

# An Investigation into the Effect of Corporate Image on Customer Attitudinal Responses: A case of business customers of Kenya Power, Nakuru Town, Kenya

<sup>1</sup>Soila Chebet Kabindio, <sup>2</sup>Dr. Peter Mwaura

<sup>1,2</sup>Jomo Kenyatta University of Agriculture and Technology, Kenya

---

**Abstract:** This study addresses effect of corporate image on customer attitudinal response. It involved 173 business customers of Kenya Power, Nakuru Town. A structured questionnaire was used to collect data. The theory of planned behaviour was adopted for this study. The findings revealed that change in corporate image had a positive impact on the attitudinal responses of business customers at Kenya Power. This supported by a positive Pearson Correlation between change of corporate image and attitudinal response at ( $r = 0.383$ ). The researcher recommended that the management of Kenya Power should consider paying attention to the dimensions of corporate image. The study recommended that the corporate rebranding should be done after careful consideration of customer's attitude and perception changes on a company's products and services and the management of Kenya Power need to reexamine the procedure incidental and needs to consider conducting prior market research and share these findings with the stakeholders.

**Keywords:** Corporate Image, Customer Attitudinal Response, Customer Service, Brand Positioning.

---

## 1. BACKGROUND OF THE STUDY

Most organizations have diverse objectives well-established in their mission and vision statement with key aim being to capitalize on output. To realize this objective, businesses have embarked on appropriate harmonization of activities in their numerous business units and various strategic decisions that concern the entire company. According to Slater and Narver (1999), corporate branding strategy is one of the tactical decisions in use by organizations to successfully focus on a particular business market, which calls for the indulgence of diverse customer expectations. A brand is a name, symbol, or additional attribute that differentiates a merchant's products or services in the market. More than 500,000 brands are listed internationally with relevant regulatory bodies in different countries.

Brands help their holders by permitting them to develop customer acknowledgment of, and loyalty to their offerings. Moreover, brands serve customers through giving information regarding quality, origin as well as value of products and services. Devoid of brands to steer buying decisions, the open market would turn into puzzling, anonymous crowd of consumables, Sadler (2003). He additionally affirmed that an imperative strategic decision is to fabricate and sustain a positive and strong brand, which consecutively creates an enviable outer image for the company. Since SBUs have to run in diverse industries in addition to different markets, they desire their own unique brands and logos. The choice to relate a corporate brand, in general called an organization brand (Aaker, 2004), ought to be made extremely careful since the corporate brand is the identifier of a corporation and is used to maintain business unit communications, give a new position of products and services in the mind of customers and portray renewed customer service. .

### 1.1 Statement of the Problem

A service brand name is key element of the brand as well as a basis of information to the customer, because service features are complex to communicate using alternative ways. Academics recommend that modification of company's name should be done barely when there are no optional solutions, renaming with no doubt could have catastrophic consequences than a simple churn of clients (Thurtle, 2002). With broad literature on branding services, no much of it concentrate on the rebranding practice primarily in the service institutions. In effect, nearly all of the rebranding literatures have not investigated the effects of corporate image as a result of corporate rebranding on attitudinal responses of consumers. The need for rebranding is proved to hastily alter business environment typify by ever-rising competition and uncertainties of consumer behavior and attitudes. To go up beyond such challenges, marketers attempt to build up new branding strategies to form other brand values replicated by rivals and that becomes further alluring to the target market.

The rebranding strategies mainly focus on varying visual brand essentials like color and logo to generate new brand positioning and provoke customers' buying intentions. Nevertheless, result of such strategies differed amid dissimilar consumer durable brands. Incidentally, efforts of rebranding by several companies in the lately collapsed in conveying fresh outlook and improved customer perception along with attitudes. Kenya Power manifested in its logo, corporate colors and perceived culture is to reflect on its renewed commitment to service delivery to its customers. The company reportedly spent over 100 million shillings in the rebranding process. Despite such expenditure on the rebranding exercise by Kenya Power involving its corporate image it remains unclear whether it has improved customers attitudes towards the company in service delivery and brand positioning.

### **1.2 Objectives**

- i. To examine the effect of brand positioning as a result of corporate image on customer attitudinal responses among business customers of Kenya Power, Nakuru Town.
- ii. To determine the effect of customer service as a result of corporate image on customer attitudinal responses among business customers of Kenya Power, Nakuru Town.

### **1.3 Hypothesis**

**H<sub>01</sub>** Brand positioning has no significant effect on customer attitudinal responses among business customers of Kenya Power, Nakuru Town.

**H<sub>02</sub>** Customer service has no significant effect on customer attitudinal responses among business customers of Kenya Power, Nakuru Town.

### **1.4 Significance of the Study**

This study will contribute to the development of knowledge and literature on rebranding and customer attitudes. This will form part of much needed effective rebranding strategies thereby providing upcoming researchers with rich source of information to build on their studies. Therefore, this study will also be significant source of information for organizations in attempts to implement their rebranding strategies.

## **2. LITERATURE REVIEW**

### **2.1 The Theory of Planned Behavior (TPB)**

While relating attitude rebranding research, it is crucial to comprehend the formation of consumer attitudes. Ajzen (1985, 1987, 1991) in the theory of planned behavior (TPB), projected an addition of perceived behavioral control to the study of how attitude and behavior are created.

Attitudes, which are comparatively permanent and constant evaluative are significant in psychological construct since they have been proved to affect and foresee various behaviors (Kraus, 1995; Olson & Zanna, 1993). It is classified into a trio of affection, beliefs, and values, and cognition (Fishben & Ajzen, 1972; Olson & Zanna, 1993). In the affective aspect, it demonstrates the one's favorability to objects, events, or other people (Ajzen, 1991; Fishben & Ajzen, 1972).

The cognitive aspect of subjective norms plus perceived behavioral control assist persons assess or critic situational conditions and consequences, such as the likelihood or intricacy to execute one particular behavior (Ajzen, 1991; Bandura, 1977; Fishben & Ajzen, 1972). Boundary of social norms and own capability transgress the individual's

affections and cognitions and put in to the concluding intention of producing or an exact behavior (Ajzen, 1991). Additionally, beliefs as well as values are believed to present cognitive and affective foundations to the attitudinal aspects in recognizing ones considerations of behavioral decisions (Ajzen, 2006, p.7).

TPB describes attitude toward a behavior as the level to which one has positive or negative evaluation of the behavior in subject (Ajzen, 1991, p. 188). In general, the more positive the attitude toward the behavior, the stronger will be an one's intention to execute the behavior (Ajzen, 1991).

## **2.2 Corporate Image**

Corporate image is defined in various ways (Bernstein, 1984; Abratt, 1989; Gray and Balmer, 1998). It is at times denoted as universal evaluation of a corporation by an external stakeholder (Dowling, 2001; Davies and Chun, 2002). An agreement appears to have risen around the belief that corporate image is an overall impression formed as a result of a various formal and informal signals originating from the company (Bernstein, 1984). Amid, the formal signals, corporate rebranding is perhaps the strongest probable way to indicate that something in the company has altered (Kapferer, 2002). Undeniably, rebranding is elicited by operational features such as internationalization, mergers and acquisitions, spin-offs, diversification or divestment (Muzellec and Lambkin, 2006).

Lee, Cheung, Kuntjara, and Lin (2014) established that brand repositioning is desirable, the use of evolutionary rebranding strategies is greater in enhancing consumer brand preference in the event of pleasant unique brand name attitude, while the use of revolutionary strategies is grander when customers embrace less agreeable attitude. In addition, knowledgeable consumers display comparable responses to both rebranding strategies, while evolutionary strategies seem to be additionally effective than revolutionary ones in improving consumer brand preferences in the case of novice consumers.

Increasing global competition has led businesses toward advanced need for uniqueness. Looking at variables most capable to endure a competitive advantage, corporate image surfaces (Kay, 2006). Adopting the description recommended by Muzellec and Lambkin (2006), rebranding relates to the conception of a new brand component targeting to create a different image in the mind of stakeholders. A noble and robust corporate image can have affirmative impact on the workforces, superiors, shareholders, and buyers' evaluations. Further, rebranding is a tactic comprising substantial risks, as strong brands take years to be well built imperative to offer higher margins, loyal customer bases and a unceasing stream of revenue for the firm expressive of the brand (Aaker, 1996; Keller, 2002).

Corporate image is also the general impression left in the customers' mind due to accumulative feelings, ideas, attitudes and experiences with the organization, kept in memory, transformed into positive/negative meaning, recovered to recreate image and remembered once the name of the organization is heard or conveyed to ones' attention (Dowling, 1988; Fombrun, 1996; Kazoleas et al., 2001; Hatch et al., 2003; Bravo et al., 2009). Therefore, corporate image is an outcome of communication process in which the organizations forms and spreads particular message that establishes their planned intent; mission, vision, goals and identity that mirrors their principal values that they esteem (Leuthesser and Kohli, 1997; Van Riel and Balmer, 1997; Bravo et al., 2009). This is dependable with Keller's (1993) worldwide visualization of brand image. Hence, corporate image can be considered as a form of brand image in which the brand name denotes to the organization as a complete rather than to its sole products/services.

Firms time and again endeavor to create auspicious, exceptional, and durable associations with a product over messages to users (Keller, 2003). Consumers' emotional and rational responses to these messages most probably determine the relation among ad evaluations and brand evaluations. Brand views (MacKenzie, Lutz, & Belch, 1986) and feelings (Olney, Holbrook, & Batra, 1991; Park, Jaworski, & MacInnis, 1986) are shaped through advertising. These beliefs influence attitudes toward ads and subsequently attitudes toward the brands promoted. Mackenzie et al. linked four theoretical models of advertising and revealed that attitudes toward ads have sound effects on brand attitudes and successively on buying intentions.

Brand attitudes can be affected in part by the corporate image of the advertiser. Corporate image is defined as evaluations, feelings, and attitudes toward a company (Barich & Kotler, 1991; Dowling, 1986) or the associations and meaning a person has about a firm (Keller, 2003).

Past experience, ads, and corporate image are components of brand attitude, which in turn affects brand loyalty (re-purchase intentions). According to the theory of reasoned action, brand attitudes are a utility of beliefs that a brand has wanted or unwanted characteristics and evaluations of these attributes Ajzen & Fishbein, (1980).Corporate image and

reputation are considered vital aspects on the whole evaluation of one organization (Kandampully and Hu, 2007; Sarstedt et al., 2012) due to the strength that lies in the customers' perception and mind once they hear the name of the organization. Therefore, incessant research on corporate image and reputation is a necessity for organizations that desire to effectively distinguish their positioning in the market.

Kandampully and Hu (2007) posited that corporate image comprised of two major components; functional such as tangible characteristics capable of being measured and examined with ease as well as emotional such as feelings, attitudes and beliefs one has towards the organization. These emotional elements are consequences from accumulative occurrences the customer has had within a given period of time.

Worcester (2009) found out that whilst constituting corporate image, the main purpose is to shape positive attitude towards the company in the midst of existing and prospective customers. Corporate image entails creation of affirmative corporate personality, marketing communications and channels on top of constant feedback from the target audience.

Christensen, Askegaard (2001), Flavian, Guinaliu, Torres (2005), Chattananon, Lawley (2007) suggested that corporate image is the clear comprehension concerning the company by stakeholders.. Worcester (2009) states that it comprises of product image, brand image and brand consumer image. Yeo, Youssef (2010) state that it is a source of competitive advantage: due to the fact that corporate image can simply be formed over a long time, it becomes intricate to mimic. Pina et al. (2006) places emphasis that positive corporate image increase sales, customer loyalty, attract new investors and employees. Rindell, Edvardsson, Strandvik (2010) emphasizes that corporate image could categorized into image-in-use and image heritage. Image heritage is based on consumer past experience and built by consumer himself. Image-in-use is the outcome of company's image forming actions. Corporate image ought to be examined invariably and modernized according to public opinion, beliefs and values (Herstein, Mitki, Jaffe, 2008). Wei (2002) postulates that company with an ability to transform, is viewed as inventive, open and turn out to be extraordinary in the markets. Rindell, Edvardsson, Strandvik (2010), Flavian, Guinaliu, Torres (2005), LeBlanc, Nguyen (1995) stress that the longer the relations linking a company and a customer, the stronger customers' corporate image.

Leblanc, Nguyen (1995) defined several aspects that comprises corporate image: corporate identity, individuality, physical environment, service offering and contact personnel. Corporate identity comprises of company's name, logo, outstanding features, pricing, quality and quantity of advertising. LeBlanc, Nguyen (1995) affirms that esthetic environment enhances consumer satisfaction and raises corporate image. Contact personnel are exceptionally important in forming consumer attitude towards company and its products, forming corporate image. Personnel should be friendly, courteous, caring, competent and of attractive appearance (LeBlanc, Nguyen, 1995). Contact personnel can have downbeat effect on corporate image if they disappoint customers by awful atmosphere, pitiable attitude (van Heerden, Puth, 1995) plus service offering consisting of variety of services, service availability and service processes.

### **3. RESEARCH METHODOLOGY**

The study adopted a descriptive survey research design. Descriptive research design is a method of collecting information by interviewing or administering questionnaires to a sample of individuals (Orodho, 2003). The study carried out in Nakuru Town with specific target on business customers of KP. The study targeted 305 selected business customers in Nakuru Town. Cluster sampling technique was employed and a sample size of 173 business customers was adopted. A close ended questionnaire was use to collect data and its reliability coefficient (Alpha) was ( $\alpha=0.803$ ). A regression was used to analyze the data. The model is illustrated as follows;

#### **Model,**

$$Y=a+\beta_1 X_1+e$$

Where:

Y=Customer Attitudinal Responses

a= Constant

$\beta$ =Beta coefficients

$X_1$  =Corporate Image

e =Error term

#### 4. RESEARCH FINDINGS AND ANALYSIS

##### 4.1 Descriptive Analysis:

##### 4.1.1 Demographic Characteristics of the Respondents

This section presents data related to the demographic characteristics of the respondents. This section contains findings in respect to the gender, age and level of education.

##### 4.1.2 Gender of the Respondents

The response in respect to the gender of the respondents was as provided in Table 1.

**Table 1: Age of Respondents**

Gender	Frequency	Percentage %
Male	58	39
Female	90	61
<b>Total</b>	<b>148</b>	<b>100</b>

Table 1 show that 61% of the respondents were male while 39% of the respondents were female. It implies that the study was able to capture the views of both genders as far as the effect of corporate image on customer attitudinal responses and gender is concerned.

##### 4.1.3 Age of the Respondents

The respondents were asked to indicate their age, and the response was as given in Table.2

**Table 2: Age of Respondents**

Age	Frequency	Percentage %
21-30	19	19
31-40	33	55
41-50	28	22
Above 60 years	6	4
<b>Total</b>	<b>148</b>	<b>100</b>

The findings in Table 2 show that 55% of the respondents were aged between 31 and 40 years, 22% were aged between 41 and 50 years, whereas 19% were aged between 21 and 30 years, while 4 % were aged above 60 years. This implied that majority of the respondents were of 40 years or below, and thus, the element of change and modernity in response to globalization is not inconveniencing. Changes in corporate image reflect the way things are today and not the yesteryears.

##### 4.1.4 Respondent's` Level of Education Qualification

The response in respect to the respondents' educational qualifications was as provided in Table 3.

**Table 3: Respondent's Level of Education Qualification**

Response	Frequency	Percentage%
Postgraduate	3	2
Masters	37	25
Degree	83	56
Diploma	25	17
<b>Total</b>	<b>148</b>	<b>100</b>

According to the findings in Table 3, 56% of the respondents indicated that their highest attained educational qualification was a Degree, 25% indicated Masters level, where as 17% indicated a Diploma level, while 2 % were of postgraduate level. This implied that majority of the respondents had either degree level or above. This level was sufficient for them to comprehend the effect of corporate image and customer attitudinal responses.

#### 4.1.5 Length of Service by Kenya Power

The respondents were asked to indicate how long they had been KP customers, and the response as given in Table 4.

**Table 4: Length of Service by Kenya Power**

Response	Frequency	Percentage %
1-10years	18	12
11-20years	73	49
21-30years	43	29
30years and above	14	10
<b>Total</b>	<b>148</b>	<b>100</b>

The findings in Table 4 show that 49% of the respondents had been customer for KP for a period between 11 and 20 years, 29 % had been customers for a period between 21 and 30 years, 12 % for a period between 1 and 10 years, while 10% had been customers for a period of 30years and above. This implied that most of the respondents companies had been customers for a period long enough to observe changes in respect to corporate rebranding.

#### 4.1.6 Effect of Corporate Image at Kenya Power, Nakuru Town

This section presents the findings in respect to effect of corporate image at Kenya Power Nakuru Town. The findings were as follows;

**Table 5: Brand Positioning at Kenya Power**

	N	SA	A	UN	D	SD	TOTAL
Corporate image has created a new image/ position in the mind of stakeholders at KP.	148	29%	61%	5%	5%	0%	100%
Corporate image constitutes of corporate identity, service offering and contact personnel at KP	148	55%	45%	0%	0%	0%	100%
Corporate image has promoted Kenya Power's distinctiveness.	148	50%	47%	3%	0%	0%	100%
Valid N (list wise)	148						

(SA-Strongly agree, A-Agree, UN-Uncertain, DA-Disagree, SD-Strongly disagree)

According to Table 5, majority of the respondents 61% agreed that corporate image created a new image/position in the minds of stakeholder at Kenya Power, 29% strongly agreed while 5% were uncertain about the statement and 5% disagreed in the statement. On corporate image constitutes of corporate identity, service offering and contact personnel at Kenya Power majority of the respondents 55% strongly agreed and 45% agreed. Customers' understanding of corporate identity is correct and this means that if KP tampers with it, this will negatively affect customer attitude. As Lawley (2007) argues that corporate identity, which in this case, contains company's name, logo, exceptional features, pricing, the quality and quantity of advertising are exceptionally important in forming consumer attitude towards company and its products.

The findings also show that corporate image has promoted a Kenya Power’s distinctiveness with majority 50% strongly agreeing, 47% agreed and 3% were uncertain of the statement. This implying that the customers were convinced that KP corporate image was yielding expected company’s distinctiveness. This is important, given previous research findings. For instance, Schultz and Hatch (2001) noted that corporate branding programmes may do so by projecting the company distinctiveness by using the total corporate communication mix such as advertising, press conferences and releases, and staged media events to impress external audiences. Thus, the situation at KP is that business customers welcome changes related to corporate image and agree that it promotes a company’s distinctiveness.

**Table 6: Customer Service at Kenya Power**

	N	SA	A	UN	D	SD	TOTAL
Corporate Image has helped KP sustain competitive advantage.	148	48%	46%	4%	2%	0%	100%
Corporate Image has a positive impact on customer evaluation of KP’s products or services.	148	38%	45%	9%	6%	2%	100%
Corporate image has created trust and customer loyalty among KP customers.	148	61%	33%	3%	3%	0%	100%
Corporate image has captured customer beliefs and values at KP.	148	37%	54%	1%	7%	0%	100%
Valid N (list wise)	148						

(SA-Strongly agree, A-Agree, UN-Uncertain, DA-Disagree, SD-Strongly disagree)

According to Table 6, Corporate image has helped Kenya Power sustain competitive advantage with majority 48% strongly agreed, 46% agreed, 4% were uncertain while 2% disagreed; On corporate image has a positive impact on customer evaluations of a Kenya Power’s products or services majority 45% agreed, 38% strongly agreed and 9%, 6% and 2% respectively; On corporate image has created trust and customer loyalty among a Kenya Power’s customers majority 61% strongly agreed, 33% agreed, 3% were uncertain another while 3% disagreed; and on corporate image has captured customer beliefs and values majority 54% agreed, 37% strongly agreed, 1% were uncertain and 7% disagreed. The respondents gave a view that reflects positive attitude towards attempts by KP to change their corporate image. They appreciate the likely positive impact on customer and imply that as far as they know that corporate image of KP has had positive effects on their operations.

The findings were in line with a study by Abd-El-Salam, Shawky and El-Nahas (2013) who established that corporate image had a positive impact of and customer attitudes. Their study emphasized the fact that that managers needed to pay attention to the dimensions of corporate image for purposes of utilizing each for long term customer retention as they have the potential to influence the customers’ evaluations of a company’s offers. According to Sarstedt *et al.*, (2012), corporate image and reputation is considered to be a critical factor in the overall evaluation of any organization because of the strength that lies in the customers’ perception and mind when hearing the name of the organization. In addition, Kay, 2006 strongly links corporate image with a firm’s ability to tackle competitive advantage. These authors demonstrate the fact that a good and strong corporate image can have a positive impact on workers, managers, investors, and customers’ evaluations.

#### 4.2 Inferential Analysis

To test research hypothesis  $H_{01}$  that read “Corporate image has no significant effect on customer attitudinal responses among business customers of Kenya Power in Nakuru Town, a Pearson Moment Correlation was computed and the results were as provided in Table 3.

**Table 7: Pearson Correlation between Corporate image and Customer attitudinal responses**

Correlations			
		Customer Attitudinal Responses	Corporate Image
Customer Attitudinal Responses	Pearson Correlation	1	.383**
	Sig. (2-tailed)		.000
	N	148	148
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 7 shows that there was a positive correlation between corporate image and customer attitudinal responses among business customers of Kenya Power, Nakuru Town at 0.383. This level was above the test significance level at 0.05. This therefore meant that there was an effect of corporate image on customer attitudinal responses. Positive impact on customer attitudinal responses was a reflection of positive corporate image. Therefore, we reject the Null hypothesis that read, “Corporate image has no significant effect on customer attitudinal responses among business customers of Kenya Power in Nakuru Town and **accept** the alternative hypothesis which read, “Corporate image has positive significant effect on customer attitudinal responses among business customers of Kenya Power in Nakuru Town”.

#### 4.2.1 Regression analysis

The following section contains inferential results aimed at presented findings on the relationship between the independent variables and the dependent variable. It assesses the pooled effect of the various independent variables on the dependent variable.

**Table 8. Regression Model Summary**

Regression				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
<b>1</b>	.548 <sup>a</sup>	.300	.285	.37441
a. Predictors: (Constant), Corporate Image				

The results in Table 8 show that the value obtained for R, which is the model correlation coefficient was  $r = 0.548$  which was higher than any zero order value in the table. The adjusted r-square value of,  $r = 0.285$ , also indicated that the multiple linear regression model could explain for approximately 30% of the variations in the effect of corporate rebranding at Kenya Power.

**Table 9. ANOVA Test results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
<b>1</b>	Regression	8.652	3	2.884	20.573	.000 <sup>b</sup>
	Residual	20.187	144	.140		
	Total	28.839	147			
a. Dependent Variable: Customer Attitudinal Responses						
b. Predictors: (Constant), Corporate Image						

ANOVA test was conducted to test the significance level of the entire model. The significance value 0.000 was obtained; since the value was less than 0.05, it was concluded that corporate image had significant effect on customer attitudinal responses at Kenya Power. The findings are shown in table 10.



**Table 10. Coefficients of estimates**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.442	.509		.869	.386
Corporate Image	.277	.111	.195	2.506	.013

a. Dependent Variable: Customer Attitudinal Responses

The results in Table 10 indicated that the most important effect on customer attitudinal response was ( $\beta = 0.340$ ) followed by corporate image ( $\beta = 0.277$ ), and management change in that order respectively. This indicated that the dependent variable, that is, customer attitudinal responses would change by a corresponding number of standard deviations when the respective independent variables change by one standard deviation. Therefore, the effects are seen to significantly influence the customer attitudinal responses at Kenya Power. The fitted regression line is as follows;

$$Y=0.442+0.277 X_1$$

Where  $X_1$  is corporate image.

## 5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

### 5.1 Summary

The findings revealed that change in corporate image had a positive impact on the attitudinal responses of business customers at KP. Corporate image created a new image in the mind of stakeholders at KP. The findings also show that KP's brand constituted of corporate identity, customer service offering and contact personnel. These aspects were perceived by the respondents and reported to promote KP's distinctiveness. The study showed that the customer image helped Kenya Power in to sustain its competitive advantage. This supported by the fact that there was a positive Pearson Correlation between change of corporate image and attitudinal response at ( $r = 0.383$ ).

### 5.2 Conclusion of the Study

Followings the findings, the study draws the following conclusions. KP has strived to maintain better service offering to their customers other than being a monopoly in the service they offer. Corporate rebranding was seen to add value KP's product and services and to the company as a whole. From the findings, it can be argued that KP management noticed that it had a role to play in influencing the customer attitude and perception towards the company through building strong corporate brand. Even though the three aspects correlate positively with customer attitudinal responses, management change and product revitalization are more significant predictors of customer attitude compared to corporate image.

### 5.3 Recommendations

From the conclusions of the study, the following recommendations were made.

The management of Kenya Power should consider paying attention to the dimensions of corporate image for purposes of utilizing each for long-term customer retention as they have the potential to influence the customers' attitudinal responses towards company and its product and services.

Kenya Power should ensure customers are involved during the rebranding exercise to get their view on changes being done by the company since it directly affects their perceptions and attitudes towards the organization.

Through market research should be conducted to ensure nothing is left to chances in terms of customer's evaluation of change in corporate image of an organization. This will go a long way in helping the organization get a clear picture of customers' perspective of rebranding and corporate image.

#### REFERENCES

- [1] Aaker, D.A. (1996), "Revisiting temptations to change a brand position/execution: the power of consistency over time", *Journal of Brand Management*, Vol. 3 No. 4, pp. 251-8.
- [2] Aaker, D.A. (1991), *Managing Brand Equity - Capitalizing on the Value of a Brand Name*, Free Press, New York.
- [3] Abd-El-Salam, E. Shawky, A. and El-Nahas, T. (2013). The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: testing the mediating role. Case analysis in an international service company. *The Business & Management Review*, 3 (2), 177-196
- [4] Andrews, M., Kim, D., (2007). Revitalizing suffering multinational brands: an empirical study. *International Marketing Review* 24/3, pp. 350-272
- [5] Haig, M., 2003. *Brand Failures: The Truth About the 100 Biggest Branding Mistakes of All Time*, Sterling, VA: Kogan.
- [6] Harris G. (2002), *Brand Strategy in the retail Banking Sector: Adapting to the Financial Services revolution*, *Journal of Brand Management*, 9, 6, 430.
- [7] J. Kapferer, (2004). *The New Strategic Brand Management*. London: Kogan Page, 2004.
- [8] Keller, K. (2008), "Strategic Brand Management; Building, Measuring, And Managing Brand Equity", published by Pearson education international
- [9] Keller, K.L., (1993). Conceptualizing, measuring and managing customer-based brand equity. *Journal of Marketing*, Vol. 57, January, pp. 1-22
- [10] Kilic C. and Dursun T. (2006), "The effect of corporate identity changes on firm value an empirical investigation", *Journal of American Academy of Business*, Cambridge; 10, p. 1.
- [11] Salinas, E.M., Perez, J.M.P., 2009. Modeling the brand extensions' influence on brand image. *Journal of Business Research*, 62, pp.50-60
- [12] Slater, S. and Narver, J. (1999), "Market Orientation is Not Enough. Build a Learning Organisation", in: Deshpande, R. (Eds), *Developing a Market Orientation*, London, Sage, pp. 237-61.
- [13] Wafa Nabil and Olfa (2009) Customers' evaluations after a bank renaming: effects of brand name change on brand personality, brand attitudes and customers' satisfaction, *Innovative Marketing*, Volume 5, Issue: Tunisia
- [14] Yoo, B. (2009), "cross-national invariance of the effect of personal collectivistic orientation on brand loyalty and equity", *Asia pacific journal of marketing and logistics*, vol. 21, pp 4157.