INFLUENCE OF BRANDING PRACTICES ON SERVICE DELIVERY AMONG SECURITY SYSTEM FIRMS IN NAIROBI KENYA

ELVIS KIPTANUI BIWOTT

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DECLARATION

My research project is an original effort, done entirely by myself, and has not been submitted for a grade anywhere else or at the UON.

Signature: ------   Date: 3/ May/2023

Elvis Kiptanui Biwott

D65/83530/2015

This research project has been handed in for evaluation, and I, in my capacity as a supervisor at the University, have given my approval.

Signature: ------------------------------------- Date: 29th May,2023

Dr Catherine Ngahu

Department of Business Administration

Faculty of Business and Management Sciences

University of Nairobi

DEDICATION

This research project is dedicated to everyone who has supported the research endeavour at any of its many phases. This research is fully devoted to my dearly loved parents, who have been a constant source of motivation for me and have helped keep me going through times when I've considered quitting up. Thank you very much to my wife Rose, as well as my children Arnold, Arinola, and Ariana. Also, teachers who imparted their wisdom and lent their support in order for this research to be completed.

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I pray that the Lord showers his blessings upon you all.

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ABBREVIATIONS AND ACRONYMS

HR   Human Resource

SPSS   Statistical Package for Social Sciences

AMA   American Marketing Association

BE   Brand Equity

ABSTRACT

Worldwide, businesses of all sizes and in a variety of sectors are increasingly turning to branding as a development strategy. More than just a marketing activity, firms in today's fast-paced and unpredictable business world are turning to a variety of strategies in order to establish a strong identity for their products in the minds of their target consumers. The study's main goal was to learn how different branding strategies used by security systems firms in Nairobi, Kenya affect the quality of their service. This study was grounded on the theories of brand equity and the SERVQUAL model. This study used a cross-sectional, descriptive research strategy. Brand practices were shown to be significantly affected by brand position and brand identity, while brand practices were also significantly affected by brand association and brand awareness. A positive association between branding techniques and actual service provided was found. The research showed that branding practices are associated with service delivery. Regression analysis conducted in this study revealed that the selected regression model accurately predicted the outcomes. Employees are able to better supply services to clients and, as a result, establish an organization's brand when there is effective internal communication and internal branding. It has been shown that brand association and brand identity have a major influence on brand behaviours to a large degree. It was shown, however, that brand awareness and brand identification had a moderate effect on brand practices. According to the following evidence, security systems firms are keen to develop positive associations through sponsorships. The study concludes that brand awareness campaigns can be used as a strategy for influencing service delivery and competitively positioning brands within the marketplace. According to the results, service quality is significantly affected by brand identity. The research' findings provide credence to the idea that there is an interplay among a brand's connections, awareness, positioning, and self-consciousness. According to the findings of the study, one strategy for controlling one's reputation and exerting control over the image that their company projects to other people is to use branding methods. The company's leadership is accountable for building and maintaining a positive image and brand. Making premium-quality items available at competitive prices while also pushing the boundaries of their field may help a business succeed.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Worldwide, businesses of all sizes and in a variety of sectors are increasingly turning to branding as a development strategy (Aaaker and Joachimsthaler 2014). Branding's favorable effect on customer brand preference and consumer purchasing choices has made it a valuable instrument that is receiving increasing attention. Increased emphasis on a company's brand as a strategic asset may be directly attributed to the growing size and intensity of competition on the global market (Keller, 2012). Needham (2006) observes that in today's complex marketing environment, businesses work to streamline processes in response to consumers' overwhelming abundance of choice and information. Yet, Kotler (2012) notes that there is no guarantee that implementing branding strategies would have a positive effect on a company's operations.

The idea of brand equity (Aaker, 1991) and the SERVQUAL model (Parasuraman, Zeithaml, and Berry, 1985) served as the basis for this research. Brand equity theory in a brand is considered an advantage, and having it enables a company to better compete with others in its industry. Furthermore, an organization can maximize this advantage in order to derive the greatest possible value for its customers and to achieve the highest possible level of market performance (Kotler & Keller 2018). The SERVQUAL model is used in order to conduct assessments of the levels of service that are offered by various companies (Parasuraman, Zeithaml & Berry, 1985). The paradigm rests on five pillars: dependability, responsiveness, certainty, empathy, and tangibility, to mention a few.

The businesses that deal in security systems in Kenya have no option but to adjust their methods of operation in order to accommodate the dynamics of expanding markets. The security sector in Kenya is expanding quickly, is now worth $43 million, and will employ around 50,000 Kenyans by the year 2021 (Githinji, 2014). The private sector's security architecture helps the government overcome any holes that it may not be able to cover (Marisa & Oigo, 2018). As a result of these shifts in the global economy, the level of competition among manufacturers of security systems is greater now than at any previous time in human history. Thus, in order for businesses that sell security systems to continue to be more competitive than their rivals, it is necessary for them to construct powerful brands that are able to keep the devotion of their clients.

1.1.1 Branding Practices

The term "brand" was coined by marketing expert Philip Kotler in 2012 to describe any "name, sign, logo, design, or any combination thereof" that sets one product apart from another. A brand is a name, logo, or other unified identifier that serves to distinguish one product or service from another. Branding, as defined by Aaker (2014), is the sum of its parts, including but not limited to the following: people, culture, images, language, public relations, views, perceptions, and social media. Branding practices are activities carried out by owners of brands in an attempt to cultivate and publicize their own brands. The primary efforts consist of identification, communication, or categorization procedures, depending on the goals of the branding work. The brand manager should know where their brand stands in the eyes of both the business and the customer.

The actions that are aimed at communicating the brand's products to its target clients are considered to be part of another area of branding practices. According to Aaker and

Joachimsthaler (2014), marketing communications serve as the "voice of the brand," and as a result, they should be integrated across a variety of channels in order to start a conversation with customers and develop lasting connections with them. The classification of brands is the focus of the third step in the branding process. This step determines where new and current brand aspects should be applied, as well as whether or not brand extensions should be created. Kotler and Keller (2009) refer to the many possibilities available for brand positioning as "branding strategies."

There are a few different metrics that was used to evaluate the effectiveness of branding practices: brand awareness, brand identity, brand exposure, and brand loyalty. Awareness of a brand refers to the ease with which a consumer is able to bring to mind a certain product or service. Brand identity is the process of determining how a business wants to be seen by the people who will be utilizing its products or services, and communicating it to those people. The identity of the brand is something that can be controlled by organizations, but the picture that consumers have of the brand is far more difficult to manipulate. There have been various different approaches to the construction of brand identities explored. Brand visibility is the degree to which a particular product is recognized and sought for by its target market. Brand loyalty is the dedication an individual has for a certain company. Customers are more dedicated to brands that believe in them and what they can accomplish (Hankinson, 2001).

1.1.2 Service Delivery

Service delivery, as defined by Gursoy and Nunkoo (2019), is a set of organizational activities that clarifies how various processes involving customers and service providers result in either value creation or destruction for the customer. An economic service is one

that does not directly result in the creation of tangible property or the transfer of ownership rights. According to Orlando, Beard, and Kumar's (2019) definition of service delivery, a group of actions is considered service delivery when they are performed within the context of a commercial setting. According to Tummers, Bekkers, Vink, and Musheno (2015), service delivery is characterized by a company's coordinated activities and actions that are directed toward the supply of efficient services and goods.

The quality of the service given was evaluated using the SERVQUAL methodology, which is meant to highlight discrepancies between what a business promises to deliver and what customers actually experience. The goal of this model was to determine whether or not there is a gap. Empathy, responsiveness, dependability, and assurance are the four foundational components that make up SERVQUAL. When it comes to providing service to customers, the first thing that should be considered is their reliability. This is related to the capability of the firm to provide high-quality services as promised. Some examples of indices of service delivery include dependability, tangibility, responsiveness, accessibility, and empathy (Parasuram, 1985). To gauge the quality of a service, we look at how quickly the provider can react to a client's request. Consumers have a negative opinion of a company when that company fails to respond to a request made by a customer and, in particular, when there is no obvious reason or excuse offered. Access to some services will be limited if they are dependent on the use of certain facilities, which are not being utilized to their full potential.

The majority of businesses that provide services was at great lengths to guarantee that their customers are happy in order to increase client loyalty and retention rates. On the other hand, due to the intangible nature of services and their inherent unpredictability, it is

difficult to completely eliminate the possibility of service failure (Ngahu, 2019). Social and monetary contact between the service's provider and its user is part of the redress process when anything goes wrong with the delivery of the service. In general, consumers are prone to blame the first failure on incidental or unintended factors, which they feel are beyond the domain of control of the service provider. As a result, customers often demand only limited recompense for the first failure. On the other hand, failures that occur repeatedly are more likely to be attributed to the inefficiency or disinterest of the supplier. (Maxham, 2001).

1.1.3 Security Systems Firms in Kenya

Businesses, building owners, and office complexes in Kenya, as well as embassies and other diplomatic missions, often hire security systems companies to offer crucial defensive services that do not include the use of weaponry. Although there has been some progress toward reform in the security sector, the state of Kenya has not yet released the whole spectrum of security, therefore security systems firms must be understood within this broader framework (Mkutu and Sabala, 2007). In a number of countries, the capacities of the police forces are subpar, and as a result, they are unable to meet the demands placed on them by the business sector (Bakrania, 2014). Security companies make significant contributions to the general well-being of our society. Several circumstances, notably the rising frequency of terrorist attacks, have contributed to a rise in the need for security system companies in Kenya. As a direct result of the sustained expansion of the economy and the exploitation of hitherto untapped natural resources, an increasing number of companies that specialize in security systems are emerging on the business landscape (Gatoto, 2015).

Growth in the middle class in Kenya has increased demand for security system providers, since people in that income bracket are more comfortable spending money on safety measures. The result of this expansion is a rise in Kenya's population as a whole. 2019 was the year when Kenya graduated to the position of a lower middle-income nation, which indicates that the country's GDP is 25% larger than what was previously indicated by statistical measures. Her current gross domestic product is $55.2 billion US dollars, and owing to positive GDP growth projections, the security industry is poised for rapid expansion in the next years (Githinji, 2014). Similar to how the entertainment business has attracted local and international private security firms, the extractive sector has done the same. One such company is the KK Security Group, which is more known for its security guard services but which has lately expanded into the oil and gas business in order to take advantage of this growth opportunity.

A relatively small number of enterprises control a substantial portion of the market. They are enormous international corporations that, in comparison to the smaller enterprises, are able to provide a greater variety of specialized services (Marisa, & Oigo, 2018). Strategies of difference are often used by large and medium-sized businesses, but strategies of cost leadership are utilized by the vast majority of small businesses, which make up the vast majority of all businesses (Kimosop, 2007). These companies provide a variety of services, the most prominent of which are guarding services, alarm response services, and cash in transit security services. Customers may only purchase guarding services from the vast majority of these companies, hence just a few of the businesses supply the whole product range. In addition, companies in the Kenyan security systems industry are confronted with

the need of undergoing significant change in order to effectively handle the constantly shifting business environment.

1.2 Research Problem

More than just a marketing activity, firms in today's fast-paced and unpredictable business world are turning to a variety of strategies in order to establish a strong identity for their products in the minds of their target consumers. The economic success of a product, service, group of people, or organization is proportionate to the degree to which customers see these things as unique. According to Sedighi, Sheikh, Tourani, and Bagheri (2022), successful businesses use branding tactics to set themselves apart from rivals and win over new clients while keeping loyal ones. Because of the flux in the external environment, consumers' preferences shift during the purchase process, making it essential for businesses to establish and maintain their brands (Keller, 2012). The capacity for consumers to differentiate among a plethora of similar products is mostly attributable to branding. Because of this, it is generally accepted that branding strategies improve service performance. Murphy (2017) highlights how, in an unpredictable environment like as that given by the COVID–19 epidemic, companies might benefit from branding by acting as a shield against the effects of the environment.

Specialized security firms are essential to the continued safety of a business' employees, customers, and proprietary information (Gatoto, 2015). The personnel of a security systems firm are tasked with the responsibility of ensuring the safety of a significant portion of the nation's important institutions and important pieces of infrastructure equipment. The manufacturing sector, utilities, transportation, schools, and hospitals are all included in this category. Companies are also placing a significant amount of reliance on security systems

companies. Several businesses are engaging the services of security organizations for tasks such as retail security, personnel security screening, private investigations, and ICT security (Githinji, 2014). Kenyan security systems firms are facing critical transformation efforts to manage the persistently varying business environment. These aspects have pushed the security systems firms to develop systems to manage their marketing strategies and create customer satisfaction (Marisa & Oigo, 2018). The desired situations of the security systems firms are to reduce the competitive situations of the security sector and embrace the better marketing strategies to manage clients.

There have been a lot of studies done on the topic of different branding techniques, both regionally and internationally. Parsons and Yap (2013) conducted a study to determine the effect that a company's branding has on the level of client loyalty they experience. Their studies had a global scope. Based on the data, the study's authors conclude that corporate branding has a negligible influence on customers' mindsets and actions. The research did not take into account the important part that corporate branding plays in the development of consumer attitudes and perceptions, as well as the part that perception plays in determining how emotionally attached and loyal a customer is to a brand. Researchers in the Netherlands named treimikien and Ahmed (2021) investigated the effect that brand image has on the performance of organizations. The findings suggest that a well-defined brand image may provide more stability to communications, lend shape to brand value, and exert clearer sway on business dealings. That's because building a recognizable brand involves a variety of efforts that come together to give the organization "one voice, one face." Brand awareness, perceived quality, and customer loyalty were studied in South Africa by Yassen, Tahira, Gulza, and Anwar (2011) to see how they impacted a company's

bottom line. The results show that consumers' ability to recall and identify a brand in a range of contexts is directly related to the strength of their brand awareness. Punjaisri and Wilson, (2017) conducted research to investigate the impact that internal branding plays in the fulfillment of an employer's brand promise to its workforce. It was discovered that internal branding has an effect on the delivery of services inside a business.

Momanyi (2013) looked on the local link between branding strategies and loyal customers. The research approach was a cross-sectional one. The findings indicated no statistically significant connection between branding tactics and consumer commitment to a particular brand. Owino (2012) performed research to build a nuanced corporate brand promise in order to set himself out in the competitive Kenyan banking business. Most respondents to the study felt that a competitive advantage in the banking business may be built via a well-implemented corporate brand. In 2012, Kilonzo unveiled the findings of his research on the popularity and reputation of five-star hotels in Nairobi. There has been extra effort put into developing several brand positioning methods, the most common of which being problem/solution positioning and quality positioning.

According to the results of the several studies that were provided, the bulk of the research concentrated on relationship branding techniques and competitive advantage, however just a few studies focused on service delivery. These findings were reported from the various research that had been conducted. This study, based on the gaps that were found, provided a solution to the research question, which was: what was the influence of branding strategies on service delivery among security systems providers in Nairobi Kenya?

1.3 Research objective

The purpose of this research was to determine whether or not there is a correlation between branding techniques and service quality among companies providing security systems in Nairobi, Kenya.

1.4 Value of the Study

This study provided additional weight to several hypotheses about the topic, including the brand equity theory and the SERVQUAL model, among others. As a result of this study, the applicability of these ideas to the context and circumstances of modern day business will be validated. This study will serve as further proof on top of the notions that have previously been established in the academic sector. With the use of branding strategies and service delivery, this study will be able to test the two competing ideas.

Second, policymakers will use the study's results to design and enact measures that ensure ethical behavior on the part of practitioners by enforcing the norms and standards that underpin the profession. These regulations will be worked up with the aid of this study's conclusions. The government, on the other hand, will employ the aforementioned studies to learn about emerging patterns in the security industry.

The findings of this study had far-reaching implications for the field of management as a whole, since they will provide suggestions for enhancing both branding and service provision. The study's results also be important for investors, who use the data to decide whether to invest in the security sector in Kenya.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter lays up a conceptual foundation for the investigation that will be carried out in subsequent chapters. There has been discussion on both the theoretical underpinnings of the research as well as actual investigations on various branding techniques and service delivery. The chapter also explored branding practices and service delivery.

2.2 Theoretical Framework

The study was guided by two theories: brand equity theory (Aaaker 1991) and SERVQUAL model (Parasuraman et al, 1985).

2.2.1 Brand Equity Theory

Aaker (1991) put up a notion regarding the equity of brands. This theory proposes that the combination of tangible and intangible assets may help businesses enhance the quality of the services they provide to clients (Aaker, 1991). The brand equity theory proposes that businesses may enhance their service quality by tailoring how they market their products and services to the specific characteristics of their target market (Waithaka, 2014). This theory proposes that a company's lifetime value to a client might grow if its management maintains a focus on satisfying customers even as the firm ages. In addition, the company improves the quality of service it offers its clients by strategically delivering services to them at the optimal time, location, and medium. According to this school of thinking,

increased brand awareness and word-of-mouth from satisfied customers are the direct result of a company's big customer base and high profitability (Uma, 2011).

To enhance customer service, we illustrate the demographic elements of an organization that are associated with brand loyalty, brand awareness, perceived product quality, brand association, and intellectual assets. Adhering to these five principles has been proved to improve customer service. First, customers should be committed to a certain brand. This concept is known as "brand loyalty." Brand loyalty may be gauged by factors including resource efficiency, market power, customer acquisition and retention rates, and the use of modern technologies in service delivery (Habibollah & Zahra, 2013). The second aspect is the consumer's familiarity with the brand. This refers to the ease with which customers may get information on both previously available items and those that have just been introduced to the market. Metrics like as affiliation, client familiarity, and connection with the brand are used in order to ascertain its extent.

The third viewpoint is known as the perceived product quality, and it refers to the customers' own perspectives about the items and services they purchase (Aaker, 1991). Product quality, market positioning, price, and market availability are some of the factors considered. The fourth perspective, brand associations, investigates the extent to which customers associate a certain brand with a desired result, animal, or person. A customer's capacity to remember the brand, the evolution of their attitude toward brands, and their opinions of brands are examples of elements that may be used to gauge brand association. Proprietary assets, which may be either actual or intangible resources, are the fifth and final pillar. In a particular industry, proprietary assets are what differentiate one company from another (Nima et al., 2012). According to Kotler (2010), the creation of new goods and the

use of technology into service delivery procedures are two ways that brand equity may be increased.

2.2.3 SERVQUAL Model

Parasuraman and colleagues were the first to develop the SERVQUAL model in1985. The foundation of the concept is comprised of five different aspects, namely dependability, responsiveness, assurance, empathy, and tangibility. The ability of a company to provide promised services to customers in a timely and satisfactory manner is what is meant by "service dependability." The term "service responsiveness" refers to a company's willingness to help its internal and external clients in any way possible (Saghier & Nathan, 2013). How well a business communicates with its clients and supplies them with accurate data is also an important part of service assurance. As a result, one definition of service empathy is a company's willingness to tailor a solution to a customer's unique requirements. Service tangibility, according to Nganyi et al. (2014), is the extent to which a company enhances the quality of its service offering by making use of physical elements such as the appearance of its employees, the design of its facilities, the content of its marketing materials, the arrangement of its offices, and the quality of its equipment.

A number of academics have cited this concept in the marketing management literature (Chinomona et al., 2014), however there is still some debate over how to put it into practice in the real world, especially when it comes to services. Due to the fact that it uses a psychometric method to evaluate services, the SERVQUAL scale's validity and reliability are questionable as a result of the diversity of the services they assess. Further research is needed to address these limitations before a comprehensive description of how this model

may be used to assess service performance within the framework of a security organization can be provided.

2.3 Branding Practices and Service Delivery

Based on their investigation, Park and Bai (2014) found that brand loyalty correlates strongly with service delivery measures like occupancy rates. Both consumer actions and perceptions contribute to a brand's overall equity. Customers' propensity to repurchase a product is one measure of behavioral brand equity, whereas their affinity for a brand is the essence of attitudinal brand equity. To what extent a hotel makes money depends on each of these factors. Research by Ikegwuru (2018) into the practices of food and beverage companies revealed that brand equity in its whole was crucial to the development of customer onboarding practices, with brand awareness having the most significant interaction with service provision. The study concluded that in order to maximize customer satisfaction, marketing managers must find a middle ground between the many elements that contribute to brand equity.

According to Sriyothin (2016), branding awareness of companies as effective internal communication having a positive influence impact in the success of a company ensures that workers achieve the promise of a brand. Employees are able to better supply services to clients and, as a result, establish an organization's brand when there is effective internal communication and internal branding. Maalim (2014) studied the effect of pharmaceutical firms' brand equity on the quality of their service delivery in Kenya. His analysis encompassed all thirty-eight pharmaceutical companies as of 2014, and he came to the conclusion that, although brand equity does have an impact on service delivery, it is not as significant as other factors. As the globe continues to shrink into a global village, Kenya's

pharmaceutical companies are finding themselves in a more competitive market, and they understand the need to identify themselves via brand development initiatives.

Fitzerpatrik, Ibrahim, and Rehman (2011) conducted research in the Netherlands to investigate the influence that brand image has on the provision of services. What we found is that cultivating a positive brand image requires a multifaceted approach that helps the organization speak with "one voice, one face," and that doing so has the potential to provide more stable messaging, give shape to brand value, and have a more noticeable impact on bottom line results. Yassen, Tahira, Gulza, and Anwar (2011) analyzed the connection between brand profitability and service performance by looking at aspects such brand awareness, perceived quality, and customer loyalty. The results demonstrate a correlation between brand awareness and the strength of the purchaser's mnemonic 'clew' to the brand, which aids in the discovery of the brand in a number of contexts.

2.4 Empirical Review and Knowledge Gaps

Branding tactics have been the subject of several academic investigations across a wide range of spatial levels. Dutch scholars treimikien and Ahmed (2021) looked at how a company's brand reputation affected its global performance. These findings suggest that a well-defined brand image may provide more stability to a company's message, lend concreteness to the value of the brand, and have a more noticeable impact on sales. This is because building a recognizable brand involves a variety of efforts that come together to give the organization "one voice, one face." SMEs in business-to-business contexts were the focus of Wesley's (2014) research on the ways in which corporate brand management knowledge, practices, and market orientation influence SMEs' brand performance. The information was collected using an online survey. Study findings on the profitability of

corporate branding efforts were also given. The farmers seemed knowledgeable about all four of the aforementioned facets of business brand management. Everything a corporation does may be broken down into four distinct areas of expertise: brand architecture, brand portfolio, corporate brand, and brand image associations.

Wang, Kandampully, and Shi (2006) revealed an unhelpful correlation between consumers' perceptions of their loyalty to the original brand and their opinions of the rebranded product in a study of a retail brand in Hong Kong. Hassain (2007) tested the brand recognition, product attributes, and customer satisfaction with a single non-durable consumer good in Bangladesh. Detergent is a good example of a non-durable product that was looked at throughout this study. The relative importance of several factors in shaping customers' impressions of the product's reliability, usefulness, and desirability was calculated using a factor analysis. The research found that factors including price, quality, and consumers' impressions of the brand all played a significant role in consumers' final purchasing choices.

In a regional context in Ethiopia, Muzeyin, Jahmed, and Ferejo (2022) investigated the effects of Brand Awareness, perceived Quality, and Customer Loyalty on Brand Profitability and Purchase Intention. According to the results, the more acquainted consumers are with a brand, the easier it is for them to remember and locate that brand in a variety of settings. It was shown by Masume (2011) that multi-business corporations benefited from adopting a corporate branding strategy. Taking into account the interdependence of the many stakeholders, the financial value, and the strategic position of a firm, CEOs may determine whether or not their branding strategy is successful.

The corporate branding tactics of Ugandan industrial firms were studied by Shihachi (2012), who also assessed the firms' overall effectiveness. Case studies were used in this investigation. The study's results suggest that a corporate branding strategy may help a business thrive by increasing its visibility in the eyes of customers. Sales, productivity, and client happiness may all benefit from a well-executed corporate branding plan. Its other goals include giving the product and the firm a unique brand and positioning in the market, and making ensuring that the value they provide is superior to that of their main rivals (Shihachi, 2012).

Studying how strategic corporate rebranding affects customer satisfaction among Kenya's mobile service providers, Mwangi (2013) found some interesting conclusions. The study's findings suggested that the rebranding strategy had a substantial effect on customers' feelings about the company. As another finding, the name of the service brand was found to be both an integral aspect of the brand and a significant informative touchpoint for customers. As the service's unique qualities can't be adequately described by describing it in general terms, this is necessary. Huang and Huddleston (2009) looked at how branding strategies influenced client loyalty. A cross-sectional approach was used for this study. Findings suggest a tenuous connection between brand tactics and client loyalty.

Kilonzo surveyed the five-star hotels in Nairobi to learn about their brand positioning and competitive advantages (2012). Unlike in the past, many methods of brand positioning were used, the most common of which were problem/solution positioning and quality positioning. Owino (2012) studied the Kenyan banking sector in order to provide the groundwork for developing a differentiated corporate brand promise. The majority of

respondents agreed that a strong corporate brand is important for gaining an edge in the

banking business, which is why it was identified as a critical success element.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section provided an outline of the study's methodology and findings. Methods for conducting the study, identifying its target population, developing its research instrument, collecting relevant data, and interpreting those findings are all covered here.

3.2 Research Design

Cross-sectional analysis was used for the study. A cross-sectional survey allows researchers to observe and characterize study variables at a static juncture. The requirement for biased findings would be eliminated with this kind of survey (Kothari, 2004). Descriptive research seeks to explain a subject by creating a character sketch of the issue at hand, the people involved, or the circumstances under which the study is conducted. This may be done in three different ways: by collecting data, by tabulating the requirements of variables, or by integrating the results of these operations (Chandran, 2008). The method guarantees that it is possible to do an analysis of what, when, who, and where with respect to a particular relevant and the degree of variation within the variables.

3.3 Target Population

Target populations might be actual or hypothetical and include everything from which conclusions can be drawn about the issues under investigation (Kothari, 2004). This study's target audience consisted of the 45 security businesses that are members of the Kenya

Security Industry Associations (KSIA), which is why it used a census survey as its data collection method.

3.4 Data Collection

The findings of this study were mostly dependent on the data acquired from the original sources. A structured questionnaire will be used to gather the majority of the data. Mugenda & Mugenda (2003) argue that questionnaires are the best method for collecting detailed and pertinent data. The questionnaire only allowed for short answers. The survey consisted of three parts, the first of which was meant to glean details on the company itself. The second portion covered branding methods, and the third part covered the actual delivery of services. The questionnaire will be sent to marketing executives working for companies in Kenya that specialize in security systems. The surveys was distributed using the 'drop and pick' approach, in which the researcher handed out blank questionnaires to the individuals who are the focus of the study and then collect the filled-out questionnaires on the days that have been predetermined. In addition to that, the surveys will be disseminated by email and other internet channels.

3.5 Data Analysis

After collecting the information, we rewrote the surveys to make them more consistent and thorough. In order to find outliers in the replies and extract quantitative information from the answers for further research, the data will be cleaned up by editing, tabulating, and coding. This was done with the goal of providing a more accurate representation of the data. Descriptive statistics were used to analyze the data, including measures of central tendency (mean) and dispersion (variance and standard deviation). The researcher performed simple linear regression to analyze the coefficient and direction of each

variable's association. Here we see the researcher's usage of a simple linear regression model:

$$Y = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \acute{\varepsilon}$$

Where:

Y = Service Delivery

β_1 to β_3 are the regression coefficients

X_1 = Brand Association

X_2 = Brand Awareness

X_3 = Brand Positioning

X_4 = Brand Identity

$\acute{\varepsilon}$ = Error term

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

Study findings on the branding strategies and their implications on service delivery among Nairobi, Kenya's security systems firms are presented and discussed in this chapter.

4.2 Response Rate

It was determined that an 88.88% response rate was achieved since 40 of the 45 questionnaires that were distributed were subsequently submitted back for processing. The results provide credence to Mugenda and Mugenda's (2013) contention that rates in analyses that are greater than fifty percent may be considered acceptable. Results were sufficient for data analysis since, as stated by Babbie (2010), a 70% return rate is regarded to be astounding while a 60% return rate is considered to be acceptable. After an adequate number of surveys were returned, the researcher moved on to the data analysis phase.

4.3 Organizational Characteristics

The basics of the security systems provider are covered here. The availability of this background material facilitated a more thorough analysis of the security systems provider under consideration. It inquired into matters such as the company's age, personnel count, and length of operation.

4.3.1 Period of operation

The respondents' input on the average number of years in business for each security systems provider is shown in Table 4.1.

Table 4. 1: Period of Operation

Years	Frequency	Percent
Less than 4 years	5	12.5
4-8 years	10	25
Above 8 years	25	62.5
Total	**40**	**100.0**

Source: Field Data (2023)

According to Table 4.1, 62.5% of security systems businesses have been operating for more than 8 years, followed by 25% that have been operating between 4 and 8 years, and finally 12.5% that have been operating for less than 4 years. These findings strongly suggest that the great majority of Kenya's security-system suppliers are long-standing, reputable enterprises.

4.3.2 Number of Employees

The goal of this study was to determine how many people are employed by companies specializing in security systems. Table 4.2 displays the results.

Table 4. 2: **Number of Employees**

Employees	Frequency	Percentage
Less than 400	15	37.5
401 - 800	20	50.0
Above 800	5	12.5
Total	**40**	**100.0**

Source: Field Data (2023)

According to Table 4.2, the majority of security systems companies in Nairobi had between 401 and 800 people, with 37.5% having less than 400 employees and 12.5% having more than 800 employees. This suggests that the majority of companies dealing with security systems in Nairobi are sources of employment.

4.3.3 Number of Branches

The purpose of the study was to determine the answer to the question posed in Table 4.3, which is the number of locations that security systems companies in Kenya have.

Table 4.3: **Number of Branches**

No of Branches	Frequency	Percentage
Less than 10	6	15
10-20	8	20
20-30	16	40
More than 30	10	25
Total	**40**	**100.0**

Source: Field Data (2023)

Based on the data in Table 4.3, most security system companies in Kenya have between 20 and 30 branches. Another 25% have more than 30, while another 20% have 10 to 20 locations. This suggests that most companies offering security systems are well-established and taking advantage of the market potential in Kenya.

4.4 Branding Practices

In this investigation, branding strategies served as the independent variables. Finding out what people thought of the brand's methods was crucial.

4.4.1 Brand Association

Each participant was given five statements about the brands with which they were asked to rate their degree of agreement. Table 4.4 displays the obtained outcomes.

Table 4.4 Brand Association

Statement	N	Mean	Std Dev
Customers have a favorable impression of the company as a result of the company's marketing efforts.	40	4.11	.504
By charitable giving and other community service initiatives, the company is eager to cultivate mutually beneficial relationships.	40	4.54	.505
The company is making positive strides toward the expansion and improvement of the neighborhood in which it is based.	40	4.23	.798
Consumers perceive our company to be unique	40	4.63	.547

The company's reputation is far more positive than that of its primary rivals.	40	4.26	.611
Composite Statistics	**40**	**4.35**	**.652**

Source: Field Data (2023)

Regarding Table 4.4, the use of corporate branding is an essential component to the achievement of a mean score of 4.63 for the firm's marketing endeavors. The company is enthusiastic in cultivating good relationships via sponsorships and CSR activities, and they have a mean score of 4.54. The company's reputation is far more positive than that of its primary rivals, with a mean of 4.26. In addition to this, the company is making a positive impact on the expansion and improvement of the community in which it is based by maintaining a mean customer rating of 4.23. Finally, a mean difference of 4.11 indicates that customers view the company favourably as a result of the company's marketing efforts. With a mean score of 4.35, it's clear that Nairobi's security firms have fully embraced the marketing strategy of brand association.

4.4.2 Brand Awareness

Five statements were made on brand recognition, and the respondents were asked to indicate how much each statement rang true for them. Table 4.5 displays the results.

Table 4.5: Brand Awareness

Statement	N	Mean	Std. Dev
While considering an investment with our company, many of our clients think about our well-known brand.	40	4.11	1.17
While considering an investment with our company, our clients take cost into consideration.	40	3.73	0.98
While considering an investment with our company, our clients take into consideration our past financial success.	40	3.34	1.19
A powerful brand has a significant edge over its rivals due to the fact that it is tough to replicate.	40	3.90	0.89

Customers automatically think of our company first when they consider purchasing security services because of our stellar reputation.	40	3.23	1.07
Composite Statistics	**40**	**3.66**	**1.06**

Source: Field Data (2023)

Regarding Table 4.5, the percentage of consumers who gave consideration to the company's brand when making an investment was 4.11, but the percentage of customers who said that a strong brand has a clear competitive advantage since it is difficult for rivals to duplicate was 3.90. In addition, customers consider price when investing with our firm by a mean of 3.73 and customers consider financial performance when investing with our firm had a mean of 3.34. Finally, customers automatically think of company first when they consider purchasing security services because of our stellar reputation, having a 3.23 as mean. The overall mean was 3.66 which imply that security systems firms embraced brand awareness to moderate extent.

4.4.3 Brand Positioning

In order to gauge the extent to which they agreed with each assertion, participants were given five claims about the brand's positioning and asked to rate their level of agreement. Table 4.6 displays the findings.

Table 4.6: Brand Positioning

Statement	N	Mean	Std. dev
The company has the necessary structural components within itself to properly apply the brand position.	40	4.18	0.95
The company has put itself in a position to be successful for the long run.	40	3.73	1.06
The company have the resources necessary to achieve and maintain the position that they have set for itself as a goal.	40	3.57	0.99
The company takes a brand position in the market that is comparable to that of other insurance brands already there.	40	3.00	1.02

Statement	N	Mean	Std.dev
The company's products and services may be made more visible to their intended consumers as a result of strategic brand positioning.	40	3.40	1.05
Composite mean	**40**	**3.57**	**1.01**

Source: Field Data (2023)

According to the data shown in Table 4.6, the organization has all of the required structural components within itself to effectively implement the brand position, which has a mean score of 4.18.On the other hand, the company has positioned itself to assure its continued profitability over the long term by achieving a mean of 3.73.In a similar vein, the company have the resources necessary to achieve and keep the position to which they aim, which has an average of 3.57 as their mean. The company's products and services may be made more visible to their intended consumers as a result of strategic brand positioning with a mean of 3.40 and finally company takes a brand position in the market that is comparable to that of other insurance brands already there with a mean of 3.00. The average score was 3.57, indicating a modest level of brand positioning adoption by security systems companies.

4.4.4 Brand Identity

Participants were asked to rate how much they agreed with five assertions about the brand's identity. Table 4.7 displays the data.

Table 4.7: Brand Identity

Statement	N	Mean	Std.dev

Our company's brand integrity relies heavily on the efforts of each and every one of our workers.	40	4.20	0.89
The attitudes and behaviors of workers may be influenced by the brand identity of the company.	40	3.52	1.08
Positive impressions, attitudes, and behaviors on the part of stakeholders are the end outcome of strong brand identity.	40	4.30.	0.92
The company's increased success may be attributed, in part, to the increased motivation of both its personnel and its consumers.	40	4.11	1.10
Customers' sense of affiliation with a company may be influenced by the brand's identity.	40	3.80	0.99
Composite Statistics	**40**	**4.02**	**0.99**

Source: Field Data (2023)

Brand identity, which has a mean score of 4.30 according to Table 4.7, is responsible for favourable opinions expressed by stakeholders and their subsequent actions. Our average score of 4.20 in brand identity management may be attributed in large part to the efforts of our dedicated staff. The average score for brand identity's contribution to a company's

ability to inspire its workforce and its clientele is 4.11. Customers' sense of affiliation with a company may be influenced by the brand's identity with a mean of 3.80. With a 3.52, corporate brand identity has the potential to affect the attitudes and actions of employees. The average score was 4.02, suggesting that brand identity is crucial.

4.5 Service Delivery

The results of this investigation indicated that the quality of the service provided was a dependent variable. It was necessary to find out what the respondents thought about the quality of the service they received.

4.5.1 Responsiveness

The findings of a poll measuring respondents' levels of agreement or disagreement with three assertions pertaining to responsiveness are shown in Table 4.8.

Table 4.8: Responsiveness

Responsiveness	N	Mean	SD
The people that work for the company are cheerful and eager to assist clients.	40	4.63	0.487
The staff members inform the clients of the precise time that the services will be conducted.	40	4.60	0.493
The staff members are able to reply to the requests made by users despite their high volume of work.	40	4.57	0.498
Mean	**40**	**4.56**	**0.498**

Table 4.8 shows that the company's responsiveness improved by 0.07 points when the mean score for staff happiness and willingness to assist customers increased from 4.62 to 4.63. Next, a mean score of 4.60 was given to staff for notifying consumers exactly when services would be completed. The average score for user queries to staff was 4.57, indicating that at last staff are not too busy to help. With a mean score of 4.56,

responsiveness seems to have a significant part in assessing the overall quality of service provided.

4.5.2 Reliability

Table 4.9 displays the percentage of agreement or disagreement the participants expressed on three statements about dependability.

Table 4.9:Reliability

Reliability		Mean	SD
The company provides excellent work from the very beginning.	40	4.57	0.554
The company is reliable in terms of the delivery of network services.	40	4.56	0.408
The administration is responsible for providing its services.	40	4.56	0.555
Mean	**40**	**4.54**	**0.551**

According to Table 4.9, the company's services execution accuracy obtained a mean score of 4.57, while the company's network service supply timeliness received a mean score of 4.57 as well. Finally, the reliability of the company can be attributed to the 4.56 average score and 0.555 standard deviation for the management's delivery of its services. The mean

score was 4.54, indicating a very significant relationship between reliability and quality of service provided.

4.5.3 Assurance

Table 4.10 displays the percentage of agreement or disagreement the participants expressed about three statements concerning confidence.

Table 4.10:Assurance

Assurance		Mean	SD
Employees' efforts to earn the confidence of customers are directly rewarded by those customers.	40	4.54	0.582
The staff is really kind and helpful to the customers.	40	4.53	0.583
When employees behave in a trustworthy manner, customers respond positively.	40	4.53	0.557
Mean	**40**	**4.49**	**0.586**

According to table 4.10, the employee conduct that instills trust in the consumers has the greatest impact on assurance, with a mean score of 4.54. The next highest category, with an average score of 4.53, is personnel who are consistently friendly to customers. Finally,

with a mean score of 4.53, customers can tell they have faith in the employees. With a mean score of 4.49, this study shows that confidence greatly influences service delivery.

4.5.4 Empathy

Table 4.11 displays the results of a survey in which participants were asked to rate their level of agreement with three propositions about empathy.

Table 4.11:Empathy

Empathy		Mean	SD
Individual care and attention is provided to each client by the staff.	40	4.50	0.532
The services are customized to cater to the needs that are special to each individual customer.	40	4.41	0.625
The business hours are designed to be accommodating to all consumers.	40	4.44	0.581
Mean	**40**	**4.50**	**0.567**

The overall mean was 4.53, which indicates that the organization has adapted service delivery to a significant degree due to the fact that it has achieved such a high score. It was shown that staff who gave clients specific attention earned a mean score of 4.50, which contributed to an increase in empathy. This was followed by services that were customized to fit the special demands of individual clients, which obtained a mean score of 4.41. In third place was the ability to provide services that were flexible. A mean score of 4.44 was awarded for customer service that was based on operating hours that were accommodating to all customers.

4.6 Correlation Analysis

The degree of link between the predictor and responder variables was analyzed using a correlation. It was helpful in connecting various branding approaches with the provision of services.

Table 4.12: Correlation Between Branding Practices and Service Delivery

		BA	BAW	BP	BI	SD
BA-Brand Association	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	40				
BAW-Awareness	Pearson Correlation	.650**	1			
	Sig. (2-tailed)	.01				
	N	40	40			
BP-Brand position	Pearson Correlation	.653*	.531*	1		
	Sig. (2-tailed)	.05	.05			
	N	40	40	40		
BI-Brand identity	Pearson Correlation	.676**	.564*	.251*	1	
	Sig. (2-tailed)	.01	.05	.05		

	N	40	40	40	40	
	Pearson Correlation	.734**	.748**	.415**	.407*	1
SD-Service delivery	Sig. (2-tailed)	.01	.01	.01	.05	
	N	40	40	40	40	1

**. Correlation is significant at the 0.01 level0(2-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

At the 0.01% level of significance, Table 4.12 shows that there is a 0.748 Pearson's connection between brand awareness and service quality. Customers' perceptions of a brand are significantly correlated (r=0.734) with the quality of the services they get from that brand. However, a 0.415 Pearson's correlation indicates that brand strength is positively associated with service quality. Brand recognition and quality of service have a 0.407 Pearson connection. This indicates a positive relationship that is only moderately significant.

4.7 Inferential Statistics

Researchers choose to employ regression analysis to better understand the interplay between their various study factors. As part of a simple linear regression analysis, we looked at the R2, R2 change, F, and t-test results to see how much of a connection there is between branding strategies and service quality.

4.7.1 Model Summary

Using multiple regressions, we investigated the effect that the independent variables had on the predictor factors. The summary of the model may be found in Table 4.13.

Table 4.13: Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.820[a]	.672	.552	.582

    a. predictors: (constant), brand association, brand awareness, brand position and brand identity.

Source: Field Data (2023)

Table 4.13 displays the outcomes; at the 0.005 level of significance, R and R2 were 0.820 and 0.672. The coefficient of determination, R=.672, demonstrates that branding tactics and actual provided services are related. The findings show that the variables in the model account for 67.2% of the variance in service delivery, leaving 32.8% to be accounted for by other factors.

4.7.2 Goodness of Fit of the Model

Table 4.14 displays the results of an analysis of variance (ANOVA) performed to verify whether the preferred regression model adequately described the data.

Table 14: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.324	4	.067	1.558	.015[b]
	Residual	1.123	35	.043		
	Total	1.149	39			

a. Dependent Variable: Service Delivery

b. Predictors: (Constant), brand association, brand awareness, brand position and brand identity.

Source: Field Data (2023)

Table 4.14 displays the findings of the analysis of variance. Coefficient of determination significance at the 5% level may be calculated using the table below. The p-value for this research is much lower than 0.05, at 0.015. As a result, brand management techniques are excellent indicators of service excellence.

4.7.3 Model Regression Coefficients

The data are shown in Table 4.15, which includes both unstandardized and standardized coefficients, as well as t statistics and significant values.

Table 4.15: Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B (β)	Std. Error	Beta (β)		
(Constant)	.159	.746	.234	.213	. 001
Brand Association	.130	.219	.165	.0.59	.000
Brand Awareness	.232	.179	.272	1.30	.000
Brand Position	.240	.115	.305	2.09	.010
Brand identity	.150	.253	.126	.593	.000

a. Dependent Variable: Service Delivery

Table 4.15's regression coefficients shows the association between brand practices and service performance at Kenyan security systems companies. The results for brand association were p = 0.000 <0.05, the results for brand awareness were p = 0.000< 0.05, the results for brand position were p = 0.010 0.05, and the results for brand identity were p = 0.000 <0.05. The level of statistical significance for this test was determined to be p <0.05, while the value of alpha was determined to be 0.05. The findings demonstrate that

the criteria of Kenyan security system providers have a substantial impact on the quality of services provided.

The linear model then stands to be;

$$Y=0.159+0.130X_1+0.232X_2+0.240X_3+0.150X_4$$

When controlling for other variables, the results showed that service delivery would shift by a factor of 0.130 if the brand association parameter with service delivery was increased by one unit, by 0.232 if the brand awareness parameter was increased by one unit, and by 0.240 if the brand position parameter was increased by one unit. In the long run, a 0.150 point change in service delivery may be expected for every one unit increase in brand identity in relation to brand practices.

4.8 Discussion of Findings

It was discovered that most companies dealing with security systems fully embrace the concept of brand association. This was supported by claims that our firm is special and kind, and that we are always looking to forge partnerships that would benefit both parties. This was supported by findings of Hatch and Schoultz (2008), brand association has a positive on service delivery.It is challenging to manage the organization of brand expansion owing to variables external to the company.

According to the results, consumer exposure to a brand has a significant impact on service quality. The following claims provided support for this; considering an investment with our company, many of our clients think about our well-known brand and powerful brand has a significant edge over its rivals due to the fact that it is tough to replicate. These results

are consistent with those of Woon (2010), who showed that, among the non-durable commodities studied, detergents were among the least effective. Factor analysis was performed to determine which factors were most important in predicting consumers' recall, opinion, and overall satisfaction with the brand and the product. Research shows that consumers place a high value on pricing, quality, and familiarity with the corporate brand.

The research found that there is a modest effect of brand position connection on service provision. The following claims provided support for this. Having built up the internal systems required to effectively implement the brand position, the firm has positioned itself for long-term success. The findings agree with Kapferer (2008), brand position is directed on product or service toward a certain segment of the market by creating an image that speaks directly to that segment. Brand positioning, in this context, is developing a mental picture for the customer that is indistinguishable from the actual product or service the brand provides.

It was concluded from the data that there is a strong relationship between brand identity and service excellence. The following claims provided support for this; positive impressions, attitudes, and behaviors on the part of stakeholders are the end outcome of strong brand identity. The findings agree with Urde (2003), who argued that brands acquire their identities via continuous interaction between customers and businesses. The guiding principles provide an overview of the brand in a nutshell.

The research concluded that there is a favorable association between branding techniques and the quality of the services provided. A regression study was carried out to see whether branding tactics had an effect on service quality. R2=0.672, a high value, suggests that the

predictor is a good match for the data and is thus trustworthy. The p-value for the whole regression model was 0.018, which is much lower than the threshold for statistical significance of 0.05. These findings provide validity to a study by Park and Bai (2014) that found a robust association between brand loyalty and service performance metrics like occupancy rates. Customers' propensity to repurchase a product is one measure of behavioral brand practices, whereas their affinity for a brand is the essence of attitudinal brand practices .

According to the findings of the research conducted by Lin and Chang (2003), the most significant impact that customers' purchasing decisions are subject to is that of brand awareness. According to the results of the brand image characteristics, it is clear that this is a significant aspect in determining how consumers see a brand. Researchers in marketing such as Keller (1993) have advanced the hypothesis that brand image is a significant component of brand equity. According to research conducted by Krishnan (1996), companies that have a high amount of brand equity tend to have more favorable brand associations than those that have a low amount of brand equity.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

In this section, the study's findings, findings, suggestions, and limitations, as well as the researcher's thoughts on the study, are summarized. This is done to ensure that the research ends up where they need to be.

5.2 Summary

The purpose of this study was to investigate how branding is used by security system providers in Nairobi, Kenya, to enhance client retention and referrals. The average age of a Nairobi, Kenya security company is well over four years, and their staff sizes range from 301 to 600 people. The majority of companies that sell security systems have between five and ten locations across Kenya.

The research showed that branding practices are associated with service delivery. Regression analysis conducted in this study revealed that the selected regression model accurately predicted the outcomes. In a variance analysis, the models are seen to be significant statistically when the p-value is far less than 0.05. Employees are able to better supply services to clients and, as a result, establish an organization's brand when there is effective internal communication and internal branding.

Brand awareness and brand identity were demonstrated to have a substantial influence on brand practices to a moderate amount. On the other hand, brand association and brand identity were revealed to have a major impact on brand practices to a large extent. According to the following evidence, security systems firms are keen to develop positive associations through sponsorships.

5.3 Conclusion

The study's results suggest that brand practices have a statistically significant influence in clarifying how security systems firms in Nairobi, Kenya provide their services to customers. Both consumer actions and perceptions contribute to a brand's overall practices, whereas employees are able to better supply services to clients and, as a result, establish an organization's brand when there is effective internal communication and internal branding.

The outcomes of the research methodologies both lead to the conclusion and corroborate the premise that there is a direct link between brand association, brand awareness, brand positioning, and brand identity. The results of this research provide support to the brand equity theory as well as the SERVQUAL model.

5.4 Recommendations of the Study

Business leadership is accountable for building a solid name and image for the corporation. One way businesses may attract and retain customers is by providing high-quality goods at competitive prices and by exploring new avenues for growth.

The research recommends using branding practices as a method for managing one's reputation in order to control the image of their firm among other people. In addition, the use of corporate branding as a strategy for influencing a company's compete service delivery is something that businesses should do.

Not only can security companies in Kenya rely on digital marketing techniques to enhance the quality of services they provide, but they should also choose employees who are dedicated to their profession in order to provide the highest possible level of client satisfaction; this will also contribute to an increase in service quality. Research should be included into the brand positioning plans of security systems firms so that they may obtain, monitor, and assess the service delivery earned through a variety of techniques.

5.5 Limitations of the study

The study's biggest flaw was that it was hard to acquire replies from all the intended businesses. The low response rate significant reduces the size of the sample used in the data analysis thus negatively affecting the generalizability of findings.

There were several challenges that the researcher faced while doing the inquiry. For instance, there was considerable reluctance on the part of some respondents to share information that they considered to be exclusive to the organization. In addition, respondents were hesitant to share information because of the worry that this information

will be utilized against them. In addition, the majority of the people whose opinions were sought had very full schedules, which made it difficult for them to complete the feedback forms within the allotted amount of time. Because of the many bureaucratic procedures that were involved, the process was made even more drawn out by the tight regulations of the companies.

The data for this research came mostly from the participants' completed questionnaires. On the other hand, it may not be a bad idea when data gathered from primary and secondary sources are utilized to replace one another for one another. In addition, the researcher saw a decrease in her return rate as a result of the lack of completed questionnaires from the persons she polled.

5.6 Suggestions for Further Studies

The methodology for this research is one of quantitative cross-sectional analysis. Due to the restricted amount of time and resources that were available, it was decided that cross-sectional research would be the most appropriate technique for dealing with the problems. Due to the fact that they could only provide organized replies, this methodological approach did not enable the respondents to elaborate on the implications of their responses.

Due to its limitations, this research can only generalize to security systems firms in Kenya. In the future, researchers need studies that examine how a company's corpora brand practices affects its service delivery in unrelated areas. Study findings indicate a need for more research into brand trust and brand architecture.

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APPENDICES

Appendix I: Introduction Letter

January 2023

Masters Student- MSc. Marketing

University of Nairobi

<u>**RE: REQUEST FOR RESEARCH DATA**</u>

I am a student at the University of Nairobi, where I am working toward earning a degree in Masters of Science in Marketing. Currently, I am in my third year. As a component of the overall evaluation for this class, I am needed to turn in a research paper on **"the influence of branding practices on service delivery among security systems firms in Nairobi Kenya."** The data gathered from your firm will be utilized to help reach this conclusion. This report will not contain your name or any other personal information about you in any way, shape, or form. This study will use a cross-sectional research technique for its data collection. In a survey that uses a cross-sectional design, it is possible to observe and describe relevant study variables at a single point in time.

Thank you in advance.

Masters Student – Researcher

University of Nairobi

Appendix II: Research Questionnaire

SECTION A: Organizational Characteristics

1. Which Kenyan security system companies do you now work for? (Enter below)

   _____

2. How long has this business been operating from its present site? (tick one)

   Less than 4 years [ ]

   4-8 years [ ]

   Above 8 years [ ]

3.   How many employees does your business have altogether? (tick one)

   Less than 300   [ ] 301 - 600   [ ]   Above 600 [ ]

4. In Kenya, how many separate outlets does your firm operate? (tick one)

   Less than 5 [ ] 5-10   [ ]   More than 10   [ ]

SECTION TWO: BRAND PRACTICES

To what extent do the following claims about the brand practices that your company utilizes reflect your level of agreement with them? Please make use of the following scale: 1- No extent, 2- Little extent,3-Moderate extent, 4-Great Extent, 5- Very great Extent.

Brand Association	1	2	3	4	5

	1	2	3	4	5
Customers have a good opinion of the firm as a direct consequence of the marketing activities that the company has undertaken.					
By charitable giving and other community service initiatives, the company is eager to cultivate mutually beneficial relationships.					
The company is making positive strides toward the expansion and improvement of the neighborhood in which it is based.					
Consumers perceive our company to be unique					
The company's reputation is far more positive than that of its primary rivals.					
Brand Awareness	1	2	3	4	5
While considering an investment with our company, many of our clients think about our well-known brand.					
While considering an investment with our company, our clients take cost into consideration.					
While considering an investment with our company, our clients take into consideration our past financial success.					

	1	2	3	4	5
A powerful brand has a significant edge over its rivals due to the fact that it is tough to replicate.					
Customers automatically think of our company first when they consider purchasing security services because of our stellar reputation.					
Brand Positioning	1	2	3	4	5
The company has the necessary structural components within itself to properly apply the brand position.					
The company has put itself in a position to be successful for the long run.					
The company have the resources necessary to achieve and maintain the position that they have set for itself as a goal.					
The company takes a brand position in the market that is comparable to that of other insurance brands already there.					
The company's products and services may be made more visible to their intended consumers as a result of strategic brand positioning.					
Brand Identity	1	2	3	4	5

At our organization, the contributions made by our staff members to the upkeep of our brand identity are extremely important.					
The attitudes and behaviors of workers may be influenced by the brand identity of the company.					
Positive impressions, attitudes, and behaviors on the part of stakeholders are the end outcome of strong brand identity.					
The company's increased success may be attributed, in part, to the increased motivation of both its personnel and its consumers.					
Customers' sense of affiliation with a company may be influenced by the brand's identity.					

SECTION 3: SERVICE DELIVERY

In what degree do you agree with the following assertions about the manner in which service is provided at your company? Check the box next to the answer that best fits the option given, using the scale from 1 to 5.1=No extent,2=little extent, 3=Moderate extent 4=Great extent,5=Very great extent.

Service Delivery	1	2	3	4	5
Responsiveness					

The workers at this organization are enthusiastic about their jobs and willing to provide assistance to customers.					
The exact moment that the services will be provided is communicated to the patrons by the staff members of the business.					
The staff members are not unable to answer to the inquiries made by the users.					
The staff members are eager to help consumers in times of emergency.					
Reliability	**1**	**2**	**3**	**4**	**5**
The company is reliable and consistent in its approach to addressing the issues or complaints raised by clients.					
The company provides excellent work from the very beginning.					
The company is reliable in terms of its provision of network services.					
The administration is responsible for providing its services.					
Assurance	**1**	**2**	**3**	**4**	**5**

	1	2	3	4	5
The support team is equipped with the necessary expertise to fix issues and provide answers to concerns.					
Customers' trust is boosted as a direct result of the employees' actions.					
Always polite to the patrons, the staff members provide their best treatment.					
Empathy	**1**	**2**	**3**	**4**	**5**
Individual care and attention is provided to each client by the staff.					
The workers are dedicated to upholding ethical standards, and they encourage their colleagues to do the same.					
The services are designed to fulfill the particular prerequisites of each and every one of the customers.					
The business hours are designed to be accommodating to all consumers.					

Thank You

Appendix III : List of Security Systems Companies that are Members of KSIA

1. Wells Fargo ltd

2. AKKAD systems

3. Collindale security

4. Bob Morgan Services Ltd

5. Ultimate Security ltd

6. G4S (k) ltd

7. Instarect

8. KK security

9. Magnum Allied Systems ltd

10. Pinkertons Ltd

11. Riley Services ltd

12. Securex Agencies ltd

13. Security group of companies ltd

14. Watchdog alert

15. Total Security Surveillance ltd

16. Radar Security ltd

17. Fidelity Security services

18. Corporate Security

19. Cobra security

20. Crest security services

21. Brinks security services

22. Cybertrace

23. Texas alarms

24. Northwood services

25. 911 group ltd

26. Absolute security ltd

27. Infama ltd

28. Bedrock security services ltd

29. Saladin Kenya ltd

30. Envag associates

31. Basein Security Services Ltd

32. Saveyy Security Limited

33. Bed Rock Holdings Ltd

34. Track N Trace (K) Ltd.

35. Boeramain Security Ltd.

36. Haphil Africa Securities

37. Bonarys security Services

38. Pinkerton Services

39. Cavalier Security Lt

40. Cobra Security Company Limited

41. Citadelle Security Ltd.

42 Security World

43. Integrated Solutions

44. Total Security Surveillance

45. Cossymobile security Ltd

Source: www.ksia.co.ke , 16th September 2021