

**THE RELEVANCE OF CUSTOMER BASED BRAND EQUITY MODEL IN THE
GEOGRAPHICAL INFORMATION SYSTEMS (GIS) INDUSTRY IN KENYA**

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DECLARATION

I declare that this project report is my original work and has never been submitted for a degree in any university or college for examination or for any academic purpose.

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

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DEDICATION

For the support, belief and encouragements given throughout this course and academic journey; I would like to thank my husband Chris Weru, Parents Mr. & Mrs Chavera, siblings Kevin, Chris and Maxie and friends for the never ending faith, hope and persistence. I am forever indebted. Thank you

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LIST OF ABBREVIATIONS

CBBE	Customer Based Brand Equity Model
RBV	Resource Based View
GIS	Geographical Information Systems

ABSTRACT

This study was conducted to determine relevance of customer based brand equity model to GIS industry in Kenya. To achieve this, primary data was collected using structured questionnaire. The questionnaires were administered to a clustered sample of surveyors who utilize GIS services. The respondents were accessed in their respective offices through drop and pick method. Data was analyzed using descriptive statistics; this was presented in form of tables - frequencies and percentages. The study found that respondents were practicing some of the concepts in customer based brand equity as much as they may not be aware of the model. Among these pillars were brand awareness, perceived quality and brand associations. The researcher recommended that similar studies should be carried out on other industries that utilize GIS but are not necessarily survey firms so as to appreciate fully the relevance of the model.

CHAPTER ONE

INTRODUCTION

1.1 Background

Worldwide popularity of brands has given the thought to the world about the importance of brand as ‘earning daughter’ of the organization. Developing countries such as Kenya have come to realize the importance of research required to help in building brand. Various consumer perspective brand equity models have been proposed by marketing practitioners, academicians and consultants.

Branding models have incorporated different concepts that are believed to build the brand equity of a firm. One such model is the customer based brand equity model (CBBE). According to the model, building a strong brand involves establishing the proper brand identity through brand awareness, creating the appropriate brand meaning through strong, favorable, and unique brand associations, eliciting positive, accessible brand image and forging brand relationships with customers that are characterized by intense and active brand loyalty.

In Kenya, policy makers, professionals, industrialists and the academia have now accepted geospatial technology as a way of conducting business (Muhammad et al, 2014). County Governments have sought to explore untapped potential to create wealth and full employment at available resources this can only be possible through the use of GIS. The focus of this study is on the relevance and application of the customer based brand equity model in the GIS industry. The increasing relevance of Geographical Information System (GIS) in everyday life has gained credence during the last decade. It has significantly transformed the way people live. People working in many different fields use (GIS) technology. Businesses, government institutions, scientists, resource planners, among others use GIS for planning, analysis and dissemination of vital information that aid in various tasks. GIS organizations face fierce competition to sustain their brands. It is for this reason that organizations device marketing strategies. Moreover, with latest emerging digital economy, the one challenge that remains now is to brand GIS products and increase their brand equity in the market. This is to ensure that customers have the right type of experiences with products and services and their accompanying marketing programs so that the desired thoughts, feelings, images, beliefs, perceptions and opinions become linked to the brand (Muhammad et al, 2014).

1.1.1 Customer Based Brand Equity

Keller (2013) defines customer based brand equity as the differential effect that brand knowledge has on consumer response to the marketing of a brand. A brand has positive customer-based brand equity when consumers react more favorably to a product and the way it is marketed when the brand is identified than when it is not. The concept provides a unique perspective on what brand equity is and how it should best be built, measured and managed.

The basic premise of the model is that the power of a brand lies in what customers have learned, felt, seen, and heard about the brand over time. In other words, the power of a brand resides in the minds of customers. The pillars of the definition of the CBCE model provide insight as to how and why firms should allocate adequate time and resources in coming up with branding strategies aimed at building on brand equity. Aaker (1991) defines brand equity as a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and to that firm's customers. Building strong brands involves integrating relevant concepts of brand equity into the marketing operations of the company. These include enhancing brand awareness, perceived quality, brand association, brand image and brand loyalty.

Brand awareness refers to customers' ability to recall and recognize a brand. Brand awareness is more than just the fact that customers know a brand name and the fact that they have previously seen it, perhaps even many times. Brand awareness also involves linking the brand name, logo, symbol to certain associations in memory. According to Kapferer (2008), awareness is mostly correlated with aspects such as high quality, trust, reliability, closeness to people, quality/price ratio, accessibility and traditional styling. The role of brand awareness in building brand equity depends on the strength of the brand's presence in the consumer's mind. Higher levels of brand awareness have a considerable impact on the marketing productivity and enhance the prospects of being considered in future purchase situations (Keller, 1998). GIS products are perceived to be very expensive. However in most instances, one would purchase a GIS product that he is aware of regardless of the price.

Perceived quality is defined as the customer's judgment of performance, excellence of a product or service relative to the expectations of quality (Aaker& Jacobson, 1994). For service

industries, preferences for certain products of a company within certain categories can be largely attributed to the high quality brands. This will in turn also influence repeat purchase decisions. According to Erdem and Swait (1998), the content, clarity and credibility of a brand as a signal of the product's position may increase perceived quality and decrease information costs and the risk perceived by consumers. These effects in turn increase consumer-expected utility.

Perceived quality is partly characterized by the brand's image to the public, customer's experience and the influence of opinion leaders and peer groups. For high involvement products, a lot of time is taken by a customer before making the final purchase decision. Thus, it is important to understand how the market perceives a brand because favorable purchase decision may be based on the level of trust a customer has in the brand. Brand associations are thoughts that come to mind after a brand is recalled. In brand associations, the informational nodes which are linked together in large memory network are considered an important component of brand equity, and are believed to contain the meaning of the brand for consumers (Keller, 1993). Brand associations encompass product, functional and organizational associations. The feelings evoked once a brand is mentioned define the kind of association attached to the brand. Further, the frequency or number of associations increases the likelihood of the brand being recalled and evaluated (Krishnan, 1996). Undertaking a research on brand associations helps inform marketers on the naming procedures and in other cases re-naming procedure based on the feelings evoked once a brand is mentioned.

Keller (1993) defines brand image as perceptions about a brand reflected by the brand associations held in consumer memory. Brand image formation is a subjective learning process and is the result of past total experiences. It consists of associations and attributes organized in some meaningful manner that are activated from memory when recalled (Aaker, 1991). A brand with high equity is more likely to have favorable brand image than a brand with low brand equity. Understanding the image of a brand enables marketers to make product line extensions. The perceived image of a brand, if favorable can be extended to other brands within the same product category and hence yield commercial benefits.

Brand loyalty is a deeply held commitment to rebuy or re-patronage a preferred product or service consistently in the future. Despite situational influences and marketing efforts having the potential to cause switching behavior, consumers may seem to practice repetitive purchases within the same brand or brand set (Oliver, 1999). Brand loyalty has a significant role in the establishment and building of strong brands. Service industries strive to ensure that they acquire and maintain loyal customers that will in turn create value to the company by reducing marketing expenditure create strong brand affiliations and stimulate referrals.

1.1.2 GIS Industry in Kenya

A geographic information system (GIS) is a computer system for capturing, storing, checking, and displaying data related to positions on earth's surface. GIS can show many different kinds of data on one map. This enables people to easily see, analyze, and understand patterns and relationships. The power of GIS lies behind its design for collecting, storing, manipulating, and displaying data referenced by a spatial or geographic component (Rita, 2003).

GIS benefits organizations of all sizes and in almost every industry. There is a growing interest in and awareness of the economic and strategic value of GIS. The industry in Kenya is being appreciated by different industries and not only the traditional markets. Successful businesses in Kenya have adopted the use of GIS software. Organizations have gone beyond standard data analysis by using GIS tools to integrate, view, and analyze data using geography. These applications can be used across an entire organization in the field, and in the Internet.

According to Muhammad et al (2014) GIS has enabled businesses to understand and visualize these geographic relationships and improve productivity, effectiveness, and efficiency in processes. The various industries that are currently using GIS technology include survey companies, engineering and construction companies, transportation and urban planning companies, utilities companies and agricultural industries among others. Although various companies have come up with strategies to differentiate themselves, growth and acquiring larger market share is still a challenge. Competition unlike in the previous century is becoming rampant with companies looking for strategies on how they can retain their customers.

1.2 Research Problem

Adoption of the customer based brand equity model has been mostly within the goods industry and less prevalence within the service industry. Though branding of services has started to develop, this has not kept pace with the growth of the service sector overall. The growth of the service sector has led to increased competition where branding has become an important tool for gaining competitive advantages (Hermansson et al, 2005). Greater loyalty and less vulnerability to competitive marketing actions and crises, higher command on price premium, greater trade cooperation and support are some of the benefits accrued from the practice. In addition, the practice brings about increased marketing communication effectiveness, possible licensing opportunities and additional brand extension opportunities.

Kenyan firms need to keep up with competitors' technological abilities in order to remain competitive. Competition in this industry is largely affected by technological advancements. Companies are working hard to ensure that they acquire the latest equipment. Some of these technologies are aimed at ensuring that customers remain loyal, appreciated and maintain a positive perception about a brand. However, the response rate of some firms to these changes has been unsatisfactory.

According to Yoo and Donthu (2001), consumer based brand equity scale is functional for processing information and building confidence in the purchase decision and for enhancing efficiency and effectiveness of marketing programs, price, profits and brand extensions and trade leverage. Their study assessed only measuring of customer based brand equity but did not assess corporate equity, organizational equity, retail equity and chain equity.

Biedenbach et al (2010) concluded that buyer seller dependency affects overall brand equity in B2B and described the interdependency factors that affect brand loyalty. However, the data analysis techniques used in this study did not bring forth the interrelationships between variables. Biedenbach's study only considered interdependency factors, did not consider overall determinants of brand equity. A study by Arthur et al (2011) concluded that consumers are mainly driven by emotions. A large proportion of consumers clearly have strong feelings about the supermarkets they patronize, and that effort expended in keeping customers, service level, and product quality and assortment appear to be basic requirements for achieving high levels of consumer-based brand equity. The selection of the designated supermarkets (population) was

limited by spatial distribution in the geographic area. The sample was derived from more affluent and educated than the general population hence also introducing sample selection bias in the findings.

A study by Narumon and Gerard (2012) depicted that in service firms, the customers experience that occurs during interaction with employees not only creates brand meaning but also attracts emotional connection between the brand and customers. The study concluded that employee commitment to keep the brand alive is critical to building equity. However, the population of the study was limited to high profile service firms leaving out the low profile firms. The sampling frame was limited to certain characteristics of the population leaving room for bias in the methodology. This also brought out lack of adequate generalizability of findings.

Muhammad et al (2014) showed that brand quality, brand image, and brand association all have direct and positive effects on non-alcoholic beverages products. Empirical evidence indicated that customers of nonalcoholic drinks are willing to pay higher price for those brands they have developed strong associations with. This therefore means that customer based brand equity raises brand preferences and purchase intentions. This study was however conducted in a Pakistan context and hence did not capture different cultural issues that come with customer preferences.

It is important to note that these studies are more product oriented rather than service oriented. Given the unique characteristics of service firms that pose a great challenge to branding, it is expected that there will be disparate outcome from the study. This study intends to fill the highlighted gaps by seeking answers to the following research question: How relevant is the customer based brand equity (CBBE) model in the GIS industry in Kenya?

1.3 Research Objectives

The general objective of the study was to determine the relevance of customer based brand equity mode in the GIS industry in Kenya.

Specific objectives of the studies were:

- i. To establish the influence of brand awareness in building a GIS brand
- ii. To determine the effectiveness of perceived quality in building GIS services

iii.To assess the relevance of brand associations in GIS industry

1.4 Value of the Study

The County Governments Act of Kenya No. 17 of 2012 underscores the importance of GIS in county governments. All counties are required to prepare and execute a ten year county GIS based database system and spatial plan. This is a spatial depiction of the social and economic development program that will aid the counties to utilize resources fully and serve their customers. In this case members of the public adequately. Findings will therefore enable governmental and regulatory bodies formulate policies that will enable counties to fully benefit from these GIS systems.

The study will be significant to GIS industry as it will give a guideline on how firms should strategize their branding efforts. It is imperative to note that not all branding concepts are applicable to all industries. GIS companies will make use of the results of this study to develop strategic brand management programs that will bring about sustainable competitive advantages. These brand management strategies will in the long run enable growth in the industry.

Academicians including researchers and students can use the findings to get a more practical overview of the CBBE model. It will also be a guide to what further research can be made within other service industries. This will in turn bring insight to how to handle some of the challenges of branding of services.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter puts into perspective brand equity theories and major concepts in marketing of GIS services. Growth in the industry and technological advancements seem to increase the need for companies to appreciate brand equity theories. Two outstanding theories and a model in brand equity literature define brand equity, the Resource Based View (RBV), Signaling Theory and Customer based brand equity model. The main brand equity concepts highlighted in this chapter are brand awareness, perceived quality, brand association, brand image and brand loyalty.

2.2 Theoretical foundation

In this section, various theories that are linked to brand equity management are discussed. The theories are reviewed and relationships between them to brand equity are highlighted.

2.2.1 Resource Based View

The Resource Based View (RBV) theory defines the brand as intangible asset or market based asset.

According to Tokuda (2005), RBV theory involves identifying the firm's unique resources, deciding in which markets those resources can earn the highest rents and making decisions. These decisions include determining whether the rents from those assets are being effectively utilized or do they need to be sold out. The RBV suggests that the resources possessed by a firm are the primary determinants of its performance and these may contribute to a sustainable competitive advantage. Barney (1991) asserts that the concept of resources includes all assets, capabilities, organizational processes, firm attributes, information and knowledge controlled by a firm that enable the firm to conceive of and implement strategies that improve its efficiencies and effectiveness. These resources, if utilized adequately build on the equity of a firm in the long run.

The main concern of the RBV theory is to identify the characteristics of resources that are not subject to imitation by competitors. If the resources possessed by a firm can easily be replicated

by competitors, even though the resources are the source of competitive advantage of the firm, then the advantage will not last long.

A major criticism of this theory is that it doesn't give precedence to the role of consumers in building up the brand equity of a firm. The main focus in achieving a firm's competitive advantage as proposed by the theory should be on resources of the firm rather than capitalizing on the relationships between the brands and customers. This theory also does not give a comprehensive guideline as to how resources are developed and deployed.

2.2.2 Signaling Theory Perspective

According to signaling theory, a brand could be considered a marketing signal, which is a piece of information about a product or service that helps customers to make inference about the quality and the value of the product. The brand itself should be considered a valuable information source for consumers (Herbig and Milewics, 1994). The branding activities for example, the brand message and offering, the branding campaign, the advertising efforts undertaken could become the source of value creation only when they are credible (Karasek and Bryant, 2012). Signaling models include quality as the distinguishing characteristic, referring to the underlying, unobservable ability of the 'signaler' to fulfill the needs or demands of an outsider observing signal (Connelly et al, 2011). In this scope, a brand could be considered the signal, which represents a promise of quality that the buyer must take on faith. This promise of quality, communicated through different branding and marketing activities, might be eroded if discrepancies between the promise and the actual quality exist (Kirmani & Rao, 2000). The signal can turn awry, which could cause losses.

Erdem and Swait (1998), in applying signaling theory to the issues of branding, argued that a credible brand signal generates consumer value, which they denote as consumer-based brand equity. This theory however doesn't give value to understanding customer's previous experiences with the brand. It dictates that the perception of a customer about a brand is determined by the signal displayed at that particular moment and not the post purchase outcomes.

2.2.3 Consumer Based Brand Equity

Keller (2008) defines customer based brand equity as the differential effect that brand knowledge has on consumer response to the marketing of that brand. Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in the memory (Kamakura and Russell, 1995). A brand has a positive CBBE when consumers react more favorably to a product and the way it is marketed when the brand is identified than when it is not (that is when it is unnamed).

A brand has negative customer based brand equity if consumers react less favorable to marketing activity for the brand compared with an unnamed version of the same product. Brand equity has increasingly been defined in customer-based contexts and extended to include effects on brand preferences, purchase intent (Van Osselaer & Alba, 2000) and brand alliances (Rao et al., 1994).

Brand equity rises from differences in consumer responses. These differences in response are as a result of consumer's knowledge and experiences about the brand overtime. Brand equity strongly resides in the mind of consumers regardless of any marketing activity. Differential responses are also reflected in perceptions, preferences and behavior related to all aspects of the brand marketing. Almost all conceptualizations of brand equity appreciate that the phenomena involves the value added to a product by consumers' associations and perceptions of a particular brand name (Winters, 1991; Chaudhuri, 1995).

Consumer based brand equity model seeks to give marketers direction on what makes a brand strong and how to build a strong brand. It incorporates theoretical advances and managerial practices in understanding and influencing consumer behavior. The CBBE model provides a unique point of view as to what brand equity is and how it should be best built measured and managed. The basic premise of the CBBE model is that the power of a brand lies in what customers have learned, felt, seen and heard about the brand as a result of their experiences over time. The main challenge of marketers is to create products and services that will have an intrinsic reward to the customer such that customers are able to identify with the particular brands (Keller, 2008).

CBBE helps in creating loyalty, building brand awareness, increased loyalty and favorable brand associations. According to Aaker (1996), utilizing the CBBE model creates strong brands which in turn create loyalty, resonance with customers, improved brand identity from within the organization. Studies have identified a number of advantages of a high level of brand equity including lower costs (Keller, 1993), increased purchase intention (Cobberwalgrin et al, 1995), and increased sales price premiums and customer loyalty (Aaker, 1991, 1996). Other studies have also found that strengthened position in distribution channels (Park & Srinivasan, 1994) and competitive advantage (Adams, 1995) are other benefits of a high level of brand equity. From a marketing perspective, brand equity is a concept that is based on market perceptions and assessments. Any assessment of future financial performance is ultimately derived from customers' thinking and behavior (Steven & Scott, 2009).

CBBE model maintains that building a strong brand involves a series of logical steps that is: establishing the proper brand identity and creating the appropriate brand relationships with customers. According to this model, building a strong brand entails developing favorable and unique brand associations eliciting positive, accessible brand responses and forging intense active brand relationships. Achieving these four steps in turn involves establishing six brand building blocks, salience, performance, imagery, judgments, feelings and brand resonance. The strongest brands excel on all six of these dimensions and thus fully execute all four steps of building a brand. The most valuable brand building block, brand resonance, occurs when all the other core brand values are completely 'in sync' with respect to customer's needs, wants and desires. Brand resonance reflects a completely harmonious relationship between customers and the brand. Customers have a high degree of loyalty marked by a close relationship with the brand and share experiences with others.

Brand salience measures awareness of the brand. Brand imagery depends on the extrinsic properties of the product or service. It is the way people think about a brand abstractly. Brand performance describes how well the product or service meets customer's more functional needs. Brand judgments are the customer's personal opinions about and evaluations of the brand customers form by putting together all the different brand performance and imagery. Brand feelings are customer's emotional responses and reactions to the brand and any marketing program. Brand awareness, perceived quality and brand associations are among the major issues that would be of concern while examining the relevance of the CBBE model.

2.3 Brand Awareness

According to Aaker (1996), for new or niche brands, recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall. Aaker conceptualizes brand awareness must precede brand associations. That is where a consumer must first be aware of the brand in order to develop a set of associations (Washburn and Plank, 2002).

Brand awareness is related to the strength of the brand node or trace in memory as reflected by consumer's ability to identify the brand under different conditions (Rossiter and Percy, 1987). In particular, brand name awareness relates to the likelihood that a brand name will come to mind and the ease with which it does so. Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumer's ability to confirm prior exposure to the brand when given the brand as a cue. Brand recall relates to customer's ability to retrieve the brand when given the product category, the needs fulfilled by the category or some other type of probe as a cue. Brand awareness is critical since it effectively utilizes the human senses in brand identification and ultimately purchase decision making. A consumer is able to recognize a brand; either its colors or physical appearance or how it feels or the scent from previous interactions or marketing efforts by the company.

2.4 Perceived Quality

Since it's impossible for consumers to make complete and correct judgments of objective quality, they use certain attributes that they associate with quality. Perceived quality is hence formed to judge the overall quality of a product or service. Consumers use the quality attributes to 'infer' quality of an unfamiliar product. It is therefore important to understand the relevant quality attributes are with regard to brand equity.

Zeithaml (1988) and Steenkamp (1997) classify the concept of perceived quality in two groups of factors that are intrinsic attributes and extrinsic attributes. The intrinsic attributes are related to the physical aspects of a product for example color, flavor, form and appearance while

extrinsic attributes are related to the product, but not in the physical part: brand name, stamp of quality, price, store, packaging and production information (Bernue's et al, 2003).

Consumers' evaluations of an extension are in the first place influenced by the perceived quality of the parent brand and the perceived degree of fit. Clearly, extensions are not a way of saving weak brands: they must have a reputation for quality before it is possible to attempt brand stretching. With regard to the dimensions of fit, 'synergy' and 'transferability of know-how' are more important than 'substitutability' (Kapferer, 2008).

2.5 Brand Associations

A brand association is the most accepted aspect of brand equity. Associations represent the basis for purchase decision and brand loyalty (Aaker, 1992). According to Kotler and Keller (2006) brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand. Chen (2001) categorized two types of brand associations: product associations and organizational associations.

Product associations include functional attribute associations and non-functional associations. Organizational associations include corporate ability associations, which are those associations related to the company's expertise in producing and delivering its outputs and corporate social responsibility associations, which include organization's activities with respect to its perceived societal obligations (Chen, 2001). Social Image also forms part of brand associations. Social image can be viewed as the consumer's perception of the esteem in which the consumer's social group holds the brand. It includes the attributions a consumer makes and a consumer thinks that others make to the typical user of the brand. In close relation to social image, perceived value also plays a role as an aspect of brand associations. Lassar et al. (1995) define perceived value as the perceived brand utility relative to its costs, assessed by the consumer and based on simultaneous considerations of what is received and what is given up to receive it.

Trustworthiness and country of origin are other important attributes that contribute to assessing the strength of a brand. Trustworthiness is the confidence a consumer places in the firm and the firm's communications and as to whether the firm's actions would be in the consumer's

interest. (Lassar et al., 1995). According to Thakor and Kohli (1996), brand origin is the place, region or country to which the brand is perceived to belong by its customers.

2.6 Brand Loyalty

Loyalty is a core dimension of brand equity. Aaker (1991) defines brand loyalty as the attachment that a customer has to a brand. There are different levels of loyalty. Behavioral loyalty is linked to consumer behavior in the marketplace that can be indicated by number of repeated purchases or commitment to rebuy the brand as a primary choice.

Cognitive loyalty which means that a brand comes up first in a consumers' mind, when the need to make a purchase decision arises, that is the consumers' first choice. The cognitive loyalty is closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Thus, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly.

Brand loyalty is directly related to brand price. Aaker (1996) identify price premium as the basic indicator of loyalty. Price premium is defined as the amount a customer will pay for the brand in comparison with another brand offering similar benefits and it may be high or low and positive or negative depending on the two brands involved in the comparison.

2.7 Summary of Literature Review

Literature on branding emphasizes the marketing activities as a major source of brand equity because many consumer goods brands have been built through advertising. The signaling theory brings forth marketing campaigns as the major factor in building brand equity with minimal mention of the role of customers' post purchase experiences. Furthermore, an exposé of the resource based theory shows that company resources play a very important role in building equity. It doesn't mention the impact of customers' perception, imagery, association, loyalty or even awareness in building the same.

A new approach that emerges from the service economy in which the customer experiences occurs during the service encounter and is the result of interaction between customers and service employees and selfservice technologies. This new approach is more holistic and requires

that branding efforts be supported by different departments. An integration of the concepts in resource based theory, signaling theory perspective and customer based brand equity model would be an ideal proposition for building brand equity for GIS companies. However, given the dynamic nature of service branding, it would be important to gain a clearer perspective as which concepts of brand equity management are applicable and should be prioritized.

STUDY	STUDY FOCUS MAIN OBJECTIVE	METHODOLOGY	FINDINGS	KNOWLEDGE GAPS
1. Yoo and Donthu (2001)	Developing and validating a multidimensional consumer-based brand equity scale	Assessed the measurement scale of customer based brand equity	Consumer based brand equity scale is functional for processing information and building confidence in the purchase decision and for enhancing efficiency and effectiveness of marketing programs, price, profits and brand extensions and trade leverage	Study assessed only the measurement scale of customer based brand equity but did not assess corporate equity, organizational equity, retail equity and chain equity
2. Biedenbach et al (2010)	Dynamics Of B2B Brand Equity: The Role of Interdependencies In Buyer-Seller Relationships'	Regression analysis Interdependency factors that affect brand loyalty.	Buyer seller dependency affects overall brand equity in B2B and described the interdependency factors that affect brand loyalty.	Study only Considered interdependency factors, did not consider overall determinants of brand equity.
3. Arthur et al (2011)	Customer-based brand equity, equity drivers, and customer loyalty in the supermarket industry	Purposive sampling from a non-random sampling frame within the sample universe:	Consumers are mainly driven by emotions	The sample was derived from more affluent and educated than the general population hence also introducing sample selection bias in the findings.

4. Narumon and Gerard (2012)	Service brand equity and employee brand commitment	Convenience sampling. Personal interviews were conducted with questionnaires	Concluded that employee commitment to keep the brand alive is critical to building equity.	The sampling frame was limited to certain characteristics of the population leaving room for bias in the methodology. This also brought out lack of adequate generalizability of findings.
5. Muhammad et al (2014)	Customer Based Brand Equity: Evidence from the Soft Drink Industry in Pakistan	Quantitative research. Detailed explanation on experiment design, statistical results and an evaluation of the experiment quality.	Brand quality, brand image, and brand association all have direct and positive effects on non-alcoholic beverages products	This study was however conducted in a Pakistan context and hence did not capture different cultural issues that come with customer preferences.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The study adopted a quantitative approach in research methodology and data analysis. This chapter gives a detailed description of the nature of descriptive research design, the population of study, sampling procedure, data collection and analysis tools. The quantitative techniques used provided a systematic and powerful means of analysis.

3.2 Research Design

The study employed descriptive – cross sectional research design.

According to Kothari (2011) descriptive survey is concerned with describing, recording, analyzing and interpreting conditions that either exist or existed. The design was necessary for describing components of the CBBE, explaining their relevance and how they are used in the GIS industry. Cooper and Schindler (2014) states that descriptive study designs provide descriptions of phenomena or characteristics associated with a subject population. They provide estimates of the proportions of a population that have these characteristics and discovery of associations among different variables. In addition to this, the study also describes common characteristics among the study population. The constraints of budget and time impose the need for cross-sectional analysis.

3.3 Population of the Study

This study investigated the various land surveyors who utilize GIS. Surveyors are predominantly equipped and tasked with collection of GIS data using various tools. They depend on a variety of software and technology to gather existing information, collect new information, analyze data, produce plans, manage projects, and deliver accurate data. Surveyors use GIS to manage the entire planning aspect of a surveying project. The study was conducted in Nairobi County since it is the hub for many of the 200 licensed surveyors in the country.

3.4 Sampling Procedure

Cluster sampling was used for this study. Cluster sampling is used when it is not possible to obtain a sampling frame because the population is either very large or scattered over a geographical area (Mugenda & Mugenda, 2003). There are two major cluster; licensed surveyors and those that are yet to be registered. The selection was of a specific group which in this case were licensed surveyors. All members of this group were then included in the sample and each member becomes a unit of observation. The degree of generalization of the research findings depended on the degree to which the clusters within the population are similar. In this case, the clusters are similar to very high degree.

The sample size was calculated using the formula below:

$$P = \frac{1}{1 + (P * e^2)}$$

$$\frac{200}{1 + (200 * 0.05^2)}$$

Sample size was therefore 134 respondents.

3.5 Data collection

Primary data were collected using structured questionnaire.

Questionnaires instrumental when one doesn't need to probe further for certain attitudes and reason for actions. Structured questionnaires are simple to administer. The provision of alternative replies, at times, helps to understand the meaning of the question clearly (Kothari, 2004). The questionnaire comprised of statements asking the various aspects of the brands in GIS that would make one shift from one company to another. The statements sought to establish from the respondents their views on whether branding strategies have an impact on purchase behavior. The respondents were technical personnel who are the final consumers of GIS data. Questionnaires were delivered to the target respondents.

3.5 Data Analysis

At the preliminary stages, all the questionnaires were checked through for consistency. Data were then edited, coded and recorded. The data was subjected to descriptive analysis techniques. The purpose of descriptive statistics is to enable the researcher to meaningfully describe a distribution of scores of measurements using a few indices or statistics (Mugenda and Mugenda, 2003). The important statistical measures that were used to summarize the research data are: measures of central tendency or statistical averages and measures of dispersion.

Statistical averages were carried out in an attempt to get the point at which the data had a tendency to cluster. In order to get a clear understanding of the distribution, calculations of means score, mode and median were undertaken. Measures of dispersion were also undertaken. Given that there are more than one variable in this study, statistical measures of relationship were used in analysis.

CHAPTER FOUR

DATA ANALYSIS

4.1 Introduction

Data analysis was guided by the research objectives presented in chapter one. The report contains tables directly related to the research objectives which were mainly on brand awareness, perceived quality and brand associations.

4.1.1 Response rate

The returned questionnaires were cleaned, edited and coded. Out of the 134 questionnaires distributed 87 questionnaires were returned having been completely filled. On follow up with the remaining respondents, it turned out that most of the questionnaires were only partially filled while others were not filled completely. This then led to response rate of 65% percent which was good enough to facilitate data analysis.

4.2 General consumer information

The demographic characteristics of respondents were analyzed in terms of gender, marital status and age in years.

4.1.2 Respondent demographics

The demographic characteristics of respondents are analyzed in terms of marital status, age in years and gender.

Marital status

Table 4.1 shows the marital status of the respondents

Table 4.1 Marital status

Marital Status	Frequency	Percent
Single	22	25%
Married	39	45%
Divorced	1	1%
Others	25	29%
Total	87	100%

Source: Author (2015)

Majority of those sampled were married with a percentage of 45%, followed by those who preferred to keep their status private at 29% while the singles contributing to a percentage of 22% while only 1 person was divorced at a percentage of 1%.

Age of respondents

Table 4.2 shows the age of the respondents.

Table 4.2 Age of respondents

Age (Years)	Frequency	Percent
18-27	11	13%
28-37	30	34%
38-47	34	39%
48-57	10	11%
Above 58	2	2%
Total	87	100%

Source: Author (2015)

The respondents interviewed were mostly between the age bracket 38-47 (39%) and 28-37 (34%). Of the respondents 13% were between the ages of 18-27 while 11% were between ages 48-57. Only 2% of the respondents were above the age of 58. The analysis shows that most of the respondents were married probably because of the age brackets of the respondents

Gender of the respondents

Table 4.3 shows the gender of the respondents

Table 4.3 Gender of the respondents

Your Gender	Frequency	Percent
Male	66	76%
Female	21	24%
Total	87	100%

Source: Author (2015)

Majority of the respondents 76% were male and 24% of the respondents were female. This analysis can be justified given the nature of the industry since it is mainly male dominated.

4.2 General Information on CBBE model

4.2.1 Usage of GIS products

Respondents were asked if they frequently use GIS products. Out of the responses, 83% confirmed they frequently use while only 17% indicated they do not use the products frequently.

Usage of branded GIS products

Table 4.4 shows the breakdown of usage of branded products

Table 4.4 Use of branded GIS products

Usage of branded GIS products	Frequency	Percentage
Quite often	19	22%
Often	30	34%
Sometimes	22	25%
Not very often	10	11%
Never	6	7%

Source: Author (2015)

Respondents were asked how often they use GIS products that are well branded. Cumulatively, majority of the respondents at least use branded GIS products with only 7% that do not use branded ones.

4.2.2 Factors facilitating loyalty

Table 4.5 shows the various factors facilitating loyalty in GIS industry

Table 4.5 Factors facilitating loyalty

Factors have made respondents remain with a specific brand	Frequency	Percentage
Multidimensional	16	18.39
popularity of the brand	23	26.44
Easy Availability	15	17.24
Competitive Pricing	10	11.5
Technical support	11	12.64
Quality	12	13.79
Total	87	100
Mean	14.5	
Standard deviation	4.764452	

Source: Author (2015)

Respondents were required to indicate one factor that made them remain with a particular brand. This question was instrumental in trying to gauge which factors bore more weight than others. Of the respondents, 18% indicated that the multidimensional aspect of a brand makes them loyal, 26.44% inclined towards popularity of the brand, 17.24% indicated easy availability, 12.64% indicated technical support, 13.79% indicated quality while the least, which 11.5% percentage indicated pricing. This therefore meant that among the various factors that would determine loyalty, pricing may not play a major role. Popularity of the brand supersedes all.

4.2.3 Important factors when dealing with a brand

Table 4.6 shows the important factors when dealing with a brand

Table 4.6 Important factors when dealing with a brand

Important factors when dealing with a brand	Frequency	Percentage
Organizational image	19	22%
Communication with staff	23	26%
Treatment by staff	4	5%
Brand communication	26	30%
Emotional quotient	15	17%
Total	87	100%
Mean	17.4	
Standard deviation	8.6	

Source: Author (2015)

The question sought to find out which attributes were important to customers when it comes to the choice of brand to use. Most of the factors almost bore equal weight with brand communication taking a lead of 30%, communication with staff 26%, organizational image 22% emotional quotient of the brand (attachment to the brand) 17%. Only a small percentage of the respondents (5%) value the treatment being given by staff members of any given company.

4.2.4 Description of a Perfect Brand

Table 4.7 shows the responses on description of a perfect brand

Table 4.7 Description of a perfect brand

Description of the perfect brand according to respondents	Frequency	Percentage
Experience	30	34%
Innovative	14	16%
Reliable	22	25%
Efficient	10	11%
Competent	11	13%
Total	87	100%

Source: Author (2015)

As per the results, brand that has been in the market for a longer period would be deemed as a perfect brand. Of the respondents, 34% indicated so when asked to indicate which attribute would describe a perfect brand. 25% of the respondents indicated reliability, 16% indicated innovativeness, and 13% indicated competence, while only 11% indicated efficiency as key.

4.2.5 Customer Referrals

The study also sought to gauge if customers take pleasure in referring their preferred choice of brand to others as shown in figure 4.1.

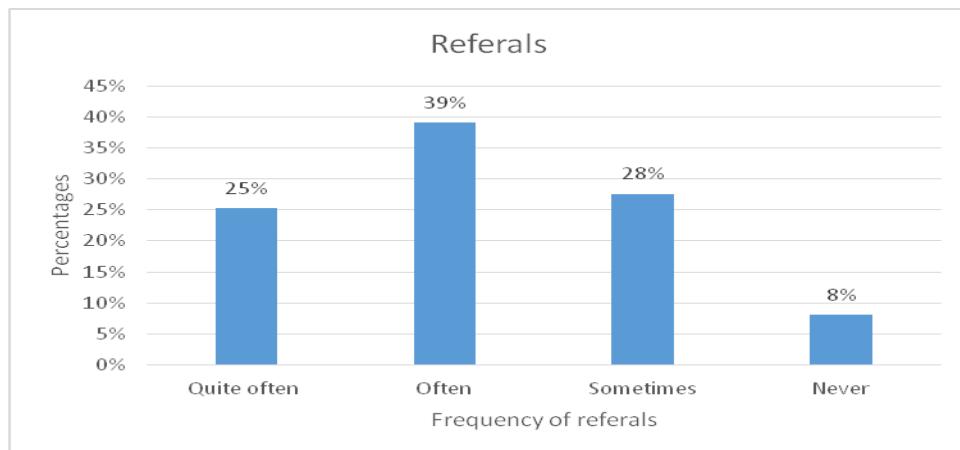


Figure 4.1 Customer referrals

Majority of the respondents refer their brand of choice to others while on 8% never refer the brand to others. This means that most customers, once satisfied with a brand wouldn't have an issue refereeing the same brand to others.

4.3 Level of awareness of GIS Brands in the Market

4.3.1 Awareness

Respondents were requested to indicate the answer that rightly expresses their level of awareness of the various GIS brands (in the context of this study, GIS brands include: Arc map, ArcGIS, Global mapper, Quickbird, Erdas Imagine, Orthophotos, Map info, google maps, Bing, Topobase. and others) that they have purchased.

The respondents were requested to indicate the extent to which they have heard about certain the GIS brands mentioned and the responses were as shown in figure 4.2.

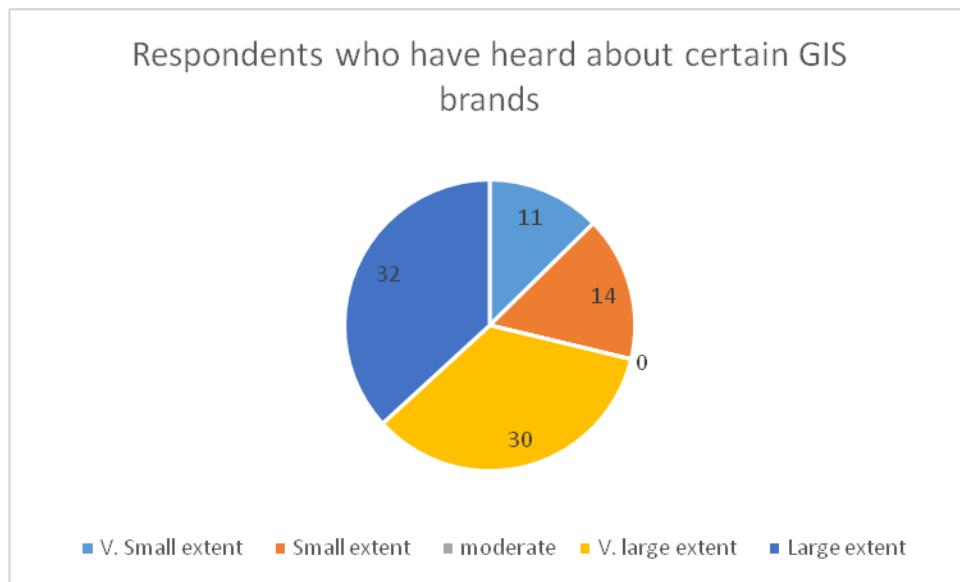


Figure 4.2: Level of awareness

4.3.2 Recognition of brands

Respondents were further required to indicate the extents to which they can easily recognize specific brands among other competing brands. A larger proportion of the respondents can easily recognize certain brands among competing brands with only a small fraction not being able to.

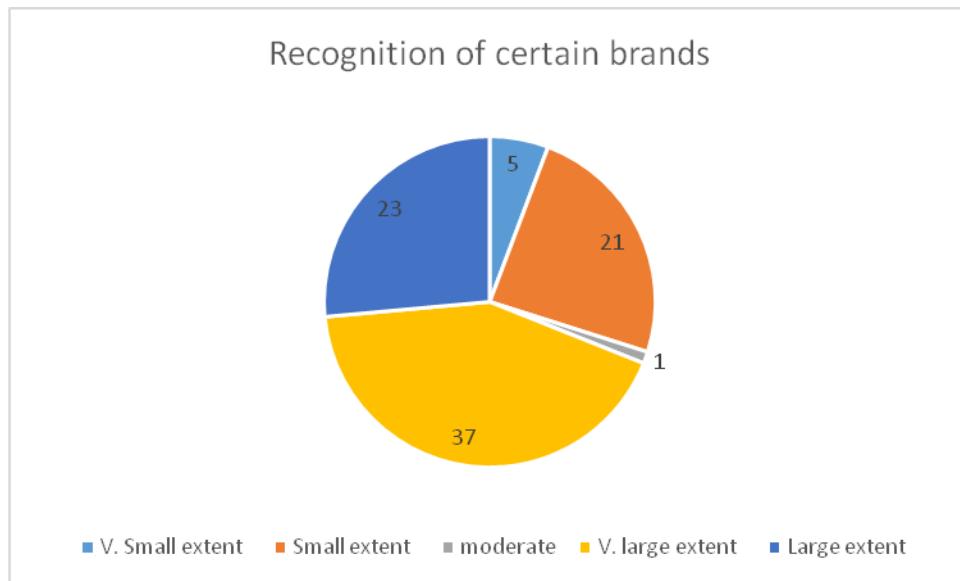


Figure 4.3 Recognition of brands

4.3.3 Recall of symbols and signs

The figure shows the extents to which respondents can easily recall certain signs and symbols. Majority of the respondents indicated that they can recall the names of certain brands when shown the symbol and labels. This would imply that companies require to make their symbols and logos visible to all prospects. This will in turn enable prospects to familiarize themselves with these signs.

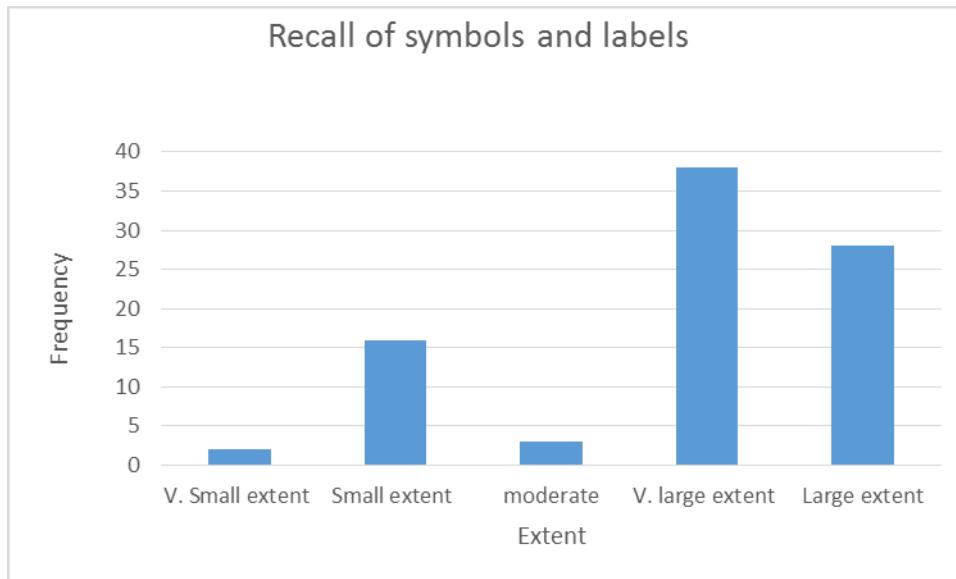


Figure 4.4 Recall of symbols and labels

4.3.4 Accessibility to most GIS brands

This question sought to identify if respondents can easily access GIS brands or if they have difficulties accessing them. Of the responses, 31, respondents indicated that they can to a large extent access the GIS services.

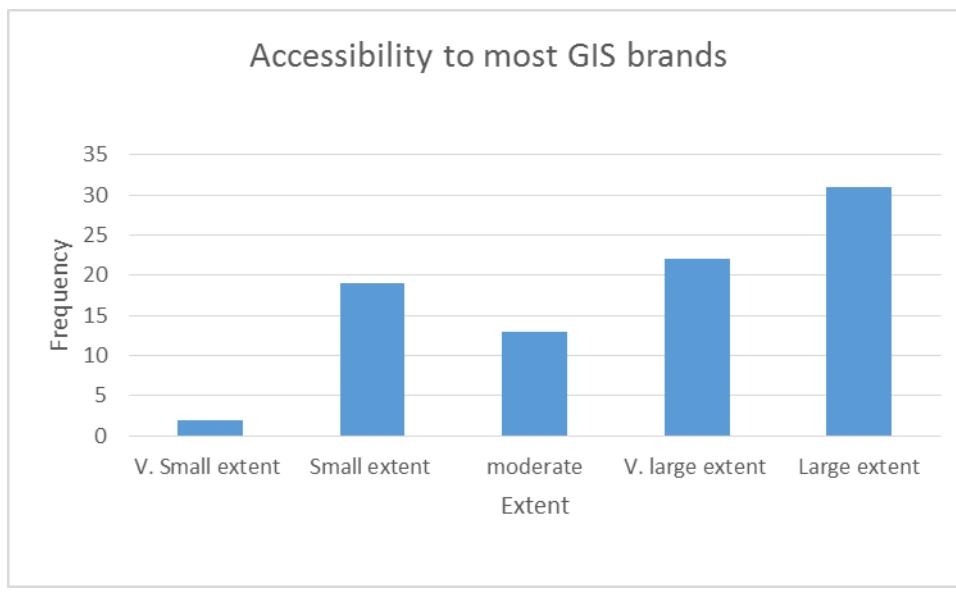


Figure 4.5 Accessibility to GIS brands

4.3.4 Relation of Companies to quality

The respondents were further asked if they can trust on certain companies if they want to purchase products. This question would enable the researcher to be able to determine whether the name of the company influences the level of trust a consumer evokes. The name of the company builds the confidence in customers since they associate it with quality.



Figure 4.6 Relation of companies to quality

Summary of findings on brand awareness

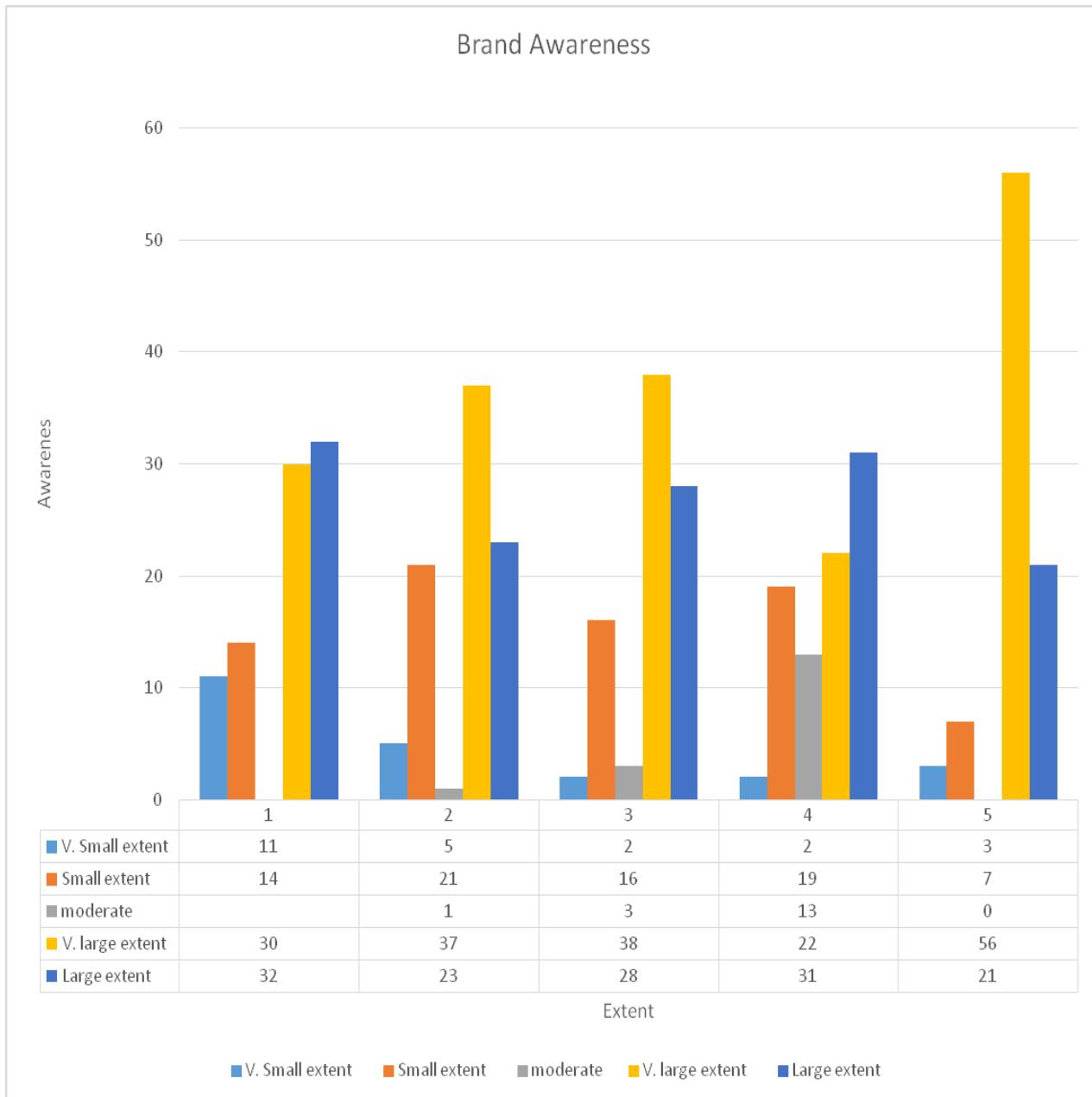


Figure 4.7 Summary of findings on brand awareness

The analysis in figure 4.7 gives an indication that brand awareness is a key component in building brand equity.

4.4 Effectiveness of Perceived Quality in Building GIS Brands

Respondents were requested to tick the answer that rightly expresses the qualities that determine their choice of provider of GIS services. GIS services in this context include: aerial and ground survey, geo-database development, photogrammetry and topographic mapping.). The respondents were expected to give their opinion based on the following strategies:

1. Ability to perform the promised service dependably and accurately.
2. Physical facilities, equipment and appearance of personnel
3. Willingness to help customers and provide prompt service.
4. Knowledge and courtesy of employees and their ability to inspire trust and confidence.
5. *Empathy* (Caring and individualized attention that the firm provides to its customers).

Table 4.8 shows results of the effectiveness of perceived quality in building GIS brands

Table 4.8 Effectiveness of perceived quality

	Frequency	Percentage								
V. small extent	6	7%	6	7%	2	2%	0	0%	3	3%
Small extent	11	13%	11	13%	14	16%	13	15%	14	16%
Moderate	20	23%	45	52%	26	30%	36	41%	28	32%
Large extent	34	39%	20	23%	38	44%	28	32%	36	41%
V. Large extent	16	18%	5	6%	7	8%	10	11%	6	7%
Total	87		87		87		87		87	
Mean		17.4		17.4		17.4		17.4		17.4
Standard Deviation		10.67		16.53		14.62		14.45		14.21

Source: Author (2015)

Among the various strategies that build on perceived quality, performance of a brand, prompt service provision and adequate customer attention are effective to a larger extent. This can be seen in the table 4.8.

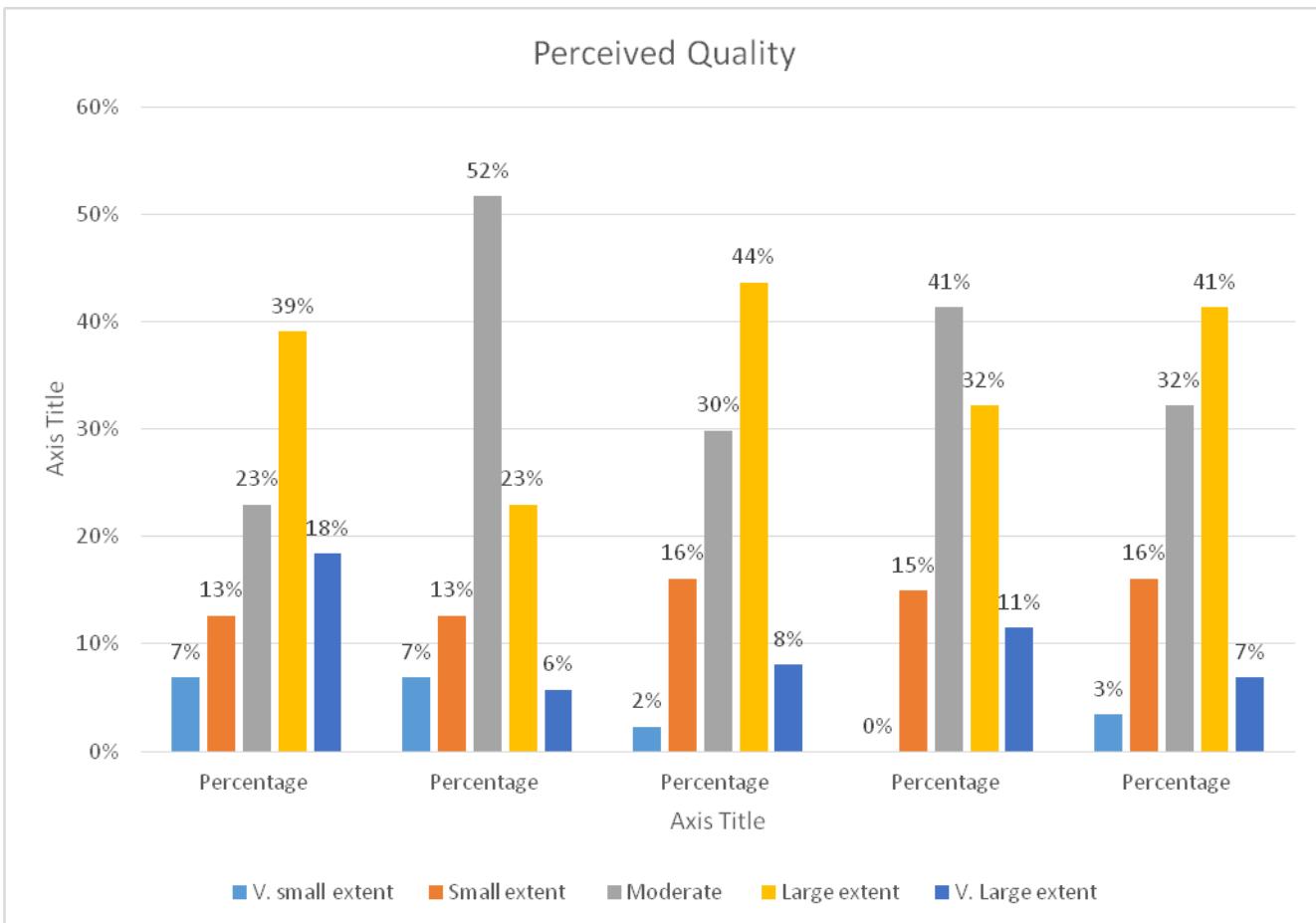


Figure 4.8 Effectiveness of perceived quality

4.5 Relevance of Brand Associations to GIS Brands in the Market

In this section, the researcher mainly sought to establish customers' opinions that best suit their attitude about the various brands of GIS products and services that are aware of.

4.5.1 Country of origin

Table 4.9 shows the results of extents to which country of origin affects brand equity

Table 4.9 Country of origin

Country of origin		
Extents	Frequencies	Percentages
V. small extent	7	8%
Small extent	50	57%
Moderate	16	18%
Large extent	5	6%
v. Large extent	9	10%
Total	87	

Source: Author (2015)

Respondents were required to indicate to what extent the country of origin affects their purchase decision. Of the respondents 7% & 50% felt that the country of origin affects only to a very small extent and small extent respectively while 5% and 9% of the respondent felt it only affects to a large and very large extent respectively and 16% of the respondents felt that country affects moderately. This implies that the country origin is not a major factor in determining their purchase decision.

4.5.2 Association of products to certain groups

The table below indicates results on the extents to which group associations are relevant to building equity.

Table 4.10 Group associations

Group associations		
Extents	Frequency	Percentages
V. small extent	2	2%
Small extent	37	43%
Moderate	31	36%
Large extent	13	15%
v. Large extent	4	5%
Total	87	
Mean	17.4	
Standard deviation	15.85244461	

Source: Author (2015)

Out of those sampled, 37 associate products to certain groups only to a small extent, 2 of them indicated a very small extent while 31 were moderate. 13 of the respondents indicated that it affects to a large extent while only 4 indicated a very large extent. From this we can deuce the fact that group association has minimal impact on the choice of a GIS brand.

4.5.3 Celebrity Endorsement

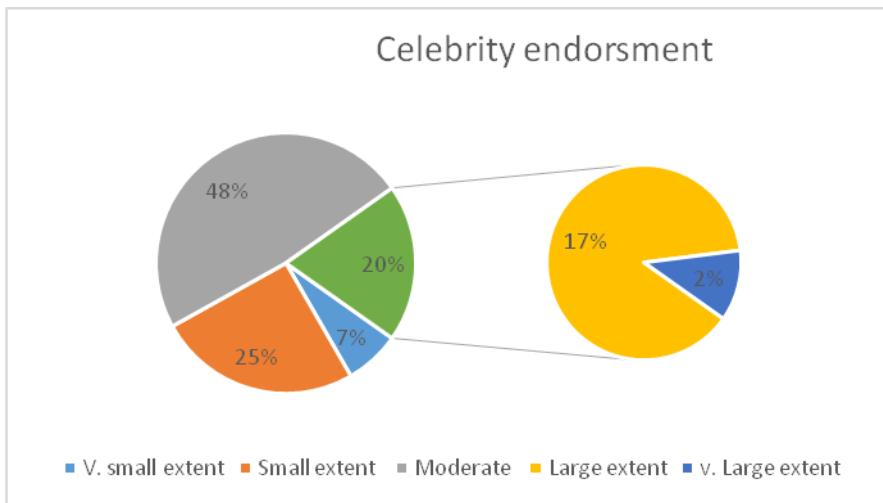


Figure 4.9 Celebrity Endorsement

According to most of the respondents 48%, celebrity endorsements has a moderate impact on purchase decisions with 25% indicating that it affects to a small extent, 20% to a large extent and 7% to a very small extent.

4.5.4 Company sponsorships

The table below shows the response of the extents to which company sponsorships affect brand equity of GIS firms.

Table 4.11 Company sponsorships

Company sponsorships		
Extents	Frequency	Percentages
V. small extent	3	3%
Small extent	19	22%
Moderate	22	25%
Large extent	41	47%
v. Large extent	2	2%
Total	87	
Mean	17.4	
Standard deviation	16.00937226	

Source: Author (2015)

47% of the respondents agree that company sponsorships play a role in brand decisions, 25% were moderate, 22% small extent and 3% very small extent.

4.5.5 Size of company and Distribution of outlets

The table below shows the extents to which the size of a company and distribution outlets affects building brand equity of GIS firms.

Table 4.12 Company and distribution outlets

Size of the company and distribution outlets		
Extents	Frequencies	Percentages
V. small extent	7	8%
Small extent	50	57%
Moderate	16	18%
Large extent	5	6%
v. Large extent	9	10%
Total	87	
Mean	17.4	
Standard deviation	18.68956928	

Source: Author (2015)

A company that is large and has an established distribution network is preferable. This can be attested to the large proportion of respondents, 57%, & 10% who indicated that this affects purchase to a large extent and very large extent respectively. 20% were moderate while 5% and 8% indicated very small and small extent respectively.

Summary of relevance of brand associations

According to the analysis, country of origin and association of products to certain groups are not as relevant to building brand equity as company sponsorships and distribution network.

4.6 Discussion of Findings

Majority of those sampled were male (76%), most of them married (39%) and between the age bracket (28-37) and (38-47). This implies that most of the respondents were mature and few were youths. From the study, most of the respondents (56%) use branded GIS products. Among other factors that affect brand loyalty and customer response, popularity of the brand (26.44%) and staff communication (26%) seemed to have more impact.

Furthermore, most of the respondents (34%) indicated that the experience a brand has in the market carries more effect than other factors during brand decision making. Respondents also indicated that brand awareness aspects are key components of building brand equity. From the study, ability to perform the promised service dependably and accurately, prompt service provision and empathy towards customers were among the key components of perceived quality that respondents felt help in building brand equity of GIS products. Users of GIS products may not be as keen on brand association strategies as majority of the respondents indicated that company sponsorships and distribution networks are the two components that would have at least an impact.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the major findings of the study, conclusions, limitations of the study and recommendations for further research. The general objective of the study was to determine the relevance of customer based brand equity mode in the GIS industry in Kenya. Specific objectives of the studies were to establish the influence of brand awareness, perceived quality and brand associations in GIS industry.

5.2 Summary of Findings

The customer based brand equity model has over the years been applied in various industries. However, most companies are yet to adopt the concept as a whole but some of its basic pillars. Some of these pillars have been adopted by GIS companies and have had an impact in building the brand equity of these firms. The study established that 93% of the respondents actually use branded GIS services. Among the factors that make a customer loyal to a particular brand, the multidimensional aspect of a brand is more likely to build loyalty compared to pricing of a product. Brand communication is an important factor when dealing with a brand while the treatment given by staff members does not play a major role.

The study also established that the experience a brand has is a major player when it comes to describing a perfect brand. Customers wouldn't mind referring their brand of choice to other prospecting customers while only 8% of the respondents would mind. This means that brand loyalty actually assists in customer referrals and in turn builds on particular preferred brands.

Findings of the study confirmed that customers are aware of most GIS brands and can easily recognize specific brands among competing brands. Respondents also indicated that they can be able to recall symbols and labels of brands that they use or have used before. Majority of the respondents indicated that they can easily access GIS brands in the market. When asked if they can trust certain companies if they want to purchase products, most of the respondents pointed out that it did to a very large extent. In general, as per the analysis, brand awareness indeed influences the building of a GIS brand in the market.

The study also established that perceived quality also plays a significant role in building a GIS brand. Ability of a brand to perform, prompt service provision and adequate attention to customers being among the key effective strategies in determining the perceived quality of a GIS brand.

Respondents felt like association of products to certain groups does not play a major role in building a GIS brand. Further, celebrity endorsement also does not have a major impact. However it was established that the size and distribution network of a company and company sponsorships like events is relevant in building a GIS brand. This implies that brand associations is only relevant to some extent when it comes to building GIS brands. This is because, according to the analysis, some aspects are effective to a large extent while others to a very minimal extent.

5.3 Conclusion

As per the findings, awareness is a key pillar in the building of brand equity of GIS firms. Companies build on awareness campaigns to ensure their target market is fully aware of their existence. Firms also expose their logos and symbols in all manner of ways since customers will use this to identify with their preferred choice of brand. Accessibility of services is also important because this enables consumers to easily purchase and repurchase services and products from particular firms, this in turn builds on loyalty.

Another key element in building GIS brands is perceived quality. This entails, among other issues, ensuring that customers get value for their money. Given that GIS services are perceived to be quite costly, it is important for firms to ensure that they provide quality services and products since this is key. Prompt customer service as provided by the employees should be exceptionally good to enable customers enjoy the service and refer them to other prospects.

Companies need to be careful while investing in brand association strategies to help build a brand. This is because some strategies may be relevant while other may not be relevant. For a GIS firms, they would achieve more by increasing the size of the firm and ensuring that they have a wider distribution network.

5.4 Implications for Policy, Theory and Practice

Given that all counties are required to prepare and execute a ten year county GIS based database system and spatial plan, this study will be useful in providing guidance. The social and economic development program will aid the counties to utilize resources fully and serve their customers.

This study will benefit governmental and regulatory bodies formulate policies that will enable counties to fully benefit from these GIS systems. Government institutions will be able to ensure that members of the public are made aware of basic GIS systems and its benefits and this will in turn assist in easier and faster incorporation of GIS in operations.

Academicians including researchers and students can use the findings to be able to gauge the applicability of certain branding principles to certain disciplines. It enables students to be able to delineate the extents to which the individual pillars of the CBBE model can be used in order to build on brand equity.

The findings are significant to GIS industry as it will give a guideline on how firms should strategize their branding efforts. It is imperative to note that not all branding concepts are applicable to all industries. GIS companies will make use of the results of this study to develop strategic brand management programs that will bring about sustainable competitive advantages. These brand management strategies will in the long run enable growth in the industry. Marketers will employ brand awareness campaigns, engage critical strategies that will improve on the perceived quality of firm and effectively manage brand association approaches to building brand equity.

5.5 Recommendations for Further Research

The study sought to determine the relevance of customer based brand equity mode in the GIS industry in Kenya. The researcher recommends that a similar study can be carried out in other technical industries in order to ascertain the exact extent to which the CBBE model can be applicable to these industries. Industries that sell IT software, web based applications could be among those that can be studied.

Further research should be done on other institution utilizing GIS services. Such firms include engineering firms and government ministries who have operations that require GIS services. Government ministries utilize GIS in order to collect, manipulate and store data which can easily be retrieved as and when needed as they carry out their mandate. Engineering consultants manipulate and interpret GIS data during design work and other post-design evaluations. It would be of value if a study is conducted to ascertain the relevance of the said model to these industries.

5.6 Limitations of the Study

There was a major limitation in the data collection methodology. The population was difficult to reach given that the particular respondents suited for the study were highly technical. The researcher had to make numerous trips in order to at least get a technical person to fill in the questionnaire. It was challenging to approximate the average time it would take a respondent to completely fill in the questionnaire even though the researcher tried as much as possible to limit the number of questions to capture the main interest of the study. This required a lot of patience since the goal of the researcher was to try as much as possible to have as high response rate as possible. Mobility increased the cost to a large extent since most of the respondents are not located in one centralized. This led to some financial constraints however the researcher tried as much as possible not to over-exceed the budget.

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APPENDICES

Appendix 1: Questionnaire

Letter of introduction

To whom it may concern

Dear Sir/ Madam

My name is Linda Chavera. I am a student at Nairobi University. I am undertaking a research on relevance of branding GIS products in the industry. The research will form part of my course work in Masters of Science- Marketing program. I kindly request you to participate by using 15 minutes to fill out this questionnaire. All information given will be strictly confidential.

Your assistance and coordination will be highly appreciated.

Yours faithfully,

Linda Chavera

QUESTIONNAIRE

DETERMINATION OF RELEVANCE OF CUSTOMER BASED BRAND EQUITY MODEL IN GIS INDUSTRY IN KENYA.

DATE	SERIAL NO
RESPONDENT'S TITLE	

INTRODUCTION

Good morning/Afternoon. My name is Linda Irusa Chavera I am a student at Nairobi University. I am undertaking a research on relevance of branding GIS products in the industry. The research will form part of my course work in Masters of Science- Marketing program. I kindly request you to participate by using 15 minutes to fill out this questionnaire. All information given will be strictly confidential.

SCREENER QUESTION

1. What role do you play in the Organization?

2. How long have you been playing that role?

Part A; Demographic Information

Kindly tick the appropriate answer

Q1 Gender: Male () Female ()

Q2 Marital status: Single () Married () Divorced () Others ()

Q3 Age Bracket

(A) 18 – 27 () (B) 28 – 37 () (C) 38 – 47 ()

(D) 48 -57 () (E) Above 58

Part B; Demographic Information

Kindly tick the appropriate answer

Q4 Do you frequently use GIS products?

a) Yes

b) No

Q5 How often do you use branded (well labelled) GIS products?

a) Quite often

b) Often

c) Sometimes

d) Not very often

e) Never

Q6 Which of the following factors have made you remain with a specific brand?

a) Multidimensional aspect of the brand

b) Popularity of the brand

c) Easy availability

d) Competitive pricing

e) Good technical support or customer service

f) Quality

Q7 Which of the following are important to you when dealing with a brand?

a) Image of the organization

b) Communication with staff

c) The way you are treated by the staff

d) How the brand communicates to you

e) The emotional quotient of the brand(attachment to the brand)

Q8 Which of the following words describe the perfect brand according to you? a)

Competent

- b) Innovative
- c) Experience
- d) Reliable
- e) Efficient

Q9 How often do you refer the brand of your choice to others?

- a) Quite often
- b) Often
- c) Sometimes
- d) Never

Q10 Please tick the answer that rightly expresses your level of awareness of the various GIS brands
(in the context of this study, GIS brands include: Arc map, ArcGIS, Global mapper, Quickbird, Erdas Imagine, Orthophotos, Map info, google maps, Bing, Topobase. e.t.c) that you purchased.

	Very small extent	Small extent	Moderate	Large extent	Very large extent
I have heard of most GIS brands					
I can easily recognize specific brands among other competing brands					
I can quickly recall the symbol or logo of certain GIS brands					
I can access most GIS products quite easily					
I can always trust on certain companies if I want a product of high quality					

Q11 Please tick the answer that rightly expresses the qualities that determine your choice of provider of GIS services. GIS services in this context include: aerial and ground survey, geo-database development, photogrammetry, topographic mapping e.t.c.)

	Very small extent	Small extent	Moderate	Large extent	Very large extent
Ability to perform the promised service dependably and accurately.					
Physical facilities, equipment and appearance of personnel					
Willingness to help customers and provide prompt service.					
Knowledge and courtesy of employees and their ability to inspire trust and confidence.					
Empathy (Caring and individualized attention that the firm provides to its customers.					

Q12 Kindly give your opinion by circling the answer that best suits your attitude about the various brands of GIS products and services that you are aware of

	Very small extent	Small extent	Moderate	Large extent	Very large extent
Country of origin affects your purchase decision					
Association of product with a particular group of company leads to my preference for such products					
Products endorsed by favorite celebrities are preferable					
Company sponsorships help build a brand					
Products from bigger companies with wide distribution are preferable.					

THANK YOU FOR YOUR TIME!!

Appendix 2: List of surveyors utilizing GIS data in Kenya

Licensed survey in Kenya (Source: <http://www.lands.go.ke/>) –www.isk.co.ke

ABBAS MICHUKI YUSUF ISK/673/LS/06 NAIROBI. / NAIROBI <input type="checkbox"/> ABDULKADIR IBRAHIM JATANI ISK/A/LS/08 NAIROBI. / NAIROBI <input type="checkbox"/> ABDULLAHI RASHID ALI ISK/A/842/LS/06 NAIROBI. / NAIROBI <input type="checkbox"/> ABEL KIPKORIR CHELULEI ISK/A/1126/VS/09 NAIROBI. / NAIROBI <input type="checkbox"/> ABEL M. MOZEREWA IGNATIUS SHIANDA. <input type="checkbox"/> ABIGAEL MBAGAYA (MISS) ISK/450/VS/94 NAIROBI. / NAIROBI <input type="checkbox"/> ABRAHAM KIPLAGAT SAMOEI ISK/840/VS/12 NAIROBI. / NAIROBI <input type="checkbox"/> ABUBAKARA A. CHICHI ISK/193/VS/81 NAIROBI. / NAIROBI <input type="checkbox"/> ADAN A.ABDIKADIR ISK/759/LS/09 NAIROBI. / NAIROBI <input type="checkbox"/> ADERO NASHON JUMA ISK G/GS/13 NAIROBI <input type="checkbox"/> ADHIAMBO C. JACQUELINE NAIROBI / NAIROBI	<input type="checkbox"/> ANTHONY NJOROGE GICHEHA ISK/527/VS/98 NAIROBI. / NAIROBI <input type="checkbox"/> ANTHONY OTIENO ODHIAMBO ISK/T/LS/10 <input type="checkbox"/> ANTHONY W. KHAEMBA ISK/215/VS/82 <input type="checkbox"/> ANTHONY WARUI ISK/A/833/VS/06 NAIROBI. / NAIROBI <input type="checkbox"/> ARNOLD MUTURI ISK/A/VS/11 NAIROBI. / NAIROBI <input type="checkbox"/> ARNOLD NYAGA MBUI <input type="checkbox"/> ARTHUR SICHANGI WAFULA <input type="checkbox"/> ASENAUTH AKEYO OMOLO ISK/A/LS/12 NAIROBI. / NAIROBI <input type="checkbox"/> ATONYA JOY KEBENGESE ISK/G/GS/13 SOY <input type="checkbox"/> ATUMBA DENIS OCHORA ISK/445/VS/100 <input type="checkbox"/> AUDREY CHEMUTAI RUTTO <input type="checkbox"/> AUGUSTINE OGAYE ADHOLA ISK/T/1008/LS/08 <input type="checkbox"/> AUMA DENNIS DEAN ISK/G/VEMS/13 NAIROBI <input type="checkbox"/> AWINJA GLORIA SARAH <input type="checkbox"/> AZMINA ALNASHIR VISRAM
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<p><input type="checkbox"/> ADNAN BARISA DAE ISK/T/LS/09</p> <p><input type="checkbox"/> ADOLPH ONDIEKI ABUGA ISK/242/BS/81</p> <p><input type="checkbox"/> ADUDA F. JUMA ISK/218/VS/82</p> <p>KISUMU</p> <p><input type="checkbox"/> AFRICANAS NTHEKE NGUNGA ISK/A/1094/VS/08</p> <p>KASARANI.</p> <p><input type="checkbox"/> AGANYO DENNIS OMONDI ISK/G/VEMS/14</p> <p>NAIROBI</p> <p><input type="checkbox"/> AGATHA ACHIENG' WANYONYI ISK/A/1052/LMS/09</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> AGNES C. MUNYINGI ISK/195/VS/81</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> AGNES NDAMBU KITONDO ISK/864/VS/12</p> <p>MOMBASA. / MOMBASA</p> <p><input type="checkbox"/> AGNES WAMBUI GACHOKI LS ASSOCIATES</p> <p><input type="checkbox"/> CAROLINE MUTHONI WACHIURI ISK/A/1484/LS/11</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CAROLINE N. NYIMBAYE ISK/429/VS/93</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CAROLINE NDUTA MUNDIA ISK/A/VS/12</p>	<p>VEMS TECHNICIANS</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> BANCY NYAMBURA KINUTHIA ISK/A/VS/10</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> BARNABA KIPLIMO SEREM ISK/A/1137/LS/09</p> <p>ELDORET. / UASIN GISHU</p> <p><input type="checkbox"/> BARTHOLOMEW CHAKURI MWANYUNGU ISK/617/LS/03</p> <p><input type="checkbox"/> BARTHOLOMEW ONYANGO RAGALO ISK/151/VS/80</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> BARTHOLOMEW THIONG'O KURIA ISK/A/LS/12</p> <p>NGONG</p> <p><input type="checkbox"/> BENSON NJERU ISK/618/LS/03</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> BERNADETTE MUTHIRA GITARI ISK/229/VS/83</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> BERNARD KAHINDI KIPROTICH ISK/A/527/LS/98</p> <p>NAIROBI / NAIROBI</p> <p><input type="checkbox"/> BERNARD KAMAU GACHOKA ISK/839/VS/12</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> BERNARD MUGAMBI M'MERU ISK/T/LS/10</p> <p>NAIROBI. / NAIROBI</p>
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NAKURU. / NAKURU <input type="checkbox"/> CAROLINE NKİROTE NYORORO ISK/601/VS/01	<input type="checkbox"/> BERNARD OCHIENG ONYANGO ISK/804/VS/11
NAIROBI. / NAIROBI <input type="checkbox"/> CAROLINE WAITHERA GIKWA ISK/A/LS/11	<input type="checkbox"/> BERNARD OMONDI ODUOR ISK/A/LS/10
NAIROBI. / NAIROBI <input type="checkbox"/> CAROLYN JANET OMWOYO ISK/A/BS/10	<input type="checkbox"/> BERNARD ONGAKI GISIRA ISK/A/VS/08
<input type="checkbox"/> CASTRO OTIENDE ISK/624/VS/03	<input type="checkbox"/> BERNARD OWITI ODUOR ISK/A/VS/10
MOMBASA. / MOMBASA <input type="checkbox"/> CATHERINE CHESHARI TAMNAI ISK/A/LS/09	NAIROBI. / NAIROBI <input type="checkbox"/> BERNARD W. KAVIVYA ISK/197/VS/81
NAIROBI. / NAIROBI <input type="checkbox"/> CATHERINE KAGENDO MUGWIRIA ISK/A/LS/08	<input type="checkbox"/> BETH WANJIRU MURIITHI ISK/T/LS/08
NAIROBI. / NAIROBI <input type="checkbox"/> CATHERINE KANYI MUNGAI ISK/A/VS/12	KERUGOYA <input type="checkbox"/> BETHWEL ONYANGO OYOO ISK/A/VS/12
NAIROBI. / NAIROBI <input type="checkbox"/> CATHERINE MUENI MUTAVA ISK/739/BS/09	NAIROBI <input type="checkbox"/> BETH JOSEPH SIGILAI ISK/T/GS/13
<input type="checkbox"/> CATHERINE VIVIAN A. WAREGA ISK/T/1136/VS/09	<input type="checkbox"/> BETH KIPRONO EDWIN NANDI HILLS.
NAIROBI. / NAIROBI <input type="checkbox"/> CATHERINE WAIRIMU NJIHIA ISK/830/VS/12	<input type="checkbox"/> BETTY ALOSA MULIANGA ISK/A/1091/LS/09
NAIROBI. / NAIROBI <input type="checkbox"/> JERENIAH MULYUNGI MUSYOKA ISK/A/LS/12	<input type="checkbox"/> BETTY KAIMORI NJOGU LS AFFILIATES
MLOLONGO.	<input type="checkbox"/> BIBIANA ACHIENG RABUKU OMALLA ISK/327/LS/87

<p><input type="checkbox"/> JESSE WACHIRA KIHORO ISK/806/VS/11</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JETHRO KASYOKA MWINZI ISK/A/423/LS/96</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JID WOKABI WANJOHI ISK/A/VS/12</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JIMMY SICHANGI WAFULA ISK/A/1494/LS/10</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JOASH BWANA ONGUKO ISK/780/VS/10</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JOASH KIPKEMBOI RUTO ISK/A/LS/08</p> <p>GARISSA.</p> <p><input type="checkbox"/> JOASH MOGAMBI OINDO ISK/479/VS/96</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JOB KAGUONGO W. ISK/607/LS/02</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JOB NDUNGU KAMAU ISK/419/VS/93</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JOB NJUE MUGO ISK/A/VS/11</p> <p>EMBU.</p> <p><input type="checkbox"/> JOB NYAGA MURIITHI</p>	<p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> BIBIANA SYOVINYA MAKAU ISK/638/BS/04</p> <p><input type="checkbox"/> BILL MWANGI NDUNG'U ISK/A/1483/VS/10</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> BILLY ELLIAS NYONJE ISK/T/861/LS/06</p> <p>MARAGOLI.</p> <p><input type="checkbox"/> HARLES NDIRITU WAGURA ISK/242/BS/82</p> <p><input type="checkbox"/> CHARLES NGUNJIRI KIMANI THIKA. / KIAMBУ</p> <p><input type="checkbox"/> CHARLES NJENGA KARIUKI ISK/T/900/LS/07</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CHARLES NJENGA NGARUIYA RUIRU / KIAMBУ</p> <p><input type="checkbox"/> CHARLES OCHIENG ONYANGO</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CHARLES ONYANGO GAYA ISK/A/476/LS/97</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CHARLES OTIENO OUMA LS TECHNICIANS</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CHARLES PETER MWANGI GICHIRA</p> <p>ISK/687/VS/06</p> <p>NAIROBI / NAIROBI</p> <p><input type="checkbox"/> CHARLES RIBUTHI GATHOGO ISK/560/LS/00</p>
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<input type="checkbox"/> JOBSON JOSHUA NGARI ISK/356/VS/89 NAIROBI. / NAIROBI	<input type="checkbox"/> NAIROBI. / NAIROBI
<input type="checkbox"/> JOCYLINE ILAMUKA ISK/A/LS/11 KARURI	<input type="checkbox"/> CHARLES WAITHAKA KANUGI ISK/A/VS/12 NAIROBI. / NAIROBI
<input type="checkbox"/> JOE DUNCAN ONDULO ISK/852/LS/12 NAIROBI. / NAIROBI	<input type="checkbox"/> CHARLES WANJOHI NDORIA ISL/A/918/VS/07 NAIROBI. / NAIROBI
<input type="checkbox"/> JOEL KIPKEMBOI YEGO ISK/272/LS/85 NAIROBI. / NAIROBI	<input type="checkbox"/> CHEBOROR MARTIN KIPNG'ETICH ISK/G/VEMS/14 <input type="checkbox"/> CHEGE PATRICK NDIRANGU ISK/G/GS/14
<input type="checkbox"/> JOEL KIVOI WAMBUA ISK/A/LS/12 NAIROBI. / NAIROBI	<input type="checkbox"/> CHEMOIGUT J. K. ISK/158/LMS/80 NAIROBI. / NAIROBI
<input type="checkbox"/> JOEL NDIRANGU KANIU ISK/T/LS/08 O'L KALOU.	<input type="checkbox"/> CHEPKILOT PETERSON KIPKURUI ISK/S/GS/13 <input type="checkbox"/> CHEPKOECH AUDREY FAITH ISK/G/VEMS/14
<input type="checkbox"/> JOEL ODHIAMBO AKUMU ISK/669/LS/06 NAIROBI. / NAIROBI	<input type="checkbox"/> NAIROBI <input type="checkbox"/> CHERONO WINNY ISK/S/GS/14
<input type="checkbox"/> JOEL OMBATI NYAMWEYA ISK/710/VS/08 MOMBASA. / MOMBASA	<input type="checkbox"/> CHERUIYOT GEOFREY ISK/T/1693/GS/2012 NAIROBI / NAIROBI
<input type="checkbox"/> CATHERINE WAITHIRA GATERI ISK/637/VS/04 NAIROBI. / NAIROBI	<input type="checkbox"/> CHESIYNA E.C. ISK/164/LMS/80 NAIROBI. / NAIROBI
<input type="checkbox"/> CATHERINE WAMBUI NDEGWA ISK/A/762/VS/05 NAIROBI. / NAIROBI	<input type="checkbox"/> CHOLA JAEL MGHOI ISK/G/VEMS/13 NAIROBI
<input type="checkbox"/> CATHERINE WANZA MASYUKI ISK/715/VS/08	<input type="checkbox"/> DANIEL OLANDO OKUMU

NAIROBI. / NAIROBI <input type="checkbox"/> CATHERINE WARUE KARIUKI ISK/385/VS/91	ISK/A/VS/11
NAIROBI. / NAIROBI <input type="checkbox"/> CECILIA W. SEBATINDIRA ISK/A/540/VS/99	NYERI. / NYERI <input type="checkbox"/> DANIEL ORONGO NYANGWESO ISK/A/LS/11
NAIROBI. / NAIROBI <input type="checkbox"/> CEDRIC KIMARI K. B. ISK/A/LS/12	NAIROBI. / NAIROBI <input type="checkbox"/> DANIEL SAKWA KUTOYI LS ASSOCIATES
NAIROBI. / NAIROBI <input type="checkbox"/> CELESTINE NAFULA WANJALA LS AFFILIATES	NAIROBI. / NAIROBI <input type="checkbox"/> DANSON IRUNGU MBARU ISK/A/378/LS/95
NAIROBI. / NAIROBI <input type="checkbox"/> COLLINS ODHIAMBO OTIENO ISK/A/VS/10	NAIROBI. / NAIROBI <input type="checkbox"/> DANSON MUTHOMI MATI ISK/808/VS/11
NAIROBI. / NAIROBI <input type="checkbox"/> CONSOLATA A. HONGO ISK/525/VS/98	NAIROBI. / NAIROBI <input type="checkbox"/> DANSON NGUGI NJENGA ISK/G/VEMS/13
NAIROBI. / NAIROBI <input type="checkbox"/> CONSOLATA MUCHUNKU ISK/465/VS/95	NAIROBI. / NAIROBI <input type="checkbox"/> DATOO ZAHID HUSSEIN YUSUF ALI
NAIROBI. / NAIROBI <input type="checkbox"/> Consolata Wangari ISK/S/1742/VS/2012	<input type="checkbox"/> DAVID ADHOLA ONYANGO ISK/A/LS/11
NAIROBI. / NAIROBI <input type="checkbox"/> CONSOLATA WANJIRU KIHARA ISK/306/VS/88	NAIROBI. / NAIROBI <input type="checkbox"/> JAMES NGUGI KIMANI ISK/866/VS/13
NAIROBI. / NAIROBI <input type="checkbox"/> CORNELIUS MULINGE KIMUYU ISK/726/BS/08	NAIROBI / NAIROBI <input type="checkbox"/> JAMES NYAGA KITHINJI ISK/844/VS/12
NAIROBI. / NAIROBI <input type="checkbox"/> CORNELIUS WAMALWA BARASA ISK/A/884/VS/06	NAIROBI. / NAIROBI <input type="checkbox"/> JAMES OGUNA SOGOH ISK/448/LS/94
NAIROBI. / NAIROBI	NAIROBI. / NAIROBI <input type="checkbox"/> JAMES R. NJENGA

<p><input type="checkbox"/> COSMAS MUSAU MUSYOKA ISK/G/VEMS/13 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CRISPUS MAKAU KIAMBA (PROF)</p> <p><input type="checkbox"/> CYDE SILAS KUMAYA ISK/A/LS/10 KILIFI.</p> <p><input type="checkbox"/> CYPRIAN KIRERA RIUNGU ISK/755/VS/09 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CYRUS KANULE KALASINGA ISK/A/1578/LS/11 SEREM.</p> <p><input type="checkbox"/> CYRUS KARIBE RWINGO ISK/497/VS/97 SAGANA.</p> <p><input type="checkbox"/> CYRUS MAGAYU KIAMA ISK/787/VS/11 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CYRUS MUIRURI MUCHOKI ISK/736/LS/08 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> CYRUS NJERU MWAI ISK/A/1121/VS/09 NAROBI.</p> <p><input type="checkbox"/> DAMARIS WAMBUI MWANIKI ISK/A/VS/12 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAMIANO LIKALAMU ISK/698/LS/07 NAKURU / NAKURU</p>	<p>ISK/273/LMS/85 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JAMES SHIKUKU KAMANDE</p> <p><input type="checkbox"/> JAMES WAINAINA NGUGI ISK/826/VS/12 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JAMES WANJALA WALUBENGO ISK/A/VS NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JAMES WILSON MUIGAI KAHIGA ISK/760/VS/09 NAIROBI / NAIROBI</p> <p><input type="checkbox"/> JAMLAX MUKUDI BARASA ISK/A/VS/09 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JAMLECK MURAYA GATINDI ISK/A/1091/LS/11 KAGIO.</p> <p><input type="checkbox"/> JAMLECK MURIITHI NDATHI ISK/A/LS/12 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JAMLECK N. MBITI ISK/569/LS/00 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JANE KINANU MIRITI ISK/474/VS/96 NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JANE MBULA MUTUA ISK/A/VS NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JANE MONICA AMISI ISK/A/LMS/10 NAIROBI. / NAIROBI</p>
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<p><input type="checkbox"/> DAN MOGWAMBO NYATUKA ISK/814/VS/11</p> <p>MOMBASA / MOMBASA</p> <p><input type="checkbox"/> DANCAN NZULA SAMMY ISK/A/LS/10</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> AVID NDIRANGU NGUGI ISK/A/1654/LS/12</p> <p>NAKURU. / NAKURU</p> <p><input type="checkbox"/> DAVID NGUGI ISK/369/BS/90</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID NJOROGE MUIRU ISK/339/VS/87</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID NTARA ARIMI ISK/392/VS/92</p> <p>NAKURU. / NAKURU</p> <p><input type="checkbox"/> DAVID NYIKA ISK/131/LS/74</p> <p>NAIROBI / NAIROBI</p> <p><input type="checkbox"/> DAVID OBUNGA OUMA ISK/A/732/LS/04</p> <p>ELDORET. / UASIN GISHU</p> <p><input type="checkbox"/> DAVID ODHIAMBO OMULO ISK/745/VS/09</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID ONGERI ISK/702/VS/07</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID SAKWA ABWALABA ISK/T/LS/10</p>	<p><input type="checkbox"/> JANE MUIKAMBA WANJIRU ISK/A/1501/VS/10</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> JANE MWANGI WARUKIRA ISK/638/BS/06</p> <p><input type="checkbox"/> JANE NYAERA NICHOLAS ISK/A/VS/11</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID GACHANJA KAGU ISK/330/LS/88</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID GATHANGIRI IRIMU ISK/612/VS/03</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID JOHN FAWCETT ISK/99/VS/76</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID K. C.. RUTO ISK/482/VS/96</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID KAMANDE NDUNG'U ISK/469/VS/96</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID KAMAUA MUCHUA ISK/243/VS/84</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID KANGI MUCHIRI ISK/T/1008/LS/09</p> <p><input type="checkbox"/> DAVID KANYARI nairobi / NAIROBI</p> <p><input type="checkbox"/> DAVID KANYUGA MACOCO ISK/181/LS/80</p>
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<p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID WAFULA LUWIGI</p> <p>ISK/856/VS/12</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID WAIRAGU MWANGI</p> <p>ISK/619/LS/03</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID WAMBUA MASIKA</p> <p>ISK/104/VS/77</p> <p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVIS JEAN KITHIKII</p> <p>ISK/A/695/VS/03</p> <p>MOMBASA. / MOMBASA</p> <p><input type="checkbox"/></p>	<p>NAIROBI. / NAIROBI</p> <p><input type="checkbox"/> DAVID KIPKIRUI KORIR</p> <p>ISK/617/LS/04</p> <p><input type="checkbox"/> DAVID KIPROP NGETICH</p> <p>ISK/773/VS/10</p> <p>ELDORET. / UASIN GISHU</p> <p><input type="checkbox"/> DAVID KUIRA GICHUKI</p> <p>ISK/549/LS/99</p> <p>NAIROBI.</p> <p>DAVIS WAMBIA LUMBASI</p> <p>ISK/T/LS/11</p> <p>KISUMU.</p> <p><input type="checkbox"/> DEDAN NDEGWA MBURU</p> <p>ISK/A/VS/12 NYERI.</p>
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