

# Effect of Product Advertising on Sales Volume of Multinational Fast-Food Companies in Zambia: Evidence from Famous Brands in Lusaka District

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**Abstract**—This study examined the effect of product advertising on the sales volume of multinational companies in Lusaka District, using Famous Brands Zambia as a case study. The research was motivated by increasing advertising investments among multinational fast-food companies and the limited empirical evidence on whether such investments translate into improved sales performance within emerging markets such as Zambia. A mixed-methods research design was employed, combining quantitative survey data from 50 consumers drawn from an accessible population of 120 customers with qualitative insights obtained from management personnel. Data were analysed using descriptive statistics, correlation analysis, and regression analysis to examine the relationship between product advertising and perceived sales performance. The findings revealed that product advertising has a positive and statistically significant relationship with perceived sales performance ( $\beta = 0.41, p = 0.002$ ). Correlation analysis further indicated moderate positive relationships between advertising strategies, consumer purchasing behaviour, and perceived sales outcomes ( $r$  ranging from 0.48 to 0.63). Digital advertising and promotional campaigns emerged as the most influential factors affecting consumer purchasing behaviour. The study concludes that product advertising plays a significant role in shaping consumer behaviour and contributes to perceived sales performance, although its effectiveness is influenced by economic conditions and consumer purchasing power. The study recommends that multinational companies strengthen digital advertising strategies and adopt integrated marketing communication approaches to enhance advertising effectiveness.

**Keywords**— Product Advertising; Sales Volume; Consumer Behaviour; Multinational Companies; Digital Advertising; Zambia; Fast-Food Industry.

## I. INTRODUCTION

Product advertising has become a central strategic tool for organisations seeking to enhance brand visibility, influence consumer behaviour, and improve sales performance in increasingly competitive markets. Globally, multinational companies rely heavily on advertising to differentiate their products, communicate value propositions, and maintain market relevance in dynamic business environments (Kotler & Keller, 2016). Due to the quick development of digital technology and media channels, advertising has changed from conventional mass communication to a data-driven, targeted process that allows for meaningful interaction with customers (Belch & Belch, 2021).

In emerging economies such as Zambia, the importance of advertising is even more pronounced due to increasing

urbanisation, changing consumption patterns, and heightened competition within sectors such as the fast-food industry. The quick-service restaurant (QSR) sector in Lusaka District has experienced significant growth, driven by a youthful population, rising disposable income among urban consumers, and exposure to global brands. In such an environment, multinational companies must adopt effective advertising strategies to capture consumer attention and sustain demand.

Famous Brands Zambia, a subsidiary of Famous Brands Limited, operates several well-known international restaurant chains including Debonairs Pizza, Steers, Wimpy, and Fishaways. The company utilises a combination of traditional advertising channels such as radio, television, and outdoor billboards, alongside digital platforms including social media and online campaigns, to influence consumer preferences and drive repeat purchases. However, these advertising activities require substantial financial investment, raising critical questions regarding their effectiveness in generating measurable sales outcomes.

Despite the widespread use of advertising by multinational companies, the relationship between advertising and sales performance is not always straightforward. Previous studies have shown that while advertising can positively influence consumer awareness and purchasing behaviour, its impact on sales is often moderated by factors such as message quality, market conditions, and consumer purchasing power (Bayer, Srinivasan, & Skiera, 2020). In Zambia, economic challenges such as inflation and fluctuating income levels further complicate this relationship, as consumers may respond to advertising but lack the financial capacity to make purchases.

Although extensive research exists on advertising effectiveness in developed economies, there is limited empirical evidence examining how product advertising influences sales volume within the Zambian context. This gap is particularly evident in the fast-food industry, where multinational companies invest heavily in advertising but face unique local market conditions.

Therefore, this study seeks to examine the effect of product advertising on the sales volume of multinational companies in Lusaka District, using Famous Brands Zambia as a case study. By analysing advertising strategies, consumer purchasing behaviour, and perceived sales outcomes, the study aims to provide empirical insights that can inform marketing

strategies and contribute to the broader literature on advertising effectiveness in emerging markets.

## II. LITERATURE REVIEW

This section reviews existing theoretical and empirical literature related to product advertising and sales performance. The review draws from global, regional, and local studies to provide a comprehensive understanding of how advertising influences consumer behaviour and sales outcomes, while also identifying gaps relevant to the Zambian context.

### 2.1 Theoretical Framework

#### 2.1.1 AIDA Model

The AIDA model (Attention, Interest, Desire, Action) is one of the most widely used frameworks in advertising theory. It explains how advertising influences consumer decision-making through a sequential process. According to this model, effective advertising must first capture the consumer's attention, generate interest, create desire for the product, and ultimately lead to a purchasing action (Vakratsas & Ambler, 1999).

In the context of this study, advertising campaigns by Famous Brands were expected to attract consumer attention through visual and promotional messages, stimulate interest in products, and encourage purchasing behaviour. The model is therefore relevant in explaining how advertising translates into consumer actions that may contribute to sales performance.

#### 2.1.2 Integrated Marketing Communication (IMC) Theory

Integrated Marketing Communication (IMC) refers to the strategic coordination of various promotional tools and communication channels to deliver a consistent message to consumers (Kotler & Keller, 2016). IMC emphasises the use of multiple advertising platforms, including traditional media and digital channels, to reinforce brand messaging and enhance customer engagement.

This theory is relevant to the present study because Famous Brands Zambia utilises a combination of advertising channels such as social media, billboards, and promotional campaigns. The effectiveness of advertising is therefore influenced by how well these channels are integrated to create a unified and persuasive communication strategy.

#### 2.1.3 Consumer Behaviour Theory

Consumer behaviour theory explains how individuals make purchasing decisions based on psychological, social, and economic factors (Schiffman & Wisenblit, 2019). Advertising plays a significant role in shaping consumer perceptions, attitudes, and preferences, which ultimately influence purchasing behaviour.

In this study, consumer behaviour was considered a key mediating variable between product advertising and sales performance. Advertising was expected to influence consumer awareness, interest, and preferences, which in turn affect purchasing decisions.

### 2.2 Empirical Literature

#### 2.2.1 Global Perspective

Globally, numerous studies have examined the relationship between advertising and sales performance. Tellis (2009) found that advertising contributes to increased brand

awareness and consumer engagement, which can lead to higher sales. Similarly, Vakratsas and Ambler (1999) argued that advertising influences consumer decision-making through cognitive and emotional responses.

More recent studies have highlighted the growing importance of digital advertising. Bayer, Srinivasan, and Skiera (2020) found that digital advertising enables firms to target specific consumer segments more effectively, thereby enhancing advertising efficiency and sales outcomes. However, the authors also noted that the impact of advertising on sales varies depending on market conditions and consumer characteristics.

#### 2.2.2 Regional (African) Perspective

In Africa, studies have shown that advertising plays an important role in influencing consumer purchasing behaviour, particularly in urban markets. Akanbi and Adeyeye (2021) found a positive relationship between advertising and sales performance in telecommunications companies in Nigeria. Similarly, Nanyondo and Najjemba (2019) reported that integrated advertising strategies combining digital and traditional media were effective in increasing customer engagement in Uganda's retail sector.

These findings suggest that advertising is an important driver of consumer behaviour in African markets, although its effectiveness may vary depending on socio-economic conditions and access to digital platforms.

#### 2.2.3 Zambian Context

In Zambia, research on advertising effectiveness remains limited. However, available studies suggest that advertising influences consumer awareness and purchasing behaviour. Musonda and Phiri (2017) found that advertising campaigns in Lusaka's retail sector significantly influence consumer preferences and brand recognition. Similarly, Mulenga (2020) reported that digital advertising plays a key role in shaping purchasing behaviour among young consumers in urban areas. Despite these findings, there is limited empirical research examining the direct relationship between advertising and sales performance within multinational fast-food companies in Zambia. This highlights the need for further research in this area.

### 2.3 Conceptual Framework

The study was guided by a conceptual framework that illustrates the relationship between product advertising and sales performance, with consumer behaviour acting as a mediating variable.

Product advertising in this study included elements such as advertising strategies, advertising channels, and promotional campaigns. Consumer behaviour was measured in terms of awareness, interest, and purchasing decisions, while sales volume was represented through perceived sales performance and purchasing behaviour indicators.



### 2.4 Research Gap

Although extensive research has been conducted on advertising effectiveness globally, several gaps remain. First, most studies focus on developed economies, with limited attention given to emerging markets such as Zambia. Second, while existing studies examine the influence of advertising on consumer behaviour, fewer studies explicitly link advertising to sales performance, particularly within the fast-food industry.

Additionally, previous research in Zambia has primarily focused on general consumer behaviour and digital marketing, with limited emphasis on multinational companies operating in the fast-food sector. This study therefore sought to address these gaps by examining the relationship between product advertising, consumer behaviour, and perceived sales performance within Famous Brands Zambia.

## III. METHODOLOGY

This section describes the research design, population, sample, data collection methods, and analytical techniques used in the study. The methodology was designed to ensure that the study objectives were addressed in a systematic and reliable manner.

### 3.1 Research Design

The study adopted a mixed-methods research design, combining both quantitative and qualitative approaches. The quantitative component involved the use of structured questionnaires to collect data from consumers, while the qualitative component involved interviews with selected management personnel.

This approach was appropriate because it allowed the researcher to obtain both measurable data and contextual insights regarding advertising strategies and sales performance.

### 3.2 Research Approach

A positivist research paradigm was adopted, as the study aimed to analyse observable relationships between variables using statistical methods. The study primarily relied on

a **quantitative approach**, which enabled the collection of numerical data that could be analysed using statistical techniques such as correlation and regression analysis.

### 3.3 Target Population

The target population consisted of consumers purchasing products from selected Famous Brands outlets in Lusaka District, as well as management personnel involved in advertising and marketing activities.

Due to logistical constraints, the study focused on an accessible population of approximately **120 customers** visiting selected outlets during the data collection period. This group was considered appropriate because they were directly exposed to the company’s advertising activities and purchasing environment.

### 3.4 Sample Size

The sample size was determined using the **Yamane (1967) formula**:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- Where:
- n = sample size
- N = population size (120)
- e = level of precision (0.05) e=0.05 (margin of error).

$$n = \frac{120}{1 + 120(0.05)^2} = 92$$

Although the calculated sample size was 92, a total of 50 respondents were successfully surveyed, representing approximately 42% of the accessible population. This was considered adequate for exploratory research.

### 3.5 Data Collection Methods

Data were collected using structured questionnaires administered to consumers at selected Famous Brands outlets. The questionnaires included Likert-scale items designed to measure perceptions of advertising strategies, consumer behaviour, and sales-related outcomes.

In addition, semi-structured interviews were conducted with management personnel to obtain qualitative insights into advertising practices and sales performance.

### 3.6 Data Analysis Techniques

The collected data were analysed using both descriptive and inferential statistical methods. Descriptive statistics, including means and standard deviations, were used to summarise respondents’ perceptions.

Inferential statistical techniques included correlation analysis to examine relationships between variables and regression analysis to determine the predictive influence of product advertising on perceived sales performance. These methods enabled the study to identify statistically significant

relationships between advertising and consumer behaviour.

### 3.7 Reliability and Validity

The reliability of the measurement instrument was assessed using Cronbach’s Alpha coefficient, with values ranging between 0.58 and 0.66 across the study constructs. Although slightly below the recommended threshold of 0.70, these values were considered acceptable for exploratory research.

Validity was ensured through careful design of the questionnaire, alignment of items with study objectives, and review of the instrument prior to data collection.

### 3.8 Ethical Considerations

Ethical standards were maintained throughout the study. Participation was voluntary, and respondents were informed of the purpose of the research. Confidentiality and anonymity were ensured, and data collected were used solely for academic purposes.

## IV. RESULTS AND ANALYSIS

This section presents the findings of the study based on data collected from 50 respondents drawn from selected Famous Brands outlets in Lusaka District. The analysis includes descriptive statistics, reliability testing, correlation analysis, and regression analysis to examine the relationship between product advertising and perceived sales performance.

### 4.1 Descriptive Statistics

Descriptive statistics were used to summarise respondents’ perceptions of product advertising, consumer behaviour, and perceived sales outcomes.

Table 4.1. Descriptive Statistics of Study Variables

Variable	Mean	Standard Deviation
Product Advertising Strategies	4.33	0.23
Consumer Purchasing Behaviour	4.18	0.30
Advertising–Sales Relationship	4.27	0.34
Advertising Channel Effectiveness	4.38	0.22

The results indicate that respondents generally expressed strong agreement with statements relating to advertising effectiveness. Advertising channel effectiveness recorded the highest mean score (M = 4.38), suggesting that respondents perceive advertising channels as highly influential in shaping purchasing decisions.

Similarly, product advertising strategies (M = 4.33) and the advertising–sales relationship (M = 4.27) recorded high mean scores, indicating that respondents perceive a positive association between advertising and purchasing behaviour.

### 4.2 Reliability Analysis

Reliability was assessed using Cronbach’s Alpha coefficient.

Table 4.2. Reliability Results

Construct	Cronbach’s Alpha
Product Advertising Strategies	0.64
Consumer Behaviour	0.62
Advertising–Sales Relationship	0.58
Advertising Channels	0.66

The results indicate moderate internal consistency across the constructs. Although the values are slightly below the recommended threshold of 0.70, they are acceptable for exploratory research.

### 4.3 Sales Volume Indicators

To contextualise the relationship between advertising and sales performance, estimated sales indicators were obtained from selected outlets. Monthly sales revenue was reported to range between K400,000 and K800,000, with an average of approximately K600,000.

Table 4.3. Estimated Monthly Sales Volume

Indicator	Value (ZMW)
Minimum Sales	K400,000
Maximum Sales	K800,000
Average Sales	K600,000

These figures indicate that the selected outlets generate substantial monthly revenue. While these values cannot be directly attributed to advertising alone, they provide a useful context for interpreting consumer purchasing behaviour and advertising effectiveness.

### 4.4 Correlation Analysis

Pearson correlation analysis was conducted to examine relationships between key variables.

Table 4.4. Correlation Matrix

Variable	1	2	3
Product Advertising	1		
Consumer Behaviour	0.54**	1	
Advertising–Sales Relationship	0.48**	0.63**	1

Note: p < 0.05

According to the results, there are moderate positive associations between advertising factors and perceived sales results. The strongest relationship was observed between consumer behaviour and the advertising–sales relationship (r = 0.63), suggesting that advertising influences purchasing behaviour.

### 4.5 Regression Analysis

A regression analysis was conducted to determine whether product advertising predicts perceived sales performance.

Table 4.5. Regression Results

Variable	Beta (β)	t-value	p-value
Product Advertising	0.41	3.27	0.002

R<sup>2</sup> = 0.32

The results indicate that product advertising has a statistically significant positive effect on perceived sales performance (p = 0.002). The model explains approximately 32% of the variation in perceived sales outcomes, suggesting that advertising plays an important but not exclusive role in influencing sales.

### 4.6 Hypothesis Testing

H1: Product advertising positively influences sales volume

The regression results support this hypothesis, indicating a significant positive relationship between product advertising and perceived sales performance.

## V. DISCUSSION OF FINDINGS

The findings of this study provide important insights into the relationship between product advertising and sales performance within the fast-food industry in Zambia. The results indicate that advertising plays a significant role in shaping consumer behaviour and influencing perceived sales outcomes.

### 5.1 Advertising Strategies and Consumer Behaviour

The study found that respondents generally perceived product advertising strategies as effective in influencing their purchasing behaviour. This finding is consistent with the AIDA model, which suggests that advertising influences consumer decisions through attention, interest, and action (Vakratsas & Ambler, 1999).

The results also align with Kotler and Keller (2016), who argue that effective advertising strategies enhance brand awareness and influence consumer preferences. The high mean scores for advertising strategies suggest that Famous Brands has successfully implemented marketing campaigns that resonate with consumers.

### 5.2 Advertising and Sales Performance

The regression analysis revealed a significant positive relationship between product advertising and perceived sales performance. This finding supports previous studies such as Tellis (2009), which found that advertising contributes to increased demand and purchasing behaviour.

However, the moderate  $R^2$  value (0.32) suggests that advertising is not the only factor influencing sales. This finding is consistent with Bayer et al. (2020), who argue that the effectiveness of advertising depends on various contextual factors, including market conditions and consumer income levels.

### 5.3 Role of Consumer Behaviour

The strong correlation between consumer behaviour and perceived sales outcomes indicates that consumer behaviour acts as a mediating factor between advertising and sales performance. This finding supports consumer behaviour theory, which emphasises the role of psychological and social factors in influencing purchasing decisions (Schiffman & Wisenblit, 2019).

Advertising appears to influence sales indirectly by shaping consumer attitudes and preferences, which then translate into purchasing behaviour.

### 5.4 Effectiveness of Advertising Channels

The findings indicate that advertising channels, particularly digital platforms, are highly effective in influencing consumer purchasing behaviour. This supports the Integrated Marketing Communication (IMC) theory, which emphasises the importance of using multiple channels to reach consumers effectively (Kotler & Keller, 2016).

The prominence of digital advertising observed in this study is consistent with global trends highlighting the growing importance of online platforms in marketing.

### 5.5 Interpretation of Sales Volume Indicators

The estimated monthly sales figures (K400,000–K800,000) suggest that Famous Brands outlets maintain strong demand within the Lusaka market. When considered alongside consumer responses, these figures provide contextual evidence supporting the role of advertising in sustaining customer engagement and purchasing behaviour. However, it is important to note that the study relied on perceived sales outcomes rather than actual financial data. Therefore, the findings should be interpreted as indicating a perceived association rather than a direct causal relationship.

### 5.6 Overall Implication of Findings

Overall, the findings suggest that product advertising plays a significant role in influencing consumer behaviour and contributing to perceived sales performance. However, its effectiveness is moderated by external factors such as economic conditions and consumer purchasing power.

## VI. CONCLUSION

This study examined the effect of product advertising on the sales volume of multinational fast-food companies in Lusaka District, using Famous Brands Zambia as a case study. The findings provide empirical evidence that product advertising plays a significant role in shaping consumer purchasing behaviour and contributes to perceived sales performance.

The results indicated that consumers generally perceive advertising strategies, particularly digital advertising and promotional campaigns, as influential in their purchasing decisions. Correlation and regression analyses further demonstrated a positive and statistically significant relationship between product advertising and perceived sales outcomes. These findings suggest that advertising contributes to consumer engagement and purchasing activity, which may ultimately influence sales performance.

However, the study also found that advertising explains only a portion of the variation in perceived sales outcomes. This indicates that other factors, such as pricing strategies, product quality, and broader economic conditions, also play an important role in influencing consumer purchasing behaviour.

Overall, the study concludes that product advertising is an important but not exclusive driver of sales performance in the fast-food industry. Its effectiveness depends on how well advertising strategies are designed and aligned with consumer needs and market conditions.

## VII. IMPLICATIONS

### 7.1 Managerial Implications

The findings of this study have important implications for marketing managers and decision-makers within multinational fast-food companies operating in Zambia. First, the results highlight the importance of investing in digital advertising platforms, as these were identified as the most influential

channels in shaping consumer purchasing behaviour. Companies should therefore prioritise social media marketing and online promotional campaigns to effectively reach their target audience.

Second, the study emphasises the effectiveness of promotional advertising strategies, such as discounts and special offers, in encouraging consumer purchases. Marketing managers should design targeted promotional campaigns that align with consumer preferences and purchasing patterns.

Third, the findings suggest that organisations should adopt integrated marketing communication strategies, combining both digital and traditional advertising channels to maximise reach and reinforce brand messaging.

### 7.2 Policy Implications

The study also has implications for policymakers and industry stakeholders. The findings suggest that advertising plays an important role in supporting business growth and market competitiveness within the fast-food industry. Policymakers should therefore create an enabling environment that supports innovation in marketing and digital communication.

Additionally, there is a need to promote ethical advertising practices to ensure that consumers receive accurate and transparent information about products and services.

### 7.3 Academic Implications

From an academic perspective, this study contributes to the existing body of knowledge by providing empirical evidence on the relationship between product advertising and sales performance within the Zambian context. It extends existing research by focusing on multinational companies operating in the fast-food sector and highlighting the role of consumer behaviour as a mediating factor.

## VIII. LIMITATIONS OF THE STUDY

Despite its contributions, the study has several limitations that should be acknowledged.

First, the study utilised a relatively small sample size of 50 respondents, which may limit the generalisability of the findings beyond the selected outlets. Although the sample represented a significant proportion of the accessible population, a larger sample would have provided more robust statistical results.

Second, the study relied on consumer perception data rather than actual company sales records. As a result, the findings reflect perceived relationships between advertising and sales performance rather than direct causal effects.

Third, the reliability scores for some constructs were slightly below the recommended threshold of 0.70, indicating moderate internal consistency. This suggests that some questionnaire items may require refinement in future research.

Finally, the study focused on a single company within the fast-food industry, which may limit the applicability of the findings to other industries or sectors.

## IX. RECOMMENDATIONS

Future research should address the limitations identified in this study. First, researchers should consider using larger

sample sizes to improve the statistical reliability and generalisability of the findings.

Second, future studies should incorporate actual sales data from companies to provide a more accurate assessment of the relationship between advertising and sales performance. This would enable researchers to establish stronger empirical evidence and examine causal relationships more effectively.

Third, further research could explore advertising effectiveness across different industries within Zambia, such as retail, telecommunications, and consumer goods, to determine whether similar patterns exist.

Finally, future studies could adopt longitudinal research designs to examine how advertising influences sales performance over time.

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