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The Impact of the "Buy Zimbabwe" Campaign on Performance of Zimbabwean Companies in the Retail Sector

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Abstract*:* The majority of the Zimbabwean retail companies were in the collapsing mode over the past ten years. This miserable predicament necessitated the government to craft locally-driven remedies, and one of them was the "Buy Zimbabwe" campaign. This prompted the researcher to assess the impact of the "Buy Zimbabwe" campaign on the performance of the Zimbabwean firms. The study objectives were to establish the impact of "buy Zimbabwe" campaign on demand for local products and factors affecting demand for local products. Furthermore to establish if a company participating in the "buy Zimbabwe" campaign performs better than non-participating firms, earnings per Share was used in the inter-firm performance comparison. The descriptive research design was employed, although the research was both quantitative and qualitative in nature. The classical linear multiple regression analysis was used to establish and explain the relationship between company performances. The results indicated a positive linear relationship between "buy Zimbabwe" campaign and company performance in case of those that adopted Buy Zimbabwe, whereas in case of those that did not adopt Buy Zimbabwe there was a negative linear relationship. The results also discloses that quality and affordability of the product are the most influential factors affect demand for local products and buy Zimbabwe campaign was regarded as the least factor to be considered by consumers. Results from this study point towards the need to put in place supportive policies for the "buy Zimbabwe" campaign to be effective.

Keywords: *Buy Zimbabwe, retail sector, local products, competitiveness, customer loyalty*

1. Introduction

Zimbabwe is a developing country which is on its path to economic recovery and this has been noticed by hardworking towards its goal of becoming a middle income country by 2025 (Ibrahim forum facts & figures report, 2012). Some of the observable efforts done by the Zimbabwean government towards achieving this goal are crafting and amending policies that can prove to be investor-friendly and also promote the consumption and production of local products. For instance, the "buy Zimbabwe" campaign is one of the economic policies that were launched by the Zimbabwean government in 2011 in a bid to resuscitate the performances of the Zimbabwean companies through promoting the consumption and spearheading production of locally produced products (Newsday Zimbabwe, 2015). It is noted in the extant literature that 'buy local' campaign, stimulates entrepreneurship knowledge and enhance the utilization of country's resources efficiently to its fullest and also encourage economic growth, employment creation and necessitates local brand to stand against competition (Davila, 2003).

Nevertheless, the materialization of the Zimbabwean goal of becoming a middle class nation by 2025 is sceptical because of the influx of foreign products to sustain the local market at the expense of local products. 20 out of 53 African countries have already achieved the "middle-income" goal. The major reason for them to attain this goal is largely attributed to their ability to foster the dependency on local production through national campaigns in promoting the consumption of locally produced goods and supporting domestic firms to produce competitive products, such as the South African "Proudly South African" campaign. In that same vein, Zimbabwean government has also initiated the concept of country orientation in a belief that locals may have a first preference for local products which has an ultimate effect in the company performance. Such orientation is based on the belief that the local customer's choice will be skewed towards the consumption of local products rather than cheap imports. Among the few suggested concepts, the first and dominant one is called the "Buy Zimbabwe" campaign. This initiative act as an inducement in the necessitating of Zimbabweans to be proud of their country's heritage including the consumption of local products that are produced in Zimbabwe in order to revive Zimbabwean companies. Demand for the local products is vital in every sector of the Zimbabwean economy for both profit making and non-profit making organization. Overlooking of the essence of demand for local products in any organization can lead the firm to survive by

fits-and-starts or even to shut down its operations, since demand for the product determines the viability of any firm.

Statement of the problem: The dampened domestic demand has continuously contributed to suffocation of local retail firms. Firms in the retail industry, like any other companies in other sectors their mission is to gain a huge market share through producing superior products which meet the customer demand, unfortunately they are failing to stand against stiff competition that is emanating from both high and low quality imports. In the absence of local demand, the sector is prone to be outsold by foreign firms leading it to suffocate up to a state of closure; therefore this has prompted the researcher to carry out an investigation on the impact of the "buy Zimbabwe" campaign on performance of Zimbabwean companies in retail industry.
Research objectives:

- To determine whether the companies participating in the "buy Zimbabwe" campaign are performing better than non-participating firms.
- To establish the effect of the "Buy Zimbabwe" campaign on the demand of locally produced goods in retail sector.
- To establish the factors that affect the demand of locally produced goods in retail sector.

Research questions:

- Do the companies participating in the "buy Zimbabwe" campaign performing better than the non-participating firms?
- What are the effects of the "buy Zimbabwe" campaign on demand of locally produced goods in retail sector?
- What factors affect the demand of locally produced goods in retail sector?

Statement of hypothesis:
H_0: There is no relationship between the "buy Zimbabwe" campaign and company performance.
H_1: There is a relationship between the "buy Zimbabwe" campaign and company performance.

2. Literature Review

By engaging in 'buy 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 the ever-growing customer needs and wants, at the same help to fight reducing the underutilization of resources such as labour, thus enhancing labour productivity. Allak & Svadasan (2009) argues that market reforms such as 'buy local' campaign have positive influence on companies' productivity. "Buy local" campaign calls for government to craft and implement policies that encourages local companies to participate in the campaign to produce goods and services that meets international quality standards. This enables the firms who participate in the local campaigns to greatly minimize the production of defective products, thus ascertain efficiency and productivity (Sheth and Sisodia, 2002). In support, Neven et al. (1991) indicate 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 which may operate outside of the defined quality standard of production.

Cost competiveness: Allak & Svadasan (2009) states that, any local campaign that is designed to boost demand of locally produced goods contribute to the reduction in the production cost per unit for firms involved in the 'buy local' campaign, through grabbing the chance to exploit the economic efficiency advantages resulting from economies of scale. As a result, companies that do not participate in local campaigns have very slim chances of expanding due to the stagnant market share; this implies that it takes longer for firm to start enjoying economies of scale in order to be cost productive. An Neven et al. (1991) point out that, any entity which enjoys economies of scale is characterized by engaging in the predatory pricing system. The predatory pricing system is whereby a firm can simply under-price its products to safeguard itself from rivals ultimately enhancing quantity demand which in turn necessitates the firm to

increase output. Jaffe & Eugene & Martinez (1995) assessed the environmental effects and costs of the transporting products in the United Kingdom, found out that companies that are engaged in the 'buy local' campaign enjoys large number of customers who prefers to purchase products from the home-grown firms and as a result they incurred less transport costs as compared to non-participating firms which sourced raw materials from countries like New Zealand.

Sales Revenues: The 'buy local' campaign creates a patriotic bias that stimulates customers to purchase locally produced products, necessitating an increase in sales revenue of the companies engaged in such a campaign (Graham & Cameroon, 2000). Wang & Lamb (1983) advocates that promotions such as 'buy local' campaign results in company product differentiation, generation of brand loyalty, and therefore permitting the firm to attach high prices and the result is increased sales revenues. This means that by engaging in the 'buy local' campaign necessitates the businesses to build customer loyalty within a short period of time which have a positive correlation with sales revenue, hence it is difficult for a firm to build customer loyalty within a short period in order to boost sales revenues without a massive campaign. However, Neven et al. (1991) claim that the 'buy national' campaigns have an adverse impact on sales demand for the companies engaged in the local campaigns since they increase prices of domestic products consequently leading to reduction in sales revenues. Research carried out in Portland, Oregon, USA by Neumark & Wascher (2007) found out that after the 'buy local' campaign was launched there was a significant increase in sales revenue of those firms who participated in the 'buy local' campaign only. The 'buy local' campaign initiative triggered the consumers to purchase the products that were produced and promoted in Portland by so doing the firms increased their sales revenues.

Demand: According to Davila (2003), countries are engaged in the 'buy local' campaign mainly with the reason of boosting and promoting demand of locally produced goods. At the same time, they would be creating consumer awareness of the quality of various types of products that are produced in the local economy in particular. Wang and Lamb, (1983); Jaffe and Martinez, (1995) opine that citizens prefer products from their own origins. According to Posnikoff (1999), 77% of the South African consumers were actively searching for the products that are manufactured in South Africa after the 'proudly South African' campaign was launched.

Factors Affect Demand for Local Products:

Corporate Focus: Basavaiah & Velayudhan (2009) argue that the more the entity moves away from its main objective of serving the customer and produce products that are tailored to meet customer's preferences the harder it is for a firm to secure the local demand of its product. The capability of the firm to give full concentration on its core competencies necessitates a powerful relation between the retailer and customers thus enhance demand for the product as well as customer loyalty. Kent, Grazin & Painter (2001) highlights that the firm should concentrate on commodities that gives competitiveness and comparative advantages in order to be efficient and competitive in the market, and as a result the demand for locally produced products will be inevitable.

Customer alignments: According to Basavaiah & Velayudhan (2009), a systematic way of positioning company products with the available markets enables the firm to secure a large volume of clients and also to determine the right mix of the channels of distribution in order to improve customer relationships. Furthermore, Malik (2011) states that due to the availability of technological information and the ease accessibility of modern computers enables the entity to determine reliable customers' profiles and as a result build demand for local products.

Personality: Personal characteristics attributes such as life cycle, job conditions and age have an impact on the customers' purchasing behaviour towards local products. As individuals are getting older their tastes and preferences varies alongside. Buyers within the same category of age have a tendency to have common similarities in their purchasing behaviour (Solomon et al., 2002).According to Kotler (2002) difference in behaviour among the age groups impacts the attitudes or behaviours towards certain category or group of products or even the status of the brand with a change. Also occupation is another personal attribute that affects the consumption patterns of individuals (Kotler, 2002).

Disposable income: Disposable income according to Richard and Media (2014) is the relationship between earnings and the expenditure in the scheduled consumption. The increase in individuals disposable income leads to an increase in quantity demanded since it may stimulate impulse buying. The author points out that, low income earners marginal propensity to buy is likely to fall because a fall in disposable income also leads to fall in consumption of local products.

Customer loyalty: Basavaiah and Velayudhan (2009) define customer loyalty as the continuous commitment of the customers to the company's products as shown by the repetition in the purchasing and positive referral through the word of mouth. McBrearty (2011) states that, it is difficult to secure customer loyalty in a competitive environment where there is much needs to be done rather than offering discounts that is the retail loyalty of every competitor rather should offer more personalized shopping experience more and above rewards.

Product: Product is another crucial element of marketing mix and must be a central focus for every retailer. Ennew and Binks (1999) define product as any item that is delivered to the market for the purpose of acquisition, use or purchase to meet a need and a want. The way the marketing strategy is implemented may influence the consumers to buy the local products. Adjustment concerning the brand, packaging and also quality must be made by the marketer (Kotler, 2002). Therefore, packaging and also product quality must exclusively be suitable to meet the needs and wants of the targeted market.

Relationship between buy local campaign and company performance: According to Wilmshurst and Frost (2000) "buy local" campaigns enhance the company to be cautious to guarantee operations and performance acceptable to the society provided a growth in community awareness. The authors continue to argue that buy local campaign necessitate the company to devise strategies to improve companies financial performances that are prone to public domain such as earnings per share, hence suggest that there is an indirect relationship between company performance and "buy local" campaigns. In support, Haniffa and Cooke (2005) state that "buy local" campaign is like corporate social that can be employed to appease relevant public concern and also proactively legitimating strategies to gain continued cash inflows and to please investors through high earning per share. The authors articulate that there is a relationship between "buy local" campaign and company financial performance although, the relation can be weak. Narver (1971) done first study, empirically investigated the relationship between "buy local" campaign and financial performance and discovered that there was a relationship between "buy local" campaign and company's earnings per share. Nevertheless, Richard &Media (2014) discovered no relationship between buy local campaign and financial performance. Empirical results of impact of buy local campaign on financial performance such as earnings per share value in the short run, the findings have been mixed. Wright and Ferris (1997) found negative correlation between "buy local" campaign and earnings per share. However, Posnikoff (1997) found a positive correlation.

Knowledge Gap: Clear gaps in this research is the divided opinions on the contribution of "buy local" campaign on company performance as well as on demand for local products as some authors argue for it whereas others against it. This calls for clarity to shed off confusion. Majority of empirical evidence was mainly conducted in developed countries, therefore calls for researcher to see if similar results can be obtained from developing countries like Zimbabwe. Moreover, many authors highlighted the contribution of "buy local" campaigns in context of manufacturing sectors; this also needs clarity if it has same effect in the retail sector.

3. Methodology

In order to gather reliable data and to enhance effective analyses of data, researchers employed a descriptive research. Descriptive research design was employed so as to get reliable information for a large population. A combination of qualitative and quantitative approach was employed to gather information from the field involved factual elements that were established through descriptive and also inferential statistics. As Johnson and Onwuegbuzie (2004) state that, the main goal of the researcher to employ a mixed method approach (quantitative and qualitative) is to answer objectives and research questions that are qualitative and quantitative in nature. The descriptive research design used in this study was conducted in the form of a

survey which was aiming to establish the impact of 'buy local' campaign on performance of Zimbabwean companies. This could make it simple to determine whether companies that adopted the 'buy local' campaign perform better than non-participating firms.

Zimbabwe as a country has countless companies grouped into heavy industry, medium industry as well as light industry. As a result, the sampling techniques were developed based on these stratifications. Out of these stratified industries in Zimbabwe, Graniteside light industry-Harare was randomly chosen for this study. The stratified sampling was employed to ascertain equal representation of several firms participating or non-participating firms in local campaigns across Zimbabwe. Gupta (2008) supports that stratified random sampling is the only sampling technique that enhances high level of accuracy from the representative of the business functions. The purposive sampling technique was then used to exclusively choose the company participating in the 'buy Zimbabwe' campaign and the non-participating from a pool of companies in Graniteside industry, in consonance to the intended group by the study. Based on this purposive sampling technique Ok Zimbabwe (Head Office) was chosen as typical company participating in the 'buy Zimbabwe' campaign, while Power Speed Electrical (Head Office) as non-participating company. The companies were also selected on the bases that they have been in existence for more than 4 years. The study population consisted of management and customers. The target population comprised 3 managers and 500 customers of company participating in the campaign (OK Zimbabwe), and also 3 managers of non-participating firms (Power Speed Electrical). The sampling fraction is found by dividing 50 (actual sample size) by 500 (total population size) to get a fraction of 1/10. Based on this fraction, the researcher picked 1 in every set of 10 customers that stepped into the shop until desired 50 numbers of respondents is obtained, this formula was applied to customers of Ok Zimbabwe only. According to Roscoe (1975) expresses that the sampling size more than 30, but less than 530 is regarded as enough to yield valid results. Gupta (2008) also states that sample size supposed to be at least 10%to minimize sampling errors. Below there is breakdown of target population employed on each company selected. The researcher employed closed-ended questions because of its inclusiveness in nature since they were premeditated to produce easily quantifiable data.

Company performance measurement variables definitions: This investigation used EPS as a proxy for comparing the performance of OK Zimbabwe (firm that is participating in the "Buy Zimbabwe" campaign) and Power Speed Electrical (firm that is not participating in the "Buy Zimbabwe" campaign).Earnings per share (EPS) is regarded as the best inter-firm performance comparison measure especially when comparing the firms that are listed on stock exchange and also not in the same line of business, that is, Power Speed Electricals' ordinary activities are inclined to trading of some electrical products and OK Zimbabwe is a departmental supermarket store. Taylor (2007) state that Earnings per share (ESP) is the ideal measure of company performances for listed companies even though they are not in the same line of business. ESP is the most preferred measure of inter-company performance especially that not in same line of production. In addition, Roscore (1975) also supports that ESP is the best indicator of business performance in the short run or long run.

Reliability of the study: The researcher formulated 53 questionnaires to assess the effect of "buy Zimbabwe" campaign on demand for local products. Each question was a five point likert items ranging from "strongly disagree" to "strongly agree". In order to ascertain the reliability of all questions in the questionnaire, Cronbach alpha was run on 15 questions.

Model for data analysis: In order to reduce the danger of understating the standard error and overstating the significance of regression parameters, the OLS multiple regressions was employed as suggested by (Greene, 2008).The dependent variable earnings per share (EPS) was regressed against four independent variables. All of the explanatory variables were measured simultaneously against the two EPSs. The following two equations, one for Power Speed Electrical and the other for OK Zimbabwe, were used to estimate EPS;

$$\boldsymbol{EPSPS = \beta_0 + \beta_1 PBZ + \beta_2 SR + \beta_3 EBITA + \beta_4 \mathrm{SP} + \beta_5 PR + \varepsilon_i}$$

$$\boldsymbol{EPSOK = \beta_0 + \beta_1 PBZ + \beta_2 SR + \beta_3 EBITA + \beta_4 \mathrm{SP} + \beta_5 PR + \varepsilon_i}$$

The following table is the interpretation of the notations used in the equations:

Table 1: the interpretation of the notations used in the equations

Variable	Interpretation
EPSPS	Earnings per Share for Power Speed Electricals
EPSOK	Earnings per Share for OK Zimbabwe
PBZ	Dummy variable (1) represents participation company OK Zimbabwe Dummy variable (O) represents non-participating Power Speed Electrical
SR	Sales Revenues
EBITA	Earnings Before Interest and Tax
SP	Stock Price
PR	Efficiency ratio
ε_i	Error term
β_0	Constant
β_1 - β_5	Coefficients

4. Findings

Effect of "buy Zimbabwe" on demand for local products: The research showed that the consumers are willing to buy local products if the "buy Zimbabwe" campaign effectively addresses their concern. 23 out of 43 consumers are willing to buy local products if "buy Zimbabwe" initiative considers their needs, therefore its crystal clear that the campaign can effectively influence their purchasing decisions. Similarly, Otto and Varner (2005**)** found that in Lowa, consumers were willing to purchase from firms they were already aware of via the 'buy local' campaign. The results were in line with Colorado survey which showed that the "buy local" campaign enhanced consumption of locally produced goods, for companies involved in the campaign (Neven et al., 1991).

Performance comparison Power Speed versus OK Zimbabwe: No significant difference was found between companies participating in "buy Zimbabwe" campaign and non-participating firm in terms of company financial performances since earnings per share of both companies are increasing although the increasing rate is different. As indicated by the results that OK Zimbabwe's earnings per share increased with a value of 0.26 from 2011to 2012, whereas Power Speed Electrical's earnings per share increased with an insignificant value of 0.2 from 2011 to 2012. Similarly, the findings of Graham & Cameroon (2000) who carried out a research in more than four industries, five years later after the campaign was launched in New Zealand, they reported that there was no significant difference between the firms adopted 'Buy New Zealand Made' Campaign in terms of performance in relation to other non-participating firms.

Table 2: Earnings per share as a performance measurement

Years	Earnings per share	
	OK Zimbabwe	Power Speed Electrical
2009	0.15	(0.24)
2010	0.17	0.08
2011	0.43	0.09
2012	1.00	0.14
2013	1.19	0.12
2014	1.76	0.17

Primary data

The study suggested that the significant differences between the adopter (OK Zimbabwe) and the non-adopter (Power Speed electrical) of "buy Zimbabwe" campaign, is that adopters tend to be more proactive, innovative and creative since they are much aware of the opportunities that are brought about by changing market environment. The 'buy national' campaign enhance the companies to come up with innovate ways in response to the market demand. However, non-participating firms harbour adverse attitudes towards "buy

local" campaigns, and think there are still more barriers blocking them to engage in local campaigns such as high costs. Non-participating firms are slow in detecting the changes in consumers' tastes and also competitive environment that affect their business activities.

Factors affecting demand for local retail products: Key findings indicated that among several factors that affect demand for local products, quality was rated as the most important factor that triggers the consumers to purchase local retail products since 37 out of 43 respondents rated quality as "very important" or "important". Similarly, Davila (2003) a survey on consumers' tastes and preferences and found that quality was the most valuable product attribute by local households in Western countries. Price was also regarded as the second important factor that influences demand for local products since 32 out of 43 respondents rated price as important factor. Similarly, carried out on the educational institution; students in Bahrain showed that young consumers put emphasis more on factors such as product quality and price in order to buy local products (Almossawi, 2001). Therefore, the results of this study were congruent with that of (Almossawi, 2001).

Table 3: Regression results
OK Zimbabwe Model

Number of observations	48
F(5, 42)	6.04
Prob > F	0.0003
R squared	0.4181
Adj R squared	0.3488

EPS	Coef.	Std. Err.	t	P>t	95% conf. interval	
sr	-.0160314	.013586	-1.18	0.245	-.0434491	.0113862
ebita	.1094366	.0340048	3.22	0.002	.0408122	.1780611
pr	-.0977846	.0294934	-3.32	0.002	-.1573047	-.0382646
pbz	.5013889	.153058	3.28	0.002	.1925053	.8102725
sp	-.0494419	.0154519	-3.2	0.003	-.0806251	-.0182587
cons	1.178566	.9426652	1.25	0.218	-.7238096	3.080941

Source: Secondary data

From Ok Zimbabwe table above the coefficient of determination R^2 adjusted for degrees of freedom, of 0.4181. According to Gujarati (2004)R^2 ranges from 0. 2 to 0.6 for regression with dummy variables are considered goodness of fit. Basing on Gugarati's view the R^2 of this study is perfect since is within the acceptable range .Therefore, due to inclusion of dummy variables we are not much worried by low value of R^2 and the results from this regression are regarded as reliable.

$$EPS = 1.178566 + 0.5013889PBZ - 0.160314SR + 0.1094366EBITA - 0.0494419SP - 0.0977846PR$$

As the model above indicates that the coefficient of "buy Zimbabwe" campaign is 0.5013889 indicating a strong positive relationship between the buy Zimbabwe campaign and earnings per share(proxy for company performance) with a significant impact on company performance shown by t-value of 3.28.This implies that participating in the campaign can fully influence the performance of the OK Zimbabwe, although the performance of OK Zimbabwe can be affected by other factors such earnings before interest and tax shown by the coefficient of EBITA which is 0.1094366.The coefficient of earnings before interest and tax (EBITA) is 0.1094366 indicating a positive relationship, therefore it contributes towards the performance of OK Zimbabwe . This literally means that the participation of OK Zimbabwe in the "Buy Zimbabwe" campaign has a strong impact on the overall performance of OK Zimbabwe. This means OK Zimbabwe should constantly participate in the "buy Zimbabwe" campaign in order to boost its performance. As a result, we cannot completely dismiss the benefits of participating in the "Buy Zimbabwe" campaign by OK Zimbabwe, since the coefficient of variable "buy Zimbabwe" campaign (PBZ) is 0.5013889, which is greater than the coefficients of all variables such as sales revenues (SR), share price (SP) and productivity (PR) which are -0.160314, -

0.0494419 and -0.0977846, respectively. This might be as a result of the customers fantasizing the idea of purchasing locally produced goods from OK Zimbabwe since it has adopted the "Buy Zimbabwe" campaign.

Table 4: Regression results
Power Speed Electrical Model

Number of observations	48
F(5, 42)	3.87
Prob > F	0.0056
R squared	0.3154
Adj R squared	0.2339

EPS	Coef.	Std. Err.	t	P>t	95% conf. interval	
sr	-.0032993	.0150676	-0.22	0.828	-.0337069	.0271084
ebita	.0869333	.0363216	2.39	0.021	.0136334	.1602331
pr	-.0669282	.0310274	-2.16	0.037	-.1129544	-.0043123
pbz	-.3257877	.1861867	-1.75	0.087	-.7015277	.0499522
sp	-.0518753	.0181986	-2.85	0.007	-.0886015	-.0151491
cons	.8336077	1.011642	0.82	0.415	-1.207969	2.875184

Source: Secondary data

From Power Speed table above the coefficient of determination R^2 adjusted for degrees of freedom, of 0.3154. According to Gujarati (2004)R^2ranges from 0. 2 to 0.6 for regression with dummy variables is considered goodness of fit. Basing on Gujarati's view the $R^2$of this study is perfect since is within the range .Therefore, due to inclusion of dummy variables we are not much worried by low value of R^2 and the results from this regression are regarded as reliable.

$$EPS = 0.8336077 - 0.3257877PBZ - 0.0032993SR + 0.0869333EBITA - 0.0518753SP - 0.0669282PR$$

The model above shows that there is a negative relationship between the "Buy Zimbabwe" campaign and its overall performance as measured by the EPS, since the coefficient of PBZ (-0.3257877) with an insignificant impact on Power Speed Electrical's performance shown by value of 1.75. More so, sad noticing that it has a lower numerical value than sales earnings before interest and tax of (0.0869333). This shows that performance of Power Speed Electrical, as non-participating firm cannot be hinged on the "Buy Zimbabwe" campaign, hence allowing the researcher to conclude that Power Speed Electrical benefit insignificantly from the "Buy Zimbabwe" campaign. The above mentioned conclusion is reinforced by the fact that there are no local producers for electrical products.

The "buy Zimbabwe" campaign has significant impact on OK Zimbabwe's performance as shown by the regression results, which indicated by t-value of 3.28.Similarly, Enne & Binks (1999) produced same results in most developing countries when found that competitive policy such as "buy local" campaign had very significant impact on the performance of companies adopted the campaign. Therefore, : is accepted for the adopter of "buy Zimbabwe" campaign (OK Zimbabwe), since the results showed that there is a positive relationship "buy Zimbabwe" campaign and company performance indicated by large coefficient value 0.5013889. Nevertheless, the relationship between the non-adopter of "Buy Zimbabwe" campaign - Power Speed Electrical and "buy Zimbabwe" campaign, results produced indicated that there is negative relationship therefore, is rejected and the firm does not necessarily need to adopt the campaign. The coefficient of not participating in the campaign was -0.3257877.This reinforced by the fact that there are no local producers for electrical products in Zimbabwe.

5. Conclusion

The results shows that there is no much difference in terms of performance between participating and non-participating firm in buy local campaign and also found that adopting the campaign is a sacrifice since it comes at a cost; high cost of producing local versus low costs of importing. The results also indicated that

"buy Zimbabwe" campaign contributes more to Zimbabwean company's performances, as the regression results indicated that there is a positive relationship between buy Zimbabwe campaign and performance (OK Zimbabwe) the adopter of "buy Zimbabwe" campaign . For electrical companies like Power Speed Electrical the results showed that there is a negative relationship between its performance and participating in "buy Zimbabwe" campaign, therefore there is no point for the company to engage in the campaign. The "buy Zimbabwe" campaign has the ability of increasing consumers' willingness to spend their monies on locally produced goods from firms engaged in local campaigns than before. From analysis point of view affordability and quality of the product are factors that influence consumers to buy local products. Therefore, the researcher suggested that affordability and quality of the product are the major drivers of consumers to buy local products thereby contribute to performance of Zimbabwean companies.

Recommendations: Recommendations to follow were amass after a painstaking understanding of the problem and assessing the data obtained from consultations with officials from OK Zimbabwe and Power Speed Electrical. The recommendations proposed are employable by retail firms, manufacturing firms, government, consumers and all interested industrialists for the fruitful reviving of Zimbabwean industries chocked by minimum levels of capital utilization. Obviously the recommendations are not adequate on their own but need commitment from the implementers and back-up from all stakeholders for them to be fruitful.

Creation of conducive business operating environment: The government should enact rules and regulations that represent progressive vision and insert effective trade measures such as customs duty of certain products that protect and promote local firms. The government should also enter into strategic alliances with other countries to provide opportunities for Zimbabwean companies to enlarge their market share by entering into foreign markets. The research would also suggest that the Zimbabwean government should put in place effective support and back-up programs in order to bear more fruits of "buy Zimbabwe" campaign like in other countries where the initiatives made remarkable contributions.

Areas for further research: In actual sense, there is no purpose to duplicate the study in other retail sector of Zimbabwe to establish if the outcomes of this study can be generalized across the whole nation. Even though, this research plays a role to better understanding in regard to the impact of buy Zimbabwe campaign on performances of Zimbabwean companies, further research is necessary in the following ways;
Firstly, since the literature has been inadequate in empirically explaining the effect of "buy local" campaigns on company performances in developing countries such as Zimbabwe, therefore further research is necessary. This consists: replication in other parts of Africa; manufacturing industries and other stakeholders; examination of evidence of causality using longitudinal studies; and studies of large and many representative samples.

Secondly, a large part of the sample in this research (50%) comprised of customers of generation Y (those born between 1982 and 1999), therefore the results may predominantly be relevant to this generation. As a result, it is more sensible to further research in generational differences' attitudes towards "buy Zimbabwe" campaign by making a comparison of generation X (born between 1965 and 1982) and Y.

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