MEDIA REGULATIONS AND PERCEIVED CUSTOMER VALUE IN UGANDA

CASE OF STUDY: VISION GROUP MEDIA

BY

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76%

MAY 2018

DECLARATION

I, **MAGALA JAMES,** declare that this dissertation is truly my original work and has never been at any time submitted for any other academic award. And where other people's material was used, they have been acknowledged.

Sign: …….. Date: 28th/MAY/2018.

MAGALA JAMES.

APPROVAL

This is to certify that this dissertation has been submitted for examination with my approval as University supervisor.

Sign: ..... Date: 28th-MAY-2018

Ms. Janet Nanyondo

Supervisor

DEDICATION

I dedicate this piece of work to my Farther Mr. KIWANDA FRED, my Aunt Ms NAKITENDE MARGRET', my brothers; Mr. SAMULA JOHNPAUL MAGEMBE, MUTYABA MOSES and KATENDE EDWARD, to my friends, to name a few, MUTABAZI RONALD,KAYUMBA STEVEN,NALUBWAMA SHARIFAH and so many others for their love, encouragement and help throughout. Thanks for the never-ending support, love, and concern despite all obstacles.

May the Lord always bless the work of your hands and also expand your life time.

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The past three years of my study have involved hard work, patience, persistence reading, writing and rewriting. Not an easy process to do considering that such research is individually undertaken. But, there was always a light at the end of the tunnel, presented by the end results of the hard Work.

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LIST OF ABBREVIATIONS AND ACRONYMS

ABC	Audited bureau of circulation
ACME	African Centre for Media Excellence
BPFA	Beijing Platform for Action
CVP	Customer value propositions
DRTV	Direct Response Television
GMMP	Global media monitoring project
HIV	Human Immune Virus
IABM	International association of broadcasting monitoring
ICCPR	International covenant on civil and political rights
MBC	Media and broad cast council
MUK	Makerere- University, Kampala
ROI	Return on investment
SBU	Strategic Business Unit
SPSS	Statistical package for social scientists
TCA	Transaction cost-approach
UAMPS	Uganda all media product survey
UCC	Uganda communication commission
UHRC	Uganda human rights commission
UJA	Uganda journalists association
UN	United Nations
UNESCO	United Nations Educational Scientific and Cultural Organization
UNICEF	United Nation's International Children's Fund
USA	United States of America
VFM	Value for money
VG	Vision Group
WACC	Weighted average cost of capital
WIUS	World Internet Usage
WMTN	Who makes the News?

ABSTRACT

This study focused on the media regulations and perceived customer value in Vision Group Media in Uganda. The objectives of the study were to; examine how media regulation is managed in Uganda, establish the level of media commitment among media houses and examine the relationship between media regulation and perceived customer value.

A case study design was adapted using both qualitative and quantitative approaches. The study was carried out in Vision Group Head office in Kampala with a sample of 122 respondents who were randomly and purposively chosen from a study population comprising of 176 respondents. Data was analyzed using SPSS version 19.0.

The findings of the study show that there was a significant positive correlation between media regulations and customer perceived value (0.424). The findings also indicate that the company complied with media regulation practices as shown by (74.51%) response. The findings on the level of clients commitment on different product platforms offered by VG indicates that (74.48%) of the respondents are committed. The indicators are high on VG rates matching Industry standards (50.8%); management of client's feedback (51.6%) and VG print products catering for audience needs across all categories (50%). The findings from indicate a significant positive correlation between media regulations and customer perceived value (r =0.24).

The study recommends that; Vision should continue developing flexible media mix aimed at reaching consumers across the country as each market niche has varying needs, therefore niche marketing tactics should be developed to access these markets. Vision Group and other media houses in general should focus attention on telling brand stories in snippets, with different narrative styles and a balance of information and entertainment, thus allowing consumers to find different pieces in different places.

CHAPTER ONE
INTRODUCTION AND BACKGROUND TO THE STUDY

1.0 Introduction

This chapter discusses the background to the study, statement of the problem, purpose and objectives, research questions, scope, significance, limitations, and conceptual framework.

The newspaper market in Uganda is dominated by the New Vision, (part of New Vision Printing and Publishing Corporation), of which the government holds 53% shares, and also by the Daily Monitor of which the Nation Media Group is majority shareholder. There are some 48 publications in circulation, according to the official Media Council website, and 8 TV stations regularly on air with many more registered. Most of these stations are urban-based. The Uganda Broadcasting Corporation (radio and TV), government owned and controlled, struggles to operate as a public broadcaster, covering only 3/4 of the country. Community radio is weak and faces serious financial and human resource challenges. There are also barely any operational community newspapers or television stations.

Over 200 licensed radio stations are based in the capital city of Kampala. Uganda's radios operate in five of 30 languages and dialects. Recent studies carried out by M. Chibita in 2006 on Indigenous language and citizen participation in Ugandan broadcasting, indicate that most of the radio licenses are held by politicians, politico-cultural bodies and religious leaders that have ties with the ruling elite. A growing number of Ugandans have access to the Internet according to the World Internet Usage Statistics (2010), but this, like newspapers, still remains a privilege of the educated and/or well-resourced, mostly urban dwellers. Between March and June 2010, 423 288 new telephone lines were introduced. Of these, 382,515 (90.4%) were mobile and 40,773 (9.6%) were fixed lines (Uganda Communications Commission, 2010).

Numerous studies and background papers are available in relation to Uganda's media landscape, including the Uganda Public Service Broadcasting Survey (Mwesige et al., 2010) and the National Electronic Media Performance Study (Makarere University, 2004). None however are all-encompassing, and generally fall short of identifying operational constraints, addressing forums of democratic discourse (commercial and community

media), analyzing inequities in ownership, strengthening editorial independence and enlarging the participation of civil society to enhance media development in Uganda. A full-fledged assessment of Uganda's media landscape using UNESCO's Media Development Indicators is expected to elaborate on these gaps and provide the data and information that is critical for informed decision making. The MDIs offer a useful framework for assessing the level and quality of media development and the proposed study will provide holistic, current and accurate country-specific data on the media landscape in Uganda.

Regulation of the media has traditionally been premised upon claims of 'the public interest', yet the term itself remains contested and generally ill defined. In the context of technological development and convergence, as well as corporate conglomeration, traditional 'public service' values in British broadcasting are challenged by market values. With such ongoing trends continuing apace, regulators must increasingly justify their interventions (Ungerer, 2005).

From the foregoing we know that the media industry in Uganda has tremendously improved and increased in the past years. However, there is skepticism on how customers perceive the media and the value they attach to it. Therefore, the direction of this research is to enable us know the relationship between media regulation and perceived customer value. Perceived customer value will be measured by the following attributes; customer satisfaction, customer loyalty, product quality, and customer value propositions.

1.1 Background to the study

Media regulation refers to the whole process of control or guidance, by established rules and procedures, applied by governments and other political and administrative authorities to all kinds of media activities (Hoffman-Riem, 1996). Regulation takes many forms, ranging from clauses in national constitutions and laws to administrative procedures and technical specifications.

Media commitment can be defined as affiliation of media houses to the media laws and adhering to them. Committed media houses show strong intentions to serve their customers

in accordance to the prevailing regulations (Robbins and Coulter, 2003). Media commitment is about assessing what motivates media houses to abide to the prevailing media regulations.

Customer value is "the fundamental basis for all marketing activity" (Holbrook, 1994, p. 22). And high value is one primary motivation for customer patronage. In this regard, (Sirdeshmukh, Singh, and Sabol (2002) argue that customer value is a super ordinate goal and customer loyalty is a subordinate goal, as it is a behavioral intention.

1.2 Statement of the Problem

Globally, the media industry still has stifling media laws. Practical limitations to media neutrality include the inability of journalists to report all available stories and facts, and the requirement that selected facts be linked into a coherent narrative. Government influence, including overt and covert censorship, biases the media in some countries, for example North Korea and Burma (Kuypers, 2002).. Market forces that result in a negative customer perception include the ownership of the news source, concentration of media ownership, the selection of staff, the preferences of an intended audience, and pressure from advertisers.

Africa is the cockpit for change in terms of the global digital divide and changing media use; in little over a decade it has gone from being largely unconnected to the internet to having millions of people using it. Because media have been relatively undeveloped for a host of reasons, including education, income, and lack of access to electricity the impact of the digital changes have and may continue to be somewhat more dramatic than in countries where traditional media have been much better established (Beckett, 2009).

In Uganda, the Electronic Media Act that currently governs the media was framed in extremely broad terms. It does not address key issues such as diversity of ownership and content. It has therefore been difficult to judge whether the media are serving the majority of Ugandans optimally or not or to enforce a regime that caters for the even development of the sector in the best interests of the majority of Ugandans. The draft National Broadcast Policy (2004) attempts to address these gaps, but has not been formally adopted or

implemented, and has therefore failed to influence a revision of the laws governing the electronic media. This study seeks to update the findings of NEMPS (2004) and bring on board concerns that have emerged in line with media regulation and perceived customer value in Uganda.

1.3 Purpose of the study

The study aims at examining the media regulations and perceived customer value in Uganda.

1.4 Objectives of the study

i). To examine how media regulation is managed in Uganda.

ii). To establish the level of media commitment among media houses.

iii). To examine the relationship between media regulation and perceived customer value.

1.5 Research questions

i). How is media regulation managed in Uganda?

ii). What is the level of media commitment among media houses?

iii). What is the relationship between media regulation and perceived customer value?

1.6 Scope

1.6.1 Content scope

The study focused on media regulations, media commitment and customer perceived value. Other variables that lead to customer perceived value are not part of the study.

1.6.2 Geographical scope

Geographically the researcher carried out the study at Vision Group head offices located at Plot 19/20 on 2nd street Industrial in Kampala District. This was chosen because of consideration that all SBU Managers are based in the head office. Regional offices have not been considered since they have very low number of staff and lacking sufficient presence of SBU managers that will not enrich the study.

1.6.3 Time Scope

The study covered the period of 2017 to 2018. This period was selected basing on the fact that this was a period of major media reforms in the media in the country. This is further supported by (Hofer, 2000), who believes that it was sufficient time to evaluate the success/failure of the study.

1.7 Significance of the study

i) The study will benefit media houses in designing programs that will deliver perceived customer value.

ii) Advertisers will be able to plan for media spend to enable them rationally make placement decisions in the media platforms of their choice.

iii) The study will supplement government's effort in effecting reforms in the media industry in the country by involving media houses themselves championing the reforms through implementing guide lines laid down by government. For instance Vision Group enforces ethical code of conduct among its staff.

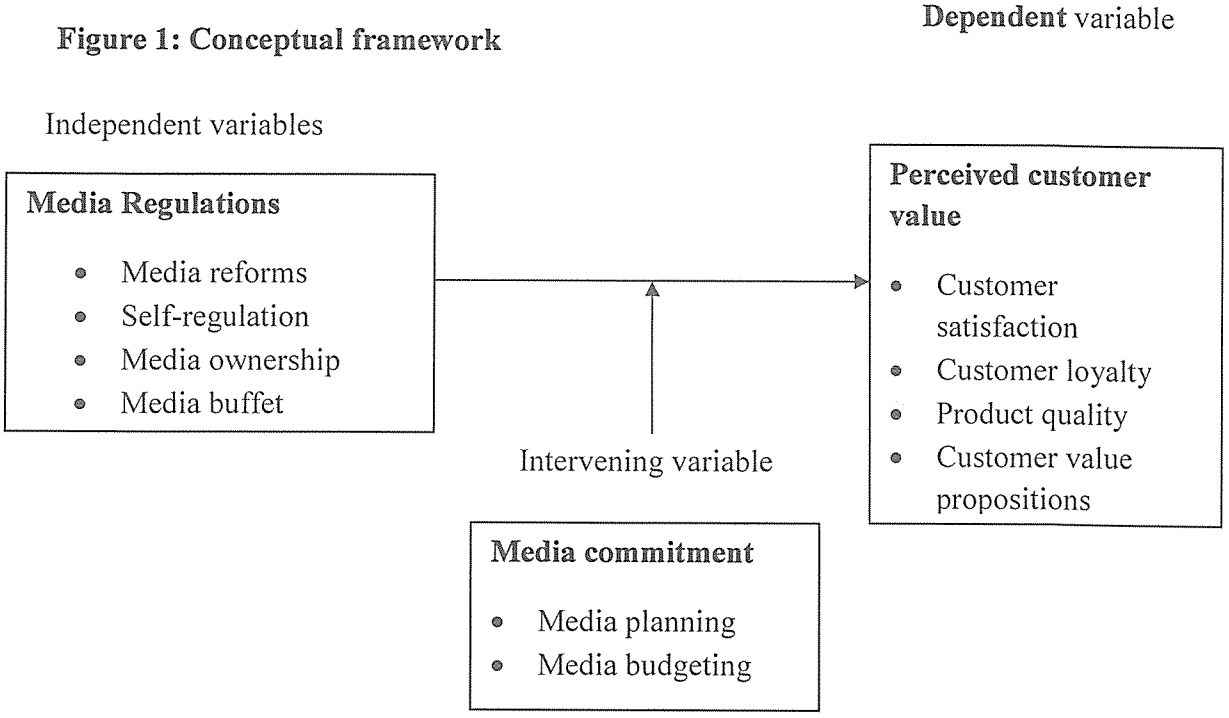
iv) The study will streamline media operations in the country so as to avoid conglomeration not desired. This can be done by ensuring that Uganda media council and UCC enforce tight licensing procedures for all media houses and professionals by charging a reasonable fee to decongest the industry.

v) The study will benefit me as researcher and other scholars interested in the same field of study by undertaking more studies in the related area to cause positive changes in the media industry in the country so as to help in delivering customer perceived value in the crowded media market.

1.8 Conceptual Framework

The conceptual frame work is diagrammatic representation of variables in the study. In responding to the research questions raised above, variables in the study were conceptualized as follows;

Figure 1: Conceptual framework



Media regulation was based on the model of Milton (1963) which measures it using media reforms, self-regulation, media ownership, and media buffet. Perceived customer value was based on the model of Oliver and Desarbo (1988) which measures it using; customer satisfaction, customer loyalty, product quality, and customer value propositions. Media commitment was based on the model of Schmeider and Stein (2007) which measures it using media planning and media budgeting.

CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

This chapter reviews literature based on the objectives of the study.

2.1 Theoretical Review

2.1.1 Libertarian Theory

The theory was advanced by Milton, Locke and Mills, (1963. It assumes that press informs, entertains, sells and helps in discovering the truth. It is a free marketplace of ideas where anyone can publish his/ her views and expressions but cannot defame or be obscene. There shall be minimum checks and balances by the government. The strengths of Libertarian theory are; It gives more values for individuals to express their thoughts in media; Libertarianism grants a totally free press upholding that people are inherently rational truth-seekers; Though sometimes it leads to some libel and slander cases in the part of journalists but they have this freedom to defend themselves. The limitations are; Freedom of press will give more freedom to media to reveal the real thing happening in the society without any censorship or any authority blockades; it is reliable with U.S media traditions; theory excessively positive about media's willing to meet responsibilities which may leads people into negative aspects; the theory is too positive about individual ethics and rationality; it ignores need for reasonable control of media; and ignores dilemmas posed by conflicting freedoms.

2.2.0 Media regulation

Media regulation is the control or guidance of mass media by governments and other bodies (Sjovaag, 2004). This regulation, via law, rules or procedures, can have various goals, for example intervention to protect a stated "public interest", or encouraging competition and an effective media market, or establishing common technical standards.

Media Reforms

The changes in the media industry that accompany globalization have not necessarily enhanced its capacity to offer diversity of information, representation and equitable expression of audience views as asserted by (Salvaggio, 1985).This view is shared by

(Murdock, 2000), who states that access to media has become more expensive, exclusive and the diversity of content has been compromised hence not realizing perceived value for money among the audiences.

Self-regulation

Scholars in the frame work of the media studies like (Fergusol & Goldin, 2007), have maintained the need to embrace the views of the audiences so as to increase the level of public interest in the media. However, in world over, neither state nor the market is the best nor the only gent for regulation of the media, the public too can play a role in the policing of the media if value for money is to be realized (Winseck, 2002). Whereas (Jjuko, 2005), asserts that media regulation and monitoring must ensure fairness as much as possible by relying on clearly ready rules and procedures.

Media Ownership

The past decade has been one of unmatched media change. Big-name media companies have come under consolidated ownership only to have their distribution and content rivaled by upstarts and user-generated content. Consumers have come to rely on multiple sources and are more active participants in their media consumption than ever before. The number of people online has ballooned and the advent of web-enabled mobile devices has brought portability to the Internet (Van Loon, 2004). He further asserts that, increasingly fragmented nature of the industry has made it more difficult to target consumers en masse.

Media Buffet

The future reflects highly fragmented consumer attention and restrained media access. In this scenario, consumers dip in and out of media, taking a little of what catches their eye here and there. They use multiple devices to sample multiple sources, because single provider ever gives the complete picture. But their appetites are limited, perhaps because technology and content access is not seamless or relevant, or perhaps because of a lack of trust in media owners and marketers means they are keen to tune out of the media world and into real life. This is a task-oriented scenario in which people use the best tool to get the job done.

2.3 Media Commitment among Media Houses

According to Robbins and Coulter, (2003), media commitment is affiliation of media houses to the media laws and adhering to them. Committed media houses show strong intentions to serve their customers in accordance to the prevailing regulations. Media commitment is about assessing what motivates media houses to abide to the prevailing media regulations.

Media planning

It is important that we are involved at an early stage with the planning process, its size, and movement as the market is expanding. When the new players enter the market, they ask if the market is likely to be affected by government legislation or changes in legal requirements for advertisement of their products. There is phenomenon of outside influences in all markets, which affect an advertising campaign's response values as asserted by (Callison, 2007).

Media budgeting

A key element of media commitment according to (Bettina, 2006), is budget setting. Normally media houses don't know how long the budget piece of string is, but experience enables us to give a good guideline. Is the sales mechanism "two stage sell" or is the product to be sold directly "off the page", which edition of the press would work better. For instance should DRTV or inserts be considered, would small spaces work better than full page color advertisements, which size of space can be bought most cost effectively, what constraints should be put on frequency of insertion in order to minimize response decay factors, or we would wish to have an input at the earliest possible stage! Sales projections and Media analysis should go hand in hand.

2.4 Relationship between Media Regulation and Perceived Customer Value

2.4.1 Customer-Perceived Value

Perceived value has its root in equity theory, which considers the ratio of the consumer's outcome/input to that of the service provider's outcome/input (Oliver & DeSarbo, 1988). The equity concept refers to customer evaluation of what is fair, right, or deserved for the perceived cost of the offering (Bolton & Lemon, 1999). Perceived costs include monetary

payments and nonmonetary sacrifices such as time consumption, energy consumption, and stress experienced by consumers. In turn, customer-perceived value results from an evaluation of the relative rewards and sacrifices associated with the offering.

2.4.2 Customer Satisfaction

Customer satisfaction remains a worthy pursuit among the consumer marketing community (Oliver, 1999). Certainly, customer satisfaction is a critical focus for effective marketing programs. However, the various definitions that appear in the literature tend to diverge from one another (Szymanski & Henard, 2001). Among the more popular measures, two widely employed approaches are transaction-specific and cumulative or overall satisfaction. The transaction-specific approach defines customer satisfaction as an emotional response by the consumer to the most recent transactional experience with an organization (Oliver, 1993).

2.4.3 Customer Loyalty

In this study, customer loyalty was attitudinally measured by customers 'behavioral intention to continuously or increasingly conduct business with their present company, and their inclination to recommend the company to other persons. This measure has proven to be useful in previous research (Zeithaml, Berry, & Parasuraman, 1996). Normally satisfied customers tend to have a higher usage level of a service than those who are not satisfied (Bolton& Lemon, 1999; Ram & Jung, 1991). They are more likely to possess a stronger repurchase intention and to recommend the product/service to their acquaintances (Zeithaml et al., 1996).

2.4.4 Product quality

According to a survey by (Schramm,1996),product quality has a direct influence on organizational buyers re-buying intention and managers must clearly understand the customer's requirements of a product and continuously improve and develop new products that meet the customer's needs. Besides the monetary aspect of value for money of a product, managers should also consider the non-monetary aspect as this will have an impact on the customer's perception of a product quality.

2.4.5 Customer Value Propositions

Studies by Frow and Payne, 2011), provides a thorough review of the value proposition concept. They recognize customer value propositions as a focal concept that is complemented with five additional perspectives on VPs: those considering recruitment, internal, referral, influence, and supplier/alliance markets as shared by (Ballantyne et al., 2011; Payne et al., 2005, see also Storbacka and Nenonen, 2011), for a market proposition perspective). As the name implies, a customer value proposition is based on the value or worth that the customer receives from interactions with companies, products, and services.

In summary, the profit formula includes models for revenues, cost structure, margins, and resource velocity, alliances, and the brand. Respectively, the key processes might include design, development, sourcing, marketing, hiring and training.

CHAPTER THREE
METHODOLOGY

3.0. Introduction

This chapter covered the research design, study population, target population, sampling, sampling methods, and sample size. It also covered the data collection, data analysis, study limitations and ethical considerations.

3.1 Research design

The study design was a case study technique. It used both qualitative and quantitative methods to gain in-depth understanding of performance of the media sector. Correlation and regression approaches were used to investigate the relationships between the variables of the study. This is because the objective was to examine the relationship between these variables

3.2 Study population

The study population consisted of 176 respondents drowned from Vision Group mangers, supervisors and key stake holders like distributors, readers and listeners. This category was selected because they are believed to be knowledgeable about the subject matter and the company.

3.3 Sampling techniques

The study used purposive sampling technique to select managers and supervisors. Purposive sampling is a non-probabilistic sampling technique where by the researcher purposely chooses key respondents that are knowledgeable about topic of study (Ahuja, 2005). On the other hand, simple random sampling was used to select other categories of respondents.

3.4 Sampling procedure

The sample size was determined following the formula by Scott Smith (2013). The assumptions were that the sample was representative of the population. The sampling error was small, the sample was viable in the context of funds available for the research study. Systematic bias was controlled in a better way and results from the sample study were generalizable.

$$S = \frac{Z \times SD \times 1\text{-}SD}{E^2}$$

Where Z = Z score

SD = Standard Deviation

1-SD = Variance that corresponds to a 95% confidence level

E = Level of error expected confidence level is at 95%

Table 3.2: showing number of respondents

Category	Population	Sample
Managers	30	21
Supervisors	71	49
Distributors	22	15
Readers	36	25
Listeners	17	12
Total	**176**	**122**

Source: Vision Group Human Resources (HR) records, 2018.

3.5 Sources of Data

Data sources included both primary and secondary sources Amin (2008). The researcher used both primary and secondary data sources.

3.5.1 Primary Data

The researcher gathered this data from the field through questionnaires from various respondents selected from the owners of SMEs in vision group.

3.5.2 Secondary Data

The researcher collected the data from printed materials such as books, reports from the local governments and private sector organizations and journals from reliable sources on small and medium enterprises which were used to further justify and confirm data gathering from the field.

3.6 Research Methods

The researcher used both questionnaires interview and observation methods of data collection.

3.6.1 Questionnaires

This method was used to collect primary data. It was used to collect data from vision group. This method was selected because it enables a researcher to collect a lot of data in a relatively short time and at less expense than most other methods, such as the interview method. Moreover, this method works very well with literature populations who can easily complete questionnaires on their own.

3.6.2 Interview

The interview is a data collection tool that is too essential in collecting data from a small sample of respondents who seems to have the required information that goes underneath. This was used to collect primary data from top leadership. It involved use of a semi-structured interview guide depicted in Appendix B. The method of interview using a semi-structured interview guide is deemed appropriate since the aforementioned categories of people have vital information yet no time to fill in questionnaires (Sekaram, 2003).

3.6.3 Observation

Observation was designed containing different areas that the researcher sought to observe in the field as per media regulation, media commitment and customer perceived value and SMEs in vision group.

3.7 Data Collection Instruments

3.7.1 Closed Questionnaires

The researcher used closed questionnaires as a data collecting instrument to obtain information from the owners of SMEs regarding the topic under study. The questionnaires were designed according to the theme and objectives of the research. They contained close ended questions based on the 5 point Likert scale format.

3.7.2 Interview Format

The researcher prepared and used a semi-structured interview guide to conduct interviews with company leaders. This tool is chosen because it is thought to provide in-depth information about a particular research issue or question. Still interview guide is chosen because it makes it easy to fully understand some one's impressions or experiences, or learn more about their answers as compared to questionnaires. According to Mugenda and Mugenda (2003), interviews are advantageous in that they provide in-depth data which is not possible to get using questionnaires.

3.7.3 Observation Checklist

This was designed containing different areas that the researcher will seek to observe in the field as per media regulation, media commitment, and perceived customer value.

3.8 Validity and reliability of instruments

Validity and reliability ensured that data collection instruments solicited relevant data. Data was subjected to reliability test using Likelihood ratio test (table 10).The likelihood ratio tests indicated that there was a positive significant relationship between media commitment and customer perceived value for money.

The chi-square statistics (table 10), was also used that and was obtained by getting the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model was formed by omitting an effect from the final model. The null hypothesis showed that all parameters of that effect were 0.

The above tests confirmed that media commitment is the most important factor in customer perceived value for money (Sig. = 0.002).Implying that as customers develop trust for the company products they commit more resources in the actual buying. These tests also confirm that the questions were reliable for collecting data.

3.9 Data analysis

During analysis, secondary data was sorted, categorized to produce a critical analysis of the findings in all areas of the study. Primary data was coded, edited and captured by use of Statistical package for social scientists (SPSS) version 19.0. Specifically a combination of

descriptive and inferential statistics was used. For instance Karl Pearson correlation matrix was used to measure the relationship of the variables (table 7),and showed that the variables were significantly positively related R-square statistics was used to measure the variation between independent variable and dependent variable and it showed 99% confidence level (table 7).

3.10 Ethical considerations

To ensure confidentiality of the information provided by the respondents and to ascertain the practice of ethics in this study, the following considerations were implemented by the researcher:

A letter seeking for permission and the purpose of the research specifying the kind of cooperation requested from participants (respondents) of the organizations /companies before data collection is resumed. An interviewer introduced oneself, and gave a brief description of the purpose and benefit of the study. Solicited permission through a written request to the concerned officials of the companies included in the study. The researcher acknowledged the authors quoted in this study and the author of the standardized instrument through citations and referencing. Leading questions were avoided. Respect for the respondents' privacy was ensured. Promoted confidentiality after analysis by destroying the questionnaires. The researcher made sure that confidentiality was maintained throughout research by ensuring that respondents answered the required questions confidently and without fear or bias. Anonymity in some cases where required. The socio-cultural considerations were respected throughout the study.

3.11 Limitations of the study

The study encountered low response levels from some respondents due to tight schedule at work place and this wasted the researcher's valuable time in some cases. This was addressed by meeting the respondents at their free time usually around lunch break and after work.

The researcher faced a problem of shortage of funds and this limited the purchase of research materials to facilitate the study effectively.

Some of the respondents were not willing to give information as they suspected the researcher to be a government spy and this affected getting reliable information on time.

3.12 Chapter Summary

In this chapter we have given and briefly explained the methods that were used for data collection and analysis. These mainly included interview and questionnaire methods for data collection and statistical techniques and tools for data analysis which include SPSS. We have also outlined methods we used to design the research and research instruments as well as determining the reliability and validity of the research instruments and the values obtained thereof. The researcher has further outlined those methods that were used to measure reliability and validity of the research instrument. To give the research a sound ethical back-up, the researcher had presented and discussed ethical considerations for the research.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

The current study looks at the effectiveness of media regulations in delivering perceived customer value. Media regulation implies the definition of a legal frame that establishes the minimum rules that the media must comply. Whereas customer value is the perceived monetary value of the bundle of economic, functional, and psychological benefits customers expect from a given market offer/product (Kotler, 2003: p. 60).

Specifically this section presents an analysis of field data and interpretation thereafter. The data structured into: characteristics of the respondents; descriptive presentation and inferential statistics as below. In the study, the characteristics of our respondents were captured based on age bracket, level of education, number of years worked in the company, and job category. The respondents were drawn from Vision Group. The product categories studied include: print, electronic, online, commercial publishing, and magazines.

4.1 Characteristics of respondents

Table 2: Background information of respondents

	Frequency	Percent	Valid Percent
Gender			
Male	71	58.2	58.2
Female	51	41.8	41.8
Age bracket			
less than 25 years	16	13.1	13.1
25-30 years	54	44.3	44.3
30-35 years	36	29.5	29.5
More than 35 years	16	13.1	13.1
Level of education			
Masters	20	16.4	16.4
Bachelors	70	57.4	57.4
Diploma	23	18.9	18.9

Certificate	9	7.4	7.4
Number of years worked in the company			
less than 5 years	47	38.5	38.5
5-10 years	53	43.4	43.4
11-15 years	14	11.5	11.5
More than 15 years	8	6.6	6.6
Job category			
Manager	21	17.2	17.2
Supervisor	49	40.2	40.2
Distributor	15	12.3	12.3
Reader	25	20.5	20.5
Listener	12	9.8	9.8
Total	**122**	**100**	**100**

From table 2 above, the different information capturing the characteristics of the respondents indicate that according to gender, (58.2%) of the respondents were male while female (41.8%). However we note that there was no bias towards selecting mostly male this was simply due to the fact that the company has more male employees.

Based on the age bracket, majority of the respondents were between 25-30 years (44.3%). This tells us that the company is filled with very energetic and youthful employees. However this may suggest that the company could be lacking on experienced and skilled employees.

According to level of education, (57.4%) of the respondents are bachelor's degree holders with very few staff having certificates. We can conclude that the company employs properly qualified staff in most offices. Based on number of years worked in the company majority of the respondents have worked for between 5-10 years.

But we also note that a good number of staff have only worked for less than 5 years. According to job category we considered fives levels with the majority being supervisors

(40.2%). This group dominated our study because the different product platforms have different supervisors.

4.2 Descriptive analysis

This section specifically looks at describing the level of respondents' performance based on our study constructs. These include responses to: media regulations, media commitment, and perceived customer value. A five Point Likert scale was used to test respondents' level of agreement or disagreement to the dimensions of the study constructs as indicated (tables) below.

4.2.1 Media Regulations

Table 3: Measuring media regulation

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
VG regulates and promotes media ethical standards and discipline	2.5%	2.5%	6.6%	44.3%	44.3%
VG media approach harmonize the state and the public	1.6%	4.9%	13.9%	42.6%	36.9%
VG under takes disciplinary action against its staff on abuse of ethical practices	3.3%	2.5%	10.7%	34.4%	49.2%
VG promotes free flow of information	2.5%	8.2%	9.8%	47.5%	32.0%
VG censor films, video tapes and any other editorial material is freely accessed by the public	7.4%	12.3%	16.4%	37.7%	26.2%
VG doesn't publish information not well researched	5.7%	8.2%	15.6%	45.1%	25.4%
VG discloses the source of its information to the audiences and the public	9.8%	17.2%	17.2%	37.7%	18.0%

VG is a fraud free media house in its editorial policy and practices	3.3%	5.7%	18.0%	39.3%	33.6%
VG responds to changes in the media laws	1.6%	6.6%	12.3%	48.4%	31.1%
I understand the media laws in Uganda	3.3%	10.7%	13.1%	50.0%	23.0%
VG media content is regulated	1.6%	7.4%	13.9%	44.3%	32.8%
VG operates according to media laws of the country	1.6%	3.3%	14.8%	46.7%	33.6%
VG TV platforms operate according to media laws	2.5%	2.5%	17.2%	48.4%	29.5%
VG radios operate according media laws	1.6%	4.1%	9.8%	53.3%	31.1%
VG magazines are regulated by media laws	1.6%	3.3%	13.9%	49.2%	32.0%
Vg digital platform is regulated	1.6%	3.3%	14.8%	45.1%	35.2%
VG website/online media is designed and used according to media standards	2.5%	4.9%	13.9%	50.8%	27.9%
VG links the state and public through dialogue	3.3%	9.8%	18.9%	44.3%	23.8%
VG exercises discipline on ethical media practices	3.3%	5.7%	14.8%	45.1%	31.1%
Vg promotes free of information	3.3%	9.0%	20.5%	36.9%	30.3%
VG confirms the source of their information before publication	1.6%	1.6%	24.6%	43.4%	28.7%
VG is not compromised in their editorial policy and reporting	2.5%	9.8%	14.8%	46.7%	26.2%
VG consistently responds to changes in media laws	3.3%	4.9%	14.8%	50.8%	26.2%
The company provides policy guidelines to all stakeholders	3.3%	6.6%	15.6%	41.8%	32.8%

The company has well developed media structures	1.6%	4.1%	9.8%	48.4%	36.1%
I participate on the company policy making process	18.0%	23.8%	17.2%	20.5%	20.5%
In my opinion the organization finances are raised according to legal means	2.5%	8.2%	27.0%	32.8%	29.5%
VG reviews its editorial policy regularly to address audience concerns	3.3%	5.7%	18.9%	45.9%	26.2%
VG is accountable to is stake holders	2.5%	2.5%	16.4%	41.8%	36.9%
VG has contributed to media reforms in the country	3.3%	3.3%	11.5%	42.6%	39.3%
Average	**Disagreement = 10.28%**		**NS = 15.22%**	**Agreement = 74.51%**	

From the above data we observe that the respondents mostly agreed with the status of media regulations (agreement = 74.51%). This agreements was in highest in the areas that emphasizes that Vision Group regulates and promotes media ethical standards and discipline (Agree=44.3%; Strongly agree=44.3%); Vision Group undertakes disciplinary action against its staff on abuse of ethical practices (agree=34.4%; strongly agree=49.2%); Vision Group promotes free flow of information (agree=47.5%; strongly agree=32.0%); Vision Group responds to changes in the media law (agree=48.4%; strongly agree=31.1%).

4.2.2 Media Commitment

Table 4: measuring media commitment

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
VG rates are cost effective	12.3%	8.2%	16.4%	46.7%	16.4%
VG rates match the industry standards	2.5%	5.7%	14.8%	50.8%	26.2%
Order booking is commitment to enter contract with VG	.8%	4.9%	15.6%	45.1%	33.6%
VG values clients contracts	.0%	4.1%	16.4%	43.4%	36.1%
VG offers added value to clients	.8%	4.1%	11.5%	49.2%	34.4%
VG manages clients feedback effectively	3.3%	4.9%	10.7%	51.6%	29.5%
VG platform programs attract clients to commit into long term business contracts	.8%	4.1%	24.6%	44.3%	26.2%
VG TVs cater for audience needs across all categories	1.6%	9.8%	14.8%	43.4%	30.3%
VG radios cater for audience needs across all categories	3.3%	4.1%	13.9%	40.2%	38.5%
VG print products cater for audience needs across all categories	3.3%	7.4%	9.0%	50.0%	30.3%
VG on line platform caters for audience needs across all categories	3.3%	9.0%	19.7%	45.9%	22.1%

VG digital platform cater for audience needs across all categories	4.1%	5.7%	19.7%	41.8%	28.7%
VG magazines cater for audience needs across all categories	5.7%	4.9%	14.8%	39.3%	35.2%
VG commercial printing cater for audience needs across all categories	2.5%	4.1%	17.2%	43.4%	32.8%
VG editorial coverage cater for audience needs across all categories	2.5%	4.9%	17.2%	41.8%	33.6%
VG broad casting caters for audience needs across all categories	4.9%	5.7%	18.9%	39.3%	31.1%
VG credit policy attracts client retention	2.5%	12.3%	24.6%	36.9%	23.8%
VG has well developed clients data base	2.5%	4.9%	14.8%	37.7%	40.2%
VG reviews its credit policy based on clients capability	2.5%	4.9%	17.2%	44.3%	31.1%
Average	**Disagreement=9.10%**		**NS=16.41%**	**Agreement=74.48%**	

This measures level with which clients are committed to dealing with the different product platforms offered by Vision Group. Specifically we note 74.48% say that there is commitment to the different product platforms offered by Vision Group (agreement=74.48%). These are in the areas of: commitment on rates matching the industry standards (agreement=50.8%; strongly agree=26.2%).

4.2.3 Perceived Customer Value

Table 5: Measuring perceived value for money

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
VG rebrands to suit clients media needs	3.3%	3.3%	12.3%	45.1%	36.1%
VG products are affordable	3.3%	8.2%	11.5%	47.5%	29.5%
In comparison to other media houses, VG products costs vary according to market trends	4.1%	4.1%	10.7%	49.2%	32.0%
VG platforms deliver customer value	1.6%	2.5%	10.7%	51.6%	33.6%
VG values clients commitment	.8%	1.6%	8.2%	50.8%	38.5%
contracts target to give more value to clients	.8%	1.6%	11.5%	50.0%	36.1%
I can recommend more audiences to advertise with VG	.0%	2.5%	10.7%	45.1%	41.8%
VG customer care services attract repeat business	2.5%	3.3%	5.7%	51.6%	36.9%
VG value clients feedback about their performance	.0%	5.7%	9.0%	58.2%	27.0%
VG TVs adds value to clients business	.0%	2.5%	7.4%	59.8%	30.3%
VG radios adds value to clients business	1.6%	.8%	4.1%	54.1%	39.3%
VG magazines adds value to clients business	.8%	1.6%	8.2%	50.8%	38.5%
VG website adds value to clients business	.0%	2.5%	12.3%	53.3%	32.0%
VG newspapers adds value to clients business	.8%	4.1%	14.8%	50.8%	29.5%
VG digital platform adds	3.3%	7.4%	11.5%	50.8%	27.0%

value to clients business					
VG offers attractive service costs as compared to competition	7.4%	4.9%	18.0%	36.9%	32.8%
VG charges are fair as compared to competition	4.9%	10.7%	18.0%	41.0%	25.4%
VG provides more bonus offers as compared to competition	3.3%	10.7%	19.7%	40.2%	26.2%
VG products provide me with good value	1.6%	1.6%	11.5%	55.7%	29.5%
It costs much to switch to other media houses as compared to VG	2.5%	5.7%	21.3%	41.8%	28.7%
VG organizes events to reward customer support	4.1%	6.6%	13.1%	44.3%	32.0%
VG seeks clients support in designing rate card	12.3%	9.0%	23.8%	29.5%	25.4%
VG has developed strategies to address customer complaints	3.3%	1.6%	13.9%	50.8%	30.3%
VG offers complimentary value to clients	1.6%	4.1%	9.8%	55.7%	28.7%
VG listing on stock market is an incentive	.0%	2.5%	16.4%	57.4%	23.8%
Average	**Disagreement=6.92%**		**NS=12.56%**	**Agreement=80.52%**	

The above data in table 6 measures the levels with which respondents agree to the assertion that Vision Group product platforms offer customer value. Observably majority of the responses indicate that there is value for money in the Vision Group product platforms (agreement=80.52%). Specific areas where there were very high responses on agreement were: that TV adds value to clients' business (agree=59.8%; strongly agree 30.3%); radios add value to clients' business (agree=54.1%; strongly agree=39.3%).

4.3 Establishing relationships

This section examines the relationship that exists in the study variables. The conceptual model developed to explain this relationship takes the concept of media regulations as independent variables; media commitment as intervening variable; and perceived customer value as dependent variable. Two key statistical tests are performed to establish this relationship. First Karl Pearson Product Moment Correlation test is used to examine the relationships amongst the variables. Second regression analysis is used to determine the extent to which the independent and intervening variables affect the dependent variable.

4.3.1 Correlations

Table 7: Correlations

		Media Regulations	Media Commitment	Perceived Value for Money
Media Regulations	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	122		
Media Commitment	Pearson Correlation	.288(**)	1	
	Sig. (2-tailed)	.001		
	N	122	122	
Perceived Value for Money	Pearson Correlation	.424(**)	.475(**)	1
	Sig. (2-tailed)	.000	.000	
	N	122	122	122

** Correlation is significant at the 0.01 level (2-tailed).The Karl Pearson Correlation matrix in table 7 indicates that the variables are significantly related with each other positively. Specifically the best relationship customer perceived value had is with media commitment ($r = 0.475^{**}$; $p<0.01$). But it can also observed that media regulation ($r = 0.424^{**}$; $p<0.01$), had positive significant relationship with customer perceived value.

Additionally we also note media commitment which is indicated in our model as an intervening variable had positive significant relationships with media regulations ($r = 0.288^{**}$; $p<0.01$) which are indicated as independent variables.

4.3.2 Regression analysis

The regression analysis seeks to explain the extent to which changes/variations in customer perceived value for money is affected by media regulations; and media commitment.

4.3.2.1 Model summary

Table 8: Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.569[a]	.324	.307	.419	.324	18.861	3	118	.000

a. Predictors: (Constant), Media Commitment, Media Regulations, Media Monitoring

In the model summary in table 8 above, the R Square statistics shows the extent which the variation in customer perceived value for money of the Vision Group product platforms which is considered the dependent factor varies in relation to media regulations, and media commitment. Observably the variation in the dependent factor is explained by the independent factors to the tune of 30.7% (Adjusted R Square = 0.307) and this explanation is significant at 99% levels of confidence (Sig. F Change = 0.00).

4.3.2.2 Coefficients

The coefficient test is used here to explain the individual strengths of the independent variables in explaining the variations in the dependent variable.

Table 9: Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	
1	(Constant)	1.617	.332		4.868	.000
	Media Regulations	.244	.076	.273	3.201	.002
	Media Commitment	.281	.070	.343	3.988	.000

a dependent variable: Perceived Value for Money

The statistics in table 9 above indicate that the most significant factor influencing customer perceived value for money is media commitment (B = 0.281; Sig. = 0.000). This is followed by media regulations (B = 0.244; Sig. = 0.002).

4.3.2.3 Likelihood ratio Tests

The likelihood ratio tests indicate the extent of possibility of change in one variable as a result change in another.

Table 10: Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df.	Sig.
Intercept	42.455(a)	.000	0	.
Regulations	54.410	11.955	6	.063
Commitment	59.714(b)	17.259	4	.002

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.
b. Unexpected singularities in the Hessian matrix are encountered. This indicates that either some predictor variables should be excluded or some categories should be merged.

The above tests confirms that media commitment is the most important factor in customer perceived value for money (Sig. = 0.002).Implying that as customers develop trust for the company products they commit more resources in the actual buying. This test also tells us that there is a positive significant relationship between media commitment and customer perceived value for money. This supports the proposition that clients will only commit their resources in the media when they know they will realize value for money.

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.0. Introduction.

This chapter presents the summary, discussions, conclusions and recommendations of the study in line with the objective of the study. All these were drawn from the findings of the study in chapter four.

5.1.0 Discussions

This section discusses the research findings in relation to research objectives. The findings of the study indicate that the variables under study had a positive significant relationship with customer perceived value.

5.1.1 The level of relationship between media regulation and customer perceived value

The findings in table 7 have established that there was a significant positive correlation between media regulations and customer perceived value. Specifically it was observed that media regulations had positive relationship customer perceived value by 0.424. This is consistent with table 3 that indicates that Vision Group regulates and promotes media ethical standards and discipline as (44.3%) respondents agree. And this clearly shows that Vision Group is committed to delivering customer value.

The study findings also indicate that the company complied with media regulation practices as shown by (74.51%) response table 3. And these were high on action on ethical practices (49.2%); knowledge of media laws (50%) and consistent response to changes in the media laws (50.8%). The same view is shared by (Simpson, 2011), who believes that effective media regulation should be complemented by self- regulation to deliver customer perceived value.

5.1.2 The relationship between Media commitment and customer perceived value

The findings on the level of clients commitment on different product platforms offered by VG indicates that (74.48%) of the respondents are committed. The indicators are high on

VG rates matching Industry standards (50.8%); management of client's feedback (51.6%) and VG print products catering for audience needs across all categories (50%).

The findings on this study variable shows that Vision Group product platforms deliver customer value (80.52%) as shown in table 6. Specific areas of highest agreement are evident in rebranding of product platforms (45.1%); product affordability (47.5%);VG platforms delivering customer value (51.6%) and VG trading on stock exchange market being an incentive to clients (57.4%).

The findings from table 7 establishes that there was a significant positive correlation between media regulations and customer perceived value (r =0.24), this is consistent with (Sympson, 2011) who contended that media regulations should be complemented with processes of self-regulations so as to improve dialogue with different sections to deliver value.

In this study it was also established that media commitment registered a strong positive relationship with customer passive value (r = 0.475), r =0.399) respectively. These findings are in line with the study by (Siebert, 2006), who asserted that in free media theory a well-functioning market should resolve all issues of the media to benefit audiences.

The findings seeking to explain variation of customer passive value as dependent viable shows that there was a variation between independent factors and customer's perceived value for money to the level of 30.7% and with 99% significant level of confidence.

In table 9 the findings on the coefficient test used indicates that the most significant factor influencing customer perceived value for money is media commitment (significant 0.000) as it drives audiences to company offers, followed media regulations (sig.0.002). This in consistence with (Carlson, 2007), who asserts that planning media budgets at an early stage will support planning at all levels.

Table 10 above reveals that the likelihood ratio tests indicates that media commitment is the most important factor that influences customer passive value with the significant value of 0.022%. The test also tells us that there is positive significant relationship between media commitment and customer passive value. This is supported by the proportion by

(Fabos, 2006), that clients will only commit their resources in the media when they know that they will realize value for their money.

5.2 Summary of the findings

The findings on gender indicate that male respondents dominated as represented by 58.2%. This clearly indicates that there was no bias in selection since the company mostly employed male staff (71).

The analysis on the age structure reveals that the majority of the employees are young and energetic as they lie on the age bracket 25-30 years representing 44.3%.The finding on the level of education shows that most of the staff hold bachelor's degrees 957.4%) with very few employees holding certificates (7.4%).

The findings on the duration of service, the employees have worked in the company, indicates that the majority worked for between 5-10 years representing 43.4%.We also note that quite a number of employees have worked in the company for less than five years, implying that most of them are still new in the company.

The study according to job category indicates that of the five levels considered, the majority are supervisors (40.2%) as the company has many products platforms each with a supervisor.

5.2.1 The level of respondent's performance based on the study constructs

5.2.1.1 Media regulations

The study findings reveal that vision group complies with the media regulations practices and standards in the country represented by 74.51%. These were high in the areas of media ethical developed media structures represented by 48.4%.

5.2.1.2 Media commitment

The findings of the study on the level of clients commitment on different products platforms offered by vision group indicates that 74.48 are committed company's products offers. The in 51.6%, Indicators are high in the areas of vision group rates matching the industry standards 8.8, visions group offered added value to clients, management of clients feedback 51.6%, vision group products catering for all audience categories 50.0 % and Vision Group reviewing Its credit policy based on clients capability 44.3%.

5.2.1.3 Perceived customer value

The findings on this study variable indicates that vision group products plat foams deliver customer value in the media represented by 80.2%.

Specific areas of highest agreement registered in the areas of rebranding of products platforms 4.1%, product affordability 47.5%, vision group products delivering value of client's feedback 58.2%, TV's adding value to clients businesses 59.8% and the listing on vision group on stock exchange market being an incentive 57.2%.

5.3 Conclusions

In conclusion it was observed that there was strong positive relationship between media relations and customer passive value. This implies that as government improves media regulations, media performance improves giving client's assurance to commit resources as they know that they will derive value for the businesses as complimented by findings on table .... That revealed that Vision Group complies with media regulations practices and standards (74.51%) This clearly shows that media laws are important in strengthening the media industry as weak media laws result into proliferation in the industry.

It has been further established that clients are committed to Visio Group product platforms as they are believed to deliver customer value.

There was a strong positive relationship between media commitment and customer perceived value. This implies that as customers derive benefit from the media platform, the more they commit resources especially in advertising.

It was also noted that media commitment as an intervening variable had a positive relationship with media regulation. Implying that clients will only allocate their media advertising budgets in the media platforms that are well regulated and monitored as these deliver valued for money.

It is therefore not surprising to note that media commitment is the most important factor in customer perceived value for money. This therefore supports the proposition that clients will only commit their resources in the media when they know it will deliver value.

5.4 Recommendations

Vision should continue developing flexible media mix aimed at reaching consumers across the country as each market niche has varying needs, therefore niche marketing tactics should be developed to access these markets.

Vision Group and other media houses in general should focus attention on telling brand stories in snippets, with different narrative styles and a balance of information and entertainment, thus allowing consumers to find different pieces in different places.

There is need to create content that is seamless, optimized to devices, customized and customizable to the needs of the consumers.

The company should develop good relationships with device owners/producers and advanced mechanisms to understand and adapt to consumer behaviors and try to be everywhere all the time and these may require new distribution partnerships to deliver this.

Media Agencies (Implementers) should turn the enormous amount of data that is generated from media regulation into meaningful sophisticated data analytics and be well interpreted to be developing into a set of new standardized metrics to help clients navigate the speed of change in the new media revolution.

There is need to build relationships with different partners to access different consumer groups and their protected, niche worlds so as to provide utility and build trust in marketing initiatives so that consumers choose based on relevancy to their world and choices.

There is need for Vision Group to look to new sources for distribution, the new consumer portals and partners and develop relationships with them.

And this will increase intermediary relationship that enables connectivity between customer and advertisers gaining value.

There is also need to focus on creative content as a way to develop brands that stand for something and can deliver high-quality, differentiated content.

That Cuts through media clutter and attracts short consumer attention spans with catchy marketing initiatives.

Onus on authenticity and quality in respect to content to avoid consumers going elsewhere, VG should stand for something unique in order to differentiate product portfolio management to become more critical so as to survive well in the crowded media market.

Big players in the media like VG need to deliver innovation and pick up tricks from international media to deliver customer value.

There is need to work more closely with the media regulation agencies creating the messages to ensure fit with media channel/platforms, translate these ideas and messages for different audiences and customize the content accordingly and figuring out how to do this in a cost efficient way.

The company should continue delivering authentic information in a genuine and credible way to build trust with the consumers as well as developing strong brand identities for long-term consumer relationships, thus master pull communication strategy.

VG should better understand the consumer passions and think of big ticket events which can connect to create strong relationships and opportunities with the new media owners—means starting and the emerging players. However, it should retain much of the current planning and investment structure.

5.5 Areas for further research and study

- The results of this study point out a number of opportunities for further study in the media industry as stated below;
- There is need for a study on the effectiveness of advertising on the consumer buying behavior.

- Another area of concern is the study on media and public interest law in developing countries.
- Advertising and brand performance of product portfolio in the manufacturing sector is yet an area of interest to study.
- There is also an opportunity in the study of competitive strategies in Uganda's print media.
- Last but not the least, there's need to undertake a study on the delivering value in the crowded media industry in Uganda among others.

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APPENDICES

APPENDIX 1: QUESTIONNAIRE

Dear respondent,

This Questionnaire is on a study concerning Media Regulation and Perceived Customer Value in Uganda, taking a case study of Vision Group.

You are kindly requested to spare some time and indicate your opinion on each of each of the issues below. Kindly make your express opinion on each of the statements and questions.

The information you provide will be treated with strict confidentiality and will only be used for academic purposes.

I sincerely appreciate your time and cooperation.

Yours faithfully,
Magala James

A: Background information of respondent

Tick where appropriate

1. **Gender:**

Male	
Female	

2. Age bracket:

Less than 25 years	
25-30 years	
30-35 years	
More than 35 years	

3. Level of Education:

Masters	
Bachelors	
Diploma	
Certification	
Others	

4. Number of years worked in the company

Less than 5 years	
5-10 years	
11-15 years	
More than 15 years	

5. Your Job Category

Manager	
Supervisor	
Distributor	
Reader	
Listener	

B-E: Tick in the appropriate box the statement that indicates your level of agreement or disagreement using the scales provided.

Section B: Media regulation

	VG=Vision Group	Strongly disagree	Disagree	Not Sure	Agree	Strongly agree
1.	VG regulates and promotes media ethical standards and discipline					
2.	VG media approach harmonize the state and the public					
3.	VG under takes disciplinary action against its staff on abuse of ethical practices					
4.	VG promotes free flow of information					
5.	VG censor films, video tapes and any other editorial material is freely accessed by the public					
6.	VG doesn't publish information not well researched					
7.	VG discloses the source of its information to the audiences and the public					
8.	VG is a fraud free media house in its editorial policy and practices					
9.	VG responds to changes in the media laws					
10.	I understand the media laws in Uganda					
11.	VG media content is regulated					
12.	VG operates according to media laws of the country					
13.	VG TV platforms operate according to media laws					
14.	VG radios operate according media laws					
15.	VG magazines are regulated by media laws					
16.	Vg digital platform is regulated					

17.	VG website/online media is designed and used according to media standards					
18.	VG links the state and public through dialogue					
19.	VG exercises discipline on ethical media practices					
20.	Vg promotes free of information					
21.	VG confirms the source of their information before publication					
22.	VG is not compromised in their editorial policy and reporting					
23.	VG consistently responds to changes in media laws					
24.	The company provides policy guidelines to all stakeholders					
25.	The company has well developed media structures					
26.	I participate on the company policy making process					
27.	In my opinion the organization finances are raised according to legal means					
28.	VG reviews its editorial policy regularly to address audience concerns					
29.	VG is accountable to is stake holders					
30.	VG has contributed to media reforms in the country					

Section C: Media commitment

1.	VG rates are cost effective					
2.	VG rates match the industry standards					
3.	order booking is commitment to enter contract with VG					
4.	VG values clients contracts					
5.	VG offers added value to clients					
6.	VG manages clients feedback effectively					
7.	VG platform programs attract clients to commit into long term business contracts					
8.	VG TVs cater for audience needs across all categories					
9.	VG radios cater for audience needs across all categories					
10.	VG print products cater for audience needs across all categories					
11.	VG on line platform caters for audience needs across all categories					
12.	VG digital platform cater for audience needs across all categories					
13.	VG magazines cater for audience needs across all categories					
14.	VG commercial printing cater for audience needs across all categories					
15.	VG editorial coverage cater for audience needs across all categories					
16.	VG broad casting caters for audience needs across all categories					
17.	VG credit policy attracts client retention					
18.	VG has well developed clients data base					
19.	VG reviews its credit policy based on clients capability					

Section E: Perceived customer value

1.	VG rebrands to suit clients media needs					
2.	VG products are affordable					
3.	in comparison to other media houses, VG products costs vary according to market trends					
4.	VG platforms deliver customer value					
5.	VG values clients commitment					
6.	contracts target to give more value to clients					
7.	I can recommend more audiences to advertise with VG					
8.	VG customer care services attract repeat business					
9.	VG value clients feedback about their performance					
10.	VG TVs adds value to clients business					
11.	VG radios adds value to clients business					
12.	VG magazines adds value to clients business					
13.	VG website adds value to clients business					
14.	VG newspapers adds value to clients business					
15.	VG digital platform adds value to clients business					
16.	VG offers attractive service costs as compared to competition					
17.	VG charges are fair as compared to competition					
18.	VG provides more bonus offers as compared to competition					
19.	VG products provide me with good value					

20.	It costs much to switch to other media houses as compared to VG					
21.	VG organizes events to reward customer support					
22.	VG seeks clients support in designing rate card					
23.	VG has developed strategies to address customer complaints					
24.	VG offers complimentary value to clients					
25.	VG listing on stock market is an incentive					