

# American, Zambian, Chinese? WHICH PRODUCTS DO ZAMBIANS REALLY PREFER?

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## Problem Statement

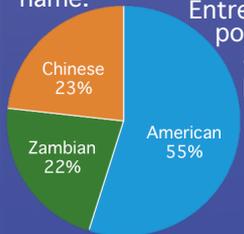
Now that the African marketplace has become a greater player in the global economy, entrepreneurs are struggling to craft marketing strategies that appeal to local consumers whose preferences and perceptions remain unknown.

### Country of Origin Preference

Local Zambians prefer an American manufacturing location and an American-associated company name.

Entrepreneurs often believe that positioning a product as local will appeal to the consumers' patriotism.

In reality, they value foreign exoticism more because those products are perceived as having a higher social benefit.



Company Name



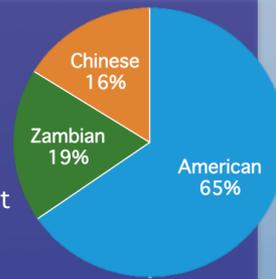
Manufacturing Location

### Perception of Highest Worth

Participants indicated that they would be willing to pay the most for American products, believing those products to be the most well-made and durable.

It is critical to remember that these consumers are highly selective and value product durability.

Zambians associate this quality with American products most frequently.



### Methodology

Interviews were conducted with 158 local Zambian consumers in the towns of Zimba and Choma. Participants were presented with a series of images and were asked about:

- Preferences for advertisements, company names, and manufacturing locations.
- Nonessential spending and advice seeking behaviors
- Perceptions of product worth

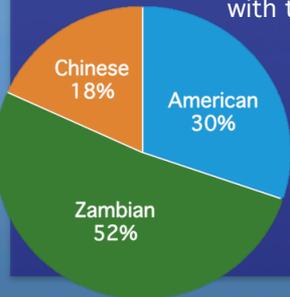


### Marketing Visuals

Zambians related to the locally-framed advertisement the most due to a sense of kinship with the model.

While utilizing a foreign association in other aspects of an initial marketing strategy is advantageous, the opposite is true for advertisements.

This can be attributed to the appeal of a model that appears visually similar to the consumers.



### Preferred Expensive Purchases & Advice Seeking

Most participants spend their disposable income on electronics. They also consult family and friends before making expensive purchases.

This is important when considering what types of products to commercialize and which demographics to target in these areas.



### Discussion

Entrepreneurs should consider marketing products as American when attempting to commercialize in emerging economies, though this does not apply to advertisements. Association with other Western countries will likely have a similar effect.

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