



**BUSITEMA
UNIVERSITY**
Pursuing Excellence

**FINTECH AND BUSINESS GROWTH OF SMALL AND MEDIUM ENTERPRISES IN
PALLISA TOWN COUNCIL**

BY

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**A RESERCH REPORT SUBMITTED TO THE FACULTY OF MANAGEMENT
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DECLARATION

I, Nagudi Catherine, hereby declare that this dissertation entitled "*The Effect of Financial Technology (FinTech) Adoption on Business Growth in Pullisa Town Council*" is my original work and has not been submitted, in whole or in part, for the award of any degree or academic qualification in any other university or institution of higher learning.

All sources of information used in this work have been duly acknowledged and referenced in accordance with academic standards. I take full responsibility for any errors or omissions contained herein.

Signature
NAGUDI Catherine

26th August, 2025
Date

APPROVAL

This dissertation entitled: *"The Effect of Financial Technology (FinTech) Adoption on Business Growth in Pallisa Town Council"* has been submitted to the Faculty of Management Sciences Pallisa in partial fulfillment of the requirements for the award of a Bachelor's Degree in Business Administration of Busitema University, with my approval as the university supervisor.



Signature

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66th Sept. 2025

Date

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DEDICATION

I wholeheartedly dedicate this research work to myself and my loving parents, Namataka Aidah, Serwadda Emmanuel and Cheptegei Justine together with Victory church of Christ Ministries International (VCCMIK), compassion international whose tireless efforts, financial assistance, and constant prayers have been the foundation of my academic success. Their patience, encouragement, and unending love have sustained me throughout my education, and I shall forever remain indebted to them.

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LIST OF ACRONYMS

ACRONYM	FULL FORM
AG	Auditor General
FinTech	Financial Technology
FY	Financial Year
GDP	Gross Domestic Product
ICT	Information and Communication Technology
MoFPED	Ministry of Finance, Planning and Economic Development
MoLG	Ministry of Local Government
POS	Point of Sale
SME	Small and Medium Enterprise
SPSS	Statistical Package for the Social Sciences
UBOS	Uganda Bureau of Statistics

ABSTRACT

This study examined the impact of Financial Technology (FinTech) on business growth in Pallisa Town Council, with a focus on three key components: digital payment systems, mobile credit platforms, and e-banking services. The study aimed to determine how the adoption of these FinTech solutions influences operational efficiency, financial management, and overall business performance among small and medium enterprises (SMEs). The research employed a quantitative cross-sectional design, targeting 100 business operators within Pallisa Town Council. Data were collected using structured questionnaires and analyzed through correlation and regression techniques to establish the strength, direction, and predictive power of relationships between FinTech adoption and business growth. The findings revealed that all three FinTech components positively and significantly influence business growth, with digital payment systems demonstrating the strongest effect, followed by e-banking services and mobile credit platforms. These results are interpreted through the lens of Diffusion of Innovation Theory, emphasizing that early adoption of FinTech solutions enhances operational efficiency, transparency, and financial accountability, while promoting wider uptake among the business community. Based on the findings, the study concludes that integrating digital financial solutions into business operations is crucial for promoting growth, sustainability, and competitiveness among SMEs. Recommendations include strengthening the adoption of digital payment systems, mobile credit services, and e-banking platforms to improve financial management, access to working capital, and transaction efficiency. The study acknowledges limitations related to its cross-sectional design, geographical scope, and reliance on structured questionnaires, and suggests areas for further research, including qualitative approaches, longitudinal studies, and exploration of mediating variables. Overall, the study contributes empirical evidence on the transformative role of FinTech in enhancing business growth in developing urban centers, providing practical insights for policymakers, business operators, and financial service providers.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Local governments in Uganda, established under the Local Government Act (1997), are mandated to create an enabling environment for economic development through efficient resource utilization, transparency, and delivery of services to the citizens (MoLG, 2022). Business growth has become central to national and local government agendas as it represents increased productivity, employment creation, innovation, and poverty alleviation (World Bank, 2021). Business growth refers to the sustained expansion in the size, profitability, and market share of enterprises, as well as their ability to scale operations and compete effectively within and outside local market (David & Mwesigwa, 2021). In Pallisa Town Council, like many other Ugandan urban centers, fostering business growth is perceived as a pathway to strengthening local revenue mobilization, improving household incomes, and enhancing community welfare (Lillian & Kiran, 2017).

However, despite deliberate interventions by government agencies, scholars and development partners, evidence continues to show persistent challenges in achieving meaningful business growth (Lijun, 2023). Globally, reports from the United States of America reveal that small and medium enterprises (SMEs) struggle with expansion barriers such as limited access to finance, high operational costs, and regulatory constraints, resulting in a significant proportion of businesses stagnating within the micro-level stage (GAO, 2023). In China, although enterprise creation has been on the rise, long-term sustainability of businesses has been constrained by inefficiencies in institutional support, fragile market linkages, and inadequate growth capital (Christine Wong, 2022; IMF, 2023). Similarly, in Africa, business growth remains sluggish. For instance, in Nigeria, Okwo & Nkwede (2022) attribute low business survival and growth rates to weak institutional capacity, policy inconsistencies, and lack of supportive infrastructure. In Kenya, growth trajectories of enterprises have been undermined by policy gaps, corruption, and high taxation, with national surveys indicating that over 60% of businesses collapse within the first five years of operation (Maina, 2021; Ochieng, 2017).

Uganda faces comparable challenges where the pace of business growth, especially in rural and peri-urban councils, remains low despite the government's continued emphasis on wealth creation initiatives such as the Parish Development Model (PDM) and the Uganda Development Bank interventions (MoLG, 2018). According to the Uganda Bureau of Statistics (UBOS, 2022), over 45% of enterprises in small towns fail to expand beyond subsistence level due to limited access to financial services, market unpredictability, weak entrepreneurial skills, and infrastructural gaps. Reports by the Ministry of Trade, Industry and Cooperatives (MTIC, 2022) highlight that enterprises in districts like Pallisa struggle with high business mortality rates, poor market linkages, and unreliable financing options, limiting their contribution to local economic transformation.

In Pallisa Town Council, business growth remains a critical concern. Local businesses, especially SMEs, face challenges such as limited working capital, weak record-keeping, informal operational structures, and insufficient support services. For instance, (UBOS, 2023) reports that over 55% of businesses in the area operate informally, restricting their access to credit and business development services. Furthermore, inadequate infrastructure, delayed payment cycles for local suppliers, and weak institutional frameworks undermine the growth potential of enterprises, ultimately affecting employment creation and local revenue performance.

To address these persistent barriers to business growth, scholars and policymakers have increasingly explored the role of technological innovations in reshaping business ecosystems. Among these innovations, Financial Technology (FinTech) has emerged as a transformative tool for enhancing access to financial services, reducing transaction costs, improving efficiency, and unlocking growth opportunities for enterprises (Clarke, 2003; Jensen & Meckling, 1976). Numerous studies across the globe (Bananuka et al., 2018; Davy et al., 2022) reveal that FinTech plays a significant role in supporting enterprise development through digital payments, mobile lending platforms, and e-commerce solutions. However, much of this evidence originates from developed countries or large urban economies such as Kenya, Nigeria, and Malaysia, making it difficult to generalize findings to rural and peri-urban settings like Pallisa Town Council. Limited empirical literature exists on the specific impact of FinTech on business growth in Uganda, particularly in Pallisa Town Council. It was due to this knowledge gap that the present study sought to examine the influence of FinTech on business growth.

1.2 Statement of the Problem

Despite the recognized importance of fostering business growth as a driver of employment, innovation, local revenue generation, and poverty reduction, the Government of Uganda has initiated numerous interventions aimed at supporting enterprise development. These include the Uganda Development Bank financing schemes, the Parish Development Model (PDM), youth livelihood programs, and trade facilitation policies designed to create a favorable business environment (MoFPED, 2020). However, business growth in Uganda, particularly in smaller towns and local councils, continues to face significant challenges (OPM, 2022). Evidence from the Uganda Bureau of Statistics business survey (UBOS, 2022) shows that nearly 60% of enterprises in Uganda remain in subsistence or survival mode, unable to transition into sustainable growth due to persistent barriers such as limited access to finance, weak infrastructure, and poor market linkages. Similarly, the National SME Policy Review (MTIC, 2022) highlights that more than 45% of SMEs close operations within the first five years, primarily due to inadequate financial access, poor record keeping, and limited managerial skills. In Pallisa Town Council, business growth challenges are even more pronounced. Reports from (UBOS, 2023) indicate that over half of the enterprises in the council operate informally, which restricts their access to credit facilities, technical support, and wider markets. Furthermore, inadequate financial services, unreliable payment systems, and lack of affordable credit continue to constrain enterprise expansion and sustainability. As a result, local businesses struggle to scale up operations, contribute to household incomes, and improve local revenue mobilization. These persistent challenges suggest a mismatch between existing government interventions and the actual needs of enterprises at the grassroots level. Emerging literature points to the transformative potential of digital innovations in addressing these barriers, particularly through Financial Technology (FinTech) solutions, which have proven to enhance access to financial services, reduce transaction costs, and facilitate enterprise growth in other contexts (Bananuka et al., 2018; Davy et al., 2022). Yet, limited empirical research exists on how FinTech influences business growth in Uganda, especially within rural and peri-urban councils such as Pallisa. It was in light of this gap that the present study sought to examine the effect of FinTech on business growth in Pallisa Town Council.

1.3 Purpose of the Study

The purpose of this study was to examine the effect of Financial Technology (FinTech) on business growth in Pallisa Town Council.

1.4 Objectives of the Study

1.4.1 General Objective

To examine the effect of Financial Technology (FinTech) on business growth in Pallisa Town Council.

1.4.2 Specific Objectives

- i. To assess the effect of digital payment systems on business growth in Pallisa Town Council.
- ii. To examine the influence of mobile credit platforms on business growth in Pallisa Town Council.
- iii. To analyze the impact of e-banking services on business growth in Pallisa Town Council.

1.5 Research Questions

- i. What is the effect of digital payment systems on business growth in Pallisa Town Council?
- ii. How do mobile credit platforms influence business growth in Pallisa Town Council?
- iii. What is impact of e-banking services on business growth in Pallisa Town Council?

1.6 Scope of the Study

1.6.1 Content Scope

The study confined to examining the effect of Financial Technology (FinTech) on business growth in Pallisa Town Council. Specifically, it focuses on three key dimensions of FinTech adoption: digital payment systems, mobile credit platforms, and e-banking services. Business growth in this study was assessed in terms of expansion, sustainability, and performance of enterprises within the council.

1.6.2 Geographical Scope

The study was geographically limited to Pallisa Town Council, located in Eastern Uganda. The choice of Pallisa Town Council was based on the observed challenges of business expansion and sustainability despite government interventions and the growing presence of digital financial solutions in the area. The study focused on enterprises operating within the town council, including small and medium enterprises (SMEs), micro-businesses, and informal sector operators.

1.6.3 Time Scope

The study covered the period from 2020 to 2024, a timeframe that coincides with increased promotion of digital financial services in Uganda under the National Development Plan III and the government's push for financial inclusion. Data collection was, however, cross-sectional, capturing responses within the year 2025.

1.7 Significance of the Study

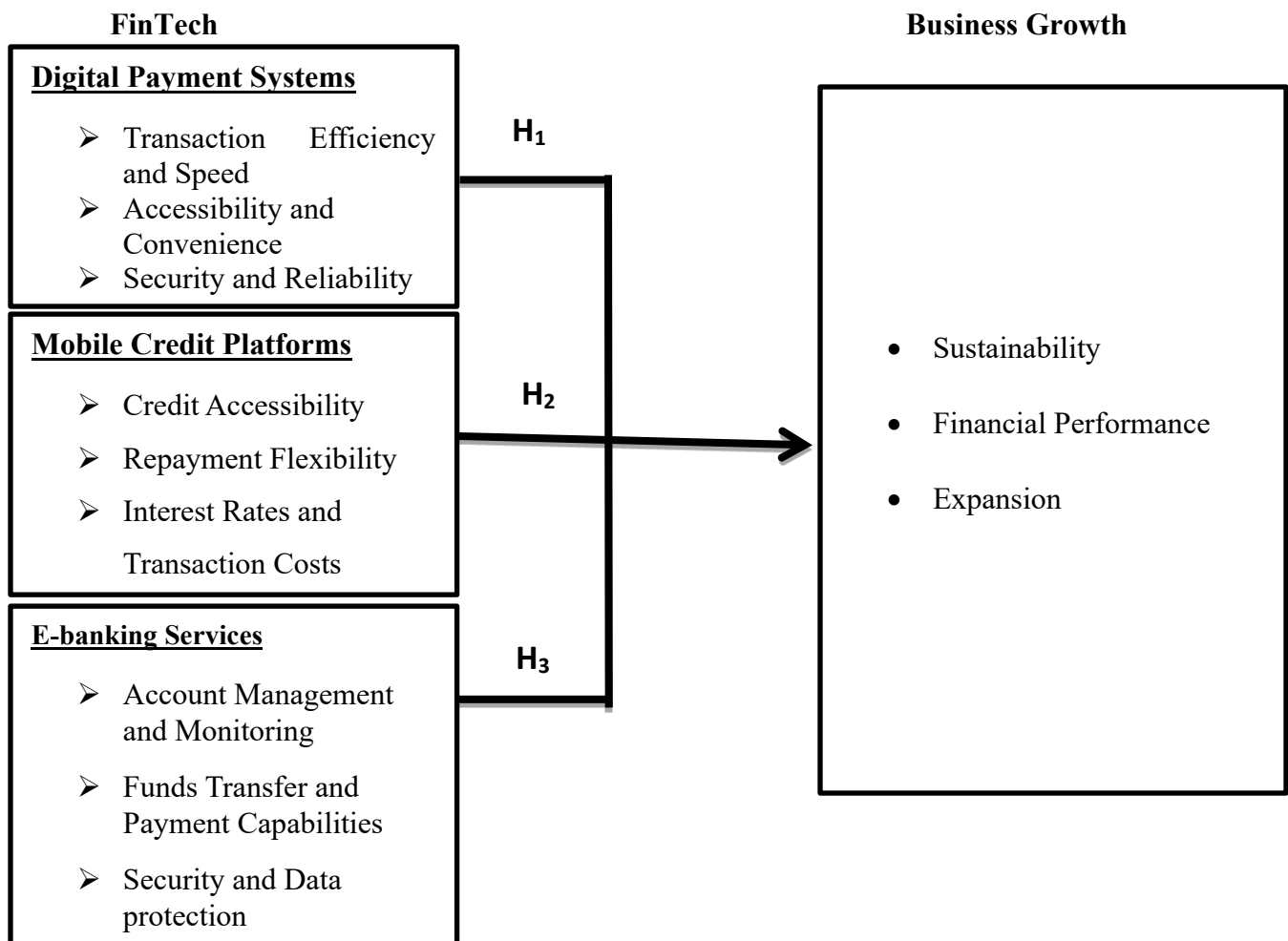
The study provided valuable insights for academicians by contributing to the body of knowledge on the role of Financial Technology (FinTech) in promoting business growth in local council settings, particularly in Uganda. It highlights the specific mechanisms through which digital financial solutions, such as mobile credit platforms, e-banking services, and digital payment systems, influence enterprise expansion and sustainability. These findings could serve as a reference for future research on technology-driven business development in similar contexts.

For institutions, including local government authorities, financial service providers, and development agencies, the study offers empirical evidence on the effectiveness of FinTech in enhancing business growth. The results could inform policy formulation, strategic planning, and the design of targeted interventions aimed at supporting enterprise development, improving financial inclusion, and fostering economic growth within Pallisa Town Council and other similar peri-urban areas.

1.8 Conceptual Frame Work

Figure 1: Showing Conceptual Frame Work

The conceptual framework illustrates the relationship between Financial Technology (FinTech) adoption and business growth in Pallisa Town Council. In this study, FinTech adoption was considered the independent variable, while business growth serves as the dependent variable



Explanation:

The framework posits that adoption of FinTech solutions positively influences business growth by improving access to finance, streamlining transactions, and enhancing financial management. Digital payment systems reduce operational bottlenecks, mobile credit platforms provide necessary working capital, and e-banking services enhance overall financial control. However, the extent of this impact may be influenced by the business environment and the capacity of

entrepreneurs to effectively utilize these technological tools. By examining these relationships, the study seeks to determine the role of FinTech as a catalyst for sustainable business growth in Pallisa Town Council.

1.9 Operational Definition of Terms

Financial Technology (FinTech): Refers to the adoption and use of digital financial tools and platforms, such as mobile banking, e-banking, digital payment systems, and mobile credit services, to facilitate business transactions and access to finance.

Digital Payment Systems: Electronic platforms that allow businesses to receive and make payments efficiently, including mobile money, online banking transfers, and POS transactions.

Mobile Credit Platforms: Digital financial services that provide businesses with loans or credit facilities through mobile technology to enhance capital availability for growth.

E-Banking Services: Internet-based and mobile banking services that enable businesses to manage their finances, including deposits, withdrawals, transfers, and savings accounts electronically.

Business Growth: The measurable expansion of a business in terms of enterprise size, market reach, profitability, operational efficiency, and sustainability over time.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents a comprehensive review of existing literature relevant to the study of Financial Technology (FinTech) and its effect on business growth. The discussion is organized in alignment with the study's objectives, focusing on the following areas: digital payment systems, mobile credit platforms, and e-banking services as dimensions of FinTech adoption, and their corresponding effects on business growth.

2.1 Theoretical Review

This study is anchored on the Diffusion of Innovation Theory (Rogers, 2003), which provides a robust framework for understanding how technological innovations, such as Financial Technology (FinTech), are adopted and utilized to improve business performance. The theory posits that the adoption of new technologies occurs through a process influenced by factors such as perceived relative advantage, compatibility with existing practices, complexity, trialability, and observability. In the context of small and medium enterprises (SMEs) and micro-businesses in Pallisa Town Council, poor business growth is often linked to limited access to finance, inefficient payment mechanisms, and weak financial management practices. Applying the Diffusion of Innovation Theory, FinTech solutions such as digital payment systems, mobile credit platforms, and e-banking services offer relative advantages by enhancing transaction efficiency, facilitating access to working capital, and improving overall financial control. The theory further emphasizes the importance of communication channels, social systems, and time in the adoption process, highlighting that businesses with higher entrepreneurial capacity and supportive business environments are more likely to successfully integrate FinTech into their operations. Consequently, the adoption of FinTech, guided by the principles of the Diffusion of Innovation Theory, provides a mechanism to address poor business performance by enabling enterprises to expand, improve sustainability, and enhance operational efficiency in contexts like Pallisa Town Council where traditional financial systems are often inadequate.

2.2.0 Empirical Literature Review

This section synthesizes related empirical literature in accordance with the study's research questions, focusing on the role of Financial Technology (FinTech) in fostering business growth. The review is structured around the three key dimensions of FinTech adoption digital payment systems, mobile credit platforms, and e-banking services and examines their influence on enterprise expansion, sustainability, and performance. Evidence from global, regional, and local contexts is analyzed to understand how these technological innovations support business development, improve financial access, and enhance operational efficiency. Additionally, this review highlights the gaps in prior studies, particularly the limited research on the impact of FinTech adoption on small and medium enterprises (SMEs) in peri-urban and rural settings in Uganda

2.2.1 Digital Payment System and Business Growth

The adoption of digital payment systems has emerged as a pivotal factor in enhancing business growth among Small and Medium Enterprises (SMEs) in Uganda. These systems, encompassing mobile money services, e-wallets, and electronic funds transfers, facilitate efficient financial transactions, thereby improving cash flow management and operational efficiency

Kasenge and Butime (2024) conducted a study in Kampala's Central Business District, revealing that e-payment methods, notably debit/credit cards and money transfer services, significantly contribute to e-commerce growth. Their research indicated that these payment methods account for 33.1% of the variation in e-commerce growth, underscoring their importance in fostering business expansion.

Similarly, Kaazara and Matovu (2025) examined the impact of mobile money services on financial inclusion in Kampala District. Their findings highlighted that mobile money adoption increased access to formal financial services, particularly among low-income earners and informal sector participants. This enhanced financial inclusion is crucial for business growth, as it enables SMEs to access capital and manage finances more effectively

In the same manner Bindeeba (2025) investigated the role of digital business process integration on economic performance among SMEs in Uganda. The study found that integrating digital payment systems improved operational efficiency and access to credit, leading to better economic performance. This integration is vital for SMEs aiming to scale operations and compete in the market.

Equivalently, Hassan (2023) explored the influence of mobile money adoption on informal business performance. The research concluded that mobile money use significantly improved informal business performance by enhancing cash management and expanding market reach. This finding is particularly relevant for SMEs in peri-urban areas like Pallisa Town Council, where access to traditional banking services may be limited.

Furthermore, Aguilar (2024) analyzed the impact of digital payments adoption on economic growth and informality. The study indicated that increased adoption of digital payment systems correlates with higher economic growth and a reduction in informality, suggesting that digital payments play a critical role in formalizing businesses and contributing to economic development.

These studies collectively demonstrate that digital payment systems are instrumental in driving business growth by enhancing financial inclusion, improving operational efficiency, and facilitating market expansion. For SMEs in Pallisa Town Council, adopting such systems could be a strategic move towards sustainable growth and competitiveness.

2.2.2 Mobile Credit Platforms and Business Growth

Mobile credit platforms have become instrumental in enhancing business growth, particularly for small and medium-sized enterprises (SMEs) in Uganda. These platforms, which provide quick and accessible loans via mobile technology, address the financing challenges faced by businesses, especially in underserved areas.

Kazaara (2025) conducted a study in Kampala Central Division, revealing that mobile money services, including mobile credit, significantly contributed to the growth of SMEs. The research indicated that mobile credit usage positively impacted sales performance, customer base expansion, and access to credit facilities, thereby fostering business growth. However, the study

also identified barriers such as lack of digital literacy, poor network connectivity, and high transaction costs that hindered the full potential of mobile credit platforms.

Likewise Musinguzi (2019) explored the impact of mobile services on the performance of SMEs, finding that mobile payment and credit services greatly improved business performance. The study highlighted that mobile credit facilitated timely procurement of inventory and smoothened cash flow management, leading to enhanced productivity and profitability among SMEs.

In like manner Nampewo (2016) examined how mobile money services influence private sector credit growth. The study found that mobile money services positively affected private sector credit, suggesting that mobile credit platforms can play a crucial role in expanding access to finance for businesses, thereby stimulating economic growth.

Analogously, Tetteh (2023) investigated the effects of local digital lending development on deprivation, noting that the development of digital lending platforms can reduce the incidence of food and health deprivation. The study emphasized that mobile credit platforms can improve access to essential resources, which is vital for business operations and growth, particularly in rural areas.

Comparably, UNDP (2024) reported on the expansion of digital lending platforms in Uganda, highlighting that such platforms have increased access to credit for small businesses. The report noted that the growth of digital lending is driven by widespread mobile phone usage and supportive regulatory frameworks, which together enhance the financial inclusion of SMEs.

These studies collectively underscore the significance of mobile credit platforms in promoting business growth by improving access to finance, enhancing operational efficiency, and fostering economic development. However, they also point to challenges such as digital literacy gaps, infrastructure limitations, and security concerns that need to be addressed to maximize the benefits of mobile credit platforms for SMEs.

2.2.3 E-Banking Services and Business Growth

E-banking services, encompassing internet banking, mobile banking, and electronic funds transfers, have become integral to the operational efficiency and growth of businesses, particularly Small and Medium Enterprises (SMEs) in Uganda. These services facilitate streamlined financial transactions, enhance customer satisfaction, and reduce operational costs, thereby contributing to improved business performance.

Luyinda and Ntirandekura (2025) conducted a study examining the impact of electronic banking on the financial performance of commercial banks in Uganda, focusing on Equity Bank and Stanbic Bank. The research found that the adoption of e-banking significantly improved financial performance by increasing revenue, reducing operational costs, and enhancing customer retention. The study recommended that commercial banks intensify investment in internet banking infrastructure, promote customer awareness and training on digital services, enhance cybersecurity, and leverage data analytics for strategic decision-making.

Correspondingly, Ali and Tugume (2025) explored the impact of e-banking on the performance of DFCU Bank at the Wandegaya branch in Kampala. The study revealed that e-banking services, including SMS banking, internet banking, and real-time gross settlement systems, led to increased productivity, quality improvement in services, and cost and time savings in operations. However, challenges such as implementation complexities and the need for continuous technological upgrades were also highlighted.

Equally, Musinguzi (2019) investigated the role of mobile services, including e-banking, on the performance of SMEs in Uganda. The study found that mobile banking services greatly improved business performance by facilitating timely procurement of inventory and smoothing cash flow management, leading to enhanced productivity and profitability among SMEs.

(Nakazibwe, 2020) conducted a study in Kabale Municipality to examine the effect of e-banking adoption on the business performance of SMEs. The research indicated that a high level of e-banking adoption positively impacted business performance, with significant improvements in profitability, revenue growth, customer satisfaction, and transaction volumes. The study

emphasized the importance of technological access, internet connectivity, and an innovative culture in enhancing the effectiveness of e-banking services.

The same way Komuhangi (2024) assessed the impact of electronic banking on the financial performance of financial institutions in Uganda. The study found that e-banking services, such as mobile banking and electronic payments, improved customer satisfaction, reduced transaction costs, and increased customer deposits, thereby enhancing the financial performance of the institution.

These studies collectively underscore the significance of e-banking services in fostering business growth by improving financial access, enhancing operational efficiency, and promoting customer satisfaction. For SMEs in Pallisa Town Council, adopting e-banking services could be a strategic move towards sustainable growth and competitiveness.

2.3 Literature Gaps

Firstly, most studies on FinTech adoption and business growth have been conducted in urban centers or major municipalities, such as Kampala, Kabale, and other major districts, leaving peri-urban and rural councils like Pallisa under-researched. This limit understanding of how FinTech can address unique challenges faced by businesses in smaller towns.

Secondly, while research has examined individual FinTech components (digital payments, mobile credit, or e-banking) in isolation, limited studies have simultaneously explored their combined effect on business growth. A holistic understanding of the interplay between these FinTech tools is necessary to provide actionable insights for SME development.

Thirdly, there is insufficient empirical evidence on how contextual factors such as entrepreneurial capacity, digital literacy, and the local business environment moderate the relationship between FinTech adoption and business growth. Without considering these factors, previous studies may overestimate or underestimate the actual impact of FinTech on enterprise performance.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents a comprehensive overview of the research methodology, detailing the design, population, sampling, data collection and analysis procedures, instrument validity and reliability, study limitations, and ethical considerations guiding the study.

3.1 Research Design

The study adopted a quantitative research design, specifically a cross-sectional survey design, to examine the effect of Financial Technology (FinTech) on business growth in Pallisa Town Council. This design allowed for the systematic collection and analysis of numerical data from a sample of business owners and operators at a single point in time, providing empirical evidence on the relationships between FinTech adoption through digital payment systems, mobile credit platforms, and e-banking services and indicators of business growth such as enterprise expansion, sustainability, and performance. The cross-sectional approach was appropriate for identifying patterns, correlations, and potential predictive relationships while ensuring efficiency in terms of time and resources.

3.2 Study Population

The study population comprised 100 business owners and operators within Pallisa Town Council, encompassing small, medium, and informal enterprises. These individuals are targeted because they were directly involved in financial transactions and are potential adopters of Financial Technology (FinTech) solutions, including digital payment systems, mobile credit platforms, and e-banking services. The population also included business managers and proprietors responsible for financial decision-making and investment in digital financial tools. Focusing on this population ensured that the data collected accurately reflects the experiences, challenges, and outcomes associated with FinTech adoption and its influence on business growth within the council.

3.3 Sample Size

The study targeted a sample size of 80 business owners and operators from Pallisa Town Council, representing the entire study population. Given the manageable population size, a census approach will be adopted, where all members of the defined population are included in the study. This approach ensured comprehensive data collection, maximized the reliability of findings, and captures the full range of experiences related to the adoption of Financial Technology (FinTech) solutions, including digital payment systems, mobile credit platforms, and e-banking services, and their impact on business growth.

3.4 Sampling Method

The study employed a purposive sampling technique to select participants who are directly involved in financial management and decision-making within their businesses in Pallisa Town Council. This method ensured that respondents possess relevant knowledge and experience with Financial Technology (FinTech) solutions, including digital payment systems, mobile credit platforms, and e-banking services. By deliberately targeting business owners, operators, and managers who actively engage with these financial tools, the study enhanced the validity and relevance of the data collected, providing an accurate assessment of the impact of FinTech adoption on business growth.

3.5 Types of Data and Sources

The study utilized both primary and secondary data to comprehensively examine the impact of Financial Technology (FinTech) on business growth in Pallisa Town Council.

Primary Data: This was collected directly from business owners, operators, and managers through structured questionnaires and interviews. The primary data focused on the adoption and usage of FinTech solutions such as digital payment systems, mobile credit platforms, and e-banking services and their effects on business growth indicators, including enterprise expansion, sustainability, and performance.

Secondary Data: This was obtained from published reports, official records, and existing literature from sources such as the Uganda Bureau of Statistics (UBOS), Ministry of Finance, Planning and Economic Development (MoFPED), financial institutions, and previous research studies. Secondary data provided contextual information on business trends, financial inclusion, and the adoption of FinTech within the region.

3.6 Data Collection Method

The study employed structured questionnaires as the primary data collection method to gather quantitative information from business owners, operators, and managers in Pallisa Town Council. The questionnaires included closed-ended questions designed to capture data on the adoption and usage of Financial Technology (FinTech) solutions, such as digital payment systems, mobile credit platforms, and e-banking services, and their impact on business growth indicators including enterprise expansion, profitability, and sustainability

3.7 Data Analysis Procedure

Since the study adopted a quantitative research approach, the collected data was analyzed using descriptive and inferential statistical techniques. For Descriptive Statistics, data was first summarized using measures such as frequencies, percentages, means, and standard deviations to provide an overview of the adoption and utilization of Financial Technology (FinTech) solutions, including digital payment systems, mobile credit platforms, and e-banking services, as well as their effects on business growth indicators such as enterprise expansion, profitability, and sustainability. For the case of Inferential Statistics, to examine the relationships between FinTech adoption and business growth, the study employed regression analysis and correlation analysis. Regression analysis determined the predictive power of FinTech variables on business growth, while correlation analysis assessed the strength and direction of the relationships. The data was coded and entered into Statistical Package for the Social Sciences (SPSS) version 20 for analysis. Results were presented using tables to facilitate interpretation and to support the study's conclusions regarding the impact of FinTech adoption on business growth in Pallisa Town Council.

3.8 Data Analysis Techniques and Methods

The study utilized quantitative data analysis techniques to examine the relationship between Financial Technology (FinTech) adoption and business growth in Pallisa Town Council. Data collected through structured questionnaires were coded and analyzed using descriptive statistics, including frequencies, percentages, means, and standard deviations, to summarize the characteristics of respondents and their use of FinTech tools such as digital payment systems, mobile credit platforms, and e-banking services. To assess the strength and significance of relationships, inferential statistics, specifically correlation and regression analysis, was employed. Correlation analysis helped in determining the direction and strength of the association between FinTech adoption and business growth indicators, while regression analysis measured the predictive influence of FinTech variables on enterprise expansion, profitability, and sustainability. All analyses were conducted using SPSS version 20, with results presented in tables to facilitate clear interpretation and evidence-based conclusions.

3.9 Reliability and Validity of Research Instruments

To ensure the reliability and validity of the research instruments, several measures were undertaken. Reliability refers to the consistency and stability of the data collection tools over time. The study will employ the Cronbach's Alpha coefficient to test the internal consistency of the questionnaire items, with a coefficient of 0.7 or higher considered acceptable, ensuring that the responses are consistent and dependable. A pilot study was conducted with a small group of business owners and operators outside the study sample to refine ambiguous or unclear items and improve the overall reliability of the instrument.

Validity ensures that the instruments accurately measure what they are intended to measure. Content validity will be achieved by designing questionnaire items based on the study's objectives and the conceptual framework, and by seeking expert judgment from lecturers and practitioners in the field of FinTech and business management. Additionally, the questionnaire was reviewed to ensure clarity, relevance, and alignment with research questions. This combination of reliability and validity measures enhanced the credibility, accuracy, and rigor of the data collected, providing

a sound basis for analyzing the impact of FinTech adoption on business growth in Pallisa Town Council.

3.10 Ethical Consideration

The study adhered to strict ethical standards to ensure the rights, privacy, and dignity of all participants are protected throughout the research process. Informed consent were obtained from all respondents prior to participation, clearly explaining the purpose of the study, the voluntary nature of participation, and the right to withdraw at any time without penalty. Confidentiality and anonymity were maintained by ensuring that personal identifiers are not linked to responses, and all data will be securely stored and used solely for research purposes. The study also ensured honesty and integrity by accurately reporting findings without fabrication, falsification, or misrepresentation. Additionally, ethical clearance was sought from the relevant institutional review board or ethics committee to ensure compliance with national and institutional research guidelines. By upholding these ethical principles, the study ensured that its methodology was both morally sound and academically credible.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION FINDINGS

4.0 Introduction

This chapter presents the results of data analysis and interpretation of the researcher's findings. For this study, data analysis and interpretation were guided by the following specific objectives: to examine the impact of digital payment systems on business growth; to assess the effect of mobile credit platforms on business growth; and to establish the influence of e-banking services on the business growth of enterprises within Pallisa Town Council.

4.1 Response Rate

The researcher distributed a total of 80 questionnaires to the targeted respondents, of which 72 were duly completed and returned, representing a response rate of 90%. This high response rate is considered adequate for analysis, as it surpasses the 50% minimum threshold recommended by Dawson (2007) for survey-based research, thereby enhancing the reliability and validity of the study findings.

4.2 Demographic Information

This information helped the researcher to describe the characteristics of respondents who participated in the study. According to Mugenda and Mugenda (2003), the demographic and socio-economic characteristics of respondents often influence their perceptions, experiences, and responses, thereby impacting the nature and reliability of research findings.

4.2.1 Gender of the Respondents

Table 4. 1 Gender of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	43	59.7	59.7	59.7
Female	29	40.3	40.3	100.0
Total	72	100.0	100.0	

Source: Primary Data (2025)

From Table 4.1 above, the findings indicate that the majority of respondents were male (59.7%) compared to female respondents (40.3%). This suggests that business ownership and operations within Pallisa Town Council are predominantly male-dominated, reflecting a gender imbalance in entrepreneurial participation.

4.2.2 Age Group Characteristics

Table 4. 2 Age Group of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18- 25 Years	27	37.5	37.5	37.5
26 - 35 Years	10	13.9	13.9	51.4
36- 45 Years	25	34.7	34.7	86.1
46 +	10	13.9	13.9	100.0
Total	72	100.0	100.0	

Source: Primary Data (2025)

Table 4.2 presents the age distribution of the respondents. The findings indicate that the majority of business owners and operators fall within the 18–25 years (37.5%) and 36–45 years (34.7%) age categories, together accounting for over 70% of the sample. Respondents aged 26–35 years and those aged 46 years and above each constituted 13.9% of the sample. These results suggest that business participation in Pallisa Town Council is dominated by relatively young and middle-aged individuals, reflecting a vibrant, economically active population with the potential to embrace Financial Technology (FinTech) innovations.

4.2.3 Level of Education Characteristics

Table 4. 3 Highest level of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
High School or Equivalent	26	36.1	36.1	36.1
Diploma/Certificate	18	25.0	25.0	61.1
Bachelor's Degree	18	25.0	25.0	86.1
Master's Degree	5	6.9	6.9	93.1
Doctorate (PhD, EdD, etc.)	5	6.9	6.9	100.0
Total	72	100.0	100.0	

Source: Primary Data (2025)

Table 4.3 shows that most respondents (36.1%) had a high school education, while 25.0% held diplomas or bachelor's degrees, and a smaller proportion (6.9% each) possessed master's or doctoral qualifications. This distribution indicates that although many business operators in Pallisa Town Council have basic education, a notable share hold advanced qualifications that may enhance their capacity to adopt and effectively utilize FinTech solutions for business growth.

4.2.4 Position or Role Characteristics

Table 4. 4 Current Position/ Role within the Organization

	Frequency	Percent	Valid Percent	Cumulative Percent
Business Owner / Proprietor	37	51.4	51.4	51.4
Business Manager / Operator	35	48.6	48.6	100.0
Total	72	100.0	100.0	

Source Primary Data (2025)

Table 4.4 presents the distribution of respondents based on their current role within the business. The results indicate that the majority of respondents were business owners or proprietors (51.4%), while business managers or operators accounted for 48.6%. This near-even distribution suggests

that the study captured perspectives from both decision-makers responsible for strategic choices and managers directly engaged in day-to-day operations. Such a balance enhances the reliability of the findings, as both ownership and management viewpoints were represented, particularly in relation to the adoption and utilization of FinTech solutions for business growth

4.2.5 Experience Characteristics

Table 4. 5 Years of Experience in the Current Role

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 1 Year	12	16.7	16.7	16.7
1-5 Years	24	33.3	33.3	50.0
6-10 Years	22	30.6	30.6	80.6
11 Years and above	14	19.4	19.4	100.0
Total	72	100.0	100.0	

Source: Primary Data (2025)

Table 4.5 presents the distribution of respondents according to their years of experience in their current role. The results indicate that the majority of business operators had between 1–5 years of experience (33.3%), followed closely by those with 6–10 years of experience (30.6%), suggesting that most respondents are in the early to mid-stages of their business careers. Respondents with over 11 years of experience accounted for 19.4%, while those with less than one year represented 16.7% of the total sample.

4.3 Correlation Analysis

To establish the strength and direction of the relationship between the independent variables and the dependent variable, the study employed Pearson’s correlation coefficient (r). This statistical technique was appropriate for addressing the study objectives, as it measures both the magnitude and significance of associations between variables. The results of the correlation analysis are presented in the table below.

Table 4. 6 Correlation Analysis of Study Variables

	Mean	Std. Deviation	(1)	(2)	(3)	(4)
Digital Payment System (1)	3.5260	.78972	1			
Mobile Credit Platform (2)	3.5035	.84153	.866**	1		
E Banking Services (3)	3.5052	.84661	.891**	.969**	1	
Business Growth (4)	3.4115	.95530	.790**	.513**	.517**	1

** . Correlation is significant at the 0.01 level (2-tailed). N=72

Source: Primary Data (2025)

4.4.1 Digital Banking Platform and Business Growth

The results from the Table 4.6 indicate a strong positive correlation between digital payment platforms and business growth ($r = 0.790$, $p < 0.01$), suggesting that increased adoption and effective utilization of digital payment systems are associated with higher levels of business growth among enterprises in Pallisa Town Council. The findings imply that businesses that adopt digital payment platforms can benefit from faster, secure, and more efficient transactions, which enhance operational efficiency, expand market reach, and contribute to profitability and enterprise growth.

4.4.2 Mobile Credit Platforms and Business Growth

Table 4.6 shows that mobile credit platforms have a moderate positive correlation with business growth ($r = 0.513$, $p < 0.01$), indicating that the adoption and use of mobile credit services are associated with improvements in business performance among enterprises in Pallisa Town Council. The findings suggest that mobile credit platforms facilitate timely access to working capital, enable smooth cash flow management, and support business expansion.

4.4.3 E-Banking Services and Business Growth

According to Table 4.6, e-banking services exhibit a moderate positive correlation with business growth ($r = 0.517$, $p < 0.01$), indicating that increased adoption and utilization of e-banking solutions are associated with improved business performance among enterprises in Pallisa Town Council. The results imply that e-banking services, by enabling secure, timely, and convenient

financial transactions, contribute to better cash flow management, cost reduction, and increased profitability for businesses.

4.5 Regression Analysis

A multiple regression analysis was conducted to determine the predictive effect of the independent variables digital payment platforms, mobile credit platforms, and e-banking services on the dependent variable, business growth. The analysis aimed to assess how each FinTech component individually and collectively influences business performance among enterprises in Pallisa Town Council.

4.5.1 Digital Payment Systems and Business Growth

Digital payment systems were regressed on business growth to determine their predictive effect on enterprise performance among businesses in Pallisa Town Council.

Table 4. 7 Regression Analysis on Digital Payment System and Business Growth

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	.041	.320			.129	.898
1 Digital Payment System	.956	.089	.790		10.785	.000
	R=.790	R ² =.624	Adj. R ² =.619	F=116.231		.000 ^b

a. Dependent Variable: Business Growth

Source: Primary Data (2025)

Results from Table 4.7 above show that the model fit is strong, indicating that digital payment systems explain a substantial portion of the variation in business growth ($F = 116.231$, $p < 0.01$). The model further shows that digital payment systems account for approximately 61.9% of the change in business growth ($\text{Adj. } R^2 = 0.619$, $p < 0.01$). This implies that efforts to enhance business growth in Pallisa Town Council can largely be attributed to the adoption and effective use of digital

payment platforms, while the remaining 38.1% of the variation is influenced by other factors not included in the model.

4.5.2 Mobile Credit Platforms and Business Growth

Table 4. 8 Regression Analysis on Mobile Credit Platform and Business Growth

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	1.373	.420		3.272	.002
1 Mobile Credit Platforms	.582	.117	.513	4.994	.000
	R=.513	R ² =.263	Adj. R ² =.252	F=24.945	.000 ^b

a. Dependent Variable: Business Growth

Source: Primary Data (2025)

Results from Table 4.8 show that the model fit is statistically significant, indicating that mobile credit platforms explain a notable portion of the variation in business growth ($F = 24.945$, $p < 0.01$). The model reveals that mobile credit platforms account for approximately 25.2% of the change in business growth ($\text{Adj. } R^2 = 0.252$, $p < 0.01$). This suggests that the adoption and effective use of mobile credit services contribute significantly to enhancing business performance in Pallisa Town Council, while the remaining 74.8% of the variation in business growth is influenced by other factors not captured in this model.

4.5.3 E-Banking Services and Business Growth

Table 4. 9 Regression Analysis on E-Banking Service on Business Growth

Model	Unstandardized		Standardized	t	Sig.	
	Coefficients		Coefficients			
	B	Std. Error	Beta			
1	(Constant)	1.366	.416	3.284	.002	
	E Banking Services	.583	.115	.517	5.054	.000
		R=.517	R ² =.267	Adj. R ² =.257	F=25.541	.000 ^b

a. Dependent Variable: Business Growth

Source: Primary Data (2025)

Results from Table 4.9 indicate that the model is statistically significant, showing that e-banking services explain a meaningful portion of the variation in business growth ($F = 25.541$, $p < 0.01$). The model demonstrates that e-banking services account for approximately 25.7% of the change in business growth ($\text{Adj. } R^2 = 0.257$, $p < 0.01$). This implies that the adoption and effective utilization of e-banking solutions contribute significantly to enhancing business performance in Pallisa Town Council, while the remaining 74.3% of variation in business growth is influenced by other factors not included in this model.

CHAPTER FIVE

DISCUSSION OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This section presents a comprehensive discussion of the study findings, followed by the conclusions drawn, practical and policy recommendations, the limitations encountered during the research, and suggested areas for further investigation

5.1.0 Discussion of Findings

5.1.1 Digital Payment System and Business Growth

The study sought to examine the effect of digital payment systems on business growth in Pallisa Town Council. The findings revealed that the adoption of digital payment platforms has a positive and significant effect on business growth. These results align with earlier studies by Kasenge and Butime (2024) and Luyinda and Ntirandekura (2025), which emphasized that the integration of digital payment solutions enhances operational efficiency, reduces transaction delays, and improves financial transparency, thereby facilitating business expansion and sustainability. This indicates that businesses that embrace digital payment tools, such as mobile money transfers, online banking, and point-of-sale systems, are better positioned to optimize cash flow, minimize financial leakages, and strengthen accountability in financial management.

Interpreted through the lens of Diffusion of Innovation Theory (Rogers, 2003), the study underscores that the adoption of digital payment systems represents a technological innovation whose effectiveness depends on its perceived relative advantage, compatibility with existing business practices, ease of use, trialability, and observability. Early adopters of digital payment platforms demonstrate improved transaction efficiency and customer satisfaction, which gradually influences other businesses in the community to adopt similar systems. By facilitating secure, timely, and traceable transactions, digital payment systems reduce operational bottlenecks, enhance record-keeping, and increase the overall financial performance of enterprises.

Furthermore, the findings suggest that integrating e-payments into business operations supports growth by enabling faster receipt of funds, reducing dependency on cash handling, and improving accountability through real-time tracking and automated reconciliation. This is consistent with Chebon (2019), who found that e-payment solutions significantly enhance financial management and operational efficiency. Similarly, the study highlights that the use of automated transaction records and digital invoicing promotes transparency, reduces fraud, and ensures accurate monitoring of business performance, supporting sustainable growth, as echoed by Babatunde and Akinsanmi (2021).

5.1.2 Mobile Credit Platforms and Business Growth

The study sought to examine the effect of mobile credit platforms on business growth in Pallisa Town Council. The findings indicate that the use of mobile credit services has a positive and significant effect on business expansion and financial performance. These results are consistent with earlier studies by Wanyama (2021) and Karanja and Muriithi (2022), which found that mobile credit solutions enhance access to working capital, enable timely payment of operational expenses, and facilitate investment in business growth opportunities. This suggests that businesses leveraging mobile credit platforms can overcome liquidity constraints, maintain smooth cash flows, and respond promptly to market demands, thereby enhancing overall business sustainability.

Viewed through the lens of Diffusion of Innovation Theory (Rogers, 2003), mobile credit platforms represent a financial innovation whose adoption is influenced by perceived relative advantage, ease of use, compatibility with existing business processes, trialability, and observable benefits. Early adopters of mobile credit services often experience improved operational efficiency and profitability, which serves as a model for other businesses in the community to follow. By enabling rapid access to funds without reliance on traditional banking infrastructure, mobile credit platforms reduce transaction delays, improve financial planning, and foster resilience among small and medium enterprises.

Additionally, the findings suggest that the strategic use of mobile credit platforms contributes to business growth by simplifying short-term borrowing, minimizing dependence on informal credit

sources, and ensuring traceable financial transactions. This is supported by studies such as Odhiambo (2020), which demonstrated that mobile lending services improve working capital management and enhance entrepreneurial performance. Overall, the integration of mobile credit platforms not only facilitates immediate financial needs but also promotes broader adoption of digital financial solutions, reinforcing the diffusion of innovative practices within the business community.

5.1.3 E-Banking System and Business Growth

The study sought to examine the effect of e-banking services on business growth in Pallisa Town Council. The findings indicate that the adoption of e-banking platforms has a positive and significant impact on business performance, including operational efficiency, profitability, and market expansion. These results are in line with previous studies by Kamau and Njoroge (2021) and Musa and Ahmed (2022), which demonstrated that e-banking services facilitate secure and timely financial transactions, improve record-keeping, and reduce reliance on cash handling, all of which contribute to enhanced business growth. This suggests that enterprises that integrate e-banking solutions into their operations can manage financial resources more effectively, reduce administrative bottlenecks, and strengthen overall financial accountability.

Interpreted through the lens of Diffusion of Innovation Theory (Rogers, 2003), e-banking represents a technological innovation whose adoption depends on perceived relative advantage, compatibility with existing business processes, ease of use, trialability, and observability of benefits. Early adopters of e-banking experience enhanced transaction efficiency, improved customer trust, and streamlined financial management, which encourages other businesses within the community to adopt similar solutions. By enabling real-time fund transfers, automated account management, and integrated financial reporting, e-banking services reduce operational risks and support sustainable business growth.

Moreover, the findings suggest that the effective utilization of e-banking platforms promotes transparency, traceability, and compliance with financial regulations, thereby fostering a conducive environment for scaling business operations. Studies by Babatunde and Akinsanmi (2021) and Chebon (2019) support this, highlighting that e-banking enhances financial

performance and entrepreneurial sustainability. Ultimately, the adoption of e-banking services not only strengthens individual enterprise performance but also accelerates the broader diffusion of digital financial innovations, reinforcing community-wide business growth in Pallisa Town Council.

5.2 Conclusion

Based on the results from the study, we present the following conclusions to enhance business growth in Pallisa Town Council.

The study sought to examine the effect of digital payment systems on business growth. The findings depict that the adoption of digital payment platforms positively and significantly affects business growth. The results further indicate that digital payment tools, such as mobile money transfers, online payments, and point-of-sale systems, are positively associated with enhanced operational efficiency, reduced transaction delays, improved financial accountability, and overall enterprise expansion. The researcher therefore concludes that in order to improve business growth, enterprises in Pallisa Town Council should adopt and effectively utilize digital payment systems in their operations.

Similarly, the study sought to examine the effect of mobile credit platforms on business growth. The findings reveal that mobile credit services positively and significantly influence business growth by facilitating access to working capital, improving cash flow management, and enabling timely investment in business operations. The researcher therefore concludes that businesses aiming to enhance growth should integrate mobile credit platforms into their financial management practices, thereby overcoming liquidity constraints and promoting sustainable enterprise development.

Lastly, the study sought to assess the effect of e-banking services on business growth. The findings show that e-banking services have a significant positive impact on business performance. Digital banking tools, including online banking, automated account management, and real-time fund transfers, enhance transaction security, streamline financial record-keeping, and support efficient resource management. The researcher therefore concludes that to foster business growth, enterprises should adopt e-banking solutions, which promote operational efficiency, financial

transparency, and scalability, while also encouraging the diffusion of innovative digital financial practices within the business community.

5.3 Recommendations of the Study

First, businesses in Pallisa Town Council should strengthen the adoption of digital payment systems to enhance efficiency, convenience, and financial transparency. These tools reduce manual errors, accelerate transactions, improve record-keeping, and help curb revenue and cash flow leakages, thereby supporting business growth.

Secondly, the researcher recommends that enterprises invest in mobile credit platforms to improve access to working capital and facilitate timely financial operations. Such platforms ensure smooth cash flow management, reduce reliance on informal credit, and enable businesses to seize investment opportunities, ultimately contributing to sustainable enterprise development.

Finally, to improve overall business performance, businesses should adopt e-banking services that support secure, timely, and traceable financial transactions. These systems simplify account management, enhance operational efficiency, and promote transparency in financial operations, while also encouraging the wider diffusion of digital financial innovations across the business community.

5.4 Limitations of the Study

One of the major challenges faced during data collection was the limited availability and willingness of some business operators to participate. To mitigate this, the researcher took time to explain the purpose of the study, reassured respondents about confidentiality, and presented the official research authorization, which helped build trust and encouraged honest responses.

The study relied on a structured questionnaire using a five-point Likert scale. While this approach enabled the collection of standardized and quantifiable responses, it did not allow for the capture of in-depth qualitative insights or nuanced perspectives from respondents regarding their experiences with FinTech adoption.

Additionally, the study employed a cross-sectional research design, which provided a snapshot of the relationship between FinTech adoption and business growth at a single point in time. Although this was useful for identifying current trends, it does not account for potential changes or long-term effects in the adoption of digital financial solutions.

Finally, the study was geographically limited to Pallisa Town Council, which may restrict the generalizability of the findings to other districts or regions. As such, broader patterns of FinTech adoption and business growth in different contexts may not be fully represented.

5.5 Areas for further Research

To gain deeper insight into the relationship between FinTech adoption and business growth, the researcher recommends conducting a qualitative study. This would capture detailed perspectives of business operators regarding challenges, experiences, and perceptions related to digital payment systems, mobile credit platforms, and e-banking services.

A longitudinal research design is also advised, as it enables repeated observations of the same businesses over time, allowing researchers to track changes, adoption patterns, and long-term impacts of FinTech solutions on business performance.

Additionally, future studies could introduce a process variable, such as a mediator or moderator, to explain the underlying mechanisms through which FinTech adoption influences business growth. For example, variables like financial literacy, managerial competence, or technological infrastructure could be examined to better understand how and why digital financial solutions affect enterprise performance.

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APPENDICIES

APPENDIX I: QUESTIONNAIRE

Dear Respondent,

You are kindly requested to participate in this research study titled “Financial Technology (FinTech) and Business Growth in Pallisa Town Council.” The purpose of this study is to examine how digital payment systems, mobile credit platforms, and e-banking services influence the growth of businesses.

Your participation is voluntary, and you are free to withdraw at any time without any consequences. All information provided will be treated with strict confidentiality and used solely for academic purposes. Please do not write your name on this questionnaire.

Kindly tick (✓) the option that best represents your opinion.

Your cooperation is highly appreciated.

Thank you.

Section A: Demographic Information

Please provide the following information to help us understand the context of your responses. All answers will be kept confidential and used for analytical purposes only.

Question	Response Options	Code
1. Gender	Male	1
	Female	2
2. Age Group	25 years or younger	1
	26-30 years	2
	31-40 years	3
	41-50 years	4
	Older than 50 years	5

3. Highest Level of Education	High School or Equivalent	1
	Diploma/Certificate	2
	Bachelor's Degree	3
	Master's Degree	4
	Doctorate (PhD, EdD, etc.)	5
4. Current Position/Role within the Organization	Business Owner / Proprietor	1
	Business Manager / Operator	2
5. Years of Experience in Current Role	Less than 1 Year	1
	1-5 Years	2
	6-10 Years	3
	11 Years and above	4

The following statements are designed to help us understand your perceptions of Financial Technology (FinTech) adoption and its impact on business growth. Please indicate the extent to which you agree or disagree with each statement by ticking (✓) the appropriate column. Use the scale below:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Section B: Digital Payment System

Code	Statement	1	2	3	4	5
DPS1	Digital payment systems have improved the efficiency of my business transactions					
DPS2	Using digital payments has reduced transaction costs for my business.					
DPS3	Digital payments have enhanced transparency in business financial records.					

DPS4	Adoption of digital payments has increased customer satisfaction.					
DPS5	Digital payments have expanded my business market reach (local/online).					
DPS6	The speed of receiving payments has improved since adopting digital methods					
DPS7	Digital payment systems contribute to increased sales revenue.					
DPS8	Overall, digital payments have positively influenced my business growth					

Section C: Mobile Credit Platforms

Code	Statement	1	2	3	4	5
MCP1	Mobile credit platforms provide easy access to business loans.					
MCP2	Accessing mobile loans has helped me manage cash flow challenges.					
MCP3	Mobile credit has enabled me to restock goods on time.					
MCP4	Mobile credit has improved my ability to invest in new business opportunities.					
MCP5	Loan repayment terms on mobile credit platforms are flexible and convenient.					
MCP6	Mobile credit has reduced my reliance on informal borrowing (friends, family).					
MCP7	Mobile loans have improved the financial sustainability of my business.					
MCP8	Overall, mobile credit platforms have contributed to the growth of my business.					

Section D: E-Banking Services

Code	Statement	1	2	3	4	5
EBS1	E-banking services make it easier to monitor business financial transactions.					
EBS2	Online banking has improved the safety and security of my business funds.					
EBS3	E-banking provides convenient access to financial services anytime, anywhere.					
EBS4	E-banking has reduced the time spent on visiting physical bank branches.					
EBS5	My business benefits from digital record-keeping provided by e-banking services.					
EBS6	E-banking services enhance trust and credibility in financial management.					
EBS7	Adoption of e-banking has improved my ability to save and reinvest in business					
EBS8	Overall, e-banking has positively influenced the growth of my business					

Section E: Business Growth

Code	Statement	1	2	3	4	5
BG1	My business revenue has increased in the past two years.					
BG2	The customer base of my business has significantly expanded.					
BG3	My business profits have steadily grown over time.					
BG4	Adoption of financial technologies has improved my business competitiveness.					
BG5	My business has expanded into new markets (local or regional).					
BG6	There has been a notable increase in the number of employees I hire.					
BG7	FinTech adoption has strengthened the long-term sustainability of my business.					
BG8	Overall, my business has experienced significant growth in recent years.					

APPENDIX II: RESEARCH WORK PLAN

Activity	May	June	July	August
Problem Identification	✓			
Problem Statement Formulation	✓			
Proposal Formulation	✓	✓		
Proposal Defense		✓		
Proposal Submission		✓		
Data Collection and Analysis			✓	
Report Writing and Submission			✓	✓

APPENDIX III: BUDGET ESTIMATES

Item Description	Estimated Cost (UGX)
Transport to Field Sites	100,000
Printing of Questionnaires/Tools	150,000
Consent Forms & Stationery	50,000
Data Entry / Transcription	200,000
Binding of Final Report	30,000
Printing of Proposal Copies	100,000
Contingency (10% of known costs)	63,000
Total Cost	693,000

Catherine Nagudi

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