



FRANCHISING READINESS IN A DEVELOPING COUNTRY: A STUDY OF POTENTIAL FRANCHISORS IN UGANDA

ABSTRACT

The motivation to focus on the potential franchisors was because more international brands are entering Uganda through potential franchisors like the authorized distributors/master agents/partners. A progressive coherence of previous studies informed the purpose of the study which was to establish the relationship between the franchising values, public-private-partnership (PPP) support, entrepreneurial ecosystem quality and franchising readiness in a developing country in order to contribute to the entrepreneurial marketing field. The combination of the stewardship theory and the complexity theory explained the opportunity to replicate the success of Simba Telecom's internationally-attractive franchising readiness among other potential franchisors in other sectors that provided the study sample in Uganda. The seven (7) hypotheses that were tested (5 direct and 2 indirect hypotheses) were developed from the extant literature review mainly using the progressive coherence approach in line with the purpose of the study and research objectives. The critical realism informed the methodological triangulation with a complementary research question that focused on what the key informants interactively-appreciated franchising readiness to be about in Uganda. So, a cross-sectional research design that progressively triangulated the data from the quantitative method with the data from the qualitative methods was hence used in order to improve the epistemological adequacy. The seven hypotheses were simultaneously tested using the multivariate data analysis tool of structural equation modeling (SEM) which mainly relies on the multivariate normality of the study variables when they constructed together in the structural model. As a result, only six (6) hypotheses were supported. When discussing the 6 supported hypotheses and the 1 unsupported hypothesis the respective quantitative results are progressively complemented by (triangulated with) the qualitative results in Chapter Five (Findings) and Chapter Six (Discussion).

Subsequently, each respectively triangulated result began with the overall debates that were later detailed under each related emerging sub-themes so as to properly contribute to the entrepreneurial marketing field. The central thesis is that the franchising values, public-private partnership (PPP) support and the entrepreneurial ecosystem quality are positively related to franchising readiness in a developing country context. As a theoretical implication, such a franchising readiness phenomenon can be explained by the complexity theory and the stewardship theory. A government policy that favors the licensing of mainly the community-engaged potential franchisors is recommended for more of the knowledge and skills transfer.