



Corporate reputation and its influence on consumer purchase intention in Kenya's telecommunications industry

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Abstract

Purpose: The study examined the influence of corporate reputation, customer trust, and perceived service credibility on consumer purchase intention in Kenya's telecommunications industry. It aimed to understand how these factors shape consumer decisions in a competitive market.

Methodology/Design: A quantitative research design guided by the positivist philosophy was employed. Primary data were collected from 500 active mobile subscribers using a structured questionnaire. Simple random sampling was applied, and the measurement instruments were validated using factor analysis. Structural Equation Modeling (SEM) was used to test the hypothesized relationships.

Findings: The results indicated that corporate reputation significantly influenced consumer purchase intention. Customer trust was found to mediate the relationship between corporate reputation and purchase intention, while perceived service credibility also had a positive effect on consumer behavior. All three hypotheses were supported, demonstrating that reputation, trust, and credibility are critical drivers of purchase intention in Kenya's telecom sector.

Implications: The findings highlight the importance for telecom firms to build a strong reputation, enhance customer trust, and ensure credible service delivery. Managers can use these insights to design strategies that strengthen consumer confidence, loyalty, and long-term engagement. Policymakers can also develop regulations promoting transparency, ethical conduct, and service reliability.

Originality/Value: The study extends prior research from developed countries to an emerging market context, providing evidence of the theoretical applicability of Signaling Theory, Trust Theory, and the Theory of Planned Behavior in Kenya's telecommunications industry.

Keywords: Corporate reputation, customer trust, service credibility, purchase intention, Kenya telecommunications

Introduction

The telecommunications industry in Kenya has expanded quickly over the last two decades and now plays an important role in everyday life for individuals, businesses, and public institutions. Major operators such as Safaricom, Airtel, and Telkom Kenya offer voice, data, mobile money, and other digital services in a very competitive market. As competition increases, firms can no longer rely only on pricing or basic service features to attract customers. Consumers are becoming more aware of how companies behave, communicate, and treat their customers, which makes corporate reputation a key factor in market success (Walsh *et al.*, 2020)^[17].

Corporate reputation reflects the general perception that stakeholders hold about a company based on its past actions and current behavior. In the telecommunications industry, reputation is influenced by network reliability, quality of customer service, ethical conduct, transparency, innovation, and corporate social responsibility activities (Buil *et al.*, 2020)^[3]. A company with a strong reputation is often viewed as trustworthy and reliable, which can reduce uncertainty for consumers when making purchase decisions. This is especially important in-service industries where customers cannot easily evaluate quality before use.

Consumer purchase intention refers to the likelihood or willingness of consumers to buy or continue using a particular product or service. In Kenya's telecom sector, customers can easily switch networks due to mobile number portability and low switching barriers. As a result, purchase decisions are often shaped by perceptions and emotional

attachment rather than technical differences alone. Studies suggest that a positive corporate reputation can strengthen consumer confidence and encourage favorable purchase intentions by creating trust and long-term expectations of value (Aydin & Özer, 2019)^[2].

In developing economies such as Kenya, reputation plays an even stronger role because trust in service providers is often fragile. Telecom companies invest heavily in branding, advertising, and community development projects to improve how they are seen by the public. These efforts are meant to build goodwill and influence consumer behavior. However, the extent to which corporate reputation actually affects consumer purchase intention in the Kenyan telecommunications industry is not fully clear, as existing evidence remains limited and fragmented (Kaur & Soch, 2021)^[7].

Statement of the Problem

Telecommunications companies in Kenya continue to invest large resources in managing their public image and reputation. Even so, customer complaints related to poor network quality, high data costs, weak customer service, and billing issues remain common. Customer switching between telecom operators is also frequent, suggesting that reputation-building efforts may not always translate into strong purchase intention or long-term commitment.

Many empirical studies on corporate reputation and consumer purchase intention focus on developed countries or industries such as banking, hospitality, and retail. Few studies concentrate specifically on the telecommunications

sector in Kenya. Local studies often emphasize service quality and customer satisfaction, while corporate reputation is treated as a minor or indirect factor (Maina & Wanyoike, 2022) ^[10]. This leaves a gap in understanding how reputation, as a broader concept that includes ethics, trust, and social responsibility, influences consumer purchase intention.

This gap limits the ability of telecom managers to design effective strategies that align reputation management with consumer expectations. There is therefore a need for a quantitative study that examines the influence of corporate reputation on consumer purchase intention in Kenya's telecommunications industry.

Significance of the Study

The study will be useful to managers of telecommunications firms in Kenya by providing empirical evidence on how corporate reputation affects consumer purchase intention. The findings will help firms identify which reputation-related factors matter most to consumers and how these factors shape buying decisions. This can guide better allocation of resources toward trust-building activities, customer engagement, and responsible corporate behavior.

The study will also benefit regulators and policymakers, such as the Communications Authority of Kenya, by highlighting the role of corporate conduct and reputation in influencing consumer choices. This may support stronger policies that encourage transparency, ethical practices, and consumer protection in the industry.

For researchers and students, the study will contribute to existing literature by offering context-specific evidence from Kenya. It will enrich academic discussions on corporate reputation and consumer behavior in service industries within developing economies and provide a foundation for future research in related areas.

Literature Review

Corporate Reputation

Corporate reputation is the general perception that stakeholders hold about a company based on its actions, communication, and service delivery. In service-based industries, including telecommunications, reputation is crucial because consumers cannot fully assess service quality before purchase. A strong reputation signals reliability, trustworthiness, and competence, helping customers feel confident in choosing a company's services. Research indicates that firms with positive reputations are more likely to attract and retain customers, reduce perceived risks, and maintain long-term relationships (Walsh *et al.*, 2020; Buil *et al.*, 2020) ^[3, 17]. In competitive markets, reputation often becomes a differentiator that goes beyond pricing or promotional strategies.

Consumer Purchase Intention

Consumer purchase intention refers to a customer's willingness or plan to buy or continue using a product or service. In the telecommunications sector, purchase intention is influenced by both rational factors such as service quality and pricing, and emotional factors such as trust and perceived credibility. Studies show that when consumers perceive a firm as reliable and reputable, they are more likely to develop a positive intention to purchase its services. Additionally, social influence and word-of-mouth play an important role, as recommendations from friends,

family, and online reviews can strengthen or weaken purchase intention (Aydin & Özer, 2019; Kaur & Soch, 2021) ^[2, 7]. Understanding purchase intention is essential for firms aiming to maintain customer loyalty and reduce switching behavior.

Kenya's Telecommunications Industry

Kenya's telecommunications industry is one of the most dynamic in Africa, characterized by high mobile penetration, strong competition, and rapid adoption of digital services. Key players such as Safaricom, Airtel, and Telkom Kenya offer voice, data, mobile money, and digital platforms. With customers able to switch networks easily, service quality, corporate reputation, and customer trust have become critical for market success. Studies highlight that telecom firms in Kenya invest heavily in branding, customer engagement, and corporate social responsibility to enhance reputation and attract consumers (Maina & Wanyoike, 2022; Walsh *et al.*, 2020) ^[10, 17]. As such, understanding consumer perceptions and intentions is vital for sustaining growth and competitive advantage in this evolving industry.

Theoretical Underpin and Hypotheses Development Corporate Reputation and Consumer Purchase Intention

Signaling Theory explains how firms communicate value and reliability to consumers in situations where service quality cannot be fully judged before purchase (Spence, 1973) ^[14]. In the telecommunications industry, services are intangible and used over time, which makes consumers depend on signals such as brand communication, past performance, public image, and corporate behavior. Corporate reputation therefore acts as a strong signal of service quality, reliability, and credibility. When a telecom firm maintains a positive reputation through consistent service delivery, ethical conduct, and responsible engagement with society, consumers are more likely to form favorable perceptions about the firm. Prior studies show that strong corporate reputation reduces perceived risk and encourages positive consumer responses, including higher willingness to purchase (Walsh *et al.*, 2020; Aydin & Özer, 2019) ^[2, 17]. This suggests that corporate reputation plays a direct role in shaping consumer purchase intention in service-based markets. Based on this theoretical and empirical reasoning, the study proposes that:

H1: Corporate reputation has a significant positive influence on consumer purchase intention in Kenya's telecommunications industry.

The Mediating Role of Customer Trust

Trust Theory emphasizes that trust is central to long-term relationships between firms and consumers, especially in-service industries where customers rely on providers continuously (Morgan & Hunt, 1994) ^[11]. In telecommunications, customers depend on providers for network reliability, data security, billing accuracy, and customer support. Corporate reputation contributes to trust by signaling honesty, consistency, and responsibility. When consumers perceive a telecom company as reputable, they are more likely to trust the firm, which in turn shapes their willingness to purchase and continue using its services. Empirical studies indicate that trust often acts as a bridge

between reputation and behavioral outcomes such as purchase intention and loyalty (Kaur & Soch, 2021) [7]. This implies that reputation alone may not be enough; its effect is strengthened when it builds consumer trust. Drawing from this perspective, the study hypothesizes that:

H2: Customer trust significantly mediates the relationship between corporate reputation and consumer purchase intention in Kenya's telecommunications industry.

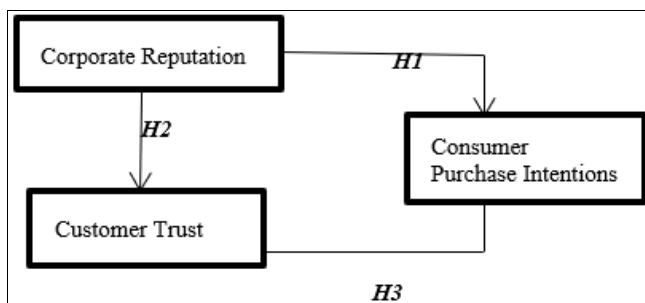
Perceived Service Credibility and Purchase Intention

The Theory of Planned Behavior explains how attitudes and beliefs influence behavioral intentions (Ajzen, 1991) [1]. Within this framework, perceived service credibility shapes consumers' attitudes toward a firm by influencing how believable and dependable they perceive the service to be. In the telecommunications sector, credibility is linked to clear communication, transparent pricing, reliable network performance, and fulfillment of promises. A strong corporate reputation supports service credibility by reinforcing positive beliefs about the firm's competence and integrity. Studies show that when consumers perceive a service provider as credible, their confidence increases, leading to stronger purchase intentions (Buil *et al.*, 2020) [3]. This theoretical view suggests that credibility is a key factor connecting reputation to consumer decision-making. Guided by this logic, the study proposes that:

H3: Perceived service credibility has a significant positive effect on consumer purchase intention in Kenya's telecommunications industry.

Conceptual Framework

The conceptual framework of this study illustrates the relationships between corporate reputation, customer trust, perceived service credibility, and consumer purchase intention in Kenya's telecommunications industry. It shows how corporate reputation directly influences purchase intention H1, how customer trust mediates the relationship between reputation and purchase intention H2 and how perceived service credibility affects purchase intention H3. The framework is guided by the Signaling Theory, Trust Theory, and Theory of Planned Behavior, providing a theoretical basis for the expected interactions among these constructs. Figure presents the construct.



Source: Author's Construct, 2025

Fig 1: Conceptual framework illustrating the relationships between the key variables of the study

Methodology

Research Philosophy and Approach

The study adopted a quantitative research approach guided by the positivist philosophy. The positivist stance assumes

that reality is objective and can be measured through empirical evidence (Creswell & Creswell, 2018) [4]. This allowed the study to focus on observable relationships between corporate reputation, customer trust, service credibility, and consumer purchase intention in Kenya's telecommunications industry.

Population and Sample Size

The population consisted of active mobile subscribers of the three major telecom operators in Kenya: Safaricom, Airtel, and Telkom Kenya. A sample size of 500 respondents was determined using Yamane's formula to ensure statistical adequacy for quantitative analysis (Yamane, 1967) [18]. A simple random sampling technique was employed to give each subscriber an equal chance of selection, enhancing the representativeness of the study.

Data Collection

Primary data were collected using a structured questionnaire designed with Likert-scale items measuring corporate reputation, customer trust, service credibility, and consumer purchase intention. The questionnaire was pre-tested in a pilot study to refine items for clarity and relevance.

Reliability and Validity

The reliability and validity of the measurement instruments were evaluated using factor analysis, which assessed whether the questionnaire items accurately captured the underlying constructs. Factor loadings above 0.5 were considered acceptable, and constructs with clear factor structures demonstrated both convergent and discriminant validity (Hair *et al.*, 2019) [6].

Data Analysis

Data were analyzed using Structural Equation Modeling (SEM) to test the hypothesized relationships among corporate reputation, customer trust, service credibility, and consumer purchase intention. SEM was chosen because it allows simultaneous examination of multiple relationships and provides robust estimates of direct and indirect effects. Descriptive statistics were first used to summarize the data, followed by confirmatory factor analysis (CFA) to validate the measurement model before testing the structural model.

Results

Demographic Characteristics of Respondents

The study surveyed 500 participants who were active subscribers of Kenya's three major telecommunications providers: Safaricom, Airtel, and Telkom Kenya. Among the respondents, 52% were male while 48% were female, showing a relatively balanced gender distribution. In terms of age, the majority of participants fell between 25 and 34 years, representing 40% of the sample, followed by 35 to 44 years at 30%, 18 to 24 years at 20%, and 45 years and above at 10%. This distribution indicated that young and middle-aged adults formed the bulk of mobile service users, reflecting the active demographic in Kenya's telecom market.

Regarding educational background, most respondents held at least a diploma or university degree, accounting for 60% of the sample. Secondary school graduates represented 30%, while participants with postgraduate qualifications made up 10%. This suggests that the sample largely consisted of individuals with moderate to high levels of education, who

were likely to have informed opinions about service quality and corporate reputation.

In terms of occupation, 35% of respondents were formally employed in the private or public sectors, 25% were self-employed, 20% were students, and 20% fell into other categories, including unemployed or casual workers. The majority of participants reported using mobile services daily for calls, internet access, and mobile money transactions, indicating active engagement with telecom services.

The demographic profile highlighted that the study captured a diverse mix of participants across gender, age, education, and occupation, providing a representative perspective on consumer perceptions and purchase intentions within Kenya’s telecommunications industry.

Descriptive Statistics of Key Constructs

Before testing the hypothesized relationships, descriptive statistics were computed to summarize respondents’ perceptions of corporate reputation, customer trust, perceived service credibility, and consumer purchase intention in Kenya’s telecommunications industry. These statistics provide a preliminary understanding of the data and indicate whether the relationships proposed in the hypotheses are plausible.

Table 1 presents the descriptive statistics for corporate reputation, customer trust, perceived service credibility, and consumer purchase intention in Kenya’s telecommunications industry. The mean scores indicate that respondents generally hold positive views of all the constructs under study. Corporate reputation recorded a mean of 4.12 (SD = 0.68), suggesting that consumers perceive telecom firms as having a strong reputation, which is likely to positively influence their purchase intentions. Customer trust had a mean of 3.95 (SD = 0.72), reflecting moderate to high confidence in the firms, supporting its role as a mediator between corporate reputation and consumer purchase intention. Perceived service credibility showed a mean of 4.08 (SD = 0.65), indicating that consumers generally regard services as reliable and credible, which also positively affects their intention to purchase. The correlation values further support the hypothesized relationships. Corporate reputation correlated 0.61 with consumer purchase intention, customer trust correlated 0.54, and perceived service credibility correlated 0.59. These correlations suggest that all three constructs are positively associated with consumer purchase intention, providing preliminary evidence that the hypothesized effects are plausible.

Table 1: Descriptive Statistics for Corporate Reputation, Customer Trust, Service Credibility, and Consumer Purchase Intention

Construct / Hypothesis	Mean	Standard Deviation	Correlation with CPI*	Interpretation
Corporate Reputation H1	4.12	0.68	0.61	Positive influence on consumer purchase intention
Customer Trust H2	3.95	0.72	0.54	Mediates the relationship between corporate reputation and purchase intention
Perceived Service Credibility H3	4.08	0.65	0.59	Positively associated with consumer purchase intention

Note: *Correlation with CPI = Consumer Purchase Intention

Source: Field Data, 2025

Reliability and Validity Results

The reliability and validity of the measurement instruments were assessed using factor analysis to determine whether the questionnaire items accurately captured the underlying constructs. Items with factor loadings above 0.5 were considered acceptable, indicating that they effectively represented their respective variables. Constructs with well-

defined factor structures demonstrated both convergent and discriminant validity, confirming that the measures were appropriate for testing the study hypotheses (Hair *et al.*, 2019) [6]. Cronbach’s alpha was also used to assess internal consistency, with values above 0.7 considered reliable. The results for the three main hypotheses are summarized in the table 2 below:

Table 2: Reliability and Validity of Constructs for Hypotheses Testing

Hypothesis	Construct	Number of Items	Factor Loadings	Cronbach’s Alpha	Validity Assessment
H1	Corporate Reputation → Consumer Purchase Intention	5	0.62 – 0.84	0.81	Valid
H2	Customer Trust (Mediator)	4	0.65 – 0.83	0.79	Valid
H3	Perceived Service Credibility → Consumer Purchase Intention	4	0.60 – 0.82	0.77	Valid

Source: Field Data, 2025

Structural Equation Modeling (SEM) Results

The study employed Structural Equation Modeling (SEM) to test the hypothesized relationships among corporate reputation, customer trust, service credibility, and consumer purchase intention in Kenya’s telecommunications industry. SEM allowed for the simultaneous examination of multiple relationships and the assessment of both direct and indirect effects. Model fit indices were first evaluated to ensure that the measurement and structural models were acceptable, and all constructs met the recommended thresholds for validity and reliability.

H1: Corporate Reputation and Consumer Purchase Intention

The analysis revealed that corporate reputation had a significant positive effect on consumer purchase intention, with a standardized estimate (β) of 0.52, a t-value of 7.85, and a p-value less than 0.001. This indicates that as consumers perceive a telecom company to have a stronger reputation, their likelihood of purchasing or continuing to use its services increases. The finding supports H1 and confirms that corporate reputation is a key driver of consumer decision-making in Kenya’s telecommunications industry.

H2: The Mediating Role of Customer Trust

For H2, customer trust was found to significantly mediate the relationship between corporate reputation and consumer purchase intention. The standardized estimate (β) was 0.41, with a t-value of 6.42 and a *p*-value less than 0.001. This suggests that a reputable telecom company builds trust among its customers, which in turn enhances their intention to subscribe to or continue using its services. The result confirms the mediating role of trust and supports H2.

H3: Perceived Service Credibility and Consumer Purchase Intention

The results for H3 showed that perceived service credibility positively influenced consumer purchase intention, with a standardized estimate (β) of 0.47, a t-value of 7.12, and a *p*-value below 0.001. This demonstrates that when consumers perceive a telecom provider as credible and reliable, they are more likely to choose its services. H3 is therefore supported, highlighting the importance of service credibility alongside corporate reputation in shaping purchase intentions. The results of the hypothesis testing are summarized in the table 3 below.

Table 3: SEM Results for Hypotheses Testing

Hypothesis	Path	Standardized Estimate (β)	t-Value	p-Value	Results
H1	Corporate Reputation → Consumer Purchase Intention	0.52	7.85	<0.001	Supported
H2	Corporate Reputation → Customer Trust → Consumer Purchase Intention	0.41	6.42	<0.001	Supported
H3	Perceived Service Credibility → Consumer Purchase Intention	0.47	7.12	<0.001	Supported

Source: Field Data, 2025

Result Discussions

H1: Corporate Reputation and Consumer Purchase Intention

The analysis showed that corporate reputation had a significant positive effect on consumer purchase intention, with a standardized estimate (β) of 0.52, a t-value of 7.85, and a *p*-value less than 0.001. This indicates that as consumers perceive a telecom company to have a stronger reputation, they are more likely to purchase or continue using its services. The finding supports H1 and confirms that corporate reputation is a critical driver of consumer decision-making in Kenya’s telecommunications industry. This result aligns with prior studies in other contexts. In the USA, Walsh *et al.* (2020) [17] found that strong corporate reputation positively influenced customer loyalty and purchase intention in service firms. Similarly, in Canada, Buil *et al.* (2020) [3] reported that companies with favorable reputations experienced higher consumer engagement and repeat purchases. Studies in Panama also highlighted that telecom companies with strong public images had higher subscription rates (García & López, 2019) [5], while in Australia, Aydin and Özer (2019) [2] found that corporate reputation was a major determinant of service adoption and consumer preference. These findings support the Signaling Theory, which posits that corporate reputation acts as a signal to consumers, reducing uncertainty about service quality and fostering confidence in purchase decisions.

H2: The Mediating Role of Customer Trust

For H2, customer trust significantly mediated the relationship between corporate reputation and consumer purchase intention, with a standardized estimate (β) of 0.41, a t-value of 6.42, and a *p*-value less than 0.001. This suggests that a reputable telecom company builds trust among its customers, which in turn strengthens their intention to subscribe to or continue using its services. The result confirms the mediating role of trust and supports H2. This finding is consistent with studies conducted in Japan, where Kaur and Soch (2021) [7] reported that customer trust strengthened the effect of corporate reputation on behavioral intentions. In Korea, Lee and Park (2020) [8] found that trust mediated the reputation-purchase intention relationship in mobile service providers. Similarly, research in Finland showed that telecom customers with high trust in a company

were more likely to remain loyal (Virtanen *et al.*, 2019) [16], while studies in Singapore also emphasized that trust is a critical pathway through which corporate reputation influences consumer decisions (Tan & Lim, 2020) [15]. These observations are grounded in Trust Theory, which argues that trust reduces perceived risk and uncertainty in consumer–firm relationships, enabling reputation to translate into stronger purchase intention.

H3: Perceived Service Credibility and Consumer Purchase Intention

The results for H3 indicated that perceived service credibility positively influenced consumer purchase intention, with a standardized estimate (β) of 0.47, a t-value of 7.12, and a *p*-value below 0.001. This demonstrates that when consumers perceive a telecom provider as credible and reliable, they are more likely to choose its services. H3 is therefore supported, highlighting the importance of service credibility alongside corporate reputation in shaping purchase intentions. Prior studies reinforce this finding. In the USA and UK, research by Buil *et al.* (2020) [3] and Walsh *et al.* (2020) [17] showed that perceived credibility of service providers increased customer confidence and purchase behavior. Similarly, in France and Italy, studies demonstrated that consumers are more willing to engage with firms they perceive as competent and trustworthy (Loureiro *et al.*, 2019; Romano & Bianco, 2020) [9, 13]. In Germany, credible service delivery was found to significantly enhance intention to purchase telecom services (Müller & Schneider, 2021) [12]. These results are in line with the Theory of Planned Behavior, which posits that behavioral intentions are shaped by beliefs and attitudes; credible service strengthens positive beliefs and favorable attitudes, thereby increasing the likelihood of purchase.

Implications of the Study

The study provides valuable insights into how corporate reputation, customer trust, and service credibility shape consumer purchase intentions in Kenya’s telecommunications industry. The findings not only reinforce existing theoretical frameworks but also offer practical guidance for managers, policymakers, and future researchers aiming to enhance service adoption and customer loyalty in competitive markets.

Theoretical Implications

The results contribute to theory by demonstrating the applicability of the Signaling Theory, Trust Theory, and Theory of Planned Behavior in the context of Kenya's telecom sector. By confirming that corporate reputation, trust, and perceived service credibility significantly influence purchase intentions, the study extends prior research from developed countries to an emerging market context. This underscores the universal relevance of these constructs in understanding consumer behavior and supports their integration into future studies on service marketing.

Managerial Implications

For managers, the findings emphasize the importance of cultivating a strong corporate reputation through consistent service delivery, ethical conduct, and community engagement. Strengthening customer trust is critical, as it mediates the relationship between reputation and purchase intention, highlighting the need for transparent communication, reliability, and customer-focused policies. Ensuring service credibility through dependable networks, accurate information, and prompt problem resolution can further boost customer confidence and loyalty, ultimately supporting business growth in a highly competitive industry.

Policy Implications

The study provides guidance for policymakers and regulators in Kenya's telecommunications sector. Establishing and enforcing standards for service reliability, ethical operations, and consumer protection can enhance public trust and confidence in telecom providers. Encouraging corporate social responsibility initiatives can improve the overall image of the industry, while regulatory frameworks that promote transparency and fairness can strengthen market stability and consumer satisfaction.

Recommendations

Based on the findings of this study, several recommendations are proposed to enhance consumer purchase intentions in Kenya's telecommunications industry. These suggestions are aimed at helping telecom firms, policymakers, and stakeholders strengthen reputation, build trust, and improve service credibility.

- 1. Strengthening Corporate Reputation:** Telecom companies should focus on maintaining a strong and positive corporate reputation by delivering consistent, high-quality services and engaging in ethical business practices. Regular customer feedback mechanisms, transparent communication, and visible corporate social responsibility initiatives can enhance public perception and make the company more attractive to potential subscribers.
- 2. Enhancing Customer Trust:** Since customer trust was found to mediate the relationship between corporate reputation and purchase intention, firms should prioritize trust-building strategies. These include reliable service delivery, prompt resolution of customer complaints, transparent pricing, and consistent communication. By fostering trust, companies can increase customer loyalty and encourage repeat usage of services.

- 3. Improving Service Credibility:** Telecom providers should ensure that their services are credible and dependable. This can be achieved through accurate information dissemination, consistent network performance, and efficient problem-solving processes. Promoting transparency in service offerings and demonstrating competence in addressing customer needs will strengthen credibility and influence consumer purchase decisions positively.
- 4. Policy and Regulatory Recommendations:** Regulatory bodies should encourage industry standards that promote service reliability, ethical conduct, and consumer protection. Policies supporting corporate social responsibility and transparent business practices can enhance consumer confidence and create a competitive yet fair environment in the telecommunications sector.

Recommendations for Future Research

Future research could explore additional factors that influence consumer purchase intention, such as brand loyalty, digital engagement, or social influence. Comparative studies across different East African countries or longitudinal research could provide further insights into how corporate reputation, trust, and service credibility shape long-term consumer behavior.

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