

Media Guidelines, Rules and Regulations and Perceived Customer Worth in Vision Group Media in Uganda

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ABSTRACT

This research focused on the media guidelines, rules and importance of customers in Vision Group Media in Uganda. 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. The population of the study consisted of 176 respondents drawn from Vision Group managers, 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. The results of the research show how there was a favorable correlation between media rules and importance of customers. The results indicate how the company complied with media regulation practices as shown by (74.51%) response. The results on the level of clients' commitment on different product platforms offered by VG indicates that (74.48%) of the respondents are committed. The key indicators are high on Vision Group rates aligning with the industry standards (50.8%); effective management of client's feedback (51.6%) and Vision Group print products meeting 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.

Keywords: Media, Vision group, Customer worth, Media regulations

INTRODUCTION

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 [1]. 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 [2]. 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 [3]. And high value is one primary motivation for customer patronage. In this regard, it is argued that customer value is a super ordinate goal and customer loyalty is a subordinate goal, as it is a behavioral intention [4].

Statement of the Problem

Globally, the media laws continue to constrain the media industry. Challenges to achieving media neutrality include journalists' limitations in reporting all available stories and facts, as well as the necessity to weave selected facts into a cohesive narrative. Government influence, involving both overt and covert censorship, introduces biases in the media in countries like North Korea and Burma [5]. Negative customer perception stemming from market forces is influenced by factors such as news source ownership, media ownership concentration, staff selection, catering to a specific audience's preferences, and external pressures. Africa serves as the focal point for transformative shifts in the global digital divide and evolving media consumption. In just over ten years, it has transitioned from limited internet connectivity to hosting millions of users. Due to various factors such as education, income, and limited access to electricity hindering media development, the effects of digital changes in Africa are potentially more striking than in countries with well-established traditional media [6]. 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 [7-11]. It has therefore been difficult to judge whether the media are serving the majority

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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 [11-14] attempts to address these gaps, but has not been formally adopted or they study aims to refresh the findings of NEMPS (2004) and incorporate emerging concerns related to media regulation and perceived customer value in Uganda [7]. The current approach has not been effectively executed, resulting in a lack of impact on the revision of electronic media laws.

Aim of the study

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

Objectives of the study

- I. Investigate the management of media regulation in Uganda.
- II. Determine the extent of commitment to media regulations among various media houses.
- III. Explore the correlation between media regulation and the perceived value by customers.

Research questions

- I. What is the approach to managing media regulation in Uganda?
- II. To what extent do media houses demonstrate commitment?
- III. How does media regulation correlate with the perceived value by customers?

Significance of the study

1. The study will benefit media houses in designing programs that will deliver perceived customer value.
2. Advertisers will be able to plan for media spend to enable them to rationally make placement decisions on the media platforms of their choice.
3. The study will supplement the government's effort in effecting reforms in the media industry in the country by involving media houses themselves in championing the reforms through implementing guidelines laid down by the government. For instance, Vision Group enforces an ethical code of conduct among its staff.
4. The study will streamline media operations in the country so as to avoid conglomeration, which is not desired. This can be done by ensuring that the Uganda Media Council and UCC enforce tight licensing procedures for all media houses and professionals by charging a reasonable fee to decongest the industry.
5. The study will benefit me as a 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.

METHODOLOGY

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 methodologies were employed to explore the connections among the study's variables. The aim was to analyze the associations between these specific variables.

Population of the study

The population of the study consisted of 176 respondents drawn from Vision Group managers, 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.

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 [8].

Sampling size

The sample size was calculated with the assumption that the sample accurately represented the population. Factors such as a small sampling error, financial feasibility, and effective control of systematic bias were considered, enhancing the generalizability of results from the sample study [9].

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

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 1: 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.

DATA SOURCES

The data sources encompassed both primary and secondary sources, as indicated by Amin method [10]. The researcher utilized information from both primary and secondary sources.

Primary Data

The data was collected directly from the field using questionnaires administered to diverse respondents chosen among the owners of SMEs in the Vision Group.

Secondary Data

The researcher obtained the data from printed sources like books and 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. The researcher used both questionnaires, interview and observation methods of data collection.

Data Collection Instruments

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.

Interview Format

The researcher prepared and used a semi-structured interview guide to conduct interviews with company leaders. This instrument is selected for its ability to offer comprehensive insights into a specific research topic. The preference for an interview guide stems from its effectiveness in gaining a thorough understanding of individuals' impressions, experiences, or responses, surpassing the capabilities of questionnaires.

Observation

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.

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. The likelihood ratio tests indicated a positive favorable relationship between the media commitment and importance of customers for money. The chi-square statistics 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.

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.

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

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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.

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.

RESULTS

In the study, the characteristics of the 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.

Traits of respondents

Table 2: Information background 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

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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 five levels with the majority being supervisors (40.2%). This group dominated our study because the different product platforms have different supervisors.

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.

**Regulations of Media
Table 3: Evaluation of
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 its stakeholders	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	= Agreement	=
			15.22%	74.51%	

From the above data we observe that the respondents mostly agreed with the status of media regulations (agreement = 74.51%). This agreement 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%).

**Commitment in
media
Table 4:
Evaluation of
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 prints out products enabling the audience needs across all levels	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%

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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%
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VG prints out products enabling the audience needs across all levels	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%
Average	Disagreement=9.10%		NS=16.41%		Agreement=74.48%

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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 various product platforms provided by Vision Group. These are in areas of: commitment on rates matching the industry standards (agreement=50.8%; strongly agree=26.2%).

Perceived Customer Worth
Table 5: Evaluation of perceived worth 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 value to clients business	3.3%	7.4%	11.5%	50.8%	27.0%
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 5 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%).

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 is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited

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.

Correlations
Table 6: 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 6 indicates that the variables are significantly related with each other positively. Specifically, the best relationship customer perceived value had with media commitment ($r = 0.475^{***}$; $p < 0.01$). But it can also observe 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.

Regression modeling

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

The model overview

Table 7: The model overview

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 7 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).

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 8: 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 8 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).

Likelihood ratio Tests

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

Table 9: Likelihood Ratio Tests

Effect	Model Fitting Criteria		Likelihood Ratio Tests	
	-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 derived from the discrepancy in -2 log-likelihoods between the ultimate model and a simplified version, created by excluding an effect. The null hypothesis posits that all parameters related to that effect are 0.

a. The excluded effect doesn't alter the degrees of freedom, rendering the reduced model essentially equal to the final model.

b. However, unexpected singularities in the Hessian matrix suggest a need to either exclude certain predictor variables or merge categories.

The above test 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.

DISCUSSION

The findings of this study offer valuable insights into the relationships between media regulations, organizational commitment, and perceived customer value within Vision Group. Firstly, the demographic profile of respondents reflects the composition of Vision Group's workforce, with a predominance of male employees and a significant representation from the 25-30 years age bracket, indicating a youthful and educated workforce. Secondly, the high level of confidence expressed by respondents in Vision Group's adherence to media regulations underscores the company's commitment to ethical practices and regulatory compliance. The agreement rates on various regulatory aspects such as disciplinary actions against ethical breaches and responsiveness to legal changes indicate a robust regulatory framework within the organization. Thirdly, Vision Group's commitment to customer satisfaction and service excellence is evident from respondents' perceptions. The acknowledgment of the company's cost-effectiveness, contract management, and responsiveness to client feedback highlights Vision Group's dedication to

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meeting customer needs and expectations. Finally, respondents' perception of Vision Group's media platforms providing good value for money reflects positively on the company's ability to deliver quality content and services. The recognition of added value particularly in TV and radio platforms underscores Vision Group's success in engaging and satisfying its audience. The correlation and regression analyses further reinforce the relationships observed in the study. The positive correlations between media regulations, media commitment, and perceived customer value indicate that strong regulatory practices and organizational commitment contribute significantly to enhancing customer satisfaction and value perception within Vision Group.

CONCLUSION

In conclusion, this study provides empirical evidence of the interplay between media regulations, organizational commitment, and perceived customer value within Vision Group. By fostering robust regulatory frameworks, unwavering commitment to customer-centric practices, and delivering quality content and services, Vision Group can continue to enhance its perceived value proposition and maintain its competitive edge in the media industry.

RECOMMENDATIONS

Vision Group (VG) should focus on developing relationships with device owners and producers, adapting to consumer behaviors, and expanding distribution partnerships. Emphasizing creative content and unique, high-quality content is crucial for building brands and retaining consumers. VG should collaborate with media regulatory bodies to align messages with various channels and platforms. Providing genuine information and building robust brand identities is essential for trust building. VG should also understand consumer interests, identify significant events, and seize opportunities with emerging media owners while maintaining its existing planning and investment framework.

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