CORPORATE VISUAL IDENTITY AND CORPORATE REPUTATION OF
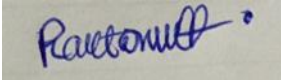
PUBLISHING FIRMS IN KENYA

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE

REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS

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DECLARATION

This research proposal is my original work and has not been presented for a degree or any other award in a university.

Signature: …………………………. Date: 06/09/2021…

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D61/P/9091/04

This proposal has been submitted for examination with my approval as university supervisor.

Signature: …………………… Date: 7/9/2021………………………..

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DEDICATION

This research project is dedicated to every student of business who is yearning for knowledge in this field.

I also dedicate it to managers who are seeking to better performance of their organisations.

ACKNOWLEDGEMENT

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ABBREVIATIONS AND ACRONYMS

CVI   Corporate Visual Identity

KICD   Kenya Institute of Curriculum Development

ORC   Opinion Research Corporation

US   United States

KSSHA   Kenya Secondary Schools Heads Association

KPA   Kenya Publishers Association

KPSA   Kenya Private Schools Association

KEPSHA   Kenya Primary Schools Heads Association

ABSTRACT

This study sought to establish the effect of corporate visual identity on corporate reputation of publishing firms in Kenya. This study was underpinned by corporate branding theory and stakeholder theory. The study adopted descriptive cross sectional research design because it takes into account an in-depth examination and comprehension of a specific phenomenon as it exists in the current condition. The target population comprised of 68 registered publishing firms who are members of Kenya Publishers Association (KPA, 2019). The data that was collected was primary from a questionnaire. Quantitative data was analyzed by descriptive statistics and processed by the use of SPSS. Regression was used to establish relationship between corporate visual identity and corporate reputation, while correlation was used to establish the strength and nature of the relationship. The study found that publishing firms had adopted corporate visual identities. It established that organization's logo, color, essence statement, company slogan / motto and ISO certification were the corporate visual identities that were highly adopted by majority of the publishing firms. The study further found that logo improves steadiness of information within an association. At the same time, corporate logo represents Sophistication, Smooth, and Glamour. The study found that corporate visual identity helps in communicating the objective and focus of the company. The association of name, logo, slogan and colors to the company convey level of status and indication of quality of its product and services to customers. The study found that organization possess the strategies for building corporate reputation. Conducting CSRs and complaints handling were listed as some of the strategies used by firms for building corporate reputation. It was concluded that corporate visual identity has an influence on corporate reputation of publishing firms in Kenya.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Corporate reputation has been developed as a strategic tool for creating and upholding competitive edge (Melewar, Bassett & Simoes, 2016). Institutions have made a change from emphasis on personal reputation to contemplate the role of corporate reputation. Good corporate reputation has an effect on the relationship between the organisation and its participants, capacity for the company to retain its employees, the extent of how customers are satisfied and their loyalty levels. This is why according to Desmidt, Prinzie and Decramer, (2011), corporate reputation is considered to be of strategic value to a company. Also, Melewar, Saunders and Balmer (2013) adds that good corporate reputation leads to increased investment in a company and helps a company to retain customers. Corporate reputation equally correlates with superior overall returns (Abratt & Kleyn, 2015).

Harris and de Chernatony (2014) contend that because of innovative pervasiveness, it is hard for firms to keep up their places of upper hand on item standing and thus their relocation towards extraordinary procedures instead of utilitarian qualities, with corporate visual identity being one of them. When organization(s) employs good corporate visual identity to manage its reputation, encouraging image for the association is created in the surface of multiple shareholders (Melewar, 2014). Also, a strong and favorable corporate visual identity is alluring to drawing in the best assets into the association, in this manner creating corporate brand important mother asset to the association from which different assets are pulled in (Khan, 2013). Therefore, all stakeholders should be actively engaged in the problem-solving process to foster comprehensive, positive, systematic change (Melewar et. al., 2013).

This study was guided by corporate branding theory and stakeholder theory. Corporate branding theory is of the view that through corporate identity, people tend to recognize the existence of an organization (Balmer, 2015). On the other hand, stakeholder theory gives a vehicle to interfacing morals and procedure (Phillips, 2013). Associations trying to change stakeholder's images and reputational discernments should change some part of their vital decisions, or potentially their corporate articulation.

In Kenya, publishing firms undertake the task of publishing materials especially books in line with the stipulated curriculum (Juma, 2016). Other core functions of publishing firms includes: production of textbooks for schools and colleges as per the requirements of the curriculum; supporting the teacher development through capacity building programs where teachers are offered subjects training; promotion of the reading culture in the country through publishing of non-curriculum books like novels, motivational books; development, mentoring and supporting authors; recruitment of authors, tapping and development of talents; and promotion of religion through publishing of books that address various religious practices (Makotsi & Nyariki, 2015).

Publishing firms makes several contributions to the economy including; provision of employment of opportunities directly and indirectly; creation of income through the distribution channels which include bookshops, courier services; provision of income to the authors through royalties; sales generated to the printing firms contracted to print books; payment of tax from books sales and tax on paper contributes to the country's revenue (Juma, 2016); publishing of books for schools and colleges helps in contributing to human resource development; and importation of paper and related publishing materials, exportation of books to neighbouring countries earns the country income. Nevertheless, the publishing industry in Kenya faces various

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challenges including stiff competition and poor product marketing strategies (Makotsi & Nyariki, 2015). The use of corporate visual identity measures in firms must also be addressed.

1.1.1 Corporate Visual Identity

Corporate visual identity comprises of a logo, name, tone, a motto and extra realistic material (Van lair Bosch and de Jong, 2015). Einweller and Will (2012) set that the vital components of a CVI are the corporate name, logo, shading palette and textual style type. These visual identity components are applied on writing material, printed matter, ads, sites, vehicles, structures, insides and corporate garments. Accordingly, visual identity as logos and shadings affects identity and clients use it as an assurance of value when they see that image on the organization's items (Van der Bosch, Elving and de Jong, 2016). Notwithstanding the command of the immaterial components of the corporate identity blend, CVI actually has pertinence in the manner an association introduces itself to its shareholders.

Corporate visual identity can be measured by use of physique, character, culture, relationship and mental self-portrait. Build is a bunch of corporate actual highlights, which are evoked in shoppers 'minds when the corporate name is referenced. Character alludes to the corporate character whereby speaking with customers with a particular goal in mind, these can be given the tendency that all brand related correspondence truly contains a person with unequivocal person characteristics tending to them. Culture implies the strategy of characteristics and fundamental guidelines on which a brand needs to base its lead (Zeenat, 2018).

1.1.2 Corporate Reputation

Balmer (2015) alludes to corporate reputation as the suffering discernment held of an association by an individual, gathering or organization that frames an aggregate arrangement of convictions and conclusions that impacts individuals' activities with respect to an association. As per Zyglidoupoulos (2014), corporate reputation implies; ability and passionate predispositions held by various gatherings of people about an organization. Corporate reputation tends to the vital inquiry of what unmistakable qualities are relegated to an association (Genasi, 2015). It is framed over the long haul by rehashed impressions of the corporate image whether positive or negative (Alessandri2012). As indicated by Bromley (2013), a business reputation must be founded on achievements or advantageous endeavours to increase public's generosity not absolutely exposure endeavours.

One of the most widely recognized proportions of corporate reputation is vision and administration, money related execution, workplace, social obligation, and items and administrations. As indicated by Genasi (2016), having a superior comprehension of an association's reputational qualities and shortcomings without wanting to empower it to set quantifiable objectives to address concerns and giving a sane premise to build up a corporate reputation the executives program. Besides, Hutton, (2015) propose ten centre components of corporate reputation including morals, labourers, money related execution, initiative, the executives, social commitment, clients centre, quality, dependability and passionate allure.

1.1.3 Publishing Firms in Kenya

Kenyan publishing sector has been dominated by many foreign publishers such as Macmillan, Heinemann, Longman, Oxford and Thomas Nelson (Pearce & Robinson, 2014). Juma (2016) posits that the market has over 100 publishers, though it is dominated by about 15 publishers.

However, to date most of the firms have been sold off to locals and exited the market mainly due to changes in the nationwide programme and stiff competition from a rising number of native firms that has pressed net profit margins. Net profit margins in the publishing industry oscillate between seven and fifteen percent, with a total turnover of over three billion Kenya shillings per year, mainly from the sale of textbooks (Mathooko, 2013).

The lucrative textbook market has been the type of revenue for a wide range of distributing houses in Kenya. When the multinationals were set up in Kenya, their fundamental business was advertising of course readings and instructive books which were being distributed by their parent organizations abroad (Business Daily, 2011). At the point when they began nearby distributing, most of their distributing exercises were course readings and furthermore a couple of titles as a rule distributing. The state-possessed distributing houses were exclusively settled to distribute reading material. These parastatals are presently progressively moving into instructive and general distributing. The indigenous private distributing houses are likewise occupied with course reading distributing. These distributing houses distribute generally instructive books by principally focusing on correction books. They are likewise occupied with general, fiction and youngsters' publishing (Makotsi & Nyariki, 2015).

1.2 Research Problem

Managing corporate visual identity has often been overlooked by many organizations, because it is an intangible and complex concept (Van den Bosch, et al., 2016), but it is only when a reputation incident severely damages the credibility of an organization that the importance of managing a corporate visual identity becomes apparent. Building a strong corporate visual identity is an everyday task and it involves determining how the outside world views the

company. Einweller and Will (2012) noted that organizations that do not embrace enhancing their corporate visual identity suffer a long term irreparable damage to their reputation which further leads to a decrease in competitive advantage.

According to Makotsi and Nyariki (2015), Kenyan publishers face various challenges, including fragmented languages, poor authorship, poor marketing strategies, poor distribution channels, and a low export market, and corporate visual identity that threaten their corporate reputation. Further, due to changes in the curriculum, indigenous publishers have difficulties in trying to promote the typography colour, slogan and logo of their books. Juma (2016) notes that publishers suffer from high cost of raw materials and have lacked major new capital in-flows from private equity and venture capitalists. Publishers also have to counter these challenges by use of corporate visual identity by attracting more customers.

Fombrun (2014) conducted a study on reputation and the realization of value from the corporate image. The study established that corporate image and reputation are multidimensional and they vary with different stakeholder groups. The research was however carried out in the United States (US). Dalija (2011) investigated the relationship between corporate reputation and brand architecture amongst Telecommunication sector in Turkey. He found that for associations with a marked identity structure putting resources into corporate reputation is anything but a misuse of scant assets, yet an astute key venture that procures critical future and present financial and non-monetary returns for an organization. However, the study did not elaborate the effects that CVI had on corporate reputation which will be explained clearly in this study. Pantea, Khalid and Mohammad (2017) examined the effect of corporate logos, image and reputation in making upper hand with regards to Persia and Mexico as developing business sectors. They found that the more ideal the name, shading, logo and plan of the organization, the greater the mentality

people have. The study was however carried out in Persia and Mexico, hence creating a research gap.

In Sauth Africa, Christelle Le Roux (2012) conducted a study on various components of corporate brand identity on development. They found that associations utilize different interior advertising activities in a coordinated way for making a positive impression of the brand among inner stakeholders. Maxwell and Henry (2015) led an examination in Zimbabwe about the effect of corporate branding measurements on the exhibition of oil firms and found that statements of purpose, corporate visual identity and identity audit sway essentially on execution. This study did not link corporate visual identity and corporate reputation, which is the focus of this study. Doris (2016) investigated strategic dimensions applied in emerging corporate identity by Stanbic Bank in Burundi. They found that well organised alignment procedure that underpins the Banks' general corporate identity using its main goal and objectives which decide the Banks' positive identity for what's to come. The current study looked at how corporate visual identity influences corporate reputation.

Locally, Agyei and Kilika (2014) did a study on the effect of corporate image on loyalty of customers in mobile telecommunication sector in Kenya. The study concluded that good corporate image influence how loyal customers can become to an organization. This research however focused on customer loyalty which is just one aspect of organizational performance. Oduol (2012) on the other hand conducted a study on the approaches that are adopted by companies which market oil lubricants to remain competitive advantage. The study concluded that pricing strategies, differentiation strategies and focus strategies were main approaches adopted by companies marketing oil lubricants. Nevertheless, this study did not tackle the issue of corporate visual identity strategies. Wambua (2014) did a study on the corporate image

procedures received by major media houses in Kenya. She found that probably the best,and generally liked and demonstrated corporate image systems inside the media business are: item separation and image separation, branding and corporate correspondence, and viable administration of corporate identity. The study did not show the influence corporate image strategies have on corporate reputation. Karuppu (2011) looked at how management of reputation and legitimacy influence company responses to short-term feasibility issues. The findings of the study indicated these concepts were defined through actions and external reporting outcomes. This study did not touch on corporate visual identity and corporate reputation.

The aforementioned analysed studies therefore confirmed the existing gap and the need for a study on corporate visual identity and its effect on corporate reputation. Additionally, the researches that have been done do not feature any publishing firm in Kenya and hence there the study contributes to the body of knowledge.

1.3 Research Objective

This study sought to establish the influence of corporate visual identity on corporate reputation of publishing firms in Kenya.

1.4 Value of the Study

This study might add to the theories on corporate dimensions by building up the range of prominence of the corporate visual identity and its forerunners, and outcomes. For example, stakeholder theory can help advertisers to all the more likely comprehend and influence connections between the firm and its stakeholders.

The study might assist leaders to advance the way they accomplish their corporate visual identities and corporate reputation. The management in most organizations might gain more insight on how a good corporate visual identity and corporate reputation influence competitive advantage. Also, they might learn how effective corporate visual identities enables an organization to retain and attract the best employees, and how it helps in attracting more potential customers.

The study might also help the policy makers in developing a distinct and recognizable identity that can help organizations align themselves with the marketplace, entice savings, encourage workers and serve in a way to distinguish their product and services.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter presents relevant literature information that is in line with the objective of the study. The three theoretical foundations of the study are corporate branding theory, legitimacy theory and stakeholder theory. Also, empirical studies of corporate visual identity and corporate reputation are discussed. Finally, the chapter provides the summary of empirical review and study gaps.

2.2 Theoretical Foundation

This study was underpinned by corporate branding theory and stakeholder theory.

2.2.1 Corporate Branding Theory

Corporate Branding Theory was developed by Abratt in 1989. The theory postulates that good corporate branding calls for uniformity in communicating a brand's identity to all shareholder groups to ensure favourable reputation. This theory involves different stakeholders collaborating with numerous staff across several sections within the organization (Mitchell, 1997). This further calls for internal consistency and collaboration necessary for successful external communication of brand image (Abratt, 1989).

The theory assumes that outstanding management of available brand resources results in a favourable brand reputation. It needs a comprehensive way of treating brand management whereby; every member of the firm assumes the desired behaviour in line with the brand. Fombrun and Rindova's (1996) posits that a brand's reputation refers to a joint illustration of a

brand's past activities which outlines possibility of acquiring desirable results for various shareholders. Brown and Saxton (1998) posits that good corporate reputations increases consumers' purchase decision, attitudes and brand loyalty.

Corporate Branding Theory will be relevant to this study since it elaborates how corporate reputation influence consumers' brand attitude which further impacts their happiness, buying intention, and alleged company performance (Spreng & Page Jr., 2001). Managers therefore need to be well polished to achieve a good match between visual identity and reputation.

2.2.2 Stakeholder Theory

Stakeholder theory was founded by Freeman (1984). The theory proposed that organizations expected to concentrate way above shareholder theory of benefit boost into more extensive areas of shareholders. As indicated by Freeman (1984), partners allude to any gathering or person who may impact or is straightforwardly engaged with the accomplishment of organization objectives. This theory contends that for long haul economical achievement, there should exist a responded connection between the business and its partners (Jones, 1995). It spins around gatherings or people who may impact the association, and the administrative reactions to the gatherings and people (Freeman, 1984). Hence, associations should remember their encompassing and its segments.

The theory further contends that the organization is connected to an extraordinary number of interrelated people through a chain of connections which are critical to the success and progression of the firm. These connections ought to be taken care of appropriately (Post, Preston and Sachs, 2002). Logsdon and Wood (1997) sets that partner theory may add to an association's standing and shape the firm by stressing on quantifiable qualities. The responsibility for inside

upstanding rights by partners makes related obligations for the associations. The intensity of different partners influences an association's cooperations with its partners normally showed in the endurance of an association and its designs (Madsen and Ulhoi, 2001). This shows that associations ought to have particular person among different partners (Bromley, 2000).

Partner theory will be applicable to this investigation since it shows how partners judge an association's standing distinctively relying upon their suppositions of the duties of an association. Clients request undeniable degrees of conveyance of labor and products, lenders interest for great profits from their speculations, though natural bodies would for instance search for practical activities inside the climate.

2.3 Dimensions of Corporate Visual Identity

According to Melewar (2014), the dimensions for corporate visual identity involves the corporate name, logo type just as picture, typography and concealing. These visual parts are used on an affiliation's constructions, corporate attire and its composing material. Wary new growth and correspondence of corporate pictures and logos to all partner bundles thinks relationship with further developed investor affirmation and affiliations. A specific and all around passed on visual identity is thusly a huge anchor that engages investors to interface an inclusion in a exact brand, and as period goes on, to create a perspective on the affiliation's standing (World Bank Group, 2017).

Corporate logo has been described as the characteristic of an association with a central correspondence and uniqueness, which reflect an undertaking's picture (Foroudi, Melewar and Gupta, 2014). Corporate logo presents sign of an association, thing eccentricity, and impression of the association's picture and notoriety (Foroudi et al., 2014). Additionally, a corresponding,

clean text style can significantly affect a site, TV, or even a corporate flier (Melewar, 2014). Incredible layout makes that "There is something specifically concerning that" feeling in Shareholders' mindfulness (Melewar and Karaosmanoglu, 2015). Further, the shades of an organization assume a huge part in the brain of clients, which influences clients' acknowledgment, including assessment, impression, grouping and comprehension. Shading and logo go connected at the hip. Thus companies must pick the right tones to introduce the organization (Abratt and Kleyn, 2012).

2.4 Empirical Review and Knowledge Gaps

Dalija (2011) investigated the relationship between corporate reputation and brand architecture amongst Telecommunication sector in Turkey. The study received a expressive research design. This design endeavoured to portray the circumstance and issues influencing corporate social duty and its relationship with corporate identity of Telecommunication firms. The complete populace of the examination was 280 representatives of the three Telecommunication firms distinguished. The examination received the delineated testing technique. Straightforward arbitrary inspecting was utilized to choose 280 workers who partook in the examination. An organized survey was created and pre-tried. It contained both open and close finished inquiries. Quantitative information was broken down utilizing SPSS. The investigation inferred that for associations with a marked identity structure putting resources into corporate reputation is definitely not a misuse of scant assets, yet a shrewd key venture that procures huge present and future monetary and non-financial returns for an organization. However, the study did not elaborate the effects that CVI had on corporate reputation which will be explained clearly in this study.

Pantea, Khalid and Mohammad (2017) examined the effect of corporate logos on corporate image in making upper hand with regards to Persia and Mexico as developing business sectors. A subjective exploratory methodology was taken, containing 12 vis-à-vis interviews 14 skype top to bottom meetings were led with visual designers, correspondence and showcasing advisors. The investigation presumed that the greater the name, logo and colour the more positive customers are. Likewise, the research discoveries propose that the choice of shading in a corporate logo is identified with its advertising goals, social qualities, wanted client relationship levels with the association, and association's corporate correspondences. The examination was anyway done in Persia and Mexico, consequently making a research hole.

Bahtiar, Hassan and Nik (2016) directed an examination to test the connection between corporate identity and corporate reputation dependent on a Malaysian advanced education area. An example of 500 understudies was chosen from the University Utara Malaysia (among understudies from registration schools in Malaysia). The instrument used to evaluate corporate identity included correspondence and visual image, conduct, corporate culture and economic situations. Everything was estimated utilizing 5-point Likert type scale. The examination set up that corporate identity of the colleges assumes a significant part in affecting corporate reputation. The examination further suggested that correspondence and visual identity, conduct, corporate culture and economic situations had a critical relationship with corporate reputation. The study by Bahtiar, Hassan and Nik featured Malaysian higher education sector and specifically students from matriculation colleges. The current study will however focus on publishing firms that have been registered in Kenya.

Christelle Le Roux (2012) did an evaluation on the degree to which the different components of corporate identity as distinguished in the writing are seen by South African associations to add to

corporate brand image development. Q technique, an online survey and PC helped phone interviews (CATI) were utilized to decide how much these components are seen huge in corporate brand image development among members from 106 South African associations across different business areas. Four classifications were distinguished to be seen as critical for corporate brand image development, specifically ground breaking initiative and the executives, situating and separation technique, brand value and representative direction and mentorship. The research discoveries demonstrate that associations utilize different inside advertising activities in a coordinated way for making a positive impression of the brand among interior stakeholders. The investigation was completed among South African associations subsequently making a research hole to be shrouded in Kenya.

Maxwell and Henry (2015) directed an examination on the effect of corporate branding measurements (statements of purpose, CVI and identity audit) on the exhibition of oil firms in Zimbabwe. The examination embraced a quantitative methodology. A self-controlled overview was led to gather information that was handled by SPSS variant 21. Information investigation procedures specifically descriptive, relationship and relapse were utilized to examine the information. They found that in an agricultural nation setting, statements of purpose, corporate visual identity and identity audit sway fundamentally on execution. The examination further presumed that there is no measurable proof to help that corporate culture and corporate interchanges are indicators of firm execution. All things considered; the examination summed up its discoveries on corporate branding measurements.

Doris (2016) investigated the vital dimensions that Stanbic Bank applies in building up its corporate identity. A non-precise writing survey approach was adopted where 84 respondents took an interest in the examination. Two sorts of testing strategies were utilized in the

examination. Accommodation inspecting for the survey and purposive examining for the inside and out meetings. A topical examination method was utilized to dissect subjective information. The key experimental discoveries uncovered that Stanbic Bank applies the vital measurement in building its brand. The Bank has a very much organized vital direction measure that bolsters the Banks' general corporate identity through its central goal and objectives which decide the Banks' good identity for what's to come. The study by Doris (2016) featured on strategic dimensions used in developing corporate identity. Therefore, this study will give an explanation on how CVI affect corporate reputation.

Wambua (2014) did a study on the corporate image approaches adopted by media houses in Kenya. The study was specifically designed to determine, identify and evaluate the corporate image strategies adopted; and how such strategies enhance the image of the organizations under study. Cross sectional survey was adopted. Out of this population a sample of four major media organizations was selected based on a previous ranking study by the Media Council of Kenya done in 2013. Primary data was gathered through organized questionnaires. The discoveries of the examination demonstrated that the absolute best, best, and generally liked and demonstrated corporate image procedures inside the media business are: item separation and image separation, branding and corporate correspondence, and compelling administration of corporate. The study by Wambua only focused on the corporate image strategies adopted by media houses and did not explain how the corporate image strategies adopted affect corporate reputation. Therefore, this study will give an explanation on how CVI affect corporate reputation.

Karuppu (2011) further conducted a study on managing reputation and maintaining legitimacy with focus on gaining more information on company's responses to sustainability. The study sought to explore how management of reputation and legitimacy influence company responses to

short-term feasibility issues. A thorough case study in a foreign subsidiary of a large multinational organization operating in an environmentally sensitive industry was done. The findings of the study indicated these concepts were defined through actions and external reporting outcomes. This study was closer to the current study but still did not touch on corporate visual identity and corporate reputation.

Several studies have been carried out in regard to corporate visual identity and corporate reputation. For instance, in his study on the relationship between corporate reputation and brand architecture amongst Telecommunication sector in Turkey, Dalija (2011) found that firms with branded identity structure enhances corporate reputation. The study mainly focused on branded identity structure. This study will therefore attempt to establish the extent to which corporate visual identity affect corporate reputation. Bahtiar et al. (2016) tested the connection between corporate identity and corporate reputation dependent on a Malaysian advanced education area. They found that correspondence and visual identity, conduct, corporate culture and economic situations had a critical relationship with corporate reputation. However, the study was carried out in the Malaysia and thus a need to do the same research locally.

Locally, Mwenda (2016) studied factors that determine drivers' decision of a gas station in Kenya; especially in Thika. The examination found that administration quality, availability, brand inclination and advancement significantly impacted the decision of a gas station by driver in Kenya while cost had no effect on drivers' decision of a gas station. The examination didn't give data on corporate visual identity, which is the premise of this investigation. Likewise, the investigation by Wambua (2014) on the corporate image procedures embraced by major media houses in Kenya found that probably the best, best, and generally liked and demonstrated corporate image techniques inside the media business are: item separation and image separation,

branding and corporate correspondence, and compelling administration of corporate identity and culture. The study did not also elaborate more on image differentiation, branding and corporate communication. Thus, this study will present more information on corporate visual identity and its effect on corporate reputation.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This section presents the research design, population, data collection methods and data analysis techniques which were used.

3.2 Research Design

Descriptive cross-sectional research design was used. The design was utilized in this examination since it takes into consideration an investigation and comprehension of a specific marvel as it exists in the current condition (Cooper and Schindler, 2011). Cross-sectional design portrays and looks at connections, and decides causality among factors, where possible (Burns and Grove, 2005).

Cross-sectional survey was relevant to this study since it gives an organized way to deal with information assortment that takes into consideration the precise correlation of factors against one another (Minichiello, Sullivan, Greenwood & Axford, 2004). Therefore, descriptive and cross sectional research design was believed to be okay for this study as the scholar was in a situation to measure the CVI and its effect on corporate reputation of publishing firms in Kenya.

3.3 Population of the study

According to Ngechu (2004), a study population is a set of elements which are being explored. Along these lines, the population should fit a specific particular, which the researcher needs to examine and the population ought to be homogenous.

The population for the study comprised of all the publishing firms registered by the Kenya Publishers Association. According to Kenya Publishers Association (KPA, 2019), there are 68 registered members. The target population was the 68 registered members (publishing firms) in Kenya.

3.4 Data Collection

The study used primary data. The researcher administered structured questionnaire of closed and open-ended questions. A survey is a self-report information assortment instrument that is rounded out by research members. The poll was utilized in light of the fact that it offers a feeling that all is well with the world (secrecy) to the respondent and it is target strategy since no inclination coming about because of the individual qualities (as in an interview) (Owens, 2002).

A Five Point Likert type scale was used with a range from 1=Not at all to 5=To a very large extent. The researcher made a personal distribution of questionnaires to the respondents and then later went back to pick them. The key respondents for this study were the senior administrators of publishing firms who will include the sales and marketing managers, and publishing managers.

3.5 Data Analysis

Mugenda and Mugenda (2008) note that it is difficult to interpret raw data that has just been collected from the field before it is cleaned, coded and analyzed. According to Hoyle, Harris, and Judd (2002), data analysis is the arrangement and portrayal of the data in ways that help detect patterns and explore associations. Coding and data entry was done using SPSS version 24.0.

Descriptive statistics was used to analyze quantitative data. The results were then presented in form of tables and figures. Regression analysis was used to establish association amongst variables.

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon$$

Where;

Y= Corporate reputation

X_1= Corporate visual identity

E= Error term

$\beta 1$= Coefficients of determination of the independent variables

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

This chapter presents results obtained through the questionnaires, discussed those results and their interpretation. Background information of the respondents was presented in this chapter. It presents findings on how corporate visual identity influences corporate reputation of publishing firms in Kenya.

4.2 Response Rate

Questionnaires were given to 68 registered publishing firms who were members of Kenya Publishers Association (KPA, 2019). Out of the 68 questionnaires that were issued, 57 questionnaires were returned thus a reply rate of 84% as shown in Figure 4.1. This is an acceptable coverage because it is more than 50% of the expected coverage (Amin, 2005).
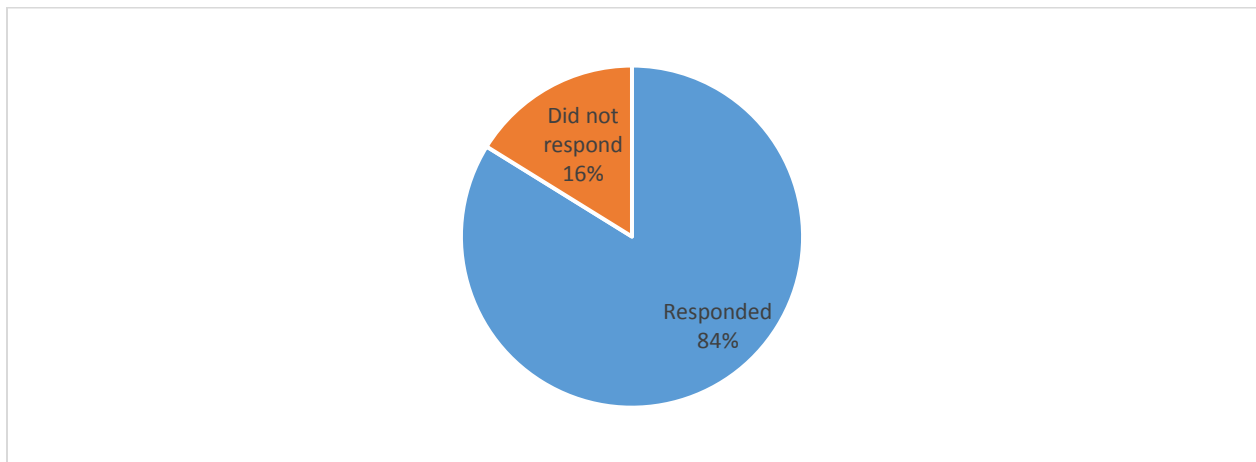
Figure 4.1: Response Rate

Source: Primary Data

4.3 Background Information

This section looked at gender distribution of respondents, age, educational level, engagement level, work duration and years of operation.

4.3.1 Gender of Respondents

This section looked at gender distribution of respondents. The results are presented in Figure 4.2.
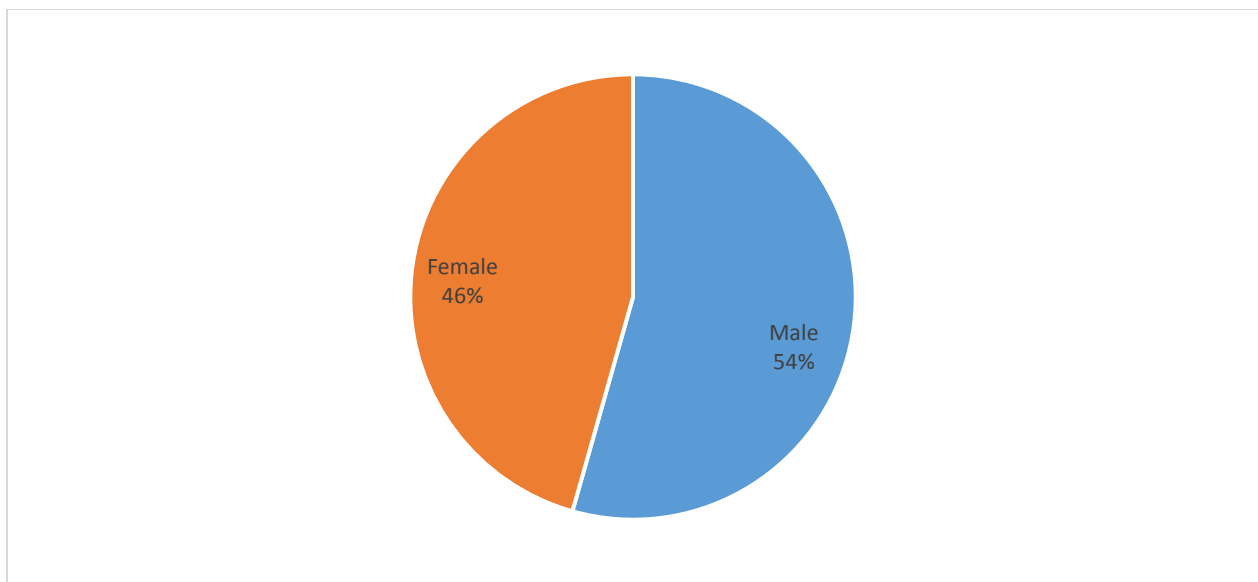
Figure 4.2: Gender of Respondents

Source: Primary Data

Figure 4.2 shows male respondents as majority of the respondents at 54% while the female respondents were 46%. There are relatively more male than female involved in the corporate governance activities. This shows that publishing firms in Kenya do not practice gender disparity; inequality and inequity.

4.3.2 Age of Respondents

This section looked at the age brackets of the respondents in the study. The results are presented in Figure 4.3.
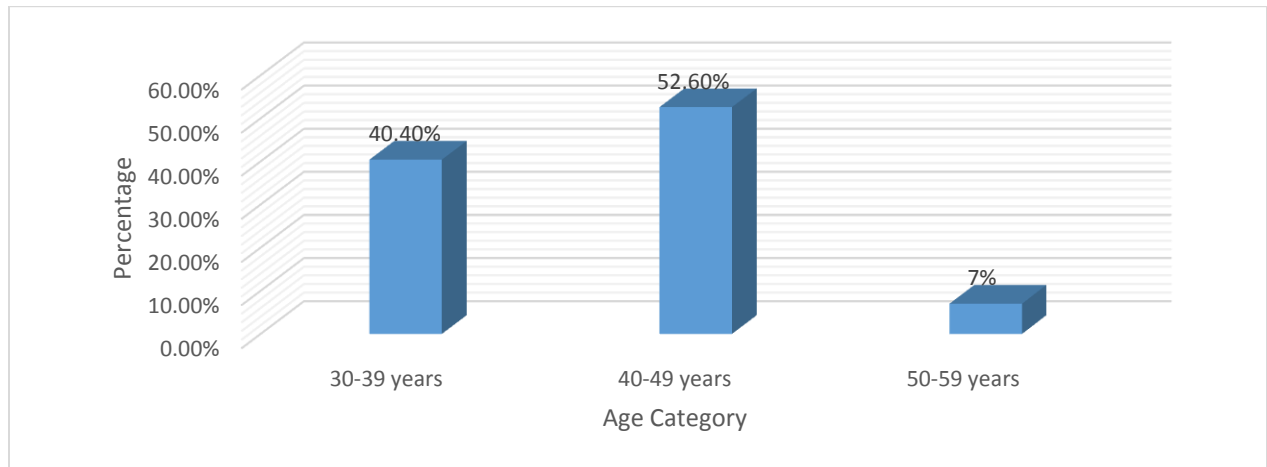
Figure 4.3: Age of Respondents

Source: Primary Data

Figure 4.3 shows that majority of respondents in the study were between ages 40-49 years making 52.6%. This was followed by 40.4% for ages 30-39 years. A relatively smaller proportion (7%) was found to be between 50-59 years of age as shown in Figure 4.3. The findings show that a significant proportion of staff were above 40 years old. It also indicates that majority of the younger population (less than 30 years) is not involved in management.

4.3.3 Level of Education

The study sought information on education level. The findings are presented in Figure 4.4.
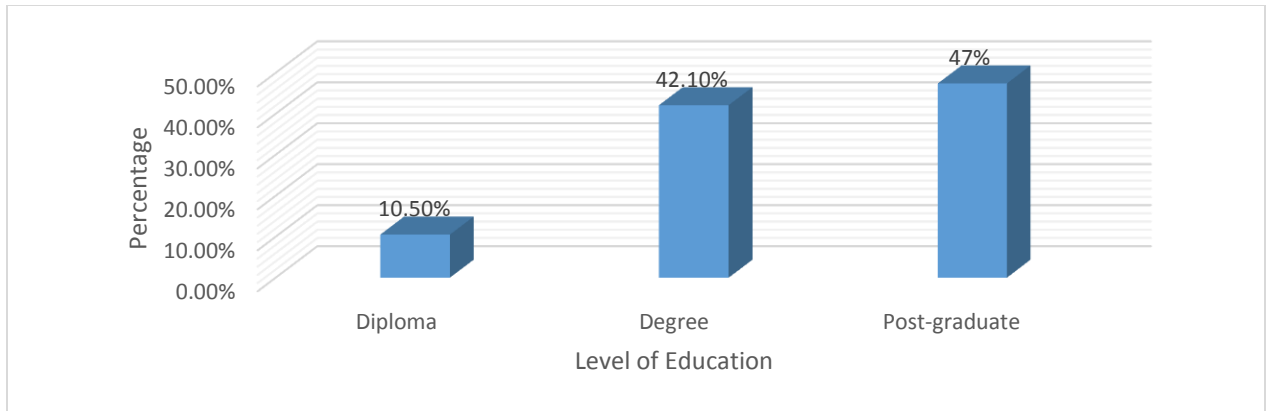
Figure 4.4: Level of Education

Source: Primary Data

From the findings, respondents with a post graduate education dominated at 47% as shown in Figure 4.4. They were followed by those with degree at 42.1% and finally 10.5% had diploma education. This shows that a higher percentage of the study population has post graduate holders dominating. Hence improved ability to critically understand the influence of CVI on corporate reputation of publishing firms.

4.3.4 Position Held

The study looked at the engagement level of the respondents in the organization. The responses obtained are shown in Figure 4.5.
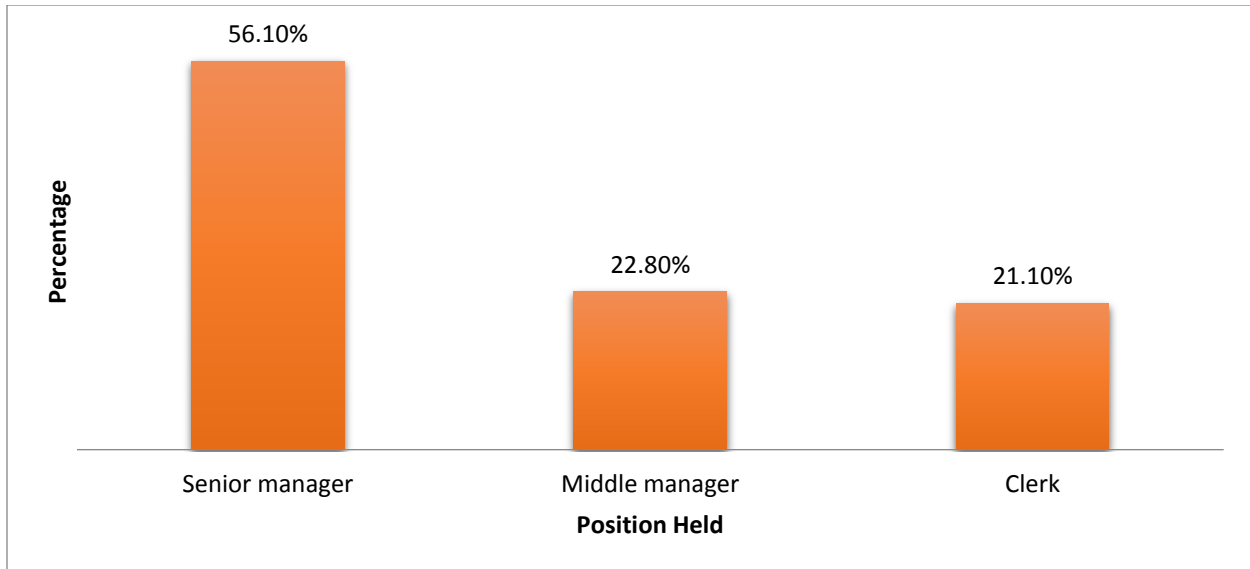
Figure 4.5: Position Held

Source: Primary Data

From the findings, most of the respondents (56.1%) were senior managers, while 22.8% and 21.1% were middle managers and clerks respectively as shown in Figure 4.5. This is an illustration that a large number of the employees that participated in this study were from the senior management level. Therefore, more information in regard to the influence of corporate visual identity on corporate reputation of publishing firms was obtained.

4.3.5 Work Duration

The study looked at the duration of work at the organisation. The findings are as shown in the Figure 4.6.
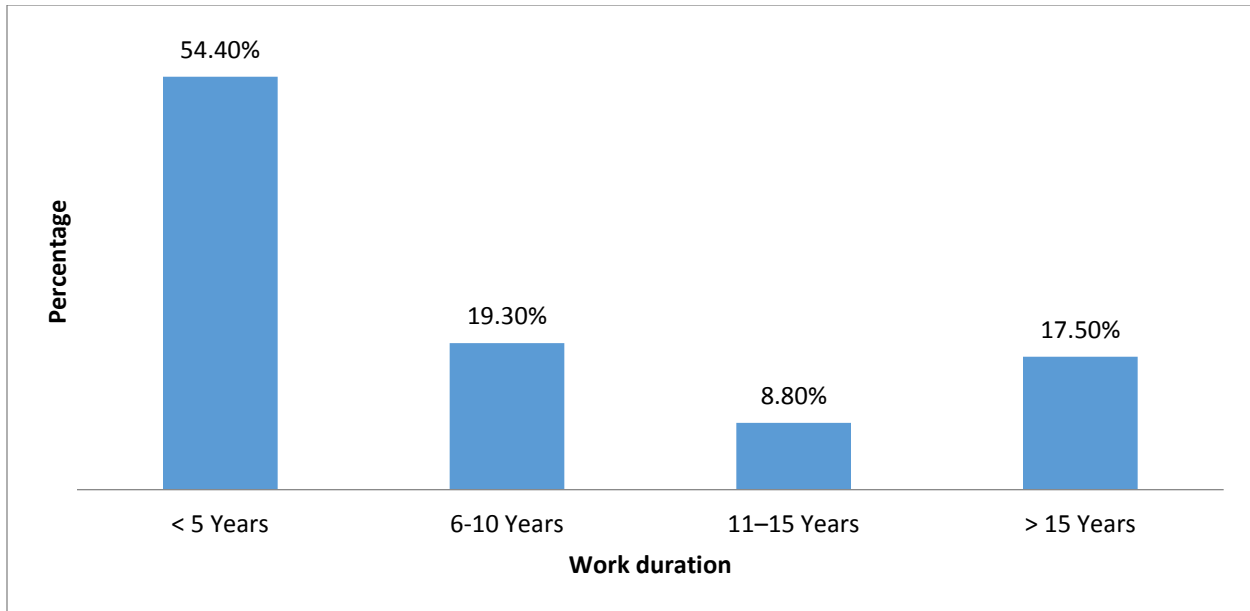
Figure 4.6: Work Duration

Source: Primary Data

From the findings, 54.4% of the respondents had worked for less than 5 years, 6-10 years had 19.3% of the respondents, more than 15 years were at 17.5%, and above between 11-15 years went to respondents who made 8.8% as shown in Figure 4.6. This shows that most staffs in the publishing companies had served for less than 5 years. Experience is important as it results in knowledge.

4.3.6 Years of Operation

The study sought to find out the number of years the organization had been operational. The responses obtained were recorded in Table 4.1.

Table 4.1: Years of Operation

Years of Operation	Frequency	Percent (%)
6-10 Years	7	12.30%
11–15 Years	11	19.30%
> 15 Years	39	68.40%
Total	**57**	**100%**

Source: Primary Data

From the findings, 68.4% specified that the firms had been in operation for more than 15 years, 19.3% indicated that the firms had been operational for a duration between 11-15 years while 12.3% indicated 6-10 years as the number of years the organization had been operational as shown in Table 4.1.. This is an indication that a large number of firms under study had been in operation for more than 15 years, hence may have adopted or have knowledge concerning CVI.

4.4 Corporate Visual Identity

4.4.1 Corporate Visual Identities

The respondents were required to specify whether the firm they work for had implemented CVI. The results were as in the Figure 4.7.
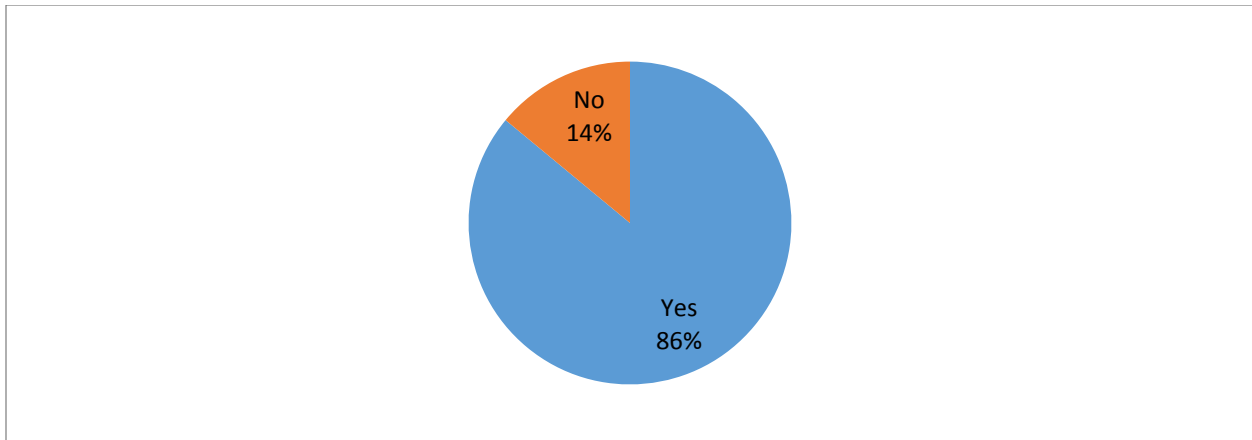
Figure 4.7: Corporate Visual Identities

Source: Primary Data

According to the study findings, most of the respondents (86%) were in agreement that they had adopted corporate visual identities, while 14% had not adopted corporate visual identities as shown in Figure 4.7. Majority of the respondents unanimously indicated organisation's logo, colour, essence statement, company slogan / motto and ISO Certification as the corporate visual identities in their organization. Majority of the respondents stated that they participate in CSR activities, branding and promotion of their products. They also reported that they engage in marketing in social media or other platforms available. Furthermore, respondents use company website to advertise, branded staff uniforms, company logo and heritage, merchandizers at book stores, and TV adverts at local stations as the corporate visual identities in their organization. Finally, most of the respondents stated use of company logo, print media adverts, product fliers, gifts to customers, staff branded T-shirts, signposts and branded posters, branded vehicles, adverts in the local FM stations and customer loyalty programs as the corporate visual identities in their organization. As seen from the above findings, it's clear that several corporate visual

identities are being adopted and implemented in various publishing firms due to the fact that they play a big role in enhancing corporate reputation.

4.4.2 Effect of Corporate Visual Identity on Corporate Reputation

The respondents were asked to state whether CVI affects corporate reputation. All respondents (100%) were in agreement that corporate visual identity affects corporate reputation. The findings depicted that CVI is very important in portraying the reputation of publishing firms in Kenya. According to Barney (2012), the unique characteristics of corporate visual identity is the clearest path for competitive advantage in terms of reputation. A solid identity pulls in the financial specialists, spurs the representatives, offers recognized merchandise and ventures on the lookout and every one of these variables can be a wellspring of upper hand for the organization.

The findings went further in showing the extent to which corporate visual identity affect corporate reputation and the findings are presented in Figure 4.8.
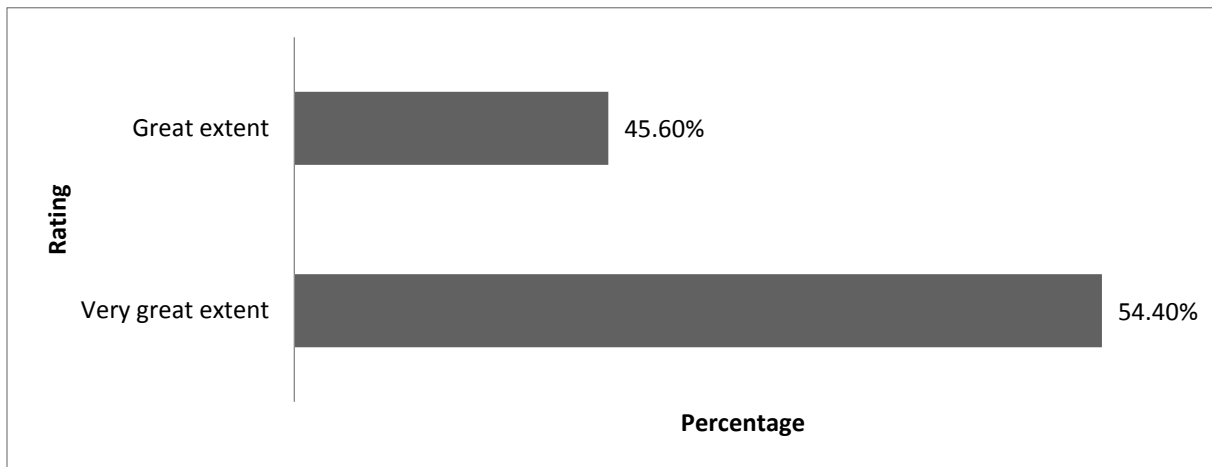
Figure 4.8: Extent Corporate Visual Identity affect Corporate Reputation

Source: Primary Data

From the findings, 54.4% of the respondents agreed to a very great extent that corporate visual identity affect corporate reputation while 45.6% agreed to a great extent as shown in Figure 4.8. The findings clearly show that all respondents were in agreement that CVI affect corporate reputation to a great extent. This shows that corporate visual identity affects publishing firms' corporate reputation to a great extent in Kenya.

4.4.3 Corporate Name

The study sought information on corporate name and corporate reputation. Findings are presented in Table 4.2.

Table 4.2: Corporate Name

Corporate Name	Mean	Std. Deviation
Corporate name represents Competence, Intelligent, Secure, Confident	3.25	0.64
The corporate name has relevance to its product	3.21	0.84
The name communicates says what the organisation stands for	2.90	0.94
I like our company name	3.21	0.77
It is easy to remember our company name	3.37	0.67
Company name makes me have positive feeling towards the company	3.246	0.6347

Source: Primary Data

In relation to the above table, most of the respondents agreed averagely that It is easy to remember our company name (Mean=3.39, SD=0.67), corporate name represents intelligent, competence, confidence and security, (Mean=3.25, SD=0.64), company name makes the employees have positive feeling towards the company (Mean=3.25, SD=0.64) as shown in Table 4.2. Furthermore, the respondents averagely agreed with the statements that the corporate name is relevant to its product category (Mean=3.21, SD=0.84) and they like the name of the company (Mean=3.25, SD=0.7731). However, most of the respondents agreed to a little extent with the statement that name of the company communicate what it stands for (M= 2.90, SD=0.94). It can be deduced from the findings that that it is easy to remember company name. Company name makes the employees have positive feeling towards the company and that the corporate name has relevance to its product.

4.4.4 Corporate Logo

The study sought information on corporate logo and corporate reputation. Findings are presented in Table 4.3.

Table 4.3: Corporate Logo

Corporate Logo	Mean	Std. Deviation
The corporate logo represents Sophistication, Smooth, and Glamour	3.25	0.79
The logo consists of an organisation's strategic choices	3.04	0.78
Logos are important when doing professional communication	3.21	0.77
Logos improves the uniformity of communicated messages within their organization	3.37	0.67

Source: Primary Data

From the findings in Table 4.3, respondents agreed averagely with the statements that Logos improves the uniformity of communicated messages within their organization (M=3.37, SD=0.67). The corporate logo represents Sophistication, Smooth, and Glamour (M=3.23, SD=0.79). Logos are important when doing professional communication (M=3.21, SD=0.77). The logo consists of an organisation's strategic choices (M=3.04, SD=0.78). The findings implicate that logos improve the uniformity of messages within their organization. The corporate logo represents Sophistication, Smooth, and Glamour. Logos are supportive for passing of messages by specialists who deal with institutions corporate identity and the logo consists of an organisation's strategic choices.

4.4.5 Corporate Colors

The study sought information on corporate colors and corporate reputation. Findings are presented in Table 4.4.

Table 4.4: Corporate Colors

Corporate Colours	Mean	Std. Deviation
Colour considerably determines brand consumer responses	3.26	0.77
Colour improves company brand recognition	3.04	0.78
Customers make buying choices based on company brand and corporate colours	3.30	0.68

Source: Primary Data

From Table 4.4, most of the respondents averagely agreed with the statements that customers make buying choices based on company brand and corporate colours (M=3.30, SD=0.68). Colour considerably determines brand consumer responses (M=3.26, SD=0.77). Colour improves company brand recognition (M=3.04, SD=0.78. The findings illustrated that individuals make buying choices based on brand and corporate colours.

4.4.6 Corporate Visual Identity and Corporate Reputation

The effect of corporate visual identity on corporate reputation was asked to the respondents. Most of the respondents indicated that corporate visual identity help in communicating the objective of the company and the focus of the company. The respondents further stated that the association of name, logo, slogan and colours to the company convey level of status and indication of quality of its product and services to customers. Also, majority stated that name logo and colours speak of the seriousness of the company in its mission. They also carry a

promise of quality of goods and services, relationships with customers such as enhancing company visibility, brand attraction and consumer's trust.

The study findings also show that respondents postulated that CVI has a great impact on company reputation as it sets in to enhance the corporate reputation. The respondents stated that Corporate visual identity helps a company to be recognised, and for its products/services to be known. An organization's mission and vision can easily be understood through its visual identity. Corporate visual identity influences the way customers purchase their products and determines their levels of loyalty. Corporate visual identity also determines the sales volume for a company's products and services based on how customers makes their purchasing decisions. It was further illustrated that stakeholders' confidence is based on their perception derived from company's image. An organisation's image determines how it remains competitive in the market and ability to differentiate itself as the market leader, communicates to its customers, determines how it make decisions concerning its products and influences how it is perceived by clients and the stakeholders. As such, clients are able to make reference based on a company's reputation.

4.5 Corporate Reputation

4.5.1 Corporate Reputation Strategies

Respondents were further asked whether their organization possess the strategies for building corporate reputation. All respondents (100%) felt that their organization possess the strategies for building corporate reputation. It was established that conducting CSRs and complaints handling were listed as some of the strategies used by firms for building corporate reputation. Most of the respondents indicated branding the company name and logo in all their print and digital products, creating a business culture of fast execution and customer fast experience, building a website to

fill the online presence and establish credibility of the business, communication and consistently mentioning/showing their name, logo and slogan in their communications as some of the strategies for building corporate reputation.

The respondents further indicated branding such as carrying the name and logo in their letter heads, business cards and products, use of logos and colours on T-shirts, caps, diaries and mugs as kind of the strategies for building corporate reputation. Communication through repeatedly mentioning/ showing their name, logo and slogan in their audio and visual communication was also mentioned by the respondents as some of the strategies for building corporate reputation. Majority of the respondents indicated adhering to ethical policies, ensuring product quality, efficient people management, anti-bribery policies, gifts and hospitality regulations and human resource guidelines as some of the strategies for building corporate reputation.

Finally, most of the respondents indicated that strategies such as TV learning programs, promoting at head teachers' meetings/annual conferences which includes KSSHA, KPSA & KEPSHA, organising and participating in teachers' seminars were used in building corporate reputation. This was done through having a strong customer service department that handles customer issues and providing solutions, participation in social matters as part of corporate social responsibility. This helps improve the organization's image in the community. It was also indicated that trying to be as transparent as possible to the public also improves the image of the company. Furthermore, most of the respondents stated that visual identity strategies like new product information send to customers, development of fliers on website for the customers' consumption, handling of customer complaints promptly, putting in sound management practices, attracting and retaining of talented staff were applied as corporate reputation strategies. Continuous product improvement was also stated by the respondents as a strategy. Continuous

improvement on their visual identities and embracing technology in communicating to customers, employing customer loyalty programs, developing social responsibility programs, embracing sound management practices with good controls, and improving on communication strategies to both internal and external customers were cited as key strategies of enhancing corporate reputation.

4.5.2 Company Reputation

The study sought information on corporate reputation of their company. The responses are shown in Figure 4.9.
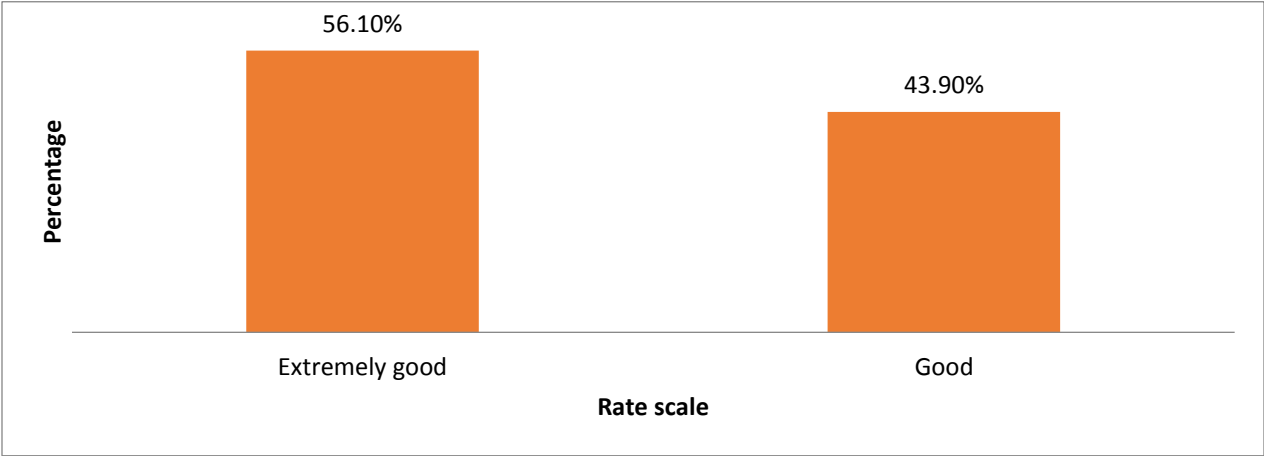
Figure 4.9: Company Reputation

Source: Primary Data

From the findings, 56.1% of the respondents their company as extremely good while 43.9% of the respondents rated their company as good as shown in Figure 4.9. Most publishing firms' reputation was extremely high and as such can help in market positioning of the organizations (Stimpert & Gustafson, 2014).

4.5.3 Year of Commencement of Corporate Reputation

The research sought to establish the year the management of their organization started to be concerned about corporate reputation. The results are indicated in Figure 4.10.
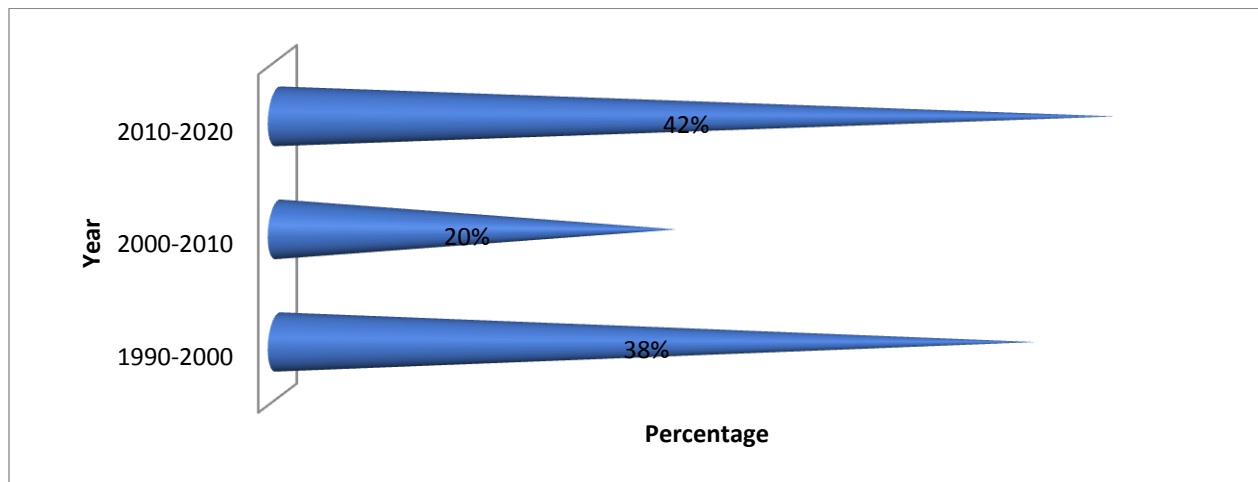
Figure 4.10: Year of Commencement of Corporate Reputation

Source: Primary Data

From Figure 4.10, majority of the respondents 42% indicated 2010-2020 as the year the management of their organization started to be concerned about corporate reputation, 38% indicated 1990-2000 as the year the management of their organization started to be concerned about corporate reputation while 20% indicated 2000-2010 as the year the management of their organization started to be concerned about corporate reputation. The findings insinuate that management in most publishing firms started to be concerned about corporate reputation as early as 2010 probably as a result of increased competition.

4.5.4 Corporate Reputation Items

The research sought to determine the ratings of corporate reputation items. Findings are presented in Table 4.5.

Table 4.5: Corporate Reputation Items

	Mean	Std. Deviation
Sound leadership enhances corporate reputation	3.23	0.60
Good management practices improves reputation of an organization	3.07	0.99
Engaging in socially responsible behavior enhances corporate reputation	2.88	0.97

Source: Primary Data

Assessing the corporate reputation items, the responses indicated that a majority of the respondents averagely agreed with the statement that Sound leadership enhances corporate reputation (M=3.23, SD=0.60), followed by the good management practices which improves reputation of an organization (M=3.07, SD=0.99), engaging in socially responsible behavior enhances corporate reputation (M=2.88, SD=0.97) as shown in Table 4.5. It is therefore evident from the findings that sound leadership enhances corporate reputation, good management practices improve reputation of an organization and engaging in socially responsible behavior enhances corporate reputation.

4.5.6 Improvement of Corporate Reputation

The respondents were asked to state what needs to be done to improve corporate reputation. From the responses, it was evident that clear communication, following the standard operating procedures, development of high quality products and services supported by research, changing customer needs and feedback, increase of visibility through branding and communication were required so as to improve on corporate reputation. Also, ways that were suggested by the respondents that can help improve corporate reputation includes living up to the company's mission and vision statements, and values, several staff trainings on strategies put in place to enhance corporate reputation. Development and adoption of guidelines that enhance corporate reputation was also recommended.

Furthermore, increasing visibility through branding and communication, taking care of employees with courtesy and fairness because they are the number one ambassadors, providing the best product and service, well-researched and incorporating customer feedback, delighting the customer by excellent service, including after-sales service, continuous improvement in structures and processes were mentioned by the respondents as some of the things which needs to be done so as to improve corporate reputation.

Additionally, most of the respondents stated the following ways are effective in improving corporate reputation; giving of high quality products and services supported by research, changing customer needs and feedback, development of a positive customer first experience

culture, going an extra mile for your customers and employees, offering consistent quality services, products and relationships, increasing visibility through branding and communication, staying true to the company's mission and vision statements, and values.

Engage more in social corporate responsibilities to the final consumers of the products, that is, teachers and learners, by being transparent to stake holders, an organization tends to gain trust hence an improved image. Also, customer satisfaction is key in ensuring that on organization's image is enhanced. Employment of quality process that ensures delivery of excellent products and services, development of good CSR programs, enhancement of programs for handling customer feedback, improvement of customer care strategies, improvement of staff development and continued trainings, enhancement of good distribution strategies, improve on visual identity dimensions, embracing anti-bribery strategies in the company, improving on visual identity strategies and making use of print media advertisement were indicated by respondents as some of the factors that need to be checked on to enhance corporate reputation.

4.6 Inferential Statistics

Regression analysis was used in determining the association amongst corporate visual identity and corporate reputation. Coefficient of determination evaluated the model fit as presented below.

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814a	0.662	0.656	0.2934

a Predictors: (Constant), Corporate visual identity

Source: Primary Data

The R^2 (0.662) is the coefficient of determination, implying that 66.2% on the change or effect of corporate reputation is explained by the independent variable under study (corporate visual identity) as shown in Table 4.6. This demonstrates that there existed a association amongst corporate visual identity and corporate reputation.

Table 4.7: Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	**Regression**	9.293	1	9.293	107.954	.000[b]
	Residual	4.734	55	.086		
	Total	14.027	56			

 a. Dependent Variable: Corporate reputation
 b. Predictors: (Constant), Corporate visual identity

Source: Primary Data

Findings from Table 4.7 shows a P-value of 0.000, which is less than 0.05 illustrating that the study was significant. The model was statistically significant to predict how corporate visual identity influence corporate reputation.

Table 4.8: Coefficients of Determination

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.577	.242		2.384	.021
	Corporate visual identity	.775	.075	.814	10.390	.000

a. Dependent Variable: Corporate reputation

Source: Primary Data

The model $(Y = \beta_0 + \beta_1 X1 + \varepsilon)$ converts into: $Y = 0.577 + 0.775X1$

The findings from Table 4.8 show that on the off chance that a unit change of a variable is tried holding different factors consistent, the results will give a corporate reputation factor of 0.577. The study revealed that a unit change in corporate visual identity applied would change the corporate reputation by a factor of 0.775.

4.7 Discussion of Findings

There was a positive relationship among corporate visual identity and corporate reputation as indicated by a factor of 0.775. This implies that effective items on corporate visual identity lead to enhanced corporate reputation and vice versa. The finding is in line with Bahtiar, Hassan and Nik (2016) who found that corporate identity of the universities plays a significant role in influencing corporate reputation. The study found that publishing firms in Kenya have adopted corporate visual identities such as organization's logo, color, essence statement, company slogan

/ motto and ISO Certification. It was found that corporate visual identity helps in communicating the objective of the company and the focus of the company.

The study found that publishing firms in Kenya possess strategies for building corporate reputation. The strategies include branding the company name and logo in all their print and digital products, building a website to fill the online presence and establish credibility of the business, consistently mentioning/showing company's name, logo and slogan in all communications. The findings are consistent with another study conducted by Dalija (2011) who found that firms with branded identity structure enhanced corporate reputation through strategic investment that procures critical present and future financial and non-monetary returns for an organization.

The study found that corporate logos upgrade the consistency of messages both visual and composed inside their association just as speaking to complexity, smooth, and style of the organization. Study by Pantea, Khalid and Mohammad (2017) found that corporate logo has a message to its clients and is identified with its showcasing goals, social qualities, wanted client relationship levels with the association, and association's corporate correspondences. Their examination reasoned that the better the name and shading of the organization the more positive the mentality shoppers have towards the corporate image.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The chapter gives summary of the findings, discussion, conclusions and recommendations of the study. It goes further and suggests areas for further study. The purpose of this study was to establish the effect of corporate visual identity on corporate reputation of publishing firms in Kenya.

5.2 Summary

The study found that publishing firms had adopted corporate visual identities. The study also found that organisation's logo, colour, essence statement, company slogan / motto and ISO certification were the corporate visual identities that were highly adopted by majority of the publishing firms. It was agreed to a very great extent that corporate visual identity affect corporate reputation. The study found that it was easy for the staff to recall the name of the company, and that corporate name represents competence, intelligent, secure, confident. It was also established that company name makes the employees have positive feeling towards the company and that the corporate name is relevant to its product category.

Regarding corporate logo, the study found that the logos improves the uniformity of communicated messages within their organization. At the same time, corporate logo represents Sophistication, Smooth, and Glamour. Logos are important when doing professional communication and logos consists of an organisation's strategic choices. With corporate color items, the study found that Customers tend to make buying choices based on company brand and

corporate colours. Colour considerably determines brand consumer response and improves company brand recognition.

The study further found that corporate visual identity helps in communicating the objective and focus of the company. The respondents stated that the association of name, logo, slogan and colours to the company convey level of status and indication of quality of its product and services to customers. Also, majority of the respondents stated that name logo and colours speak of the seriousness of the company in its mission. They also carry a promise of quality of goods and services and relationships with customers such as enhancing company visibility, brand attraction and consumer trust.

Regarding corporate reputation, the study found that organization possess the strategies for building corporate reputation. The study further found conducting CSRs and complaints handling were listed as some of the strategies used by firms for building corporate reputation. Also, it was found that branding the company name and logo in all print and digital products, creating a business culture of fast execution and customer fast experience, building a website to fill the online presence and establish credibility of the business, communicating and consistently mentioning/showing companies name, logo and slogan in all messages were some of the strategies for building corporate reputation.

Clear communication was found to be effective in improving corporate reputation. The study also found that following the standard operating procedures, giving of high quality products and services, supported by research, changing customer needs and feedback, increasing visibility through branding and communication, living up to the company's mission and vision statements

and values, staff trainings on strategies put in place to enhance corporate reputation, development and adoption of guidelines are strategies which enhance corporate reputation.

5.3 Conclusion

The study concluded that there exists a relationship between corporate visual identity and corporate reputation. It is therefore evident that organizations utilize different inward advertising activities in a coordinated way for making a positive impression of the brand among inside partners. The examination discoveries additionally show that web based marking is regularly used to make positive relationship of the brand among inside partners. Therefore, a good corporate reputation leads to increased investment in a company and helps a company to retain customers. Corporate reputation equally correlates with superior overall returns.

5.4 Recommendation

In light of the findings, the study recommended that firms should conduct training on corporate visual identity concept, its convenience and what it means for the corporate standing of the association. This assists the representatives with coordinating their endeavors towards a superior corporate identity consequently receiving full rewards of it.

From the findings, it was evident that corporate visual identity influence corporate reputation. The study therefore recommends that publishing firms should invest in corporate visual identity for them to have a positive edge in the industry and remain competitive in the market.

5.5 Suggestion for Further Research

This study mainly intended to establish the effect of corporate visual identity on the corporate reputation of publishing firms in Kenya. However, the author suggests further studies to be carried out on how corporate visual identity influence the corporate reputation of public parastatals.

From the findings, 66.2% on the variations of the corporate reputation is explained by corporate visual identity. This means there is 33.8% unexplained which is attributed to other factors that influence corporate reputation. The study therefore suggests that other studies be done on other factors that influence corporate reputation other than corporate visual identity.

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APPENDICES

Appendix I: Questionnaire

I am a student at the University of Nairobi currently undertaking MBA in Marketing. As part of the requirement for the degree, I am undertaking a research project on *"the influence of*

corporate visual identity on corporate reputation of publishing firms in Kenya". The information obtained if a unit change of a variable is test will be treated with utmost confidentiality. For each section, kindly respond to all items using a tick [ ] or filling in the blanks where appropriated holding the other variables constant.

Section One: Background Information

1. What is your gender?

    Male ( )   Female ( )

2. What is your age bracket?

    30-39 years   ( )

    40-49 years   ( )

    50-59 years   ( )

    Other…………………………………………………………………………………………

3. What is your highest level of education?

    Diploma ( )   Degree ( )   Post-graduate   ( )   Others.........................

4. What is your engagement level in the organization

    Senior manager   ( )   Middle manager   ( )   Clerk   ( )

5. The duration you have been in the organization?

< 5 Years ( )   6-10 Years ( )   11–15 Years ( )   > 15 Years ( )

6. How many years has your organization been operational?

< 5 Years ( )   6-10 Years ( )   11–15 Years ( )   > 15 Years ( )

Section Two: Corporate Visual Identity

7. In your opinion, has the firm you work in adopted corporate visual identities?

Yes   ( )

No   ( )

8. If yes in question 7, what are some of the corporate visual identities in your organization?

………………………………………………………………………………………………..…

………………………………………………………………………………………………..…

9. Does corporate visual identity affect corporate reputation?

Yes   ( )

No   ( )

10. To what extent does corporate visual identity affect corporate reputation?

Very great extent ( )

Great extent   ( )

Little extent   ( )

Very little extent   ( )

No extent   ( )

11. Please rate the following items related to corporate visual identity by ticking the most appropriate below for each statement. Key: 1=Not at all, 5=To a very great extent

Statements	1	2	3	4	5
Corporate Name					
Corporate name represents Competence, Intelligent, Secure, Confident					
The corporate name has relevance to its product					
The name communicates says what the organisation stands for					
I like our company name					
It is easy to remember our company name					
Company name makes me have positive feeling towards the company					

12. Please rate the following items related to corporate visual identity by ticking the most appropriate below for each statement. Key: 1=Not at all, 5=To a very great extent

Statements	1	2	3	4	5

Corporate Logo					
The corporate logo represents Sophistication, Smooth, and Glamour					
The logo consists of an organisation's strategic choices					
Logos are important when doing professional communication					
Logos improves the uniformity of communicated messages within their organization					

13. Please rate the following items related to corporate visual identity by ticking the most appropriate below for each statement. Key: 1=Not at all, 5=To a very great extent

Statements	1	2	3	4	5
Corporate Colors					
Colour considerably determines brand consumer responses					
Colour improves company brand recognition					
Customers tend to make buying choices based on company brand and corporate colours					

14. Please explain in your own words the effect corporate visual identity has on corporate reputation

……………………………………………………………………………………………………..…

……………………………………………………………………………………………………..…

Section Three: Corporate reputation

15. Does your organization possess the strategies for building corporate reputation?

Yes   ( )

No   ( )

16. If yes in question above, what are some of the strategies for building corporate reputation?

……………………………………………………………………………………………………..…

……………………………………………………………………………………………………..…

17. How can you rate the reputation of your company?

Extremely good   ( )

Good   ( )

Bad   ( )

Extremely bad   ( )

18. In what year did the management of your organization start to be concerned about corporate reputation?

1990-2000   ( )

2000-2010   ( )

2010-2020   ( )

19. In your opinion, does corporate reputation affect the performance of a firm?

Yes   ( )

No   ( )

20. To what extent does corporate reputation affect the performance of a firm?

Great extent   ( )

Less extent   ( )

No extent   ( )

21. Please rate the following items related to corporate reputation by ticking the most appropriate

below for each statement. Key: 1=Not at all, 5=To a very great extent

Statements	1	2	3	4	5
Sound leadership enhances corporate reputation					
Good management practices improves reputation of an organization					
Engaging in socially responsible behaviour enhances corporate reputation					

22. Please explain on what needs to be done to improve corporate reputation?

………………………………………………………………………………………………………..…

………………………………………………………………………………………………………..…

Thank you.

Appendix II: Kenya Publishers Association Members

No.	KENYA PUBLISHERS ASSOCIATION MEMBERS	No.	KENYA PUBLISHERS ASSOCIATION MEMBERS
1	Abantu Publications E.A Ltd	35	Kenya National Library
2	Africa Digital Learning Academy	36	Kenya Year Book and Editorial
3	Avallian Ltd	37	Laxmi Booksellers and Stationers
4	Atfaal Publishers Limited	38	Longhorn Kenya Ltd
5	Bamrah Publishers Ltd	39	Longman/ Text Book Centre
6	Bible Society of Kenya	40	Mentor Publishing Company Ltd
7	Bible Translation and Literacy	41	Moi University Press
8	Biblica Kenya	42	Moran Publishers (EA) Ltd
9	Big Books	43	Mountain Top Publishers
10	Bookmark Africa Ltd	44	Morsel Publishers International
11	Bookman Consultants Ltd	45	Mjay Books
12	Bridges International Schools	46	Njigua Books
13	Cambridge University Press	47	Nsemia Inc Publishers
14	Catholic University Press	48	One Planet Publishing & Media Services
15	Champion Publishers Ltd	49	Oxford University Press
16	Chana Consultancy	50	Phoenix Publishers

17	Congman Publishers	51	Queenix Publishers Ltd
18	Dalin Publishers	52	Smartboast Publishers
19	Danmar Publishers Printers	53	Snapplify
20	Daystar University	54	Scholastic
21	Distinction Publishers Limited	55	Simpemar Publishers
22	Digital Divide Data	56	Signal Publishers Ltd
23	East African Educational Publishers	57	Spear Sharp Education
24	Educate Yourself Ltd	58	Speeda Mobile Limited
25	eKitabu	59	Spotlight Publishers EA Ltd
26	Evangel Publishing House	60	Story Moja
27	Eye Africa Ltd	61	Success For Africa
28	Focus Publishers Ltd	62	Targeter Educational Publishers
29	Foot Prints Press Ltd	63	Times Printers
30	Geoperi Publications	64	Twaweza Communication Ltd
31	Herald Education Ltd	65	University of Nairobi Press
32	Jomo Kenyatta Foundation	66	Vide - Muwa publishers Ltd
33	Jimco Books Services	67	Virtual Essence Ltd
34	Kenya Literature Bureau	68	Worldreader

Source (KPA, 2019)