

Consumer awareness: The effectiveness of the buy local campaign in promoting local Fast-Moving Consumer Goods in Zambia

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ABSTRACT

Globalization has brought about freedom for many businesses to trade beyond the borders of the country of incorporation. However, due to globalization, scholars have argued that globalization seems to favor developed countries as they have the ability to sell products in other countries at the expense of local brands. Developing countries such as Zambia have been fronted with an influx of imported Fast Moving Consumer Goods (FMCGs). Some countries have ethnocentric customers who support local products other than imported brands. The support of local brands improves the local economy, which seems not to be the case in Zambia. The increase in imported goods has heightened the level of competition. Many countries including Zambia decided to come up with the buy local campaigns in the quest to encourage customers to prefer local brands. However, no studies have been conducted to evaluate the effectiveness of the proudly Zambian Campaign. The results indicate that the majority of the consumers of FMCGs were not aware of the buy local campaign. This, therefore, confirms that the buy local campaign is not effective in Zambia.

KEYWORDS – AIDA Model, Awareness, Brand, Ethnocentric, FMCGs, Loyalty, promotion

1. INTRODUCTION

In the era of globalization, many corporations in many nations have taken aggressive steps to develop their global markets. One of the key issues that businesses face today is the advancement of the globalization agenda (Khanna, Palepu & Sinha, 2005 [1]). Since then, several academics in the business field have noted that the globalization phenomenon has increased levels of competition in the marketplace between local and global brands (Sun, Zheng, Su & Keller, 2016 [2]). It's worth noting that success in the home market does not always translate to success in the international market, which Cavusgil & Cavusgil (2012 [3]) describe as a challenge that retailers face in the race for market share and revenue. Businesses are increasingly looking to less developed parts of the world as they implement the green ocean strategy (Bressan & Signori, 2014 [4]; Meyer & Tran, 2006 [5]). These markets are likely to become more important in the global economy as a result of their expansion (Wright, Filatotchev, Hoskisson, & Peng, 2005 [6]). Domestic consumers in several countries have been seen to be more ethnocentric and patriotic, as they prefer local products to imported products. This predilection may unmistakably be traced to their public show of patriotism by buying more local brands. In some cases, though, the consumer may be willing to sacrifice ethnocentrism and patriotism in order to get the best value for their money. It's been suggested and believed that providing consumers with more options will change their minds. In the case of Zambia, despite the fact that she produces her own products, a large percentage of Zambians prefer to buy imported goods or products over local ones. This has an effect on the local economy courtesy of the capitalistic globalization concept. Zambia, like many other countries, launched the buy local campaign called the "Proudly Zambian Campaign" in the quest to protect the local products. The question is, has this campaign yielded the desired results?

2. PROBLEM STATEMENT

The Zambian markets are flooded with a variety of FMCGs from both local and foreign suppliers, leaving customers with a difficult decision to make about which product to choose at any given time, presumably motivated by patriotism, ethnocentrism, and intentionality. According to the World Bank (2015 [7]), Zambia imports a considerable amount of FMCGs from South Africa (SA). Furthermore, Ziba & Phiri (2019 [8]) posit that about 80% of FMCGs sold in Zambia, particularly at major retail outlets such as Shoprite Zambia and Pick N Pay, are primarily imported from South Africa. It cannot be a fairy tale to assume that Zambians have a high demand for and consumption of imported FMCGs, which has had a significant impact on the expansion of the local FMCG manufacturing industry.

As Zambia continues to embrace the globalization concept by opening wide the floodgate of imported FMCGs, this suffocates the growth of the local FMCGs industry and contributes to the increase in unemployment levels. According to the Zamstat report, the percentage of unemployment rose to an alarming 13.20% in 2019 from 11.40% in 2018. (Zamstat, 2020 [9]). Although Trading Economics (2022 [10]) claims that unemployment has decreased from 13.20 percent in 2019 to 12.20 percent in 2020, this remains unacceptably high. This paper seeks to investigate the effectiveness of the buy local campaign to boost the support of local FMCGs in Zambia.

1. Objectives

- i. To establish the level of awareness by consumers of products about the buy local campaign.
- ii. To investigate the effectiveness of the promotional strategies used to support the implementation of the buy local campaign in Zambia.

2. Hypotheses of the Study

H₀: The level of awareness by the consumers of FMCGs about the buy local campaign doesn't have any influence on the attitude of consumers in Zambia.

H₁: The level of awareness by the consumers of FMCGs about the buy local campaign has an influence on the attitude of consumers in Zambia.

H₀: The promotional strategies used to support the implementation of the buy local campaign don't have any influence on the attitude of consumers in Zambia.

H₂: The promotional strategies used to support the implementation of the buy local campaign have an influence on the attitude of consumers in Zambia

3. LITERATURE REVIEW

Many countries have developed robust buy local campaigns to promote local brands against competing imported brands as this has many benefits to the local citizens and the strength of the GDP. According to Dupuis & Noreau (2015 [11]), there is no formal or informal written definition for the Buy Local Concept. Since there are so many dimensions, every attempt at defining the concept only yields the contextual one based on the Buy Local Campaign's objectives. Dupuis & Noreau (2015 [11]) further postulate that many of the scholars who have sought to define the idea have done so solely on the basis of distance.

The buyer's closeness to the seller appears to be the most important factor. Some researchers defined 'Buy Local' as purchasing a product within a 50-mile radius, which has to do with physical distance (Ozankala, Nurse, & McFadden, 2010 [12]), as well as shopping within the state and national boundaries (Dunne, Chambers, Giombolini, & Schlegel, 2011 [13]). This study uses the definition of the Proudly Zambian campaign, as a promotional campaign set up to encourage Zambian consumers to buy more locally produced goods.

5.1 The origin of the buy local campaign concept

The idea of a Buy Local Campaign, also known as a Country of Origin campaign, dates back to the 1920s. It's worth noting that it has gotten a lot of attention from marketing theorists and scholars over the last 40 years (McCaffrey & Kurland, 2013 [14]). The Buy Local Campaigns were created with the goal of keeping money in circulation within a certain radius, where people could buy goods and services that would help strengthen the local currency and economy.

Despite the increasing number of bilateral and regional free trade agreements signed in recent decades, many countries continue to promote their local products through programs such as Buy Local Campaigns. A series of public commercials has been utilized by several governments to raise public awareness of the campaign. According to Salehudin (2016 [15]), specific identities such as logos have been developed to be used by all industry players who would have subscribed to be part of the campaign. Such initiatives or campaigns have been carried out in both developed and developing countries, mostly at the national and local levels to promote the support of local brands (Cohen, 2014 [16]; McCaffrey & Kurland, 2013 [14]; Mannara, 2013 [17]; Alter, Bridger, & Fortunato, 2012 [18]).

Fan (2006 [19]) stated that there are a lot of Buy Local Campaigns around the world, the most renowned of which being the "New Zealand Way" campaign, which promotes New Zealand-made products. In his research, he hypothesized that such local promotions would not be limited to locals, but would instead focus on their own population as the primary target audience for the message. Nguyen, Nguyen, & Barret (2008 [20]) recognized the VV campaign in Vietnam, which used the phrase "Vietnamese Use Vietnamese Goods" to encourage the Vietnamese population to buy more domestic goods.

Carpio & Isengildina-Massa (2009 [21]) found that respondents exposed to Buy Local Campaigns in South Carolina were more likely to pay more for agriculture products grown locally. In contrast to past studies that were focused on a specific product type, this study is focused on the local Fast-Moving Consumer Goods.

5.2 Consumer awareness about the buy local campaign

It is worth noting that any business that desires to increase the customer base should raise awareness to encourage the customer to buy the products. The capacity of customers to remember or recognize a brand is one indicator of great brand awareness. 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 buy intentions by raising consumer knowledge (Hsieh, 2016 [22]; Monareh, 2012 [23]). According to Fajariah, Thoyib, & Rahman (2016 [24]), the higher the level of brand awareness, the more aware the buyer is of the product and the more likely they are to purchase it. Governments and businesses have used a variety of promotional strategies to encourage consumers to support local brands.

Ilmiyati (2011 [25]) postulates that brand awareness has a favorable and significant impact on brand loyalty. Kurniati, Farida, & Nurseto (2013 [26]) agreed with Ilmiyati (2011 [25]) that building brand awareness is crucial for increasing customer loyalty toward local products, and Lu, Gursoy, & Lu (2015 [27]) found that there is a relationship between brand awareness and brand loyalty. The more favorable brand awareness is, the greater the impact on perceived quality, which is consistent with Liao, Widowati, & Dan (2006 [28]). Customer loyalty is influenced by brand awareness, thus it's important to investigate if consumers of FMCGs in Zambia are aware of the Buy Local Campaign and its importance.

5.3 Buy local campaign in Norway

Skallerud & Wien (2019 [29]) conducted a study in Norway on preferences as a matter of helping behavior and attitudes, drawing on the theoretical principles of helping behavior to better understand why consumers buy local food as opposed to imported brands. In a Norwegian environment, where consumers in Troms County were surveyed, the study evaluated a conceptual framework with proposed links between helping behavior categories and local food-buying behavior. Even if their local foods were considered to be of lower quality, ethnocentrism and being patriotic influenced consumer behavior.

This study found that intrinsic factors of self-gratifying benefits (taste, freshness, attractiveness, availability, and healthiness) are significant influences on purchasing decisions (Insch, Prentice, & Knight, 2013 [30]). The Buy Local Campaign was used in Norway to champion the local food brands. Despite the fact that this study is centered on the phenomena of buying locally produced products, it is considerably different from the current study in terms of context and dimension. It still doesn't answer the question of whether the implementation and promotional techniques used to support or promote the Proudly Zambia campaign was effective.

5.4 Reasons for buying local products in Canada

In a study conducted in Canada, Dukeshire, Garbes, Kennedy, & Osborne (2011 [31]) found that FMCG consumers held four assumptions regarding local foods. Specifically, respondents claimed that purchasing locally produced food benefits the local economy is healthier and fresher than food produced elsewhere and is better for the environment. They further stated that purchasing locally produced food supports the growth of a local farmer, thereby improving people's livelihoods. Another study conducted in the United Kingdom by Poppy, Johan, & Graham (2014 [32]) found that supporting local products boosts economic growth, improves quality, and preserves the environment. Customers preferred local foods in both studies because they believed the products were of high quality and that it was a way to help the local economy. To achieve this, both Canada and United Kingdom launched robust Buy Local Campaigns to support local products. These findings, however, cannot be generalized, hence the need for this study to determine the patriotism and beliefs of Zambian customers toward indigenous FMCGs.

5.5 Buy Local Campaigns in Ghana and South Africa

A comparative study was done in Ghana and South Africa to establish the effectiveness of Buy Local Campaigns specifically for the textile industry. Despite the fact that the Buy Local Campaign was not well-publicized in Ghana, Darku & Akpan (2020 [33]) posit that the Ghanaian case was nonetheless more prominent than the South African case. According to their study, 55.5% of respondents had not seen or heard about the campaign in South Africa, and only 14.4% had heard about it on a regular basis. According to Williams (2015 [34]), a brand with strong brand recognition and a positive image fosters customer brand loyalty, and the greater the brand awareness, the greater the brand trust and consumer buying intentions. Consumer awareness of a brand or campaign has a direct effect on consumers' purchasing intentions for the products.

Due to the Ghanaians mostly hearing about the campaign by word of mouth, it was evident that it had struck a chord with the general population, to the point where people were eager to serve as "apostles" for the message. It also provided the campaign a more personal touch, as people took charge of the message by sharing it with others. In contrast, the campaign in South Africa was largely formal and not personal. A study by Darku & Akpan (2020 [33]) found that 81.3% of respondents in Ghana agreed that the campaign had influenced their buying of local clothes. In contrast, the South African study indicated the opposite, with over 80% disagreeing that the campaign had an impact on their clothing selections. Consumer awareness of promotional campaigns or brands has been studied in other countries, but the results cannot be generalized, necessitating the need to investigate the effectiveness of the Proudly Zambian Campaign.

5.6 The importance of the buy local campaign

Customers' perceptions of local products are to some extent influenced by their understanding of the buy local campaign. Salehudin (2016 [15]) postulates that local customers' support towards local brands depends on how knowledgeable they are about the importance of buying local brands, and is in agreement with Kwok & Uncles (2015 [35]) who stated that customers must be aware of the value of supporting local brands. The buy-local campaigns in South Africa and Ghana were successful because customers were aware of the campaign and its importance. Salehudin (2016 [15]) posits that due to customers' understanding of the value of buying local brands, many consumers in Southeast Missouri were prepared to buy and pay more for local products, particularly food, than imported products. Customers who are aware of the campaign and the importance of supporting local businesses develop an understanding of how this enhances the local economy. Makanyeza (2017 [36]) suggested that customer ethnocentrism is influenced by consumer awareness of the importance of supporting local brands as opposed to imported ones.

Many African countries, including Zambia, have experienced a drop in local product demand, affecting local economies and reducing opportunities for job creation. As a result, the local population's level of living suffers. According to UNCTAD (2014 [37]), the dwindling success of local industries where clients lack ethnocentrism is due to a lack of demand for home brands. Consumers' continued support for imported brands could be due to a lack of awareness of the implications for the local economy (Ladipo, Bakare, & Olufayo, 2012 [38]). Some studies have revealed a positive association between support for local products and a country's economic success (Karoui & Khemakhem, 2019 [39]). According to Srivastava & Kumar (2013 [40]), the increased demand for local products contributed significantly to India's GDP. According to a study conducted in Kenya by Kibret (2016 [41]), Africa's manufacturing industry has suffered slow growth for many years due to the use of ineffective marketing methods. The study further indicated that manufacturing industries in several African countries, including Zambia, have recognized that consumers prefer brands from other continents, thereby disguising the branding exercise.

5.7 Promotional strategies in the buy local campaign

According to Coulon *et al.*, (2012 [42]), if consumers are to support the purchase of local brands, relevant stakeholders must raise awareness. The buy local campaign's visibility is critical in gaining support from the targeted stakeholders (Kaushik, 2011 [43]). According to Dupuis & Noreau (2015 [11]), effective use of integrated marketing communications in the buy local campaigns improves consumer awareness and changes customer behavior toward the products and services covered by the campaign. The development of an exceptional and well-coordinated integrated marketing communications capability has the potential to improve the campaign's effectiveness, resulting in more competitive brands in the market and improved financial performance of local companies (Luxton, Reid, & Mavondo, 2014 [44]). The promotional tools that buy local campaigns use are; advertising, public relations, sales promotions, and direct marketing.

The objective of the buy local campaign is to raise awareness among local customers about the benefits of supporting local businesses. Darku & Akpan (2020 [33]) 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. A study by Salim, Jahdhami, & Handhali (2017 [45]) found that both traditional and digital media positively impacts the customer awareness of the campaign and its importance. Improving customer awareness becomes crucial as an objective of any buy local campaign (Pradhan & Misra, 2014 [46]; Daphne & Fernandes, 2014 [47]). According to Salehudin (2016 [15]), many countries invested in mass advertising to raise awareness of the importance of customers buying local brands. This was done in order to boost the competitiveness of local brands. Ibojo & Ogusiji (2011 [48]) further stated that using advertising in buy-local campaigns like the Proudly Zambian campaign would ensure that the message reaches a large audience. As a result, advertising is a key promotional technique for raising awareness about the importance of purchasing local products over imported brands.

Although customers in Ghana did not appear to be as aware of the buy local campaign as they were in South Africa, the Ghanaian campaign was nonetheless more successful (Darku & Akpan, 2020 [33]). The average visibility score in both campaigns was 3.14. South Africa had a lower awareness level than the average (2.18), whereas Ghana had a higher awareness level than the average (2.18). In the case of Ghana, the study found that awareness through referrals was 58.2%, radio was 43.8%, and Television was 31.5%. In South Africa, on the other hand, television was found to be the most popular source of campaign information (39.3%), followed by the internet (37.5%), referrals (28.6%), and radio (19.6%). According to research conducted by Ruane (2014 [49]) on the "Buy Local" campaign in Guam, 36.4% of FMCG customers first learned about the campaign on the radio, 16.3% via relatives, workmates, or others, and 14.5% from television advertising. This study, on the other hand, focuses on the effectiveness of the Proudly Zambian Campaign in increasing consumption of locally manufactured FMCGs in Zambia, while recognizing that no study has been conducted in the country to evaluate the success of the buy local campaign.

5.8 Theoretical framework

This section of the paper explains the theoretical constructs that underpin the research. A theory is a systematic collection of information given progressively and logically to explain a phenomenon and assist society in rationally interpreting events. To put it another way, the theories in such a study anchor or give a firm foundation for an academic scholarship.

5.8.1 The AIDA Model

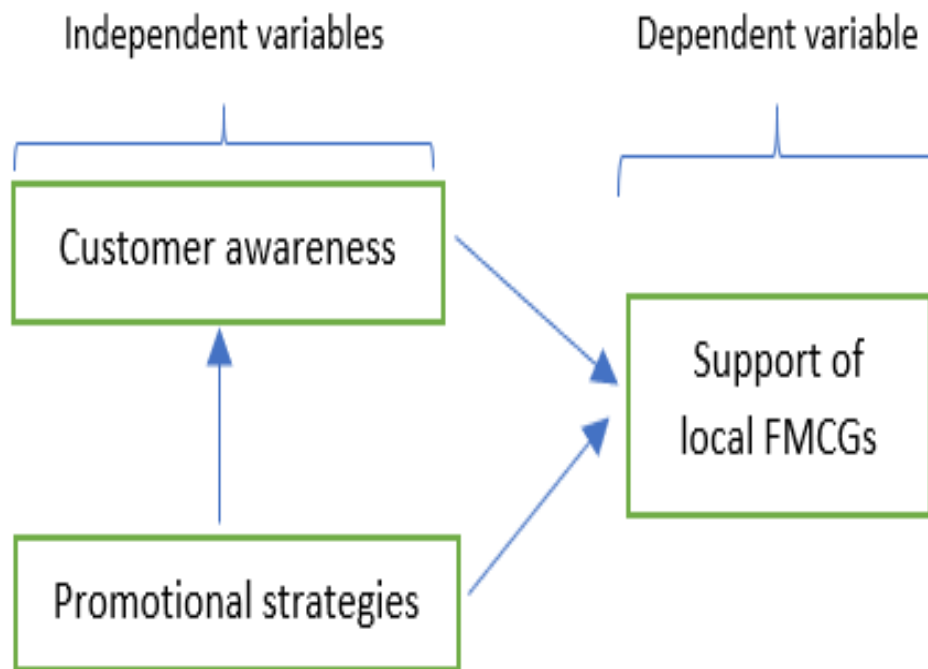
The AIDA model demonstrates the modern marketing theory. The AIDA model was created by Elmo Lewis in 1898 as a marketing fundamental movement in advertising structuring based on client perception (Rehman, Nawaz, Ilyas, & Hyder, 2014 [50]). The AIDA model comprises four components: Awareness (ensuring that customers are aware of the products), Interest (improving customer interest), Desire (convincing customers that the product can fulfill their wishes), and Action (ensuring that customers purchase the product). Despite the fact that it was first established centuries ago and has undergone a lot of alterations, the essential assumption of this model remains intact and relevant (Hassan, Nadzim, & Shiratuddin, 2015 [51]). The purpose of marketing promotional campaigns is to attract the attention of potential customers, increase their interest, and motivate them to accomplish the final act, which is buying (Hadiyati, 2016 [52]).

The AIDA model, like many other models, has been criticized for how relevant it could be in the 21st century. The nature of the AIDA model through reducing the decision-making process to a simple stimulus-response strategy is no longer acceptable. Critics have also highlighted other determining factors such as product availability, pricing, consumer satisfaction, and referrals to be important factors that influence customer behavior (Sukma, 2012 [53]). The original AIDA model has been improved by a variety of modern hierarchical models to overcome some of the concept's flaws. Some include post-purchase stages, while others include changes to take into account the role of new, digital, and interactive media like social media and brand communities. All, however, follow the same Cognition-Affect-Behavior (CAB) pattern.

Lavidge & Steiner (1961 [54]) contributed to the modification of the AIDA model by adding knowledge, liking, preference, conviction, and purchase. McGuire (1978 [55]) believed the AIDA model was weak, so he opted to add elements like comprehension, yielding, retention, and behavior. According to Barry & Howard (1990 [56]), a model cannot presume that consumers will complete the action. They opted to include satisfaction because it is either the consumer is satisfied or not. The notion was that marketers should persuade customers to buy the products. However, Kotler (2012 [57]) highlighted five (5) steps in the product adoption process: awareness, interest, evaluation, trial, and adoption, as part of his contribution to the purchase process clients go through. According to Kotler & Keller (2016 [58]), in order to secure sales, marketers should assist customers in moving quickly through these stages of adoption.

Sukma (2012 [53]) modified the AIDA model into the AISDALS Love model (Awareness, Interest, Search, Desire, Action, Like/Dislike, Share, and Love/Hate). Other theorists, such as Betancur (2014 [59]), argue that need recognition should be included in the early stages of the hierarchical model to help marketers understand how customers see an opportunity or challenge. In addition, the AIDA model does not take into account the impact of emotional elements on brand perception. When it comes to purchasing a product, consumers are frequently influenced by many factors. The modified model by Sukma (2012 [53]) would be more appropriate to use in the 21st century than the AIDA model as the "Share" stage may be used to encourage local consumers to share their experiences with others using Word-of-Mouth (WOM) through social media sharing.

5.9 Conceptual framework



Source: Author 2022

4. METHODOLOGY

The research used a positivist philosophical framework. According to positivist research philosophy, the social world can be objectively understood. In this research concept, the scientist is an impartial analyst who dissociates himself from personal ideals and works independently (Saunders, Lewis, & Thornhill, 2016 [60]). The data for this study was collected using a questionnaire, as the study was quantitative in nature. Rather than conducting a case study, the researcher conducted a survey. Survey research is the gathering of data from a sample of people drawn from a broad population (Check & Schutt, 2012 [61]).

Researchers can collect data using quantitative research strategies with the help of surveys as a research strategy. Buyers of Fast-Moving Consumer Goods in the Lusaka district were the target audience for this study. The process of selecting a representative group of individuals from a population of interest in order to generalize findings is known as sampling (Etikan & Bala, 2017 [62]). When collecting quantitative data from FMCG customers, the researcher used probability (systematic) sampling. The sample size for this study was 295 respondents. SPSS was used to analyze the data as it was quantitative by nature.

5. DATA ANALYSIS AND FINDINGS

This section of the article gives details of the analysis of data collected through the questionnaire which was administered to the FMCGs customers in Lusaka. The purpose of this study was to investigate the buy local campaign in Zambia.

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

Table 1

Table1 provides the response rate, which reveals that 292 respondents completed the questionnaire successfully, representing 99.0% of the total, while 03 people did not return the questionnaire, representing 1.0% of the total. According to Sataloff & Vontela (2021 [63]), the acceptable response rate for surveys has been reported to be 40% to 75% across all specialties. However, with a response rate of 99.0%, this study satisfies the acceptable response rate criteria.

7.1 The visibility of the campaign

	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 2

Table 2 above shows that 62.0% of respondents have never seen the buy local campaign in Zambia, and only 38.0% have seen the campaign. Having not seen the campaign could be the reason why 56.2% of respondents in table 3 below disagreed with being aware of the campaign. The findings of this study are similar to those of Darku & Akpan (2020 [33]) in South Africa, who found that 55.5% of respondents had never heard or seen the campaign, while only 14.4 percent had heard and seen it on a regular basis. According to the study, only 44% of respondents had seen the campaign in Ghana. What could have helped the success of the campaign in Ghana was the championing of the campaign through Word of Mouth.

7.2 Level of awareness about the buy local campaign

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 3

The summary descriptive data on consumers' awareness of the buy local campaign are presented in table 3. 21 out of the 292 respondents (7.2%) strongly agreed that they were aware of the campaign, 66 out of the 292 respondents (22.6%) agreed, and 41 out of the 292 respondents (14.0%) were neutral. 42 out of 292 respondents (14.4%) disagreed, and 122 out of 292 respondents (41.8%) strongly disagreed of being aware of the local campaign. According to the findings of a comparative study conducted by Darku & Akpan (2020 [33]), the average score for awareness was 3.14. South Africa had a lower level of awareness than the average (2.18), whereas Ghana had a higher level of awareness than the average (4.05). The results in table 1 suggest that the buy local campaign called the Proudly Zambian Campaign is not effective as it has failed to raise awareness among consumers.

7.3 Effectiveness of the promotional strategies used

	Frequency	Percent	Valid Percent	Cumulative Percent
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

Table 4 shows the media vehicles where the consumers saw the buy local campaign. 29.1% of respondents saw the campaign on TV, 4.8% on Radio, 7.9% on billboards, 3.4% in the press, and 54.8% have never seen the campaign in Zambia. Table 3 shows that 56.2% disagreed having seen the buy local campaign. This, therefore, confirms that the buy local campaign is not effective in Zambia. According to a study by Darku & Akpan (2020 [33]), in South Africa, 39.3% of respondents were exposed to the local campaign through TV, 37.5% through the Internet, 19.6% through radio, 25% through newspapers, and 28.6% through friends. The results were different from Ghana as the study indicated that 58.2% of respondents got the information through referrals from friends, 43.8% from radio, 31.5% from television, 16.4% from newspapers, and 11.6% from the internet. Word of Mouth was an effective way of sharing information about the buy local campaign and its importance, which is not the case in Zambia.

7.4 Hypothesis test results

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The categories of customer awareness occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of promotional strategies occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

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

Table 5

It was hypothesized that the level of customer awareness of the campaign influences attitude of consumers in Zambia (Hypothesis 1). The hypothesis test result in Table 5 shows that the null hypothesis was rejected and the alternative hypothesis was accepted. The hypothesis test results agree with Salehudin (2016 [15]), who in his study found that customer awareness of the buy local campaign influences customer support for local products. It was also hypothesized that the promotional strategies used by the campaign influenced the attitude of consumers toward local brands in Zambia (Hypothesis 2). However, the hypothesis test result in Table 5 shows that the null hypothesis was rejected and the alternative hypothesis was accepted. The hypothesis test results agree with Darku & Akpan (2020 [33]), who found that an effective selection and implementation of promotional strategies helped influence the support of the campaign. The campaign fostered the spread of information through word-of-mouth, which contributed to the campaign's success in Ghana.

7.5 Cross Tabulation

Cross-tabulations allow the researcher to see how the frequency distribution of one variable relates to one or more other variables. The frequency of the variables being compared by categories or class intervals is tabulated in cross-tabulation.

7.5.1 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_f_or_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_f_or_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_f_or_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_f_or_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_f_or_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_f_or_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_f_or_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_f_or_local_FMCG	100.0%	100.0%	100.0%	100.0%	100.0%

Table 6

The relationships between the media used by the campaign and whether respondents have ever seen the campaign are shown in Table 6. 160 of the 293 respondents had never seen the campaign on any of the media platforms. 152 (95%) of 160 respondents have never seen the campaign on any platform, 71 (83.5%) of 85 respondents have seen the campaign on billboards, and 14 (16.5%) of 85 respondents have never seen the campaign on billboards. According to the table, 180 respondents have never seen the campaign, while only 111 have seen it.

7.5.2 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.

Table 7

The Chi-square test results in Table 7 show that the P-value is 0.000, which is less than the standard alpha value of 0.05. As a result, there is a strong relationship or association between the media used and seeing the buy local campaign.

6. DISCUSSIONS

According to the literature on the effectiveness of the buy local campaign, in order for any buy local campaign to be effective, customers must be aware of the campaign and its importance. Consumer ethnocentrism is only realized when consumers recognize the advantages of supporting local FMCG brands over imported brands (Mittal, 2017 [64]). In order to raise customer awareness, a strong promotional campaign based on an effective selection of promotional strategies that can target the intended audience and provide the necessary publicity is required. If the campaign is to be successful, both below-the-line and above-the-line media must be used. Effective buy local campaigns lead to easy recognition of local brands.

According to the analysis results, many FMCG buyers in Zambia are unaware of the buy local campaign, as evidenced by the majority of them claiming not to have seen or heard about the campaign, as shown in Table 3. According to Salehudin (2016 [15]), in order for local customers to support local products, campaign implementers must first assess the customers' knowledge levels. The study by Kwok & Uncles (2015 [35]) is in agreement with Salehudin (2016 [15]) who stated that in order to support local brands, buyers must be aware of the campaign and the benefits of supporting local brands.

7. CONCLUSION

Buy local campaigns are a necessary evil to combat the capitalistic nature of the globalization concept which favors industrialized countries and weakens smaller economies. Effective implementation of the buy local campaign (Proudly Zambian Campaign) in Zambia can improve the support of local brands by consumers, which has the potential to enhance the growth of the local economy. Darku & Akpan (2020 [33]) found that fostering Word of Mouth was an effective way of running an effective campaign. The advent of social media platforms could be helpful to influence consumer behavior (Ziyadin, Doszhan, Borodin, Omarova, & Ilyas, 2019 [65]). The buy local campaign team should increase the media communication effort by using more local Radio, Tv, and social media platforms such as Facebook. According to the World Bank (2022 [66]), there has been a steady increase in the population of Zambians using the internet, with the most recent figure being 19% as of 2019. The Proudly Zambian Campaign implementers should capitalize on this trend by utilizing social media as one of their promotional tools.

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