DIGITAL PENETRATION, GENERATIONAL VALUES, CONSUMERS' HABITS AND NEWSPAPER CIRCULATION OF NEWSPAPERS IN UGANDA

ABSTRACT

The study focused on examining the relationship between digital penetration, generational values, consumers' habits and circulation of newspapers in Uganda. A case of English newspapers in Uganda was considered. A cross sectional research design was adopted with wasused for this study. Purposive sampling was used to select the unit of inquiry which comprised of heads of marketing, distributors and agents while convenience sampling technique was used to select the newspaper readers and non-readers. The reliability and validity were established using Cronbach Alpha coefficient and content validity index respectively. Data were analyzed using SPSS with a focus on descriptive statistics, Pearson correlation coefficient, regression analysis and ANOVA tests. The results revealed a significant and positive relationship between digital penetration and consumer habits. A significant positive relationship was only revealed between digital penetration and circulation of English newspapers. A significant positive relationship was revealed between generational values and consumer habits. A significant positive relationship was revealed between generational values and circulation and there was a significant and positive relationship between consumer habits and circulation. The findings also indicate that predictor variables account for only 34.6% of the circulation of

English newspapers in Uganda. The results further showed that the all the variables are significant predictors of circulation of English newspapers in Uganda. A conclusion was made and several recommendations proposed which include; Management of the media houses is hereby advised to call upon their research department to launch urgent investigations so as to identify the best ways of reaching out to the different generations with newspapers.