

Influence of Corporate Branding Strategy on Service Delivery in National Police Service in Nairobi County

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ABSTRACT

The research examined the influence of corporate branding strategy on service delivery in the National Police Service in Nairobi County. The research was supported by Aarkers Brand Equity Theory. The study adopted a quantitative research design with the target population being fourteen (14) police stations in Nairobi County having a total number of 3000 police officers attached to them. The sample size was 143 police officers. Stratified random sampling was adopted to pick the unit of observation. Data was sourced using structured questionnaires and analysed using the Statistical Package for Social Sciences (SPSS). The regression model showed that the influence of CP on service delivery in NPS in Nairobi County was positive and significant ($\beta_1 = .598$, $t = 8.52$, $p = .000 < .05$). The study concluded that corporate branding strategy had a major influence on service delivery in NPS in Nairobi County, Kenya. to continue implementing branding activities at the NPS to improve its image.

Keywords: Corporate Branding, Strategy, service delivery

INTRODUCTION

Service delivery in public organizations is commitments and promises made by government agencies and associated political leadership concerning what they intend to achieve for the benefit of the citizens or electorates (Banuri et al., 2018). The delivery of service by public entities like the National Police Service (NPS) must be evaluated from the perception of performance standards that directly affect the efficiency and effectiveness of service provision to the citizenry. Service delivery is central to government institutions and citizens given that quality and affordable services enhance the reputation of the governments in the eyes of the citizens. Organizations should seek to satisfy their customers with market offerings to improve their image. Kalava (2016) noted that successful organizations are those that effectively and efficiently offer services to customers. Firms must ensure that the services they offer are of high quality. An organization can achieve customer loyalty by delivering quality and affordable services (Njagi & Kombo, 2014). Among the various strategies that can be adopted by police organizations to enhance service delivery is corporate branding. Corporate branding is a marketing exercise carried out by an organization to improve its position in the minds of current and protective customers by enhancing its brand assets.

Statement of the Problem

Public entities are preoccupied with improving the efficiency and effectiveness by which services are delivered in general and police service, in particular. Public entities, like NPS, have been accused of poor service delivery that is mainly attributed to a lack of accountability, bureaucracies, and wastage of public resources. Most government agencies are attempting to reverse the negative reputation of poor service delivery (GoK, 2012). Maina (2013) revealed that the reputation of the NPS has been under attack and that

this hinders the ability of the NPS to offer services as enshrined in the NPS Act 2011. Like other major cities across Africa, Nairobi grapples with crime amid the strained provision of policing services with the highest incidences of crimes in the country. The NPS in Nairobi has been accused of being corrupt. Police officers have also been called out by the courts for carrying out shoddy investigations or deliberately failing to submit critical evidence. These accusations have damaged the reputation of the NPS in Nairobi hence the need for improving the image of the service. Corporate branding strategy presents a tool that the NPS in Kenya can adopt to enhance its image and reputation and further enhance service delivery. Even though there exists a battery of studies on community policing and delivery of service, there are still knowledge gaps. Most studies have tended to link corporate branding to customer satisfaction. This study sought to bridge knowledge gaps by examining the influence of corporate branding strategy on service delivery in the NPS in Nairobi County, Kenya.

Research Objective

To establish the influence of corporate branding strategy on service delivery in the National Police Service in Nairobi County.

Research Hypothesis

H₀₁: Corporate branding strategy has no significant influence on service delivery in the National Police Service in Nairobi County.

LITERATURE REVIEW

Theoretical Review

The study will be based on Aaker's Brand Equity Model variant (Aaker,1991). The theory categorises brand assets into four distinct but interdependent types including; brand name awareness, loyalty, perceived quality and associations. Brand loyalty generates value for the firm by retaining highly profitable customers who purchase repeatedly from the firm. Brand awareness describes the position that a brand occupies in the minds of the customers by ensuring customers can easily tell a firm's product from those of competitors (Aaker, 1991). Perceived quality (Aaker, 2009) explains the expected performance associated with the purchase and use of firms' products. Brand associations are links between a brand and the experiences of customers (Aaker, 1992).

The brand equity model proposed by Aaker (1991) is useful to customers in that it helps customers to tell apart between brands of different firms, enhances satisfaction and improves confidence in using a given brand. Further, brand equity is important to firms in various ways. Brand equity ensures firms retain profitable customers, lowers the cost of marketing through brand loyalty, enables firms to counteract competition by preventing brand switching and enables firms to practice premium pricing. Brand equity also ensures that firms can sustainably remain profitable, grow and expand. Brand equity theory informs the nexus between service delivery and corporate branding strategy in NPS in Kenya. The four key aspects of brand equity are expected to direct the branding taking place at NPS. The NPS has been carrying out various branding activities including name change, change of uniform colours as well as slogans. The purpose of branding is to improve the reputation of NPS and encourage citizens to seek services.

Empirical Review

In China, Kim and Chao (2019) examined whether brand experience influences purchase decisions in major brands. Four brands including Ferrero, Meiji, Nike and Kappa were involved in the study with one thousand one hundred consumers invited to participate in an online survey. They revealed that brand image was

critical in the purchase decisions of consumers. The study was however undertaken in China in a different cultural setting from Kenya. In Germany, Kote (2018) evaluated whether co-branded goods affect brand awareness and attitude to a brand. The online survey revealed that customers' co-branding directly enhances brand image and awareness. However, co-branding did not explain the attitude of a brand. The study was undertaken in Germany with a different operating environment from Kenya. Besides, it was based on profit-making organizations hence another study in public service would expand the breadth of the study.

Nyambane and Ezekiel (2015) examined whether rebranding influences consumer loyalty at Kenya Power (KP). The survey research design was adopted to source data from two hundred and thirty-four customers based on structured questionnaires. The data analysis based on the regression model showed that rebranding had enhanced the quality of services at KP. The study was carried out in commercial government business and another study ought to be carried out in NPS. Titi and Anang (2018) examined the influence of corporate rebranding on brand equity in media firms. The study employed linear regression to analyse data from one hundred and ten study participants. Findings established a direct and strong relationship between brand equity and corporate rebranding. The study was carried out in Media companies with different operating environments from public organizations like NPS.

In Kenya, Wakazi and Ogada (2020) evaluated the causal effect link between client satisfaction and corporate branding among banks operating in Voi Town. Cross-sectional data sourced from one hundred and thirty-five study participants was analysed based on quantitative techniques. It was revealed that customer satisfaction was strongly explained by corporate branding. The research was carried in among banking firms hence another research in public service and specifically in NPS is needed. In Pakistan, Ali et al (2019) investigated whether customer satisfaction and corporate rebranding were related. A structured questionnaire was employed to source data needed from three hundred consumers chosen based on convenient sampling. Factor analysis showed that customer satisfaction was strongly explained by corporate rebranding. The study relied on structured questionnaires only that may not capture qualitative aspects of corporate reputation strategies and service delivery.

Kegoro et al. (2020) evaluated whether customer service delivery was influenced by brand personality among public universities in Kenya. The Cross-sectional research type was adopted to source data from the targeted eighty-four thousand nine hundred and thirty-one students distributed among thirty-one public universities. Three hundred and ninety-eight respondents were picked to participate in the study based on purposive sampling with respondents participating in filling questionnaires. Regression analysis showed that customer service delivery was explained by brand personality. The study focused on brand personality as an aspect of branding. Another study ought to be carried out examining other elements of branding such as brand name to extend the breadth of the study.

Nana et al. (2019) investigated whether firm performance was explained by rebranding. The quantitative study sourced data from three hundred and seventy-two participants who further participated in filling out questionnaires. The findings demonstrated that firm performance was strongly explained by rebranding. Further, firm performance was strongly linked to the experience of consumers. The research was limited to nexus between firm performance and rebranding hence another study ought to be carried out on the link between branding and service delivery in NPS in Kenya. Felix and Wanjira (2022) examined whether customer brand awareness was explained by emotional branding in East African Breweries Limited (EABL) Kenya. The descriptive research type was adopted to source data from customers of EABL distributors in Nairobi selected based on stratified sampling where three hundred and fifty-five respondents were involved. Multiple regression was employed in data manipulation with findings showing that brand perception and awareness were strongly explained by emotional branding. The study focused on the effect of branding on customer brand perception and another study on customer service delivery should be undertaken.

METHODOLOGY

Research Design and Population

The study will adopt a quantitative design critical when examining the relationship between variables (Kothari, 2004). The design aided the researcher in establishing a nexus between community policing strategy and the delivery of services at NPS. The target population was fourteen (14) police stations within Nairobi County with 3000 police officers distributed among the police stations. Therefore, the police stations were the units of analysis with corporate reputation strategies and service delivery being examined at the police station level. The police officers at each station formed the units of observation.

Sampling

The study adopted a census to select all the 14 police stations in Nairobi County that were involved in the study as the unit of analysis. Further, the research adopted formulae by Chaokromthong and Sintao (2021) to arrive at the sample size of the unit of observation (Police Officers) picked from the 14 police stations in Nairobi County.

$$S = \frac{(X \cdot X) \cdot NP(1-P)}{(d \cdot d)(N-1) + (X \cdot X) \cdot P(1-P)}$$

Where S = Required Sample, X is a normal distribution based on a 95% confidence level taken at 1.96. N is the target population given by 3000. P is the Population proportion taken at 0.5 and d is the margin of error taken at 0.08.

$$S = \frac{(1.96 \cdot 1.96) \cdot 3000 \cdot 0.5 \cdot (1-0.5)}{(0.08 \cdot 0.08)(3000-1) + (1.96 \cdot 1.96) \cdot 0.5 \cdot (1-0.5)}$$

$$S = 142.9$$

$$S = 143$$

The study adopted stratified random sampling in which picking unit of observation from the target population (Table 1).

Table 1: Sampling Distribution

Group	Count	Percentage	Sample
Customer Care	308	10.2	15
Complains	320	10.6	15
Internal Affairs	345	11.5	16
Community policing	1059	35.3	50
Traffic	622	20.7	30
Criminal Investigation	346	11.5	16
Total	3000	100	143

Each police station was segregated into departments and the number of police officers to participate in the study as a unit of observation was determined using proportionate sampling.

Research Instruments and Data Collection

Structured questionnaires in the form of a 5-point Likert scale were adopted to source primary data for the study. The researcher enlisted the services of three (3) research assistants who were trained on how to administer questionnaires two weeks before the actual data collection. The principal investigator contacted the police posts in Nairobi and identified the respondent on the day of the study. Further, the researcher explained the purpose of the study and informed the respondents about their rights in the study including existing the study if they wished to at any stage of the study. The questionnaires were self-administered to the respondents with minimal help from research assistants and the principal investigator.

Data Processing and Analysis

The questionnaires were then coded and data keyed into the Statistical Package for Social Sciences (SPSS) software version 23. Thereafter, the data was cleaned before the analysis proceeded. Descriptive statistics in the form of mean and coefficient of variation were adopted to describe study variables in isolation. Regression analysis was then undertaken to examine whether community policing strategy influences service delivery in NPS. The study adopted the regression model in equation [1].

$$SD = \beta_0 + \beta_1 CB + \varepsilon \dots \dots \dots [1].$$

Where: SD is service delivery

CB is a Corporate Branding Strategy

β_0 is the intercept term

β_1 is the beta of the Corporate Branding Strategy

ε is the residual term.

DATA ANALYSIS AND DISCUSSION

Introduction

The study issued 143 questionnaires to the respondents of which 129 were adequately filled and returned. The response rate was thus 90.2% which was considered adequate. The findings revealed that the instrument used in sourcing data was reliable with Cronbach alpha being greater than 0.7. Corporate branding strategy (0.773), Service delivery (0.871). The findings based on KMO and Bartlett's test for Validity test showed that the constructs had a p-value lower than 0.05 hence the questionnaire was considered to have a good contract validity.

Demographic Information

The majority of the respondents were males (63.6%), followed by females (31.8%) and finally those who preferred not to state their gender (4.7%). Generally, it was evident that most respondents were males given the relatively high number being absorbed in the security sector. However, females were also a third of the total respondents hence both genders were adequately presented in the study. The findings revealed that the majority (46.5%) of the respondents were from the criminal investigation department, followed by traffic at 21.7%, customer care at 20.2%, complaints at 5.4%, general duties at 3.1%, and community policing and internal affairs at 1.6% each. Further, 47.3% were aged 30 to 39 years, 27.1% were aged 40 to 49 years, 20.2% were aged 20-29 years and finally 5.4% were aged 50 years and above. It was evident that the

majority of the respondents were aged between 30 and 49 years. The findings revealed that 51.2% had worked in NPS for 10 years and above, 36.4% had worked in NPS for between 5-10 years, 8.5% had worked in NPS for 1 year and below and finally, 3.9% had worked in NPS for between 2-4 years.

Descriptive Analysis of Study Variables

The study sought to evaluate the distribution of responses on the study variables including corporate branding strategy and service delivery

Corporate Branding Strategy

The study sought to evaluate the distribution of responses on the study variables including corporate branding strategy and service delivery. The research examined the distribution of responses on the statements measuring branding as practised in various police stations in Nairobi County, Kenya. The study adopted frequency distribution, percentages, mean and standard deviation in examining data collected on the variable branding as presented in Table 2. The statement that the slogan ‘Service for all’ is spelt out at the police stations in paintings and documents was supported by 124 (96.1%) of the respondents against 5(3.9%) who either disagreed or were undecided. Further, the mean score (M=4.78) tending to strong agreement implied that almost all the police stations studied had displayed the slogan of the NPS in paintings and documents. The standard deviation showed that individual responses to the statement were spread around the mean response by about 0.57 hence responses were narrowly distributed around the statement.

Table 2: Branding

Statements on Branding		SD	D	N	A	SA	Mean	St. Dev.
The slogan ‘Service for all’ is spelt out at the police station in paintings and documents	Freq	1	0	4	16	108	4.78	0.57
	%	0.8	0.0	3.1	12.4	83.7		
The police station has a signpost directing members of the public to the station and having the world ‘corruption free zone’	Freq	2	0	1	19	107	4.77	0.61
	%	1.6	0.0	0.8	14.7	83		
The police station has been painted with the new brand colours of the NPS	Freq	1	0	1	27	100	4.74	0.55
	%	0.8	0.0	0.8	20.9	77.5		
The police station has the Brand Name ‘National police service’ spelt out clearly on building and documents.	Freq	3	2	8	26	90	4.53	0.87
	%	2.3	1.6	6.2	20.2	69.8		
The police slogan is easy to remember for police officers and members of public	Freq	10	5	12	23	79	4.20	1.23
	%	7.8	3.9	9.3	17.8	61.3		
The police officers like the colour of their new uniform	Freq	53	8	6	27	35	2.83	1.72
	%	41.1	6.2	4.7	21	27.1		
Aggregate Mean							4.31	0.93

The majority of the respondents noted that the police stations have a signpost directing members of the public to the station and having the word ‘corruption free zone’ as shown by 126 (97.7%) who supported the statement against 3(2.3%) who either disagreed or were undecided. The mean response score (M=4.77) and a narrow standard deviation (S.Dev. = 0.6) tended to be strong agreement implying that almost all of the police stations studied in Nairobi County had a signpost directing members of the public to the station for

various services. Almost all respondents were in agreement that police stations have been painted with the brand colours of the NPS as shown by 127(98.4%) agreeing against 2(1.6%) who had a contrary perception. Further, the mean response score (M=4.74) and narrow standard deviation (S.Dev. =0.55) were nearing strong agreement. The findings mean that police stations in Nairobi County were painted with recommended colours by the NPS.

The statement that police stations have the Brand Name ‘National Police Service’ spelt out clearly in paints and documents was supported by 116 (90%) against 13(10%) who had a contrary opinion. Further, the mean response score (M= 4.53) and a narrow standard deviation (S.Dev. = 0.87) that tended to strong agreement implied that almost all police stations in Nairobi County had the name of the NPS spelt out in documents and paints. The statement that police officers like the colour of their uniform were supported by only 62(48%) with the rest either disagreeing or indifferent. Further, the mean score (M=2.83) nearing disagreement with the statement meaning the individual police officers did not like the colour of the new police uniforms introduced to them. This dislike of the colour of new uniforms could affect their service delivery to the general population. The standard deviation revealed that individual responses were spread around the mean response by about 1.72 implying that responses on the statement were widely distributed around the mean response score.

Service Delivery

The research also evaluated the distribution of responses on the statements measuring service delivery levels in various police stations in Nairobi County, Kenya. The study adopted frequency distribution, percentages, the mean and standard deviation in examining data collected on the dependent variable service delivery as presented in Table 3

Table 3: Service Delivery

Statements on Service Delivery		SD	D	N	A	SA	Mean	St. Dev
Police station processes those to be released on cash bail within set time limit	Freq	1	0	0	36	92	4.69	0.56
	%	0.8	0.0	0.0	27.9	71.3		
The officers at the station are accountable to the OCS at the station	Freq	1	2	4	27	95	4.65	0.69
	%	0.8	1.6	3.1	20.9	73.6		
Police station responds fast to distress calls made by the public	Freq	1	0	7	28	93	4.64	0.66
	%	0.8	0.0	5.4	21.7	72.1		
The station is known for offering quality services to the members of the public	Freq	1	2	2	46	78	4.53	0.69
	%	0.8	1.6	1.6	35.7	60.5		
The local community is happy about the services offered by the police station	Freq	1	0	8	51	69	4.43	0.68
	%	0.8	0.0	6.2	39.5	53.5		
Police officers at the customer service have been trained on service delivery and customer care	Freq	6	1	6	49	67	4.32	0.96
	%	4.7	0.8	4.7	38	51.9		
Police stations fast-track those apprehended to appear in court on time	Freq	1	2	24	43	59	4.22	0.86
	%	0.8	1.6	18.6	33.3	45.7		
The station has service charters legible to members of the public	Freq	3	21	24	37	44	3.76	1.16
	%	2.3	16.3	18.6	28.7	34.1		
Aggregate Mean							4.41	0.78

The statement that respective police stations process those to be released on cash bail within a set time limit was supported by 128(99.2%) who agreed with the statement. The mean score (M=4.69) tends to be strong

agreement implying that all the police stations studied did not hold accused persons longer than is required by the law before as regards release on cash bail. The standard deviation showed that individual responses to the statement were spread around the mean response by about 0.56 hence responses were narrowly distributed around the statement.

The statement that officers at the station are accountable to the OCS at the station was supported by 122(94.6%) of the respondents against 7 (5.4%) who had a contrary opinion. The mean response score (M= 4.65) and a narrow standard deviation (S.Dev. =0.69) was nearing strong agreement on the 5-point Likert scale implying that almost all police stations in Nairobi County had officers being accountable to the OCS in matters command that translates to service provision. The majority of the respondents thought that police station responds fast to distress calls made by the public as evidenced by 121(93.8%) who agreed with the statement against 8(6.2%) who either disagreed or were undecided. Further, the mean response score (M= 4.64) and a narrow standard deviation (S.Dev. = 0.66) tending to strong agreement implied that most of the police stations in Nairobi County responded in time to distress calls by the public.

The respondents also tended to note that police stations are known for offering quality services to the members of the public as evidenced by 124(96.1%) against 5(3.9%) who had different opinions. Further, the mean response score (M= 4.53) and narrow standard deviation (S.Dev. = 0.69) tended to strong agreement meaning that most police stations in Nairobi County were offering quality services to the public in areas where they are located. The study also examined the level of agreement with the statement that the local community is happy with the services offered by the police station. The findings showed that 120(93%) of the respondents supported the statement against 9(7%) who had a contrary opinion. Further, the mean response score (M=4.43) was nearing agreement accompanied by a narrow standard deviation (S.Dev. = 0.68) implying that the community and the estates where the police stations were located were happy with their services.

The statement that police officers in customer service have been trained on service delivery and customer care was supported by 116(90%) of the respondents against only 13 (10%) who differed with the statement. Further, the mean response score (M=4.32) and standard deviation (S.Dev. = 0.96) tending to agreement implied that most police stations in Nairobi County had trained their officers handling the public on customer service delivery. The study also noted that respective stations had service charters legible to members of the public as evidenced by 102(79%) who supported the statement against 27(21%) who had a contrary opinion. Moreover, the mean score (M=3.76) nearing agreement. This finding implies that the majority of police stations in Nairobi County had spelt ought service delivery charter. However, a few police stations did not place the service charter in points where the public could easily see and read. The standard deviation revealed that individual responses were spread around the mean response by about 1.16 units implying that responses on the statement were moderately distributed around the mean response score.

Regression Analysis

They sought to determine the influence of corporate branding strategy on service delivery in the National Police Service in Nairobi County. To examine the causal effect relationship between the independent and dependent variables, the study adopted the OLS univariate regression model. The independent variable was corporate branding strategy while the dependent variable was service delivery. The regression output included model summary, analysis of variances and regression coefficient as presented in Tables [4-6].

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.364	.359	.46524

a. Predictors: (Constant), Corporate Branding Strategy

The coefficient of determination ($R^2 = .364$) in Table 4 showed that corporate branding strategy explained 36.4% of the changes in service delivery in NPS in Nairobi County. The residual variation in service delivery in NPS in Nairobi County was explained by other variables that were not part of this study.

Table 5: Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.717	1	15.717	72.614	.000 ^a
	Residual	27.489	127	.216		
	Total	43.206	128			
a. Dependent Variable: Service Delivery						
b. Predictors: (Constant), Corporate Branding Strategy						

The findings (Table 5) present the analysis of variance (ANOVA) where it was revealed that corporate branding strategy has a significant influence on service delivery in NPS in Nairobi County, Kenya ($F = 72.614, p = .000 < .05$). The study thus concluded that all corporate branding strategy explained service delivery in NPS in Nairobi County in a major way. The model was thus the best fitted.

Table 6: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.650	.326		5.063	.000
	Corporate Branding Strategy	.598	.070	.603	8.521	.000
a. Dependent Variable: Service Delivery						

The results (Table 6) established that the influence of corporate branding strategy on service delivery in NPS in Nairobi County was positive and significant ($\beta_1 = .598, t = 8.52, p = .000 < .05$). The intercept term (β_0) showed that when community policing strategy was held constant at zero, service delivery was 1.65. The model was thus estimated as:

$$SD = 1.650 + .598 CB \dots \dots \dots [1].$$

Discussion

The aggregate mean score was 4.31 which tended to agree implying that the police stations were actively implanting branding activities introduced to them by the police leadership. Critical branding activities implemented included a display of the slogan ‘Service to All’, a signpost directing members of the public to the station, the police station being painted with the brand colours of the National Police Service, the police stations had Brand Name ‘National police service’ well displayed. Such branding initiatives were aimed at service delivery to the citizens residing in Nairobi County, Kenya. The regression coefficient revealed that the influence of branding on service delivery was positive and significant ($\beta_1 = .598, t = 8.52, p = .000$). The null hypothesis (H_{01}) that *corporate branding strategy has no significant influence on service delivery in National Police Service in Nairobi County* was thus rejected. The coefficient ($\beta_1 = .598$) implies that every one-unit improvement in branding activities resulted in a .598 enhancement in service delivery in NPS in Nairobi County, Kenya. The influence was significant hence branding had a strong influence on service

delivery in NPS in Nairobi County.

The results agreed with Kim and Chao (2019) on whether brand experience influences purchase decisions in major brands that revealed brand image was critical in the purchase decisions of consumers. Nyambane and Ezekiel (2015) on whether rebranding influences consumer loyalty showed that rebranding had enhanced the quality of services. Titi and Anang (2018) on the influence of corporate rebranding on brand equity established a direct and strong relationship between brand equity and corporate rebranding. Ali et al (2019) on whether customer satisfaction and corporate rebranding were related showed that customer satisfaction was strongly explained by corporate rebranding. Kegoro, Munywoki, Kibera and Magutu (2020) on whether customer service delivery was influenced by brand personality showed that customer service delivery was explained by brand personality. Further, Nana et al. (2019) demonstrated that firm performance was strongly explained by rebranding. Felix and Wanjira (2022) showed that brand perception and awareness were strongly explained by emotional branding. Muthoni (2018) on whether customer satisfaction was explained by corporate branding revealing a strong explanatory power of corporate branding over customer satisfaction.

The findings are underpinned by brand equity theory. The theory, Brand equity theory, informs the nexus between service delivery and corporate branding in NPS in Kenya. The four key aspects of brand equity are expected to direct the branding taking place at NPS aimed at improving the reputation of NPS and encouraging citizens to seek services. The police stations have adopted various branding activities such as having the brand name 'NPS' printed on documents and painted on the walls of the police station. The police stations have also printed the slogan 'Service to All' on their documents and in wall paintings. The branding is expected to enhance service delivery by bringing the public closure to the police hence improving service delivery to the local community.

CONCLUSION

The findings also revealed that the influence of corporate branding strategy on service delivery was positive and strong. The null hypothesis (H_{O1}) that corporate branding strategy has no significant influence on service delivery in the National Police Service in Nairobi County was thus rejected. The study therefore concluded that improvement in branding activities resulted in enhancement in service delivery in NPS in Nairobi County, Kenya. Critical branding activities such as the display of the police slogan, a signpost directing members of the public to the station and the painting of the police station with the brand colours of the National Police Service resulted in improved service delivery in NPS in Nairobi County, Kenya. The study thus suggests to the top leadership of NPS including the Inspector General of NPS, the independent police oversight authority (IPOA), the Nairobi Police Commander and OSCs in Nairobi to continue implementing branding activities at the NPS to improve its image. The improvement in the image of the NPS in the eyes of the public would enhance service delivery to the population needing police services in Nairobi County, Kenya.

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