

Examining How Corporate Branding Communication Strategies Influence Consumer Decisions When Choosing Mobile Network Operators (MNOs) Internet Bundles

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Abstract— Corporate branding communication strategies are the dominant approach employed by firms to design and implement their product promotion activities. Safaricom, Airtel, Telkom and Jamii Telecommunications limited are the only licensed mobile network operators (MNOs) in Kenya, and to dominate the mobile network operators' market, these companies employ various corporate branding communication strategies to promote their services and attract consumers. The study sought to assess how corporate branding communication strategies influence consumer decisions when choosing Mobile Network Operators (MNOs) Internet Bundles. The study was based on media richness theory and used descriptive mixed methods design targeting about 4 million registered subscribers of different mobile network operators in Kenya, living within Nairobi County. Quantitative data was collected using semi-structured questionnaires, while qualitative data was gathered through interviews. The study found that most of the customers preferred their mobile network operator of choice because they delivered clear, consistent and competitive messages on the internet bundles, using strategic messaging with diverse medium of communication. These mobile network operators of choice also embraced transparency when communicating their brand of Internet Bundles. All these strategies influenced positively the consumer decisions of using Mobile Network Operators Internet Bundles. The study recommends that MNOs should emphasize unique features of their internet bundles, such as speed, reliability, or exclusive content partnerships, to differentiate themselves from competitors. Moreover, MNOs should ensure that all branding and corporate communications are clear, consistent, and transparent. The study also recommended that the MNOs should develop corporate communication strategies that resonates emotionally with the target audience and that they should also continuously use social media platforms to engage with customers, share updates, and respond to queries and feedback.

Index Terms— Brand Communication Strategies, Mobile Network Operators, Consumer Decisions, Internet Bundles.

1. Introduction

The telecommunications industry has experienced rapid growth and transformation over the past few decades, driven by

advancements in technology and increased consumer demand for connectivity. Mobile network operators (MNOs) play a critical role in this ecosystem, providing essential services such as voice communication, text messaging, and internet access. Among these services, internet bundles have become increasingly significant due to the growing reliance on mobile internet for various activities, including social media, streaming, online shopping, and remote work (Kapferer, 2004). As the market for mobile internet bundles becomes more competitive, MNOs are compelled to adopt sophisticated brand communication strategies to differentiate their offerings and attract consumers. These strategies encompass a range of marketing and promotional activities designed to communicate the unique value proposition of the MNOs' internet bundles. Effective brand communication strategies can enhance brand awareness, foster customer loyalty, and ultimately influence consumer purchasing decisions.

Singh & Crisafulli, (2020) argues that Corporate branding communication strategies has emerged as the dominant approach used by companies to plan and execute their product promotion programs. Mobile network operators (MNOs), as well as advertising agencies have embraced integrated paradigm and developed integrated campaigns that use various ways to communicate their brands to their target audiences. Currently, Mobile Network Operators (MNOs) in Kenya implement these branding communication strategies with their main focus on customers with respect to their buying patterns, media exposure, and other factors that they are exposed to that fits their needs through a mix of communication methods (Balmer, & Podnar, 2021). Corporate branding communication strategy meant to influence consumer decisions and choices may create unique identity and positioning for the MNOs' products, services and ensure both product and the organization create value beyond that of their competitors. Consumer behavior in today's business world is a major focus for MNOs, and hence the adoption of corporate branding communication

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strategy for effective, efficient and consistent consumer perception management.

Given that the current market is predominantly shared by Safaricom, Airtel, Telkom and Jamii Telecommunication Ltd as the only MNOs in Kenya, there is stiff competition for consumers. Therefore, Communication managers, operation managers and marketing managers of these firms have to tirelessly work to come up with smart corporate branding communication strategies to ensure their organization perform and achieve the desired company targets and objectives in terms of reaching the wider market of customers and also sustain their loyalty.

As noted above and given the critical role of brand communication in shaping consumer perceptions and decisions, it is essential to understand how different strategies employed by MNOs influence consumer choices regarding internet bundles. This understanding can provide valuable insights for MNOs to refine their communication approaches, ensuring they resonate with their target audience and drive positive consumer behavior. This study therefore seeks to critically examine how corporate branding communication strategies impact consumer decisions for Mobile Network Operators Internet Bundles.

A. Problem Statement

In today's highly competitive telecommunications industry, mobile network operators (MNOs) face the challenge of differentiating their services to attract and retain customers. One of the critical factors influencing consumer decisions is the effectiveness of brand communication strategies. These strategies encompass various marketing and promotional activities designed to communicate the value proposition of the MNOs' services, particularly internet bundles, to the target audience.

Currently, Mobile Network Operators (MNOs) in Kenya implement various corporate branding communication strategies with their main focus on customers with respect to their buying patterns, media exposure, and other factors that they are exposed to that fits their needs through a mix of communication methods (Balmer, & Podnar, 2021).

But despite significant investments in marketing and communication efforts, there is a noticeable variation in consumer preferences and choices regarding internet bundles offered by different MNOs. This raises questions about the efficacy of the current brand communication strategies employed by MNOs and their impact on consumer decision-making processes. Understanding these dynamics is essential for MNOs to refine their communication strategies, improve customer engagement, and enhance market share (Keller, 2009).

The problem this study sought to address was the lack of comprehensive insights into how different brand communication strategies employed by MNOs influence consumer decisions when choosing internet bundles in Kenya. There was a need to explore which specific communication tactics (e.g., advertising, social media engagement, promotional offers) resonated most with consumers and drive their purchasing decisions. Additionally, the study aimed to identify

potential gaps in current strategies and provided actionable recommendations for MNOs to optimize their communication efforts.

B. Research Questions

1. How do corporate branding communication strategies employed by mobile network operators (MNOs) influence consumer perceptions of internet bundle value?
2. What role does the consistency and clarity of brand messaging play in consumer decision-making when selecting internet bundles from mobile network operators (MNOs)?
3. To what extent do emotional appeals in corporate branding communication strategies affect consumer loyalty and preference for specific mobile network operators (MNOs) when purchasing internet bundles?

2. Literature Review

The media Richness theory (Kaplan & Haenlein, 2010) states that the main objective of any kind of communication is the reduction of ambiguity and uncertainty, this treats some media differently from others according to degree of richness that they possess. Media Richness Theory (MRT) assesses the effectiveness of different communication channels in conveying information. It posits that communication effectiveness is influenced by the richness of the medium used. Richness is determined by factors such as the ability to handle multiple cues, provide rapid feedback, and allow for personalization and the amount of information they (the social media) allow to be transmitted in a given time interval (Kaplan & Haenlein, 2010).

The four criteria of media richness theory are capacity for immediate feedback, ability to convey multiple cues, use of natural language and potential for personalization. The media differs also on the degree of "social presence" defined as the acoustic, visual, and physical contact that can be achieved (Kaplan & Haenlein, 2010). Social media represent a very broad category which encompasses different kinds of elements. This theory has been used by Abd-Et-Salam, El-Nahas, and Shawky, (2013) to explain the Impact of Corporate Image and Reputation on Service Quality Customer Satisfaction and Customer Loyalty. It has also been used by Abtin, Aand Pouramiri, (2016) to explore the Impact of Relationship Marketing on Customer Loyalty Enhancement (Case Study: Kerman Iran Insurance Company). Therefore, this theory was applicable to the present study since it underscores the importance of selecting appropriate communication channels to effectively convey branding messages and influence consumer decisions in the competitive market for Mobile Network Operators' internet bundles. MNOs that leverage rich communication channels strategically are likely to gain a competitive edge and achieve greater success in attracting and retaining customer.

Several studies have been done on corporate branding communication strategy and customer purchase decision locally and internationally. Schivinski and Dabrowski, (2015)

sought to discuss ways in which firm-created and user-generated social media brand communication impacts consumer-based brand equity (CBBE) metrics through Facebook. The study found that both firm-created and user-generated social media brand communication influence brand awareness/associations; whereas user-generated social media brand communication had a positive impact on brand loyalty and perceived brand quality. Additionally, there are significant differences between the industries being investigated. Thus, this study examined how corporate branding communication strategies impact consumer decisions and choices of competition for Mobile Network Operators Internet Bundles. Also, Zhang, (2019) researched on Shaanxi Brand Communication Strategy under the new media environment and found that new media brings challenges to brand communication in Shaanxi, but also opportunities for brand innovation communication in Shaanxi and that in order to have a strong brand influence, organizations must strengthen the media communication, but also pay attention to the needs of the users. Chinomona, (2016) examined the influence of brand communication, brand image and brand trust as potential antecedents of brand loyalty in a sample of consumers in Gauteng Province of South Africa and found that brand communication has a stronger effect on brand image than on brand trust.

However, brand image strongly influences brand trust. Notably too, the relationship between brand trust and brand loyalty is robust. In Kenya, Zephaniah, Ogba, and Izogo, (2020) examined the effect of customers' perception of bank's corporate branding communication on customer loyalty in Kenya. The study used 313 valid responses obtained from Kenyan bank customers through a survey questionnaire. The partial least squares structural equation modelling (PLS-SEM) procedure was utilized to examine the measurement model and test the research hypotheses. The results indicated that elements of bank's corporate communication including advertising, sales promotion, public relations and personal selling are significant predictors of customer loyalty. Also, Amegbe, Owino, & Kerubo (2017) examined how organizations in Kenya build their corporate images through social media platforms (SMA) and how consumers respond and behave towards it and also found that consumers have a favorable response towards companies using social media platforms to build their images in Kenya, which suggest that they can help companies build a good corporate image.

3. Research Methodology

A. Research Design

Kothari (2014) observes that research design is a collection and analysis of data that aims at coming up with relevant information for the purpose of the study considering economy in procedure. This study used descriptive mixed method research design with both qualitative and quantitative methods of collecting data. The mixed methods allowed the researcher to gain a more comprehensive understanding of a research problem by combining both quantitative and qualitative data.

B. Target Population

The study targeted registered subscribers of different mobile network operators in Kenya, but narrowed down to those living within Nairobi County. Currently, there are about 4 million subscribers with smart phones living in Nairobi County (Communications Authority of Kenya data 2021). The study also involved public relations and communication officials of the main mobile network operators such as Safaricom and Airtel headquarter offices, who are currently 16 officials (9 at Safaricom and 7 at Airtel headquarter office). Given that the sample frame for mobile network operators subscribers in Nairobi County are 4 million, the study used Fischer formula to calculate the sample size of each category of respondents as shown.

$$n = \frac{N}{1 + N(e)^2}$$

Where: n is the sample size, N is the population size and ' e ' is the level of precision which was 0.05. Therefore, $n=384$ respondents was computed and were proportionately distributed among the 17 sub counties of Nairobi County to guarantee representativeness of the data. These respondents were selected through simple random sampling technique. As for the 16 public relation and communication officials, the study purposively involved all of them in the study through census approach.

C. Data Collection Instrument

The study used primary source of data, which in this case was semi-structured questionnaires and interview schedules. The semi structured questionnaires with both open and close ended questions was used to collect primary data, by administering them to the respondents. The study used interviews to source qualitative information from 16 public relations and communication officials, as a major means of gathering additional information on how corporate branding communication strategies impact consumer decisions of competition for Mobile Network Operators Internet Bundles.

D. Data Analysis and Presentation

After data collection, quantitative data from questionnaires was analyzed using descriptive statistics, with the aid of SPSS. v. 26. Descriptive statistics was utilized to summarize the results. The forms of the descriptive statistics to be used was frequencies, percentages, mean and standard deviation to test the variability of opinions. The Statistical Package for Social Sciences (SPSS. v. 26) program was utilized to aid analyze the data. The data was presented in tables. Qualitative data was analyzed using thematic content analysis.

4. Data Analysis, Presentation Interpretation and Discussion

The study sought to identify how the various brand communication strategies employed by various mobile network operators influence consumer decisions when choosing Mobile Network Operators Internet Bundles.

A. Demographic Characteristics of the Respondents

The respondents for the study were registered subscribers of different mobile network operators in Kenya, living within Nairobi County. The categories were characterized by gender, age, amount spent on data bundles on monthly basis and their preferred mobile network operators. The summary of the distribution of respondents by their gender is given in Table 1.

Table 1
Demographic characteristics of the respondents

	Frequency (f)	Percentage (%)
Gender		
Male	180	49.0
Female	187	51.0
Age		
Less than 18 years	16	4.4
18-23 years	60	16.3
24-28 years	99	27.0
29-33 years	73	19.9
34-35 years	66	18.0
More than 35 years	53	14.4
Amount spent on Data bundles on a monthly basis		
Less than KES 1000	134	36.5
KES 1000-3000	119	32.4
More than KES 3000	114	31.1
Preferred mobile network operator		
Safaricom	246	67.0
Airtel	79	21.5
Telkom	27	7.4
Jamii Telecommunication	15	4.1

According to the data shown in Table 1, out of 384 subscribers of different mobile network operators in Kenya, living within Nairobi County who participated in the study, (51.0%) were females while (49.0%) were males. The findings are indication that there is almost gender parity of different mobile network operators in Kenya. On age, 27.0% of the subscribers of different mobile network operators in Kenya were aged between 24-28 years, 19.9% were aged 29-33 years, 18.0% were aged 34-35 years, 16.3% were between 18-23 years. Only 4.4% were less than 18 years. Generally, the parity of age distribution of the subscribers were almost being achieved given that there is no age restrictions associated with accessing smart phones in Kenya. Based on the amount spent on data bundles on monthly basis, respondents at 36.5% indicated that they spent less than KES 1000 in a month on data bundles on a monthly basis, 32.4% were indicated KES 1000-3000 while 31.1% spent more than KES 3000. Majority of the respondents at 67.0% were Safaricom subscribers, 21.5% were

Airtel subscribers, 7.4% were Telekom, while 4.1% were Jamii Telecommunication.

Respondents were also asked were asked to indicate by a tick (✓) on the appropriate box on your level of agreement or disagreement with the statement, where; where 5- Strongly Agree 4- Agree 3. Neutral 2, Disagree and 1 – Strongly Disagree. Response was as shown in Table 2.

The study found that 33.24% strongly agreed that the mobile network operator of choice delivered clear, consistent and competitive messages on the internet bundles, 43.32% also agreed with the statement, while 14.17% remained neutral. Conversely, only 6.27% of the respondents disagreed with the statement, with another 3.00% strongly disagreeing. Generally, most (Mean 3.98; SD 0.91) of the respondents confirmed that their mobile network operator of choice delivers clear, consistent and competitive messages on the internet bundles. This finding is consistent with that of Zhang, (2019) who also found that clear messages help customers easily understand the offerings and benefits, reducing confusion and frustration. This can make it easier for them to make informed decisions about which services or plans to choose

It was also found that majority of the respondents at 40.60% agreed that their mobile network operator of choice use strategic messaging to influence their decisions and choices on the Internet Bundles to purchase, 32.15% strongly agreed with the statement, while 16.62% were undecided. Only 5.45% strongly disagreed, with another 5.18% disagreeing. This shows that most of the respondents at (Mean 3.89; SD 0.99) indicated that their mobile network operator of choice uses strategic messaging to influence their decisions and choices on the Internet Bundles to purchase. This also implies that the application of uses strategic messaging leverages marketing techniques, psychological triggers, and communication channels to persuade customers. Similarly, during the interview session with the public relations and communication officers, it was generally established that strategic messaging plays a crucial role in influencing consumer decisions and choices regarding Internet bundles. One of the interviewees had this to say;

Through targeted advertising, personalized recommendations, scarcity tactics, and compelling value propositions, ISPs can effectively guide consumers towards specific bundles that meet their needs and preferences. In a highly competitive market, the ability to craft and deliver persuasive messages can significantly impact an ISP's success

Table 2
Brand communication strategies and consumer decisions and choices of using mobile network operators bundles

	5	4	3	2	1	M	SD
The mobile network operator of choice deliver clear, consistent and competitive messages on the internet bundles	122 33.24%	159 43.32%	52 14.17%	23 6.27%	11 3.00%	3.98	0.91
My mobile network operator of choice use strategic messaging to influence our decisions and choices on the Internet Bundles to purchase	118 32.15%	149 40.60%	61 16.62	19 5.18	20 5.45	3.89	0.99
My mobile network operator of choice use strategic visual representation to influence our decisions and choices on the Internet Bundles to purchase	117 31.88%	152 41.42%	53 14.44	21 5.72%	24 6.54%	3.86	0.94
My mobile network operator of choice embrace consistency, and authenticity when communicating its brand of Internet Bundles	109 29.70%	161 43.87%	77 20.98	14 3.81%	6 1.63%	3.96	0.97
My mobile network operator of choice use diverse medium of communication to establish the consistency, and authenticity on the internet bundles	114 31.06%	150 40.87%	66 17.98%	20 5.45%	17 4.63%	3.88	0.92
My mobile network operator of choice embrace transparency when communicating its brand of Internet Bundles	119 32.43%	144 39.24%	69 18.80%	15 4.09%	20 5.45%	3.89	0.96

in attracting and retaining customers. As technology continues to evolve, ISPs must remain adept at leveraging data and communication strategies to stay ahead in the game and ensure that their messaging resonates with their target audience. (public relations and communication officers, 2).

For MNOs in Kenya, strategic messaging is pivotal in differentiating its internet bundles in a competitive market. Similarly, Uzunoğlu, and Kip (2014) found that mobile network operators analyze customer data to create personalized offers that match the individual's usage patterns. For example, heavy data users might receive offers for larger data bundles at a discounted rate. These findings were also in agreement with that of Luxton, Reid, & Mavondo, (2015) when they investigated how an integrated marketing communication (IMC) capability drives a brand's financial performance and found that by analyzing customers' usage patterns and preferences, MNOs can send personalized recommendations for bundles that seem most relevant to the individual user. Moreover, using targeted advertising through various channels, including social media, email, and SMS, helps keep their offerings top of mind for customers. Also, Gómez-Rico, et al (2022) when analyzing brand communication and brand image found that offering discounts or bonuses for customers who commit to long-term plans can help lock in users for extended periods.

It was also evident that a large number of respondents at 41.42% concurred that their mobile network operator of choice uses strategic visual representation to influence their decisions and choices on Internet Bundles to purchase, also, 31.88% strongly agreed with the statement, 14.44% were impartial, 6.54% strongly disagreed with another 5.72% disagreeing. This indicates that most of the respondents (Mean 3.86; SD 0.94) have their mobile network operator of choice uses strategic visual representation to influence their decisions and choices on Internet Bundles. The study also established that; 43.87% of the respondents agreed that their mobile network operator of choice use strategic visual representation to influence their decisions and choices on Internet Bundles to purchase, 29.70% highly agreed with the statement, while 20.98% remained neutral. On the other hand; 3.81% disagreed with another 1.63% strongly disagreeing. It can be concluded that most of the respondents at (Mean 3.96; SD 0.97) their mobile network operator of choice embrace consistency, and authenticity when communicating its brand of Internet Bundles.

Schivinski & Dabrowski, (2015) similarly, found that consistency in brand communication ensures that all messages conveyed by the MNO align with the brand's core values and promises. This uniformity helps create a strong, recognizable brand identity, making it easier for customers to identify and trust the brand. Also, Chinomona, (2016) found that the use of consistent colors, logos, fonts, and design elements across all marketing materials helps create a cohesive brand image. Visual consistency ensures that customers can instantly recognize the brand, regardless of the platform or medium. Therefore, in the competitive landscape of mobile network operators, embracing consistency and authenticity in brand communication is crucial for standing out and building long-

term customer relationships. Consistent messaging ensures that customers recognize and trust the brand, while authenticity fosters genuine connections and loyalty. By integrating these principles into their communication strategies, MNOs can effectively promote their internet bundles and enhance their overall brand reputation.

It was also found that most of the respondents at 40.87% indicated that their mobile network operator of choice uses diverse medium of communication to establish the consistency, and authenticity on the internet bundles, 31.06% strongly approved with the statement, 17.98% were uncertain. On the other hand, 5.45% disapproved while a 4.63% strongly disapproved. Therefore, it can be deduced that most of the respondents (Mean 3.88; SD=0.92) had their mobile network operator of choice use diverse medium of communication to establish the consistency, and authenticity on the internet bundles. Therefore, mobile network operators leverage a diverse array of communication mediums to ensure the consistency and authenticity of their internet bundles (Amegbe, Owino, & Kerubo 2017). By combining traditional advertising, digital and social media, mobile applications, email marketing, customer support centers, and user-generated content, MNOs can reach a wide audience, provide clear and reliable information, and build lasting trust with their customers (Zephaniah, Ogba, and Izogo, 2020). This multifaceted approach is essential in a competitive market where customers have high expectations for transparency and quality. Through effective communication strategies, MNOs can maintain a strong and credible presence, ultimately driving customer satisfaction and loyalty.

In addition to all this a great number of the respondents at 39.24% approved that their mobile network operator of choice embrace transparency when communicating its brand of Internet Bundles to purchase, 32.43% highly approved the statement, while 18.80% were uncertain. Conversely, 5.45% highly disapproved the statement with another 4.09% disapproving. Clearly, majority of the respondents at (Mean 3.89; SD 0.96) indicated that their mobile network operator of choice embrace transparency when communicating its brand of Internet Bundles. According to Iglesias, Ind, & Schultz, (2020), several MNOs worldwide have successfully implemented transparency in their communication strategies. For instance, T-Mobile's "Un-carrier" initiative focuses on eliminating hidden fees and providing straightforward pricing, which has significantly improved customer perception and loyalty.

Similarly, Balmer, & Podnar, (2021) found that Vodafone's clear and detailed descriptions of its internet bundles on its website, along with a comparison tool, help customers make well-informed choices. Therefore, transparency is a crucial aspect for mobile network operators when communicating their internet bundles. It builds trust, enables informed decision-making, ensures regulatory compliance, and enhances overall customer satisfaction. By adopting clear communication practices, providing comparative tools, offering robust customer support, maintaining regular updates, and encouraging feedback, MNOs can effectively embrace transparency. This not only benefits the customers but also

strengthens the operator's market position in the competitive.

B. The Role Played by Consistency and Clarity of Brand Messaging in Consumer Decision-Making

The public relations and communication officers were asked to state what role the consistency and clarity of brand messaging plays in consumer decision-making when selecting internet bundles from mobile network operators (MNOs). During the interview session with these public relations and communication officers, it was generally established that consistent and clear brand messaging is fundamental to shaping consumer decisions when selecting internet bundles. It builds trust, simplifies choices, differentiates the brand, conveys transparency, and fosters emotional connections all of which play key roles in guiding the consumer's final selection. One of the interviewees had this to state;

When a mobile network operator consistently communicates its brand values, product features, and service quality across different channels, consumers are more likely to trust the brand. This trust is critical in decision-making, especially for services like internet bundles that impact daily connectivity (public relations and communication officers, 4).

Clear and consistent messaging helps eliminate confusion and uncertainty. Zhang, (2019) similarly found that consumers are more likely to choose an internet bundle when they fully understand what they are getting such as data limits, pricing, speed, and coverage without the fear of hidden costs or terms. Similarly, according to Schivinski & Dabrowski, (2015) a consistent tone and messaging style can communicate a sense of reliability and transparency, which is crucial for consumers who want to feel that they are making an informed and rational decision.

C. The Extent Emotional Appeals in Corporate Branding Communication Strategies Affect Consumer Loyalty and Preference

Respondents were asked to indicate the extent that emotional appeals in corporate branding communication strategies affects consumer loyalty and preference for specific mobile network operators (MNOs) when purchasing internet bundles. Table 2 shows the response.

Table 3
Extent emotional appeals in corporate branding communication strategies affect consumer loyalty and preference

	Frequency	Percentages
Extremely	122	33.2
Greatly	152	41.4
Moderately	63	17.2
Slightly	21	5.7
Not at all	9	2.5

The study established that 41.4% of the respondents indicated that emotional appeals in corporate branding communication strategies affects consumer loyalty and preference for specific mobile network operators (MNOs) when purchasing internet bundles to a great extent, 33.2% indicated extreme extent, 17.2% moderate extent, while 5.7% indicated slightly extent. Only 2.5% of the respondents indicated no extent at all. This shows that emotional appeals in corporate

branding communication are a powerful tool for influencing consumer loyalty and preference. These findings concur with that of Abtin, Aand Pouramiri, (2016) who also established that by fostering deep emotional connections, brands can create a loyal consumer base, enhance brand recall, and strengthen consumer preference even in competitive markets.

5. Conclusions and Recommendations

A. Conclusion of the Study

In conclusion, most of the customers had their mobile network operator of choice delivering clear, consistent and competitive messages on the internet bundles. They also had their mobile network operator of choice using strategic messaging to influence our decisions and choices on the Internet Bundles to purchase. The mobile network operator of choice also used strategic messaging to influence their decisions and choices on the Internet Bundles to purchase. Besides, the MNOs of choice used diverse medium of communication to establish the consistency, and authenticity on the internet bundles. These mobile network operators of choice also embraced transparency when communicating its brand of Internet Bundles.

Consistent and clear brand messaging was found to be fundamental in shaping consumer decisions when selecting internet bundles. This is because it builds trust, simplifies choices, differentiates the brand, conveys transparency, and fosters emotional connections all of which play key roles in guiding the consumer's final selection. Moreover, emotional appeals in corporate branding communication strategies also affects consumer loyalty and preference for specific mobile network operators (MNOs) when purchasing internet bundles to a very large extent

B. Recommendations of the Study

From the study findings, the study recommends that MNOs should emphasize unique features of their internet bundles, such as speed, reliability, or exclusive content partnerships, to differentiate themselves from competitors. Moreover, they should develop and communicate innovative bundle offers that cater to specific consumer needs, such as unlimited social media access, streaming packages, or gaming bundles.

Based on the study findings, the study recommends that the MNOs should ensure that all branding and marketing communications are clear, consistent, and transparent. This is because, consumers appreciate honesty and clarity about what they are getting, avoiding hidden fees or complex terms. Moreover, the MNOs should keep consumers informed about new offers, changes, and improvements through regular and strategic communication channels, including email, social media, and SMS.

C. Recommendations for Further Research

The study sought to examine how corporate branding communication strategies influence consumer decisions when choosing mobile network operators (MNOs) internet bundles. Therefore, the study recommends further research on examining the consumer decision-making process in detail,

focusing on the stages influenced by branding communication (e.g., awareness, consideration, purchase). Understanding the specific stages where branding has the most impact can help refine communication strategies for better results. Further studies should focus on performing cross-cultural analysis to determine how branding communication strategies affect consumer decisions in different cultural contexts.

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