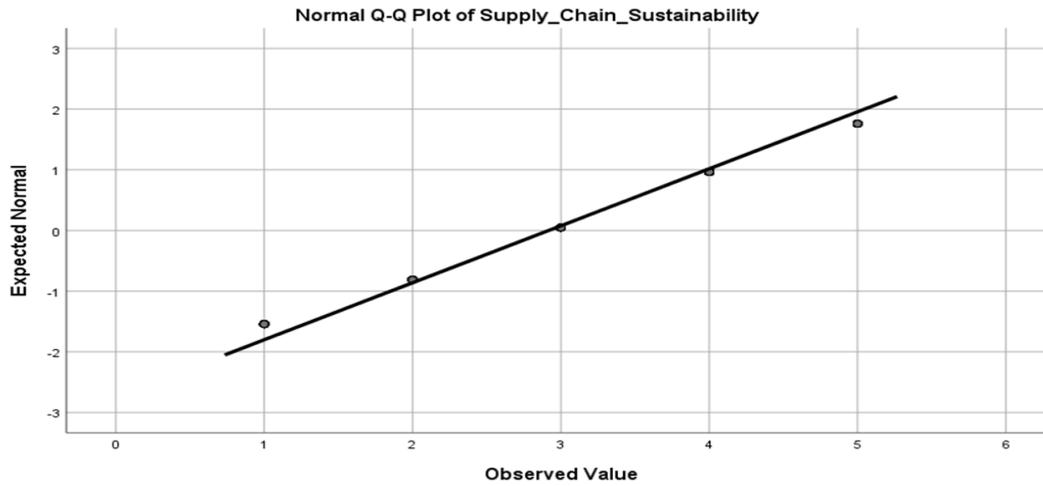
Figure 3.10 Supply chain sustainability Q-Q plot

The Shapiro- wilk test and the visual inspection of the histogram in figure 3.8 above shows that the distribution test for supply chain sustainability was not skewed. The test shows that the distribution was approximately normal as confirmed by the Q-Q plot of supply chain sustainability in figure 3.9 above and the peakiness was leptokurtic, close to mesokurtic and not near platykurtic.

3.9.2.5 Branding strategy
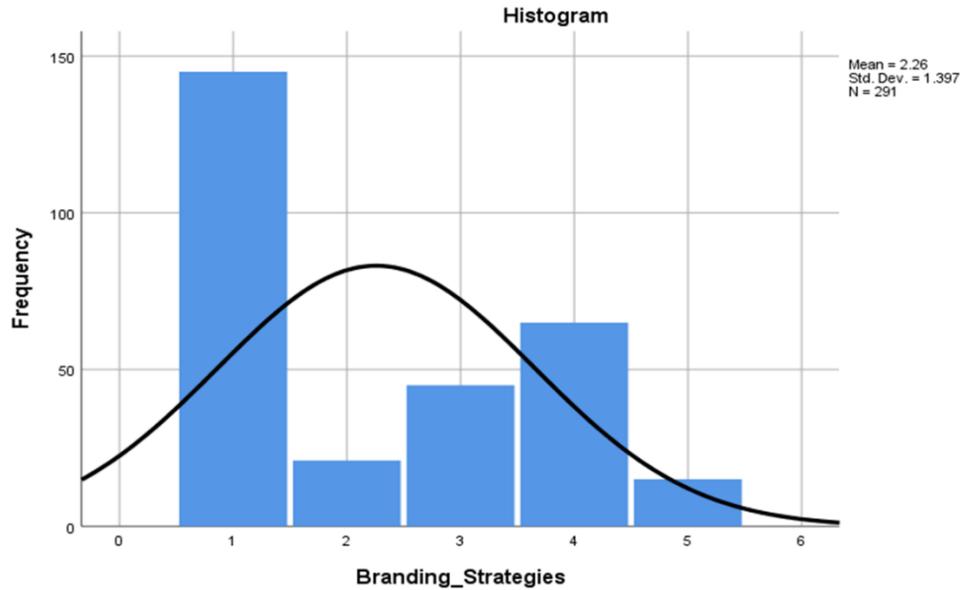
Figure 3.11 Branding strategy
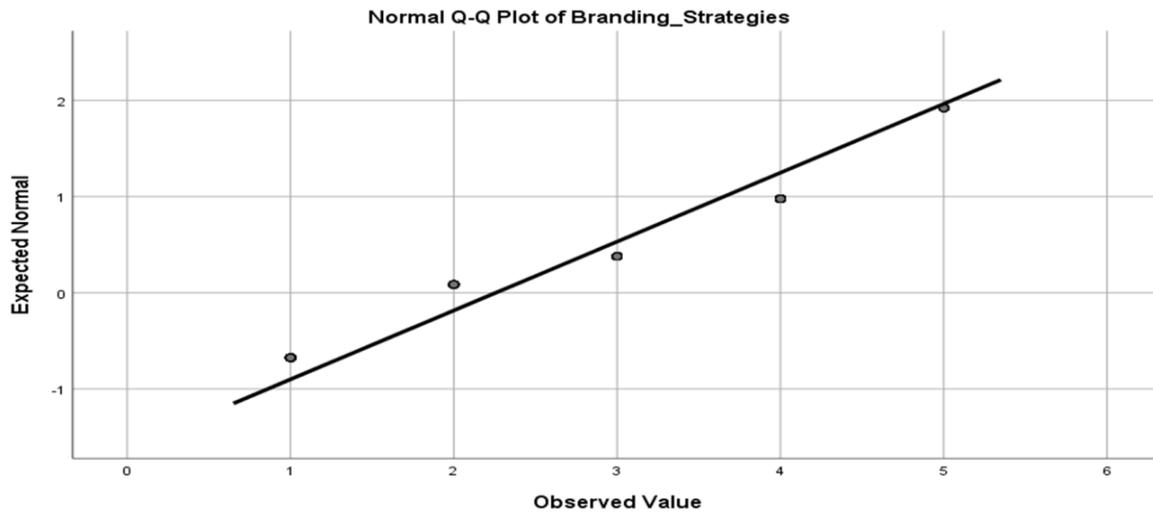
Figure 3.12 Branding strategy Q-Q plot

The Shapiro- wilk test and the visual inspection of the histogram in figure 3.10 above shows that the distribution test for Branding strategy used for in the PZC was skewed and kurtotic. The test shows that the data was positively skewed as confirmed by the Q-Q plot test in figure 3.11 above and peakness was mesokurtic and not any closer to leptokurtic. The test of normality in table 3.3 below for Branding strategy shows the significance at 0.000. The results in the table below clearly

suggests that there is a significant deviation from normality. This there confirms that the population is not normally distributed.

Table 3.3 Test of Normality for Branding strategy

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Branding_Strategies	.314	291	.000	.779	291	.000

a. Lilliefors Significance Correction

3.10 Data analysis

Kyei (2016) defined data analysis as the method of turning raw data into usable output. For the sake of this study, the researcher used both qualitative and quantitative data collection methods. Due to the presence of quantitative data, statistical analysis became important in this research. Therefore, SPSS version 20 was used to establish measures of central tendency (mean, mode, and median). The summarization became important for it assisted to show how many respondents agreed or disagreed to the questions. Therefore, in the 5-point Likert scale used, 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree and 1= Strongly Disagree.

3.10.1 Regression analysis

In this study, multiple regression analysis was used to generate statistics which were to be used for analysis. The regression model was used to show the relationships between one dependent variable and multiple independent variables (Hair, Black, Babin, & Anderson, 2014). Multiple regression model enabled the researcher to deal with the relationship between dependent variables which is an increase in the consumption of local brands leading and the improvement of the Zambian economy. The SPSS version 20 through multiple regressions analysis helped in the analysis of the level of awareness of the Proudly Zambian Campaign by the industry players, factors affecting consumer behavior, effective promotional strategies used and branding strategies used by local manufacturers.

If the emphasis is on the relationship between a dependent variable and one or more independent variables, it involves several methods for modeling and evaluating multiple variables. More precisely, regression analysis explains how the standard value of the dependent variable changes

as one or more of the independent variables is changed while the others remain constant. Therefore, the regression model equation is shown below:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + b_6 X_6 + e$$

Y= Consumption and support of locally produced FMCGs', and improvement of the economy and creation of jobs.

a = is the Constant or intercept.

$b_1 = b_1$ is the beta Coefficient of the first independent variable X_1; where X_1 is Government initiative that is explaining the variance in **Y**.

$b_2 = b_2$ is the beta Coefficient of the second independent variable X_2; where X_2 is customer awareness that is explaining the variance in **Y**.

$b_3 = b_3$ is the beta Coefficient of the third independent variable X_3; where X_3 is promotional strategies that is explaining the variance in **Y**.

$b_4 = b_4$ is the beta Coefficient of the fourth independent variable X_4; where X_4 is the branding strategies that is explaining the variance in **Y**.

$b_5 = b_5$ is the beta Coefficient of the fifth independent variable X_5; where X_5 is the value to the customers that is explaining the variance in **Y**.

$b_6 = b_6$ is the beta Coefficient of the sixth independent variable X_6; where X_6 is the supply chain sustainability that is explaining the variance in **Y**.

e = prediction error or residual
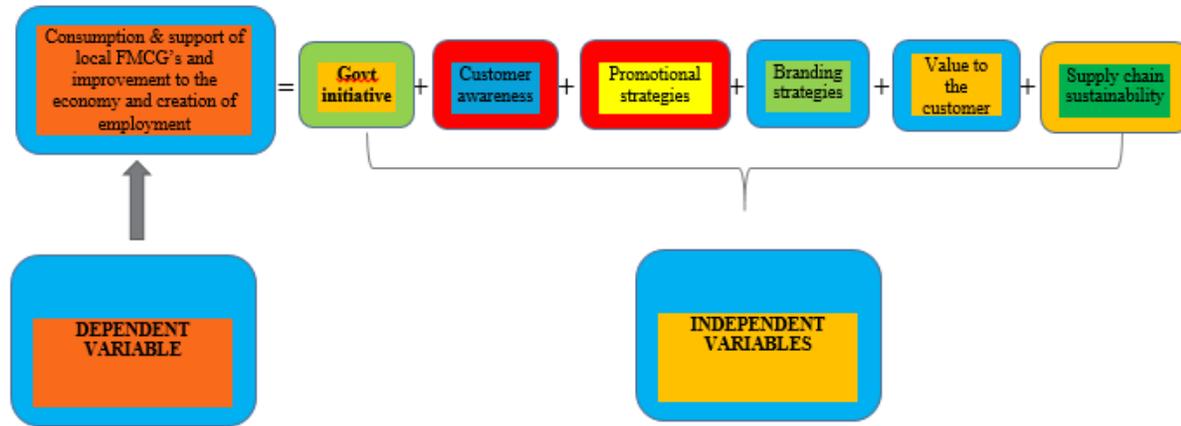
Figure 3.13 Regression

CSLFMCG= a + (b$_1$*GI) + (b$_2$*CA) + (b$_3$*PS) + (b$_4$*BS) + (b$_5$*VC) + (b$_6$*SCS)

Since the study took a hybrid method of collecting data, thematic analysis was used to analyze qualitative data.

3.11 Ethical issues

There are several ethical issues that should always receive attention when conducting research, and these issues can overlap with each other. Ethics is a branch of philosophy that deals with the conduct of people and guides the norms or standards of behavior of people and relationships with each other (Akaranga & Makau, 2016). In simple terms, ethics are norms for conduct that distinguish between acceptable and unacceptable behavior. To ensure research ethics were followed, the researcher ensured that the participation in the study by respondents was voluntary, anonymity of respondents by not collecting information that identifies the respondents, and confidentiality of the data collected by ensuring that the right to privacy is respected through removing all identifying data. The researcher obtained a letter from the University and Shoprite management to allow him to collect data from the respondents.

3.12 Chapter Summary

This third chapter has dealt with the methods of data collection, chosen design of the study, the population of study, data collection instruments, the data collection procedures, reliability and validity of the study instruments and how data will be analyzed. One of the most critical

components of any study is the data collection method chosen as it effectively stands out as response to the challenge motivating the study. In certain circumstances, the limitations of time and important resources limited the researcher to follow a pure type of methodology as intended. Alternatively, the approaches which are considered to be efficient, successful and insightful must be followed in order to provide knowledge and insights on the problems and concerns under study. The chosen methodologies and data collecting strategies should to a larger extent complement and enhance the clarity of issues under study. In order to provide a composite picture, there should be an integration of methods.

CHAPTER FOUR – DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter focuses on the provision of detailed data analysis and presentation of results on the data collected through the questionnaire which was administered to customers of FMCG's and interviews with the PZC key stakeholders. The purpose of this study was to investigate the effectiveness of PZC in boosting the consumption of local FMCG's in Zambia. The study used the mixed research collection method, hence the chapter analyzing both qualitative and quantitative data. This chapter reports the findings under the Five (5) themes which are related to the independent variables (GI, SCS, PS, BS, and VC) which are:

  i.   Theme 1: Government initiative
  ii.   Theme 2: Supply chain sustainability
  iii. Theme 3: Promotional strategies
  iv.   Theme 4: Branding strategy
  v.   Theme 5: Value to the customer

4.2 Demographic data

4.2.1 Response rate

Table 1.1 Response rate

	N	Percentage
Responses	292	99.0
Non- responses	03	1.0
Total	295	100

Table 4.1 above shows the response rate which indicates that 292 respondents successfully filled in the questionnaire representing 99.0% and 03 respondents did not return the questionnaire representing 1.0 % of non-response rate. According to Sataloff & Vontela (2021), the acceptable response rate for the surveys have been reported to be 40% to 75% across all specialties. This study however satisfies the rule of acceptable response rate at 99 %.

4.2.2 Summary of demographic information

Table 4.2 Summary of demographic information

Summary of demographic details		Frequency	Percent	Cumulative Percent
Gender	male	101	34.6	34.6
	female	191	65.4	100
	Total	292	100	
Age	18- 25 Years	96	32.9	32.9
	26-35 Years	31	10.6	43.5
	36-45 Years	111	38	81.5
	45 and above	54	18.5	100
	Total	292	100	

4.3 Gender

Table 4.2 above shows the gender distribution of the respondent who took part in the study. According to Table 4.2, 65% of respondents of the questionnaire were female and 35% were male. These percentages of gender are confirmed by the frequency table that shows that females who successfully participated in the study were 191 and males were 101, both totaling 292 respondents out of 295 questionnaires distributed. The high number of females participating in the study could be attributed to the high number of females available and accepting to take part in the study at the shopping Malls than males.

4.4 Age of respondents

Table 4.2 above shows the age distribution of the respondents which had the following ranges; 18-25 years, 26- 35 years, 36-45 years and 45 and above years. Table 4.2 shows the results from the respondents indicating that the majority of the respondents were between the ages of 36- 45 years, amounting to 38% of respondents. The results from Table 4.2 shows that respondents who are 18-25 years were the second highest number who participated in this study amounting to 33%

followed by 45 and above (18%) and 26-35 years amounted to 11%. From the results presented, the majority of participants were between the ages of 36-45 years. The results from the questionnaire responses suggests that the respondents between the ages of 36-45 years are the major participants in FMCG's shopping.

4.5 Reasons for buying

Table 4.3 below shows the respondents responses as to the reasons why they buy FMCG's. The results in Table 4.3 shows that 92% (268) of respondents bought FMCG's from retail outlets for consumption, 7% (20) of respondents bought for resale and only 1.4% (4) of respondents bought for both resale and consumption. Therefore, the results below in Table 4.3 clearly shows that the majority of the respondents bought FMCG's for consumption. The results therefore suggest that the majority of respondents bought products from Shoprite for consumption.

Reasons for buying

Table 4.3 Reasons for buying

Reason for buying					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Consumption	268	91.8	91.8	91.8
	Consumption and Resale	4	1.4	1.4	93.2
	Resale	20	6.8	6.8	100.0
	Total	292	100.0	100.0	

4.6 Univariate statistics results

Table 4.4 Univariate statistics results

Univariate Statistics

	N	Mean	Std. Deviation	Missing Count	Missing Percent	No. of Extremes[a] Low	No. of Extremes[a] High
Age_of_the_respondent	292	2.42	1.129	1	.3	0	0
Govt_Initiative	292	2.32	1.207	1	.3	0	0
CW	292	2.50	1.302	1	.3	0	0
Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	291	1.62	.487	2	.7	0	0
Customer_Awareness	291	2.47	1.422	2	.7	0	0
Promotional_Strategies	290	2.25	1.442	3	1.0	0	0
MEDIA	291	4.00	1.213	2	.7	0	0
Times_when_customers_see_the_campaign	292	1.94	1.199	1	.3	0	0
Branding_Strategies	291	2.26	1.397	2	.7	0	0
Supply_Chain_Sustainability	292	2.92	1.065	1	.3	0	0
VF	291	3.86	.700	2	.7	.	.
CSLFMCG	291	2.26	1.235	2	.7	0	0
Productpreference	292	1.79	.407	1	.3	.	.
VC	291	2.36	1.389	2	.7	0	0
q48	292	2.16	1.237	1	.3	0	0
q49	292	2.21	1.255	1	.3	0	0
ICECE	292	3.48	.891	1	.3	7	0
q51	292	4.05	.709	1	.3	7	0
q52	292	4.00	.797	1	.3	11	0
q53	292	4.01	.819	1	.3	11	0
q54	291	4.10	.748	2	.7	10	0
q55	292	4.08	.721	1	.3	5	0
q56	292	4.11	.731	1	.3	7	0
q57	292	3.16	1.385	1	.3	0	0
q58	292	3.70	1.390	1	.3	0	0
q59	292	3.28	1.503	1	.3	0	0
q60	292	4.45	.723	1	.3	6	0
Localproductavailability	292	1.76	.428	1	.3	.	.

a. Number of cases outside the range (Q1 - 1.5*IQR, Q3 + 1.5*IQR).

Table 4.4 above shows the univariate test results on the missing data. The results Expectation Maximization (EM) estimated statistics shows that the Missing Completely At Random (MCAR) test is significant at 0.000 (see appendix 6). This therefore means that there is no randomness in the missing data. Due to the MCAR test being significant, no data should be deleted because the missing data cannot affect the analysis of the results.

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4.7 Government initiative

Table 4.5 Government Initiative

		Frequency	Percent	Valid Percent	Cumulative Percent
	Government Initiative (Input in promoting the Buy Zambia Campaign)				
Valid	Strongly Agree	2	.7	.7	.7
	Agree	48	16.4	16.4	17.1
	Neutral	64	21.9	21.9	39
	Disagree	84	28.8	28.8	67.8
	Strongly Disagree	94	32.2	32.2	100.0
	Total	292	100.0	100.0	

Table 4.5 above shows the summary descriptive responses regarding how customers of FMCG's perceived the Government input in the promotion of buying locally produced products. 2 out of 292 respondents representing 0.7% strongly agreed that Government has put in place strategies to support local producers and has been visibly seen as a champion of local products, 48 out of 292 respondents representing 16.4% agreed that Government has put in place strategies to support local producers and has been visibly seen as a champion of local products. 64 out of 292 respondents representing 21.9% were not sure (Neutral) of whether Government had put any strategies to support local producers of FMCG's and visibly seen as a champion of local products, 84 out of 292 respondents representing 28.8% disagreed with the statement that Government has put in place strategies to support local producers and seeing Government as a champion of local products. 94 out of 292 respondents representing 32.2% strongly disagreed that Government has put in place strategies to support local producers and has been visibly seen as a champion of local products. The findings of this study are not in agreement with Salehudin (2016), who found that the majority of respondents acknowledged the Indonesian Government effort to promoting the local brands. For this study, it can be deduced that Govt initiative is not seen as factor in contributing to the success of the PZC.

4.8 Community willingness to buy local products

Table 4.6 Community willingness to buy local products

		Frequency	Percent	Valid Percent	Cumulative Percent
	Community willingness to buy local produce				
Valid	Strongly Agree	36	12.3	12.3	12.3
	Agree	80	27.4	27.4	39.7
	Neutral	49	16.8	16.8	56.5
	Disagree	74	25.3	25.3	81.8
	Strongly Disagree	53	18.2	18.2	100.0
	Total	292	100.0	100.0	

Table 4.6 above shows the summary descriptive responses regarding how customers of FMCG's perceived the community willingness to buy locally produced products. 36 out of 292 respondents representing 12.3 % strongly agreed to the statement that most Zambians wants to buy locally produced FMCG's and these products give a sense of identity which is different from the findings of Darku & Akpan (2020), 80 out of 292 of respondents representing 27.4% agreed that most Zambians want to buy locally produced FMCG's and these products give a sense of identity. 49 out of 292 of respondents representing 16.8% could neither disagree nor agree to the statement that most Zambians want to buy locally produced FMCG's and these products give a sense of identity, 74 out of 292 of respondents representing 25.3% disagreed that most Zambians want to buy locally produced FMCG's and these products give a sense of identity, and 53 out of 292 of respondents strongly disagreed that most Zambians want to buy locally produced FMCG's and these products give a sense of identity.

Therefore, 39.7% were willing to buy the product, 16.8% were neither willing nor not willing to buy and 43.5% were not willing to buy the local products. This is could be attributed to the PZC not being effective as evidenced in table 4.7 below where 62% of respondents had not seen the campaign and only 38% had seen it. The findings of this study are not in agreement with the findings of other studies. Darku & Akpan (2020) found that customers were more willing to buy local brands in Ghana which was as a result of effective word of mouth used as a promotional tool.

4.9 Have the customers seen the campaign before?

Table 4.7 Have the customers seen the campaign before?

		Frequency	Percent	Valid Percent	Cumulative Percent
	No	181	62.0	62.0	62.0
Valid	Yes	111	38.0	38.0	100.0
	Total	292	100.0	100.0	

Table 4.7 above shows the summary descriptive responses as to whether the customers of FMCG's have seen the campaign (PZC) before. 181 out of 292 respondents representing 62.0% had never seen the campaign and only 111 out of 292 respondents representing 38.0% had seen the PZC before. This could be the reason as to why 43.5% of respondents were not willing to buy local FMCG's, 16.8% were neutral and 39.7% were willing (see table 4.6). Since 62% of respondents had not seen the campaign, this could be the reason as to why table 4.8 below shows that 56.2% of respondents disagreed being aware of the campaign, 37% agreed and 14% were neutral. If customers of FMCG's are not aware of the PZC, this could result into a conclusion that the campaign is not effective. The results of this study are almost similar to the study by Darku & Akpan (2020) in South Africa which found that 55.5% of respondents had never heard or seen the campaign, and only 14.4% had regularly heard and seen it. The study further indicates that only 44% of respondents had seen the campaign in Ghana.

4.10 Level of awareness by consumers of Fast-Moving Consumer Goods about the Promotional campaign supporting local brands

Table 4.8 Level of awareness

Level of awareness by consumers of Fast Moving Consumer Goods about the Promotional campaign supporting local brands		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	21	7.2	7.2	7.2
	Agree	66	22.6	22.6	29.8
	Neutral	41	14.0	14.0	43.8
	Disagree	42	14.4	14.4	58.2
	Strongly Disagree	122	41.8	41.8	100.0
	Total	292	100.0	100.0	

Table 4.8 above shows the summary descriptive findings on the level of awareness by consumers of FMCG's about the PZC supporting the consumption of locally produced brands. 21 out of 292 respondents representing 7.2% strongly agreed being aware of the campaign, 66 out of 292 respondents representing 22.6% agreed and 41 out 292 of respondents representing 14.0% were neutral. 42 out of 292 of respondents representing 14.4% disagreed and 122 out of 292 of respondents representing 41.8% strongly disagreed being aware of the campaign. A comparative study by Darku & Akpan (2020) had its findings showing that the average score for awareness was 3.14. South Africa had a lower awareness level than the average (2.18), whilst Ghana had a higher awareness level than the average (4.05). However, the average mean for the level of awareness by consumers about the PZC is 2.39 which is skewed to strongly disagree.

4.11 Which of the following is the name of the campaign or promotion you have seen.

Table 4.9 Names of the campaign

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buy local campaign	17	5.8	5.8	5.8
	Local is laka campaign	164	56.2	56.2	62.0
	Proudly Zambian campaign	100	34.2	34.2	96.2
	Local promotional campaign	6	2.1	2.1	98.3
	Zambia Product for Zambians	5	1.7	1.7	100.0
	Total	292	100.0	100.0	

Table 4.9 above shows the descriptive findings on which campaign name the respondents have seen or heard. 17 out of 292 respondents representing 5.8% had seen buy local campaign, 164 out of 292 respondents representing 56.2% had seen local is laka campaign, 100 out of 292 respondents representing 34.2% had seen the proudly Zambian campaign, 6 out of 292 respondents representing 2.1% had seen the local promotional campaign and 5 out of 292 respondents representing 1.7% had seen Zambian products for Zambians. Table 4.8 above shows that 56.2% of respondents disagreed being aware if the campaign, this could be the reason why only 34.2% knew the correct name of the campaign and 65.8% didn't know the correct campaign name. If the name of the campaign is not known, this suggests that the campaign is not effective.

4.12 The promotional strategies use almost all widely spoken languages in Zambia.

Table 4.10 Promotional strategies

		Frequency	Percent	Valid Percent	Cumulative Percent
	The promotional strategies used to support the implementation of the campaign				
Valid	Strongly Agree	9	3.1	3.1	3.1
	Agree	54	18.5	18.5	21.6
	Neutral	61	20.9	20.9	42.5
	Disagree	43	14.7	14.7	57.2
	Strongly Disagree	125	42.8	42.8	100.0
	Total	292	100.0	100.0	

Table 4.10 above shows the summary descriptive of findings from 292 respondents concerning the promotional strategies used and whether the campaign uses almost all widely spoken languages in Zambia. 9 out of 292 respondents representing 3.1% strongly agreed, 54 out of 292 respondents representing 18.5% agreed that the campaign is seen and uses almost all the widely spoken languages in Zambia. 61 out of 292 respondents representing 20.9% neither disagreed nor agreed to the statement. 43 out of 292 respondents representing 14.7% disagreed, and 125 out of 292 respondents representing 42.8% strongly disagreed having frequently seen the campaign and the campaign using almost all widely spoken languages in Zambia. 24.7% of respondents agree, 20.9% of respondents were neutral and 57.5% of respondents disagreed that the campaign uses all widely spoken languages in Zambia. The results in table 4.8 above shows that 56.2% were not aware of the campaign. The results in tables 4.10 was not using the widely spoken languages in Zambia which would create a communication barrier in some areas of Zambia as there are seven common spoken languages in the country. This there renders the PZC ineffective as other buyers would understand the language used by the campaign.

4.13 Where did you see the promotional campaign encouraging consumer of Fast-Moving Consumer Goods to buy local brands?

Table 4.11 Media used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	On TV	85	29.1	29.1	29.1
	On Radio	14	4.8	4.8	33.9
	Billboard	23	7.9	7.9	41.8
	Newspaper	10	3.4	3.4	45.2
	Non	160	54.8	54.8	100.0
	Total	292	100.0	100.0	

Table 4.11 above shows the descriptive findings on which media platform the respondents saw the PZC. 85 out of 292 respondents representing 29.1% saw the campaign on TV and 14 out of 292 respondents representing 4.8%. 23 out of 292 representing 7.9% of respondents saw the campaign on Billboards, 10 out of 292 representing 3.4% of respondents saw the campaign in the Newspapers (press) and 160 out of 292 respondents representing 54.8% had never seen the campaign anywhere. Since 54.8% of respondents had never seen the campaign, this confirms with table 4.7 where 62.0% had not seen the campaign and table 4.8 shows that 56.2% of respondents disagreed being aware of the PZC. This there confirms that the campaign is not effective as the message is seen being delivered to the customers of FMCG's through the media vehicles such as radio, TV, Newspaper and Billboards. A study by Darku & Akpan (2020) present different results to the current study; in South Africa, 39.3% of respondents accessed the local campaign on TV, 37.5% from the Internet, 19.6% from Radio, 25% from Newspapers and 28.6% from friends. In Ghana, referrals from friends was represented by 58.2% of respondents, 43.8% from Radio, 31.5% from TV, 16.4% from Newspapers and 11.6% from Internet. It can be deduced that the reason behind the success of the Ghanaian campaign could be as a result of the information being shared through referrals signifying that the buy local campaign had struck the chord with the Ghanaian citizens as they were more ready to act as local brand crusaders (Darku & Akpan, 2020). The advent of social media would be more helpful to support the WOM in Zambia.

4.14 Branding strategy (Logo) used to support the campaign (PZC)

Table 4.12 Branding strategy

Branding Strategies (Logo) of the Local Fast Moving Consumer Goods		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	3.1	3.1	3.1
	Agree	63	21.6	21.6	24.7
	Neutral	59	20.2	20.2	44.9
	Disagree	19	6.5	6.5	51.4
	Strongly Disagree	142	48.6	48.6	100.0
	Total	292	100.0	100.0	

Table 4.12 above shows the descriptive findings of the branding strategy (logo) used by the PZC. 9 out of 292 respondents representing 3.1% strongly agreed that the campaign uses a specific logo and it is visibly seen, 63 out of 292 respondents representing 21.6% agreed that the PZC uses a specific logo and it is visibly seen. 59 out of 292 respondents representing 20.2% were neutral, 19 out of 292 respondents representing 6.5% disagreed and 142 out of 292 respondents representing 48.6% strongly disagreed to the statement that PZC uses a specific logo and it is visibly seen on all locally manufactured FMCG's. 55.1% disagreed, 20.2% were neutral and 24.7% agreed.

Table 4.14 shows that 57.9% of respondents disagreed having it easy to recognize the campaign, and this is confirmed by table 4.7 which shows that 62% of respondents had not seen the campaign. The effectiveness of the campaign could also be attributed to its easy recognition by the target audience. Tables 4.7, 4.8, 4.14 and 4.12 suggest that the campaign is weak as it is not easy to recognize it. Section 4.33.4 indicates that there is more than one logo seen to be used by the campaign. Failure by the customers of FMCG's to identify themselves with the campaign through its logo could be one of the factors behind its failure. Walker & Mazurek (2010) postulates that for a buy local campaign to be successful, an agreed common logo needs to be used. Darku & Akpan (2020) states that wear South African campaign has a specific message and known logo for the campaign which is used by all companies who are members. Another study by Salehudin (2016) found that the Indonesian Government authorized one logo to be used in the buy local campaign showing that the product is native.

4.15 How often do you see or hear the promotional campaign encouraging local consumers of Fast-Moving Consumer Goods to consider buying local brands?

Table 4.13 Frequency of seeing the campaign

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	151	51.7	51.7	51.7
	Occasionally	67	22.9	22.9	74.7
	Often	21	7.2	7.2	81.8
	Sometimes	46	15.8	15.8	97.6
	Always	7	2.4	2.4	100.0
	Total	292	100.0	100.0	

Table 4.13 above shows the descriptive statistics about how often the respondents would hear or see the promotional campaign encouraging local consumers of FMCG's to consider buying local brands. 151 out of 292 respondents representing 51.7% had never seen the campaign, 67 out of 292 respondents representing 22.9% had occasionally seen the campaign, 21 out of 292 respondents representing 7.2% had seen the campaign more often, 46 out of 292 respondents representing 15.8% had seen the campaign sometimes and only 7 out of 292 respondents representing 2.4% had always seen the campaign. Since 51.7% of respondents have never seen that campaign, this could be the reason as to why table 4.8 shows that 56.2% of respondents were not aware of the campaign and table 4.7 shows that 62.0% of respondents had not seen the campaign. The promotional campaign can only be deemed effective if it reaches the target audience. According to the results above, it can be concluded that the campaign has not been effectively implemented as 2.4% of respondents always see the campaign. The above results are not in agreement with the comparative study in Ghana and South Africa which indicated that respondents often saw and heard the buy local campaign in South Africa as compared to Ghana, though the campaign is more popular in the later due to word of mouth (Darku & Akpan, 2020).

4.16 It is easy to recognize the buy local campaign.

Table 4.14 Recognition of the campaign

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	22	7.5	7.5	7.5
	Agree	64	21.9	21.9	29.4
	Neutral	37	12.7	12.7	42.1
	Disagree	30	10.3	10.3	52.4
	Strongly Disagree	139	47.6	47.6	100.0
	Total	292	100.0	100.0	

Table 4.14 above shows the descriptive statistics about how easy it is for consumers to recognize the PZC. 22 out of 292 respondents representing 7.5% strongly agreed, 64 out of 292 respondents representing 21.9% agreed, 37 out of 292 respondents representing 12.7% were neutral, 30 out of 292 respondents representing 10.3% disagreed and 139 out of 292 respondents representing 47.6% strongly disagreed. 29.4% of respondents agreed, 12.7% were neutral and 57.9% disagreed finding it easy to recognize the campaign. The results in table 4.14 are supported with results in table 4.7 which shows that 62% had not seen the campaign. Table 4.8 shows that 56.2% of respondents were not aware of the campaign. How then can the customers of FMCG's recognize the campaign they have never seen and are unaware of? These results question the effectiveness of the PZC. Other studies done on the effectiveness of buy local campaigns in other countries shows that it was easy for customers to easily recognize the campaign due to the known symbolic presentations like the logo used (Salehudin, 2016).

4.17 Supply chain sustainability for local FMCG's

Table 4.15 Supply chain sustainability

Supply Chain Sustainability		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	4	1.4	1.4	1.4
	Agree	44	15.1	15.1	16.5
	Neutral	186	63.7	63.7	80.2
	Disagree	50	17.1	17.1	97.3
	Strongly Disagree	8	2.7	2.7	100.0
	Total	292	100.0	100.0	

Table 4.15 above presents the descriptive findings on whether the local manufacturers have capacity to meet the local demand of FMCG's in Zambia. 4 out of 292 respondents representing 1.4% strongly agreed, 44 out of 292 respondents representing 15.1% agreed that local manufacturers have capacity to meet the local demand for FMCG's and 186 out of 292 respondents representing 63.7% were neutral. 50 out of 292 respondents representing 17.1% disagreed and 8 out of 292 respondents representing 2.7% strongly disagreed. 17.4% of respondents agreed, 63.7% were neutral and 19.8% disagreed. Table 4.18 below shows that 79.1% of respondents prefer imported as opposed to local FMCG's. This would suggest that imported brands are more available than local FMCG's. Other studies on buy local campaigns did not focus on supply chain sustainability and the importance of its support to the success of buy local campaigns (Salehudin, 2016; Mazurek, 2010).

4.18 PZC's value to the firms selling FMCG's

Table 4.16 Value to the firm

<table>
<tr><th colspan="6">Value to the firm</th></tr>
<tr><th colspan="2"></th><th>Frequency</th><th>Percent</th><th>Valid Percent</th><th>Cumulative Percent</th></tr>
<tr><td rowspan="4">Valid</td><td>Strongly Agree</td><td>45</td><td>15.4</td><td>15.4</td><td>15.4</td></tr>
<tr><td>Agree</td><td>203</td><td>69.5</td><td>69.5</td><td>84.9</td></tr>
<tr><td>Neutral</td><td>44</td><td>15.1</td><td>15.1</td><td>100.0</td></tr>
<tr><td>Total</td><td>292</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>

Table 4.16 above shows the descriptive findings as to whether the PZC brings any value to the companies selling FMCG's, specifically whether the campaign gives the local firms a competitive advantage. 45 out of 292 respondents representing 15.5% strongly agreed, 203 out of 292 of respondents representing 69.5% agreed and 44 out of 292 of respondents representing 15.1% were neutral. However, other studies failed to recognize the value of buy local campaigns to the local firms (Salehudin, 2016; Mazurek, 2010).

4.19 Consumption and support of local FMCG's in Zambia

Table 4.17 Consumption and support of local FMCG's in Zambia

Consumption and Support of local FMCG		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	7	2.4	2.4	2.4
	Agree	40	13.7	13.7	16.1
	Neutral	71	24.3	24.3	40.4
	Disagree	67	22.9	22.9	63.3
	Strongly Disagree	107	36.6	36.6	100.0
	Total	292	100.0	100.0	

Table 4.17 above shows the descriptive findings as to whether there was support from many sectors to encourage the consumption of locally produced FMCG's. 7 out of 292 of respondents representing 2.4% strongly agreed, 40 out of 292 of respondents representing 13.7% agreed and 71 out of 292 of respondents were neutral. 67 out of 292 of respondents representing 22.9% disagreed and 107 out of 292 of respondents representing 36.6% strongly disagreed. Table 4.18 shows that 79.1% of respondents prefer imported FMCG's. This could be the reason why 59.5% disagreed to consume and support local FMCG's as evidenced in table 4.17. The consumption and support of local FMCG's might be weak because of the ineffective promotional strategies used where 62% of respondents have never seen the campaign as evidenced in table 4.7, hence customers of FMCG's being unaware of the PZC (table 4.8).

4.20 The FMCG's customers prefer

Table 4.18 FMCG's customers prefer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	61	20.9	20.9	20.9
	Foreign	231	79.1	79.1	100.0
	Total	292	100.0	100.0	

Table 4.18 above shows the descriptive statistics on which FMCG's the consumers buy the most. 61 out of 292 respondents representing 20.9% prefer buying local brands and 231 out of 292 respondents representing 79.1% prefer buying foreign or imported FMCG's. In table 4.19, the results show that respondents buy imported FMCG's due to quality (50%), accessibility (12%) and packaging (11%). These results suggest that customers do not support the local brands due to poor quality, unavailability and poor packaging. The campaign can still not be successful if the local FMCG's are of unacceptable quality. According to the study by Van den Berg (2017) in South Africa, 24% of the respondents strongly disagreed to a statement that buying foreign brands is un-South African, 38% disagreed and 24% neither disagreed nor agreed. Both studies seem to have their respondents supporting imported brands as compared to local products.

4.21 Reasons why customers prefer foreign FMCG's

Table 4.19 Reasons why customers prefer foreign FMCG's

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Packaging	32	11.0	13.9	13.9
	Quality	146	50.0	63.2	77.1
	Price	11	3.8	4.8	81.8
	Accessibility	35	12.0	15.2	97.0
	Others Specify	6	2.1	2.6	99.6
	12	1	.3	.4	100.0
	Total	231	79.1	100.0	
Missing	System	61	20.9		
Total		292	100.0		

Table 4.19 above shows the descriptive statistics on the reasons why consumers prefer foreign FMCG's compared to local brands. The majority of the respondents (146 out of 292 respondents) representing 50% cited quality as the main reason they buy imported FMCG's followed by 35 out of 292 respondents representing 12.0% who cited accessibility of the FMCG's. 32 out of 292 respondents representing 11.0% cited packaging, 11 out of 292 respondents representing 3.8% cited price and only 6 respondents representing 2.1% cited other reasons. This study's findings in table 4.19 are almost similar to other studies done in India, Malaysia, Indonesia and Ghana. These studies found quality to be the most influencing factor to consumer buying preference at 68%, 51% and 59% for India, Malaysia and Ghana respectively (Dwi & Nyoman, 2020; Sarker & Rahman, 2017; Domie, 2013). In China, quality was followed by packaging at 23% and attitude at 8%. In Malaysia, quality was followed by price (40%), branding (5%), packaging (3%) and others (1%). In Ghana, quality was followed by price (19%) and packaging (17%). A comparative study by Darku & Akpan (2020) in South Africa and Ghana also found that quality, price and design were important factors influencing consumers buying preference with mean scores of 4, 4.46 and 4.2 respectively.

4.22 Understanding how easy it is for customers to made decisions when buying local FMCG's

Table 4.20 Easiness buying local FMCG's

Most Zambians find it easy to made decisions when buying local products		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	2.7	2.7	2.7
	Agree	53	18.2	18.2	20.9
	Neutral	63	21.6	21.6	42.5
	Disagree	42	14.4	14.4	56.9
	Strongly Disagree	126	43.2	43.2	100.0
	Total	292	100.0	100.0	

Table 4.20 above shows the descriptive statistics concerning respondents understanding about how easy it is when buying local FMCG's as compared to imported brands. 126 out of 292 respondents representing 43.2% strongly disagreed, followed by 63 out of 292 respondents representing 21.6% were neither agreeing nor disagreeing. 53 out of 292 respondents representing 18.2% agreed, 42 out of 292 respondents representing 14.4% disagreed and only 8 out of 292 respondents representing 2.7% strongly agreed. Table 4.18 shows that 79.1% of respondents prefer foreign FMCG's as compared to local brands. This is supported by table 4.11 which indicates that 54.8% of respondents have never seen the campaign on any media and table 4.13 shows that 51.7% of respondents have never seen the campaign. The results in table 4.20 above clearly suggests that customers of FMCG's in Zambia find it difficult to make decisions when buying the products. This could as a result of the PZC not being visible to the target audience to aid decision making when making a purchase. Table 4.12 shows that 55.1% of respondents disagreed to seeing a specific logo used by the campaign. Walker & Mazurek (2010) postulated that local businesses should use the specific logo to champion the buy local campaign. The PZC is not effective as the results suggests that local buyers still find it difficult to make decisions when buying products. The campaign should be a vehicle to change local buyers' attitude and have it easy to make decisions when buying local brands which the PZC has failed to do.

4.23 The importance of the campaign to the improvement of the economy and increased levels of employment for the local people

Table 4.21 Importance of the campaign

		Frequency	Percent	Valid Percent	Cumulative Percent
	Importance of the campaign to the economy for creation of employment to locals				
Valid	Strongly Agree	50	17.1	17.1	17.1
	Agree	165	56.5	56.5	73.6
	Neutral	69	23.6	23.6	97.2
	Disagree	8	2.7	2.7	100.0
	Total	292	100.0	100.0	

Table 4.21 above shows the descriptive statistics about the perception of customers on the importance of the campaign to the growth of the economy and the creation of employment to the local people. 165 out of 292 respondents representing 56.5% agreed to the statement that the campaign is important to the improvement of the economy and creation of jobs, followed by 69 respondents representing 23.6% who neither agreed nor disagreed. 50 respondents representing 17.1% strongly agreed to the statement and only 8 respondents disagreed. According to Zamstat (2020), the unemployment rate reached an alarming level of 13.20% in 2019. Though Trading Economics (2021) asserts that in 2020, there was a reduction in unemployment levels in Zambia from 13.20% in 2019 to 12.20%. This rate of unemployment is still high and requires effective implementation of PZC is one of the solutions to reduce it. The comparative study by Darku & Akpan (2020) in Ghana and South Africa, the SA textile industry recorded an improvement in the levels of employment which had reported a loss of over 55,000 jobs earlier.

In contrast, the Ghanaian situation proved to be different in that the textile industry is yet to experience the economic fortunes as the employment levels continue to deteriorate. Coelho, Coelho & Egerer (2015) postulated that buying local products helps grow the economy. Robinson & LaMore (2010) found postulated that there a relation between support of local brands and the country's economic development. According to Scrivastava & Kumar (2013), the support of local

FMCG's significantly contributed to India's GDP. This study's findings are in agreement with the findings of Scrivastava & Kumar (2013) in India.

4.24 Summary statistics (summary of measures of central tendency)
5-point Likert scale used; 5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree and 1= Strongly Disagree.

Table 4.22 Summary statistics

Summary Statistics									
	Government Initiative (Input in promoting the Buy Zambia Campaign)	Community willingness to buy local produce	Level of awareness by consumers of Fast Moving Consumer Goods about the Promotional campaign supporting local brands	The promotional strategies used to support the implementation of the campaign	Branding Strategies of the Local Fast Moving Consumer Goods	Supply Chain Sustainability	Value to the firm	Consumption and Support of local FMCG	Value to the Customer	Importance of the campaign to the economy for creation of employment to locals
Mean	2.25	2.90	2.39	2.24	2.24	2.95	4.00	2.22	2.23	3.88
Median	2.00	3.00	2.00	2.00	2.00	3.00	4.00	2.00	2.00	4.00
Mode	1.00	4.00	1.00	1.00	1.00	3.00	4.00	1.00	1.00	4.00
Std. Deviation	1.10	1.32	1.40	1.27	1.33	0.70	0.55	1.15	1.25	0.71

The summary of measures of central tendency relating to Government initiative (input in promoting the buy local campaign) as indicated in table 4.22 shows that the mean was 2.25, median was 2.00 and mode were 1.00. The results are skewed to disagreement on the Government putting up an initiative to promote local FMCG's in Zambia. This is evidenced in table 4.5 which shows that 84 out of 292 respondents disagreed, 94 out of 292 respondents strongly disagreed and 64 out of 292 respondents neither disagreed nor agreed.

The summary of measures of central tendency relating to community willingness to buy local products as indicated in table 4.22 shows that the mean was 2.90, median was 3.00 and mode was

4.00. Using the mode, it can be deduced that the community is willing to purchase local FMCG's products as evidenced in table 4.6 which shows that 27.4% of respondents agreed, 12.3% of respondents strongly agreed, 16.8% of respondents neither agreed nor disagreed, 25.3% disagreed and 18.2% of respondents.

The summary of measures of central tendency relating to the level of awareness by consumers of FMCG's about the promotional campaign supporting local brands as indicated in table 22 shows that the mean was 2.39, median was 2.00 and mode was 1.00. The results are skewed to disagreement as evidenced in table 4.8 which shows that 41.8% of respondents strongly disagreed, 14.4% disagreed, 14% neither disagreed nor agreed, 22.6% agreed and only 7.2% strongly agreed.

The summary of measures of central tendency relating to the promotional strategies used to support the implementation of the campaign as indicated in table 4.22 shows that the mean was 2.24, median was 2.00 and mode was 1.00. The results are skewed to disagreement as indicated in table 4.9 were 42.8% of respondents strongly disagreed to have been exposed to any promotional strategy about the PZC, 14.7% of respondents disagreed, 20.9% neither agreed nor disagreed, 18.5% agreed and only 3.1% of respondents strongly agreed.

The summary of measures of central tendency relating to the branding strategies (logo) of FMCG's used by the PZC as indicated in table 4.22 shows that the mean was 2.24, median was 2.00 and mode was 1.00. The measures central tendency results are skewed to disagree as evidenced in table 4.12 which shows that 48.6% of respondents strongly disagreed having seen the logo for the PZC, 6.5% disagreed, 20.2% neither disagreed nor agreed, 21.6% agreed and 3.1% strongly agreed.

The summary of measures of central tendency relating to the supply chain sustainability as indicated in table 4.22 shows that the mean was 2.95, median was 3.00 and mode was 3.00. The measurements are based on the Likert scale and the results shows that respondents neither agreed nor disagreed as indicated in table 4.15. 63.7% of respondents neither agreed nor disagreed, 17.1% disagreed, 2.7% strongly disagreed, 15.1% agreed and 1.4% strongly agreed.

The summary of measures of central tendency relating to the campaigns' value to the firm as indicated in table 4.22 shows that the mean was 4.0, median was 4.0 and mode was 4.0. The results are skewed to agree as 69.5% of respondents agreed that the PZC is important to the organizations manufacturing local FMCG's, 15.4% strongly agreed and 15.1% neither agreed nor disagreed.

The summary of measures of central tendency relating to the consumption and support of local FMCG's in Zambia as indicated in table 4.22 shows that the mean was 2.22, median was 2.00 and mode was 1.00. The results are skewed to disagreement to consuming and supporting local FMCG's in Zambia implying that the majority of respondents disagreed to consume and support local FMCG's. Table 4.17 supports the above results by showing that 36.6% of respondents strongly disagreed, 22.9% disagreed, 24.3% neither agreed nor disagreed, 13.7% agreed and 2.4% strongly agreed. Table 18 affirms that 79.1% of respondents buy imported FMCG's and 20.9% buy local FMCG's.

The summary of measures of central tendency relating to the importance of the campaign to the economy and the creation of employment to the local people as indicated in table 4.22 shows that the mean was 3.88, median was 4.00 and mode was 4.00. The results from the summary of central tendency (mode) are skewed to agree implying that the majority of respondents agreed that the PZC is important to the improvement of the economy and the creation of jobs for the local people. The above results are supported by table 4.21 which shows that 56.5% agreed, 17.1% strongly agreed, 23.6% neither agreed nor disagreed and 2.7% disagreed.

4.25 Correlation analysis

The Pearson product-moment correlation coefficient, also known as the correlation coefficient or r. According to Prion & Haerling (2014), Pearson correlation coefficient is the most extensively used correlation coefficient. The value of r for two variables is frequently provided as a way of summarizing the extent of the link or relationship between the two given variables. Pearson's r expresses the relationship between two variables that are connected by a straight line or a linear relationship. If the two variables have a positive straight-line relationship, r will be positive and significantly higher than 0.

If the linear relationship is negative, meaning that increases in one variable cause decreases in the other, then r < 0. The range of possible r values is -1 to +1, with values near 0 indicating no or weak relationship between the two variables. According to Schober, Boer & Schwarte (2018), the rule of thumb that can reliably be used for the interpretation of Pearson are; 0.00 to 0.10 is negligible, 0.10 to 0.39 is weak correlation, 0.40 to 0.69 is moderate correlation, 0.70 to 0.89 is strong correlation and 0.90 to 1.00 is very strong correlation.

A Pearson correlation test was conducted to establish whether there was a linear relationship between the dependent variable (Consumption and support of local FMCG's) and the independent variables (consumer awareness, promotional strategies and branding) at a significant level of 0.05. The Pearson correlation test was done to establish the associations with the variables; Government initiative (GI), Level of customer awareness (CA), promotional strategies (PS), supply chain sustainability (SCS), consumption and support of local FMCG's (CSLFMCG) and value to the customer (VC). Most of the variables showed some moderate and strong relationships.

4.26 Correlation Coefficient results

Table 4.23 Correlation Coefficient results

Correlations

		GI	CA	PS	BS	SCS	CSLFMCG	VC
GI	Pearson Correlation	1	.695**	.741**	.766**	.288**	.610**	.731**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	292	291	290	291	292	292	291
CA	Pearson Correlation	.695**	1	.745**	.774**	.275**	.518**	.716**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	292	292	292	292	292	292	290
PS	Pearson Correlation	.741**	.745**	1	.799**	.298**	.649**	.709**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	292	292	292	292	292	292	292
BS	Pearson Correlation	.766**	.774**	.799**	1	.322**	.633**	.781**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	291	290	289	291	291	292	292
SCS	Pearson Correlation	.288**	.275**	.298**	.322**	1	.279**	.336**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	292	292	292	292	292	292	292
CSLFMCG	Pearson Correlation	.610**	.518**	.649**	.633**	.279**	1	.654**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	292	292	292	292	292	292	292
VC	Pearson Correlation	.731**	.716**	.709**	.781**	.336**	.654**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	292	292	292	292	292	292	292

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

Table 4.23 above explicitly shows that there is a positive linear relationship between the dependent variable (CSLFMCG's) and the independent variables (GI, CA, PS, BS, SCS and VC). The linear relationships between the dependent variable and independent variables shows that there exists a strong relationship.

From table 4.23 above, it can be seen that Government initiative (GI) has $r = .610$, $p = 0.000$, $N = 292$; Level of customer awareness (CA) has $r = .518$, $p = 0.000$, $N = 292$; the promotional strategies

used to support the implementation of the campaign (PS) has r = .649, p = 0.000, N = 292; Branding (logo) strategy (BS) of the FMCG's has r = .633, p = 0.000, N = 292; supply chain sustainability (SCS) has r = .279, p = 0.000, N = 292; and value to the customer (VC) has r = .654, p = 0.000, N = 292. With an understanding that p-value = 0.000 < α = 0.05 for the independent variables used, it can be concluded that there is a statistically and scientifically significant moderate linear relationship between consumption and support for local FMCG's (CSLFMCG) and GI, CA, PS, BS, VC. However, table 4.7 shows that 62.0% of respondents have never seen the campaign, 56.2% of respondents disagreed being aware of the PZC (table 4.8) and 54.8% respondents have never seen the campaign on any media (table 4.11). The correlation results suggest that customer awareness, promotional strategies and branding strategies are related to the support of local FMCG's by customers in Zambia. Respondents disagreement to being aware and not having seen the campaign are some of the reasons behind the failure of the PZC. The results in table 4.23 suggest that there is a weak relationship between CSLFMCG and SCS.

4.27 Factors associated with the consumption and support of local FMCG's (CSLFMCG)

In order to establish variables that predicts the consumption and support of local FMCG's (CSLFMCG) in Zambia, a regression analysis was conducted. The consumption and support of local FMCG's (CSLFMCG) was the dependent variable while the predictor variables were Government initiative (GI), level of awareness by consumers of FMCG's about the promotional campaign supporting local brands (CA), branding strategies of the local FMCG's (BS), promotional strategy (PS), supply chain sustainability (SCS) and value to the customer (VC). The findings in table 4.24 below shows that the following predictor or independent variables were insignificant: SCS (t = 1.324; b = .067; p = 0.187); and BS (t = 1.862, b = .141, p = 0.064).

However, the test for the following predictor variables were significant: GI (t = 2.321; b = .168; p = 0.021); CA (t = -2.627; b = -.162; p = 0.009); PS (t = 3.682; b = .239; p = 0.000); and VC (t = 4.603, b = .294, p = 0.000). Further analysis (regression analysis) shows that GI, CA, PS and VC had positive effect on the CSLFMCG. The assumption therefore is that the higher the score in these predictor or independent variables, the higher the level of consumption and support of local FMCG's in Zambia. Therefore, higher levels of GI, CA, PS and VC are associated with higher levels of CSLFMCG in Zambia. The results in table 4.24 have revealed that GI, CA, PS, and VC are the main predictors of CSFMCG, and lastly BS and SCS.

4.28 Summary results of Regression analysis

Table 4.24 Summary results of Regression analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.525	.162		3.249	.001
	GI	.168	.072	.165	2.321	.021
	CA	-.162	.062	-.188	-2.627	.009
	PS	.239	.065	.279	3.683	.000
	BS	.141	.076	.160	1.862	.064
	VC	.294	.064	.332	4.603	.000
	SCS	.067	.051	.058	1.324	.187

a. Dependent Variable: CSLFMCG

CSLFMCG= a + (b$_1$*GI) + (b$_2$*CA) + (b$_3$*PS) + (b$_4$*BS) + (b$_5$*VC) + (b$_6$*SCS)

CSLFMCG = .525 + 0.168 GI + - 0.162 CA + 0.239 PS + 0.141 BS + 0.294 VC + 0.067 SCS

A positive slope for GI (.168) as a predictor of CSLFMCG indicates there is .168 increase in CSLFMCG for each 1-point increase in GI. Table 4.5 shows that the majority of respondents (61%) disagreed to Government having put strategies to support the local brands. This clarifies that PZC as an initiative to promote the consumption of local products is not effective. A positive slope for PS (.239) as a predictor of CSLFMCG indicates there is .239 increase in CSLFMCG for each 1-point increase in PS. Table 4.7 indicates that 62% of respondents have never seen the campaign. The results in table 4.24 predicts that any effort put towards PS positively affects CSLFMCG. Tables 4.8 and 4.7 helps conclude that the PZC is ineffective as the promotional strategies used are weak.

A positive slope for BS (.141) as a predictor of CSLFMCG indicates there is .141 increase in CSLFMCG for each 1-point increase in BS. Table 4.12 shows that 55.1% of respondents have never seen a specific logo used in the campaign. According to results in table 4.24, any improvement made on the branding strategy positively affects CSLFMCG. It can therefore be

concluded that the implementation of the PZC is poorly done as important variables like BS don't seem to receive attention in order to add value to the buy local initiative rendering the campaign ineffective in achieving its goals. A positive slope for VC (.294) as a predictor of CSLFMCG indicates there is .294 increase in CSLFMCG for each 1-point increase in VC. A positive slope for SCS (.067) as a predictor of CSLFMCG indicates there is .067 increase in CSLFMCG for each 1-point increase in SCS. A negative slope for CA (-.162) as a predictor of CSLFMCG indicates there is -.168 decrease in CSLFMCG for each 1-point increase in CA. There is therefore a relationship between CA and CSLFMCG at the P value of .009.

4.29 Model summary

Table 4.25 Model Summary

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725[a]	.525	.515	.856

a. Predictors: (Constant), SCS, CA, GI, VC, PS, BS

A multiple regression was conducted in line with table 4.23 above which involved the dependent variable (CSLFMCG) and independent variables (GI, CA, PS, BS, SCS and VC. The Model R= 0.725 represents a positive correlation between CSFMCG and GI, CA, PS and VC.

From the value given, it can therefore be inferred that as the independent variables are increasing their value, the consumption and support of local FMCG's is equally moving in a proportional manner. However, table 4.25 above shows that 0.725 is closer to 1 than 0, and this can help conclude that there is a strong relationship between CSFMCG and GI, CA, PS and VC. The results in the model summary table shows that the four independent variables result into R= 0.725 and R^2 = 0.525, which means that 53% of consumption and support of local FMCG's can be explained by Government initiative, level of customer awareness, value to the customer and promotional strategies. Therefore, it can be deduced that the effectiveness of the PZC in boosting the consumption and support of local FMCG's can be achieved with the reasonable effort of Government initiative, achieving the required customer awareness, considering the value to the customer and choosing effective promotional strategies.

R^2 for the overall model was 53% with an adjusted R^2 of 52%, a relatively strong size effect is reported by the model of variations in CSLFMCG's is accounted by the linear combination of the predictor variables (GI, CA, PS, BS, SCS and VC).

4.30 ANOVA Results

Table 4.26 ANOVA Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	227.067	6	37.845	51.598	.000[b]
	Residual	205.365	280	.733		
	Total	432.432	286			

a. Dependent Variable: CSLFMCG
b. Predictors: (Constant), SCS, CA, GI, VC, PS, BS

In addition, the ANOVA test was done with a view of validating the regression model results. The results in table 4.26 above confirmed the significance of the results in the SSM of 227.067 and SST of 432.432 that resulted in showing the effectiveness of the PZC through increased consumption and support of local FMCG's can be explained by Government initiative, level of customer awareness, value to the customer and promotional strategies by 53%. Table 4.26 further shows that the F-sig of the results is at < 0.000 which is less than 0.05. It can therefore be deduced that the model is useful for the increase in consumption and support of local FMCG's within the context of the independent variables. The model as a whole was significant to predict CSLFMCG: $F(6, 280) = 51.598$, $P < .000$ as shown by ANOVA in table 4.26.

4.31 Hypothesis testing

Table 4.27 Hypothesis test results

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories of CA occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of PS occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of BS occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of VC occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

a. Lilliefors Corrected

4.31.1 The level of awareness by the consumers of FMCG's about the PZC (CA)

It was hypothesized that the level of awareness by consumers of the FMCG's about the PZC has influence on the consumption and support of local FMCG's in Zambia (**Hypothesis 2**). The Pearson correlation coefficient test was conducted to test the relationship between the level of awareness by consumers of the FMCG's and the consumption and support of local FMCG's in Zambia. The correlation coefficient results in table 4.23 shows a moderate linear relationship between the level of awareness by consumers of the FMCG's about the PZC and the consumption and support of local FMCG's; $r = .518$, $p = 0.000 < 0.05$, $N = 292$. The results therefore confirms that the null hypothesis is rejected and the alternative hypothesis be accepted as evidenced in table 4.22 that the level of awareness by consumers of the FMCG's positively influences the consumption and support of local FMCG's which is also confirmed by the hypothesis test

summary in table 4.27 above. The results of the hypothesis test are in agreement with Salehudin (2016) who found that customer awareness to the buy local campaign influences customer support towards local products.

4.31.2 The promotional strategies used to support the implementation of the campaign (PS)

It was hypothesized that the promotional strategies used to support the implementation of the PZC have positive influence on the consumption and support of local FMCG's in Zambia **(Hypothesis 3)**. The Pearson correlation coefficient test was conducted to examine the existence of a relationship between the promotional strategies used to support the implementation of the campaign and the consumption and support of local FMCG's. The correlation coefficient results in table 4.23 and appendix 1 indicates a moderate linear relationship between the promotional strategies used in to support the implementation of the campaign and the consumption and support of local FMCG's; $r = .649$, $p = 0.000 < 0.05$, $N = 292$. The results therefore confirms that the null hypothesis is rejected and the alternative hypothesis be accepted as evidenced in table 4.23 that the promotional strategies used to support the implementation of the campaign positively influences the consumption and support of local FMCG's in Zambia which is also confirmed by the hypothesis test summary in table 4.27 above. The results of the hypothesis test are in agreement with Darku & Akpan (2020) who found that effective choice of promotional strategies encouraged the spreading of information through word-of-mouth. This enhanced the success of the campaign in Ghana.

4.31.3 Branding strategy (logo) of the local FMCG's (BS)

It be hypothesized that the branding strategy (logo) of the local FMCG's helps influence the consumption and support of local FMCG's **(Hypothesis 4)**. The Pearson correlation coefficient test was conducted to examine the existence of a relationship between the branding strategy (logo) and the consumption and support of local FMCG's in Zambia. The correlation coefficient results in table 4.23 indicates a moderate linear relationship between the branding strategy of the local FMCG's and the consumption and support of local FMCG's; $r = .633$, $p = 0.000 < 0.05$, $N = 292$. The results therefore confirm that the null hypothesis is rejected and the alternative hypothesis be accepted as evidenced in table 4.23 that the branding (logo) strategy positively influences the consumption and support of local FMCG's in Zambia which is also confirmed by the hypothesis test summary in table 4.27 above. The results of the hypothesis test are in agreement with Walker

& Mazurek (2010) who found that many Govt through the implementers of buy local campaigns designed specific logos for easy identification and influencing support of local brands by local customers.

4.31.4 Value to the customer (VC)

It be hypothesized that value to the customer (reasons of buying) of the local FMCG's has influence on the consumption and support of local FMCG's **(Hypothesis 5)**. The Pearson correlation coefficient test was conducted to examine the existence of a relationship between the value to the customer and the consumption and support of local FMCG's in Zambia. The correlation coefficient results in table 4.23 indicates a moderate linear relationship between value to the customer and the consumption and support of local FMCG's; $r = .654$, $p = 0.000 < 0.05$, N = 292. The results therefore confirms that the null hypothesis is rejected and the alternative hypothesis be accepted as evidenced in table 4.23 that the value to the customer positively influences the consumption and support of local FMCG's in Zambia which is also confirmed by the hypothesis test summary in table 4.27 above.

4.32 Cross Tabulation

The correlations between qualitative and or quantitative variables are evaluated using cross-tabulations. Cross-tabulations allows the researcher to see how one variable's frequency distribution connects to one or more other variables. Cross tabulation tabulates the frequency of the variables being compared by categories or class intervals. The following section presents data about respondent's product preference, the reasons they buy the products, which media they are exposed to and how often they see the campaign encouraging the purchase of local FMCG's brands. This classification will provide more information into respondents' perceptions of the Proudly Zambian Campaign's effectiveness.

Table 4.28 The campaign and product preference

Have_you_ever_seen_a_promotional_campaign_for_local_FMCG * Product preference Crosstabulation

			42. Which Fast Moving Consumer Goods do you buy the most?	Foreign	Local	Total
Have_you_ever_seen_a_promotional_campaign_for_local_FMCG		Count	0	1	0	1
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.0%	100.0%	0.0%	100.0%
		% within Product preference	0.0%	0.4%	0.0%	0.3%
	9. Have you ever seen any promotional campaign for local Fast Moving Consumer Goods in Zambia?	Count	1	0	0	1
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	100.0%	0.0%	0.0%	100.0%
		% within Product preference	100.0%	0.0%	0.0%	0.3%
	NO	Count	0	162	18	180
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.0%	90.0%	10.0%	100.0%
		% within Product preference	0.0%	70.1%	29.5%	61.4%
	Yes	Count	0	68	43	111
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.0%	61.3%	38.7%	100.0%
		% within Product preference	0.0%	29.4%	70.5%	37.9%
Total		Count	1	231	61	293
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.3%	78.8%	20.8%	100.0%
		% within Product preference	100.0%	100.0%	100.0%	100.0%

The table 4.28 above displays the respondent's product preferences and whether they have ever seen the campaign encouraging consumers to consider local FMCG's in Zambia. Out of 291 respondents, 180 respondents have never seen the Proudly Zambian campaign. 162 (90%) out of 180 respondents have never seen the campaign and prefer foreign FMCG's brands and only 18 (10%) out of 180 respondents have never seen the campaign and prefer buying local FMCG's. The results also show that 68 (61.3%) out of 111 respondents have seen the campaign but prefer buying foreign or imported FMCG's, while 43 (38.7%) out of 111 respondents have seen the campaign and prefer buying local FMCG's. The table above shows that a total of 231 respondents prefer buying foreign FMCG's which helps to conclude that the Proudly Zambian campaign is not effective.

Table 4.29 Chi-square tests

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	34.227[a]	1	.000		
Continuity Correction[b]	32.514	1	.000		
Likelihood Ratio	33.602	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	34.109	1	.000		
N of Valid Cases	291				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 23.27.

b. Computed only for a 2x2 table

The Chi-square test results in table 4.29 above shows that the P- value is smaller than the allowed or standard alpha value at 0.000 which is less than 0.05. This therefore indicates that there is a strong relationship or association between seeing the PZC and product preference.

Table 4.30 Media and promotional campaign

MEDIA * Have_you_ever_seen_a_promotional_campaign_for_local_FMCG Crosstabulation

| | | | Have_you_ever_seen_a_promotional_campaign_for_local_FMCG | | | |
			9. Have you ever seen any promotional campaign for local Fast Moving Consumer Goods in Zambia?	NO	Yes	Total
MEDIA		Count	0	0	1	0	1
		% within MEDIA	0.0%	0.0%	100.0%	0.0%	100.0%
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.0%	0.0%	0.6%	0.0%	0.3%
	17. Where did you see the promotional campaign encouraging consumer of Fast Moving Consumer Goods to buy local brands?	Count	0	1	0	0	1
		% within MEDIA	0.0%	100.0%	0.0%	0.0%	100.0%
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.0%	100.0%	0.0%	0.0%	0.3%
	Billboard	Count	0	0	14	71	85
		% within MEDIA	0.0%	0.0%	16.5%	83.5%	100.0%
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.0%	0.0%	7.8%	64.0%	29.0%
	newspaper	Count	0	0	4	9	13
		% within MEDIA	0.0%	0.0%	30.8%	69.2%	100.0%
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.0%	0.0%	2.2%	8.1%	4.4%
	Non	Count	1	0	152	7	160
		% within MEDIA	0.6%	0.0%	95.0%	4.4%	100.0%
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	100.0%	0.0%	84.4%	6.3%	54.6%
	On Radio	Count	0	0	6	17	23
		% within MEDIA	0.0%	0.0%	26.1%	73.9%	100.0%
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.0%	0.0%	3.3%	15.3%	7.8%
	On TV	Count	0	0	3	7	10
		% within MEDIA	0.0%	0.0%	30.0%	70.0%	100.0%
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	0.0%	0.0%	1.7%	6.3%	3.4%
Total		Count	1	1	180	111	293
		% within MEDIA	0.3%	0.3%	61.4%	37.9%	100.0%
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.30 above shows the relationships between the media used by the campaign implementers and whether the respondents have ever seen the campaign. Out of 293 respondents, 160 have never seen the campaign on any of the media platforms. 152 (95%) out of 160 respondents have never seen the campaign on any platform, 71 (83.5%) out of 85 respondents have seen the campaign on the Billboard and 14 (16.5%) out of 85 respondents have never seen the campaign on the billboards. The table shows that the total of 180 respondents have never seen the campaign and only 111 have seen the campaign.

Table 4.31 Chi-square tests

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	172.796[a]	4	.000
Likelihood Ratio	197.797	4	.000
Linear-by-Linear Association	138.424	1	.000
N of Valid Cases	290		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.83.

The Chi-square test results in table 4.31 above shows that the P- value is smaller than the allowed or standard alpha value at 0.000 which is less than 0.05. This therefore indicates that there is a strong relationship or association between the media used and seeing the PZC.

Table 4.32 Promotional campaign and times seen

Have_you_ever_seen_a_promotional_campaign_for_local_FMCG * Times_when_customers_see_the_campaign Crosstabulation

			Times_when_customers_see_the_campaign					Total
			1	2	3	4	5	
Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	1	Count	4	47	20	35	5	111
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	3.6%	42.3%	18.0%	31.5%	4.5%	100.0%
		% within Times_when_customers_see_the_campaign	2.7%	70.1%	95.2%	76.1%	71.4%	38.1%
		% of Total	1.4%	16.2%	6.9%	12.0%	1.7%	38.1%
	2	Count	146	20	1	11	2	180
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	81.1%	11.1%	0.6%	6.1%	1.1%	100.0%
		% within Times_when_customers_see_the_campaign	97.3%	29.9%	4.8%	23.9%	28.6%	61.9%
		% of Total	50.2%	6.9%	0.3%	3.8%	0.7%	61.9%
Total		Count	150	67	21	46	7	291
		% within Have_you_ever_seen_a_promotional_campaign_for_local_FMCG	51.5%	23.0%	7.2%	15.8%	2.4%	100.0%
		% within Times_when_customers_see_the_campaign	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	51.5%	23.0%	7.2%	15.8%	2.4%	100.0%

Codes for 'have you ever seen a promotional campaign for local FMCG's';

1= Yes

2= No

Codes for 'the times when customers see the campaign';

1= Never

2= Occasionally

3= Sometimes

4= Often

5= Always

Table 4.32 above shows the results for the association between the times when customers see the PZC and whether they have ever seen the campaign. 146 (81.1%) out of 180 respondents have never seen the campaign. However, the Chi-square test results in table 4.33 below shows that the P- value is smaller than the allowed or standard alpha value at 0.000 which is less than 0.05. This therefore indicates that there is a strong relationship or association between having seen the campaign and how often the campaign is seen.

Table 4.33 Chi-square tests

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	169.473[a]	4	.000
Likelihood Ratio	201.298	4	.000
Linear-by-Linear Association	116.155	1	.000
N of Valid Cases	291		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.67.

Table 4.34 Product preference and product availability

Product preference * Local product availability Crosstabulation

			Local product availability 1	Local product availability 2	Total
Product preference	1	Count	28	33	61
		% within Product preference	45.9%	54.1%	100.0%
		% within Local product availability	40.0%	14.9%	20.9%
		% of Total	9.6%	11.3%	20.9%
	2	Count	42	189	231
		% within Product preference	18.2%	81.8%	100.0%
		% within Local product availability	60.0%	85.1%	79.1%
		% of Total	14.4%	64.7%	79.1%
Total		Count	70	222	292
		% within Product preference	24.0%	76.0%	100.0%
		% within Local product availability	100.0%	100.0%	100.0%
		% of Total	24.0%	76.0%	100.0%

Codes for 'product preference';

1= Local

2= Foreign

Codes for 'local product availability';

1= Yes

2= No

Table 4.34 above shows the relationship between product preference (Local or foreign) and local product availability. The results show that 189 (81.8%) out of 231 respondents indicated that there are no local FMCG's and they prefer foreign brands and 33 (54.1%) out of 61 respondents prefer buying local FMCG's brands but they are not available. However, the Chi-square test results in table 4.35 below shows that the P- value is smaller than the allowed or standard alpha value at

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0.000 which is less than 0.05. This therefore indicates that there is a strong relationship or association between local product availability and product preference.

Table 4.35 Chi-square tests

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	20.345[a]	1	.000		
Continuity Correction[b]	18.852	1	.000		
Likelihood Ratio	18.440	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	20.275	1	.000		
N of Valid Cases	292				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.62.

b. Computed only for a 2x2 table

4.33 Qualitative analysis and results (Findings from interviews)

This section aimed at analyzing the results from the structured interviews the researcher had with the respondents using the discussion guide. The researcher used thematic analysis by coming up with appropriate themes affecting the effectiveness of the PZC which helped in contextualizing the analysis. However, qualitative data analysis was implemented or done firstly by data reduction which helped the researcher to organize and reconfigure the mass data. According to Bengtsson (2016), data reduction is the process of selecting, concentrating, reducing, abstracting, and manipulating data that appears in written field notes or transcriptions.

Themes were identified to specifically help understand the issues raised in the literature review and cover the gaps identified in the quantitative research where customers seemed to have no confidence in responding to some given questions in the questionnaire. The themes that required more detail to warrant the qualitative research in order to provide more understanding of the study were; Govt initiative, promotional strategies, branding strategy and value to the customer. Out of the targeted 15 interviews by the researcher, 13 interviews were successful which amounted to 87% response rate.

4.33.1 Theme I: Govt initiative

The interview questions under Govt initiative aimed at addressing the perception respondents had towards Govt input in the consumption and support of local FMCG's in Zambia. The questions which addressed this theme were; If you had to describe the most important aspect of the Proudly Zambian Campaign, what would it be? What do you think was the Governments motivation of coming up with the Proudly Zambian Campaign? What do you think could be the importance of the Proudly Zambian Campaign? What challenges do you think the campaign is facing? The Govt of Zambia came up with the PZC initiative for various reasons. Below are the responses of respondents:

"The proudly Zambian campaign is a campaign that is aimed at promoting the consumption and production of local goods and services and it focuses on dealing with issues of quality, consumer perception and attitude, market barriers and capacity building **(R1)**…this is a campaign that creates a mark of quality and pride for the consumers to have a preference for local products **(R6)**…the Proudly Zambian Campaign is simply a campaign whose primary focus is to ensure there is improvement in the consumption of local goods and services. It aims to change the local consumers perception about the local products and instill some pride over local brands **(R3)**…the Proudly Zambian Campaign is a special campaign designed to protect the local products from the superior brand which are imported **(R10)**…"

The statements above from respondents 1, 6, 3 and 10 shows that all respondents understood the proudly Zambian campaign. The statements above agree with the definition of Dunne, Chambers, Giombolini, & Schlegel (2011) who suggested that the buy local campaign is a promotion that aims at encouraging buyers to prioritize purchasing products within the state and national boundaries. These findings differ from the results in table 4.5 where 61% of respondents having disagreed to Govt putting up an initiative to promote local FMCG's. The results from the questionnaire and interviews shows some differences which could be as a result of customers having not seen the campaign before (see results in table 4.7 where 62% of respondents had never seen the campaign) and the interview informants being key stakeholders to the implementation of the campaign.

The thematic analysis revealed that the Govt of Zambia was motivated by the desire to protect the local products from the competing imported brands, protecting the local industries from collapsing and enhancing the growth of the economy as evidenced in the responses of respondents below:

"The government thought of promoting the uptake of local brands which helps the growth of the local industries **(R4)**…I think Govt was motivated to begin thinking about the campaign or rather coming with some promotion of some sort to protect the local products and eventually improve the local economy **(R10)**…Government came up with this initiative I should think somewhere around 2017 or so to try and encourage local consumers to prioritize the consumption of local brands as opposed to imported ones. I am equally an advocate of local product support. I am sure government was encouraged to come up with this initiative with a view of protecting the local industries from collapsing **(R12)**…"

The findings above agree with Wymore & Creamer (2014) who postulated that an effectively implemented buy local campaign has the ability to improve the local economy and create employment opportunities. The results from the interviews are in agreement with Wymore & Creamer (2014) and table 4.21 which indicates that 73.6% of respondents agreed that the PZC is important in the improvement of the economy and creation of employment opportunities to the local people. The respondents suggested that PZC is a Govt initiative to encourage local customers prioritize the purchase of local FMCG's as this will help protect the local industries and improve the economy. The respondents understood the importance of the campaign, the challenge was the execution as table 4.7 shows that 62% of respondents had never seen the campaign and 56.2% of respondents were not aware of the campaign as shown in table 4.8. As long as the campaign is not seen defeats the its purpose, hence rendering it ineffective.

4.33.1.1 Challenges faced by the campaign

Buy local campaign like the PZC require a lot support from various stakeholders if it is to be successful. The campaigns do face challenges that can be a hindrance to achieving their objectives. On the challenges the campaign is facing, the following were the respondent's opinions:

"The campaign lacks financial Capacity to undertake vigorous campaigns in all provinces **(R1)…**I think the campaign lacks proper funding for it to be more effective. This is a campaign which is supposed to be more visible than any other campaign which is not the case. More should be done if we are to do it like the one I saw in South Africa **(R2)**…the biggest challenge is lack of adequate

resources. At least I'm seeing a good will by the ministry. They have now employed a campaign manager which required support financially **(R4)**…the campaign needs to be done by experts who have the ability to properly target the right audience with the message. Apart from that, the campaign lacks proper financial support **(R7)…"**

The responses from the interviewees suggests that the PZC lacks resource support to enhance its effectiveness. In order to achieve more visibility, the campaign needs more support from the Govt and other stakeholders. Davis & Ellis (2000) suggested that Govt support to the implementation of the buy local campaigns is very importance to its success. Lack of financial support would hinder the much-needed effectiveness of the PZC. Lack of financial support could be the cause of poor campaign visibility as shown in tables 4.7, 4.8 and 4.14. The other key stakeholders that would help the campaign succeed are local manufacturers whose willingness to support the campaign can never be over emphasized. The following are some of the responses with regard to the role of manufacturers in supporting the growth and effectiveness of the PZC:

"Some Manufacturers have been helpful in the sensitization of the Proudly Zambian Campaign through their marketing activities. We as manufacturers have been involved in Expos to help sensitize on the importance of this campaign. The unfortunate part is some manufacturers who are not members of this campaign are using fake logos other than an official on their products which defeats the purpose of this campaign. A lot has to be done **(R2)**…I have little information on how manufacturers support the campaign. My only concern is that the implementers should encourage big companies to join the campaign **(R4)…**some manufacturers have registered to be part of this campaign and do participate in the Expos. There is need for many companies to get involved **(R7)…**unfortunately, not all manufacturers are members of the campaign. A few manufacturers like Trade Kings are members and I'm not sure how they have been helping this campaign. My small organisation is not part of it. I'm planning to join though the membership fees are high **(R8)…"**

On the role of manufacturers in the implementation of the PZC, the manufacturers have been helping the campaign through expos and other marketing activities. The results indicate that not all manufacturers of   FMCG's are members of the campaign hence the limitations in the use of the logo. The findings are in agreement with Ma (2011) study which found that not all manufacturers and retailers were members of the 'buy America' campaign. However, allowing

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more manufacturers to join would be an important milestone in enhancing the PZC's effectiveness. Table 4.14 shows that 55.1% have never seen a specific logo used by the campaign and 20.2% neither agreed nor disagreed, which could be the reason why table 4.16 shows that 57.9% of respondents found it difficult to recognize the campaign. Section 5.7 shows three (3) logos used by the industry players in support of the PZC. This creates confusion and helps conclude that the PZC is ineffective as there no known logo to identify the campaign. The use of different fake logos by industry players as described by **R2** could a be a sign that there is no framework within which the campaign is implemented to guide the members. This therefore affects the implementation of the campaign, hence its ineffectiveness.

4.33.2 THEME 2: Supply chain sustainability

Other important stakeholders who would help achieve its effectiveness are retailers through their willingness to stock local FMCG's brands. Respondents explained that retailers like Shoprite can be willing to support the PZC through ensuring that local brands have enough shelf space provided they meet required quality standards:

"The retail outlets might be willing but the Zambians dealing in FMCG's don't have the capacity to satisfy the market **(R10)…**the retailers might be willing but the local producers do not coordinate hence failing to support and satisfy the supply chain **(R12)…**many retail outlets prefer importing products from South Africa and Zimbabwe. I think they might be willing just an issue of sustainability **(R11)…**the retail outlets available in Zambia like Shoprite and pick 'n' pay could be willing provided local manufacturers are meeting the required standards by ZABS **(R13)…"**

The results from the interview above indicates that retail outlet might be willing to support the campaign through providing enough shelf space to local brands. Table 4.19 shows that the respondents prefer foreign brands because they are of good quality (50%), accessible (12) and well packaged (11%). Customers can only buy products which are available of the acceptable quality. Running the campaign promoting local products which are of poor quality and mostly unavailable may not help in the creation of employment and improvement of the economy. However, supply chain sustainability is important if the retail outlets are to continue satisfying the customers. The most important issues that are worth noting are that retail outlets can only support the sale of local FMCG's whose supply is sustainable and products should be of exceptional quality.

4.33.3 THEME 3: Promotional strategies

Any buy local campaign thrives on the effectiveness of the promotional strategies used in order to achieve the desired effectiveness. The promotional strategies used acts as message vehicles by ensuring that the information about the campaign and its importance reaches the intended audience and creates the much-needed impression. This theme dealt with the perception respondents had on the promotional strategies used to promote the PZC and the following where the responses:

"I have seen a bit of the campaign's messages on T.V that's all. That's why I'm saying there is a lot to be done **(R2)…**wow, this is a challenging question for me. Unfortunately, I have only seen it on T.V in very rare occasions **(R3)…** I have seen this campaign on T.V and radio **(R5)…**this campaign has been done through T.V and Expos by the Zambia Association of Manufacturers **(R8)…**I have only seen the campaign's messages on T.V that's all. That's why I'm saying there is a lot to be done, otherwise, it might just be a wishful thinking **(R10)…"**

Respondent's sentiments indicate that the campaign has mostly been done through TV adverts, Radio and expos. The findings agree with Darku & Akpan (2020) comparative study in South Africa and Ghana which found that TV adverts played a critical role in the success of the buy local campaign. However, the respondents were not confident with the promotional tools used which confirms that these media vehicles used could not be effective as evidenced in table 4.11 were 160 out of 292 respondents had never seen the campaign. Tables 4.8, 4.16 and 4.7 shows that a lot of respondents have never seen the campaign and few (37%) are aware of it. This helps conclude that the campaign uses very limited platforms to deliver the message to the targeted audience. This could be one the reasons behind the inefficiency of the campaign. The media vehicle used as cited by the respondents could be the ones they are exposed to. Unfortunately, Zambians effectively communicate with each other using seven (7) major languages. When asked as which languages does the PZC use to communicate with the target audience, the following the responses:

"I only know that the campaign has been using English only. I think this whole campaign doesn't appeal to a common Zambian **(R9)…**from my point of view, this campaign was supposed to be done in all the major languages of Zambia. Unfortunately, as far as I'm concerned, only English is used **(R10)**…most probably English only. I have not heard it in any local language apart from English which I think is not a good thing because Zambia has local languages that can be used and appreciated by the local people as opposed to using English only **(12)…"**

The results indicate that only English is being used to communicate the PZC messages. Respondents recognized that there are seven (7) major languages that can be used in Zambia. The study by Darku & Akpan (2020) found that the campaign was effective in Ghana due to the use of word-of-mouth (WOM). The results from the interviews suggests that word-of-mouth would not effectively be used by the PZC due to only one language used which is English. The use of English only as an official language for the campaign is a serious limitation as it assumes that all Zambians speak and understands English. Since Zambia has ten (10) provinces, the campaign should appeal to all the provinces using the language they people of different regions understand.

4.33.4 THEME 4: Branding strategy

Branding is one important marketing strategy worth investing in as Karam & Saydam (2015) stated that brands have an ability to bring emotional reasoning that drives the customers to consider buying a particular product and not the other one. Kotler & Keller (2012) posit that a brand is everything and all what a particular product means to customers. Respondents were asked as to which symbolic representation the PZC was using:

"Official Proudly Zambian Campaign uses a Logo only. However, I think there is need for more effort to make the logo recognizable and visible **(R4)…**this is another confusing part of this campaign. I'm sure even consumers out there are still in serious confusion about the branding of this campaign. If you check on the market, companies use different logos for proudly Zambian campaign. To answer your question, a logo is used as a main symbolic representation. ZAM as implementers of the campaign have an official local which companies should use but I'm sure few companies have access to it **(R3)…**this is quite a controversial issue as you will see more than one symbolic representation. There are so far two representations on the market. An official logo I know from ZAM and the Zambian flag which is not official but other companies use it anyway **(R12)…**"

Salehudin (2016) stated that Govts designed specific logos to identify the product as a local brand. From the verbatim examples, it is clear that the PZC uses a logo as a symbolic representation. The recognition of a logo as a branding representation used is in agreement with Walker & Mazurek (2010) that for any campaign to be successful, there should a logo that differentiates and identifies the campaign from the rest. Darku & Akpan (2020) states that there is a common logo known for the wear South African campaign. The results above shows that there seems to be more than one

logo used by the industry players of which only one is official by the campaign implementers. These results agree with table 4.12 where 55.1% of respondents disagreed having seen a logo for the PZC. The interview respondents had a perception as to why not only one official logo is used as illustrated in the verbatim examples below:

"I think very little support is coming from us the manufacturers. Many manufacturers have decided not to join the movement citing high fees required. We need to come in as manufacturers and be part of the movement **(R12)…**all of us manufacturers should be part of this local initiative if it is to be successful. There are selfish manufacturers who are still not part of this campaign which is unfortunate if I may say **(R13)…"** The poor participation of the industry players in the implementation of the campaign affects its effectiveness. The use of different logos of some manufacturers could be one of the factors affecting the identity of the PZC, hence this could affect the visibility of the campaign. From these verbatim examples, it is clear that not all manufacturers are members of the campaign, and those who opted not to be part of the PZC campaign could be the ones using alternative logos as they cannot manage to pay the required fees.

4.33.5 THEME 5: Value to the customer

Kumar & Joseph (2014) postulate that there are some factors that motivates customers to buy the products, most of which has to do with the value they perceive a product offer. Before buying a product, there are some motivating factors that respondents brought out as factors that influences consumer buying behavior:

"I think local consumers are influenced to buy local brands by product Quality and Packaging **(R2)…**customers follow certified products which are of good Quality and well Packaged. Zambians have been buying more of foreign products because of quality and availability **(R4)…**I think accessibility, price and quality of products influences the buying behavior of most Zambians **(R8)…"** The interview findings agree with table 4.9 where the factors affecting consumer behavior were; quality (50%), accessibility (12%) and packaging (11%). The implementation of the campaign should take into consideration the factors that affects consumer behavior. Implementing a campaign to promote poor quality and unavailable products could an exercise in futility. Packaging is factor that came out to be one of the important factors to consider, hence all FMCG's should have an official logo to enhance easy identification of the local brand.

From the verbatim examples, customers of FMCG's in Zambia considers product quality, packaging, product availability and price when deciding to buy a product. These findings are in agreement with a study by Darku & Akpan (2020) which found that customers in South Africa and Ghana were motivated by quality, price and design. The only difference is that their study did not include availability of products as one of the factors.

4.34 Chapter summary

In chapter Four (4), the data was analyzed and the results presented that were gotten from both qualitative and quantitative research methods. The data was analyzed using the Five (5) themes: Theme 1 (Govt initiative); Theme 2 (Supply chain sustainability); Theme 3 (Promotional strategies); Theme 4 (Branding strategy); and Theme 5 (Value to the firm). Demographic data and reasons for buying were presented which showed that 65.4% of respondents were female and 34.6% were male.

Quantitative data analysis was done to understand the strength of the relationships between the dependent variable (consumption and support of local FMCG's) and the independent variables (Govt initiative, level of customer awareness, promotional strategies, branding strategies, supply chain sustainability and value to the customer). Correlations coefficient table shows that there exists a moderate relationship between dependent variable and the independent variables. Multiple linear regression was conducted where Govt initiative, level of customer awareness, promotional strategies and value to the customer had a positive effect on consumption and support of local FMCG's in Zambia.

Qualitative data analysis was conducted using the respondent's responses from the semi-structured questions in the interview guide using thematic analysis under the main themes (Govt initiative, supply chain sustainability, promotional strategies, branding strategy and value to the customer). The results revealed that only TV was mostly used to advertise the PZC and the campaign uses a logo for branding purposes, though there is more than one logo being seen used by some firms. The respondent's cited quality, packaging, price and product availability are the factors that affects the customer buying behavior.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

After critically analyzing the data from both questionnaire and interview responses in the previous chapter, this chapter provides the conclusions and recommendations on the effectiveness of Proudly Zambian Campaign in boosting the consumption of local FMCG's in Zambia. This chapter includes the main research findings from the data analysis which has helped in revising the conceptual framework. The chapter also provides the direction for future research to be considered even by other interested researchers to ensure knowledge grows in the subject matter.

5.2 The need for an effective buy local campaign

The support of local products has in the recent decade not only become an important component of the local culture but also held in high respect by the local communities in some selected African and European countries (Delaney & McCarthy, 2011). It should be emphasized at the outset that most of the developing countries are still battling with the behavior and attitude by citizens for not supporting their own locally produced goods. As a result, there appears to be a rising acknowledgment among researchers that local food consumption and support has evolved into a phenomenon that requires more investigation in understanding its importance. In the quest to ensure that there is support of local products, many countries developed initiatives called buy local campaigns to encourage local customers to prioritize the consumption of local products. At the height of this, the World Bank (2015) reports that Zambia is importing a lot of FMCG's from South Africa, which Ziba (2019) agrees as he stated that the country imports about 80% of FMCG's sold in Shoprite.

However, the continued support of imported FMCG's has the ability to dampen the growth of the employment opportunities and subsequently slows down the economic growth. The Govt of Zambia developed an initiative called the Proudly Zambian Campaign, to encourage the consumption and support of local products. Based on the identified problem which is brought as a result of lack of support of local FMCG's in Zambia, the researcher came up with the following research objectives:

RO 1: To establish the level of consumer awareness about the Proudly Zambian campaign.

RO 2: To identify the factors that influences the consumer buying behavior towards FMCGs in Zambia.

RO 3: To investigate the effectiveness of the promotional strategies used to support the implementation of the Proudly Zambian Campaign.

RO 4: To establish the effectiveness of the Branding strategies used by the PZC to attract support from local consumers.

In trying to fully appreciate what has already been written concerning the objectives, a detailed literature review was conducted which explored the theories and concepts. The literature review showed that customers go through a process before making a decision to buy, hence the use of the consumer buying process. Within the consumer buying process, the literature indicated that customers decide to buy any product based on the perceived value to be gotten. To appreciate this, the factors that affects consumer buying behavior were explored. The literature reviewed also indicated that customers go through a process called the adoption process before finally they consider adopting the product. This process requires that customers are made aware of the brand and the benefits of considering purchasing the local brand. To cover, the literature provides a detailed review of promotional and branding strategies that buy local campaigns have been using.

The literature covered consumer buying process, the customer pathway models, and Porter's Diamond model as theoretical frameworks that supports the growth of any industry in any given country, hence enhancing the competitiveness of a country's products against competing branding brands. The framework reviewed that Govt support, factor conditions, the presence of related and supporting industries, demand conditions and firm strategy, structure and rivalry are critical factors if the campaign is to be supported.

In addition, the research established the Research Methodology in Chapter Three, directed by Saunders' research onion in accordance with the research context, which led to the adoption of post-positivism and constructivist research philosophies after a thorough exploration of options. The research used a questionnaire and interview guide to collect data. A mixed methodological approach (qualitative and quantitative) was used which followed the deductive and inductive research strategies. Deductive approach was used as the study developed a hypothesis which was later tested which coincided with the type and amount of data collected (quantitative) and a

philosophical choice (post-positivism). Inductive approach was also used to complement the deductive approach due to the qualitative data which was collected through the interviews with a view of constructing a new theory or model as new knowledge based on the new understanding (Park, Bahrudin, & Han, 2020).

After the methodological approach adoption, chapter four was developed which analyzed data from the questionnaire and interview responses. For the quantitative data, data was analyzed using the IBM SPSS version 20 to show the descriptive data and establish the associations, correlation, and linear regression between the dependent and independent variables. Since data was collected using both the questionnaire and interview guide, the results were triangulated in the quest to provide a wide and clear understanding between the views from the questionnaire responses and from the interviews.

5.3 Research findings

The literature on the effectiveness of Proudly Zambian Campaign reviewed that for any buy local campaign to be effective, there is need to ensure that customers have knowledge about the campaign and its importance. Consumer ethnocentrism is only realized when consumers have appreciated the benefits of supporting local FMCG brands as compared to imported (Mittal, 2017). In making customers become aware, there is need to develop a robust promotional campaign through effective selection of promotional strategies which can target the intended audience and provide the needed publicity. The availability and effectiveness of both below-the-line and above-the-line media is critical if the campaign is to be effective. Effective branding of the local products leads to easy recognition of the local brands. The findings also indicated that customers purchase products that provides value to them. All these factors the study found can only be realized through Govt support.

5.4 Level of customer awareness

The discussions under this section focuses on the on the research question under the first objective-
RO 1: To establish the level of consumer awareness about the Proudly Zambian campaign.

The responses from the respondents indicate that many buyers of the FMCG's in Zambia are not aware of the PZC as the majority of them claimed not to have seen or heard the campaign as evidenced in tables 4.7 and 4.8. Salehudin (2011) in his opinion affirms that in order for local customers to support local products, the campaign's implementers must first determine the

customers' knowledge levels. This is in agreement with Kwok & Uncles (2015) who stated that buyers must be informed of the value of patronizing local brands in order to support them. The lack of awareness by customers of FMCG's about the PZC could be a serious hindrance to achieving the campaign's effectiveness. The interview responses also did indicate that the campaign lacks visibility. The creation of the campaign is never enough if it is not well communicated with the target audience. From the results in tables 4.7, 4.8 and 4.14, it is evident that the media vehicles used to deliver the message are not effective. Lack of social media use in the 21st Century to foster behavior change could be one of the factors behind the unsuccessful implementation of the PZC. The PZC implementors should consider engaging the youths and urban population using social media platforms to deliver the message in order to encourage WOM (Darku & Akpan, 2020). The use of social media can be an important tool to influence consumer behavior (Ziyadin, Doszhan, Borodin, Omarova, & Ilyas, 2019).

Shuster & Dogl (2012) claim that the government has the power to alter demand conditions and industrial rivalry inside a country, sometimes through the change in policy direction. The influence of Govt on the implementation of the PZC can never be ever emphasized. Respondent's lack of knowledge about this campaign could be attributed to them having denied seeing Govt influencing the adoption of the PZC through ZAM (see table 4.7). The results shows that the PZC lack adequate funding to effectively implement the campaign and influence customers to consider buying local FMCG's as opposed to supporting imported brands.

In Bangladesh, the government has significantly influenced the competitiveness of the RMG industry (Ahmed, Greenleaf, & Sacks, 2014; Ahamed, 2013). In the early years, tariffs on capital machinery and raw materials were subsidized, allowing the sector to expand its industrial infrastructure while retaining price competitiveness (Yunus & Yamagata, 2012). The study results show that there is inadequate financial support from the Govt. For the customers of FMCG's to be aware of the campaign, adequate financial support is needed. Lack of adequate financial support could just be behind inadequate publicity of the PZC, hence its failure to achieve its intended goals.

The responses from the interviews shows that there are few manufacturers who are members of the campaign. By virtue of the campaign having few manufacturers as members citing the cost of being a member shows that the campaign needs more effort and strategy to ensure it is implemented effectively. Manufacturers being key stakeholders can influence the campaign's

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success through their marketing activities. There seems not to be a link between the manufacturer's campaigns and the PZC, this can be confirmed by customers lack of knowledge about the PZC. When it comes to making a purchasing decision, a customer's ability to recognize or remember a brand is crucial. According to several studies, firms can only improve customer loyalty, preference, and buying intentions through raising consumer awareness (Hsieh, 2016; Monareh, 2012). The creation of customer awareness shows a moderate relationship with the dependent variable (r = .518, p = 0.000, N = 292) with a high significance level. Therefore, the effective implementation of the PZC will require customers to be made aware of the campaign.

According to Mannara (2013), the larger the demand for imported goods, the weaker the local economy, necessitating the need to safeguard indigenous products and services, which many countries, including Zambia, seek to promote. Mtigwe & Chikweche (2008) stated that countries must ensure that local products and services receive local support through promotional initiatives such as buy local campaigns if local products are to be protected from imports in order to boost local economies. Ingerson, Jayaratne, Wymore, & Creamer (2014) echoed this belief, stating that countries must ensure that local products and services receive local support through promotional initiatives such as buy local campaigns. The results of this study in table 4.21 and the qualitative data analysis shows that the respondents had an idea of the importance of supporting local products. What seems to be lacking is the visibility of the campaign to influence the change of customer's attitude.

5.5 To identify the factors that influences the consumer buying behavior

This section addresses the second research objective RO2 on aspects of the factors that influences customers when buying FMCG's while addressing the only research question related to the second objective- **RO 2:** To identify the factors that influence the consumer buying behavior towards local FMCGs in Zambia.

Every promotional campaign which is effective needs to address the needs of customers if it is to achieve its intended objectives. The perceived value of a product is what influences customers when buying the brand. To describe the value to the customers, there are factors that influences customers when buying products. Table 4.19 shows that product quality, packaging and accessibility influences the customers of FMCG's. The qualitative analysis also indicate that quality and product availability has influence on customers' choice of FMCG's.

Dwi & Nyoman (2020) affirmed that there are few studies on the factors that influence consumer behavior in developing nations when it comes to buying locally made products. Nonetheless, the results of studies on the factors that influence the purchasing of local products in developing nations are comparable to those discovered in developed countries (Arsil, Li, & Bruwer, 2016). The study findings India indicate that consumers of local FMCG's were influenced by quality (68%), attitude (67%), brand related issues (58%) and packaging (23%) (Vijayalakshmi, Gurumoorthy, Lingavel, Arulmozhi, & Kannan, 2020). This study was in agreement with Zariyawati, Norazlina, Annuar, & Manisah (2016) in Malaysia who found that customers were influenced by quality, price and packaging when buying the FMCG's. The local customers continued support of imported FMCG's brands could be as a result of the perceived value they get from the products, of which quality comes out to be the most important determinant when buying FMCG's.

Customers can only buy products which are available to them. The results in table 8 shows that 231 out of 292 (79.1%) respondents buy imported FMCG's brands and only 20.9% buy local brands. The continued support of imported brands could be as results of unavailability and poor quality local FMCG's. As to whether the local suppliers of FMCG's have capacity to satisfy the local demand, the results in table 15 where skewed to disagreement. The interview respondents were also of the view that the retail outlets could be willing to stock more of local FMCG's brands. Unfortunately, the challenge could be on the supply chain sustainability which if not well managed could lead into product unavailability.

5.6 To investigate the effectiveness of the promotional strategies used to support the implementation of the Proudly Zambian Campaign.

This section addresses the third research objective RO3 on aspects of the promotional strategies used by the PZC to inform and influence local customers to support local FMCG's while addressing the only research question related to the third objective- **RO 3:** To investigate the effectiveness of the promotional strategies used to support the implementation of the Proudly Zambian Campaign.

Promotional strategies through appropriate media acts as vehicles of information sharing and has the ability to influence attitude change towards the consumption and support of local FMCG's in Zambia. The responses indicate that 160 out of 292 respondents have never seen the campaign

representing 55%, 85 out of 292 respondents representing 29.1% have seen it on TV, 4.8% heard it on Radio, 7.9% on Billboard and 3.4% in the press. The responses from the interviews indicates that TV and expos have been used by the PZC. Salehudin (2016) posit that the use of effective promotional strategies increases consumer awareness of the local products. Most studies demonstrate that well-executed promotional strategies help firms increase sales and profitability by effectively influencing consumer purchasing decisions (Kwok & Uncles, 2015).

Darku & Akpau (2020) found that 55.8% of South African respondents were unaware of the campaign, while just 14.4% were exposed to it on a regular basis, resulting in an average mean of 2.18 in South Africa and 4.05 in Ghana. These results confirms the reason why the campaign is more popular in Ghana which uses more of Word-of-Mouth (WOM). In the case of Ghana, the study found that referrals accounted for 58.2% of awareness, 43.8% for radio presentations, and 31.5% for television performances. In South Africa, however, television (39.3%) was determined to be the most popular source of campaign information, followed by the internet (37.5%), referrals (28.6%), and radio (19.6%).

The TV and expos used in Zambia seems to be limited to create the desired impact as 41.8% and 14.1% strongly disagreed and disagreed respectively to being aware of the campaign. The campaign in Ghana was successful because much of the information was shared through referrals (58.2%) as it only depends on peoples' interactions. TV and expos may not be effective enough for the campaign to have the desired impact and change the customers' attitude towards local FMCG's. This is also confirmed in table 9 where respondents failed to correctly recognize the campaign name (Proudly Zambian Campaign). Only 34.2% were able to recognize the campaign name and 65.8% of respondents indicated other names. The failure by the respondents to have knowledge about the campaign could be attributed to ineffective promotional strategies used. Table 4.13 confirms that 51.7% of respondents have never heard or seen the campaign. This requires change in the campaign model if the PZC is to achieve its intended purpose.

5.7 To establish the effectiveness of the Branding strategy used by the PZC to attract support from local consumers

This section addresses the third research objective RO4 on aspects of the branding strategy used by the PZC to create impression and recognition of local FMCG's by the customers, and improve the consumption and support of local brands while addressing the only research question related

to the fourth objective- **RO 4:** To establish the effectiveness of the Branding strategy used by the PZC to attract support from local consumers.

The results in table 12 shows that the respondents had no idea on the branding strategy used by the campaign. 48.6% of respondents strongly disagreed knowing or having seen the logo used by the campaign. 6.5% disagreed and 20.2% neither disagreed nor agreed to have an idea on how the logo looks like. However, the interview responses acknowledges the availability of a logo used by the campaign. This logo can only be used by the PZC members who are reported few. Salehudin (2016) states that buy local campaigns in different nations have chosen different symbols. This has been done in order for customers to be able to relate to the brands effortlessly.

Local businesses are encouraged to incorporate the logo on the packaging of the products (Walker & Mazurek, 2010). Frumento & Frumento (2012) posit that manufacturers are expected to support buy local initiatives by adopting the agreed-upon logo to help local industries flourish. The results from the interview responses indicates that there is more than one logo used by industry players.

Figure 5.1 Proudly Zambian logos

Kotler & Keller (2012) emphasizes on the concept of branding that it has the potential to effectively develop mental structures that boost the consumer's ability to gather enough information or knowledge about the products. The use of more than one logo by industry players as evidenced in figure 5.1 has the ability erode the much needed effective communications with the customers. There is need for implementers through Govt to come up with a legal framework that would guide the use of the PZC logo. Darku & Akpan (2020) confirms that the wear South African campaign adopted only one logo which is it identified with. The use of a common known logo helps customers to easily identify themselves with the brand. According to Chovanova, Korshunov, & Barbcanoca (2015), branding serves as a memory cue for customers, allowing them to recall key

information and make an informed purchase decision. The use of a logo helps in enhancing the identity of the campaign. The results in table 14 indicate that many respondents were unable to recognize the campaign.

5.8 Conclusion

The goal of this chapter was to provide a summary that connected all of the major parts of the research, with a focus on the research procedure and the research findings established in the literature review, which informed the development of the proposed conceptual framework for the effectiveness of PZC in boosting the consumption and support of local FMCG's. The data analysis and discussion lead to the change of the conceptual framework to effectively guide the implementation of the PZC. The proposed conceptual framework was motivated by the literature review that showed good practices by successful buy local campaigns and the data analysis that indicated the associations, correlations and regression between the dependent variable and independent variables.

The proposed conceptual framework that led to the development of the objectives, literature review and research methodology included factors the researcher thought were important to the effective implementation of the PZC and later led to the research findings is illustrated below:
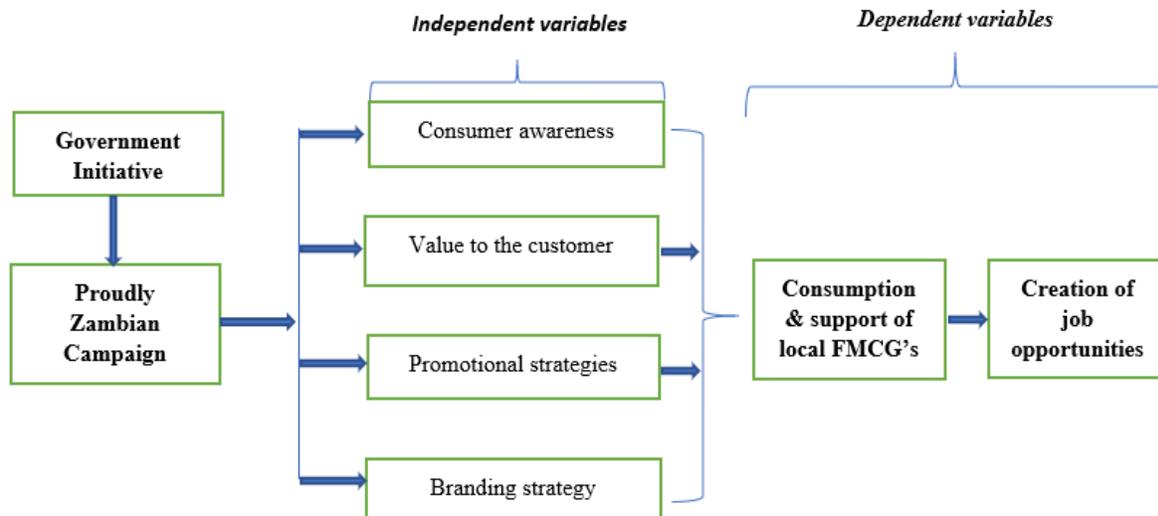
Figure 5.2 The conceptual framework

Source: Author (2021)

The proposed conceptual framework (figure 5.2) recognized Govt initiative to have initiated the PZC initiative. The independent variables were customer awareness, value to the customer, promotional strategies and branding strategy. All the independent variables (GI, CA, VC, PS and BS) were analyzed to fully appreciate their importance in the effective implementation of the PZC. The independent variables were all found to be significant to the implementation of the PZC.

5.9 Govt initiative

The results in table 4.5 and section 4.32.1 shows that there is weak support from the Govt which affects the creation of customer awareness, ineffective promotional strategies used and uncoordinated branding. Davis & Ellis (2000) suggested that the government has a responsibility to play in promoting local products and services both within the country and internationally in order for local businesses to be competitive. Shuster and Dogl (2012) affirmed the government can impact demand conditions and industry competition within a country by issuing policy guidelines without abrogating the international trade agreements.

5.10 Customer awareness

The analysis of the independent variables suggests that customers are not aware of the campaign as indicated in tables 4.7 and 4.8. Lack of knowledge about the campaign by customers points to the PZC being ineffective because the creation of customer awareness is the primary object of the

promotional campaign. The regression analysis in table 4.24 indicates that customer awareness was significant at p = 0.009, which means that lack of customer awareness about the campaign significantly affects its effectiveness. The results also indicates that customer awareness has a moderate to strong relationship with other independent variables apart from Supply chain sustainability which shows r = .275 which is a weak relationship. Ilmiyati (2011) affirms that brand awareness has a positive and significant influence on brand loyalty.

5.11 Promotional strategies

The analysis of the independent variables indicate that promotional strategies are important to the success of a promotional campaign. The results in tables 4.7, 4.8, and 4.9 including section 4.32.3 suggests that the campaign has been using ineffective promotional strategies when targeting customers of FMCG's with messages. Customers are not aware of the promotional strategy called the PZC. The regression results in table 4.24 shows that promotional strategies are significant at p = 0.000, which means poor choice of the promotional strategies has a significant negative impact on the success of the PZC.

Salim, Jahdhami, & Handhali (2017) study found that both conventional and digital media (social media) had positive impact on local brand awareness. The use of TV and Expos only as indicated in table 4.11 and section 4.32.3 is not sufficient to want the effectiveness of the campaign. Section 4.32.3 also does suggest that the campaign uses English only. Poor media choice and limited usage of language is a limitation to achieving the objectives of the PZC. Not every customer of FMCG understands English as it is just an official language used in Zambia whose population still boasts of having 73 tribes and 7 common languages. Darku & Akpan (2020) study found that the campaign in Ghana was more successful compared to the one in South Africa due to the Word-of-Mouth used. Language barrier and the use of ineffective media when targeting customers of FMCG's in Zambia could be a serious limiting factor to the success of the PZC. However, the correlation results in table 4.23 shows that there was a strong relationship between the promotional strategies and other independent variables.

5.12 Value to the customer

The analysis of the independent variables shows that value to the customer has a significant contribution to the success of encouraging the consumption and support of local FMCG's through the PZC. On the value to the customer, the literature and results shows that there are important

factors customers consider when purchasing products and these are not limited to; quality, price, packaging and accessibility. The respondents indicated that they don't find it easy when buying local FMCG's as the results in table 4.20 shows that most customers are not satisfied with the local FMCG's. The question therefore is, how then can the customers buy products they think does not satisfy them?

Customers of FMCG's prefer imported FMCG's as opposed to local as indicated in table 4.18. The results in table 4.19 and section 4.32.5 shows that quality, packaging and accessibility influences the customer's buying behavior towards FMCG's. It can therefore be deduced that the continued support of imported brands by customers could be as a results of local brands being of poor quality, packaging and unavailability of the products when needed. The regression results shows that value to the customer is significant to influence consumption and support of local FMCG's in Zambia at $p = 0.000$. However, the correlation coefficient results also affirms that value to the customers have moderate to strong relationships with other independent variables apart from supply chain sustainability. The PZC can only be effectively implemented if its design factors in what customers value the most so that the messages could be well tailored towards what customers want.

5.13 Branding strategy

The analysis of the independent variables shows that branding strategy has a significant contribution to the success of encouraging the consumption and support of local FMCG's through the PZC. The results in table 4.12 shows that respondents do not know the logo the PZC uses which should be adopted by all members of the campaign. The respondents indicated that they are not able to recognize the logo used by the campaign. Ling & Severi (2013) posit that when consumers are presented with a product or other related cues such as brand logos, brand awareness includes brand identification, which is the ability of consumers to confirm that they have already been introduced to a specific brand, as well as brand recall, which is the ability of consumers to name a specific brand when presented with a product or other related cues such as brand logos.

A study by Kilei, Iravo, & Omwenga (2016) looked at the effect of brand recognition or awareness on product and service market brand performance. Brand recall and brand recognition were found to be favorably and significantly related, and brand recall and overall brand knowledge are critical determinants of consumer support of the brand. The results in section 4.32.4 shows that there is

more than one PZC logo used by companies on the market. PZC implementers have provided an official logo to be used by members. Unfortunately, non-members of the campaign use the Zambian flag as a logo for the PZC. The presence of more than one logo for the same campaign has the ability to hinder the success of the campaign as the products for non-members may not meet the required quality standards as prescribed by ZAM.

5.14 Recommendations for effective implementation of PZC

This study recommended the framework within which the PZC should be implemented to boost the consumption and support of local FMCG's. Therefore, the following are the recommendations to ensure the successful implementation of the PZC through the recommended conceptual framework:

i.   Promotional strategies

In order to ensure that customers become aware of the PZC and begin supporting the local FMCG's industry, there is need to ensure effective promotional strategies are used. This therefore means that the PZC implementers should consider using both below-the-line and above-the-line promotions. The implementers should increase the rate at which they do TV shows and to consider using the most watched channels in Zambia such as DSTV's Zambezi Magic channel. This should be complemented with Radio programs that promotes the uptake of local FMCG's and emphasizing on the benefits of consuming local brands. Below the line marketing refers to the change in marketing spend from mass media branding efforts to focused, direct-response marketing, such as interactive marketing, database marketing, direct mail, and insert media. The messages propagated should more on the benefits of consuming and supporting local FMCG's.

The PZC implementers should be use Short Message Services (SMS) as a model to reach everyone who owns a phone. Darku & Akpan (2020) study affirms the importance and effectiveness of Word-of-Mouth (WOM) when promoting local products. The implementors should recruit local brand ambassadors who will help promote the local FMCG's to others through WOM. These could be managers in companies and leaders like village headmen to encourage their subjects on the importance of supporting local brands. This will help enhance the PZC become a household brand in Zambia. To foster the effective use of social media with an understanding that TV and Expos only would not help achieve the intended objectives. According to the Word Bank (2022), there has been a steady growth in the population using internet in Zambia with the latest being 19% as

of 2019. The PZC implementors should take advantage of this rise and use social media as one of the promotional tools.

ii.   Branding

The results of this study indicates that there is more than one PZC logo used by companies. ZAM should encourage the industry players to use the official logo to avoid confusing the customers. This compromises quality as the industry players using other logos might have their products not certified by ZABS. ZAM should encourage all local manufacturing companies to join the campaign. This will increase the visibility of the campaign. All locally manufactured FMCG's to be sold within the country should be branded 'Proudly Zambian'.

There is need for ZAM to find strategy of harmonizing the campaign identity to avoid confusing customers. The correlation results shows that branding strategy has a moderate to strong relationship with a dependent and other independent variables apart from the supply chain sustainability. However, the regression results shows that branding strategy was weak ($p = 0.064$) in contributing to the success of encouraging consumption and support of local FMCG's through the PZC. This could be attributed to poor branding. Therefore, figure 5.3 presents the revised conceptual framework for the effectiveness of PZC in boosting consumption and support of FMCG's.
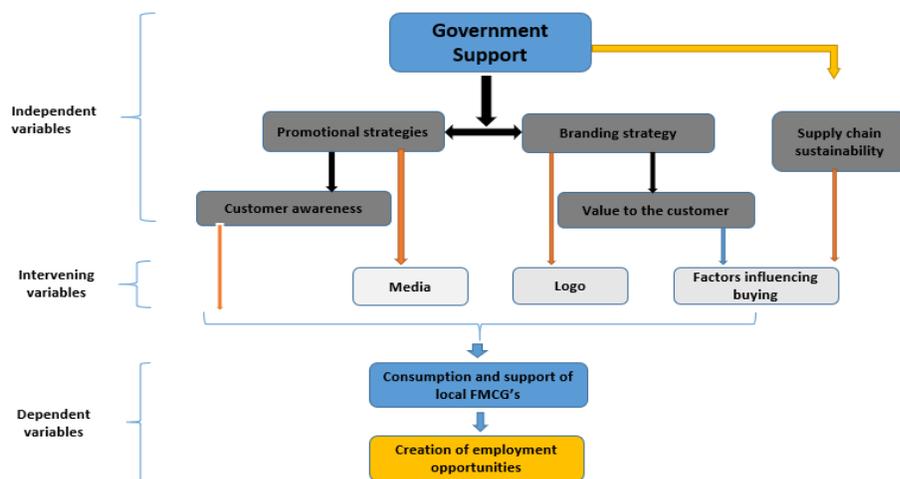
Figure 5.3 Recommended conceptual framework

 Source: Author (2022)

The formation of the recommended conceptual framework presented an opportunity to appreciate the required significant independent variables that would enhance the effectiveness of the PZC. The framework recognizes the importance of Govt support, promotional strategies, branding strategy, customer awareness, value to the customer and supply chain sustainability as contributing factors to the effectiveness of the PZC in boosting the consumption and support of local FMCG's which affects the local economy employment opportunities.

However, the results in table 4.23 shows that the supply chain sustainability is significant though with a weak relationship to the consumption and support of local FMCG's in Zambia. This could have been as a result of many questionnaire respondents neither agreeing nor disagreeing. The researcher decided to include supply chain sustainability on the conceptual framework as table 4.19 and section 4.32.5 shows that product accessibility was one of the important factors that influences consumer buying behavior. The PZC can only be successful if the local FMCG's are available when needed by the customers through an effective FMCG's supply value chain. The relationships between independent variables and the dependent variables in table 4.23 have been summarized in figure 5.4 below.
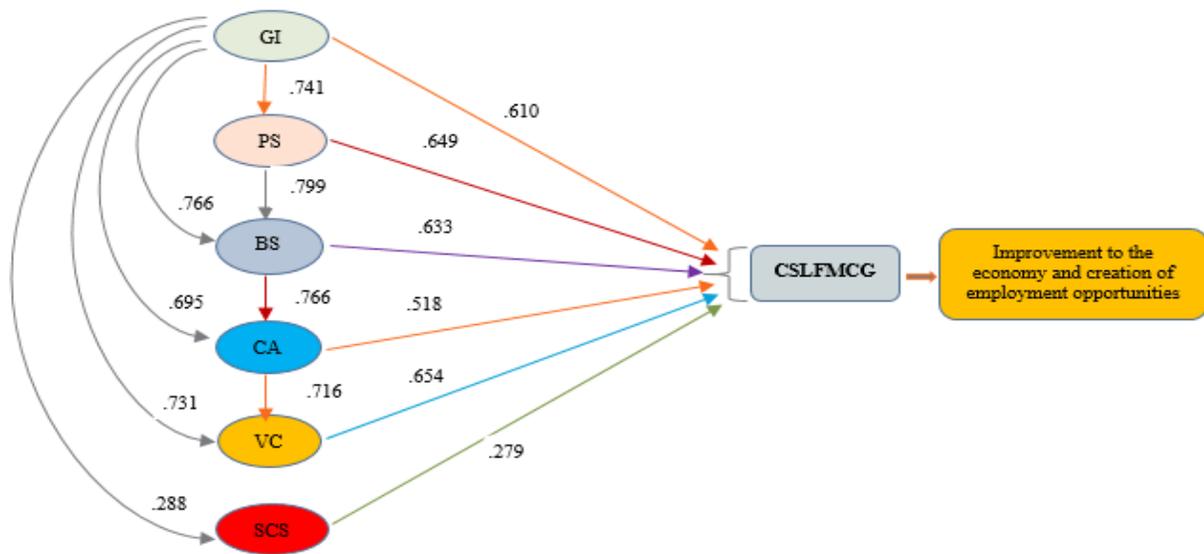
Figure 5.4 Summary of relationships among independent variables and the dependent variables

Source: Author (2021)

The consumption and support of local FMCG's would lead to the creation of employment to the locals as the demand for local brands would create pressure on the manufacturing sector. In the quest to satisfy the demand, the sector might be forced to employ more workers, hence reducing the unemployment levels in Zambia. McCaffrey & Kurland (2015) affirms that buy-local campaigns are based on the premise that money spent on local businesses stays in the community longer than money spent on chain stores and other non-local businesses. The consumption and support of local FMCG's would support the growth of the economy.

The use of Porter's Diamond model as a theoretical framework considering the demand conditions, factor conditions, related and supporting industries, firm structure and strategy, Govt and chance helped the researcher to appreciate what variables would be important to consider if the PZC is to be successful. However, the demand of local FMCG's by customers' needs to be stimulated and ensure there is attitude change towards local brands. This would only be realized through using effective promotional and branding strategies to create customer awareness with consideration of factors influencing customer buying behavior.

iii.   Zambianization concept

In order to change the attitude of local buyers towards local FMCG's brands, there should be an introduction of the theory called Zambianization. Zambianization is a process of encouraging local customers (Zambians) to consider local products (Zambian products) and improve the society's wellbeing. This is another way of encouraging the use of WOM in promoting local FMCG's. The Zambianization concept should be introduced in the school curriculum so as to inform the learners on the importance of supporting the local brands. This study agrees with McCaffrey & Kurland (2015) who postulated that buy-local campaigns are based on the premise that money spent on local businesses stays in the community longer than money spent on chain stores and other non-local businesses.

Figure 5.5 Zambianization concept

Source: Author (2021)

iv. Govt support

To ensure the realization of the effectiveness of the PZC, the Govt of Zambia through the MCTI should increase its support towards the implementation of the campaign. This can be done by increasing the funding towards the campaign. This will help the implementers to conduct more promotional activities as this will help improve the awareness levels among customers. Apart from securing funding for the implementation of the campaign, the Govt should develop policy guidelines to direct the local manufacturers and retail outlets on the percentage of shelf space to be given to local FMCG's (Shuster & Dogl, 2012).

v. Supply chain sustainability

Campaign implementors through the MCTI should encourage the local raw material suppliers (eg. Farmers) and manufacturers to come up with collaborations that would help the supply chain sustainability of products. The continuous supply of products can be achieved by ensuring that certain sections of the supply chain avoids competing but collaborates. The coordination through cooperatives would help manufacturers of certain FMCG's to have a continuous supply of the local brands. This would ensure availability of the products when needed by the customers. The PZC cannot be effective if local brands are not available.

vi. The Zambia Chamber of Commerce and Industry (ZACCI)

The effective implementation of the PZC requires efforts from all key stakeholders that include ZIM and ZACCI. ZIM would be very helpful in advising ZAM on the best promotional tools to use. ZIM has a pool of marketing experts as professional members who would help with expert knowledge on how best the campaign can be implemented especially with the advent of online

platforms which can be used. However, the researcher is of the view that ZAM has no capacity to handle the implementation of the PZC. The Zambia Chamber of Commerce and Industry (ZACCI) should be given an opportunity to spearhead the campaign as an organization given the mandate to champion the growth of businesses in Zambia. An appropriate NGO should be given the mandate to champion the cause as ZAM and ZIM are incorporated to offer support to the implementation of the campaign. This will then give ZACCI a supervisory role over the NGO. ZAM could be helpful in engaging the manufacturers to all be members of the campaign, while ZIM could offer technical support on the appropriate promotional tools to be used.

vii.   Improvement on the quality and availability of the local products

The effective implementation of the campaign is also affected by the quality and availability of the local products. Table 4.19 indicates that 50% of respondents considered quality as the most important factor affecting their purchase decisions followed by accessibility (12%). In order to ensure that quality is achieved, the Govt should capacitate ZABS to ensure that all manufacturers are thoroughly inspected to enhance production of products of a comparable quality to the imported as table 4.18 shows that customers prefer foreign brands. In order to improve on the availability of the local products, manufacturers and distributors should work in collaboration to improve on the continuous supply of products to the customers.

5.15 Implication of the findings

There are broadly two (2) categories of implications namely; practical and theoretical implications. Practical implications refer to changes that might improve practice or have practical applications, and theoretical or scholarly implications refer to the contributions of the study to existing bodies of knowledge in terms of theory and methodology (Kyungwon, Ellen, & White, 2015).

5.15.1 Practical implications

The study has highlighted the areas of focus if the PZC is to be effective. In order to achieve the objectives of the campaign, the implementors should seek for support from Marketing communications experts, the Govt and all key stakeholders. Major activities that came out paramount in the study to effectively implement the PZC include; ensuring that there is segmentation of the Zambian audience to effectively design messages that can easily be appreciated or understood, information reaches the target audience and there should be effective choice of media to deliver the information as intended. Other studies like Darku & Akpan (2020)

highlighted the importance of branding in the effective implantation of the buy local campaign. The PZC implementers need to invest in branding the campaign and have a buy-in by all manufacturing companies. There is need to choose attitude change agents to influence the local consumers to begin supporting local FMCG's through WOM. However, seeing that ZAM has no capacity to effectively run the campaign, the Govt should consider engaging a Non-Governmental Organization to partner with ZAM and ZIM. The chosen Non- Governmental Organization should create a committee of experts to ensure that messages are well structured and the right media vehicles used. This will help influence the support of local FMCG's in Zambia which will in turn.

5.15.2 Theoretical implications

The theoretical concept (Porter's Diamond Model) largely focuses on the industries or nations competitiveness internationally. The theory in its current state seems to emphasize on improving the nations competitiveness globally, neglecting the business competitiveness starting point which is improving the local competitiveness. To enhance the related and supporting industries aspect, the local supply chain sustainability (LSCS) as a concept needs to be developed. The LSCS should be enhanced by the Zambianization concept in figure 5.5 as this would improve the local industry competitiveness by improving the local product (FMCG's) availability. However, the LSCS should emphasize on the production of competitive or quality local FMCG's as mare product availability might not be sufficient to improve customer loyalty towards local FMCG's.
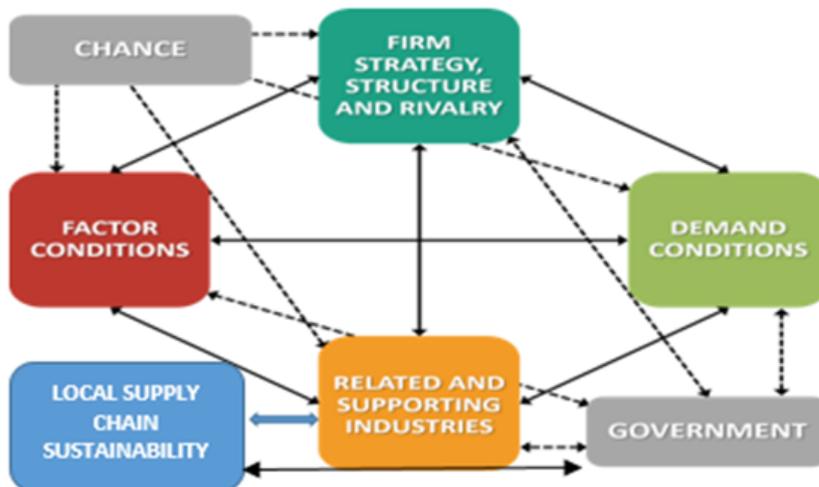
Figure 5.6 Recommended Porter's Diamond model for local industry competitiveness

Source: Author (2021)

Government through the MCTI and ZAM should encourage manufacturing industry players to collaborate with the local raw materials suppliers to ensure there is consistence in supply of local FMCG's to the local market. However, this can only be successful if the local distributors such as retail outlets offer significant shelf space for local FMCG's to support the PZC. This entails that the local transporters should be used which to a larger extent offers job opportunities to the local drivers. This process is called the Local Supply Chain Sustainability (LSCS). The related and supporting industries would only help improve the nation's local competitiveness through ensuring that there is local FMCG's supply chain sustainability.

5.16 Limitations of this study

The study was only done in Lusaka, providing the need to do it in other provinces in order to provide the national view of the effectiveness of the PZC. Instead of focusing on a wider product type or range, the study only focused on the FMCG's. This therefore gives a narrow view of understanding the effectiveness of the campaign as there are many types of products which could be both imported and locally produced. The researcher got the sample from among Shoprite retail outlet customers. This neglects many more retail outlets serving different profiles of customers who would have participated in the study.

5.17 Research contribution

After analyzing and making recommendations, this study has contributed to the body of knowledge by recommending an addition of a theory to Portor's Diamond model called Supply Chain Sustainability, as this will enhance the availability of local products to the customers. This theory if implemented will improve Zambian brands' competitiveness against imported products. The study has also made contributions on the effective ways of implementing the buy local campaign such as the PZC. The recommendations have been made on the effective use of media especially social media to foster WOM as this would help change consumer behavior in Zambia. The study has further contributed to the body of knowledge through the introduction of the Zambianization concept as an inclusion to the school curriculum beginning from primary to secondary schools so that understanding of the importance of buying local brands can be appreciated from early stages of education. The study has also contributed to the body of knowledge by recommending a framework within which the campaign should be implemented.

5.18 Recommendations for future studies

This section contains recommendations for further research based on the findings of the current study. A larger-scale investigation could be conducted in future research. In particular, there is need for further research on the availability of suitable media to be used in the implementation of the PZC to improve reach. This is important as it will help understand the effective media to reach rural and urban customers. Another study could investigate the capacity of local manufacturers of FMCG's to supply and satisfy the demand. This is an important area of study as it can help take a holistic approach in investigating a broader product line other than concentrating on FMCG's only. Further study is also needed to investigate the reasons why a lot of manufacturers have not joined the campaign. This would highlight the challenges the PZC is facing. The study would help find ways of encouraging many industry players to join the campaign. The involvement in the PZC would also improve the availability of funding towards the implementation of the campaign as the members would be required to pay annual membership fees.

5.18 Chapter summary

This chapter has given the conclusion of the findings. The conclusion in this chapter has clearly highlighted the key issues of this study's findings. The focus of the conclusion where on the outcomes and meaning of the relationships between the independent variables (GI, CA, PS, BS, VC, and SCS) and the dependent variable (CSLFMCG). All the independent variables except for SCS had a moderate to strong relationship with the dependent variable. The researcher decided to maintain the SCS in the framework as it is important to the success of the campaign.

The chapter also highlighted the recommendations that can be effected to improve the implementation of the PZC. The recommendations suggested the use of both below-the-line and above-the-line promotions to ensure that customers are aware of the PZC and its importance. The recommended the introduction of a Zambianization concept in the school curriculum to ensure that attitude change towards local products begin early when customers are still in their early stages of school. This will help enhance the sharing of information through WOM. However, due to the study's limitations, the chapter has recommended the aspects that require further research.

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Correlations		Government Initiative (Input in promoting the Buy Zambia Campaign)	Community willingness to buy local produce	Level of awareness by consumers of Fast Moving Consumer Goods about the Promotional campaign supporting local brands	The promotional strategies used to support the implementation of the campaign	Branding Strategies of the Local Fast Moving Consumer Goods	Supply Chain Sustainability	Value to the firm	Consumption and Support of local FMCG	Value to the Customer	Importance of the campaign to the economy for creation of employment to locals
Government Initiative (Input in	Pearson Correlation	1	.690**	.791**	.803**	.805**	.460**	.191**	.772**	.766**	.139*

promoting the Buy Zambia Campaign)	Sig. (2-tailed)		.000	.000	.000	.000	.000	.001	.000	.000	.017
	N	292	292	292	292	292	292	292	292	292	292
Community willingness to buy local produce	Pearson Correlation	.690**	1	.711**	.699**	.737**	.335**	.226**	.714**	.804**	.270**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	292	292	292	292	292	292	292	292	292	292
Level of awareness by consumers of Fast Moving	Pearson Correlation	.791**	.711**	1	.873**	.838**	.410**	.251**	.778**	.776**	.165**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.005

Consumer Goods about the Promotional campaign supporting local brands	N	292	292	292	292	292	292	292	292	292	292
The promotional strategies used to support the implementation of the campaign	Pearson Correlation	.803**	.699**	.873**	1	.878**	.434**	.249**	.781**	.779**	.212**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	292	292	292	292	292	292	292	292	292	292
Branding Strategies of the Local Fast Moving	Pearson Correlation	.805**	.737**	.838**	.878**	1	.441**	.288**	.833**	.832**	.216**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000

Consumer Goods	N	292	292	292	292	292	292	292	292	292	292
Supply Chain Sustainability	Pearson Correlation	.460**	.335**	.410**	.434**	.441**	1	.081	.433**	.414**	.127*
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.169	.000	.000	.030
	N	292	292	292	292	292	292	292	292	292	292
Value to the firm	Pearson Correlation	.191**	.226**	.251**	.249**	.288**	.081	1	.247**	.242**	.386**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.169		.000	.000	.000
	N	292	292	292	292	292	292	292	292	292	292
Consumption and Support of local FMCG	Pearson Correlation	.772**	.714**	.778**	.781**	.833**	.433**	.247**	1	.835**	.285**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	292	292	292	292	292	292	292	292	292	292

Value to the Customer	Pearson Correlation	.766**	.804**	.776**	.779**	.832**	.414**	.242**	.835**	1	.274**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	292	292	292	292	292	292	292	292	292	292
Importance of the campaign to the economy for creation of employment to locals	Pearson Correlation	.139*	.270**	.165**	.212**	.216**	.127*	.386**	.285**	.274**	1
	Sig. (2-tailed)	.017	.000	.005	.000	.000	.030	.000	.000	.000	
	N	292	292	292	292	292	292	292	292	292	292
**. Correlation is significant at the 0.01 level (2-tailed).											
*. Correlation is significant at the 0.05 level (2-tailed).											

Appendix 2: Results of Cronbach's Alpha if item deleted

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Government Initiative (Input in promoting the Buy Zambia Campaign)	25.07	60.247	.835	.914
Community willingness to buy local produce	24.41	58.084	.788	.917
Level of awareness by consumers of Fast Moving Consumer Goods about the Promotional campaign supporting local brands	24.92	55.667	.863	.912
The promotional strategies used to support the implementation of the campaign	25.07	57.212	.881	.911
Branding Strategies of the Local Fast Moving Consumer Goods	25.07	55.861	.905	.909
Supply Chain Sustainability	24.36	69.881	.456	.932
Value to the firm	23.31	72.633	.291	.936
Consumption and Support of local FMCG	25.09	58.989	.868	.912
Value to the Customer	25.08	57.395	.879	.911
Importance of the campaign to the economy for creation of employment to locals	23.43	71.951	.268	.938

Appendix 3: Research introductory letter

20th April, 2021

TO WHOM IT MAY CONCERN

Dear Sir/ Madam,

RE: RESEARCH INTRODUCTORY LETTER FOR MR. BURTON MWEEMBA (MKT08059)

This serves to confirm that Mr. Burton Mweemba of student number MKT08059 is a student at ZCAS University. He is enrolled on the *Pursuing the Doctor of Business Administration (DBA) Programme*.

Mr. Burton Mweemba is currently working on his Dissertation and your organization has been chosen as the main organization for reference and research activities. The title of his research is: "*THE EFFECTIVENESS OF THE PROMOTIONAL STRATEGIES USED TO SUPPORT THE IMPLEMENTATION OF THE PROUDLY ZAMBIAN CAMPAIGN.*"

Kindly assist him with any information that maybe relevant to him in this regard. The information gathered will be purely used for academic purposes.

Should you need more information about the student, please do not hesitate to get in touch with undersigned on the numbers below.

Yours faithfully,
ZCAS University

Jonathan Mukula
DEPUTY REGISTRAR (ACADEMIC)

Cc: File

Appendix 4: Questionnaire

Doctor of Business Administration

(DBA)

ZCAS University

TITLE: THE EFFECTIVENESS OF THE PROUDLY ZAMBIAN CAMPAIGN

Questionnaire for customers

PURPOSE

This questionnaire is designed to collect data about how effective Proudly Zambian Campaign is in boosting consumption of Fast Moving Consumer Goods in Zambia. The respondents are assured that the information they will provide shall remain confidential and will be used only for purposes of the research being conducted on the effectiveness of Proudly Zambian Campaign in boosting consumption of Fast Moving Consumer Goods in Zambia. We hope you will be able to take time and carefully complete the questionnaire. You can use "X" mark to indicate your responses on each item.

Thank you for your time

The researcher

SECTION A

1.0 Personal information

a. Gender: Male ☐   Female ☐
b. Age: 18- 25 Years ☐   26-35 Years ☐   36-45 Years ☐   45 and above
c. Type of Customer: Consumption ☐   Resale ☐

SECTION B: Government Initiative (Input in promoting the Buy Zambia Campaign)

Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

	The perception of the Government input in the promotion of buying Locally produced Goods	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
1	I strongly feel the government has put in place strategies to support local producers					
2	The government has been passing laws which has resulted in the promotion of local produces					
3	Government has promoted local producers by increasing import duty on foreign products					
4	Government has been in fore front of supporting value addition to local products					
5	Government has visibly been as a champion in the promotion of local products.					

SECTION C: Community willingness to buy local products

Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

	The perception of the Community willingness to buy Locally produced Goods	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
6	I strongly feel most Zambian want to buy locally produced goods					
7	It feels safe to buy and eat locally produced goods					
8	Locally produced goods give a sense of identity					

SECTION D: Level of awareness by consumers of Fast Moving Consumer Goods about the Promotional campaign supporting local brands.

9. Have you ever seen any promotional campaign for local Fast Moving Consumer Goods in Zambia?

   a. Yes ☐

   b. No ☐

	The perception of Community awareness of promotional campaign supporting local brands	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
10	I am aware of campaigns or promotions encouraging local consumers of Fast Moving Consumer Good's to buy local products in Zambia					
11	I have seen buy local campaigns on bill boards as I move around					
12	I have seen buy local promotions on social media, TV and search engines/web					

13 which of the following is the name of the campaign or promotion you have seen.

    a) Buy local campaign ☐

    b) Local is laka campaign ☐

    c) Proudly Zambian campaign ☐

    d) Local promotional campaign ☐

    e) Zambian Products for Zambians ☐

SECTION E: The promotional strategies used to support the implementation of the campaign

Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

	The perception of promotional strategies	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
14	I have frequently seen the promotional campaign encouraging consumers of Fast Moving Consumer Goods in Zambia					
15	The message in the promotional campaign for local Fast Moving Consumer Goods is easy to understand.					
16	The message of the promotional campaign for local Fast Moving Consumer Goods is almost all widely spoken in local languages in Zambia					

17 Where did you see the promotional campaign encouraging consumer of Fast Moving Consumer Goods to buy local brands?

    a) On TV

    b) On Radio

    c) Billboard

    d) Newspaper

    e) Non

18 How often do you see or hear the promotional campaign encouraging local consumers of Fast Moving Consumer Good's to consider buying local brands?

a) Never   ☐

b) Occasionally   ☐

c) Sometimes   ☐

d) Often   ☐

e) Always   ☐

No		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
19	It is easy to recognize the buy local campaign					
20	I have seen the buy local campaign several times in Zambia					
21	I understand the importance of the buy local campaign in Zambia					
22	The buy local campaign clearly explains why I have to buy local brands					
23	I have access to the promotional tools used to support the buy local campaign in Zambia					

SECTION F: Branding Strategies of the Local Fast Moving Consumer Goods

Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

No	Perceptions of Branding Strategies of Local Fast Moving Consumer Goods	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
24	All promotional campaigns encouraging the buying of local Fast Moving Consumer Goods have specific and informative logo					
25	The logo for the promotional campaign encouraging consumers of Fast Moving Consumer Goods to buy local brands is visibly seen on all the products in Zambia.					
26	It is very easy to identify the local from imported brands through the logo					
27	Most of the local goods are properly packaged and appealing to local buyers					
28	The Zambian court of arms and flag colors are well labelled on Local good for easy identification of local goods					

SECTION G: Supply Chain Sustainability

Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

No	Perceptions of Supply Chain Sustainability of Local Fast Moving Consumer Goods	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
24	Local producers and manufacturers have capacity to meet the local demand					
25	The supply chain has well abled middle men to facilitate buying from small scale producers and bulk supplying to super markets					
26	Producers have formed cooperatives to enable them have joint efforts that can sustain local demands					
27	The supper markets are highly willing to deal with local suppliers of produce					
28	There is knowledge in public domain for everyone to know the proper supply chain from producers, intermediaries and retailers.					

SECTION H: Value to the firm

Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

No	Perceptions of the value to the firm of Local Fast Moving Consumer Goods	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
29	Promotions of locally produced goods increases a firm's market share					
30	The promotion campaign of local goods enables the firm's brand to become well known					
31	The promotion and buying of locally produced goods gives local firms competitive advantage					
32	The promotion of local goods results in companies dealing in local goods to grow					
33	The promotion of local goods results in the creation of employment for the local people					

SECTION H: Consumption and Support of local FMCG

Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

No	Perceptions of the Consumption and Support of local FMCG	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
34	Currently there is support from all sectors on consumption of locally produced goods					
35	Most Zambians prefer local to foreign Fast Moving Consumer Goods					
36	Banks and other institutions are keen to support local initiatives which promote the buying of Locals					

37 Which Fast Moving Consumer Goods do you buy the most?

Local ☐   Foreign ☐

38 If foreign, why do you think they are better than local brands?

   a) Packaging ☐

   b) Quality ☐

   c) Price ☐

   d) Accessibility ☐

   e) Product Image ☐

SECTION I: Value to the Customer

Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

No	Perceptions of the Buy local FMCG's Value to the customer	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
39	Most Zambians find it easy to make decisions when buying locally produced goods.					
40	Most Customers in the country are greatly satisfied in buying locally produced FMCGs					
41	Most Customers have great confidence in buying locally produced FMCGs					

SECTION J: Importance of the campaign to the economy for creation of employment to locals

Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

No	Perceptions of the Importance of the campaign to the economy for creation of employment to locals	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
42	The Buy Zambian Campaign keeps the much needed forex in the country thereby stabilizing the currency					
43	The Buy Zambia Campaign helps in the creation of local jobs					
44	The Buy Zambia Campaign creates wealth among the local people					

SECTION K: General

The perception of the importance of the buy local campaign in Zambia. Please indicate the extents to which you agree with the statements below. Select 1 means strongly agree with a statement and selecting 5 means you strongly disagree. You may select any of the numbers between 1 and 5 to indicate the extent and strength of agreement.

	The perception of the importance of the buy local campaign in Zambia	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
45	The campaign promotes the growth of the local economy					
46	The campaign enhances the creation of jobs for local citizens					
47	The campaign boosts the sales of local Fast Moving Consumer Goods					
48	The campaign enhances the growth of local manufacturing industries of FMCG's					
49	I don't understand the buy local campaign					
50	The buy local campaign has no emphasis on its importance					
51	I have never heard and seen any buy local campaign in Zambia					
52	The buy local campaign in Zambia is very important to the local citizens					

53 Are all necessary locally manufactured Fast Moving Consumer Goods brands available when needed by customers to support the promotional campaign?

Yes [ ]   No [ ]

THANK FOR YOUR TIME

Appendix 5: INTERVIEW GUIDE

Proudly Zambian Campaign experts' interview guide (Adapted from: Ali-Choudhury, Bennet and Savani, 2009)

Interview procedures:

Overall subject: Effectiveness of the Proudly Zambian Campaign in boosting the sales and consumption of locally produced Fast Moving Consumer Goods in Zambia.

Time required: 1 hour to 1 hour 30 minutes.

Audio voice recorder: Request to record the interview and if participant is agreeable then switch on before introductions begin.

Ethics and confidentiality: Give an idea about research ethics and confidentiality. Remind the interviewee that their sensitive personal data and contact details will not be used in any analysis or given to anyone else. Inform the interviewee that views they express in the interview are used for research purposes only and that they will not be referred to by name in the research findings.

    1.1 In your own way, What is your interpretation of the term local promotional campaign, looking at the issue from the perspective of local buyers and local brands?

    1.2 If you had to describe the most important perspective of the Proudly Zambian Campaign, what would it be?

    1.3 What do you think was the Governments motivation of coming up with the Proudly Zambian Campaign?

1.4 Which promotional strategies do you think the Government has put in place to implement the Proud Zambian Campaign?

1.5 What do customers of Fast Moving Consumer Goods look for when choosing a brand to buy?

1.6 In your own view, how has the Proudly Zambian Campaign been done to promote local brands?

1.7 Has the Proudly Zambian Campaign been able to effectively help promote local brands sold in your retail outlet?

1.8 What are the main symbolic representation of the Proudly Zambian Campaign and the main communications activities used by the campaign's implementers, e.g logo, advertising, slogans etc?

1.9 How has your organization been supporting the Proudly Zambian Campaign?

1.10 Which elements of the promotional messages could be important to be used by the Proudly Zambian Campaign to foster support from the local buyers and consumers?

1.11 What do you think could be the reasons why big retail outlets in Zambia stock more of imported Fast Moving Consumer Goods brands than local ones?

1.12 What do you think could be the importance of the Proudly Zambian Campaign?

1.13 If the campaign is not effectively done and designed, what do you think could be the consequences?

1.14   How many years have you worked in the area of marketing and what types of positions have you occupied?

Adapted from: Ali-Choudhury, Bennet and Savani (2009)

Appendix 6: MCAR TEST REULTS (EM COVARIANCES)

EM Covariances[a,b]

	Age_of_the_respondent	Govt_Initiative	CW	Have_you_ever_seen_a_promotional_campai...	Customer_Awareness	Promotional_Strategies	MEDIA	Times_when_customers_see_the_campaign	Branding_Strategies	Supply_Chain_Sustainability	VF	CSLFMCG	Productpreference	V46	VC	q48	q49	ICECE	q51	q52	q53	q54	q55	q56	q57	q58	q59	q60	Localproductavailability
Age_of_the_respondent	1.276																												
Govt_Initiative	-.871	1.456																											
CW	-.746	.905	1.694																										
Have_you_ever_seen_a_promotional_campaign_f or_local_FMCG	.261	-.344	-.273	.237																									
Customer_Awareness	-.900	1.195	.966	-.519	2.023																								
Promotional_Strategies	-1.040	1.298	.952	-.500	1.622	2.075																							
MEDIA	.542	-.807	-.569	.408	-1.277	-1.124	1.470																						
Times_when_customers_see_the_campaign	-.834	.826	.661	-.389	1.096	1.169	-.849	1.436																					
Branding_Strategies	-1.062	1.290	1.049	-.457	1.537	1.606	-.999	1.073	1.947																				
Supply_Chain_Sustainability	-.343	.370	.560	-.131	.423	.464	-.263	.377	.479	1.134																			
VF	-.067	.123	.072	-.017	.119	.107	-.068	.102	.162	.061	.489																		
CSLFMCG	-.717	.907	.740	-.249	.802	1.138	-.643	.727	1.091	.369	.108	1.535																	
Productpreference	.123	-.218	-.263	.068	-.276	-.222	.130	-.194	-.263	-.096	-.063	-.074	.166																
V46	.389	-.260	-.203	.121	-.337	-.437	.245	-.324	-.520	.046	.003	-.138	.045	1.345															
VC	-.945	1.225	1.113	-.362	1.417	1.422	-.923	1.004	1.515	.491	.157	1.124	-.394	-.372	1.931														
q48	-.872	1.051	1.057	-.388	1.209	1.267	-.781	.865	1.329	.481	.068	.930	-.393	-.321	1.377	1.449													
q49	-.869	1.018	1.030	-.336	1.197	1.239	-.736	.885	1.313	.450	.044	.943	-.286	-.319	.555	1.372	1.531												
ICECE	-.189	.216	.339	-.065	.369	.384	-.229	.213	.445	.096	.155	.363	-.119	-.036	.342	.459	.446	.793											
q51	-.137	-.113	.043	.020	-.074	-.139	.064	-.129	-.172	-.008	.094	-.062	.019	.160	-.090	-.124	-.106	.169	.503										
q52	.009	.148	.191	-.039	.203	.202	-.105	.127	.295	.079	.100	.189	-.062	.133	.208	.225	.206	.322	.368	.636									
q53	.026	.182	.059	.026	.005	.014	.009	-.027	.068	.073	.133	.133	-.047	.077	.333	.120	.041	.273	.261	.326	.670								
q54	-.162	-.182	-.211	-.041	.253	.290	-.118	-.162	.360	.121	.156	.288	-.070	-.205	.333	.167	.225	.273	.261	.343	.367	.560							
q55	.005	.022	.059	.026	.013	-.005	.023	-.035	.042	.022	.104	.041	-.033	.027	.082	.011	.013	.208	.256	.343	.367	.560	.520						
q56	.023	.043	.023	.020	.008	-.022	.050	.011	.010	.055	.060	.058	-.023	.019	.060	.001	.155	.202	.233	.286	.302	.267	.301	.535					
q57	-.700	-.802	-.693	.314	-1.108	-.947	.699	-.764	-1.086	-.165	-.069	-.539	.019	-.140	-1.074	-.863	-.889	-.357	-.149	.190	.302	-.006	.011	.127	1.918				
q58	-.881	-.880	-.822	.306	-1.086	-1.128	.618	-.757	-1.195	-.197	-.107	-.677	.235	-.069	-1.142	-.978	-.964	-.357	-.287	.156	.224	-.088	-.086	.070	1.198	1.931			
q59	.804	-.947	-.822	.459	-1.443	-1.304	1.078	-1.117	-1.348	-.416	-.107	-.736	.252	.167	-1.228	-1.032	-.966	-.415	-.156	.073	.226	-.009	.130	.183	1.530	1.207	2.259		
q60	.241	-.209	-.160	.104	-.326	-.380	.202	-.213	-.319	-.039	.071	-.197	.069	.163	-.277	-.262	-.282	-.046	-.267	.132	.147	.109	.009	.183	.346	.315	.316	.523	
Localproductavailability	.246	-.290	-.214	.101	-.289	-.346	.171	-.220	-.346	-.123	-.108	-.235	.046	.069	-.331	-.284	-.280	-.074	-.025	.001	-.039	.032	.009	.060	.191	.205	.196	.059	.163

a. Little's MCAR Test: Chi-Square = 569.029, DF = 249, Sig = .000

b. The EM algorithm failed to converge in 25 iterations.

Appendix 7: Descriptives of Normality test

Descriptives

			Statistic	Std. Error
Customer_Awareness	Mean		2.48	.084
	95% Confidence Interval for Mean	Lower Bound	2.31	
		Upper Bound	2.64	
	5% Trimmed Mean		2.42	
	Median		2.00	
	Variance		2.029	
	Std. Deviation		1.424	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		3	
	Skewness		.270	.143
	Kurtosis		-1.525	.285
Promotional_Strategies	Mean		2.25	.085
	95% Confidence Interval for Mean	Lower Bound	2.09	
		Upper Bound	2.42	
	5% Trimmed Mean		2.17	
	Median		2.00	
	Variance		2.078	
	Std. Deviation		1.442	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		3	
	Skewness		.661	.143
	Kurtosis		-1.130	.285
Supply_Chain_Sustainability	Mean		2.92	.062
	95% Confidence Interval for Mean	Lower Bound	2.80	
		Upper Bound	3.04	
	5% Trimmed Mean		2.91	
	Median		3.00	
	Variance		1.125	
	Std. Deviation		1.061	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		2	
	Skewness		-.051	.143
	Kurtosis		-.293	.285
Govt_Initiative	Mean		2.32	.071
	95% Confidence Interval for Mean	Lower Bound	2.18	
		Upper Bound	2.46	
	5% Trimmed Mean		2.27	
	Median		2.00	
	Variance		1.450	
	Std. Deviation		1.204	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		2	
	Skewness		.403	.143
	Kurtosis		-1.117	.285

Descriptives

			Statistic	Std. Error
Branding_Strategies	Mean		2.26	.082
	95% Confidence Interval for Mean	Lower Bound	2.10	
		Upper Bound	2.42	
	5% Trimmed Mean		2.18	
	Median		2.00	
	Variance		1.951	
	Std. Deviation		1.397	
	Minimum		1	
	Maximum		5	
	Range		4	
	Interquartile Range		3	
	Skewness		.488	.143
	Kurtosis		-1.344	.285

Appendix 8: Description of interviewees

No	ORGANIZATION	No. OF INTERVIEWEES	NATURE OF ORGANIZATION
1	MCTI	3	Govt Ministry
2	ZAM	3	Association of Manufacturers
3	ZDA	3	An agency facilitating trade in Zambia
4	FJ	1	Manufacturer
5	TK	2	Manufacturer
6	ZABS	3	Quality regulator
	TOTAL	**15**	