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Approval Form

The undersigned certify that the undersigned have read and recommend to the Bindura University of Science Education for acceptance: A dissertation with title, “The Effectiveness of the Buy Zimbabwe Campaign in Boosting the Local Consumption of Locally Produced Goods and Services”, by Manda Thomas Manuel, in partial fulfilment of the requirements for the Masters in Business Leadership (MBL) degree qualification.

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TITLE OF DISSERTATION
The Effectiveness of the Buy Zimbabwe Campaign in Boosting Consumption of Locally Produced Goods and Services. A Case of Manufacturing Industry in Zimbabwe

PROGRAMME FOR WHICH DISSERTATION WAS PRESENTED
Masters in Business Leadership (MBL)

YEAR GRANTED
2018

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Declaration

I……………………………………………………..do hereby declare that this dissertation is a result of my own investigation and research, except to the extent indicated in the Acknowledgements, Bibliography and comments included in the body of the report, and that it has not been submitted in part or in full for any other degree to any other university.

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STUDENT SIGNATURE

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SUPERVISOR SIGNATURE

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DATE

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DATE
Dedication

This dissertation is dedicated to my wife, Brightness, the three daughters, Samantha, Laura and Miranda. I love you all.
Acknowledgement

Special thanks to Dr. Mwenje my academic supervisor, for her diligent and consistent guidance and supervision in the preparation of this project. Her supervision brought depth, relevance and an undeniable touch of quality to this work. My gratitude also goes to Mr. Bernard Marara, the RBZ librarian who assisted in the edition and further guidance on this project, the Management team at Buy Zimbabwe campaign with special mention of Ms. Vandudzayi and Hilda at Olivine Industry. The ladies made sure that I was equipped with necessary information that was needed for the success of this project.
Abstract

The study analysed the effectiveness of the Buy Zimbabwe campaign in boosting consumption of locally produced goods and services using the manufacturing industry in Zimbabwe. The research used mixed research method and adopted descriptive research design. The data was collected using questionnaires and structured interviews. The questionnaire was the main instrument for collecting data. The study population comprised 60 employees from Olivine industry and 7 members of staff from Buy Zimbabwe. The research also used purposive sampling method. Data was analysed using the Statistical Package for Social Sciences (SPSS) version 16. Literature on the buy local campaigns were reviewed. Findings and conclusions among the literature reviewed on buy local campaigns in countries like United States of America, South Africa and New Zealand proved that there was a positive change on local goods consumption though the changes could not be tied to the local buy campaign efforts. According to the research finding, over half of the responses rated the media coverage fairly meaning that fair media coverage contributed immensely to the ineffectiveness of the Buy Zimbabwe campaign and the study also found out that for Buy Zimbabwe campaign to be effective, the initiative would use vigorous promotional campaigns and also seek government support and funding as is the case with other buy local campaigns such as the Buy American and Proudly South African Campaigns. The correlations established that the effectiveness of a local buy campaign is enhanced by a strong medium of communication.
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Chapter 1

1.0 Introduction

1.1 Background to Buy Zimbabwe Campaign
In 2005 Reserve Bank of Zimbabwe (RBZ) noted that some companies and individuals had insensitively continued to import non-essentials or finished products at the expense of the procurement of essential raw materials that can be used to increase capacity utilisation of the country’s manufacturing sector (Reserve Bank of Zimbabwe, 2005). According to the RBZ, the market trends with regard to the consumption of imported commodities were not sustainable and not in tandem with the ongoing efforts to revive the economy hence there was urgent need to craft a mechanism to realign the economy’s consumption patterns with the country’s balance of payments position so as to generate a sustainable consumption culture that allows the economy to sustain and continually reproduce (Reserve Bank of Zimbabwe, 2005).

This background gave birth to the Buy Zimbabwe Campaign which seeks to promote the consumption of locally produced goods by discouraging imports through campaigning for tariffs and other measures that would help protect local industry. The Buy Zimbabwe Campaign was launched on the 20th of July 2011 with the objective of raising awareness and profile of home grown goods and services (Chipanga, 2016). This is a competitiveness and empowerment drive for local industry, whose mandate is to unlock the country’s economic potential through a structured aggressive support of the local production and consumption of local goods and services.

The Buy Zimbabwe campaign champions the cause of local businesses with the hope of elevating quality local products and services in an environment where foreign products, most of them substandard, are suffocating the local industry. The campaign seeks to actively promote home-grown products for the domestic and global markets. Local products have over the years failed to compete with foreign products on quality and pricing as costs of production have continued to soar. (Chingono, 2016). Given this background it is the aim of this study to assess the effectiveness of this Buy Zimbabwe Campaign in boosting consumption of locally produced goods and services and aggressively support the local industry.
1.2 Statement of the Research Problem
Zimbabwe is flooded by large amounts of products from other countries and the great variety of goods and services from other countries has made many local consumers to patronise imported products at the expense of the locally produced products and services. The situation has made life difficult for the local industries which are striving to survive in today’s turbulent Zimbabwean market. In a bid to rescue the situation, the Buy Zimbabwe Campaign was launched in July 2011, and as if to cement the initiative, the Government gazetted Statutory Instrument (SI) 64 of 2016 that banned the import of about 100 products into Zimbabwe. A study commissioned by the Confederation of Zimbabwe Retailers (CZR) has revealed that several goods recently removed from the general import licence have found their way into the informal market and have flooded tuck shops. It is against this background that this study seeks to assess the effectiveness of this Buy Zimbabwe Campaign in boosting consumption of locally produced goods and services, with specific reference to Harare.

1.3 Research Objectives
- To find out the reasons behind preferences for imported products and services by local consumers.
- To identify the targeted audiences for the Buy Zimbabwe Campaign
- To identify strategies that are being employed by the Buy Zimbabwe Campaign to promote preference for locally produced goods and services by the locals.
- To establish the effectiveness of the media being used to outreach the local consumers and influence their behaviour change.

1.3.1 The research questions for the study will be:
- What are the reasons for preferring imported goods and services and not the locally produced goods and services?
- Who are the targeted audiences for the Buy Zimbabwe Campaign?
- What strategies are being employed by the Buy Zimbabwe Campaign to promote preference for locally produced goods and services by the locals?
- How effective is the media being used to outreach the local consumers and influence their behaviour change?
1.4 Hypothesis of study:

Ho: The Buy Zimbabwe Campaign is not effective in boasting consumption of locally produced goods and services.

H1: The Buy Zimbabwe Campaign is effective in boasting consumption of locally produced goods and services.

1.5 Research Assumption

Effective implementation of the Buy Zimbabwe Campaign will boost consumption of locally produced goods and services.

1.6 The Significance of the Study

The study will highlight the reasons why local consumers are preferring imported goods and services to locally produced goods and services and how this is negatively impacting the local industries. This awareness will help stakeholders to come up with strategies that will effectively promote use of domestically produced goods and services for the benefit of our socio-economic lives. The study will also suggest resources and marketing strategies that can be used to effectively boost up the consumption of locally produced products. It is also hoped that the study will be a reference point to open up further research and is expected to create awareness on the need to revamp manufacturing industry in Zimbabwe especially on the need to curb imports on locally manufactured goods and services. The Campaign also expected to provide policy makers with an improved perceptive of the need to review the Buy Zimbabwe campaign activities on local products.

1.7 Delimitation

The research was conducted primarily in Harare because of budgetary constraints. It is the assumption of the researcher that Harare province fits well into the research design since most industries are based in the province and the population size and demography is representative of Zimbabwe in general.
1.8 Limitations
Statistical tests normally require a larger sample size to ensure a representative distribution of the population and to be considered representative of Zimbabwe manufacturers to whom results will be generalized or transferred. The case of using Harare to represent the Zimbabwean economy because of budgetary constraints to represent the local manufacturing industry.

1.9 Ethical Considerations
The researcher is expected to promote the aims of the research. Ethical standards require that the researcher afford voluntary participation and informed consent to participants and not to put participants in any situations of harm both physically and psychologically i.e. the research should support social and moral values, such as the principle of doing no harm to others. The researcher asked for permission and acknowledged other researchers work used in the research, observe laws and regulations that govern this research. All materials given in confidence have been and will be classified as such. The researcher is also expected to avoid any bias in any aspect of the research and be accountable for the research results.
Chapter 2: Literature Review

2.0 Introduction
This chapter presents literature on the effectiveness of the Buy Local campaign in boosting consumption of locally produced goods and services. This will enable the researcher to develop and understand existing theories and concepts, which will later serve as a ground for comparing the research findings of the literature review that were conducted to supplement further evaluation activities and finally concluding the objectives of the research.

The aim of the review was to gather from available, published, evidence and research that provide insights relevant to evaluating the Buy Zimbabwe Campaign. The review considered the following questions:

- What is the history of buy local campaigns?
- What strategies are being employed by the buy local campaigns to promote preference for locally produced goods and services by the locals?
- How effective is the media being used to outreach the local consumers and influence their behaviour change?
- How effective have other countries’ buy local campaigns been, and how does this compare with Buy Zimbabwe campaign?

2.1 Overview of the “Buy Local” Campaigns
There is no formal definition of buying local, one might say that this is a concept with variable dimensions. Most of the time, those who attempt to define the boundaries of this concept focus on the aspect of distance. For some, it means buying something within a radius of 150 km. For others, there are precise criteria to be met regarding how the good was produced and sold. For others still, the acquisition must be made as near as possible to the place where the good was produced and processed (Desjardins, 2015). That distance fluctuates according to availability and the seasons. In any event, proximity to the production and processing site is a core criterion. Without a doubt, this way of choosing what consumer goods and services to buy is gaining ground. Many signs give that impression. On this point, the barometer of responsible consumption shows that a majority of consumers (over 70%) seem to have adopted this behaviour. Consumers embracing this movement have increased slightly since 2010 (Desjardins, 2015). Calls to Buy Local seem to have sprung up
everywhere in recent years, with Zimbabwe joining in in 2005, and officially launching the campaign in 2011. Regionally and globally, many countries have embraced the need to boost domestic companies through the promotion of domestic brands. South Africa introduced the “Proudly South African” or “Made in South Africa” campaign and in the USA, the Buy American Act (1933) was instituted to ensure that the government preferred procurement of local products. Elsewhere, the 1997 economic crisis in Thailand prompted the government to introduce the Buy Thailand campaign that was part of the seven-step program to help curb unemployment and boost the local economy. Other examples include Malaysia, New Zealand and India. These countries have taken steps towards promoting local production (Chishamba, 2014).

Buy Local campaigns, which date to the 1920s, are based on the idea that retaining a greater share of the total dollars spent by the people and businesses within a region makes for a stronger economy (Persky et al. 1993). Money re-circulates through the payrolls, business expenditures and household purchases of the region and thereby reduces the ‘leakage’ of jobs and wealth that keep companies profitable and residents employed. This is the endogenous aspect and value of the economic multiplier, the concept inherent to regional economic models that spending within a region prompts subsequent rounds of local spending. The greater the proportion of purchasing dollars that go to imports, the smaller the multiplier (Ward and Lewis 2003, Stimson et al. 2006, Shuman 2006). According to Elvin (2008), buy Local is part of a broader category of economic development approaches to invigorating regional economies known as import substitution, the replacement of goods and services imported from outside the region with those produced within it. Most economic development theories and practices assume that regional economies grow by either: increasing exports, or increasing local production and sales of goods and services. As Persky and Carlson (1993) noted, “a dollar of import substitution in an industry has just as large an effect on total output as an additional dollar of exports.” The ultimate goal of these campaigns is to create a thriving local economy by maximizing the potential of local businesses and increasing their market share relative to non-locally owned businesses. Several studies have shown that money spent at a locally owned business stays in the local economy and continues to strengthen the economic base of the community http://www.connectourfuture.org/tools/buy-local-campaign/
2.2 The Concept of Promotion.
Kurtz (2010) as cited in Osewe (2013) states that the effectiveness of a promotional campaign is the product of a company's marketing system that involves delivery of messages to target customers that emphasizes the benefits of your brand, products and services. A few common communication tools such as advertising are used in a promotional plan. Goals of promotion include building brand awareness, creating favourable brand attitudes, gaining market share, inducing buying, building loyalty and growing sales. To reach its promotional goals, a company develops an effective promotional mix, which is a combination of strategies including advertising, personal selling, sales promotion, direct marketing and public relations through a cost effective allocation of resources (Robinson, 1991). In large companies, the marketing department has many roles. It determines the promotional mix, establishes the budget, allocates resources, coordinates the campaign, supervises any outside resources, and measures the results.

2.3 The Concept of Consumer Behaviour
According to Kotler (2004) as cited in Osewe (2013), the term "consumer behaviour" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behaviour to understand what influences a consumer's buying preferences and choice of products and services. Multiple factors affect consumer behaviour, among them economic status, beliefs and values, culture, personality, age and education. Findings on consumer behaviour are used to develop methods and products that will boost the effectiveness of promotional campaigns. Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behaviour is increasingly important for businesses (Kotler, 2004).

2.4 Similar Buy Local Campaigns
Many countries have run Buy local campaigns in the past, including Australia, South Africa, Poland, America, Canada, Germany, Scotland and Finland. The different campaigns have frequently had different objectives and funding levels, which makes comparisons across the campaigns difficult. The campaigns that have more literature available are the Buy America and proudly South African (Jenkins, 2009). Some of the campaigns have targeted specific sectors e.g. Buy America encouraged consumers to look for and buy American made apparel (Etternson et al, 1998). In contrast, the proudly south African targeted a broad market, and found marketing difficult as a result (Indicator SA, 2001). The literature on these campaigns does not provide much
evidence to support effectiveness of the campaigns, but tends to focus on the extent to which campaigns have raised awareness. Literature shows that different demographic groups are more affected by buy-national campaigns than others. For example, the Australian made campaign was more successful at raising awareness among older people than younger people (Baker & Ballington 2002). Some programmes have incorporated behavioural indicators in their analysis of the programme, including measuring the number of businesses that have joined campaigns. Research in South Africa has shown that consumers state they consciously buy PSA products to help employ South Africans and build their nation (Keiser 2005). As noted previously however, a stated intention to buy does not necessarily lead to actual purchases (Insch 2008). Ettenson, Gaeth & Wagner 1988, found that consumer behaviour before and after the ‘Made in the USA’ campaign remained nearly the same, and the study raised concerns over relying on consumer attitude surveys. Some of the campaigns have explicitly sought to increase employment and to increase sales. For example, Proudly South African’s focus was on the creation of jobs and promotion of local goods (Proudly South African, 2009). Scotland the Brand aimed to increase awareness, sales and impact for Scottish business, including increasing sales of Scottish exports (Executive Forum, 2002). Measures for the campaign included increases in turnover for exporting businesses, and increases in overall export sales for Scotland. Results for these measures are not available in the published literature. Some countries’ buy-national campaigns are focused on international markets, instead of domestic markets, but some have grown to achieve international success once the campaign has enjoyed success domestically. For example, the ‘Australian Made, Australian Grown’ campaign focused initially on domestic, consumer goods in competition with imports (Baker & Ballington 2002). The focus has now widened to promote Australian goods in export markets. The majority of campaign members who export their goods internationally, use the logo as it has been found to add value in overseas markets (Australian Made, Australian Grown, Product of Australia 2007). Much of the literature on country of origin labelling and buy-national campaigns focuses on international exports, as this is where countries gain most economic impact from their sales activity. For example, Scotland the Brand was established to help sell Scottish products overseas. Research was conducted on the possibility of extending Scotland the brand to the domestic market, but found that success would be limited (Baker and Ballington, 2002).
<table>
<thead>
<tr>
<th>Campaign</th>
<th>Time period</th>
<th>Objectives</th>
<th>Range of programme activities</th>
<th>Achievements</th>
<th>Amount of funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proudly South African</td>
<td>2001-present</td>
<td>Initial focus: • Creation of jobs • Promotion of local goods</td>
<td>Use of proudly South African logo on goods and services</td>
<td>Over 2000 member companies using the PSA logo</td>
<td>Spent R60 million (approx. US8.5 million) over three years</td>
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<tr>
<td></td>
<td></td>
<td>Over time these have shifted to include quality as a primary focus also.</td>
<td>Campaign is run in magazines and newspapers, and is on billboards and television.</td>
<td>17% PSA brand awareness of consumers within two years, but no change in purchase behaviour (Mtigwe &amp; Chikweshe)</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Aims to unify four groups, businesses, government, labour and community by focusing on the</td>
<td>Educating customers to change their perceptions of local goods as lesser quality.</td>
<td>Foreign companies in South Africa have also now become members as they see the benefits</td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>Year</td>
<td>Objective</td>
<td>Action</td>
<td>Result/Outcome</td>
<td></td>
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<tr>
<td>------------------</td>
<td>---------</td>
<td>---------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
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<tr>
<td>Australian Made</td>
<td>1982-</td>
<td>To promote Australian goods domestically and in export markets</td>
<td>Use of the Australian Made, Australian Grown logo</td>
<td>Australia made, Australia grown logo has 98% awareness level in Australia, up from 50% at the start.</td>
<td></td>
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<tr>
<td></td>
<td>present</td>
<td></td>
<td>Trade shows and marketing promotions</td>
<td>Majority of members who export use the logo internationally as it has been found to add value in overseas markets.</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>International promotions in Thailand and US</td>
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<td>Made In USA</td>
<td>1933</td>
<td>Promotion of American Made clothing</td>
<td>30sec TV ads featuring celebrities</td>
<td>Consumer behaviour before and after the campaign</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td>Time Period</td>
<td>Objectives</td>
<td>Partnerships</td>
<td>Results</td>
<td>Notes</td>
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| Scotland the Brand | Mid 1990-early 2000 | • To improve sales  
• To help Scottish products overseas | Partnered with the Scottish Tourist board and Scottish trade international. | Early pilot in Marks and Spencer showed a 200% increase in sales in one month. No quantitative evidence published on the campaign. | No data available |
| Buy KIWI Made | 2006-Feb 2009   | • Increase awareness and consideration of buying NZ made goods  
• Increase labelling of NZ made goods  
• Increase the number of Buy New Zealand made Campaign members. | • Media campaign  
• Trade shows  
• Grant fund to business | • 87% brand awareness, and increases in consideration among consumers from 35% to 46% with marginal increases for retailers and manufacturers.  
• 122% increase in the number of NZ$10.2 million | |
Limited evidence on purchase behaviour, but 12% of consumers say they now purchase more NZ goods.

Source: Jenkins et al (2009)

2.6 Buy America Act
The most cited example of buy local campaign is the Buy America Campaign. In America, according to Chipanga (2016), promotion of locally manufactured goods can be traced as far as the 1930s when the government of the United States of America enacted the Buy America Act of 1933 to certify that the government preferred procurement of local products. The Act is the earliest and arguably the best known of the various statutes regarding national procurement of domestic products. Essentially, the act attempts to protect local businesses and labour by establishing a price preference for local products and construction materials in government acquisitions (Kate, 2016). Domestic procurement laws were intended to have the American government spend procurement money on American goods to support US jobs, innovation and manufacturing. Free trade agreements had turned them into a mottled web of waiver exemptions and exclusions. This diluted and diminished the efficacy of their intended purpose including dilution of the economic stimulus effect of fiscal spending (Cooper, 2017).
Promoting local brand consumption is a way of supporting the local economy, preserving jobs and promoting economic spinoffs in the country. Others consider the social aspects that is, giving support to companies that adopt working conditions that are respectful of the employees, and that give fair pay to the workers. To these reasons, we can add health issues, especially in the case of food. Promoting recognized manufacturing practices and ensuring the strict and disciplined observance of accepted standards for goods and services constitute another reason to promote buying local.

2.7 Proudly South African

The New Growth Path Plan: Accord 3 (2011) states that the Proudly South African campaign seek to strongly influence procurement in public and private sectors, to increase local production, influence consumers to buy local and stimulate job creation. This is in line with government's plans to revive South Africa’s economy so that millions of jobs can be created and unemployment can be decreased under the New Growth Path Plan. Proudly South African fits hand-in-glove with the broader national developmental agenda and the Local Procurement Accord signed in October 2011. Thoola (2007) defines the aim of the Proudly South African Campaign as to educate consumers to buy local goods when doing their shopping and to get businesses to procure locally and in so doing they will be injecting money back into the country and the economy. Proudly South African Campaign urges businesses to be members of the campaign and this was done to promote local goods and services and to make goods and services easily identifiable to the consumers. There is a direct link between what you buy as a consumer and employment, local economic development and prosperity. When you buy products and services made, grown and delivered in South Africa, you can be sure you are keeping your family members and friends employed. It comes down to all of us as consumers, and businesses that buy things every day to consciously purchase Proudly South African products and services. There are various reasons on why you should consider buying local goods and services, ranging from the impact on South Africans lives through job creation to growing the economy and positively affecting the country economic position. The buying of local goods will not only guarantee you good quality products but also has a social impact through job creation. By seeking the Proudly South African logo on products you are putting your money were your heart lies and in so doing you are investing in the local economy and in South Africans as a whole, New Growth Path Plan: Accord 3 (2011). SMME NEWS (Jan
Consumers are often reminded that buying local goods and supporting local service providers is beneficial to our economy and also plays a crucial role in sustaining local businesses. What most emerging business people do not know is that apart from being supported, they too need to jump into the wagon and start doing business with other local companies. This enables our economy to remain within our country and also sustain other local companies as well. Monopolizing our services will enable us to be economically independent. This is among the reasons why the ‘Proudly South African’ campaign was born. According to their website, this campaign was born out of Socio-economic necessity in 1998 with the Presidential Jobs Summit – under leadership of former South African Pres. Nelson Mandela. It was formed from the international research that was based on the Australian buy local campaign. The same concept was bought here in South Africa to address the issues of job creation through local investment in local products and services. Its mandate is to strongly influence procurement in public and private sectors, to increase local production, influence consumers to buy local and stimulate job creation. This is in line with government’s plans to revive South Africa’s economy so that millions of jobs can be created and unemployment can be decreased under the New Growth Path Plan. Joining the Proudly South African Campaign as a member introduces you to other businesses be it in the same field as yours or potential companies who might use your services or buy your products. This campaign is a one stop shop for all local businesses. (why joining the proudly south African Campaign is good for your business (SMME NEWS 2018)

2.8 Made in Malaysia
The “Belilah Barangan Buatan Malaysia” (Buy Malaysian Goods) campaign was launched by Tun Dr. Mahathir Mohammad in the 1990s to boost Malaysia’s economy. Although this campaign has been in place for more than 15 years, its impact on buying Malaysian products is not prevalent among Malaysians. There is a perception that Malaysian goods are of lesser quality due to lack of advertising. Research by Noor (2005) found that products made in Malaysia are of lesser quality because local manufacturers with unknown brands do not consider the importance of quality. These local manufacturers do not own popular brands, and so they complement this by manufacturing products that are cheaper in price in order to compete in the industry. Such production methods, emphasising on cost reduction, have severely affected product quality. In fact, some of these manufacturers do not comply with the Malaysian standards of quality and so they are not concerned with customer satisfaction upon using the products. Noor (2005) further
stressed that consumers’ negative experiences on these locally made products have made Malaysians conclude that most products made in Malaysia are of lesser quality.

2.9 Made in China
According to Luo (2007), years ago, China was seen as a low-competition market with low-cost land. Other developing countries did not seem concerned with China’s economic progress and impact, until the Beijing Olympics in 2008. Since then, and even in the years leading up to 2008, China has also been preparing for an economic shift. China has been changing and improving its economic regulations to be more open to multinational companies and foreign trades. Everyone is now turning to China for their low wage rates, cheap resources and benefits given by the republic government to these foreign investors. Nonetheless, China faced a big crisis regarding its product quality. It was estimated that at least 10% of manufactured output had to be remade due to defects in the product’s quality (Green, 1990).

2.10 Why is it Important to buy local?
The Andersonville Study of Retail Economics found that locally owned businesses generate 70% more local economic activity per square foot than chain stores. Another study found that three times as much money stays in the local economy when you buy goods and services from locally owned businesses instead of large chain stores (Dane, 2010). Implementing a “Buy Local” or “Think Local First” campaign is typically a collaborative effort between the business community, local government, and economic development organizations. “Buy Local campaigns require the development of campaign materials, press releases, and strong support from the business community to be successful. Buy Local campaigns re-circulate purchasing dollars in the community, which supports local merchants, builds community, and strengthens the local tax base. Additionally, Buy Local campaigns help to prevent global warming by reducing the gasoline consumption that occurs when individuals travel long distances to shop. Local shopping also offers the possibility of walking to stores, which has the added benefit of encouraging healthy, active lifestyles. “Buy Local” campaigns work to re-circulate purchasing dollars within the community, enhance the liveability of communities, bring stability and diversity to the local economy, and support the retention and expansion of independent and locally owned businesses by increasing community awareness about the personal,
community, and economic benefits of choosing local first. From the municipal government perspective, the creation of a strong local economy stabilizes and expand municipal tax revenues, while diversifying the municipal tax structure away from dependence on residential tax revenues. Job creation is also an important benefit since small, local businesses are the largest employers in the nation. Buying locally can reduce the greenhouse gas emissions that occur when consumers travel out of town to shop. Local shopping also offers the possibility of walking to stores, which has the added benefit of encouraging healthy, active lifestyles.

Shuman (2000) argues that going local does not mean walling off the outside world. It means nurturing locally owned businesses who use local resources sustainably, employ local workers at decent wages and serve primarily local consumers. It means becoming more self-sufficient and less dependent on imports. Control moves from the boardrooms of distant corporations and back into the community where it belongs. Hamin and Elliott (2006), disagrees as he states that common finding of many studies seemed to be that, consumers from developed countries apply a higher or more positive rating to products from their own country or similarly developed countries, than to products from foreign and/or less developed countries. As far as consumers from less developed countries are concerned, Hamin and Elliott (2006) also believe that evidence from research conducted in countries such as Mexico, the Philippines, Jordan and Nigeria, and corroborated the ascertain that consumers in these countries seem to rate products from more developed countries more highly than domestic products. Hamin and Elliott (2006) also note that, alongside the generalised preference for products originating from more developed countries, there is also evidence to suggest that some consumers will always prefer to buy products manufactured in their home country.

Ndlovu et al (2016), states that by engaging in national campaigns, companies are encouraged to improve production process, efficiency distribution of labour to increase output in response to consumer market. Breyfogle et al (2001) supports that, through buy local campaigns, companies create demand for their products and enhance business growth by improving productivity to meet consumer demand. To corroborate, Neven et al. (1991) stresses that, the primary objectives of the “buy local” campaign is to enact laws that will enhance the production of local goods and services without negatively affecting the consumer choice. This means that the companies involved in buy local campaign can be able to produce high quality products efficiently without exploiting consumers. Consequently, productivity is inevitable to firms participating in local campaigns.
rather than as non-participating firms who operate outside of the defined quality standard of production. Altıntaş and Tokol (2007) would argue that one of the factors which influence a consumer’s decision to buy a domestically produced rather than a foreign-made product is the concept of consumer ethnocentrism. ILSR (2011), buy local campaigns drive more investment toward local economies by spotlighting local innovation and improving the financial resources to locally owned businesses and to the networks that support their success. According to the Institute of Self Reliance (ILSR), which tracks some 150 Buy local campaigns nationwide, independent business saw revenues rise by 7.2% in 2011 in communities with active Buy Local campaign. Buy local is not effective as a sustained movement involving many collaborators, rather than as a one time or recurring event, ILSR (2011).

Figure 1: Porter’s Diamond Model

Source: Porter (1990)

2.11 Theoretical Framework: Porter's Diamond Model Theory
Porter (1990) cited in Tuna (2006), contended that the greater number of trade-related theories have been only focused on cost and a new theory was essential that “should attract a comprehensive understanding of competition that contains segmented markets, differentiated products, the technological differences and economies of scale”. He suggested that this new theory should be
able to define why imports have better strategies than local manufacturers. For this purpose, Porter (1990) made an examination in ten countries (USA, Germany, Denmark, South Korea, Britain, Italy, Sweden, Switzerland, Japan and Singapore) including different economic characteristics of 100 sectors for four years to try to find the elements that determine the competitiveness of nations and sub-sectors to determine the contributions provided to the development of competitive structures of countries. He looked for an answer as to why some regions are more competitive than others are. He also tried to make clear how firms gain superior positions in certain sectors of the country on global competitiveness hence he developed The Diamond Model to identify factors of competitive advantage of countries and sectors and to create the theoretical underpinnings of this interplay of country and industry competitiveness topics as a result of his analysis. The model creates a structure that determines the rules of competition in a sector and makes it important to have a role to play based on the opinion of achieving a long-term competitiveness. Porter (1990) associated the determinants of sectors that state competitive advantage of nations with the value of a diamond. Four corners of the diamond are factor conditions, demand conditions, firm strategy, structure and competition and the presence of related and supporting industries.

2.11.1 Demand conditions
Porter (1990) suggested that the demand conditions which indicated the nature of local demand formed the second broad determinant of national competitive advantage. This is one of the most interesting dimensions as it relates to the nature of consumers in the local market. Demand conditions are the pressures based on buyers’ requirements about quality, price, and services in a particular industry. Demand conditions affect the forming of certain factor conditions. They have effect on the pace and direction of innovation and product development. For example, Japanese car buyers exert strain on Japanese car makers with regard to high quality standards impelling them to develop the quality of their goods, operations, and activities, which in turn makes ready the whole industry to compete internationally. Demand conditions are values of demand by the society for a unit’s research and can be understood in a unit’s success at publishing research and attracting funding and people to guarantee research. The combination of demand conditions is shown by three main characteristics that are important to gaining national competitive advantage.
2.11.2 Local Demand Conditions
According to Porter (1990) as cited in Tuna (2006), there are three characteristics of the composition of local demand: segmented structure of demand, sophisticated and demanding buyers and anticipatory buyer’s needs. Countries achieve competitive advantage in sectors or in sector parts where the local demand provides local firms with a clearer or earlier picture of buyer demands than foreign competitors can have. This will make the industry ready to compete against foreign brands. Porter (1990) argues that the sophistication of demand is much more significant than the size of demand. When a sector operates in a sophisticated and demanding domestic market it is compelled to innovate and sell better goods because the market needs high quality.

2.11.3 Demand Size and Pattern of Growth
Size of local demand, number of individual buyers, growth rate of local demand, early local demand and early saturation. Porter argues that local market size is an advantage if it stimulates investment and reinvestment or dynamism. The existence of a number of individual buyers in a nation produces better surroundings for innovation than is the situation where one or two customers command the local market for a goods or a service. The rate of growth of investments in a sector is largely a mission of how quickly its home market is developing. Early local demand helps local firms to action sooner than foreign rivals to become established in a nation. Also early saturation, the early penetration supports native firms to become constituted.

2.11.4 Internationalization of Domestic Demand:
Porter (1990) suggests that although, at any rate, a minimum quantity of home demand is required to improve the sector to expand and develop, but the quality of this demand is more significant than the amount of that. By quality of demand, basically, Porter means how complex features and specifications that principal local buyers expect are.
Figure 2: Buy Zimbabwe In-store Promotion

**Buy Zimbabwe Campaign Team during the Vhuserere (Instore Promotion) of Local products**

**Buy Zimbabwe and RBZ tours Mr Brands’ Factory**

Source: Buy Zimbabwe Newsletter (2018)

Buy Zimbabwe is an opportunities and linkages organisation and a market company that leads in the promotion and facilitation of the preference of quality and competitive Zimbabwean products and services through stakeholder engagement, research and development, capacity building and enhanced communication. Buy Zimbabwe is at the forefront of encouraging domestic wealth and employment creation, increased shareholder value and accelerated economic development. Buy Zimbabwe is recognized as the main institution that has, among others, the potential to strongly influence procurement in favour of domestic production. Buy Zimbabwe is working closely with both public and private sector entities to drive the “Buy Local” message and the Local Content Policy. The Buy Local message is an ongoing call to action for the public and private sector, all businesses in the country, all government entities and ordinary consumers to restore a Zimbabwe with Pride, Wealth and Jobs. The call is to buy local products and services so that local businesses
grow, thereby stimulating economic growth and job creation. (Buy Zimbabwe Newsletter, 2018). According to the Herald Business reporter (25/10/2011), Buy Zimbabwe is a competitive driver that works closely with the National Economic Consultative Forum, Standard Association of Zimbabwe, Consumer Council of Zimbabwe, Confederation of Zimbabwe Industries, Zimbabwe National Chamber of Commerce and with the government of Zimbabwe to promote the production and consumption of local goods and services on the local and international market. The Buy Zimbabwe campaign was designed to unlock the country’s full potential and inspire economic growth and competitiveness of local brands. The objectives of the Buy Zimbabwe are sighted as to raise awareness and profile of home grown goods and services, assist local companies in improving the quality of their products and services, lobby government to enact laws and policies that support local producers without negatively affecting consumer choice and connecting local producers to their value chain and other stakeholders.

Chishamba (2014) argued that while it was appreciated that with a low capacity utilisation of 36.6%, there is need to fill the gap created by insufficient local production, it is also imperative that government create feasible mechanism to promote demand for locally produced goods. A precondition of the Buy Zimbabwe Campaign is support from government, business labour and the general community. The government through subsidies, tax exemptions on local manufacturers (Chishamba, 2014).

According to Chingono (2016), the Buy Zimbabwe’s fourth Annual Awards held at Cresta Sango Conference Centre, celebrated Statutory Instrument (SI) 64 promulgated which resulted in the 18 percent growth in the manufacturing sector capacity utilisation last year. Capacity utilisation increased from 34, 3 percent to 47, 4 percent. The SI64, a piece of legislation that were largely condemned by pressure groups was a timely intervention. According to Buy Zimbabwe chairman, Munyaradzi Hwengwere, Buy Zimbabwe is a competitiveness and empowerment driver whose mandate is to unlock the country’s potential through a structured aggressive support of the production and consumption of local goods and services. Buy Zimbabwe seeks to actively promote home-grown products for the domestic and global markets e.g. Schweppes Zimbabwe, Spar, Metro Peech & Browne and Nestle were some of the big winners at the awards, with Metro Peech & Browne walking away with four awards. Metro Peech & Browne won the Wholesaler of the Year award and Barry Browne of Metro Peech walked away with the Buy Zimbabwe Champion Award for 2016. Nestle Zimbabwe was voted the Buy Zimbabwe Company of the Year while N. Richards
received the Local Procurement Award. The Buy Zimbabwe retailer of the Year went to OK Zimbabwe while Nyaradzo Group received the Customer Service Excellence Award. Hwengwere said the import restrictions had already resulted in improved competitiveness of local products that have been failing to compete with cheap foreign products. Speaking at Buy Zimbabwe Awards dinner, Hwengwere said, “For the first time Zimbabwe enacted SI64 and this has resulted in improved capacity utilisation. Chingono (2016), S I64 had resulted in improved industrial capacity and there was need for more import restrictions to reduce the burgeoning import bill. The Zimbabwe import Bill was too high so there was still a long way to go. Therefore, the buy local campaign had to convince Zimbabweans that they need to support local products. Zimbabwe’s import bill was expected to end 2016 at US$5.3 billion against exports of about US$3.3 billion, (Rbz, 2015). Also speaking at the awards dinner, Institute of Directors of Zimbabwe chairman Benson Gasura said the country was heavily dependent on imports, which is unsustainable. The country was reeling under the burden of liquidity constraints, which was aggravated by high import position. The deficit of US$2 billion that largely comprised of consumptive expenditure, illustrates that our demand for local products was low. Buy Zimbabwe’s campaign for local products was timely, as it would help grow exports. Buy Zimbabwe campaign is a competitiveness and empowerment driver for local industry, whose mandate is to unlock the country’s economic potential through a structured aggressive support of the local production and consumption of local goods and services, Chingono (2016).

The buy local campaign sought to actively promote home-grown products for the domestic and global markets as production increased to enable exports. Advocating for local products should be done in the context of competitiveness on quality (Chingono, 2016). By tirelessly advocating for consumption of local products, government and Buy Zimbabwe are not advocating for blind adherence to domestic products. In fact, there are all for the enhancement of our local competitiveness in terms of pricing, delivery, quality and packaging. Local products had over the years failed to compete with foreign products on quality and pricing as costs of production had continued to soar. Industry must advocate for the removal of restrictive measures that hinder competitiveness. The manufacturing industry had to be ready to collaborate with Buy Zimbabwe to ensure good corporate governance. The local buy campaign aspired to remove all restrictive measures that might hinder competitiveness and the private sector role in that regard was to uphold good corporate governance, embrace the corrective mindset and completely shun corruption.
Chingono (2016) argues that the Buy Zimbabwe need to research into the dynamic requirements of the market. The local campaign advice was that the campaign extends beyond simply calling citizens who are struggling to make a living to buy local goods and services but that the local campaign sought to pay closer attention to life circumstances that the population goes through on a day-to-day basis. The fourth awards are a testimony of how Zimbabweans are slowly adopting the idea of buying local products, (Chingono, 2016). The awards are important because for many years, critics thought local campaign message was misunderstood. Zimbabweans understood why it was important to buy local products, (Chingono, 2016).

2.12 Social Marketing Campaigns
Literature suggests that social marketing programmes are likely to be more effective when they combine a number of key features as stated in Jenkins (2009):

- When the audience can be convinced that the collective goal is worthy of pursuit (Wiener and Doescher 1991);
- When there is a supporting role played by different community bodies (Bauman et al 2003);
- When the campaign is perceived as of immediate or personal relevance to the targeted audience (Homik 2001);
- When the campaign can be described within a distinct message that communicates the benefits of, and rationale, behind the campaign (Rothschild 1979);
- When the campaign is sustained over a number of years (Cavil & Bauman 2003, WHO 1997, Flora et al 1989);
- When the ‘cause’ for the campaign is clear to the audience (Fenwick & Wright, 2000);
- When there is a higher degree of risk associated with not following the ‘cause’ of the campaign (Dinan & Sargeant, 2000); and
- When there is good planning and implementation of marketing theory (Cornelissen, Dewitte & Warlop 2007, and Frame & Newton 2007).

2.13 Chapter Summary
Literature further suggests that programmes are more likely to be ineffective when they do not follow these key features, when they are seen as feel good campaigns or when projects undergo evaluations without identifying a control group to show causal relationships between the programme and the outcome (Bloom, 1980-1) as cited in Jerkins (2009). Recent authors like
Donovan (2003) suggest that social marketing campaigns should be evaluated against the extent to which they achieve change in immediate measures such as attitude, self-reported behaviour, or data on actual activity changes.
Chapter 3: Research Methodology

3.0 Introduction
This chapter highlights the research methodology that was used to achieve the objectives of this study. It covers the research design, the target population, the sampling design, sources of data, research instruments that were used to gather data on the Assessment of the Effectiveness of the Buy Zimbabwe Campaign in Boosting Consumption of Locally Produced Goods and Services in Zimbabwe: A Case of the Manufacturing Industry. It also focused on how the data collected was analysed and presented. O’Leary (2004) defines the term methodology as the framework associated with a particular set of paradigmatic assumptions that one uses to conduct research, such as scientific method, ethnography and action research. Methodology refers to the fundamental or regulative principles which underlie any discipline, such as conception of its subject matter and how that subject matter can be investigated (Lazas, 2004). For Silverman (2005) methodology refers to the choices we make about cases to study, methods of data collection, forms of data analysis, planning and executing a research study.

3.1 Research Philosophy
The research adopted both quantitative and qualitative research methods when collecting data hence the mixed research approach. Questionnaires and structured interviews were used in data collection. As cited in Abdullah (2001), triangulation is the process of using more than one source to confirm information and data from different sources and different methods of data collections, and to confirm observations from different observers (Krathwohl, 1993). Triangulation has the advantage of giving the study higher validity, accuracy and reliability (Abrahamson, 1983; Borg and Gall, 1989; Cohen and Manion, 1989; Smith et al., 1994; Gall et al., 1996) and affirms the credibility of the data collected (Babbie, 1989). As Babbie (1989) has pointed out that there is no one fool proof method. In fact, there has been a trend in educational research recently to use both methods in data collection and analysis. Robson (1995) in fact supported this by saying that using more than one method can contribute substantial advantages. Triangulation is not an end itself; it is an imaginative way of maximising the amount of data collected (Todd, 1979). In descriptive studies, main two types of research methods are distinguished, that is, qualitative and quantitative research methods (Kumar, 1999). This study used both of the research methods, resulting in a mixed research method. The reason that more researchers are opting for these types of research is that both qualitative and quantitative data are simultaneously collected, analysed and interpreted.
Haq (2014) defines “mixed methods” as an emergent methodology of research that advances the systematic integration, or “mixing,” of quantitative and qualitative data within a single investigation or sustained program of inquiry. The basic premise of this methodology is that such integration permits a more complete and synergistic utilization of data than do separate quantitative and qualitative data collection and analysis.

Quantitative research was done by distributing questionnaires to the Olivine Industries and qualitative research by interviewing Buy Zimbabwe Campaign management. Quantitative research allows the researcher to familiarize with the problem or concept under study (Golafshani 2003). According to Golafshani (2003) quantitative research seeks to quantify the collected data for analysing and find a final course of the action. It is based on statistics and the objects are large number of respondents from the targeted population. With the help of quantitative research method, it is easy to have a clear and scientific view on the opinions by having them on questionnaires and to interview one or some of the employees about their thoughts does not present all employees’ opinions, moreover, it is not possible to interview every employee individually.

Qualitative research forms a major role in supporting decision-making, primarily as an exploratory design but also as a descriptive design (Malhotra and Birks 2003). Meaning that by using qualitative research, “why” instead of “how” will be found out. Qualitative Research focuses on developing an initial understanding out of the research, and it is not based on statistics. Qualitative can be used alone or to support quantitative research. For this study, in order to get a better understanding of the effectiveness of the Buy Zimbabwe Campaign in boosting consumption of locally produced goods and services in Zimbabwe: a case of the manufacturing industry, the researcher used in-depth interview to support the quantitative research. The choice of a qualitative study was necessitated by the small study population of the 56 participants. A qualitative study usually concentrates on a small population in order to remain flexible in the number of variables one would wish to include and to permit in-depth description of these variables.
3.2 Descriptive Research Design
The research used descriptive research method for the researcher wanted to depict the participants in an accurate way and describing the behaviour of the participant without influencing the outcome. Bless and Higson- Smith (1995), define research design as a programme to guide the researcher in collecting, analysing and interpreting observed facts. They further identify a number of research designs. These include the true experimental design, quasi-experimental research design, survey design, explanatory design and the case study. Yin (2003) posits that a research design is the logic that links the data to be collected and the conclusions to be drawn from the study’s initial questions. Major differences in the research designs lie in the sampling procedures, the data collection instruments they use, and the methods of gathering and analysing data. This research study adopted the descriptive research design. Descriptive studies describe phenomena systematically to reveal patterns and connections that might otherwise go unnoticed (Kumar, 1999, Jankowicz, 2000). This type of research describes what exists and may help to uncover new facts and meaning. According to Burns and Grove (2003), descriptive research is designed to provide a picture of a situation as it naturally happens. It may be used to justify current practice and make judgment and also to develop theories. For the purpose of this study, descriptive research was used to obtain a picture of the effectiveness of the Buy Zimbabwe Campaign in boosting consumption of locally produced goods and services in Zimbabwe’s manufacturing industry.

3.3 Research Strategy
The researcher used the Case study of Olivine Industries as a way of understanding the subject under review, adding strength to what is already known through previous studies and with the view to provide an in-depth account of experiences of the subject. The researcher also used case study as it allowed him to retain the holistic and meaningful characteristics of real-life events. Therefore, the case study approach is especially useful in situations where contextual conditions of the events being studied are critical and where the researcher has no control over the events as they unfold. The case study, as a research strategy, should encompass specific techniques for collecting and analysing data, directed by clearly stated theoretical assumptions.
3.4 Sampling
3.4.1 Sources of Data

Primary data is data originated for the first time by the researcher through direct efforts and experience, specifically for the purpose of addressing the research problem. Also known as the first hand or raw data. Primary data collection is quite expensive, as the research is conducted by the researcher himself, which requires resources like investment and manpower. The data collection is under direct control and supervision of the researcher. The data can be collected through various methods like surveys, observations, physical testing, mailed questionnaires, questionnaire filled and sent by enumerators, personal interviews, telephonic interviews, focus groups, case studies.

Secondary data implies second-hand information which is already collected and recorded by any person other than the user for a purpose, not relating to the current research problem. It is the readily available form of data collected from various sources like censuses, government publications, internal records of the organisation, reports, books, journal articles, websites and so on. Secondary data offer several advantages as it is easily available, saves time and cost of the researcher. But there are some disadvantages associated with this, as the data is gathered for the purposes other than the problem in mind, so the usefulness of the data may be limited in a number of ways like relevance and accuracy.

Primary information and secondary information were collected to achieve the objectives of this study. Primary data was gathered through the use of structured interviews and questionnaires and secondary data was gathered through reviewing of related literature.

3.4.2 The Study Population
Crawshaw (1998) described a population as the universal set of cases from which a sample is taken. Frazer and Lawley (2000) define a population as the total set of possible respondents for a given research situation. In this study the targeted population were all the employees at Olivine Company and all the Buy Zimbabwe Campaign staff members.
3.4.3 Sampling methods
Dough and Frankis (2001) defined sampling as a representative of a population observed for the purpose of making inferences about the behavior of the entire population. Jankowicz (2000) defines sampling as the deliberate selection of a number of people who are to provide data from which you will draw conclusions about some larger group, the population, whom these people represent.

3.4.3 Sample Size Determination and Frame
The researcher used the purposive sampling method that allowed the studying of 60 Olivine Industries’ employees and 7 Buy Zimbabwe Campaign employees. Yin (2011), defines purposeful sampling as “The selection of participants or sources of data to be used in a study, based on their anticipated richness and relevance of information in relation to the study’s research questions”. Parahoo (1997) describes purposive sampling as “a method of sampling where the researcher deliberately chooses who to include in the study based on their ability to provide necessary data”. According to Patton (2015) the logic and power of purposive sampling lie in selecting information-rich cases for in-depth study. The rationale for choosing this approach was that the researcher was seeking information about the effectiveness of the Buy Zimbabwe Campaign in boosting consumption of locally produced goods and services in Zimbabwe’s manufacturing industry, which the participants would provide by virtue of their experience.

3.5 Data Collection techniques
The main data collection techniques used in this research study were structured interviews and questionnaires.

3.5.1 Structured Interviews
As with any research project, data collection is important. However, several aspects come into play in the data collection process. The three most crucial aspects include: the cost of the selected data collection method; the accuracy of data collected; and the efficiency of data collection. Despite the rise in popularity of surveys (questionnaires), face-to-face (in-person) interviews still remain a popular data collection method. The researcher used structured interviews to gather information in greater detail. The researcher interviewed 7 Buy Zimbabwe Campaign staff members. The rationale for choosing the number of participants was that the researcher was seeking information about the effectiveness of the Buy Zimbabwe Campaign in boosting consumption of locally
produced goods and services in Zimbabwe’s manufacturing industry, which the participants would provide by virtue of their experience. Frazer and Lawley (2000) observed that the response rate in an interview is higher than in any other method. This is so because, unlike a questionnaire, an interview provides answers instantly. The other advantage is that it allows the interviewer to have full control of the data collection process. Another important aspect of the interviews is that it allows the researcher a chance to explain unclear questions and gives the opportunity to follow-up questions and probe further for more information and also use non-verbal communication to his or her advantage. Respondents are also able to say much more in a face-to-face interview than in other methods (Driscoll, 2011). A face-to-face interview method provides advantages over other data collection methods. They include:

- **Accurate screening.** A structured interview helps with more accurate screening. The individual being interviewed is unable to provide false information during screening questions such as gender, age, or position. It is possible to get around screening questions in questionnaires. Questionnaires that offer incentives may actually encourage answer falsification. Individuals may enter incorrect demographic information so they are able to complete the survey and gain the incentive. The answers the individual provides may all be truthful, but for the purpose of data analysis, the data will be inaccurate and misleading.

- **Capture verbal and non-verbal questions.** An interview is no doubt going to capture verbal and non-verbal ques, but this method also affords the capture of non-verbal ques including body language, which can indicate a level of discomfort with the questions. Adversely, it can also indicate a level of enthusiasm for the topics being discussed in the interview. Let’s discuss how the interviewee feels about a government initiative, for example. Capturing non-verbal ques may make the difference between selecting an employee that is less skilled, but displays a tremendous amount of enthusiasm for the position. Capturing non-verbal ques is not possible in questionnaires.

- **Keep focus.** The interviewer is the one that has control over the interview and can keep the interviewee focused and on track to completion. Questionnaires are often completed during time convenient for the respondent, but are often in the midst of other distractions such as texting, reading and answering emails, social sharing, and more. Structured interviews are in-the-moment, free from technological distractions.
• **Capture emotions and behaviours.** Structured interviews can no doubt capture an interviewee’s emotions and behaviours. Similar to not being able to capture verbal and non-verbal questions, questionnaires can also not capture raw emotions and behaviour.

As with any data collection method, Structured interviews also provide some disadvantages over other data collection methods. They include:

• **Cost.** Cost is a major disadvantage for structured interviews. They require a staff of people to conduct the interviews, which means there will be personnel costs. Personnel are the highest cost a business can incur. It’s difficult to keep costs low when personnel are needed.

• **Quality of data by interviewer.** The quality of data you receive will often depend on the ability of the interviewer. Some people have the natural ability to conduct an interview and gather data well. The likelihood of the entire interviewing staff having those skills is low. Some interviewers may also have their own biases that could impact the way they input responses. This is likely to happen in hot-topic opinion polls.

• **Manual data entry.** If the interview is administered on paper, the data collected will need to be entered manually, or scanned, if a scannable interview questionnaire is created. Data entry and scanning of paper questionnaires can significantly increase the cost of the project. A staff of data entry personnel will need to be hired. Additionally, data entry can prolong the analysis process. Mobile surveys on mobile devices can cut-down on manual data entry costs and information is ready for analysis.

• **Limit sample size.** The size of the sample is limited to the size of your interviewing staff, the area in which the interviews are conducted, and the number of qualified respondents within that area. It may be necessary to conduct several interviews over multiple areas, which again can increase costs.

3.5.2 Questionnaire

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer or post. Questionnaires are one of the most affordable ways to gather quantitative data. A questionnaire can be placed on your website, emailed or hard copied to your respondents. These methods have
little to no cost, depending on how you administer them, though strong targeting is necessary if you want them to receive the most accurate results. Whether you want to find out if manufacturers are benefitting from promotional advocacy for local products, questionnaires are an inexpensive way to improve sales of locally manufactured goods and services. Apart from being inexpensive and flexible, questionnaires are also a practical way to gather data. They can be targeted to groups of your choice and managed in various ways. Questionnaires were used to collect information from 60 Olivine Industries’ employees. Frazer and Lawley (2000) simply define a questionnaire as a set of questions used to obtain information from respondents. Questionnaires were chosen because they allowed for an easy distribution to the 60 Olivine Industries’ employees. The questionnaires also allowed the respondents to answer questions at their calculated discretion. Both open and closed questions were used to solicit the needed information. Questionnaires offer a way to gather vast amounts of data on any subject. The advantages of using questionnaires include:

**Speedy results:** It’s quick and easy to collect results with online and mobile tools. This means that you can gain insights in as little as 24 hours, depending on the scale and reach of your questionnaire. You don’t need to wait for third parties to deliver the answers you need.

**Scalability:** Questionnaires and surveys allow you to gather information from a large audience. This means that at a relatively low cost, you can target a city or a country. Geography no longer stands in the way of market research. It’s important to be aware of cultural differences between people and countries when conducting worldwide research.

- **Standard instrument.** A questionnaire is a standard instrument, that is, the same questions are asked to different respondents. This standardization allows data obtained from different respondents to be interpreted comparatively and to be generalized to other situations (Babbie, 1989).

- **Inexpensive.** The questionnaire is also relatively inexpensive compared to other instruments.
While there are many positives to questionnaires the disadvantages include:

- **Dishonesty.** Respondents may not be 100 percent truthful with their answers. This can happen for a variety of reasons, including social desirability bias and attempting to protect privacy. The researcher assured respondents that their privacy was valued and that the research process prevented personal identification.

- **Conscientious.** Every researcher hopes for conscientious responses, but there’s no way to know if the respondent has really thought the question through before answering. At times, answers will be chosen before fully reading the question or the potential answers. Sometimes respondents will skip through questions, or split-second choices may be made, affecting the validity of the data. This drawback is tough to defeat, but the researcher made the survey short and questions simple to get the most accurate responses.

### 3.6 Data Collection
The researcher physically distributed and later collected the questionnaires from each respondent. The researcher visited Olivine Industries and distributed and collected the questionnaires. This gave the researcher the opportunity to collect almost each and every questionnaire that was given out, thus ensuring 100% return. For the interviews, the researcher had to make separate appointments with the interviewees at Buy Zimbabwe Campaign and an interview schedule was kept to ensure that each respondent was interviewed on the agreed date and time and that responses were recorded accordingly.

### 3.7 Validity and Reliability of the Research Instruments
According to Leedy (1991) validity is concerned with the soundness and the effectiveness of the measuring instrument. A research instrument is said to be valid if it measures what it is designed to measure. Data is valid if it gives a true picture of what is being studied. There are many types of validity some of which are; criterion, content and construct validity. The use of primary and secondary data enhanced the validity of data collected because primary data was used to corroborate data already and readily available from other relevant sources to the research. The use of different data collection methods within one study ensured that the collected data is consistent and true. Content validity was enhanced by carefully designing the questionnaires and interviews. The research and the researcher were well introduced to ensure face validity.
Leedy (1980) points out that reliability deals with the accuracy of the instrument. He goes on to suggest that the instrument should yield the same results each time it is administered if it is to be seen to be reliable. For the questionnaire accuracy was ensured by making the questions short and precise to prevent ambiguity and misunderstanding by the respondents. The researcher selected the most appropriate sample. Leading questions were avoided as well as the awareness of errors that were likely to occur due to the researcher’s nonverbal prompts on good answers.

3.8 Data Analysis
A total of 60 questionnaires were distributed and the researcher is grateful that he received a 100% response rate from the respondents partly because of the high levels of cooperation between the Olivine industry staff and the researcher. Also of note was that the researcher managed to carry out 7 structured interviews with the Buy Zimbabwe management after they had requested questions in advance to prepare them for the interviews which were carried out successfully. The researcher used SPSS package version 16 to verify the correlations between six variables i.e. to check the relationship between variables that affect the effectiveness of the buy local campaign. The researcher processed all data. The questionnaires were first edited to check for accuracy and obvious errors. Both qualitative and quantitative methods were used. Where it was appropriate, responses were tabulated and some statistical methods of analyzing data were used. Conclusions were not only confined to the data that was collected, but also the researcher’s views as well as personal experiences were used.

3.9 Chapter Summary
This chapter dealt with the research design, the study population, the sampling method, the research instruments, data collection procedures, validity and reliability of the research instruments and data presentation, analysis and interpretation. An important element in any research is the selection of research methods that best provide an answer to the problem that is examined. We need not always use the pure forms of any of the research methods. The constraints of time and resources would not, in some circumstances, permit the researcher to adopt a research methodology in its pure form. Rather, the strategies that are found to be useful, efficient and informative have to be adopted to provide the information and perspectives for the issues and
concerns at hand. The method and strategies should in effect complement and supplement one another to inform and clarify issues. It must provide an opportunity to integrate the methods and information to present a composite picture. The next chapter is a presentation of the results from this data gathering process.
Chapter 4: Data Analysis and Interpretation

4.0 Introduction
The researcher presented the study findings through the lens of the research objectives, (i) to find out the reasons behind preferences for imported products and services by local consumers. (ii) To identify the targeted audiences for the Buy Zimbabwe Campaign. (iii) To identify strategies being employed by the Buy Zimbabwe Campaign to promote preference for locally produced goods and services by the locals. (v) To establish the effectiveness of the media being used to outreach the local consumers and influence their behaviour change. The researcher presents and interprets data collected in accordance with the research objectives by means of tables, pie charts and bar graphs.

4.1. Research Response Rate
A print questionnaire was sent to 60 managers (senior, middle and supervisors) and there was a 100% response rate. The researcher made frantic effort for the return of the questionnaires; the researcher took advantage of the nearness nature of these workers which made life much easy for the researcher to reach out to the respondents. This also made it easy for the researcher to ascertain who had returned and who had not returned the questionnaire.

Figure 3: Position

<table>
<thead>
<tr>
<th>Position</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Manager</td>
<td>16.7</td>
</tr>
<tr>
<td>Middle Manager</td>
<td>50</td>
</tr>
<tr>
<td>Supervisor</td>
<td>33.3</td>
</tr>
</tbody>
</table>
Figure 3 above shows that out of the 60 questionnaires distributed 16.7% comprised senior managers, while middle managers outnumbered the rest with a margin of 50% and 33.3% constituted of supervisors respectively.

Figure 4 indicates the number of years each member served in the organisation. The research findings show that 28% of the respondents had served less than five (5) years, 18% had served between ten to fifteen years. Quiet a significant number 53% revealed that they had served in the company for more than five years but less than ten years.

**Figure 4: Work Experience**

![Experience Chart](chart)

<table>
<thead>
<tr>
<th>Experience</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 5yrs</td>
<td>28.3</td>
</tr>
<tr>
<td>5yrs to less than 10yrs</td>
<td>53.3</td>
</tr>
<tr>
<td>10 to less than 15yrs</td>
<td>18.3</td>
</tr>
</tbody>
</table>

### 4.2 Presence of Foreign Competition

A question was asked to the respondents to acknowledge the existence of foreign competition to locally manufactured goods. The study established that 90% of the respondents were on the affirmative whereas 10% reported negatively. The perception being that the 10% who thought that there was no competition from foreign brands were shop floor workers who were not directly linked to the marketing and corporate strategy. The response rate was fairly low from the respondents who had served for more than 15years, the perception being that they take their time to appreciate new ideas. A positive response of 27% was recorded from those who have served the
company from 5 years to 10 years because it is presumed that the group comprised the personnel who have experienced the effects of competition primarily from low cost imports and are also futuristic.

### Table 2: Support of the local buy Campaign

<table>
<thead>
<tr>
<th>Support the Idea of Buy Zimbabwe</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Yes</td>
<td>60</td>
<td>100.0</td>
</tr>
</tbody>
</table>

When responding to whether the respondents supported the Buy Local Campaign, the Researcher found that 60 out of 60 staff members were in support of the initiative hence the researcher recorded a 100% positive response.

### 4.3 Target Audience of the Local Campaign

An interview was carried with 7 Buy Zimbabwe campaign managers. They was consensus among the respondents that the campaign was targeting consumers, marketers, municipalities, central government and local manufacturers. As one of the objectives of the research, the researcher gathered through the interviews that the Buy Zimbabwe campaign targeted especially the local and central government as they are the major stakeholders in wealth and job creation, and also that the consumers were generally affected by the choices of goods and services available on the market hence the study on the consumer behavior and preferences.
The study revealed that, 21.7% got know about the Buy Zimbabwe campaign through electronic media, 48.3% knew it from print media, 28.3% used Social media and 1.7% got know about this through other medium of communication.

Of note was also the fact that all (100%) the respondents were in support of the Buy Zimbabwe campaign though they were not participants or members of the campaign.

Also from the interviews carried out on Buy Zimbabwe management team, it was found that, Buy Zimbabwe viewed their campaign as an ongoing message to save jobs and create wealth. Now the campaign has graduated from being a campaign to an operational business.
Figure 6: Importance of Buy Zimbabwe Campaign

Figure 4.5 Importance of Local Campaign

78% of the respondents believe that the Buy Local Campaign is very important hence it needs support especially from the central government to prop up its activities so that it is in tandem with other local buy campaigns from other countries e.g. the Proudly South African Campaign. The difference of 22% respondents also believed that the campaign is important though their degree of agreement slightly differs from the rest of the respondents who are the majority.

4.4 Strategies Used by the Buy Zimbabwe Campaign in Promoting Local Goods and Services

The management at Buy Zimbabwe Campaign told the researcher through the interviews that they were using the following strategies to achieve their objectives: -

- Stakeholder engagement
- Capacity building
- Local content enhancement
- Enhanced communication
- Database management
Out of the 60 respondents, 31 rated the media coverage fairly making 51.7% of the total responses hence the researcher found from computations through the SPSS package that the 35% (21 out 60) respondents agreed that the campaign was not effective (Figure 4.6 below).

**Figure 8: Effectiveness of the Buy Zimbabwe Campaign**
## Table 3: Correlations

<table>
<thead>
<tr>
<th></th>
<th>Medium of Communication</th>
<th>Effectiveness of Campaign</th>
<th>Effectiveness of Campaign</th>
<th>Importance of the Campaign</th>
<th>Media Methods: Coverage</th>
<th>Media Methods: Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium of Communication Pearson Correlation</td>
<td>1</td>
<td>-.587**</td>
<td>.703**</td>
<td>-.728**</td>
<td>-.180</td>
<td>-.381**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>60</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.168</td>
<td>.003</td>
</tr>
<tr>
<td>N</td>
<td>60</td>
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<td>60</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Effectiveness of Campaign Pearson Correlation</td>
<td>-.587**</td>
<td>1</td>
<td>-.428**</td>
<td>.191</td>
<td>.446**</td>
<td>.107</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.001</td>
<td>.144</td>
<td>.000</td>
<td>.010</td>
<td>.417</td>
</tr>
<tr>
<td>N</td>
<td>60</td>
<td>60</td>
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<td>60</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Is Buy Zim getting enough support Pearson Correlation</td>
<td>.703**</td>
<td>-.428**</td>
<td>1</td>
<td>-.610**</td>
<td>.331**</td>
<td>.058</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.001</td>
<td>.000</td>
<td>.000</td>
<td>.010</td>
<td>.662</td>
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<tr>
<td>N</td>
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<td>60</td>
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</tr>
<tr>
<td>Importance of the Campaign Pearson Correlation</td>
<td>-.728**</td>
<td>.191</td>
<td>-.610**</td>
<td>1</td>
<td>-.004</td>
<td>.343**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.144</td>
<td>.000</td>
<td>.973</td>
<td>.007</td>
<td></td>
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<td>N</td>
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<td>60</td>
</tr>
<tr>
<td>Media Methods: Coverage Pearson Correlation</td>
<td>-.180</td>
<td>.446**</td>
<td>.331**</td>
<td>-.004</td>
<td>1</td>
<td>.583**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.168</td>
<td>.000</td>
<td>.010</td>
<td>.973</td>
<td>.000</td>
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<tr>
<td>N</td>
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<td>60</td>
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<td>60</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Media Methods: Effectiveness Pearson Correlation</td>
<td>-.381**</td>
<td>.107</td>
<td>.058</td>
<td>.343**</td>
<td>.583**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.003</td>
<td>.417</td>
<td>.662</td>
<td>.007</td>
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<td></td>
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<td>N</td>
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<td>60</td>
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<td>60</td>
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</tr>
</tbody>
</table>

Correlation is significant at the level 0.01: 2 tailed
It is perceived from the table above that (r) the correlation coefficient between the medium of communication and effectiveness of the Buy Zimbabwe campaign is -0.587, which indicate a negative relationship. P< 0.001 indicating that the coefficient is significantly different from 0. Thus the researcher can conclude to say there is evidence that medium of communication is related to effectiveness of Campaign. In particular, it seems that, there is a strong relationship. The effectiveness of the campaign is hugely influenced by the medium of communication the campaign employs.

4.5 Discussion
According to the research findings, the effectiveness of the buy local campaign in Zimbabwe were of higher significant as found out from the interviews carried out with the Buy Zimbabwe campaign employees, however the research also showed that the effectiveness were affected by insufficient funding for promotional campaigns as compared to how other Local campaigns were carried out in countries like South Africa and America were the projects were sufficiently funded. The country has been opened up for international business and a lot of goods are finding their way into the country thereby impacting negatively on Buy Zimbabwe campaign. The study also established that local consumers perceived that imported goods were of more value and quality as compared to similarly locally produced goods and services.

4.6 Chapter Summary

This chapter provided the findings of the study. Quantitative data was analysed and results tabulated to show how variables in the research were related. Qualitative data was also deduced to reveal underlying phenomenon pertaining to the research. Of note were the strong relationship between the medium of communication, media coverage and the effectiveness of the Buy Zimbabwe Campaign. The structured interviews also provided the researcher with findings on the lack of government support on the Buy Zimbabwe initiative.
Chapter 5: Summary, Conclusions and Recommendations

5.0 Introduction

This chapter concludes the research by highlighting the major findings, coming up with major conclusions and finally making relevant recommendations to the various stakeholders with a particular focus on **the Effectiveness of the Buy Zimbabwe Campaign in Promoting Locally Produced Goods and Services**. The hypothesis of this research were:

Ho: The Buy Zimbabwe Campaign is not effective in boasting consumption of locally produced goods and services.

H1: The Buy Zimbabwe Campaign is effective in boasting consumption of locally produced goods and services.

5.1 Summary of findings

According to the interviews carried out by the researcher with the Buy Zimbabwe campaign management, the major handicap that has been hindering the effectiveness of the Buy Zimbabwe campaign were mainly to do with the following factors:

- Lack of funding, especially from government
- Local companies’ inability to meet consumer tastes and standards
- Consumer belief that foreign is better in terms of quality
- Generally poor economy performance

From the correlations using SPSS package version 16, research findings established that the effectiveness of a local buy campaign is enhanced by a strong medium of communication. According to the research finding in Chapter 4, over half of the responses rated the media coverage fairly meaning that fair media coverage contributed immensely to the ineffectiveness of the whole campaign.
5.2 Conclusions

- Strategies: The buy local campaign has not been effective enough. Buy Zimbabwe campaign was designed to work hand in glove with the local, central government as well as the private sector to increase awareness and use of the Proudly Zimbabwean logo. The collaboration has not worked well in order to increase membership of the Buy Zimbabwe Campaign hence lack of success for the programme. Government is still sceptical to fully endorse the Local content policy for the local industries currently have low capacity utilization.

- Target audience: The Buy Zimbabwe Campaign targeted the local, central government, manufacturing and retail sectors but according to the findings, the collaborations have been weak particularly due to the privatisation of the initiative hence stakeholder reluctance to fully commit themselves to the initiative. The government unwillingness to support the buy local campaign can be attributed to the privatisation of the project. In countries like America and South Africa, the buy local campaigns are supported by statutes and government funds hence their effectiveness.

- Reasons for preference of imports: The research can conclude that local consumers perceive that imports are of better quality in comparison to locally produced goods and services. This can also be corroborated by the fact that most imports are better priced than local products hence the preference for imports by local consumers.

- Media effectiveness: The Buy Zimbabwe Campaign has not been able to fully cover the breadth of the country due to lack of funding. This affected the rate at which the organisation carried out its campaigns. Most would be stakeholders to the initiative are currently doing their own marketing for local consumption. The Buy Zimbabwe Campaign has not been able to fully sell their objectives to the targeted audiences.
5.3 Contributions to knowledge
In this section we identify lessons learned that may inform future social marketing programmes. The research applies to other future ‘buy national’ campaigns. Clearly the range and nature of possible social marketing programmes is broad and the lessons are most likely to be relevant to programmes supporting economic development. An effective Buy Local campaign work to re-circulate purchasing money within local economy, enhance livability of communities, bring stability and diversity to the to the local economy, and support the retention of locally manufactured goods and services. From the government perceptive, the creation of a strong local economy stabilise and expands tax revenue. Job creation is also important.

5.4 Recommendations
the researcher recommends that:

- it may be appropriate to develop clear paths to sustainability beyond government funding for Buy Local campaigns, perhaps in other forms from government. For example, it is appropriate for government to consider addressing industry capacity utilization and ensure policies that support local buy campaigns.

- Experience of trade shows and other aspects of the campaign from countries like South Africa and United State of America suggest that Buy Zimbabwe Campaign would benefit from developing their marketing capabilities. Government could assist with growing these small firms’ marketing capabilities, as it does with other areas of potential for growth, through practical strategies.

- local campaigns should not be private initiatives as all success local buy campaigns e.g. Buy America and Proudly South African have all been funded and supported by government statutes.

5.5 Areas of further study
The researcher recommends direct replication of the study on the Effectiveness of the Buy Zimbabwe Campaign in Promoting Local Goods and Services, with other industry such as promotion of SMEs or any other, as it will allow for analysis and comparison of the findings, allowing for inference to be drawn on whether the growth strategies will be generic regardless of
industry in Zimbabwe. Thus, allowing for the findings to be used as template material for the
growth strategies to be adopted or used by organisations regardless of industry in Zimbabwe.
Another proposed area for further study is the impact of growth strategies used by organisations
in Zimbabwean industries, as they would provide alternative perspectives on the conclusions
drawn here. This study should highlight the views from different industrial backgrounds.

Last but not least the study on the government in the advancement of industries in Zimbabwe will
also be ideal in highlighting the contribution of the government in that realm and determining
whether the government has put in place statutes and policies that allows and enhance growth of
local entrepreneurs in Zimbabwe. The study should enhance the knowledge on the challenges
faced by the emerging business persons in this realm, thereby highlighting the reasons for the
success or failure and whether success or failure is as a result of outside interferences or not.

5.6 Chapter Summary
Implementing a buy local campaign is typically a collaborative effort between the business
community, municipal government, and economic development organizations. Buy Local
campaigns require the development of campaign materials, press releases, and strong support from
the business community to be successful. To further support buy local campaigns, municipal
governments can directly support their local economy through promotion, collaboration, and
advocacy activities and initiatives. Government can also support industry capacity utilization so
that the locally manufactured products and services match foreign goods and services in terms of
tastes, pricing and standards for the buy local campaigns to achieve its objectives and be effective.
6.0 References


42. Trade deficit narrows to $1, 56 billion. https://www.newsday.co.zw/2017/11/trade-deficit-narrows -1, 56-billion/26/01/18
Appendix 1: Interview Guide

BINDURA UNIVERSITY OF SCIENCE EDUCATION

Interview Guide
(Management at Buy Zimbabwe Campaign)

1. What is your position at Buy Zimbabwe?

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2. How long have you been with Buy Zimbabwe?

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3. What prompted Buy Zimbabwe to start the campaign?

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......................................................................................................................................................
4. Who are the target audiences of buy Zimbabwe campaign?

5. What forms of communication does the buy Zimbabwe campaign use to reach out to its intended audience?

6. What are the objectives of the Buy Zimbabwe Campaign?

7. Who are the stakeholders of the Buy Zimbabwe campaign?

8. What strategies does the Buy Zimbabwe campaign use to achieve its objectives?
9. How often do you do the campaigns?

10. What achievements has the campaign gained so far?

11. In your opinion, is the Buy Zimbabwe campaign well equipped to disseminate information to the target market?
12. What has been the response of the audience so far?

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13. What are the challenges facing the Buy Zimbabwe campaign?

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Thank you.
Appendix 2: Questionnaire

BINDURA UNIVERSITY OF SCIENCE EDUCATION

My name is Thomas Manuel Manda. I am a final year Master of Business Leadership (MBL) student at Bindura University of Science and Education (BUSE). I am undertaking a research titled ‘An Assessment on the Effectiveness of the Buy Zimbabwe Campaign in Boosting Consumption of Locally Produced Goods and Services in Zimbabwe: A Case of the Manufacturing Industry’. I am kindly requesting you to respond to my questions listed below. Please be assured that the information provided will be solely used for academic purposes and is complimentary to partial-fulfilment of the requirements of the Master of Business Leadership. Should you require any further information, please feel free to contact me on email address mandatm123@gmail.com and cell phone number 0773055315. Your assistance in this regard will be greatly appreciated.

Thank you

Thomas Manuel Manda
QUESTIONNAIRE

Instructions:
i) Please answer all questions fully and honestly.
ii) Where boxes are provided, indicate your answer by ticking in the appropriate box.
iii) Do not write your name or identity on the questionnaire

1. What is your position in the company?
   Snr Manager   Middle Manager   Supervisor   Shop Floor Worker
   □ □ □ □

2. How long have you been with this company?
   less than 5 years: 5yrs to less than 10yrs: 10yrs to less than 15yrs: 15yrs and above
   □ □ □ □

3. What line of products do you manufacture?
   ...............................................................................................................................
   ...............................................................................................................................
   ...............................................................................................................................
   ...............................................................................................................................
   ...............................................................................................................................
   ...............................................................................................................................

4. Do you have foreign competition to your brands
   Yes □ No □

5. Elaborate your choice to the question above
   ...............................................................................................................................
   ...............................................................................................................................
6. Do you have problems selling your products?  Yes [ ]  No [ ]

7. If the answer to the question above is Yes. What kind of challenges do you face in selling your products?

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8. Have you ever heard of the Buy Zimbabwe Campaign? Yes [ ]  No [ ]

9. If the above answer is yes. Through what form of medium of communication did you get to know about Buy Zimbabwe Campaign?

   Electronic media [ ]  Print Media [ ]  Social Media [ ]  Other [ ]

10. Have you had contact with the Buy Zimbabwe Campaign?  Yes [ ]  No [ ]

11. Do you support the idea of the buy local campaigns?  Yes [ ]  No [ ]
12. Are buy local campaigns important?

<table>
<thead>
<tr>
<th>Scale</th>
<th>Very important</th>
<th>Important</th>
<th>Moderately important</th>
<th>Slightly Important</th>
<th>Not important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. Have you benefitted from the buy Zimbabwe campaign? Yes □ No □

14. Please explain how you have benefitted and if not, what has been hindering you from benefitting from the buy local campaign

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15. What do you think of the media methods used by the Buy Zimbabwe campaign? Indicate your opinion/level of agreement.

<table>
<thead>
<tr>
<th></th>
<th>Very good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coverage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effectiveness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service delivery</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. Do you think the buy Zimbabwe Campaign is getting enough support?

Yes □ No □
17. Explain your choice on the question above

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........................................................................................................................................
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18. Buy Zimbabwe campaign communication methods are effective. Do you agree?

<table>
<thead>
<tr>
<th>Scale</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>disagree</th>
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<tr>
<td>choice</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

19. What do you think should be done by the Buy Zimbabwe Campaign to achieve its objectives?

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Thank you