CORPORATE SOCIAL RESPONSIBILITY AND BRAND IDENTITY OF KENYAN CORPORATE FIRMS:

CASE STUDY OF COMMUNICATION AUTHORITY OF KENYA (CA)

EUKA AMBIYO

A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF MASTER OF ARTS IN COMMUNICATION STUDIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

UNIVERSITY OF NAIROBI

DECLARATION

This research project is my original work and has never been presented for a degree at any other university for examination.

Signature… …   Date…20/11/2023………………

EUKA AMBIYO

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

REG. NO: K50/8083/2017

This research project has been submitted for examination with my approval as the University supervisor.

Signature

…………………………………………Date……….20/11/2023……………………………

DR. LEAH MUCHEMI

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

UNIVERSITY OF NAIROBI

DEDICATION

My family, friends, and coworkers have inspired, encouraged, and prayed for me to realize my plan, thus I dedicate this project to them.

ACKNOWLEDGEMENTS

With all sincerity and humility, I thank the Creator of all things for His grace, which has remained ample for me on this journey.

I would especially wish to thank my father, Hezekiah Ambiyo, for supporting me at every phase of my study. I will always remember what you did. May the Lord abundantly bestow His blessings upon you. I would additionally like to convey my gratitude to my mother Alice Nekesa for her encouragement and support, which gave me the willpower to keep going. God be with you.

I want to express my appreciation to my acquaintances for their unwavering support throughout. I owe you this. I would like to express a heartfelt thank you for all of your support, instructors, as well as students. Thank you to Dr. Leah Muchemi for her supervising role in ensuring the success of this research study. God bless you all.

Table of Contents

ABSTRACT

In the past few decades, corporate social responsibility, or CSR, has become more prominent. Companies have been using CSR as a tactic to enhance their reputation. The CSR approach addresses employee life and work balance, charitable giving, and sponsorship initiatives for the local populations. Brand identity has a key role in how customers and other stakeholders perceive an organization. In the recent years, firms have incorporated CSR to enhance their brand identity. This is as a result of traditional brand identity tools degrading with time. The study examined and determine the effects of CSR activities on the trademark identity of a firm utilizing case of Communications Authority of Kenya. Objectives of the investigation include: (i) To determine the effects of economic corporate social responsibility on the brand identity of the Communication Authority of Kenya (ii) To evaluate the effect of moral corporate social responsibility on the brand identity of the Communication Authority of Kenya (iii) To determine the effect of philanthropic corporate social responsibility on the brand identity of the Communication Authority of Kenya. It utilized Carroll's Pyramid of CSR and Creating Shared Value theory. The study examined the effects of financial, ethical and philanthropic CSR on brand identity of CA target population being employees and customers of the firm. The study implemented descriptive study design utilizing questionnaires and secondary data. Data was presented in tables and the validity as well as reliability of the investigation was measured utilizing Cronbach alpha test model. The findings concluded that economic, ethical and philanthropic CSR have a greater influence on brand identity of CA however other factors such as work culture contribute to the brand identity. The findings concluded that CSR not only fulfils the duty of providing for the needy in our society but also performs a critical function in building brand identity. The findings also revealed that CSR is not only beneficial to CA's stakeholders in terms of building a connected society, creating a digitally transformed nation but also it helps in creating awareness and mandate of the Communications Authority of Kenya. Such issues can be addressed through policy by publicizing of CSR activities and creating linkages and relations with the media which is a major stakeholder of the organization. The efforts by the organization to deploy resources are conducted in a fashion which is equally

helpful to both parties and the communities that they serve. If well implemented CSR is a mutually beneficial scenario for both the organization as well as the beneficiaries. This information can be used by CA as a means of creating new interventions as a matter of policy.

CHAPTER ONE
INTRODUCTION

1.1 Introduction

This first chapter gives an overview of the investigation. This chapter includes an overview of the study, a background section that deconstructs the study's key ideas, a problem statement, the study's objectives, research questions, a justification for the investigation, and an explanation of the study's importance. The scope of the investigation concludes this chapter.

1.2 Overview

Corporate Social Responsibility (CSR) continues to rise significantly in the current times. Organizations continue to execute CSR as a way of improving their brand (Clegg et al., 2011). According to DiPietro, (2014) CSR strategy entails gifts, sponsorship projects to the neighboring populations, life, and work equilibrium among the workforce, as well as environmentally sustainable matters. This idea holds an incredible impact with regards to a company's settling on choices which affect the partners of the company, the investors, and existing buyers of the commodities produced by the company. CSR and sustainability ideas continue to be interlinked by several researchers and this has been taken to be one idea which companies implement for coming systems (Clegg et al., 2011).

As indicated by the European Commission (Piercy & Lane, 2009) CSR is a system utilized by various organizations combining social and ecological aspects in their business tasks and their relationship with the partners voluntarily. In an organization, social initiatives and strategies are defined by Woods (1991) and have an impact on the relationship the organization has with the general public. Ibrahim (1993) describes the term "corporate social responsibility," or "CSR," as the policies, procedures, and educational programs that a business implements to handle its responsibilities toward society and address the problems that society faces.

Considering the Communication Authority of Kenya as a case study, this investigation will concentrate on evaluating the effect of corporate social responsibility on the brand identities of Kenyan businesses. The study will explore the different social responsibilities of the Communications Authorities of Kenya about brand identity.

1.2 Background

CSR was created and developed during the 1950s (Clegg et al., 2011). This concept has been utilized by most organizations all around the world with the system of offering back to society and yet creating the organization's brand name and advertising their products (Bronn & Vrioni 2001). This concept dates back to the mid-to-late 1800s, throughout the Industrial Revolution when there were instances of a significant shift of events and a commercial insurgency. The prosperity of the workers in the enterprises and the success of the industrialists was a consequence that became problematic throughout this period (Martinez & Pina, 2003).

The effect that this had on working conditions intensified over the course of this period. According to Chandler (2005), the production line framework that was being used around then, child labor and women were being brought up particularly in the US. The policymakers that held power during that time, saw work as the cradle of social issues. Amongst them were poverty, delinquency, and business turmoil. Throughout this period, modern development as far as government assistance was seen as a combination of philanthropic and business substances (Blombäck & Scandelius, 2013).

The overwhelming majority of businesses that have grown in the market are over a century old, according to Becker-Olsen et al. (2006). The notion of corporate social responsibility (CSR) was first introduced in 1953 by American economist Howard Bowen in his book Social Responsibilities of the Businessman. That being said, the idea gained more widespread prominence in the 1970s. Several enterprises actualized the concept particularly in the United States. Before the strategy was internationally utilized, by various organizations and getting more worried about their partners (Balmer, 2009).

In a study by Piercy and Lane, (2009) corresponding to the opinion of an organization according to clients' perception, propose that singular clients are empathetic and that they rarely envision faultlessness but foresee responsibility and transparency. They in a way foresee that organizations should advance strategies to change their leadership and focus to handle the various CSR issues. This has led to greater awareness of corporate responsibility, particularly when it comes to regard to internal relations, as a solid organizational strategy is the primary tool for managing the issues at hand (Balmer, 2009).

Maignan and Ralson (2002), looked at the advantages of CSR, programs and activities, and the organization's partners on the CSR corporate mark sites of wealthy 200 wealthy businesses from four different countries. The four countries (the Netherlands, France, the United Kingdom, and the United States) contrasted in the manner in which they applied stage life to transmit their sense of social responsibility to the external state of the organization.

The fact that corporate social responsibility (CSR) is often seen as an investment significance, there is an incentive for firms to demonstrate to the public that they are thoughtful about CSR matters. This encourages investigation into the use of corporate social responsibility (CSR) as a means by which corporations might "greenwash" to the general population (Glegg et al., 2011). With the expansion in innovation and the online media power, organizations won't have the option to deceive the open by utilizing CSR strategy to develop their brand if they are not drawing in building up the general public that is surrounding the organization rather, they should engage and connect with consumers in CSR practices (Brown, 1998). Using CSR strategy to propel a brand, upgrades incredible responsibility, and over the long haul fortifies the brand identity of the firm. It comes about by drawing in partners as well as remaining open about its CSR activities inside as well as outside the company (Cone Communications, 2015). Research reveals that 96% of customers will undoubtedly acknowledge a business, and 93% are going to pledge to be devoted to a company that deals with social and health concerns (Cone Communications, 2015). As a result, CSR is crucial for organizations.

A particular strategy is to use CSR to strengthen an organization's brand identity. It involves more than simply creating the brand identity; it also necessitates carrying out thorough internal surveys, the results which in turn help the organization's brand to grow throughout the years (Martinez, 2003). This can frequently be achieved by making sure partners are fully engaged in the firm's social responsibility efforts and enhancing the firm's level of transparency with regard to its CSR initiatives for the appropriate stakeholders. The findings from Cheruiyot and Maru's (2012) study, which centered exclusively on Kenyan customers in Africa, 96% of consumers were confirmed to have an excellent view, and 93% of consumers will pledge their allegiance to organizations who align with their principles in dealing with social and issues related to the environment. Regarding brand identity, CSR is crucial for businesses.

1.3 Brand Identity

Brand identity refers to the visionary elements such as corporate color, logo or design that identifies and distinguishes a brand in the consumers' minds (Fombrun, 1996). Brand identity can be enhanced by an organization executing things that modify and get related to their firm (Sen and Bhattacharya 2001). These incorporated the logo, signage, attire, promoting guarantee, products, and bundling among different parts. These segments can be emphatically connected to the brand picture which is the psychological picture that is shaped on the consumers and other partners' brains (Fombrun, 1996). Organizations have to commit to brand identity principles in order to achieve a positive perception of their brand, which is an indispensable requirement for each company to raise ratings that are positive in the eyes of their clients.

Organizations work to expand their brand awareness among partners and clients. Eda (2009) asserts that a brand's identity rating is heavily dependent on the connections a company makes with stakeholders and customers who agree with the business's objectives. Brand identity is more of the established relationship and perception that the organization creates on consumers and stakeholders.

1.4 Communications Authority of Kenya

Kenya's Communication Authority is one of the nation's regulatory bodies. The organization holds responsibility for organizing and putting into practice policies and plans that regulate communication and information dissemination in Kenya. According to the Kenya Correspondence and Data Act of 1998, it was launched in 1999. The authority bears the responsibility of overseeing transfer of information including digital, telecom, media, electronic business, dispatch, and postal administrations (Communication Authority of Kenya 2012). CA has implemented Corporate Social Responsibility in their firm. This is a strategy they utilize to give value back to the society. The study aims at examining the influence that CSR has on the brand identity of CA.

1.4 Problem Statement

Due to the low brand identity in Kenyan Corporate firms, many companies have struggled to established and maintain a strong, recognizable, and unique brand image in the marketplace. This lack of a distinct brand identity has resulted several negative impacts on the companies and their overall business performance. First, without a strong brand identity, most of the Kenyan corporate firms have struggled to differentiate themselves from their competitors and peers in the market. The lack of differentiation has led to a situation where potential customers have difficulty distinguishing one company from another, resulting in a commodity-like perception of the products or services offered. Also, weakened brand identity continues to hinder the building of trust and loyalty among customers. Most corporate firms in Kenya lack a compelling brand, finding it challenging to retain their customer base. Other negative impacts of low brand identities in Kenyan corporate firms include lack of awareness of services offered by organization ,difficulty in attracting talent, and difficulty in talent retention.

Therefore, there is a need to boost brand identity in corporate firms. Brand identity plays a key role in the business world. Customer preferences and taste have radically shifted. Perception of an organization is not centered on the products and services but also how it is engaged with the community around it. The use of visual messages, promotions, advertisements, and sound marketing has not been performing well in establishing brand identity for many of the organizations (Idemudia 2014). Organizations opted to implement CSR strategy in their business processes along the traditional tools.

Caroll's pyramid hypothesis of CSR (Caroll 1991) states that ethical, legal, philanthropic and economic corporate social responsibilities of a firm ought to be accomplished in a specific way to satisfy them. Creating Share Value theory (Porter and Kramer, 2011) majors on joining both social responsibilities and objectives of a firm for it to create share an incentive in the community and achieve financial performance.

In an investigation by Kwalanda (2007) on Corporate Social Responsibility in Safaricom Limited Company found that the organization built up a CSR strategy under the Safaricom Foundation which it uses to express its responsibility to handle cultural issues such as training, ecological assurance, water disinfection and medical care among different causes. While these studies focus on CSR, there is a gap to determine the effects of CSR on brand identity of government organizations in the Kenyan setting.

This study determined the impact of CSR on the brand identity of CA. The research analyzed CSR activities that were implemented in the company against the influence it has on the brand identity of the company. The researcher subsequently believed this study adds to research that exists regarding influence of CSR on brand identity in Kenya.

1.5 Research Objectives

This section entails both the general as well as specific objectives of the investigation.

1.5.1 General Objective

To establish the effect of Corporate Social Responsibility on the brand identity of Kenyan Corporate firms using Communications Authority of Kenya as a reference case.

1.5.2 Specific Objectives

i. To establish the effect of financial corporate social responsibility on the brand identity of the Communication Authority of Kenya
ii. To evaluate the effect of moral corporate social responsibility on the brand identity of the Communication Authority of Kenya
iii. To determine the effect of philanthropic corporate social responsibility on brand identity of the Communication Authority of Kenya

1.6 Research Questions

i. In what manner does economic corporate social responsibility influence the brand identity of the Communications Authority of Kenya?
ii. In what way does ethical corporate social responsibility influence the brand identity of the Communications Authority of Kenya?

iii. What is the effect of philanthropic corporate social responsibility on the brand identity of the Communications Authority of Kenya?

1.7 Justification of the study

As indicated by Muthuri, Matten, and Moon, (2009), organizations have been participating in undertaking their CSR ethical, economic and philanthropic responsibilities to guarantee their brands get recognized by customers in the market and help their brand acquire an identity. This has prompted firms to execute CSR activities, for example, sponsorship and environment protection.

Buyers have changed their recognition as to firm brands and products. Martinez (2003), expresses that customers will in general be open to engage with organizations that are satisfying their social responsibilities to the community. As indicated by Sen and Bhattacharya (2001), the primary challenge faced by organizations according to CSR and brand identity is the social responsibilities that a firm plays in the general public. This may affect the brand of a firm if the purchasers don't understand the social duties of an organization. Consequently, there is a need for more examination to determine the influence that CSR social, ethical and philanthropic duties play in building the brand identity of a firm.

1.8 Significance of the study

This research has been mandated by the Kenyan Communication Authority. It aims to help the company when deciding on its brand-building strategy. The research is going to supply the company with straightforward and comprehensive details on stakeholders who are interested and potential customers with a particular focus on corporate social responsibility. The most successful methods to integrate CSR into their brand development will be suggested by the study.

Stakeholders as well as clients are the primary targets of most organizations. Customers and stakeholders like to associate themselves with organizations that carry out social responsibilities. The study will focus on the Ethical, economic, and philanthropic corporate social responsibilities of the Communications Authority of Kenya giving its stakeholders and customers a clear view of how the three aspects of CSR influence on the brand identity of the firm.

Considering that the Communication Authority of Kenya is a regulatory body, the government is going to benefit from the study by obtaining clear knowledge regarding corporate social responsibility (CSR). Through this information, the government will be able to come up with policies and plans that are going to assist them in fulfilling the 2030 vision by strengthening their reputation as a brand and improving the effectiveness and efficiency of its public services.

The study will support politicians in creating rules that will oversee the nation's CSR procedures without brainwashing the populace with fraudulent reports and initiatives that some businesses support.

1.9 Scope of the study

The investigation shall focus on the Corporate Social Responsibility of the Communication Authority of Kenya. The target population will be customers and employees of the organization for the gathering of data. The investigation will use Carroll's pyramid model and Creating Share Value Theory in explaining how the CSR responsibilities of an organization influence brand identity.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

Chapter two explores the Analytical framework of the study. The chapter addresses the theoretical framework and literature review with regard to the influence of corporate social responsibility on the brand of an organization.

2.2 Corporate Social Responsibility Overview

From the previous chapter, there is evidence that different researchers from various parts of the world have attempted to define CSR as well as its role in different functions and objectives in an organization. This chapter contains the different research on the effect of CSR in the process of a company trying to build a brand and how CSR affects the brand identity of an organization. Basing on all this research that has been carried out by different researchers, there is still a gap to show substantial evidence on the role of CSR in developing a brand in a firm.

CSR refers to an organization's policies and strategies that are set by an organization to satisfy the social needs of the society surrounding the organization (Angelidis & Ibrahim, 1993; Enderle & Tavis, 1998). This concept involves an extensive range of actions that are involved in the organization trying to satisfy the needs of the community around it. They involve natural environment conservation, the welfare of the stakeholders' internal and external stakeholders among other groups that are interested in the benefits of the organization. CSR has a wide variety of perspectives that try to define and explain the concept. Considering CSR follows the societal values that the community around it lives by, it has been redefined into four main aspects; Ethical, legal, economical, and philanthropic.

Carroll (1996) and Lantos (2001) defined CSR basing their definitions and explanation of the concept on the four main aspects that have been used to redefine the concept. According to economic responsibility of CSR, Carroll states that an organization should make sure in their operations, they are making profits from their business processes, and are economically viable in the business. According to Lantos (2001), for an organization to earn the ultimate return of its capital for it to be able to satisfy its stakeholders, an organization needs to create new jobs in their organization, deliver the value expected by consumers, promote creativity and innovation in the firm.

In line with Carroll's view, enterprises typically prioritize their ability to turn a profit (economic responsibility) over their need to operate legally (legal duty). After taking these things into account, a company may prioritize the ethical issues that are related to it, such as adopting environmental regulations in order to minimize its impact on the environment as well as giving back to the public. In consideration of this, Esrock and Leichty (1998) investigated CSR communication tactics employed by several corporations across a number of industries in order to develop a CSR policy that would represent the companies they represent as environmentally and socially conscious enterprises. These authors discovered a glaring disparity in the ways that different business sectors convey their CSR concerns regarding ethics based on their findings.

Porter and Kramer (2002) described CSR as a function used by a firm in implementing social responsibility while at the same time having business benefits like earning a competitive benefit of the firm from the strategy. Apart from the strategy focusing on satisfying social responsibilities, it performs a important function in the business process of a firm such as enhancing brand identity of the organization which in turn might boost the competitive advantage of the business.

2.3 Theoretical Framework

2.3.1 Carroll's pyramid of CSR

The idea of CSR has secured a plethora of economic, lawful, moral, and philanthropic activities of corporate execution (Carroll, 1979). In light of other authors' contribution to CSR, Carroll updated his four-dimensional pyramid, which turned into a hypothetical system for CSR. It has been uncommonly used in the business and management field. Visser (2005) contends that the explanation for this enduring model could be from its effortlessness and that the model has been empirically tested and held by the findings.

Carroll (1991) contends that all squares in the pyramid must be engaged with some route to arrive at the purpose of acknowledgment. The pyramid encompasses duties connected with philanthropy, morality, law, and the economy as a whole. The fundamental obligations are closer to the bottom. An organization can advance to more major-level responsibilities that are beneficial to society once it fulfills the lower responsibilities of the pyramid, among them commitments to investors and the law.

Carroll (1991) calls attention to that the entirety of the duties have somewhat consistently been there, however, that the moral and philanthropic obligations have been taken serious lately. For a firm to benefit from CSR especially through enhancing their brand identity, they need to put in place all these obligations in consideration in their business processes. Brand identity also carries with it economic, legal, ethical and philanthropic responsibilities. CSR activities will definitely enhance brand identity of a firm when it takes care of their social responsibilities.

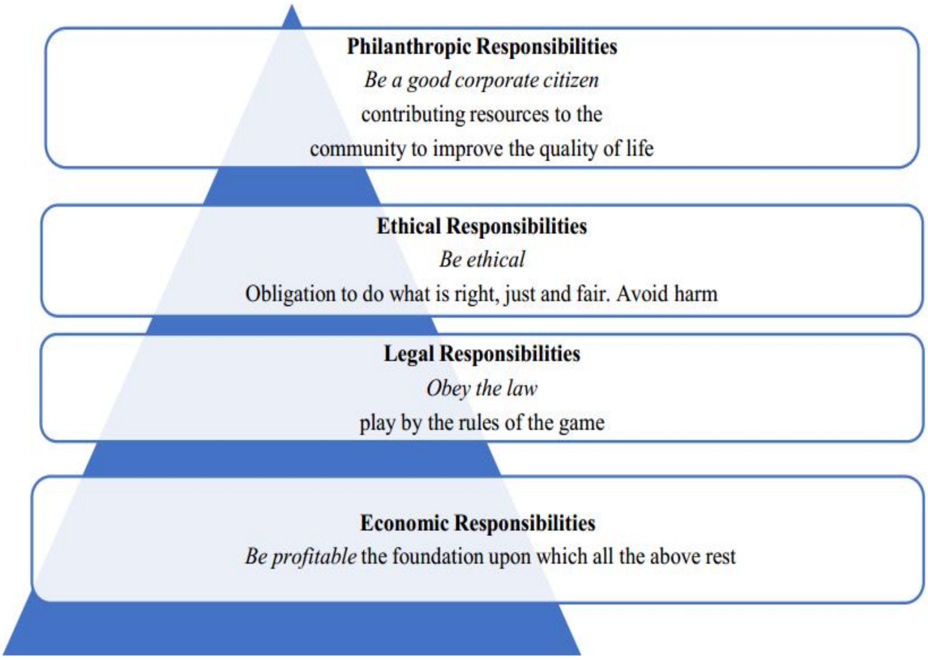

Figure 1. The pyramid of Corporate Social Responsibility model by Carroll, 1991.

2.3.2 Creating Shared Value (CSV)

Porter and Kramer enhanced the CSV hypothesis in 2011. The CSV concept expands further to CSR in order to establish mutually beneficial principles via the development of society and financial achievement. In contrast to CSR, CSV places a greater emphasis on integrating ethical principles and distinctive initiatives with the organization's core business operations (Porter and Kramer, 2011). The drawbacks of CSR led to the evolution of CSV as a step forward.

Porter and Kramer (2011) characterized CSV as strategies and procedures that improve an organization's competitiveness while primarily enhancing the social and economic circumstances in the areas where it operates. Porter and Kramer (2011) argue that most enterprises remain mired in their conception of social responsibility, considering social concerns from the periphery rather than from the core of their beliefs. Entrepreneurs are obligated to refuel their organizational achievement with improvements in society. In the words of Porter and Kramer (2011), cooperative value constitutes a paradigm for achieving financial development as opposed to charity, social responsibility, or sustainability. It places emphasis on the business community and the areas that are relevant to them.

Organizations must have to create cultural value in order to further develop their brand identity and achieve financial value. This can be obtained in three methods such as by redefining efficacy in the value chain, reinventing products and markets, and setting up powerful industry associations in the business areas. Alternatives in several locations are going to develop when an incentive in one zone becomes stronger (Porter and Kramer, 2011).

Visser (2010) advocated for a CSR revolution, consequently broadening the CSV paradigm. An overhaul that would establish an alternative type of corporate social responsibility (CSR) that moves away from arrogant partnerships linked to prejudice and toward an increasingly egalitarian organization that is advantageous to both the company along with its customers (Visser, 2010). CSR will no longer just be needed as a precautionary measure; instead, it will be characterized by effective tactics and an intention to promote ethical businesses, such as technology.

2.4 Conceptual Framework

2.4.1 Economic CSR

Corporate social responsibility (CSR) continues to increase significant consideration within the recent decades and firms presently gradually attempt to become, or to portray themselves as socially dependable. Though the concept of CSR lines up with sustainable development goals, the topic of why firms take part in CSR and its effect on society is a significant one. As Friedman (1970) stated, the sole responsibility of organizations in that period was to develop its income and increase profits. He further contended that organizations were not intended to substitute chosen governments whose duty was to offer public products, by spending shareholders' assets on benefiting citizens. However, as stated by Bénabou and Tirole (2016), CSR frequently emerges as a reaction to the market and different insufficiencies that surface because of government deficiencies. CSR can be utilized by organizations to advance qualities that are regularly neglected or not sought after by governments because of resource constraints or absence of prioritization.

As indicated by Fontaine (2013), defining CSR has not been completely conceivable as the concept of CSR offers shifting speculations and numerous dissimilar strategies which regularly raise difference and contention. The principal meaning of CSR was introduced by Bowen (1953) who described CSR as the obligations placed on businesspeople to pursue those policies, choose courses of action, or make judgments that are beneficial in light of our society's goals and values.

Earlier, theoretical work about corporate social responsibilities were addressed by Sethi (1975) who set up a three-level model for organizing corporate conduct which he marked "corporate social performance". The three degrees of corporate social performance depend on social responsibility which reacted to legal and market requirements; a social duty that research cultural standards, qualities, and expectations for execution and social responsiveness which talks about expectant and preventive adjustment to social needs. Sethi's subsequent level necessitates that an organization looks past consistence, recognizes and addresses cultural expectations. The third level includes an organization building up the competence to include partners adequately and take proactive practices to address their challenges and concerns. Sethi (1957) likewise underscored the social and time-based needs of corporate obligations and the significance of having stable management systems and standard procedures that can facilitate the assessment of progress and comparative analysis. This study will help in accessing the influence of CSR on brand identity of a company using a case study of Communication Authority of Kenya.

2.4.1.1 Operational Efficiency

To maximize shareholders' wealth, managers should be reasonable in their utilization of resources that are accessible to a firm. Nkundabanyanga and Okwee (2011) stated that managers are answerable for settling on decisions related to skills, resources, and activities that will guarantee the organization's well being in the present moment just as decisions related to how organizations will keep up long term consistency between their practices and their working condition.

Ochoti et al. (2013), stated that CSR positively affects the company's financial performance. Those organizations which don't focus on CSR's activities had poor financial performance when compared to those that were socially responsible and work towards the well-being of its workers, suppliers, investors, and consumers. This differs from Balabanis, Phillips, and Lyall, (2014) who stated that, a negative connection dwells between social responsibility and financial outcomes. They contended that high interest in social responsibility, for example, the expenses of making gifts, starting community development plans, and so on, brought extra expenses to the firm. These expenses may end up putting a business at a financial constraint when compared with different firms that are less socially responsible.

As indicated by Nwoke (2017), it is irrational to put an excessive amount of expectation on CSR as a tool for development, more so in rising economies because of operational constraints which make it hard for CSR to viably prompt sustainable development. Businesses in this era have focused on sustainable development since it has a direct relationship to corporate social responsibility which has a desirable effect to the firm’s brand identity.

2.4.1.3 Sustainable Business Value

Wheeler (2013) in his framework for the formation of business significance accommodated the ideas of corporate social responsibility and sustainability, specifically through the partner approach. Balabanis et al. (2014) contended that supportable CSR practices and engagement prompted a firm to get an intangible value. However, they neglected to relate this to long term financial performance. They put into consideration a strategy of action in their value creation approach, which embraced the concepts of CSR and sustainability.

Mattera and Baena (2015) found that organizations taking part in sustainable business practices had the option to improve their intangible assets, for example, reputation and philanthropy among their global partners and that by respecting their implicit understandings with stakeholders, firms had the option to make a win-win situation while simultaneously positively adding to social well-being.

As indicated by Porter and Kramer (2011), effectiveness in business procedures can be additionally accomplished through the involvement of stakeholders for them to implement sustainable business practices. They further highlighted that to effectively make sustainable business value, managers ought to comprehend that a business is as beneficial as it is to stakeholders over a long period.

In a research to determine how firm attributes influence the utilization of sustainability motivating forces and their effect on shareholders return by Abdelmotaal (2016), found a significant relationship between the implementation of sustainability benefits in CSR and resource mobilization approach factor. This has a positive influence on shareholders' goal which is a sustainable business value. A sustainable business value plays a key role in identifying a firm's brand identity.

2.4.2 Ethical CSR

Corporate social responsibility (CSR) is progressively turning into a key primary tool that managers and directors use to situate their organizations in the mind of the client. Subsequently, business ethics has gotten big attention, and various books have been expounded regarding this matter during the past twenty years. The practice of CSR isn't uniform among all business entities yet its target of offering back to society reverberates over the different models utilized by organizations.

Davis, (2014) holds that the practice of CSR manages how business entities in various political environments, financial situations, and cultural practices get, respect and without a doubt perform social responsibility. He further states that committed firms frequently get lower levels of outer weight as their reputation shields them. Nicholls (2008) states that most organizations had an increasingly fundamental way to deal with the corporate, social, and environmental responsibility. This is by joining brilliant human relations strategies with thorough management as far as the environment, resident's activities using sponsorship, and adjusting their products and services.

Amin (2016), emphasized that societal expectations combined with shareholders' demands shifted significantly on account of changes in socio-political, cultural, and environmental issues. Additionally, organizations' responsibility in corporate responsibility has been affected by both internal and external components including financial, management, analysis from global nongovernmental organizations, peer pressure, and competitive advantage. A significant determinant of environmental disclosures is subject to a few components including firm size, money-related influence, profit-making, and the age of the firm.

2.4.2.1 Ethical Code of Conduct

Ethical code of conduct is a set of principles, policies and regulations that are used to govern the conduct of members of an organization (Al-Tawil, 2016). CSR is turning into a focus point that positively influences brand identity thus viewed as a primary requirement, instead of a factor that only adds to the customer's social value. Research by Ahmad, et al, (2016), found that the financial and philanthropic CSR practices essentially prompted a progressively positive degree of both brand identity segments and corporate reputation management than legal and ethical CSR practices. Leiva, Ferrero, and Calderón (2016) found that the result of acting admirably ought to be and should be a decent and positive assessment by stakeholders. This concurs with Swaen (2014) who likewise found that consumers' CSR discernments are probably going to prompt a positive brand identity of the firm and consumers think about these organizations as working ethically.

Al-Tawil (2016) stated that there has been an expansion in the number of organizations concocting moral sets of principles to coordinate their corporate activities. Organizations today distribute reports to represent the environmental effect of their practices, with some going similarly as attempted different types of environmental effect appraisals before the endorsement of any project. Firms are starting to value their responsibility of being acceptable corporate residents by including communities as significant authoritative stakeholders.

Clients are made aware of issues, for example, child labor, abuse of laborers, and decimation of the environment through the prevailing press and the website. Therefore, pressure from various stakeholders alongside media inclusion has constrained many organizations to act morally to protect their public reputation (Boyle, 2016). Ethical responsibilities speak to the standards and norms of what employees, buyers, investors, and the community consider as reasonable while protecting the stakeholders' ethical rights.

As indicated by Carroll’s (1991) pyramid, an organization initially should satisfy financial (profit) and legal (law) level, then the ethical level. Every individual who is charged with the responsibility of settling on these decisions must remember the responsibilities that tag along.

In the words of Benavides-Velasco et al. (2014), commitment to the environment encompasses managing and protecting resources, particularly the ones that are essential for life support or are not inexhaustible. While undertaking their practices, organizations have specific social responsibilities, for example, limiting environmental contamination, securing natural resources and water and energy saving.

Trust building is an essential resource in each business relationship and a significant inspiration for an organization crediting to CSR activities. A reliable organization is more averse to take caution as it takes part in CSR than an untrustworthy organization. Canli and Fries (2015) contended that an organization that sticks to the recommended codes of ethics and participates in socially responsible practices earns client trust. Ongoing researches from studies in the tourism and hospitality business likewise show that moral CSR practices prompted improved brand identity because of increment in client loyalty (Duzgun and Uyuger 2017).

When CSR is communicated, it turns into a strategic branding tool to deal with the client's expectations. The CSR activities impact the inspirational mentality and conduct of a client (Amin-Chaudhry, 2016). This consequently strengthens the organization's brand identity, which is one of the principal reasons an organization takes part in CSR activities.

2.4.2.2 Environmental Protection

Concerns related to the environment are becoming more and more prevalent throughout the world, and businesses of every type are beginning to understand how CSR and sustainable strategy plans might encourage environmental stewardship in general (Atudo, 2014). At the moment, investors are making greater consideration and active investments in advancing the development of CSR strategies. Dillon and Back (2014), found that managers who focused to comprehend their key stakeholders increased extensive knowledge that was valuable when creating environment conservation techniques. The firm benefited by putting significance into consumer loyalty while creating environmental CSR plans. This concurs with Abdelmotaal (2016), who contended that consumers' perception of an organization is emphatically affected by its environmental protection practices and clients develop a long-term connection to the organization and clients come back to an organization because of CSR engagement. Accordingly, it is key for managers to guarantee that their environmental conservation practices are sustainable and important to the general public.

Businesses are progressively allocating a greater amount to environmentally conscious initiatives, embracing workable laws and regulations, and redesigning their products and services in order to fit into the low-carbon economy. As reported by Reuters (2015), the public's perception of company operations has continually demonstrated that the efforts they make to decrease waste, develop green structures, carry out green chores, and implement conservation programs have had a beneficial effect on their image as a brand. Al-Tawil, (2016) stated that CSR has come to depend on a more complex set of variables than corporate governance only. It relies upon an economical turn of events, environmental effect, and sustainable supplier organizations.

2.4.2.3 Employee Relations

Organizations show this responsibility through safety programs, wellbeing, and employee volunteer program. The advantages of this strategy incorporate organizations having the option to draw in and retain the ability and improve employee confidence (Evans, et al., 2011). Because of this developing pattern, the organization estimates and freely details their employees' health and volunteer programs using their sites along with yearly and sustainable reports (Nord & Fuller 2009).

A company's workers are viewed as a costly asset and a significant stakeholder. If an organization doesn't treat employees well and develop responsibility towards them and society, it might risk to lose their capability. Davenport (2000) consider CSR practices towards employees as works on giving a family-accommodating workplace; practicing responsible human resource management; giving an impartial reward and compensation system for workers; taking part in open and adaptable communication with employees and putting resources into worker advancement.

According to Magbool, et al. (2016), work candidates had a higher expectation to join and were ready to acknowledge a proposition for employment from organizations with economical strategic approaches. Showing a positive relationship between CSR and organization appeal is vital, the same number of organizations keep on seeing economical strategic approaches to be expensive, yet it presents a success win paradigm.

Krasodomska (2015) found that many employees in the finance department felt slanted to work for managers who have mutual comparative qualities identifying with social responsibility, sustainable business practice, and environmental conservation. There might be comparative sentiments among employees working in different areas of the economy. Although the Employment Act (2007) explains the significant laws that are to be trailed by firms, voluntary responsibilities are anticipated from organizations towards their workers to additionally cultivate their dedication towards ethical CSR.

2.4.3 Philanthropic CSR

Durovic and Randic (2011) have contended that it is significant for an organization to participate in settling some social issues and offer appropriate responsibilities, with an end goal to benefit the society where they function. There are various activities and inventive instruments that organizations can draw in themselves through philanthropic CSR. Cheema et al. (2017) found that these activities can influence the organization's sustainability and upper hand position through taking an interest in the protection of the community, assembling socially required pleasantries, and offering scholarships and grants to people and groups. CSR might be utilized as a procedure to gives a serious differentiation in a domain that is progressively competitive.

2.4.3.1 Philanthropic Expectations of Society

Societal CSR expectations as the convictions that the general public holds regarding what is normal from organizations with regards to corporate social responsibility (Gutiérrez et al., 2013). This lines up with the case that social assumptions about an organization's key CSR focus, frequently emerge from its partners. These expectations are continually changing therefore organizations are required to embrace a stakeholder-based approach when creating viable CSR strategies, on the off chance that they are to stay feasible, as attested by Sun (2010). A CSR procedure includes creating destinations, arrangements, and plans that define how an organization will earn benefits while acting ethically in the manner it adds to society while emphatically cooperating with its stakeholders (De Sousa et al. 2010).

Organizations globally have recognized economic, legal, and ethical duties regarding society. The present pattern is for them to grasp philanthropic corporate social responsibility (Tsai et al., 2014). These organizations anticipate to receive huge benefits from philanthropic CSR, for example, expanding corporate permeability and picture, consumer connection, and expanded brand identity.

Other than purposing to include corporate philanthropic acts with brand identity, Robinson and Eilert (2018) found that organizations are constantly planning to develop their degrees of brand reverberation for customers to feel more in contact with their products and services. Managers must discover noteworthy guarantee for cooperative critical thinking with different stakeholders, for example, the government and community for them to focus on addressing or solving social difficulties in society.

Sarker and Tacconi (2013) attest that, stakeholder requests and expectations from the society frequently contrast because of changes in environmental, social, and socio-political driven issues. Firms' degree of responsibility in philanthropic CSR is likewise influenced by a few internal and external factors including economic, peer pressure from competitors in the business, and capacity to increase competitive advantage.

While philanthropic CSR is embedded in non-correspondence, voluntarism and the connection with different partners in the general public, Boyle (2016) attests that the deliberate element of philanthropic CSR isn't an unlimited authority for the organization to constrain itself to do the absolute minimum. Aakhus and Bzdak (2012) expressed that despite philanthropic CSR being intentional, it ought to in actuality be viewed as required or compulsory as holding loyalty to the general public in which the organizations work.

Ochoti et al., (2013) found that, organizations that employ corporate social responsibility strategy receive numerous benefits including client loyalty, positive attitude towards brands, client trust, positive exposure, and better financial performance. As indicated by Smith (2013) CSR says a lot about an organization's identity, what it has confidence in and how it is getting along business. He contends that CSR is a central component of reputation and can be utilized to help build up trust and philanthropy among partners. Corporate social responsibility can be implemented for the good of its own, essentially because it is the correct route for an organization to carry on.

Duarte et al., (2010) found that society's comprehension of the concept of socially capable companies can be addressed in three different ways; the first one at philanthropic CSR as assuming an active role in empowering society to achieve social prosperity; the other is building up a business that is both productive and moral in its tasks lastly practices that show regard and concern for the prosperity of the community. Open view of philanthropic CSR is persistently advancing as the stakeholders keep on accessing more information.

2.4.3.2 Community Service Initiatives

By building relationships with the immediate communities, organizations can comprehend their duties towards the general public, which is basic for keeping up their social permit to work. An organization's authenticity depends on society's perceptions, and how it undertakes community expectations towards handling CSR matters (McShane 2010).

Community service practices take into account more prominent responsibility among the stakeholders and the corporates. Empowering organizations to better anticipate social, political, financial, innovation trends, changes, and utilize any related changes to improve their competitive advantage (Russo and Perrini 2010).

Concerning community service, stakeholders can portray the individuals who have been given a responsibility to start, oversee, or execute the activity. Further, these people or groups are likewise keen on the result of the community movement or engagement. Therefore, in this perception, stakeholders have been depicted by Green and Peloza (2014), as people or groupings, who have a conferred interest in the achievement and, or execution of the engagement.

Corporate volunteering has been depicted as cultivating and supporting employees' endeavors to perform demonstrations of community service and related practices during and outside of working hours. Schnurbein et al. (2016), further contended this is planned for upgrading relations between the organization, workers, and the community. For some reason, Organizations can relate to the community in various ways.

An organization needs to relate with the community where it exists to develop philanthropy, participation and discover strategies to inspire their stakeholders" personal satisfaction (Moan et al 2015). Stakeholder engagement may likewise assist organizations with predicting social, environmental, political threats, and make a common incentive for all stakeholders through expanded client loyalty, brand identity, and consumer trust (Moan et al 2015). There are additional potential benefits of expanded social equilibria with higher levels of trust, co-activity, metro responsibility, correspondence, and aggregate prosperity.

Consequently, Broadridge (2014) identified three kinds of procedures for firms to effectively interface and become key individuals from the community, cooperation, joint effort, and control. Every procedure involves various tools, objectives, and cooperation. The community engagement activities like giving donations, employee volunteerism, community service activities all share these procedures.

As per Aakhus and Bzdak (2012), workers have reported that participating in acts of intentional community service for the sake of their organization assists with encouraging individual responsibility, inventiveness, and impact within when they volunteer with individuals or in regions of the general public that is new to them. These practices center on the communities where organizations work in.

Green and Peloza (2014) contended that for the effects of CSR on clients to be worldwide as well as beneficial, there ought to be a significant impact on social dependable organizations. This can likewise be improved by the managers having a clear understanding of what different stakeholders for example, workers, clients, government, and society anticipate from it. Consumer expectations, patterns, and social values are changing rapidly. The management must adjust to the circumstance if they need to enhance their brand identity in the market. From the literature review shared and the theoretical framework of CSR established from the study, covers aspects of CSR and the intended purposes of organizations in applying the specific aspects of CSR in their operations. It does not however clearly show instances where CSR was used in this organizations or the proponents of the concept uses it to establish if it aids in building a brand identity. The investigation intends to clearly ascertain the effect of CSR activities on the brand identity of a firm.

2.5 Summary

This chapter entails the existing theoretical framework and literature review of CSR about Ethical, Philanthropic, and economical CSR examining how they affect the brand identity of a corporate firm. The next chapter aims at outlining the research methodology that will be used during the research.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter covered the following topics: population size, sampling technique and data collecting, data analysis, data presentation, validity and reliability, study design, study site, research methodology, research methodologies, data needs, types, and sources.

3.2 Philosophical Paradigm (Positivist)

A strong research design must be guided by the values and believes of a researcher (Mills et al., 2006). Researchers generate knowledge and ideas about their methodological beliefs which have assumptions and research strategies (Fossey et al., 2002). The study adopted a positivist paradigm that beliefs that absolute truth can be discovered through research. The paradigm concurs that the truth can be close by the determination of approximation of truth.

Scholars of the paradigm believe that trusting objective research brings individuals closer to facts. The paradigm takes the researcher as an objective analysis which separates the researcher from personal values. It allows the researcher to work independently which is suitable for this investigation.

3.3 Study design (descriptive research)

Study design is the arrangement of steps and procedures that a researcher intends to follow while answering research questions (Saunders et al, 2016). According to Kothari (2012), three classes of research design involve hypothesis-testing, diagnostic, and descriptive and exploratory research design. The study used descriptive study design. Descriptive research design is suitable for this investigation since it involves researching trends and characteristics of CSR towards brand identity of CA. The design played a key role in defining characteristics of respondents as directly related to brand identity of CA.

3.4 Study site (Communications Authority of Kenya)

Study site was the prime location where the target population can be accessed (Bryman and Bell 2011). The study site was the Communications Authority of Kenya. The site is a certified governmental corporation; information about it is certified and factual which provided reliable and accurate data for the study. The corporation is located in Nairobi and can easily be accessed by the researcher. The site provided adequate population (employees and customers) for the study to participate in the research.

3.5 Research approach (quantitative research approach)

Research approach involves the methods that are employed by a researcher in data collection and analysis. Bryman and Bell (2015) listed three types of research approaches that deal with traits of research elements hence they are not measurable; mixed, qualitative and quantitative research approach. Quantitative deals with research elements that can be measured. The study implemented a quantitative research approach. Quantitative approach allows the research to utilize a larger sample and objectivity and accuracy is highly acknowledged by the approach since the data is close ended information. It also is appropriate for the study since the researcher wanted to establish the effect of corporate social responsibility to brand identity of Communications Authority of Kenya.

3.6 Research methods (Case Study)

Research methods are procedures and processes that are utilized by the scholar to collect and analyze data. Bryman and Bell (2011) outline different research methods: observation, surveys, interviews, case study, and secondary data analysis and experiments. The study is case study based, it implemented questionnaires and secondary data research methods. This allowed the research to capture all relevant data from the population that aided in the research.

3.7 Data needs, types, and sources

Data is classified into two main groups; Primary as well as secondary data. Primary data is amassed from the source by the researcher while secondary data is gathered from published sources to utilize the information for research purposes (Kothari, 2013). Both primary and secondary data have been utilized in the investigation. The target group was supplied with questionnaires that they completed in order to collect primary data, whilst the firm's website and library generated secondary data.

3.8 Population, sampling procedure, and data collection

3.8.1 Population

Population refers to all elements that enable a researcher to make inferences and it can be a finite or infinite collection of individuals (Cooper and Schndler 2009). The study targeted employees and customers of Communication's Authority of Kenya. The population can easily be accessed through inquiring for their information and contact from the firm for research purposes which makes it more convenient for the study.

3.8.2 Sampling Procedure

This section entails the sampling frame, sampling technique, and sample size of the investigation.

3.8.2.1 Sampling Frame

The sampling frame refers to an all-inclusive list of elements used in research where the population sample is drawn from (Cooper & Schnindler 2001). Saunders and Lewis (2012) concur by stating that the sample frame is a list of all research cases where the probability sample is drawn from. The study utilized Communication's Authority of Kenya staff that can be accessed from their Human Capital and Administration (HCA) department and other departments' that handle customer databases within this organization.

3.8.2.2 Sampling Technique

The sampling technique refers to scientific approaches implemented on the population to get a small portion of the whole population that would be used for examination purposes by the research about estimates with associated margins of uncertainty (George Mason Uni 2017). The study implemented simple random sampling technique using a random number method from the target population. Due to the Covid19 pandemic, questionnaires were sent through email. Follow up was done through phone calls and one on one. Simple random sampling lack bias since it gave each aspect of the population uniform possibility to be chosen. It was free from sampling error. Each individual in the large population has the same probability of being selected.

3.8.2.3 Sample size

According to Sigh and Masuku (2014) sample size is the number of units that are involved in research in the population. They added that the sample size is established through the kind of research and by objectives made. The researcher used filled questionnaires drawn from 570 respondents. The formula below was utilized to establish the sample size

$n = N*X / (X + N - 1)$, (Daniel, 1999)

Where,

$X = Z_{\alpha/2}^2 *p*(1-p) / MOE^2$

$Z_{\alpha/2}$ is the critical value of the Normal distribution at $\alpha/2$

MOE =margin of error

p is the sample proportion

N is the population size

N=1000 (approximated total number of questionnaires that will be responded back by both employees and customers)

Z=2.58

MOE=0.05

P=0.5

$$\frac{\frac{2.58^2 \times 0.5(1-0.5)}{0.05^2}}{1+(\frac{2.58^2 \times 0.5(1-05)}{0.05^2 \times 1000})}$$

n= 571.53

Approximately 571

The distribution of the sample between customers and employees was achieved through a stratified approach. The stratification produced a total of 370 customers and 200 employees to constitute the sample.

3.8.2.4 Data Collection

Data was gathered from respondents via questionnaires that the researcher dispensed. The investigator distributed research instruments to the customers through emails. Sampled customers and staff filled the questionnaire and resend through email to the researcher. The questionnaires were sectioned in different sections about the study objectives to make sure the data gathered is also in line with the investigation.

The benefits of using a questionnaire are; easy to analyze, do not intrude on respondents' privacy, familiarizes the respondent with the study, and are easy to administer and collect.

3.9 Data Analysis

Data analysis involves breaking down facts that have been collected from the field combining them and drawing meaningful information from them (Sigh 2006). This study was conducted using descriptive analysis which involves central measures tendency such as average, standard deviation as well as inferential statistics such as relationship co-efficient, co-relation. Secondary data collected was analyzed using descriptive analysis. Microsoft Excel is a scientific software used to analyze data in research. MS Excel was implemented in measuring the relationship between different variables through correlation.

3.10 Data Presentation

Data presentation is how a researcher presents final results after analyzing the collected data (Kothari, 2013). According to Kimbelin and Winterstein (2008), it is the way a researcher arranges the results gotten from data analysis following a specific model of data presentation. This study adopted tables and charts. They are easy to formulate and interpret.

3.11 Validity and reliability

Research must be of quality. Its quality is measured through validity and reliability (Saunders et al, 2009). Validity measures the precision of the data while reliability establishes the consistency of sample data about the whole population, research, and findings (Bryman and

Bell, 2011). Saunders et al (2009) outlined three challenges faced by participant error, participation bias, and researcher error, research validity and reliability.

Participant error happens in situations where the respondents might not have a good time for filling the questionnaire for instance after a long day of work. Participant's bias happens when the respondent fills a questionnaire with bias while researcher's error happens through the researcher's values and beliefs (Saunders et al (2009).

This study adopted the Cronbach alpha test to establish the interior dependability of different components in the research. Internal validity gives to research on the credibility and validity of study research (Bryman and Bell, 2011). The Cronbach's alpha assessed reliability by comparing the amount of shared variance, or covariance, among the items in the questionnaire to the amount of overall variance. The researcher calculated the Cronbach's Alpha using the formular below;

$$\alpha = \frac{N * \bar{C}}{\bar{v} + (N-1) * \bar{C}}$$

Where:

N was the number of items, $\bar{C}$ was the mean covariance between items, and $\bar{v}$ was the mean item variance.

From the analysis, the Cronbach's alpha for the 21 items that used the 1-5 Likert scale was 0.986. The value was very high, close to 1, suggesting extremely high internal consistency among the Items in the tests or questionnaire. Hence, the items in the test are increasingly dependability as well as reliable in computing what they are expected to measure.

Reliability Statistics

Cronbach's Alpha	N of Items
.986	21

3.12 Ethical Considerations

The researcher sought permission from Communications Authority of Kenya to use their data and information for study purposes only and adhered to the requirements set by the organization. It was a voluntary practice to participate in the study. The information drawn from respondents and CA was held in confidentiality. The identity of the respondents was anonymous to the researcher and the questionnaire only examined in relevant components.

Chapter Four
Results and Discussions

4.1 Introduction

The study aimed at examining and determining the influence of CSR activities on a firm's brand identity, with a deliberate focus on the Communications Authority of Kenya. Specifically, the study determined the influence of economic corporate social responsibility on the brand's identity, assessed the effect of moral corporate social responsibility on the brand identity, and determined the influence of philanthropic corporate social responsibility on the brand identity of the Communication Authority of Kenya. This chapter was very important as it linked the study goals to the conclusions by exhibiting findings from the data and discussing the results.

4.2 Demographic Results

A critical examination of the demographic variables showed that the sample differed significantly throughout the major demographic factors. With an average frequency of 295, the gender variable's distribution of frequency showed that men accounted for the majority of the population under consideration (51.7%). Females were the minority, with a frequency of 276 (48.3%). Since the study was interested in analyzing the influence of CSR activities on brand identity, more males than females are interested in the brand identity of firms, leading to their willingness to participate in the study. The results support findings from the available literature. According to Figueroa-Domecq, De Jong, and Williams (2020), women are less likely to be entrepreneurs than men, which may lead to less interest in business research among women compared to their male counterparts.

Table 4.2.1: Distribution of the sample across Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	295	51.7	51.7	51.7
	Female	276	48.3	48.3	100.0
	Total	571	100.0	100.0	

The distribution of age produced frequencies equal to 104 (18.2%), 119 (20.8%), 211 (37.0%), and 137 (24.0%), for the age groups 20-25, 26-30, 31-35, and over 35 years, respectively. The distribution produced a frequency histogram, whose tail to the left side was longer than the right side. The shape implied a negatively skewed distribution. Hence, the analysis exposed that a bulk of the sampled individuals were younger than expected. The results support Haenlein et al.'s (2020) argument that a glut of marketing messages encourages young people to tie brand choices to their identity. Hence, there was a higher interest in brand identity research among young people than in old ones.

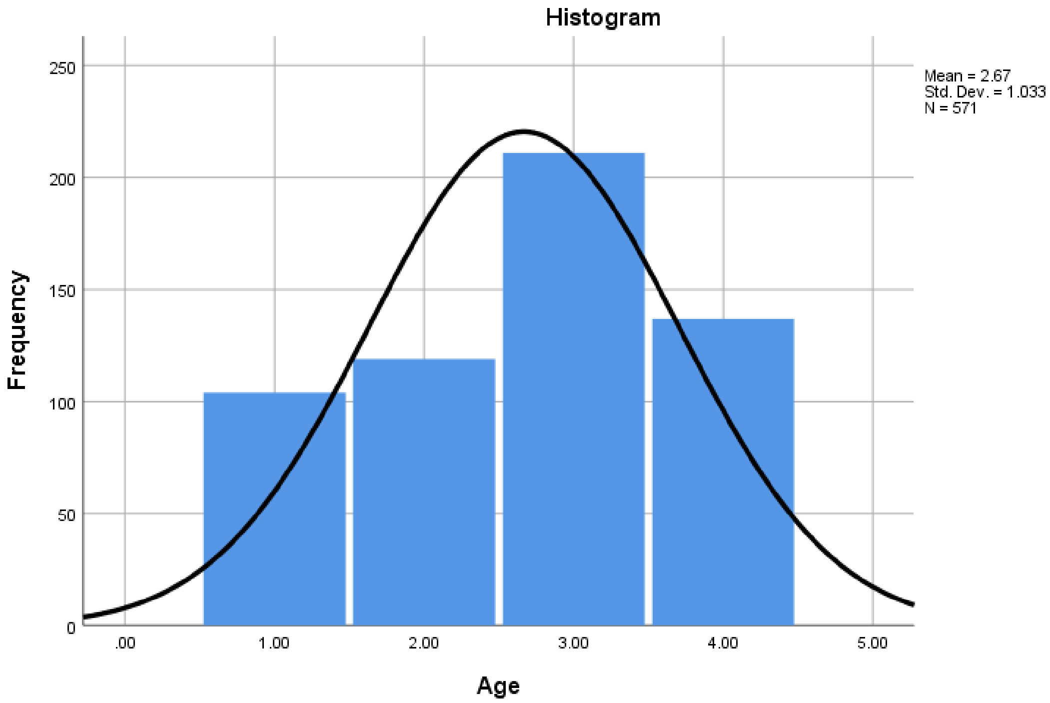

Fig 4.2.1: Distribution of the respondents by age

The employment statuses of the respondents varied across three major categories, employed, student, and self-employed, with frequencies equal to 188 (32.9%), 183 (32.0%), and 200 (35.0%), respectively. The results implied that a majority of the individuals in Kenya are self-employed. Generally, self-employment has been viewed as a rewarding way to make a living. Some reasons why a majority of Kenyans prefer self-employment include flexibility, work-life balance, self-fulfillment, mission, and impact (Koimburi, 2021).

Table 4.2.2: Distribution of the sample across Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	188	32.9	32.9	32.9
	Student	183	32.0	32.0	65.0

	Self-Employed	200	35.0	35.0	100.0
	Total	571	100.0	100.0	

Further, the study conducted a descriptive analysis to assess the general characteristics of the brand identity at the Communication Authority of Kenya. The analysis measured brand identity using a scale of 1-5. The mean score was 3.6203, with the standard deviation of 1.12028. The man value was in the upper half of the measuring scale (3-5), implying that the brand identity at the Communication Authority of Kenya was above expectations.

Table 4.2.3: Descriptive Statistics for the Brand Identity

	N	Minimum	Maximum	Mean	Std. Deviation
Brand identity	571	1.00	5.00	3.6203	1.12028
Valid N (list wise)	571				

4.3 The influence of economic corporate social responsibility on the brand identity

Finding out how economic corporate social responsibility affected Kenya's communication authority's brand identity was the first goal. Using a multiple linear regression model, the study examined the impact of economic corporate social responsibility on brand identification. The economic corporate social responsibility was gauged by utilizing six variables, namely, CSR programs, top management, CA monitoring and evaluation program, sponsorship programs, community-based initiatives, and the desire to serve customers and stakeholders. The six variables were set as the independent and brand identity as the dependent variables. The model summary produced R and R-squared values of 0.949 and 0.901, respectively. The R-squared value implied that the six economic corporate social responsibility variables explained 90.1% of the variations in the brand identity.

Table 4.3.1: The economic Corporate Social Responsibility Model's Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949[a]	.901	.900	.35381

a. Predictors: (Constant), CSR programs greatly contribute to enhancing CA's brand, The top management of CA gives social responsibilities the desired support., The CA monitors and evaluates the impact of CSR activities on its brand., Communication's Authority of Kenya has developed sponsorship programs to strengthen its brand identity, Community based initiatives like sponsorships implemented by CA contributed positively towards the growth of entrepreneurship in the surrounding society, The primary objective of CA is to serve its customers and stakeholders.

The investigation established the model significance and goodness of fit using the ANOVA technique. The analysis generated a test statistic equal to F=858.452, p=0.000. The p-value was less than 0.05, suggesting that the test rejected the null hypothesis of non-significance. As a result, the study came to the conclusion that the regression model, which evaluated the impact of economic corporate social responsibility on brand identity, matched the data well and was statistically significant.

Table 4.3.2: The economic Corporate Social Responsibility Model's ANOVA

Model		Sum of Squares	D f	Mean Square	F	Sig.
1	Regression	644.763	6	107.461	858.452	.000[b]
	Residual	70.601	564	.125		
	Total	715.364	570			

a. Dependent Variable: Brand identity

The results of the model's coefficients produced values equal to 0.149 (p=0.003), 0.169 (p=0.000), 0.164 (p=0.000), 0.143 (p=0.000), 0.163 (p=0.000), 0.157 (p=0.000), and 0.164 (p=0.000) for the constant, the desire to serve customers and stakeholders, community-based initiatives, sponsorship programs, CA monitoring and evaluation program, top management commitment, and CSR programs, respectively. All six of the economic corporate social responsibility indicators had a substantial impact on brand identification, as evidenced by the p-values being less than 0.05. Consequently, the study came to the statistically significant conclusion that economic corporate social responsibility had an impact on Kenya's communication authority's brand identity.

Table 4.3.3: The economic Corporate Social Responsibility Model's Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.149	.051		2.935	.003
	The primary objective of CA is to serve its customers and stakeholders.	.169	.024	.183	7.158	.000
	Communication's Authority of Kenya has developed sponsorship programs to strengthen its brand identity	.164	.023	.177	7.239	.000
	Community based initiatives like sponsorships implemented by CA contributed positively towards the growth of entrepreneurship in the surrounding society	.143	.023	.158	6.343	.000
	The top management of CA gives social responsibilities the desired support.	.163	.022	.182	7.351	.000
	The CA monitors and evaluates the impact of CSR activities on its brand.	.157	.022	.175	7.020	.000
	CSR programs greatly contribute to enhancing CA's brand	.164	.023	.184	7.142	.000

a. Dependent Variable: Brand identity

The results were in much agreement with the information found in the literature. According to Nwoke (2017), the CA places a high level of importance on catering to the requirements and anticipations of its clients and stakeholders as a central focus of its mission and activities. While fulfilling its objectives, CA makes a direct impact on the organization's reputation, credibility, and differentiation in the market, all of which contribute to shaping its brand identity. However, while the results suggested statistically significant relationship between economic CSR measures and brand identity for the communication Authority of Kenya, the researcher failed to provide information on practical and causal significance.

4.4 The effect of ethical corporate social responsibility on the brand identity

The second objective was to evaluate the effect of ethical corporate social responsibility on the brand identity of the communication authority of Kenya. The study investigated the effect of ethical corporate social responsibility on brand identity using a multiple linear regression model. The ethical corporate social responsibility was measured using five variables: ethical practices by the communications Authority of Kenya, conduct by employees, internal ethical policies, following what is socially acceptable, and giving employees training to elevate in careers. The five variables were set as the independent and brand identity as the dependent variables. The model summary produced R and R-squared values equal to 0.938 and 0.881, respectively. The R-squared value implied that the five ethical corporate social responsibility variables explained 88.1% of the variations in the brand identity.

Table 4.4.1: The ethical corporate social responsibility Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938[a]	.881	.880	.38867

a. Predictors: (Constant), CA gives its employees training to elevate in career, Internal ethical policies of CA contributes positively to social responsibility, I believe CA follows what is socially acceptable in all its business processes and procedures basing on my experience with the firm., Communication's Authority of Kenya follows societal ethical practices, The manner in which employees at CA conduct themselves has positively contributed to people's perception about it.

Utilizing the ANOVA method, the study delved at the model's goodness of fit and significance. A test statistic equal to F=834.118, p=0.000 was obtained from the analysis. The test appears to have rejected the null hypothesis of non-significance because the p-value was less than 0.05. As a result, the study came to the conclusion that the regression model, which evaluated how ethical corporate social responsibility affected brand identity, matched the data well and was statistically significant.

Table 4.4.2: The ethical Corporate Social Responsibility Model's ANOVA

Model	Sum of Squares	D f	Mean Square	F	Sig.

1	Regression	630.015	5	126.003	834.118	.000[b]
	Residual	85.350	565	.151		
	Total	715.364	570			

a. Dependent Variable: Brand identity

The results of the model's coefficients produced values equal to 0.209 (p=0.000), 0.190 (p=0.000), 0.211 (p=0.000), 0.129 (p=0.000), 0.211 (p=0.000), and 0.198 (p=0.000) for the constant, ethical practices by the communications Authority of Kenya, conduct by employees, internal ethical policies, following what is socially acceptable, and giving employees training to elevate in career, respectively. All five of the metrics of ethical corporate social responsibility had a substantial impact on brand identification, as evidenced by the p-values being less than 0.05. Therefore, in general, there was a statistically significant impact of ethical corporate social responsibility on the brand identity of Kenya's communication authority.

Table 4.4.3: The Ethical Corporate Social Responsibility Model's Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. E	Beta	t	Sign.
(Constant)	.209	.055		3.778	.000
Communication's Authority of Kenya follows societal ethical practices	.190	.025	.211	7.757	.000
The manner in which employees at CA conduct themselves has positively contributed to people's perception about it	.211	.025	.231	8.381	.000
Internal ethical policies of CA contributes positively to social responsibility	.129	.025	.140	5.088	.000
I believe CA follows what is socially acceptable in all its business processes and procedures basing on my experience with the firm.	.211	.024	.236	8.630	.000
CA gives its employees training to elevate in career	.198	.026	.219	7.675	.000

a. Dependent Variable: Brand identity

The results were in much agreement with the information found in the literature. As observed by Davis, (2014) and Amin (2016), ethical CSR practices may have a profound and desirable effect on a company's brand identity by enhancing its reputation, fostering customer loyalty, providing a competitive edge, attracting talent, generating positive PR, strengthening stakeholder relationships, mitigating risks, and signaling a commitment to long-term sustainability. The literature added that ethical values can become a core element of the brand's identity, shaping how it is perceived and differentiating it from competitors (Amin, 2016).

4.5 The effect of philanthropic corporate social responsibility on the brand identity

The third objective was to determine the effect of philanthropic corporate social responsibility on the brand identity of the communication authority of Kenya. The study examined the effect of philanthropic corporate social responsibility on brand identity using a multiple linear regression model. The philanthropic corporate social responsibility was gauged by utilizing five variables, namely, improvement of the society's welfare, community-based programs CSR initiatives, social standards of content broadcasted through radios and TVs, community-based and sponsorships initiative as a public relations strategy, and giving back to the society as the main marketing tool for CAK. The five variables were set as the independent and brand identity as the dependent variables. The model summary produced R and R-squared values equal to 0.937 and 0.879, respectively. The R-squared value implied that the five philanthropic corporate social responsibility variables explained 87.9% of the variations in the brand identity.

Table 4.5.1: The Philanthropic Corporate Social Responsibility Model Summary

Model	R	R Square	Adjd. R Square	Std. E of the Estimate
1	.937[a]	.879	.877	.39211

a. Predictors: (Constant), Giving back to the society is the main marketing tool for CAK, CA uses community based and sponsorships initiatives as a public relation's strategy, CA has improved social standards of content broadcasted through radios and Television in Kenya, Community Based programs CSR initiatives implemented by CA improve the brand identity of a firm, Society around CA expects it to improve their welfare

Employing the ANOVA method, the study looked at the model's goodness of fit and significance. A test statistic equal to F=817.554, p=0.000 was obtained from the analysis. The test appears to have rejected the null hypothesis of non-significance because the p-value was less than 0.05. Thus, the study came to the conclusion that there was statistical significance in the regression model used to evaluate the impact of charitable corporate social responsibility on brand identification and that the model suited the data well.

Table 4.5.2: The Philanthropic Corporate Social Responsibility Model's ANOVA

Model		Sum of Squares	D f	Mean Square	F	Sig.
1	Regression	628.496	5	125.699	817.554	.000[b]
	Residual	86.869	565	.154		
	Total	715.364	570			

a. Dependent Variable: Brand identity

The outcomes of the model's coefficients generated values equal to 0.158 (p=0.006), 0.197 (p=0.000), 0.200 (p=0.000), 0.166 (p=0.000), 0.196 (p=0.000), and 0.194 (p=0.000) for the constant, Improvement of the society's welfare, community-based programs CSR initiatives, social standards of content broadcasted through radios and TVs, community-based and sponsorships initiative as a public relation's strategy, and giving back to the society as the main marketing tool for CAK, respectively. The p-values were lower than 0.05, indicating that all five philanthropic corporate social responsibility measures significantly influenced brand identity. Hence, generally, the effect of philanthropic corporate social responsibility on the brand identity of the communication authority of Kenya was statistically significant.

Table 4.5.3: The Philanthropic Corporate Social Responsibility Model's Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sign.
	B	Std. E	Beta		
(Constant)	.158	.057		2.778	.006
Society around CA expects it to improve their welfare	.197	.026	.218	7.727	.000
Community Based programs CSR initiatives implemented by CA improve the brand identity of a firm	.200	.025	.218	8.005	.000

CA has improved social standards of content broadcasted through radios and Television in Kenya	.166	.025	.182	6.639	.000
CA uses community based and sponsorships initiatives as a public relation's strategy	.196	.025	.212	7.770	.000
Giving back to the society is the main marketing tool for CAK	.194	.025	.209	7.680	.000

a. Dependent Variable: Brand identity

The findings were also in consensus with the larger percentage of evidence in the literature. According to Gutiérrez et al., (2013), philanthropic CSR can have a significantly positive influence on an organization's brand identity. The positive influence of philanthropic CSR on brand identity is enhanced by the desirable communal perception, good reputation, and emotional connections. Philanthropic initiatives become a major part of how the brand is perceived, not just as a business entity, but as a socially responsible and caring member of society.

4.6 Chapter Summary

This study chapter presented the descriptive as well as inferential results. The descriptive statistics helped in revealing the general characteristics of the sample. Conversely, the inferential results focused on the effect of financial, ethical, and philanthropic corporate social responsibilities on brand identities. The objectives were achieved using separate multiple regression models. The analysis was critical in answering the research questions related to the study objectives. For the economic corporate social responsibility, the analysis exposed that the six economic corporate social responsibility variables explained 90.1% of the variations in the brand identity. For ethical corporate responsibility, the analysis revealed that the five variables of ethical corporate social responsibility explained 88.1% of the variations in the brand identity. For philanthropic corporate social responsibility, the investigation exposed that the five variables of philanthropic corporate social responsibility explained 87.9% of the variations in the brand identity. The results were significant, implying that the analysis suggested rejecting the three null hypotheses in favor of their respective alternate hypotheses.

Chapter Five
Conclusions and Recommendations

5.1 Conclusions

5.1.1 Demographic Results

This investigation concluded that the sampled population differs greatly across the demographic variables. These differences explain the differences in various groups' interests in business activities. In particular, the study expressed differences among demographic groups on brand identity topics. The study revealed that males were the majority while females were the minority in the sample. This indicated that males were more willing to participate in the study than females, which was interpreted as a varying interest between the two genders on the topic. The age variable was skewed to the left. The shape implied a negatively skewed distribution. Hence, the analysis exposed the reality of the larger percentage of the sampled individuals were younger than expected. The results explained the argument that a lot of marketing messages encourages young people to tie brand choices to their identity. Therefore, there was a higher interest in brand identity research among young people than in old ones. Further, the sample differed across employment status. According to the study, a majority of the individuals in Kenya are self-employed. Generally, self-employment has been viewed as a rewarding way to make a living. Some reasons why a majority of Kenyans prefer self-employment include flexibility, work-life balance, self-fulfillment, mission, and impact.

5.1.2 The effect of financial corporate social accountability on the brand identity

This study made a conclusion that the brand identity of the Communication Authority of Kenya was above expectations. The descriptive statistics revealed a mean score of 3.6203 with a standard deviation of 1.12028. The mean value was in the upper half of the measuring scale (3-5), implying that the scores were higher than expected.

The study came to the conclusion that corporate social responsibility and the economy had a big impact on brand identification. According to the study, CSR programs, top management, CA monitoring and evaluation program, sponsorship programs, community-based initiatives, and the desire to serve customers and stakeholders explained 90.1% of the variations in the brand identity. Individually, all six measures of economic-corporate social responsibility significantly influenced the brand identity.

In accordance with the investigation, the brand identity was presumed to increase by 0.169 units for a unit change in how CA served its customers and stakeholders, holding other economic corporate social responsibility factors constant. Similarly, the brand identity was expected to increase by 0.164 units for a unit change in how CA developed sponsorship programs to strengthen its brand identity, holding other economic corporate social responsibility factors steady. Additionally, assuming other economic corporate social responsibility criteria remained constant, a unit change in how CA executed community-based activities to positively contribute to the growth of entrepreneurship in the surrounding society was predicted to result in an increase of 0.143 units in the brand identity. Furthermore, it was anticipated that, while other economic corporate social responsibility elements remained same, the brand identity would rise by 0.163 units in response to a unit shift in how CA's top management supported social duties. Furthermore, keeping other economic corporate social responsibility elements constant, a unit change in how CA tracked and assessed the effects of CSR activities on its brand was predicted to result in an increase in the brand identity of 0.157 units. Furthermore, keeping other economic corporate social responsibility criteria constant, a unit change in how CSR initiatives enhanced CA's brand was predicted to result in an increase of 0.164 units in the brand identity.

5.1.3 The influence of ethical corporate social responsibility on the brand identity

The study came to the conclusion that brand identity was significantly influenced by ethical corporate social responsibility. According to the analysis, ethical practices by the communications Authority of Kenya, conduct by employees, internal ethical policies, following what is socially acceptable, and giving employees training to elevate in careers explained 88.1% of the variations in the brand identity. The brand identity was significantly impacted by each of the five ethical corporate social responsibility metrics separately.

The study came to the conclusion that, while other ethical corporate social responsibility-related parameters were constant, brand identity was predicted to grow by 0.190 units for every unit change in how CAK adhered to societal ethical principles. Additionally, the study found that, while other ethical aspects connected to corporate social responsibility were held constant, brand identity was predicted to grow by 0.211 units for every unit change in the way employees at CA behaved themselves to favorably affect people's view of it. Similarly, the study found that, while other ethical corporate social responsibility-related criteria were constant, brand identification was predicted to rise by 0.129 units for every unit change in the way internal ethical policies of CA contributed favorably to social responsibility. Additionally, based on my experience with the company and other ethical factors related to corporate social responsibility, the study found that, for every unit change in CAK's adherence to socially acceptable practices in all of its business processes and procedures, brand identity was expected to increase by 0.211 units. The study also found that, while other ethical aspects connected to corporate social responsibility were held constant, brand identity was predicted to grow by 0.198 units for every unit change in the manner CAK provided its workers with training to advance in their careers.

5.1.4 The effect of philanthropic corporate social responsibility on the brand identity

This study revealed significant effects of philanthropic corporate social responsibility on brand identity. The critical evaluation concluded that improvement of the society's welfare, community-based programs CSR initiatives, social standards of content broadcasted through radios and TV, community-based and sponsorships initiatives as a public relations strategy, and giving back to society as the main marketing tool for CA explained 87.9% of the variations in the brand identity. Individually, all five measures of philanthropic corporate social responsibility significantly influenced the brand identity.

The study predicted that the brand identity would increase by 0.197 units for every unit change in the expectations of the surrounding community about how CA would improve their welfare, hold community-based programs and CSR initiatives, improve the social standards of content broadcast on Kenyan radio and television, use community-based and sponsorship initiatives as a public relations strategy, and consistently use giving back to the community as CAK's main marketing tool. Additionally, the study found that, when all other variables were held constant, a unit change in the community-based programs and CSR activities carried out by CA was projected to result in an increase in brand identification of 0.200 units. Furthermore, assuming that all other variables remained fixed, the brand identity was predicted to rise by 0.166 units for every unit improvement in the social standards of material aired on Kenyan radio and television. Another finding indicated that, while keeping other variables equal, a unit change in the utilization of sponsorships and community-based projects as a public relations strategy was projected to result in a 0.196 unit rise in the brand identity. Additionally, the study found that a unit shift in CAK's primary marketing tool—its giving back to society—was projected to result in a 0.194 unit rise in brand identification.

In summary, the objectives were achieved using separate multiple regression models. The analysis was critical in answering the research questions related to the study objectives. For the economic corporate social responsibility, the analysis revealed that the six economic corporate social responsibility variables explained 90.1% of the variations in the brand identity. 88.1% of the changes in the brand identity for ethical corporate responsibility could be explained by the five factors of ethical corporate social responsibility, according to the research. The research of philanthropic corporate social responsibility showed that 87.9% of the differences in the brand identity could be explained by the five factors of philanthropic corporate social responsibility. The results were significant, implying that the analysis suggested rejecting the three null hypotheses in favor of their respective alternate hypotheses.

The goal of the study was to ascertain how a company's CSR affected its brand identification. The study aimed to ascertain the impact of ethical and philanthropic corporate social responsibility on the brand identity of the Communication Authority of Kenya, as well as the influence of economic and moral corporate social responsibility.

Businesses these days are considering corporate social responsibility (CSR) far more seriously (Crowther, 2008), not only because they appreciate the significance of it to economic success and how it may provide their enterprises with a competitive edge, but also because the staff members they employ value social responsibility.

It would be appropriate to maintain that the individuals who care about a company are contributing to the increasing significance of corporate social responsibility (CSR); however, the individuals in question are not only consumers; they are also employees, administrators, owners, and shareholders in a firm (Aras, 2016).

When implemented alone, brand identity aspects will only tangentially enhance CA's brand identity. The phrase "brand identity" denotes the iconic components—such as a company's color, logo, or design—that help clients identify and separate themselves from a brand (Fombrun, 1996). All of these enhance an organization's brand and help to establish its standing among consumers.

Workers have reported that participating in acts of intentional community service for the sake of their organization assists with encouraging individual responsibility, inventiveness, and impact within when they volunteer with individuals or in regions of the general public that is new to them Aakhus and Bzdak (2012). These practices center on the communities where organizations work in. The study therefore concluded that involvement in CSR activities by CA has significantly influenced awareness of the regulator’s mandate especially on issues of consumer protection.

This investigation further pursued to ascertain the influence of ethical corporate social responsibility on the brand identity of the Communication Authority of Kenya. Organizations have been participating in undertaking their CSR ethical, economic and philanthropic responsibilities to guarantee their brands get recognized by customers in the market and help their brand acquire an identity Muthuri, Matten, and Moon, (2009), This has prompted firms to execute CSR activities, for example, sponsorship and environment protection.

The investigation further sought to establish influence of philanthropic corporate social responsibility on the brand identity of the Communication Authority of Kenya. The CSR initiatives being undertaken by the ICT regulator to the society have some linkages to the institutions strategic plans in growing the ICT sector and provision and access of ICTs to all in Kenya and beyond, employee retention all which have a leaning towards creating awareness of its mandate. The study shows that adoption of CSR activities by CA has been important in creating awareness therefore the investigation maintains that CSR has an impact on organizational brand identity.

5.2 Recommendations

The study revealed that corporate responsibility was significantly making an impact on the Communication Authority of Kenya. Companies that can demonstrate an excellent track record of responsible behavior, especially when it comes to environmental protection, tend to attract personnel in a competitive labor market. The investigation found that brand identity is substantially affected by economic corporate social responsibility. Therefore, this study recommends steps enabling the Communication Authority of Kenya and other organizations to make strides towards improved economic corporate social responsibility. A major recommendation would be to prioritize economic performance while ensuring that the operations do not negatively impact society or the environment. The study recommends developing a comprehensive sustainability strategy that outlines the goals and objectives for environmental, social, and economic sustainability. The strategy should highlight specific targets and timelines for achieving the goals. Also, organizations should conduct regular sustainability audits to help them identify areas to improve their sustainability performance. Audits should be conducted regularly to ensure the company is on track to achieve its sustainability goals. Further, organizations should embrace sustainable production practices.

Such practices reduce waste, conserve energy, and minimize the use of natural resources. Other undertakings which can ensure improved economic corporate social responsibility include engaging stakeholders and investing in employee training. Clients, staff members, suppliers, and local communities ought to all take part in stakeholder engagement in order to properly understand their sustainability problems and provide solutions that meet their requirements. On the other hand, sustainability best practices and awareness should be emphasized through employee training programs.

Secondly, the research findings indicate that brand identity was profoundly affected by ethical corporate social responsibility. As a result, businesses ought to strive for more moral corporate social responsibility. It is first advised that organizations create a code of ethics outlining their moral standards, beliefs, and guiding principles. All staff members should be informed of the code of ethics, and compliance should be continually reviewed. Also, organizations are recommended to implement strong compliance programs that ensure adherence to ethical standards, laws, and regulations. Such programs should include regular training and education, risk assessment, and internal audits. Other recommendations that would ensure improved ethical corporate social responsibility include promoting transparency and fostering a culture of ethics.

Thirdly, the study concluded that philanthropic corporate social responsibility significantly influenced brand identity. Therefore, organizations are recommended to set strategies to improve philanthropic-corporate social responsibility. The organizations should partner with non-profit organizations to help them to leverage their resources and make a more significant impact. Also, organizations should measure the impact of philanthropic activities to ensure that the efforts are making a real difference. Organizations should set measurable goals, track progress, and report on the outcomes of their philanthropic activities. Further, organizations should align with the UN Sustainable Development Goals (SDGs) to help them focus their efforts on the most critical social and environmental issues globally.

References

Albert, S., Whetten, D. (1985), "Organizational identity", *Research in Organizational Behavior*, 7,

Aras, G. (2016). Global perspectives on corporate governance and CSR. In *Routledge eBooks*. https://doi.org/10.4324/9781315584959

BBC News (2006). Do firms need a social policy? Retrieved April 20, 2011, from http://news.bbc.co.uk/2/hi/business/6102108.stm.

Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of business research*, 59(1).

Ben-Shlomo Y, Brookes S, Hickman M. 2013. *Lecture Notes: Epidemiology, Evidence-based Medicine and Public Health* (6th ed.), Wiley-Blackwell, Oxford.

Blombäck, A., & Scandelius, C. (2013). Corporate heritage in CSR communication: a means to the responsible brand? *Corporate Communications*: An International Journal, 18(3), 362-382.

Bronn, P.S. & Vrioni, A.B. (2001). Corporate social responsibility and cause-related marketing: An overview. *International Journal of Advertising, 20*, 207–22.

Brown, T. J. (1998). Corporate Organizations in marketing: Antecedents and consequences. *Corporate Reputation Review, 1* (3),. DOI: 10.1057/palgrave.crr.1540045

Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. Business Horizons, 34(4), 39-48.

Chandler, D. (2005). Strategic corporate social responsibility as global brand insurance. *Business Horizons*, 48(4), 317-324.

Cheruiyot, T. K., & Maru, L. C. (2012). Employee social responsibility practices and outcomes in Kenya's tourist hotels. *African Journal of Economic and Management Studies*, 3(1), 23–41.

Clegg, S., Kornberger, M. & T. Pitsis. (2011) Managing & Organizations. *An Introduction to Theory and Practice*, 3rd ed. London: Sage Publications Ltd.

Communications Authority of Kenya (2012) Corporate Social Responsibility: *CSR Review*, 3rd Ed, Sage Publications

Daniel WW (1999). Biostatistics: A foundation for Analysis in the Health Sciences. 7th edition. New York: John Wiley & Sons.

De Chernatony, L. (2001). A model for strategically building brands. The Journal of Brand Management, 9(1), 32-44.

Dipietro, B. (2014, June 30). Difference between Compliance, Ethics. *The Wall Street Journal.* Business Journal

Esrock, S., Leichty, G. (1998), "Social responsibility and corporate web pages: self-presentation or agenda-setting?" *Public Relations Review*, 24(3).

Figueroa-Domecq, C., De Jong, A., & Williams, A. M. (2020). Gender, tourism & entrepreneurship: A critical review. *Annals of Tourism Research*, *84*, 102980.

Fombrun, C.J. (1996), *Reputation: Realizing value from the corporate brand*, Boston, MA: Harvard Business School Press.

Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California management review*, *63*(1), 5-25.

Koimburi, F. O. (2021). Self-employment, Broad Money, Interest Rates Spread and Their Impact on Savings: The Case for Kenya. *The International Journal of Business & Management*, *9*(8).

Kolk, A., & Lenfant, F. (2013). Multinationals, CSR, and partnerships in Central African conflict countries. Corporate Social Responsibility and Environmental Management, 20(1),.

Maignan, I., Ralston, D. (2002), "Corporate social responsibility in Europe and the US: insights from businesses self-presentations", *Journal of International Business Studies*, 33, 497-514.

Markwick, N., Fill, C. (1997), "Towards a framework for managing corporate identity", European Journal of Marketing, 31(5/6), 396-409.

Martinez, E., (2003). The effect of service brand extensions on the corporate brand: an empirical model. *European Journal of Marketing*, 40(1/2), 174-197.

Muthuri, J. N., Matten, D., & Moon, J. (2009). Employee volunteering and social capital: Contributions to corporate social responsibility. British Journal of Management, 20(1), 75–89.

Piercy, N.F. & Lane, N. (2009). Corporate social responsibility: Impacts on strategic marketing and consumer value. *The Marketing Review, 9*(4),

Porter, M, & Kramer, M (2011). Creating shared value. *Harvard Business Review*, 89(1/2), 62-77.

Sen, S., & Bhattacharya, C. B. (2001). Does doing well always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225-243.

Vlachos, P. A., Tsamakos, A., Vrechopoulos, A. P., & Avramidis, P. K. (2009). Corporate social responsibility: attributions, loyalty, and the mediating role of trust. Journal of the Academy of Marketing Science, 37(2), 170-180.

Werther, W. B., & Chandler, D. (2005). Strategic corporate social responsibility as global brand insurance. *Business Horizons*, 48(4), 317-324.

Wood, D.J. (1991). Corporate social performance revisited. *The Academy of Management Review, 16*(4).

Appendices

Appendix I Questionnaire

Kindly fill the questionnaire by ticking in the appropriate check box. The boxes have been labeled 1-5 representing:

1- Strongly Disagree
2- Disagree
3- I don't Know
4- Agree
5- Strongly Agree

Section A: Background Information

Fill by checking in the relevant boxers

Gender M□ F□

Age 20-25□ 26-30□ 31-35□ over 35□

Employment status Employed□ Student□ Self Employed □

Section B: Brand Identity

Please fill the questionnaire by ticking in the appropriate check box

Communications Authority of Kenya is a strong brand

1	2	3	4	5

Brand is identified by color and Logo design

1	2	3	4	5

Sponsorships and community programs define a brand

1	2	3	4	5

Brand identity is the main reason customers stay loyal to a business

1	2	3	4	5

Section C: Influence of Economic Corporate Social Responsibility on Brand Identity of CA

Please fill the questionnaire by ticking in the appropriate check box

1- Strongly Disagree

2- Disagree

3- I don't know

4- Agree

5- Strongly Agree

The primary objective of CA is to serve its customers and shareholders.

1	2	3	4	5

Communication's Authority of Kenya has developed sponsorship programs to strengthen its brand identity

1	2	3	4	5

Community based initiatives like sponsorships implemented by CA contributed positively towards the growth of entrepreneurship in the surrounding society

1	2	3	4	5

Management of CA gives business first priority before social responsibilities

1	2	3	4	5

Section C: Influence of Ethical Corporate Social Responsibility on Brand Identity of CA

Please fill the questionnaire by ticking in the appropriate check box

1- Strongly Disagree

2- Disagree

3- I don't know

4- Agree

5- Strongly Agree

Communication's Authority of Kenya follows societal ethical practices

1	2	3	4	5

The manner in which employees at CA conduct themselves has positively contributed to people's perception about it

1	2	3	4	5

Internal ethical policies of CA contributes positively to social responsibility

1	2	3	4	5

I believe CA follows what is socially acceptable in all its business processes and procedures basing on my experience with the firm.

1	2	3	4	5

CA gives its employees training to elevate in career

1	2	3	4	5

Section D: Influences of Philanthropic Corporate Social Responsibility on Brand Identity of CA

Please fill the questionnaire by ticking in the appropriate check box

1- Strongly Disagree

2- Disagree

3- I don't know

4- Agree

5- Strongly Agree

Society around CA expects it to improve their welfare

1	2	3	4	5

Community Based programs CSR initiatives implemented by CA improve the brand identity of a firm

1	2	3	4	5

CA has improved social standards of content broadcasted through radios and Television in Kenya

1	2	3	4	5

CA uses community based and sponsorships initiatives as a public relation's strategy

1	2	3	4	5

Giving back to the society is the main marketing tool for CA

1	2	3	4	5

Thank you for participating.