



**CONSUMER AWARENESS AND ON FINANCIAL SUSTAINABILITY OF NATIONAL  
WATER AND SEWERAGE CORPORATION-TORORO BRANCH**

**BY**

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**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT  
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**AUGUST 2025**

### DECLARATION

I, Abau Jackline hereby declare that this research study titled "*Consumer Awareness and on Financial Sustainability of National Water and Sewerage Corporation-Tororo Branch*" is my original work and has not been presented, either in whole or in part, for any other academic award at this or any other institution. All sources of information and data used in this study have been duly acknowledged. Any assistance received during the course of this research has been appropriately cited.

I take full responsibility for the content and findings of this research and affirm that the work complies with the ethical standards and academic integrity policies of [Your Institution].

Signed: Abau Jackline

Abau Jackline

Date: 25/AUGUST/2025

### APPROVAL

This research study titled "*Consumer Awareness and on Financial Sustainability of National Water and Sewerage Corporation-Tororo Branch*" submitted by **Abau Jackline** has been examined and approved under my supervision meeting the requirements for the award of **Bachelors in Business Administration at Busitema University.**

Signature  .....

Mr. Emojong Ronald

Date 22/August/2025 .....

## **DEDICATION**

This research work is dedicated to my beloved family for their unwavering support, encouragement, and sacrifices throughout my academic journey.

To my parents, whose love and guidance have been my foundation.

To my friends and mentors, who inspired and motivated me to pursue excellence.

May this work be a testament to your belief in me.

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## **LIST OF ACRONYMS**

| <b>Acronym</b> | <b>Full Form</b>                                       |
|----------------|--------------------------------------------------------|
| AG             | Auditor General                                        |
| CVI            | Content Validity Index                                 |
| FY             | Financial Year                                         |
| GDP            | Gross Domestic Product                                 |
| IG             | Inspectorate of Government                             |
| MOFPED         | Ministry of Finance, Planning and Economic Development |
| MoLG           | Ministry of Local Government                           |
| NWSC           | National Water and Sewerage Corporation                |
| OPM            | Office of the Prime Minister                           |
| SME            | Small and Medium Enterprises                           |
| SPSS           | Statistical Package for the Social Sciences            |
| USA            | United States of America                               |

## **ABSTRACT**

This study examined the influence of cognitive, affective, and conative awareness on the financial sustainability of NWSC Tororo Branch. The study was guided by the Resource-Based View (RBV) theory, which emphasizes the strategic importance of knowledge, attitudes, and behaviors as critical organizational resources. A cross-sectional research design with a quantitative approach was employed, targeting employees of NWSC Tororo Branch as the study population. Data were collected using a structured questionnaire, coded, and analyzed using descriptive statistics, correlation analysis, and regression modeling with SPSS Version 20. The findings revealed positive and significant relationships between all three dimensions of awareness and financial sustainability. Specifically, cognitive awareness explained 49.3% of the variation ( $\text{Adj. } R^2 = 0.493$ ;  $F = 38.935$ ,  $p < 0.001$ ), affective awareness accounted for 58.6% of the variation ( $\text{Adj. } R^2 = 0.586$ ;  $F = 56.233$ ,  $p < 0.001$ ), and conative awareness explained 52.8% of the variation ( $\text{Adj. } R^2 = 0.528$ ;  $F = 44.713$ ,  $p < 0.001$ ). These results indicate that employees' knowledge, attitudes, and behavioral actions significantly contribute to NWSC's financial stability and sustainable operations. The study concludes that financial sustainability is substantially influenced by the interplay of cognitive, affective, and conative awareness. It is recommended that NWSC strengthen employee training, foster positive organizational attitudes, and promote deliberate financial behaviors to enhance long-term financial sustainability. The study also suggests further research to explore additional factors influencing financial sustainability, including technological adoption, governance, and consumer engagement.

## **CHAPTER TWO**

### **INTRODUCTION**

#### **1.0 Introduction**

The chapter articulates the background of the study, problem statement, which defines the core issue under investigation, followed by the purpose of the study, which explains the intended contribution of the research. Furthermore, it specifies the objectives and research questions that guided the inquiry, clarifies the scope by detailing the thematic, geographical, and temporal boundaries, and illustrates the conceptual framework that underpins the study. Finally, the chapter discusses the significance of the study, emphasizing its practical, academic, and policy relevance.

#### **1.1 Background of the Study**

The National Water and Sewerage Corporation (NWSC) in Uganda operates under the Water Act Cap. 152 and the NWSC Act Cap. 317, with a mandate to provide safe, reliable, and sustainable water supply and sewerage services in its designated service areas (NWSC, 2023). Financial sustainability in public utilities has remained a central focus for governments, policymakers, development partners, economists, and researchers because it ensures that organizations generate adequate revenue to cover operational and maintenance costs while investing in service expansion and infrastructure improvement (OECD, 2020). Financial sustainability refers to the capacity of an institution to maintain its financial health over time through prudent management of resources, cost recovery, and the generation of sufficient revenues to meet both current and future obligations (World Bank, 2019). For NWSC, financial sustainability is fundamental in ensuring uninterrupted service delivery, infrastructure rehabilitation, and network expansion to meet the growing demand for clean water and improved sanitation services across urban and peri-urban areas (MoWE, 2022).

Globally, public water utilities have faced significant challenges in achieving financial sustainability. In the United States, for example, the American Water Works Association (AWWA, 2023) reported that water utilities face a projected funding gap of over US\$109 billion by 2030, largely due to aging infrastructure, rising operational costs, and inadequate cost-recovery tariffs. Similarly, in China, studies by the Asian Development Bank (ADB, 2022) reveal that despite substantial investments in water infrastructure, local water utilities have struggled to maintain financial sustainability due to inefficiencies in billing systems, non-revenue water losses, and limited long-term investment planning. In South Africa, the Department of Water and Sanitation

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