

Newspapers and Business promotion in Bushenyi District in Western Uganda.

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ABSTRACT: The logical study evaluated the association between Newspapers and Business promotion in Bushenyi District in Western Uganda. The investigation study adopted a cross sectional and descriptive research design with quantitative approach. A sample of 72 respondents was selected from 157 people using a table developed by Morgan & Krejcie (1970). Data was gathered using questionnaires and analyzed using Descriptive statistics and Pearson linear correlation coefficient (PLCC) for quantitative data. The study findings established a significant relationship between newspapers and Business promotion in Bushenyi District in Western Uganda. The study concluded that newspapers are essential for business promotions and development because they deal with issues to do with advertisements that increase business sales and profitability. If there is proper management of businesses, they can be an impetus to socio-economic development of the country at large. From the study findings, the researchers recommended that the cost of advertising in newspapers should be subsidized by governments in order to allow traders realize a lot of sales for growth and development. This can be done in a such way that advertising both in local and national newspapers can be made cheaper for all traders in order to allow businesses to blossom. The government of Uganda should augment on the budget meant to supply funds to Village Banks so that traders can easily access such funds for enhancement of their businesses and advertisements. This can engender an environment of growth and Business improvement in the country.

KEY WORDS: Newspapers, Business Promotion, Development, Uganda.

I. INTRODUCTION

In the United States, there is a compelling opportunity for investors, featuring a GDP exceeding \$25 trillion and a population exceeding 333 million. The country offers significant potential for businesses seeking growth with a consumer market of over 333 million Americans and access to an additional 425 million customers through free trade agreements. If you find yourself grappling with strategies to promote your business in the U.S. or are exploring your options, you're in the right place. Effectively marketing your business necessitates a comprehensive plan, as increasing revenue hinges on enhancing brand awareness, driving website traffic, and fostering customer loyalty (Fill, 2022). The American market is a vast and dynamic economic landscape that plays a crucial role in the global economy. With a GDP of over \$25 trillion, the United States has the largest economy in the world. This economic powerhouse is characterized by its diversity, innovation, and consumer-driven nature. Various factors influence American consumer behavior, including income levels, cultural diversity, and technological advancements. Online shopping has grown tremendously, with e-commerce giants like Amazon dominating the market. The COVID-19 pandemic accelerated this trend as more consumers shifted to online shopping for convenience and safety (Brooks, 2017).

Consumer preferences are also evolving towards sustainability and ethical consumption. Many Americans now seek eco-friendly products and supporting brands that align with their values. This shift has led to a surge in demand for sustainable goods and practices. The United States spans multiple time zones, from Eastern Standard Time (EST) to Pacific Standard Time (PST). There are six different time zones spread out across its 50 states. These time zones create significant gaps between major cities, which impacts business operations and consumer behavior. For instance, marketers often strategize campaigns to account for these time zone differences to maximize their reach and engagement (Lury, 2018). In Asia, Booms (2021) noted that relentless development is resulting in the rise of new global business hubs. A combination of attractive government incentives, growing talent pools, and rapid digitalization are drawing foreign companies toward the Asia-Pacific region and its large consumer bases. While traditional financial centers New York and London still top most metrics, the rapid rise of emerging economies in the Asia-Pacific region points to new centers of influence. This guide looks at five of them: Hong Kong, Malaysia, Singapore, Taiwan, and Thailand, and why these are high-potential locations for starting or expanding a business in 2024. Hong Kong is well-recognized as one of the premier financial centers in the world. It continues adding to its track record of economic stability and growth, offering an attractive environment for businesses and investors.

Partly this has been through leveraging connections to the world's second largest economy next door, China. But strategic location is just one factor – the others are sound economic fundamentals and a strong regulatory framework. Let's look more closely at each of these. Hong Kong is in the geographic Centre of Asia, providing a gateway to not only China but the rest of the region as well. Major business cities such as Beijing, Shanghai, and Kuala Lumpur share the same time zone as Hong Kong, while Bangkok, Jakarta, and Tokyo are only one hour ahead or behind. This makes it an ideal base from which multinational corporations and institutions can conduct business. Hong Kong also has a deep-water port and well-developed air and rail infrastructure, facilitating efficient trade and logistics (Davies, 2018).

Malaysia is an evolving financial Centre in Asia and its economy has grown steadily over the years making it more popular among foreign investors. Kuala Lumpur is often the city of choice when investing in Malaysia. The standard corporate tax rate in Malaysia is 24%. For SMEs, the first MYR 600,000 is taxed at a rate of 17%, while the remaining amount is taxed at 24%. SMEs are classified as companies incorporated in Malaysia with paid-up capital of MYR 2.5 million, not part of a company group with a higher capital threshold, and have a gross income of no more than MYR 50 million for the year of assessment. Companies operating in wholesale, retail, and distributive business landscapes must obtain approval from the Ministry of Consumerism and Trade in order to have 100% foreign ownership. Foreigners who wish to operate in education, banking and finance, agriculture, or tourism face more stringent guidelines and may require a local Malay co-ownership (Keller, 2018).

Aaker (2023) opined that Malaysia benefits from a well-educated and skilled workforce, and a considerable portion of its population is multilingual, fluent in English, Malay, and Chinese. Such diversity of languages enhances communication and operation efficiency for foreign businesses in the country. Located in the heart of the Asia-Pacific region, Taiwan serves as a gateway to the vast market of China, Japan, and other major economies in the area. Taiwan is attractive to foreign investors as it has a favorable fiscal climate and a world-class financial services industry. Its competitive corporate tax rate of 20% also draws companies to expand to Taiwan. Additionally, small companies with taxable income of less than NTD 120,000 are exempt from corporate tax. Taiwan's official language is Mandarin but English is widely spoken and understood within the business community. In most sectors, foreigners can own 100% of the company. However, there are limits on foreign ownership in certain industries, including telecommunications, broadcasting, and aviation.

In Uganda, Companies generally advertise products through billboards, newspapers, radio, television, online classifieds, and social media. Although most Ugandans speak English, advertisement campaigns often use local languages as well. Firms also promote themselves at music concerts and sports events. The U.S. Embassy in Uganda is a commercial service partner post with the U.S. Embassy in Nairobi, Kenya. The Uganda Investment Authority (UIA) leads the government's efforts to promote trade and investment in Uganda. The Uganda Manufacturers Association organizes an annual trade show, with one scheduled on October 3 to 10, 2023. The Uganda National Farmers Federation also organizes an annual agricultural trade show that is typically held in July every year. Company owners normally advertise in Newspapers and Business Journals in in Bushenyi in Western Uganda and in Uganda at large (Byaruhanga, 2024).

II. METHODS AND MATERIALS

Data Capturing : Facts used for the research project were obtained using both primary and secondary basic of data. Primary data was reached at by usage of questionnaires supplied to vivacious persons related to the study. Secondary data was picked up by the use of documentary valuations. The study employed a cross sectional and descriptive research design using a quantitative approach. Amin (2005) specified that descriptive research design is normally utilized to designate a phenomenon and its data features. The researchers picked a total of 72 respondents (sample size) using a table developed by Morgan & Krejcie (1970) to participate in the research scientific study.

Sampling methods : The social experts engaged simple random sampling technique to select participants to belong to the study. The study population used the target population including categories like District Technical staff, Local council leaders, market users, citizens, Ministry of local government officials and Officials from the ministry of Trade and Industry.

Structured questionnaire and interviews : The questionnaire is a research instrument comprising of inter-related questions organized by the researcher about the research quandary under study based on the targets of the research study. Items were set and written for the contributors to answer with choices as reflected on the

likert scale type interrogations. This method was adored because it covers a wide physical space in data assembly; it amasses a lot of information within a short epoch of time, and offers superior reassurance regarding privacy. On the other hand, the questionnaire involved some challenges of attrition. There were few replicas that were not returned, though this was handled by distributing a lot of photocopies than the required number of the sample size for the research study.

Validity and reliability of research instruments : Validity of the well-planned questionnaire was guaranteed by using content validity Index. Arising from the testing of the validity of the tools, the researchers obtained a content validity index (CVI) of 0.78 which was well directly above 0.75 indicating that the instrument was valid to bring together data for the research scientific study (Amin ,2005). Reliability of the Prescribed Questionnaire was calculated using Cronbach’s alpha coefficient formula while observing the variables that had an alpha coefficient of digit greater than 0.70. Since the reliability calculation got by the academics produced 0.78 alpha value, it inferred that the research instrument was reliable to produce data required for the logical study

III. DATA ANALYSIS

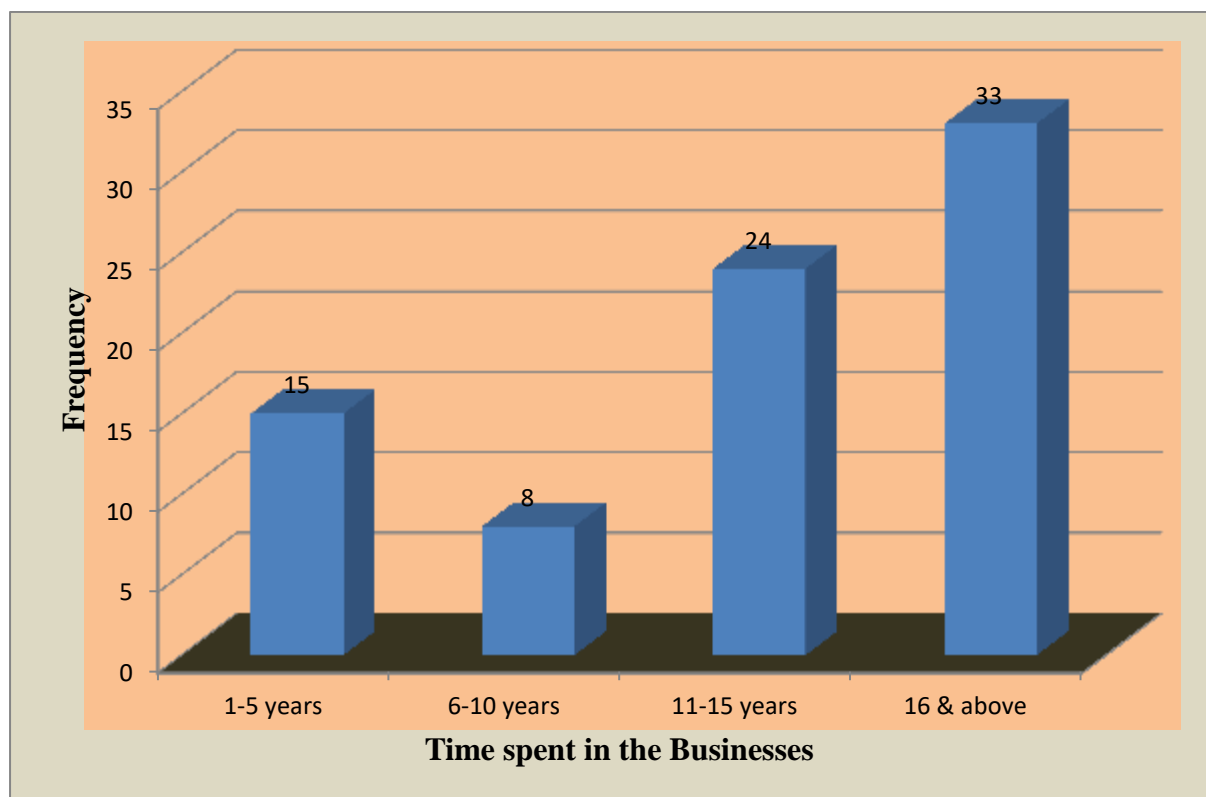
Investigation Statistical tools which were engaged to analyze data for this research study comprised of descriptive statistics such as tables, bar graphs and inferential statistics like Pearson Linear Correlation Coefficient for appraising quantitative data.

Results

Background Characteristics of the Respondents : This section presents survey data on background information of the respondents. Data on background information of the respondents is as presented in Figure 1.

Time spent serving in the businesses : The respondents also gave their varied responses regarding how long they had served in their respective Networking Sites and their views were presented in figure 1.

Figure 1: Time spent serving in the respective Businesses



Source: Primary Data (2025)

The findings regarding years spent serving in the respective Business Networking Sites were generated in figure 1 whereby 15 (18.8%) of the respondents had spent 1-5 years, 8 (10%) revealed a time period of 6-10 years, 24

(30%) revealed a period of 11-15 years while 33 (41.3%) revealed a period of 16 years and above. The findings therefore indicated that majority of the traders had spent 16 years in their respective businesses, a factor which meant that they had adequate knowledge on newspapers affecting performance levels of Business promotions compared to those that had spent less time.

Relationship between Newspapers and Business Promotions in Bushenyi District : A Pearson correlation method was run and the results got were used to find whether a relationship existed between Newspapers and Business promotions

Table 1: Newspapers and Business promotions

| | Newspapers | | Business promotions |
|---------------------|---------------------|---------|---------------------|
| Newspapers | Pearson Correlation | 1 | 0.368** |
| | Sig. (2-tailed) | | 0.000 |
| | N | 72 | 72 |
| Business promotions | Pearson Correlation | 0.368** | 1 |
| | Sig. (2-tailed) | 0.000 | |
| | N | 72 | 72 |

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data (2025)

Table 1 above, shows correlations results between newspapers and Business Promotions. Newspapers designated a positive and statistically significant correlation with Business Promotion of traders in Networking Sites ($r = 0.368$, $p < 0.05$). This implied that more reliance on newspapers positively but weakly impacted on performance of traders in businesses.

IV. DISCUSSION

Through correlation statistics, the study established that there is a positive and statistically weak correlation between newspapers and performance of traders in Networking Sites in Bushenyi District. This implied that more reliance on newspapers by traders led to more performance of traders in Networking Sites in Bushenyi District. The study findings are in line with Iqbal (2020) study research on comparative study of the impact of Time management on performance of traders in Pakistan which revealed that businesses relying on newspapers performed poorly in business. However, the study by Gitaka (2021) revealed that newspapers always lead to steady and proper search of real businesses customers thus increasing profits and performance in businesses.

V. CONCLUSION

Newspapers are essential for Business Promotions and Development because they deal with issues to do with advertisements that increase business sales and profitability. If there is proper management of Businesses, they can be an impetus to Socio-economic Development of the country at large

Study Implications : The cost of advertising in newspapers should be subsidized by Government of Uganda in order to allow Traders realize a lot of sales for growth and development. This can be done in a such way that advertising both in local and national newspapers can be made cheaper for all Traders in order to allow Businesses to blossom. The Government of Uganda should augment on the budget meant to supply funds to Village Banks so that Traders can easily access such funds for enhancement of their Businesses and advertisements. This can engender an environment of Growth and Business improvement in the country.

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