2025

BRAND TRUST REPORT

Trust Dynamics in Kenya

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Executive Summary

In the spirit of Africa defining its identity—through its people, its lands, and the resources and services it offers—questions of branding and trust have never been more critical. Branding transcends mere logos or slogans; it is the art of crafting a unique identity that distinguishes a product, service, organization, or nation, fostering recognition, loyalty, and pride. Effective branding shapes perceptions, influences decisions, and drives sustainable success. For Africa, a continent long burdened by colonial stereotypes of primitivism and conflict, rebranding is not just a marketing exercise but a transformative act of reclaiming authenticity and global respect.

Historically, Africa's branding narrative has been complex, with ancient practices of property markings and product differentiation predating European contact. Yet, centuries of exploitation and skewed storytelling have entrenched negative perceptions, overshadowing remarkable strides in governance, infrastructure, and economic growth. Today, as Africa seeks to redefine its global image, country branding emerges as a powerful tool to elevate companies, citizens, and cultures—commanding respect, attracting investment, and fostering internal pride.

The Glass House PR Brands Trust Report 2025 examines how trust shapes branding and service engagement in Kenya, a vibrant hub of Africa's economic and cultural evolution. Drawing from a comprehensive survey on the general public respondents and Kenyan organizations across sectors like consultancy, banking, education, and FMCG, the report offers a dual lens into consumer perceptions and corporate strategies.

From the public perspective, trust in government services hinges on transparency, efficiency, and lived experiences. Transportation (28.69%), education (21.41%), and healthcare (21.12%) are the most interacted-with services, yet trust varies starkly—education and transportation enjoy high confidence (46.2% and 47.3% high trust, respectively), while security (26.1% low trust) and taxation (28.2% low trust) face significant skepticism. Digital platforms like eCitizen, with middling trust (32.5% at score 5), underscore the need for enhanced usability and security.

From the business perspective, trust is a strategic cornerstone, with 72.7% of organizations rating it "extremely important" (score 10). Quality (81.1%), customer service (66.7%), and ethical practices (45.5%) are paramount drivers, with firms relying on loyalty metrics (84.4%) and customer feedback (75%) to gauge trust. However, one in three organizations faced a trust crisis in the past five years, primarily due to service (45.5%) or product failures (36.4%), highlighting the fragility of consumer confidence.

Executive Summary

The report paints a vivid picture of a Kenyan market where trust is both highly valued and precarious, driven by practical experiences rather than marketing or CSR. Safaricom's dominance (87.2% mention rate) exemplifies how seamless integration into daily life can forge near-unassailable trust, but it also raises questions about competition and innovation in sectors like telecommunications. Government services reveal a disconnect: visible infrastructure gains in transportation contrast with persistent issues in security and taxation, threatening broader civic confidence.

As Africa rewrites its global narrative, trust emerges as the currency of brand success, demanding authenticity, consistency, and human-centered values to build loyalty and reshape perceptions.

Mary Njoki
Founder & CEO, Glass House PR

Ethical Branding in Kenya's Future

By The Blue Company

Kenya stands at a pivotal moment where the credibility of brands is increasingly tied to their ethical conduct. In an age of heightened transparency, digital connectivity, and socially conscious consumers, businesses can no longer rely solely on the quality of their products or services. The values they uphold and how consistently they live by them define their reputation and trustworthiness.

At The Blue Company, we believe that ethical branding is the new frontier of competitive advantage. Companies that embed integrity, transparency, and accountability into their DNA not only earn public trust but also create sustainable business value.
Ethical branding ensures that promises made to stakeholders are backed by consistent, principled action whether in supply chains, employee relations, governance, or community engagement.

The future of branding in Kenya will be shaped by three key shifts:

- **Trust is currency.** Consumers, investors, and partners increasingly reward companies that stand for something greater than profit.
- **Reputation is earned, not bought.** No marketing campaign can repair the damage of unethical conduct.
- **Ethics drive growth.** Companies that embrace transparency are gaining access to capital, talent, and markets previously out of reach.

For Kenyan companies, embracing ethical branding is not simply about avoiding reputational risk; it is about securing long-term growth, nurturing loyalty, and positioning the nation as a hub of trusted business.

The Blue Company remains committed to supporting organizations on this journey by helping businesses "Go Blue" by embedding integrity at the core of their identity. The future of Kenya's economy depends on it.

By The Blue Company

Key Findings

Trust Dynamics in Kenya

Key Findings: Trust Dynamics in Kenya

1. Millennial and Gen Z-driven perspective : A Youthful, Urban Consumer Base Shapes Trust Expectations

The survey's respondent base mirrors Kenya's demographic reality: a youthful, educated population grappling with economic constraints. Most participants are aged 25–34, with those under 44 making up roughly 85% of the sample, reflecting a millennial and Gen Z-driven perspective. Gender balance is nearly even, with 50.7% female and 49.3% male, ensuring diverse voices. Education levels are high, with 38.3% holding bachelor's degrees and 28.9% diplomas, yet income disparities are stark—over half earn below KES 30,000 monthly, and 11.6% prefer not to disclose earnings. Nairobi dominates as the geographic hub, hosting 57.7% of respondents, though regions like Western Kenya and Rift Valley contribute smaller shares. Occupations span self-employment (25.7%), formal and informal sectors (around 44% combined), and students (21.1%), with 16.4% unemployed. This demographic suggests brands must cater to aspirational, digitally fluent youth who prioritize affordability and accessibility, particularly in urban centers where economic pressures shape trust.

2. Service Sectors Lead Engagement, Technology Tops Trust

Consumer engagement with industries highlights the centrality of service-oriented sectors in daily life. Telecommunications leads with 44.7% interaction, driven by mobile money platforms like M-Pesa, followed by retail and consumer goods at 41.4% and banking at 32%. Emerging sectors like technology (31.6%), healthcare (24.4%), and education (24.2%) reflect a population embracing innovation and essential services, while agriculture (15.6%) and energy (9%) see lower engagement, possibly due to structural barriers. Trust ratings, however, tell a nuanced story: technology commands the highest confidence at 62.6%, followed by tourism and hospitality (61.7%) and agriculture (58.5%), suggesting that innovation and cultural resonance foster goodwill. Energy and utilities, with only 50.9% high trust, lag behind, hinting at public frustration with infrastructure reliability. Across industries, trust hinges on three pillars: quality (75.9%), customer service (61.9%), and transparency (61.9%). Secondary factors like brand reputation (34.6%) and innovation (22.8%) matter, but corporate social responsibility (13.2%) and media coverage (11.5%) carry less weight. This pragmatic consumer mindset underscores a preference for direct experiences over abstract promises, offering a roadmap for brands to prioritize reliability and openness.

Key Findings: Trust Dynamics in Kenya

3. Top 10 Most Trusted Brands

1	Telecommunication	Safaricom	87%
2	Personal Hygiene	Colgate	38%
3	Telecommunication	airtel	24.5%
4	Banks	EQUITY	19.5%
5	Transportation	Bolt	19%
6	Beverage	KETEPA	17.3%
7	Food	SOKO	15.8%
8	Transportation	Uber	14.3%
9	Banks	KCB BANK	13.5%
10	Food	EXE	10.3%

Survey responses identifying brands used daily, the top 10 most trusted brands underscore the centrality of telecommunications, personal hygiene, banking, transportation, and food and beverage sectors in shaping consumer trust and engagement. Safaricom leads overwhelmingly, mentioned in 87.2% of responses, reflecting its unparalleled role in telecommunications through services like M-Pesa, mobile data, and calls, cementing its status as a cornerstone of Kenyan daily life. Colgate follows with 38.5% of mentions, dominating personal hygiene as the go-to brand for toothpaste, highlighting the critical role of essential hygiene products. Airtel, with 24.5% of mentions, emerges as a strong telecommunications competitor, particularly for data services, signaling growing market diversity. In banking, Equity (19.5%) and KCB (13.5%) stand out for their accessibility and robust digital platforms, reinforcing trust in financial services. Transportation is marked by urban reliance on ride-hailing, with Bolt (19.0%) and Uber (14.3%) frequently cited, with local matatu Saccos like Super Metro. Food and beverage sectors feature local staples, with Ketepa (17.3%, tea), Soko (15.8%, flour), and Exe (10.3%, flour) reflecting cultural resonance alongside global players like Coca-Cola

4. Local Brands Edge Out International, But Experience Rules

The question of local versus international brands reveals a divided yet pragmatic consumer base. A plurality (42.5%) favors local brands for their cultural resonance, while 32.5% prefer international ones for perceived quality or prestige. Notably, 18.75% distrust both, and 6.25% base trust on specific experiences rather than origin. This fluidity offers opportunities for Kenyan local brands to strengthen cultural ties while challenging multinationals to localize effectively, especially as social media and peer influence shape perceptions.

5. Government Services: Infrastructure Gains, Security and Taxation Lag

Government services, viewed as a **"brand,"** expose a mixed public perception shaped by efficiency and accessibility. Transportation services, such as public roads and railways, lead interactions at 28.69%, followed closely by education (21.41%) and healthcare (21.12%). Trust is highest in transportation and education, with around 47% rating them highly, reflecting investments in infrastructure like the Standard Gauge Railway and public schools. However, security (26.1% low trust) and revenue/taxation services (28.2% low) face skepticism, tied to concerns about corruption (9%) and fairness. Digital platforms like eCitizen score moderately, with 32.5% at a neutral 5/10, indicating potential in govtech but challenges in reliability and usability. Key trust drivers—efficiency (24.64%), transparency (23.46%), and accessibility (20.26%)—mirror private sector priorities, suggesting that public-private partnerships could bridge trust gaps. With 87.75% of respondents deeming trust extremely or very important in decision-making, persistent distrust risks civic disengagement, particularly in underserved regions.

6. Regional Aspirations: Kenya Competes with Tanzania and Rwanda

Regionally, Kenya's brand as a nation competes with its East African neighbors. Tanzania (35.25%) and Rwanda (31.5%) emerge as preferred alternatives to live in, driven by perceptions of low corruption (15%), affordable living (14.5%), and economic stability (14%). Safety and culture also matter, reflecting a desire for secure, relatable environments. In contrast, Kenyans pinpoint corruption (28.75%), cost of living (23%), and healthcare (21.25%) as areas for national improvement, signaling frustration with governance and economic pressures. Yet, optimism persists: 52% believe brand trust has improved over five years, and 47.25% see service trust rising, driven by personal experiences (31.18%) and peer recommendations (26.26%). Online reviews (20.98%) underscore digital influence, offering a channel for brands to amplify credibility.

7. Corporate Trust Strategies: Consistency and Engagement Lead

From the corporate perspective, trust is a strategic cornerstone. Participating organizations, led by consultancy (17.6%) and banking/education (11.8% each), predominantly serve B2C markets (87.9%) and operate in Nairobi (69.7%). A resounding 72.7% rate trust as extremely important (10/10), prioritizing quality (81.1%), customer service (66.7%), and ethical practices (45.5%). Trust is measured through loyalty/retention (84.4%) and surveys (75%), with quarterly or monthly assessments common (57.6% combined), though 18.2% never evaluate trust—a potential oversight. One-third faced trust crises in the past five years, primarily from service failures (45.5%), and recovered by enhancing service (73.7%) and quality (68.4%). Benchmarks like Safaricom and Apple inspire, with strategies emphasizing consistency (93.8%) and internal training (84.4%). Feedback channels prioritize customer interactions (81.1%) and reviews/surveys (59%), while websites (72.7%) and social media (69.7%) are key trust platforms. Self-rated trust is high, with 33.3% at 8/10, and suggested improvements focus on engagement, quality, and digital visibility.

Conclusion: Trust is Kenya's Competitive Edge

The question of local versus international brands reveals a divided yet pragmatic consumer base. A plurality (42.5%) favors local brands for their cultural resonance, while 32.5% prefer international ones for perceived quality or prestige. Notably, 18.75% distrust both, and 6.25% base trust on specific experiences rather than origin. This fluidity offers opportunities for Kenyan local brands to strengthen cultural ties while challenging multinationals to localize effectively, especially as social media and peer influence shape perceptions.

Top Brands by Sector

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TELECOMMUNICATION

- High due to dominance of mobile services; often listed first in responses, indicating centrality in daily life.

1. Safaricom — Dominant for mobile, M-Pesa, and data
2. airtel — Common alternative for bundles/data
3. Telkom — Minor mentions
4. Faiba Mobile — For internet
5. poa! internet — Emerging home internet provider
6. JTL — Rare
7. zuku — TV/internet

BANKING

- Includes finance-related mentions; mobile banking (e.g., M-Pesa) boosts this, tied to telecom.

1. EQUITY — Top for everyday banking and loans (e.g., M-Shwari)
2. KCB BANK — Strong in personal and business accounts.
3. absa — Frequent for cards/PDQs.
4. NCBA — Includes Loop mentions.
5. CO-OPERATIVE BANK — Popular for sacco-style services.
6. I&M Bank — Mid-tier mentions.
7. Standard Chartered — For premium banking.
8. Stanbic Bank — Corporate focus
9. DTB Diamond Trust Bank — Occasional
10. Family Bank — Local appeal

Top Brands by Sector

FOOD

- Most frequently mentioned sector, often alongside staples like flour, milk, and bread. Reflects daily essentials in Kenyan households.

1	Flour brand, staple for ugali/maize meals
2	Another popular flour.
3	Maize/wheat flour.
4	Flour and rice.
5	Flour variant.
6	Bread
7	Milk/dairy
8	Bread
9	Sugar (includes "mumias sugar").
10	Sugar and flour

BEVERAGE

- Tea, soda, and soft drinks are staples; often bundled with food mentions.

1	Generic but often implies Coca-Cola products.
2	Tea leaves, daily staple.
3	Includes "cocacola", "coca cola", "coke".
4	Coffee/drinking chocolate.
5	Soft drink.
6	Juices
7	Tea
8	Soft drink alternative.
9	Soft drink.
10	Tea

TRANSPORTATION

- Ride-hailing apps lead, with public transport (e.g., matatus) also prominent in urban contexts.

1	Ride-hailing leader
2	Close competitor.
3	Local app.
4	 Matatu
5	Emerging ride app.
6	Bus service
7	 Motorcycle taxis.
8	Cabs/buses.
9	Long-distance buses.
10	Bus service

Top Brands by Sector

PERSONAL HYGIENE

- Common for basic care items; toothpaste and soaps dominate, suggesting routine purchases.

1 Colgate Toothpaste dominates	2 USHINDI Soap/detergent.	3 Pepsodent Toothpaste alternative.	4 MENENGAI "the heart of good living" Soap	5 OMO Detergent
6 Sunlight Detergent/soap.	7 closeup Toothpaste	8 Geisha Soap	9 Dettol Includes "detol", "dettoh".	10 NIVEA Lotion/roll-on.

HOUSEHOLD PRODUCTS (INCLUDING ELECTRONICS)

- Covers electronics and cleaning; tech brands like phones/TVs are key, showing growing consumer electronics use.

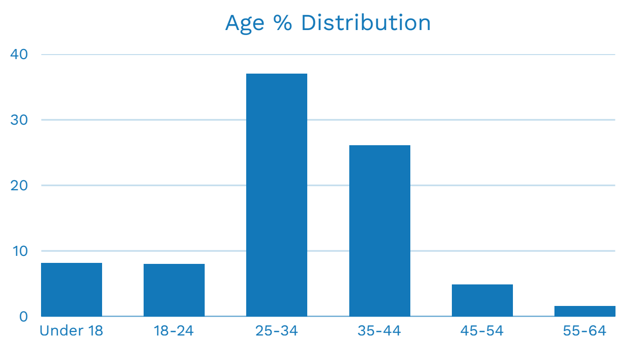
1 SAMSUNG Phones/TVs (includes "samsang", "samsamg").	2 VITRON Appliances/TVs.	3 LG Electronics/microwaves.	4 SAYONAPPS Iron boxes/appliances.	5 Ramtons "Ideas for easy living" Appliances
6 Hisense TVs	7 SONY Electronics	8 Hotpoint APPLIANCES LTD Appliances	9 Infinix "The Future is Now!" Phones	10 TECNO Mobile Phones

General Public Demographics

General Public Demographics

To understand the landscape of brand trust in Kenya, it is crucial to consider the backgrounds and lived experiences of the individuals who informed this report. Demographic insights provide context for interpreting perceptions, preferences, and trust behaviors. This section outlines key attributes of the general public respondents, spanning age, gender, education, income, region, and occupation. These diverse perspectives help illuminate the broader socio-economic and cultural factors shaping trust in brands, institutions, and services across Kenya.

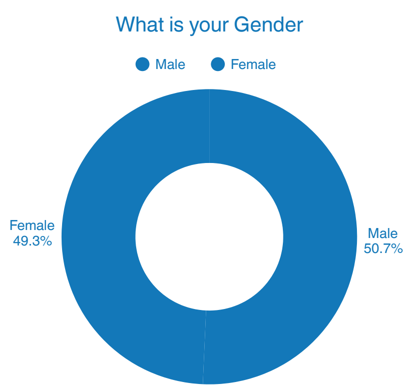
Age



The survey reveals that the 25–34 age group is the most represented, comprising 37.5% of all respondents. The 18–24 (21.6%) and 35–44 (26.1%) groups also account for significant portions. Younger individuals under 18 make up 8.1%, while older demographics 45–54 (4.85%) and 55–64 (1.6%) are less represented. This highlights a largely youth-driven participant base.

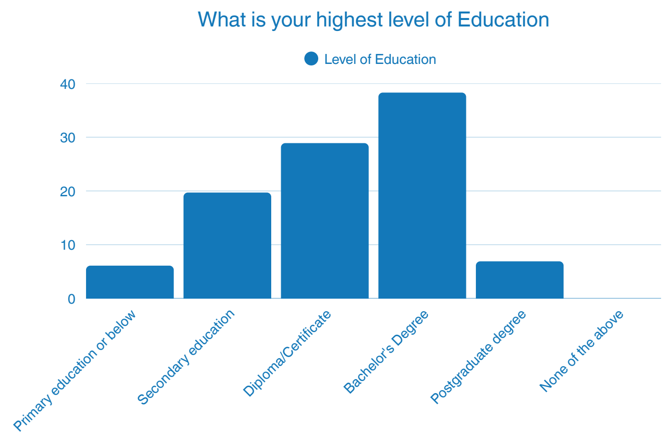
Gender

The survey results indicate a nearly balanced gender representation, with 50.7% of respondents identifying as female and 49.3% as male. This suggests an equitable participation rate between genders, ensuring diverse perspectives in the collected data



General Public Demographics

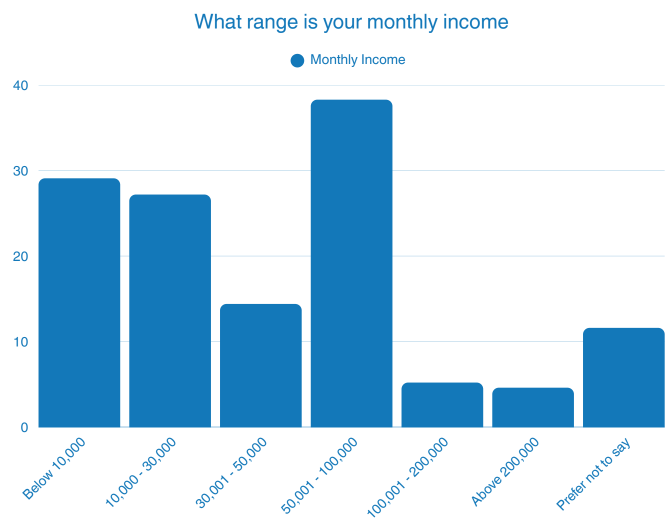
Education



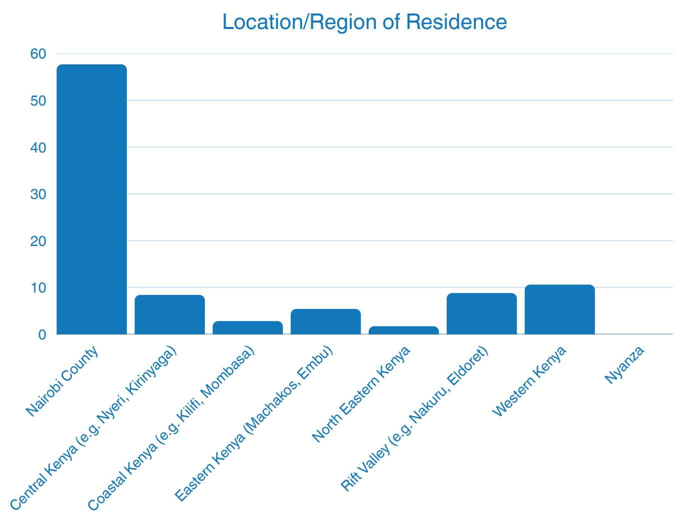
The largest group of respondents (38.3%) hold a bachelor's degree, making it the most common educational qualification. Additionally, 28.9% have completed a diploma or certificate, while 19.7% possess secondary school qualifications. A smaller portion, 6.9%, have attained postgraduate education, and 6.1% have primary-level qualifications, highlighting a diverse range of educational backgrounds among participants.

Monthly Income

Income diversity is evident in the data. A significant portion (29.1%) earn below KES 10,000, with 27.2% in the KES 10,000–30,000 range. Middle-income brackets include KES 30,000–50,000 (14.4%), while 5.2% earn KES 100,000–200,000, and 4.6% earn above KES 200,000. Notably, 11.6% chose not to disclose their income, reflecting a degree of financial privacy among participants.



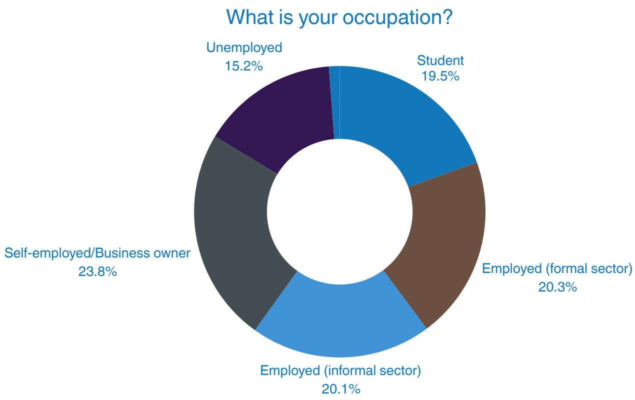
Location



A majority of respondents (57.7%) hail from Nairobi, underscoring its dominance as a socio-economic hub. Other represented regions include Western Kenya (10.6%), Rift Valley (8.8%), Central Kenya (8.4%), Eastern (5.4%), and Coastal Kenya (2.8%). Smaller proportions are from North Eastern (1.7%), the rest of Africa (0.3%), and global residents (0.5%), indicating a predominantly Kenya-based but geographically varied respondent base.

General Public Demographics

Occupation



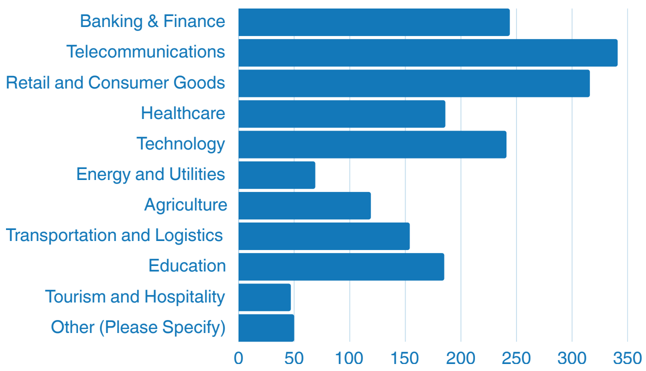
Respondents span various economic activities: 25.7% are self-employed or run businesses, 22% work in the formal sector, and 21.7% in the informal sector. Students account for 21.1%, while 16.4% are unemployed. A marginal 1.3% fall under "other," representing unique or unconventional career paths.

Popular Industries and Sectors in Kenya

Popular Industries and Sectors in Kenya

Kenya's economic landscape is defined by a diverse mix of industries that shape consumer behavior, employment trends, and brand trust dynamics. This section explores which sectors the public engages with most frequently, followed by a closer examination of how each industry is perceived in terms of trust. From telecommunications to agriculture, the findings offer insights into both consumer interaction patterns and the levels of confidence people place in various sectors.

Industry Engagement Patterns



The survey reveals that Kenyans interact with a broad spectrum of industries, reflecting the country's dynamic economic landscape. Telecommunications (44.7%), retail and consumer goods (41.4%), and banking and finance (32%) are the most frequently engaged sectors, indicating their central role in daily life and economic activity. Emerging and essential sectors such as technology (31.6%), healthcare (24.4%), and education (24.2%) also register significant engagement, pointing to a population increasingly oriented toward innovation, well-being, and learning.

Lower levels of interaction were observed in transportation and logistics (20.2%), agriculture (15.6%), and energy and utilities (9%), while tourism and hospitality (6.2%) and other industries (6.6%) saw the least engagement. This distribution highlights both the prominence of service-based sectors and the underutilization or limited exposure to certain traditional and infrastructure-related industries.

Popular Industries and Sectors in Kenya

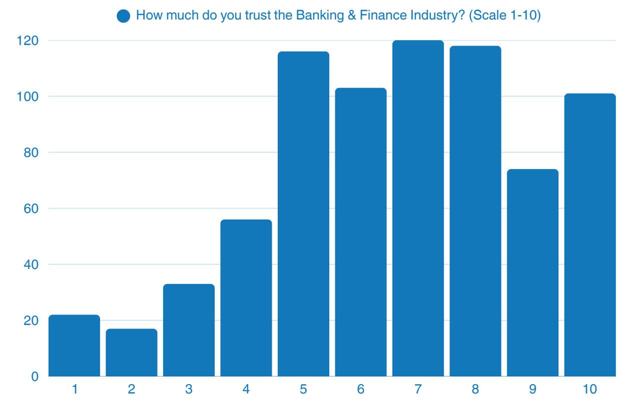
Trust Ratings Across Key Industries

Each industry was evaluated on a Likert scale (1–10), with 10 indicating the highest trust. The summaries below highlight the distribution of public trust across sectors:

Industry	High Trust (7-10)	Neutral (4-6)	Low Trust (1-3)	Key Insights
Banking & Finance	54.3%	36.3%	9.4%	Strong upper trust ratings, though mid-level neutrality is significant
Telecommunications	53.3%	37.7%	8.9%	Generally trusted with minimal skepticism
Retail & Consumer Goods	52.1%	40.1%	7.9%	Balanced trust, with high service-based confidence
Technology	62.6%	33.7%	6.2%	One of the most trusted sectors overall
Energy & Utilities	50.9%	38.8%	10.3%	Trust levels are moderate but slightly polarized
Agriculture	58.5%	35.4%	6.2%	High trust relative to interaction rate
Transportation & Logistics	56.7%	37.3%	6.0%	Strong confidence, especially in public mobility access
Education	55.0%	37.3%	10.1%	Trusted, but some skepticism around access or quality
Tourism & Hospitality	61.7%	22.7%	5.4%	One of the most trusted but least engaged industries

Popular Industries and Sectors in Kenya

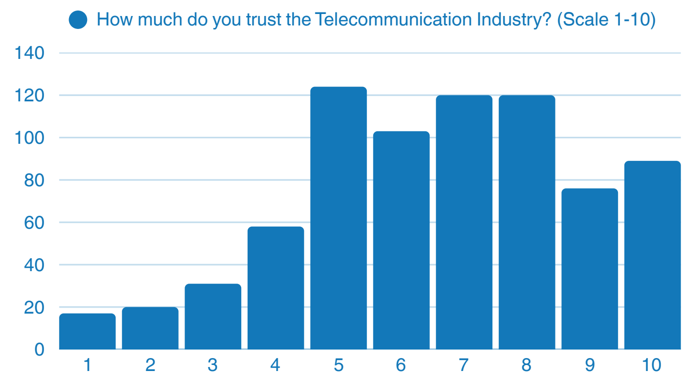
Banking & Finance Industry Trust Score



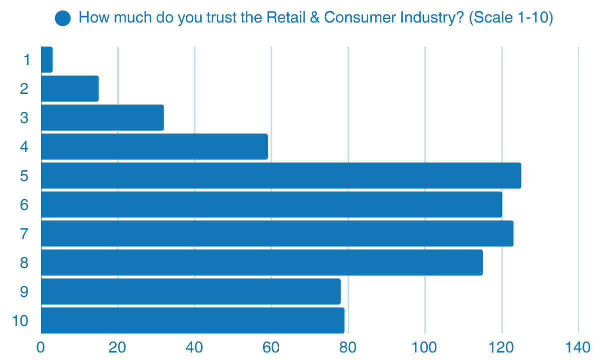
Analysis for trust in the Banking and Finance industry shows a varied distribution of responses. The highest trust ratings are observed at 7 (15.8%), 8 (15.5%), 9 (9.7%), and 10 (13.3%), indicating a significant portion of respondents express strong confidence in the sector. Conversely, lower trust ratings are seen at 1 (2.9%), 2 (2.2%), and 3 (4.3%), showing a smaller group of skeptics. The middle ratings of 4 (7.4%), 5 (15.3%), and 6 (13.6%) suggest a balanced mix of neutral trust levels

Telecommunication Industry Trust Score

Analysis for trust in the Communication Industry shows a broad distribution of responses. The highest trust ratings are at 7 (15.8%), 8 (15.8%), 9 (10%), and 10 (11.7%), indicating a significant portion of respondents expressing strong confidence in the sector. Conversely, lower trust levels are seen at 1 (2.2%), 2 (2.6%), and 3 (4.1%), suggesting a minority of skepticism. The mid-range ratings of 4 (7.7%), 5 (16.4%), and 6 (13.6%) show balanced sentiment, reflecting a mix of neutral to moderate trust levels



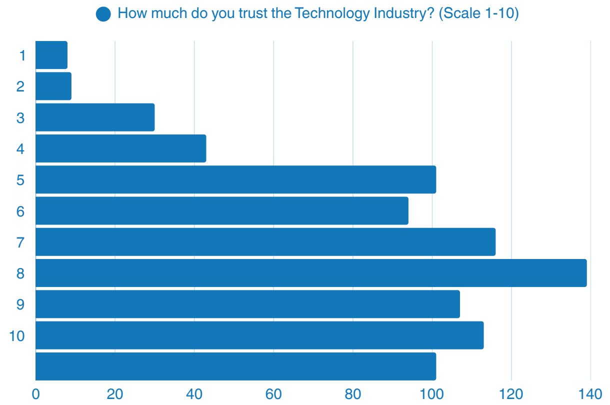
Retail & Consumer Goods Industry Trust Score



Analysis for trust in the Retail and Consumer Goods industry shows a broad range of responses. The highest trust ratings are observed at 7 (16.2%), 8 (15.2%), 9 (10.3%), and 10 (10.4%), indicating a significant portion of respondents expressing strong confidence in the sector. Conversely, lower trust levels are seen at 1 (1.7%), 2 (2%), and 3 (4.2%), suggesting a smaller group of skeptics. The mid-range ratings of 4 (7.8%), 5 (16.5%), and 6 (15.8%) reflect a balanced mix of neutral to moderate trust levels

Popular Industries and Sectors in Kenya

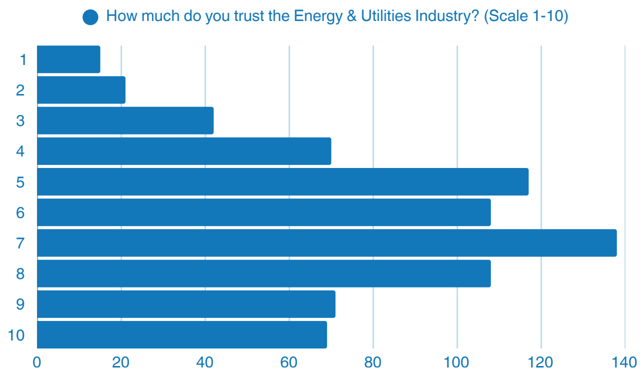
Technology Industry Trust Score



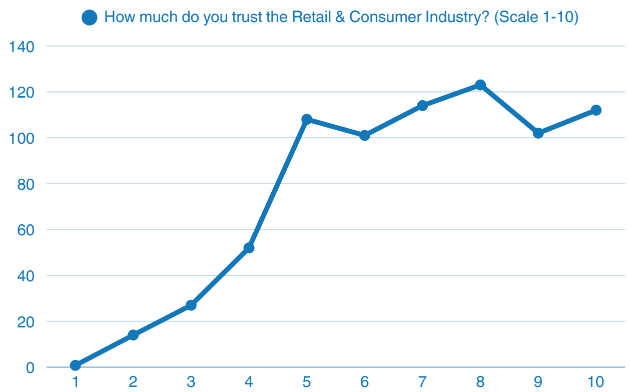
Analysis for trust in the Technology Industry shows a strong distribution of responses. The highest trust ratings are observed at 8 (18.3%), 9 (14.1%), and 10 (14.9%), indicating a significant portion of respondents expressing strong confidence in the sector. Conversely, lower trust levels are seen at 1 (1.1%), 2 (1.2%), and 3 (3.9%), suggesting minimal skepticism. The mid-range ratings of 4 (5.7%), 5 (13.3%), 6 (12.4%), and 7 (15.3%) reflect a balanced mix of neutral to moderate trust levels.

Energy and Utilities Industry Trust Score

Analysis for trust in the Energy and Utilities industry shows a diverse range of responses. The highest trust ratings are observed at 7 (18.2%), 8 (14.2%), 9 (9.4%), and 10 (9.1%), indicating a significant portion of respondents expressing strong confidence in the sector. Conversely, lower trust levels are seen at 1 (2%), 2 (2.8%), and 3 (5.5%), suggesting a smaller group of skeptics. The mid-range ratings of 4 (9.2%), 5 (15.4%), and 6 (14.2%) reflect a balanced mix of neutral to moderate trust levels



Agriculture Industry Trust Score

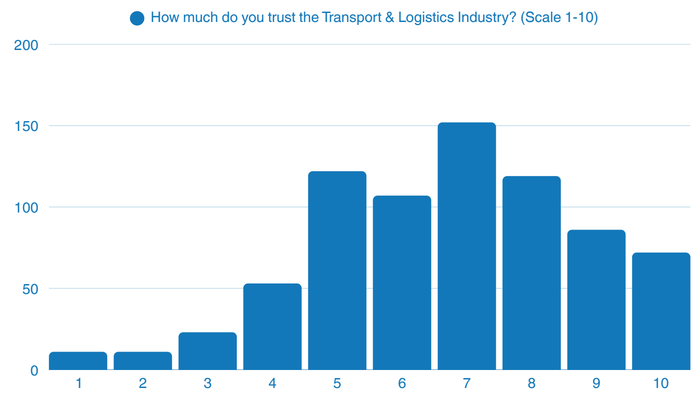


Analysis for trust in the Agriculture Industry shows a broad distribution of responses. The highest trust ratings are observed at 8 (16.2%), 9 (13.4%), and 10 (14.8%), indicating a significant portion of respondents expressing strong confidence in the sector. Conversely, lower trust levels are seen at 1 (0.8%), 2 (1.8%), and 3 (3.6%), suggesting minimal skepticism. The mid-range ratings of 4 (6.9%), 5 (14.2%), 6 (13.3%), and 7 (15%) reflect a balanced mix of neutral to moderate trust levels.

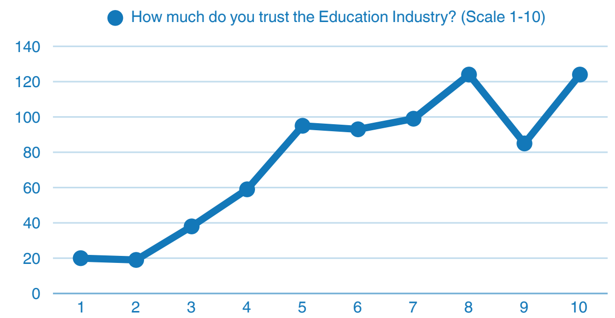
Popular Industries and Sectors in Kenya

Transportation and Logistics Trust Score

Analysis for trust in the Transportation and Logistics industry shows a broad range of responses. The highest trust ratings are observed at 7 (20.1%), 8 (15.7%), 9 (11.4%), and 10 (9.5%), indicating a significant portion of respondents expressing strong confidence in the sector. Conversely, lower trust levels are seen at 1 (1.5%), 2 (1.5%), and 3 (3%), suggesting minimal skepticism. The mid-range ratings of 4 (7%), 5 (16.1%), and 6 (14.2%) reflect a balanced mix of neutral to moderate trust levels



Education Industry Trust Score



Analysis for trust in the Education Industry shows a broad range of responses. The highest trust ratings are observed at 8 (16.4%), 9 (11.2%), and 10 (16.4%), indicating a significant portion of respondents expressing strong confidence in the sector. Conversely, lower trust levels are seen at 1 (2.6%), 2 (2.5%), and 3 (5%), suggesting a smaller group of skeptics. The mid-range ratings of 4 (7.8%), 5 (12.6%), 6 (12.3%), and 7 (13.1%) reflect a balanced mix of neutral to moderate trust levels.

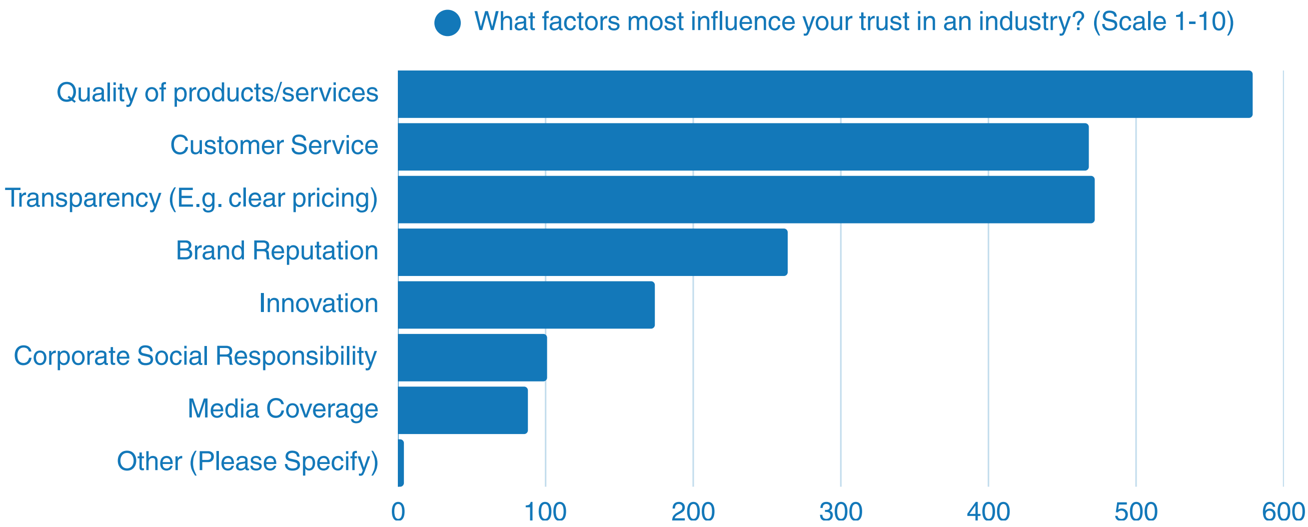
Tourism and Hospitality Industry Trust Score

The Likert scale analysis for trust in the Tourism and Hospitality industry shows a broad range of responses. The highest trust ratings are observed at 6 (17.5%), 7 (15.2%), 8 (15.6%), 9 (12.7%), and 10 (10.7%), indicating a significant portion of respondents expressing strong confidence in the sector. Conversely, lower trust levels are seen at 1 (1.2%), 2 (1.3%), and 3 (2.9%), suggesting minimal skepticism. The mid-range ratings of 4 (7.5%) and 5 (15.2%) reflect a balanced mix of neutral to moderate trust levels

Popular Industries and Sectors in Kenya

The most influential factors impacting brand trust.

Each industry was evaluated on a Likert scale (1–10), with 10 indicating the highest trust. The summaries below highlight the distribution of public trust across sectors:



What Drives Trust in an Industry?

Trust in an industry is largely built on quality, service, and transparency, the three pillars consistently cited by the majority of respondents. According to the survey, a substantial 75.9% of participants identify the quality of products or services as the most important factor influencing their trust in a given sector. Customer service follows closely, with 61.9% emphasizing the value of responsiveness, support, and overall customer care.

Equally, transparency, including clear pricing, open communication, and ethical practices—is considered essential by 61.9% of respondents. These three elements form the foundation of consumer confidence across industries.

Secondary but still meaningful factors include:

- **Brand reputation (34.6%)**, reflecting the role of past performance and public perception.
- **Innovation (22.8%)**, showing that forward-thinking, tech-driven brands can earn trust through modernization.
- **Corporate social responsibility (CSR) (13.2%)**, indicating that while social impact matters, it is secondary to tangible service experiences.
- **Media coverage (11.5%)**, underscoring how external narratives and visibility shape trust to a lesser extent.

A small fraction (0.5%) cited miscellaneous influences, including personal recommendations and brand familiarity.

Popular Brands in Kenya

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Popular Brands in Kenya

Brand recognition and trust play a critical role in shaping consumer behavior, influencing everything from daily purchasing decisions to long-term brand loyalty. In Kenya, a number of brands have become deeply embedded in everyday life—standing out not just for their products or services, but for the values they represent. These brands have earned consumer confidence through consistent quality, cultural relevance, innovation, and visible social impact.

This section delves into the brands that Kenyans interact with most frequently, offering a lens into which names are most trusted and why. By unpacking the drivers behind brand affinity—whether convenience, pricing, digital integration, or emotional connection—businesses can uncover valuable insights to strengthen their market presence and forge deeper, lasting relationships with consumers.

Consumer Interaction with Leading Brands Across Industries

As part of this survey, respondents were asked:

"Which brands or companies do you interact with most frequently in your day-to-day life?"

The aim of this question was to identify which brands are most embedded in the daily routines of consumers, offering insights into brand visibility, loyalty, and perceived utility across various sectors such as telecommunications, banking, food, beverages, transportation, personal hygiene, and household goods.

Popular Brands in Kenya

Key Findings by Category:

Telecommunication Brands:

Safaricom overwhelmingly dominated this category, mentioned by nearly all respondents. This reflects its strong market presence, customer penetration, and integrated services (MPESA, mobile data, and calls). Airtel and Faiba followed distantly, indicating limited but growing competition.

Insight: *Safaricom's dominance signifies both brand trust and dependency. However, there's an emerging consumer awareness of alternatives like Airtel, particularly for data services.*

Banking Brands:

Equity Bank and KCB were the most cited financial institutions. Respondents also named Absa, Cooperative Bank, and NCBA as part of their regular interactions.

Insight: *Consumers value accessibility, digital banking, and customer service. The top-mentioned banks are known for extensive branch networks and aggressive mobile banking strategies.*

Food Brands:

Staple food brands such as Ajab, Soko, Pembe, and Unga (Jogoo, Dola, Amaize) were most frequently mentioned. Bread brands like Festive and Supaloaf, as well as dairy products like Ilara and Brookside, also featured prominently.

Insight: *Food brands remain local, with preference given to affordability, availability, and familiarity. The dominance of staple goods brands shows consistency in consumer dietary habits.*

Beverage Brands:

Coca-Cola, Fanta, Pepsi, and Ketepa tea were the most interacted-with beverage brands. Local preferences also included brands like Afia and Delmonte for juice

Insight: *Global soft drink brands retain high visibility, but local tea and juice brands hold strong cultural resonance.*

Popular Brands in Kenya

Transportation Services:

Uber and Bolt were commonly cited among digital users, while Little Cab received notable mentions. However, for many respondents, local matatu Saccos (e.g., Super Metro, Bungoma Line) remain the primary mode of transport.

Insight: *While app-based transport is growing in urban centers, public transportation and matatu brands still dominate in reach and daily utility.*

Personal Hygiene Products:

Colgate was the most dominant brand mentioned in this category. Other frequently cited brands include Geisha, Pepsodent, Menengai, Zenta, and Dettol.

Insight: *Personal hygiene brands show strong retention, with consumers sticking to tried-and-tested products. Colgate's name is often used generically for toothpaste, reflecting brand strength.*

Household Appliances and Electronics:

Brands like Samsung, LG, Vitron, Ramtons, and Hisense were regularly mentioned for electronics and appliances. Tecno, Infinix, and Itel were the most cited mobile phone brands.

Insight: *A mix of global and budget-conscious electronics brands dominate, showing varied consumer purchasing power and aspirational brand choices.*

Supermarkets and Retail:

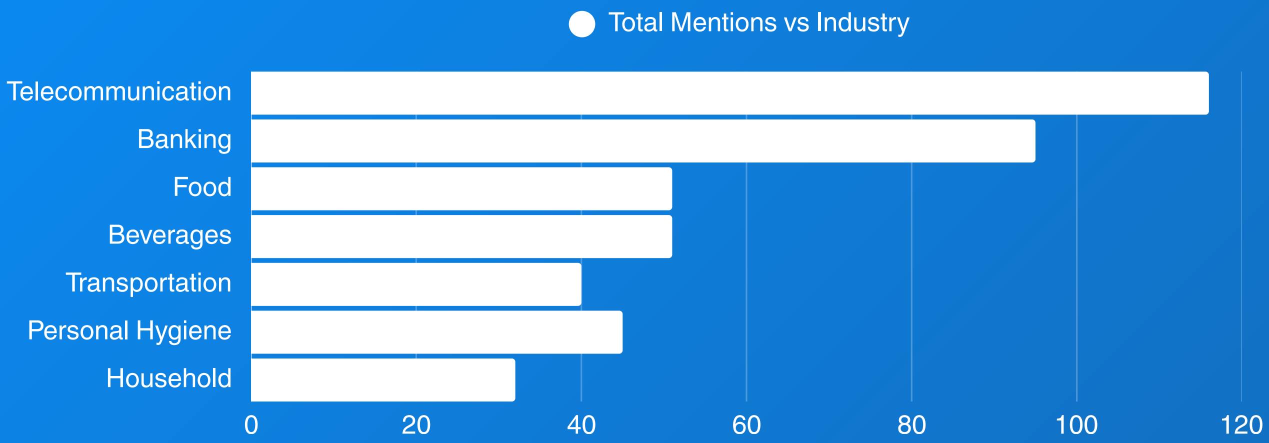
Naivas and Quickmart were the most frequently mentioned retailers, followed by Carrefour.

Insight: *These supermarkets have become central to household provisioning, aided by accessible locations and consistent branding.*

Conclusion

The data reveals a consumer landscape dominated by a blend of legacy brands, local staples, and emerging digital services. Trust, convenience, and affordability drive brand interaction. Brands that integrate seamlessly into consumers' lifestyles—such as Safaricom, Equity, Coca-Cola, and Colgate—enjoy higher frequency of use and recognition.

Popular Brands in Kenya

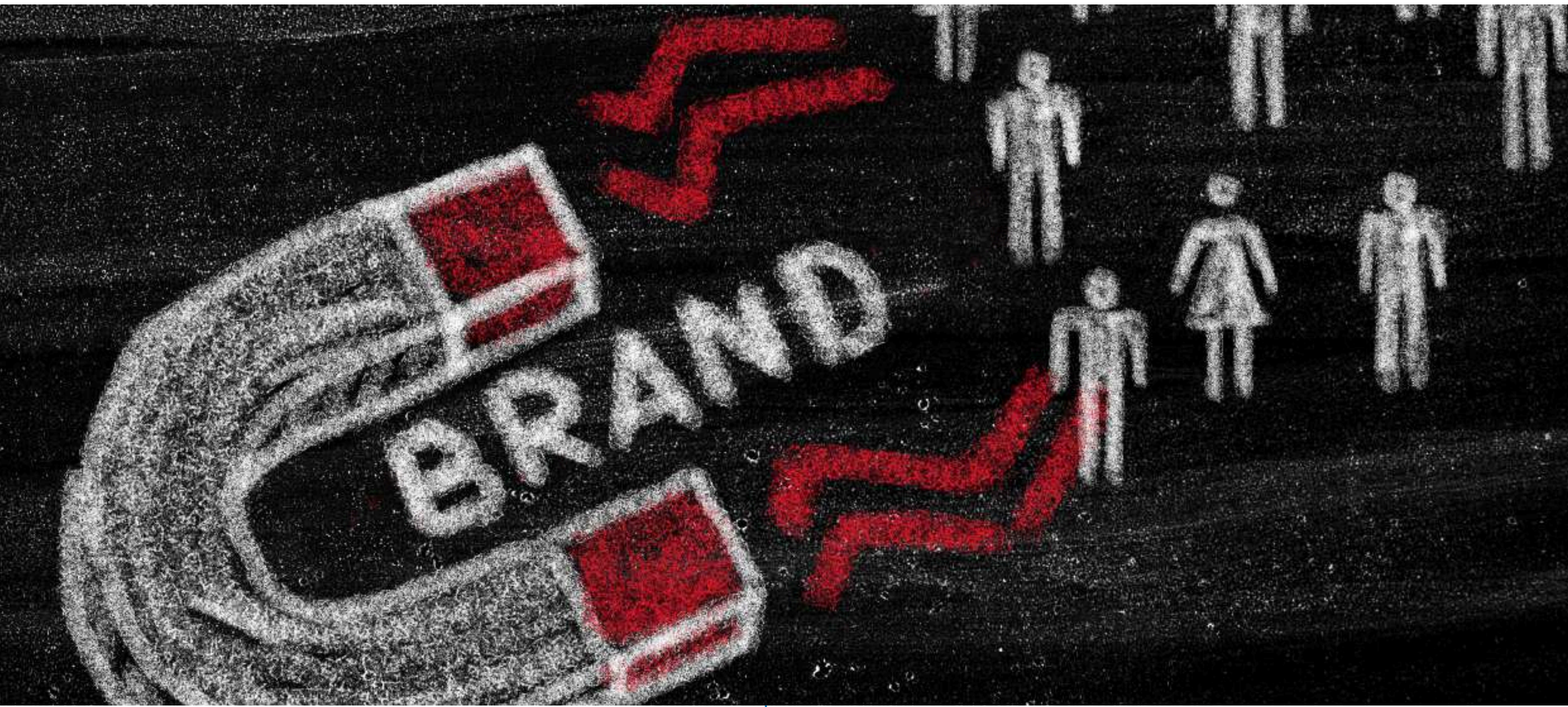


The survey reveals strong consumer engagement with brands across several industries. The most frequently mentioned brands belong to telecommunications, banking, food, beverages, transportation, and personal hygiene sectors

Industries Brands Dominating Consumer Interaction

Industry	Most Mentioned Brands
Telecommunication	Safaricom, Airtel
Banking	KCB, Equity, ABSA, Cooperative Bank
Food	EXE, Soko, Mumias
Beverages	Ketepa, Coca-Cola
Transportation	UBER, Bolt, Little
Personal Hygiene	Colgate, Ushindi, Pepsodent
Household Electronics	Samsung, Hisense, TCL, Vitron

What makes consumers trust a Brand



Drivers of Brand Trust in Kenya

When asked what makes them trust a brand, Kenyan consumers overwhelmingly point to product and service quality as the most critical factor — cited by nearly every respondent. This highlights a clear baseline: no matter how well a brand markets itself, trust begins with excellence in what is delivered.

Closely following are customer service and value for money, indicating that positive brand interactions and perceived fairness in pricing are also core to fostering trust. These three — quality, service, and price — form a "trust triangle" that businesses must uphold to remain competitive.

Brand reputation and recommendations from friends and family emerged as secondary but still powerful drivers. These factors reflect the role of collective experience and word-of-mouth influence, particularly in Kenya's socially connected and community-oriented consumer environment.

Surprisingly, advertising, marketing, and social media presence — while still noted — ranked significantly lower. This suggests that although branding campaigns can boost awareness, they do not substitute for real performance and authenticity.
Overall, the data underscores that for brands to earn and maintain trust in Kenya, substance matters more than spin. Consumers reward brands that consistently deliver value, treat them well, and build reputations through actions, not just messaging.

> *"Trust begins with excellence in what is delivered"*

Popular Brands in Kenya

Trust Factor	Frequency (Estimated)	Key Insights
Quality of products/services	🟢 Extremely high (≈ 95%)	Nearly universal. Quality is the most influential factor in building brand trust.
Customer service	🟢 Very high (≈ 80%)	Consistently mentioned alongside quality. Good service solidifies trust.
Price/value for money	🟡 High (≈ 70%)	A major consideration, especially when paired with quality and service.
Brand reputation	🟠 Moderate (≈ 50–60%)	Trust is linked to how well a brand is perceived overall.
Recommendations from others	🟠 Moderate (≈ 40–50%)	Word of mouth still holds a strong sway over trust, especially in social settings.
Advertising and marketing	🔵 Low (≈ 15–20%)	Plays a role, but not a leading one. Suggests consumers see through brand spin.
Social media presence	🔵 Low (≈ 10–15%)	Influential in specific demographics but not a primary trust factor.
Other (specified)	Very rare	A few cited factors like CSR, local ownership, or environmental friendliness.

What makes consumers distrust a Brand

Drivers of Brand Distrust in Kenya

When asked why they stop trusting a brand, Kenyan consumers overwhelmingly pointed to poor product quality and bad customer service. These two themes dominate the conversation — suggesting that even the strongest brand equity can be undone by disappointing performance or disrespectful treatment.

High or unjustified prices were also frequently cited, especially when the product's value failed to match its cost. This highlights that Kenyan consumers are value-driven and skeptical of pricing that feels exploitative.

Beyond product and service experience, brand reputation and transparency play a critical role in shaping trust.

Scandals, dishonesty, and failure to address consumer concerns all contribute to erosion of trust. Likewise, negative reviews and peer influence — particularly from social media — sway consumer sentiment.

Some respondents also raised flags about inconsistency — including frequent product changes, poor availability, and shifting standards. Additionally, although less frequent, there was notable concern about ethical misconduct, including corruption and mistreatment of employees, signaling that a segment of consumers are paying attention to how brands behave behind the scenes.

Brands operating in Kenya should take this as a clear message: trust is hard-earned and easily lost. The top priorities for maintaining it include consistent quality, fair pricing, respectful service, transparency, and responsible corporate behavior.

Popular Brands in Kenya

Distrust Factor	Frequency (Estimated)	Key Insights
Poor product quality	Extremely high (≈ 90%)	Most cited reason. Quality failures are the fastest way to lose consumer trust.
Poor customer service	Very high (≈ 85%)	Customers value responsive, respectful service. Rudeness or neglect is a dealbreaker
High/Exaggerated prices	High (≈ 70%)	Overpricing without matching value leads to immediate distrust.
Bad brand reputation	Moderate (≈ 50%)	Past scandals, social media backlash, or word-of-mouth can severely harm trust.
Lack of transparency/dishonesty	Moderate (≈ 45%)	Misleading ads, hidden charges, or failing to keep promises are major red flags.
Negative recommendations/reviews	Moderate (≈ 40%)	Peer influence and online sentiment strongly affect trust levels.
Unavailability/inconsistency	Low to moderate (≈ 30%)	Consumers distrust brands that are hard to find or frequently change products
Bad packaging/branding	Low (≈ 20%)	Poor visual identity and confusing branding erode trust
Unethical practices (corruption, labor)	Notable (≈ 10–15%)	Some respondents highlighted ethics, including corruption, fraud, or poor labor practices.
Social media negativity or overmarketing	Notable (≈ 10–15%)	Overhyping or fake influencers trigger distrust in some demographics

To better understand the nuances, the responses were further categorized into 13 distinct themes, each representing a cluster of concerns expressed in respondent language:

Theme	Common Mentions
Poor Quality	Poor quality," "not durable," "doesn't last," "bad features," "fake products," "defective products"
High Prices	"Too expensive," "exaggerated prices," "not cost-effective," "overpriced"
Bad Taste/Smell	"Bad taste," "bad smell," "changes in taste," "poor hygiene"
Brand Reputation	"Bad reputation," "scandals," "past issues," "fake," "not trusted"
Poor Customer Service	"Rude staff," "poor communication," "delayed refunds," "no issue resolution," "not honoring warranty"
Misleading Marketing	"False claims," "deceptive advertising," "over-advertising," "social media scams," "frequent ads"
Lack of Trust in New Brands	"Doubt new products," "difficult to switch brands," "too many changes"
Packaging Issues	"Poor packaging," "change in packaging," "misleading packaging," "no KEBS logo"
Accessibility & Availability	"Scarcity in market," "not readily available," "low supply," "inconvenient market presence"
Side Effects	"Reported side effects," "health concerns," "not meeting safety standards"
Cultural and Ethical Mismatches	"Not culturally sensitive," "unethical," "environmental harm," "political controversies"
Unreliable Digital & Delivery Systems	"Delayed delivery," "misuse of data," "poor refund policy," "technical issues"
Price Inconsistencies	"Different prices in different areas," "hidden charges," "exploitative pricing"

Voices from the Consumers

To bring the data to life, we present direct quotes from respondents that reveal the real feelings and experiences behind the numbers. These insights deepen our understanding of the challenges and perceptions shaping brand loyalty and purchasing decisions

On Quality & Trust

"If the quality is poor, I feel cheated — like they are selling me something that spoils quickly or tastes bad."
"The brand changed its taste several times; I no longer trust it."

On Pricing

"Prices are way too high, especially when the product quality doesn't match the cost."
"Some outlets charge different prices for the same product — it feels unfair and confusing."

On Customer Service

"Customer care never responds to complaints on time, making me frustrated and reluctant to buy again."
"The staff can be rude or uncooperative, which turns me off completely."

On Reputation & Social Influence

"I rely a lot on what friends say and social media reviews before trusting any brand."
"When a brand has had scandals or bad press, I avoid it no matter what."

On Misleading Advertising & Transparency

"Sometimes they advertise benefits that the product doesn't deliver, which makes me distrust the brand."
"Hidden fees and vague terms make me suspicious about what I'm really paying for."

On Availability & Consistency

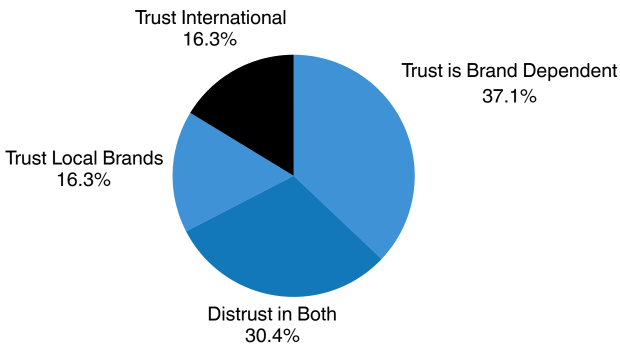
"If the product isn't available regularly or changes too much, I switch to other brands."
"Inconsistent supply and packaging changes make me doubt the brand's reliability."

On Environmental & Ethical Concerns

"I avoid brands that harm the environment or have scandals around how they treat employees."

Trust in Local vs. International Brands

Consumer trust is a critical indicator of brand strength, especially in markets where competition between local and international brands is fierce. To understand current perceptions, we asked respondents whether they trust local brands more than their international counterparts. This question aimed to gauge brand credibility, loyalty, and the underlying sentiments that drive purchasing decisions in an increasingly globalized economy. The responses reveal nuanced preferences, ranging from clear allegiance to local or foreign brands to skepticism toward both. Others highlighted that trust depends on specific brand experiences rather than origin alone.



Insight: When asked whether they trust local brands more than international ones, 42.5% of respondents said yes, indicating a strong local brand affinity. However, 32.5% preferred international brands, while 18.75% expressed distrust in both. A further 6.25% noted that their trust is brand-dependent or situational.

Government Services as a Brand in Kenya

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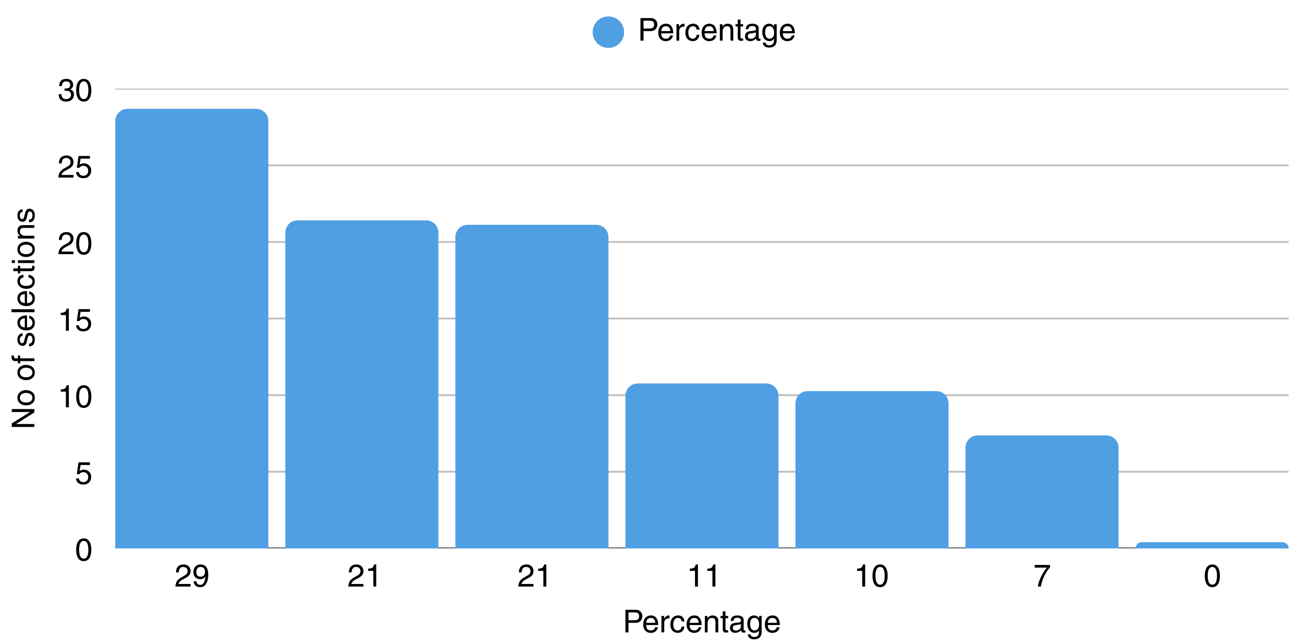
Government Services as a Brand in Kenya

Government services with frequent interactions

Public trust in government services plays a critical role in shaping civic engagement, policy effectiveness, and overall governance. By treating government services as a “brand,” this section examines the strengths and weaknesses of public perception, highlighting the factors that drive trust, or erode confidence among Kenyan citizens. From service delivery efficiency and transparency to accessibility and responsiveness, key elements influence how Kenyans interact with and rely on government institutions. Understanding these trust dynamics can provide valuable insights into areas of improvement, ensuring that government services align with public expectations and foster stronger citizen confidence.



The data reveals that transportation services such as public roads and railways are the most frequently interacted with, accounting for 28.69% of all responses. This indicates that infrastructure and mobility remain top-of-mind in the public's engagement with government systems.

Education services (21.41%) and healthcare services (21.12%) follow closely, suggesting that citizens continue to rely heavily on public institutions for essential services such as schooling and medical care. These sectors combined represent over 42% of total interactions, underscoring their foundational role in everyday life.

Security services, including police and emergency response, were cited by 10.76% of respondents. This mid-tier engagement level may reflect either limited direct interaction or growing reliance on private or community-based alternatives.

Social services (10.26%), such as Huduma Centres and welfare programs, also register a notable share, highlighting the importance of citizen-facing service centers in delivering government assistance.

Meanwhile, revenue and taxation services, like those offered by the Kenya Revenue Authority (KRA), received 7.37% of selections, likely driven by formal employment, business activity, and compliance obligations.

Finally, a marginal 0.40% selected “Other,” indicating limited interaction with niche or less frequently accessed services.

Overall, the data emphasizes the public's highest touchpoints with government—primarily in transportation, education, and healthcare—while also pointing to areas where trust, efficiency, or visibility may require enhancement.

Trust Levels in Government Services (Based on 1–10 Likert Scale Responses)

Public trust in government services is a key indicator of institutional effectiveness, citizen satisfaction, and service delivery impact. To better understand how the general public perceives different arms of government, respondents were asked to rate their level of trust in core public services—Healthcare, Education, Transportation, Security, Revenue & Taxation (KRA), Social Services (e.g., Huduma Centres), and Digital Government Platforms (e.g., eCitizen)—on a scale of 1 to 10, where 1 represented "Not Trusted at All" and 10 indicated "Completely Trusted."

Government Service	High Trust (7–10)	Moderate Trust (4–6)	Low Trust (1–3)	Key Insights
Healthcare Services	35.3%	43.8%	20.9%	General confidence in the healthcare system, but over 1 in 5 express dissatisfaction—highlighting a need to improve quality and accessibility.
Education Services	46.2%	40.0%	13.8%	Education is one of the most trusted services, showing strong public approval. Improvements may focus on equity and regional parity.
Transportation Services	47.3%	42.2%	10.2%	Strong trust indicates satisfaction with ongoing infrastructure development, though some still face challenges with accessibility.
Security Services	32.3%	41.5%	26.1%	Trust in security is polarizing; over a quarter report low trust, signaling issues with responsiveness, safety, and public confidence.
Revenue & Taxation (KRA)	29.0%	42.8%	28.2%	Tax systems face trust challenges—especially around transparency, fairness, and digital service reliability.
Social Services (Huduma, etc.)	41.9%	42.8%	15.3%	Trust levels are solid; Huduma Centres and other social programs are generally seen as reliable, but rural access and efficiency remain issues.
Digital Gov Platforms (e-Citizen)	32.5% (at score 5 only)	47.2% (at 3–4)	20.3% (at 1–2)	While most users find the platform functional, deeper trust is lacking. Improvements in reliability, security, and usability are needed.

Government Services as a Brand in Kenya

The findings present a mixed but insightful picture of how citizens engage with and perceive key public services in Kenya:

- **Education and Transportation services** emerged as the most trusted, with over 46% and 47% respectively expressing high levels of trust. These figures point to a general public perception of progress in infrastructure, service delivery, and consistency within these sectors.

- **Healthcare services,** while receiving positive sentiments from 35.3%, also saw a notable 20.9% reporting low trust, reflecting ongoing concerns around access, affordability, and service quality.

- **Security services and Revenue & Taxation (KRA)** faced the greatest levels of public skepticism, with 26.1% and 28.2% of respondents respectively indicating low trust. These numbers suggest challenges in perceived fairness, responsiveness, and institutional integrity in these sectors.

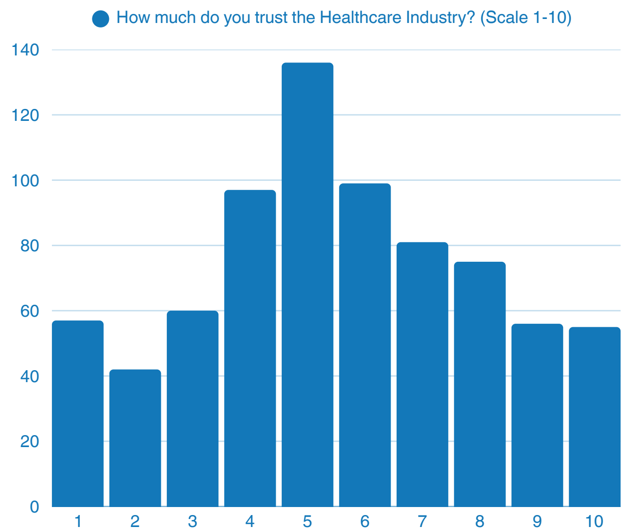
- **Social services** such as Huduma Centres showed relatively balanced trust levels, with 41.9% reporting high trust, driven likely by physical service presence and improved administrative support.

- **Digital government platforms (eCitizen)** saw the highest single-score trust rating at level 5 (32.5%), but also reflected significant ambivalence: only 32.5% expressed high trust, while 20.3% rated them poorly. The data suggests that while citizens find digital services convenient, issues of platform reliability, user experience, and data security remain pressing concerns.

Education & Transport services emerged as the most trusted public service

Government Services as a Brand in Kenya

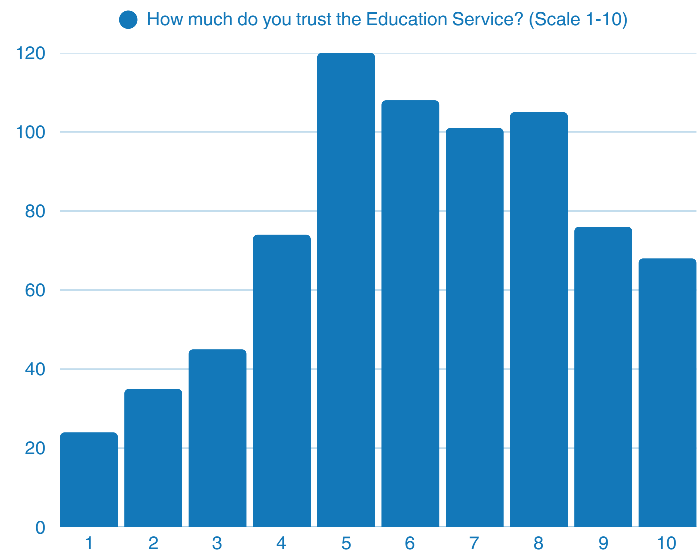
Healthcare Services Trust Score



Low Trust (1-3): *A small percentage of respondents reported low confidence in healthcare services, with 7.5% rating it as 1, 5.5% as 2, and 7.9% as 3. This suggests a minority of individuals experience dissatisfaction.*
Moderate Trust (4-6): *Responses in the mid-range show 12.8% rating healthcare as 4, 17.9% as 5, and 13.1% as 6, reflecting mixed perceptions about service reliability.*
High Trust (7-10): *A significant portion of respondents expressed strong trust, with 10.7% rating it as 7, 9.9% as 8, 7.4% as 9, and 7.3% as 10. This indicates overall positive sentiments toward healthcare services*

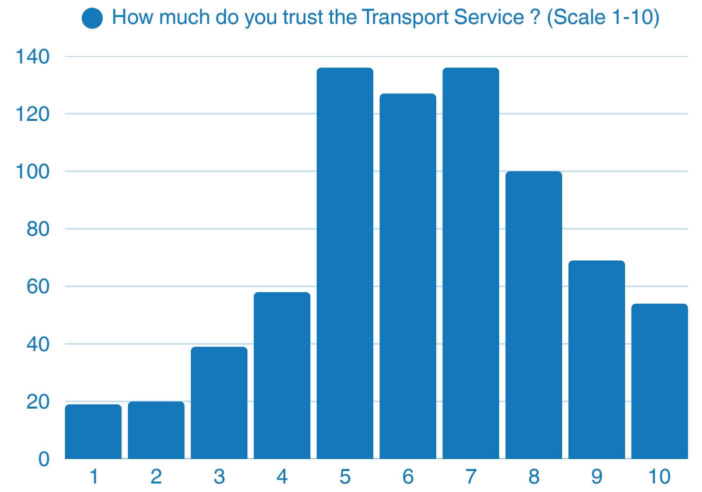
Education Services Trust Score

Low Trust (1-3)*: A small percentage of respondents expressed low confidence, with 3.2% rating it as 1, 4.6% as 2, and 6% as 3. This suggests that a minority of individuals feel dissatisfied with education services.*
Moderate Trust (4-6): *Responses in the mid-range show 9.8% rating education services as 4, 15.9% as 5, and 14.3% as 6, reflecting mixed perceptions about service quality and accessibility.*
High Trust (7-10): *A significant portion of respondents expressed strong trust, with 13.4% rating it as 7, 13.9% as 8, 10.1% as 9, and 9% as 10. This indicates overall positive sentiments toward education services.*



Government Services as a Brand in Kenya

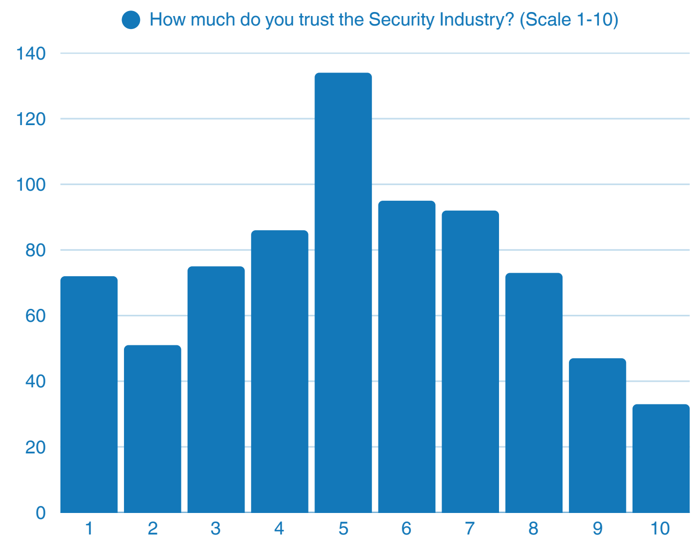
Transportation Services Trust Score



Low Trust (1-3): *A small percentage of respondents expressed low confidence, with 2.5% rating it as 1, 2.6% as 2, and 5.1% as 3. This suggests that a minority of individuals feel dissatisfied with transportation services.*
Moderate Trust (4-6): *Responses in the mid-range show 7.7% rating transportation services as 4, 17.9% as 5, and 16.8% as 6, reflecting mixed perceptions about service quality and reliability.*
High Trust (7-10): *A significant portion of respondents expressed strong trust, with 17.9% rating it as 7, 13.2% as 8, 9.1% as 9, and 7.1% as 10. This indicates overall positive sentiments toward transportation services*

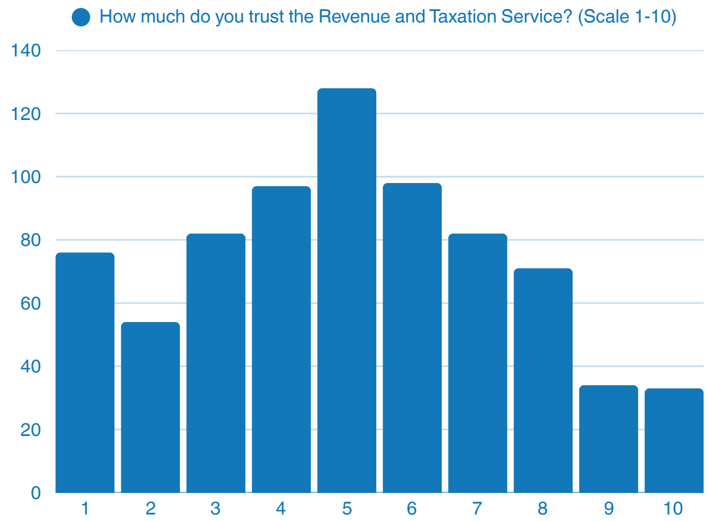
Security Services Trust Score

Low Trust (1-3): *A notable percentage of respondents expressed low confidence, with 9.5% rating it as 1, 6.7% as 2, and 9.9% as 3. This indicates some concerns about security services.*
Moderate Trust (4-6): *Responses in this range show 11.3% rating security services as 4, 17.7% as 5, and 12.5% as 6, suggesting mixed perceptions of reliability and effectiveness.*
High Trust (7-10): *A significant portion of respondents reported strong trust, with 12.1% rating it as 7, 9.6% as 8, 6.2% as 9, and 4.4% as 10, reflecting overall positive sentiments but with fewer respondents at the highest levels.*



Government Services as a Brand in Kenya

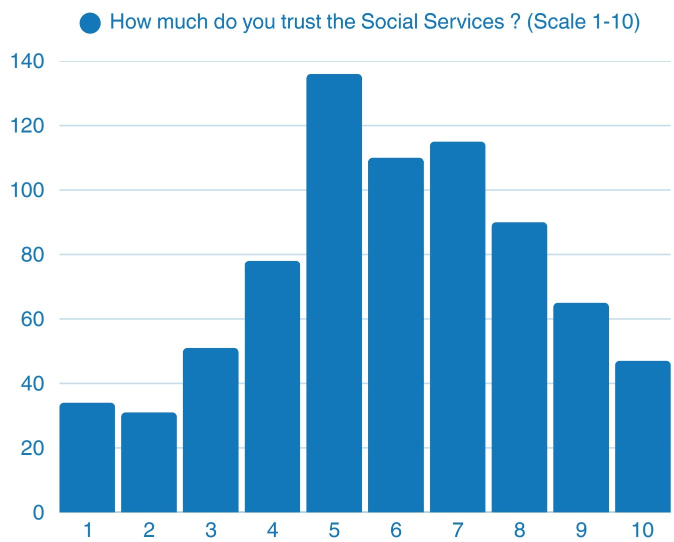
Revenue and Taxation Services Trust Score



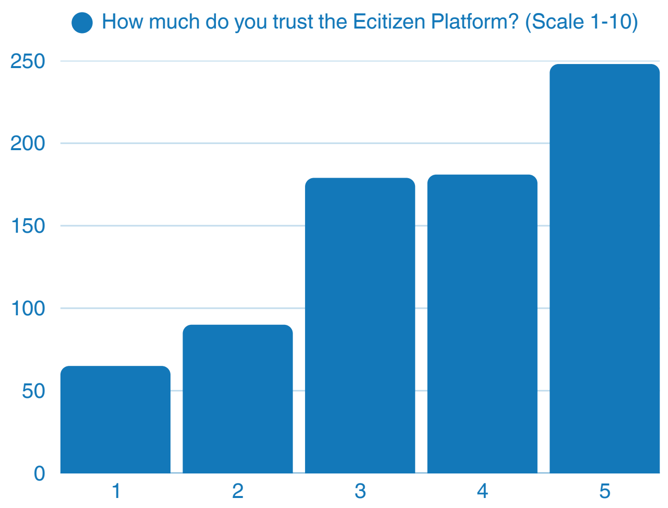
***Low Trust (1-3)**: A notable percentage expressed low confidence, with 10.1% rating it as 1, 7.2% as 2, and 10.9% as 3. This suggests concerns about taxation policies, transparency, or service accessibility.*
***Moderate Trust (4-6):** Responses in the mid-range show 12.8% rating taxation services as 4, 17% as 5, and 13% as 6, indicating mixed perceptions about reliability and fairness.*
***High Trust (7-10):** A significant portion of respondents reported strong trust, with 10.9% rating it as 7, 9.4% as 8, 4.5% as 9, and 4.4% as 10. These figures suggest that while some individuals see revenue collection as effective, others remain cautious.*

Social Services Trust Score

***Low Trust (1-3)**: A small percentage of respondents expressed low confidence, with 4.5% rating it as 1, 4.1% as 2, and 6.7% as 3. This suggests that a minority of individuals feel dissatisfied with social services.*
***Moderate Trust (4-6):** Responses in this range show 10.3% rating social services as 4, 18% as 5, and 14.5% as 6, indicating mixed perceptions about accessibility and effectiveness.*
***High Trust (7-10):** A significant portion of respondents reported strong trust, with 15.2% rating it as 7, 11.9% as 8, 8.6% as 9, and 6.2% as 10. These figures suggest that while some individuals see social services as reliable, others remain cautious.*



The eCitizen Platform Trust Score



***Low Trust (1-2)**: A notable portion of respondents expressed low confidence, with 8.5% rating it as 1 and 11.8% as 2. This suggests concerns about accessibility, efficiency, or user experience.*
***Moderate Trust (3-4):** The majority of responses fall within moderate trust levels, with 23.5% rating it as 3 and 23.7% as 4. This indicates that many users find the platform functional but may experience occasional challenges.*
***High Trust (5):** The highest rating was given by 32.5% of respondents, showing that a significant number trust the platform and find it reliable for their government-related services.*

Key Factors Influencing Trust in Government Services

Understanding what shapes public trust in government services is essential for designing responsive and citizen-centered policies. To uncover these drivers, respondents were asked to select up to three factors that most influence their trust in government services. The results highlight a mix of operational, ethical, and accessibility-related concerns shaping public perception.

Trust Factor	Percentage	Key Insights
Efficiency of service delivery	**24.64%**	Citizens prioritize prompt and effective government responses and operations.
Transparency and accountability	**23.46%**	Trust is strongly linked to honest communication and visible integrity efforts.
Accessibility	**20.26%**	Availability of services in rural or underserved areas is a key trust driver.
Quality of service	**16.35%**	Professionalism, infrastructure, and staff behavior shape perceptions.
Corruption perception	**9.00%**	Public suspicion of misuse of power and resources erodes confidence.
Media coverage	**5.81%**	How the media portrays government success or failure influences trust levels.
Other	**0.40%**	Few respondents cited factors outside the provided categories.

The data reveals that efficiency of service delivery (24.64%) is the most influential factor, indicating that citizens place high value on timely and effective government interventions. This is closely followed by transparency and accountability (23.46%), underscoring the importance of ethical governance and open communication.

Accessibility (20.26%) also ranks high, suggesting that equitable service availability especially in remote or underserved regions remains a key trust determinant. Meanwhile, quality of service (16.35%) reflects expectations for professionalism, infrastructure, and courteous interactions.

Notably, corruption perception (9.00%) and media coverage (5.81%) show that societal narratives and ethical concerns still play a role, though less than functional factors. Only 0.4% of respondents cited “Other” influences, indicating that the provided categories largely captured the main trust drivers.

These insights point to a public that is primarily concerned with performance, fairness, and integrity in its interactions with government institutions.

General Perceptions of Trust

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General Perceptions of Trust

Importance of Trust in a Brand or Service When Making Decisions

Trust plays a pivotal role in consumer behavior, especially in an era defined by abundant choices and increasing brand scrutiny. To better understand the weight of trust in decision-making, respondents were asked to rate its importance when engaging with a brand or service.

Importance Level	Percentage (%)
Extremely important	45.50%
Very important	42.25%
Somewhat important	9.50%
Not very important	1.75%
Not important at all	1.00%

The results strongly affirm the centrality of trust in consumer decision-making:

- *A **majority (87.75%)** of respondents consider trust to be either "extremely important" or "very important" when choosing a brand or service.*
- ***Only 9.5%** rated trust as "somewhat important," suggesting that while some consumers may weigh other factors, trust still plays a supporting role.*
- ***Less than 3%** of respondents said trust is "not very important" or "not important at all," indicating that disregard for brand trust is rare.*

*These findings underscore that trust is **not just a soft value but a strategic imperative** for brands looking to retain and grow customer loyalty in competitive market*

Sources Influencing Trust in a Brand or Service

To understand how consumers form trust in brands and services, respondents were asked to identify the top sources that influence their perceptions. The results reveal how both personal networks and digital platforms play a critical role in shaping brand credibility and trustworthiness.

Source	Percentage (%)
Personal experience	31.18%
Recommendations from friends/family	26.26%
Online reviews (e.g., Google, social media)	20.98%
Advertisements	8.99%
Social media influencers	7.55%
Traditional media (e.g., TV, newspapers)	4.80%
Other	0.24%

- Personal experience stands out as the most influential factor, cited by 31.18% of respondents. This suggests that direct interaction with a brand remains the most trusted pathway to forming opinions.
- Recommendations from friends and family follow closely at 26.26%, highlighting the power of word-of-mouth in trust building.
- Online reviews (20.98%) also play a significant role, affirming the growing influence of peer-generated digital content on consumer trust.
- Mass communication tools like advertisements (8.99%) and traditional media (4.80%) have less impact, indicating a shift away from brand-controlled messaging.
- Interestingly, social media influencers, while a popular marketing strategy, influenced only 7.55% of respondents—suggesting skepticism or selectiveness in influencer trust.
- Other sources were negligible, mentioned by less than 1%.

Perceived Change in Trust in Brands in Kenya Over the Past 5 Years

To assess public perception of trust in Kenyan brands over time, respondents were asked to reflect on how their level of trust has changed in the past five years. The results offer a snapshot of evolving consumer sentiment within the country's branding landscape.

Response	Percentage (%)
Improved	52.00%
Stayed the same	22.00%
Worsened	19.50%
Not sure	6.50%

- Over half of respondents (52%) believe that trust in Kenyan brands has improved over the past five years. This optimistic outlook could reflect better quality control, enhanced customer engagement, or increased transparency.
- 22% of respondents feel that trust levels have remained the same, indicating a segment of the population that has seen no notable change in brand behavior or reputation.
- Meanwhile, 19.5% perceive that trust in brands has worsened, pointing to concerns such as inconsistent service, pricing issues, or unmet expectations.
- A small proportion (6.5%) were unsure, suggesting either limited interaction with brands or difficulty in tracking brand credibility trends over time.

This data implies a generally positive direction for brand trust in Kenya, although a notable percentage still sees room for improvement.

Perceived Change in Trust in Services in Kenya Over the Past 5 Years

To gain insights into the evolving relationship between consumers and service providers in Kenya, respondents were asked whether their level of trust in services has changed over the past five years. The findings offer a window into perceived progress—or decline—within the country's service delivery landscape.

Response	Percentage (%)
Improved	47.25%
Worsened	27.00%
Stayed the same	21.50%
Not sure	4.25%

- Nearly half of respondents (47.25%) believe that trust in services in Kenya has improved, signaling growing confidence in service quality, efficiency, and reliability.
- 27% reported that trust has worsened, pointing to persistent dissatisfaction with issues such as delays, poor customer service, or unmet expectations.
- 21.5% said trust has remained the same, suggesting a steady but unremarkable service environment for this group.
- A small segment (4.25%) was unsure, indicating either limited engagement or uncertainty about changes in service experiences over time.

Overall, the data suggests a cautiously optimistic outlook on the trajectory of trust in Kenyan services, with a significant portion acknowledging tangible improvements but others calling attention to continuing challenges.

Countries as Brands

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Countries as Brands

Preferred East African Country to Live in Besides Kenya

To explore regional perceptions of trust, stability, and livability, respondents were asked to indicate which East African country other than Kenya, they would choose to live in. This question sheds light on public attitudes toward neighboring nations based on perceived governance, opportunity, safety, and quality of life.

Country	Percentage (%)
Tanzania	35.25%
Rwanda	31.50%
Uganda	20.00%
Burundi	7.25%
South Sudan	3.50%
Other	2.50%

- **Tanzania** emerged as the top choice (35.25%), suggesting that many view it as a stable, attractive, or culturally resonant alternative to Kenya.
- **Rwanda** followed closely (31.5%), likely reflecting its strong reputation for safety, cleanliness, and governance reforms.
- **Uganda** received 20% of responses, maintaining its appeal but to a lesser degree than its regional peers.
- **Burundi** (7.25%) and South Sudan (3.5%) ranked lower, possibly due to political or economic challenges that influence public perception.
- A small percentage (2.5%) selected "**Other**," signaling a few respondents preferred countries beyond the traditional East African bloc.

The data reveals that regional perceptions of governance, infrastructure, and lifestyle significantly shape preferences for relocation within East Africa.

Reasons for Choosing an East African Country to Live in Besides Kenya

In addition to selecting a preferred East African country besides Kenya, respondents were asked to specify what makes that country attractive to them. This follow-up question helps clarify the motivations behind cross-border appeal and uncovers values that Kenyans associate with better living standards.

Reason for Choice	Percentage (%)
Low corruption	15.00%
Cost of living	14.50%
Economy	14.00%
Safety	11.50%
Culture	11.00%
Infrastructure	6.00%
Job opportunities	5.75%
Lifestyle	10.50%
Other	4.50%

- The top reason cited was **low corruption (15%)**, indicating a strong desire for cleaner, more transparent governance.
- **Cost of living (14.5%) and economic stability (14%)** followed closely, highlighting the importance of affordability and opportunity in relocation decisions.
- **Safety (11.5%) and culture (11%)** were also key factors, reflecting how personal security and cultural affinity influence quality of life.
- **Lifestyle (10.5%)**, often linked to environment, work-life balance, and societal norms, was a notable middle-tier driver.
- Comparatively fewer respondents prioritized **infrastructure (6%) and job opportunities (5.75%)**, though these remain meaningful to a significant subset.
- **4.5% mentioned "Other"** reasons, which could include specific policies, climate, education systems, or family connections.

Overall, these findings point to a blend of governance, cost-efficiency, and cultural or safety considerations as central to Kenyans' perception of a better alternative in East Africa.

Areas Kenya Should Improve to Become a Better Place to Live

Following their choice of a preferred East African country besides Kenya, respondents were asked to elaborate on their reasons—highlighting what they find appealing in those countries and, in contrast, what they feel Kenya needs to improve. This question provided deeper qualitative context to the relocation preferences shared above

Area for Improvement	Percentage (%)
Corruption	28.75%
Cost of living	23.00%
Healthcare	21.25%
Governance	14.50%
Security	13.50%
Education	11.75%
Infrastructure	10.75%
Job opportunities	8.75%
Taxation	6.25%
Other	4.00%

- **Corruption (28.75%)** was the most frequently cited area in need of improvement, underscoring widespread public frustration with integrity in governance.
- **The cost of living (23%)** came next, reflecting concerns around affordability and economic pressure in day-to-day life.
- **Healthcare (21.25%) and governance (14.5%)** were also seen as critical areas requiring attention, suggesting that service quality and policy leadership weigh heavily in perceptions of national livability.
- Issues like **security (13.5%), education (11.75%),** and infrastructure (10.75%) round out the top concerns, painting a picture of both physical and social systems that citizens want improved.
- Although **job opportunities (8.75%) and taxation (6.25%)** ranked slightly lower, they remain important considerations for many.
- A small percentage **(4%) mentioned other** reasons, reflecting nuanced or unique individual concerns.

The findings indicate that improving integrity, affordability, healthcare, and effective governance could meaningfully shift public sentiment and reduce the desire for relocation.

Brand Trust and Perception Across Industries in Kenya

GLASSHOUSEPR | 13 YEARS OF TELLING YOUR STORY

Brand Trust and Perception Across Industries in Kenya

In Kenya's competitive marketplace, brand perception is a key driver of consumer behavior, shaping purchasing decisions and long-term loyalty. As companies across industries strive to establish credibility, understanding how consumers view and engage with brands is essential for sustained success.

This Section of the report presents findings from a comprehensive survey that assessed brand perception across various sectors. By analyzing Brand Trust Scores, we explore how businesses build trust, engage with customers, and navigate market expectations. Factors such as product quality, service reliability, corporate integrity, and social impact play a crucial role in shaping consumer confidence.

With trust increasingly recognized as a competitive advantage, this report provides valuable insights into the strengths and challenges of brand perception in Kenya. By identifying key drivers of trust and areas for improvement, companies can refine their strategies to foster deeper connections with their audiences and strengthen their market position.

Section 1. Demographic Information

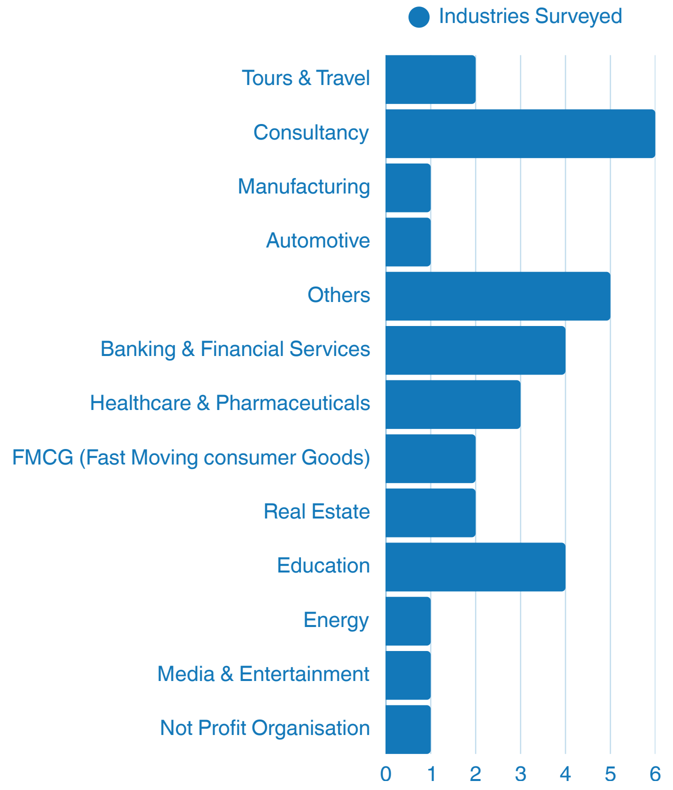
Following their choice of a preferred East African country besides Kenya, respondents were asked to elaborate on their reasons, highlighting what they find appealing in those countries and, in contrast, what they feel Kenya needs to improve. This question provided deeper qualitative context to the relocation preferences shared

Brand Trust and Perception Across Industries in Kenya

Industry	Percentage (%)
Consultancy	17.6%
Banking & Financial Services	11.8%
Education	11.8%
Healthcare & Pharmaceuticals	8.8%
Other (please specify)	14.7%
FMCG (Fast-Moving Consumer Goods)	5.9%
Tours & Travel	5.9%
Real Estate	5.9%
Automotive	2.9%
Manufacturing	2.9%
Energy	2.9%
Media & Entertainment	2.9%
Non-Profit Organization	2.9%
Technology & IT	2.9%

Brand Trust and Perception Across Industries in Kenya

Industries Surveyed



***Consultancy firms** accounted for the highest share of participants (17.6%), likely reflecting the sector's deep interest in brand strategy and reputation management.*

***Banking & Financial Services and Education** followed closely, each contributing 11.8%, underscoring the growing importance of trust and transparency in sectors where service credibility is paramount.*

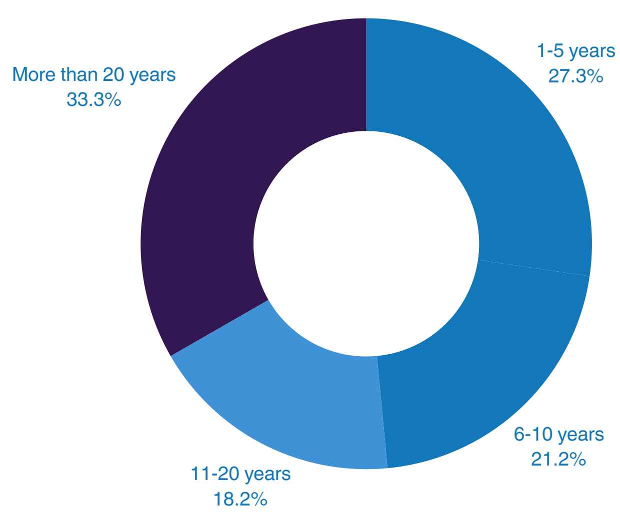
*A noteworthy 14.7% of responses fell under the "**Other**" category, hinting at emerging industries or hybrid models not traditionally categorized.*

Sectors such as Healthcare, FMCG, Real Estate, and Tours & Travel also showed measurable participation, indicating their vested interest in understanding public trust.

Lower but equally significant representation came from Technology, Media, Automotive, and Non-Profit Organizations, all contributing to the broader view of how trust operates across varied industry verticals.

Years in Operation

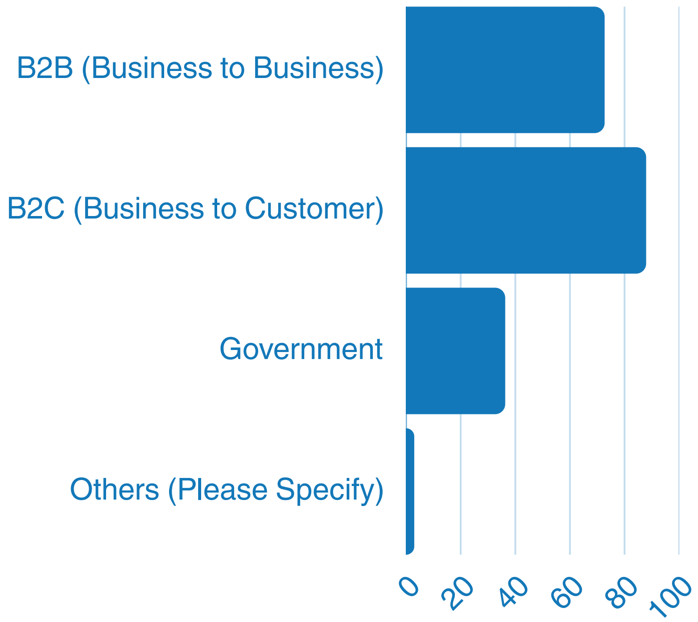
*A significant 33.3% of companies have been operating for **over 20 years**, indicating a strong presence of legacy institutions with sustained market exposure.*
***Young companies (1–5 years old)** form the second largest group at 27.3%, suggesting that newer businesses are actively engaging in trust-building practices as part of their brand growth.*
***Mid-aged businesses (6–10 years)** account for **21.2%,** while those with **11–20 years** of experience represent **18.2%**, reflecting a healthy blend of developing and mature organizations.*
Notably, no businesses under 1 year of operation were represented in the dataset, possibly due to limited brand establishment or operational scale needed for participation.



The Brand Trust Report 2025 explored the target market orientation of participating organizations to understand how trust strategies vary across different customer segments.

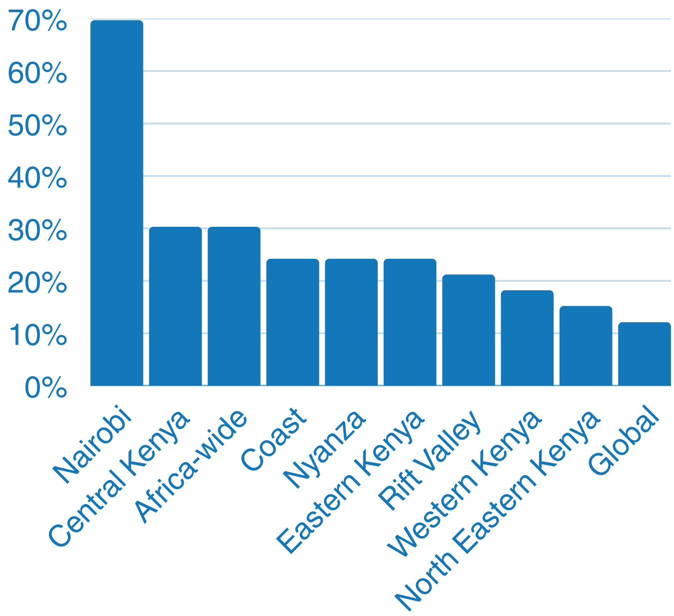
Target Market

Market Focus	Percentage (%)
B2C (Business-to-Consumer)	87.9%
B2B (Business-to-Business)	72.7%
Government	36.3%
Other	3.0%



B2C brands dominate the landscape, with 87.9% of companies serving direct consumers. This emphasizes the central role of consumer-facing trust dynamics in brand reputation.
A strong 72.7% B2B presence highlights that a large number of companies also operate in corporate or institutional markets, where trust is often built through long-term relationships and service consistency.
Government-facing brands account for 36.3%, indicating a significant portion of businesses interact with or provide services to the public sector.
Other markets are minimally represented (3%), suggesting limited engagement in highly niche, alternative, or less conventional sectors

Industries Surveyed



***Nairobi** emerged as the primary operational base, with 69.7% of organizations maintaining active presence there, underscoring the city's centrality in commerce, media, and governance.*
***Central Kenya and Africa-wide** operations are tied at 30.3%, reflecting a dual emphasis on domestic regional influence and broader continental outreach.*
***The Coast, Nyanza, and Eastern Kenya** each report 24.2% coverage, indicating consistent organizational footprint across diverse socio-economic zones.*
***Rift Valley (21.2%), Western Kenya (18.2%),** and **North Eastern Kenya (15.2%)** show slightly lower levels of operational engagement, pointing to areas with potential for expansion or targeted trust-building efforts.*
Notably, 12.1% of respondents report a global footprint, signaling aspirations or capabilities beyond the continent.

Section 2. Brand Trust Perception

Following their choice of a preferred East African country besides Kenya, respondents were asked to elaborate on their reasons, highlighting what they find appealing in those countries and, in contrast, what they feel Kenya needs to improve. This question provided deeper qualitative context to the relocation preferences shared

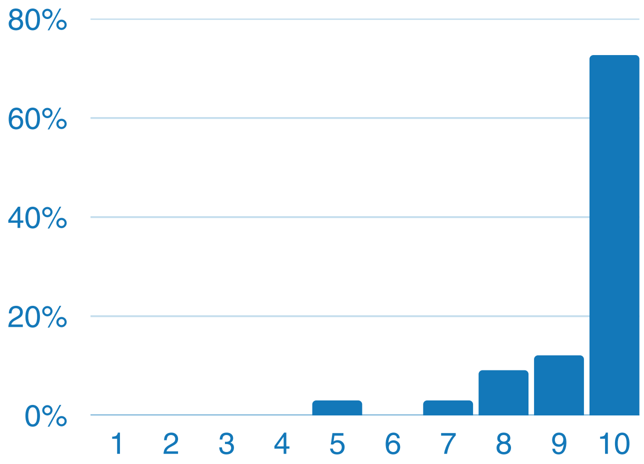
This section explores the key drivers behind brand trust perception in Kenya, examining how factors such as corporate integrity, social responsibility, and consumer experience influence public confidence. By understanding these dynamics, businesses can refine their strategies to build stronger relationships with Kenyan consumers and enhance their reputation in an evolving marketplace.

Importance of Trust in Brand Strategy

This question explored the strategic weight organizations place on trust within their brand positioning. Using a Likert scale from 1 to 10 (with 10 indicating “Extremely Important”), the responses shed light on the centrality of trust in shaping brand relationships with key stakeholders.

Brand Trust and Perception Across Industries in Kenya

Industries Surveyed



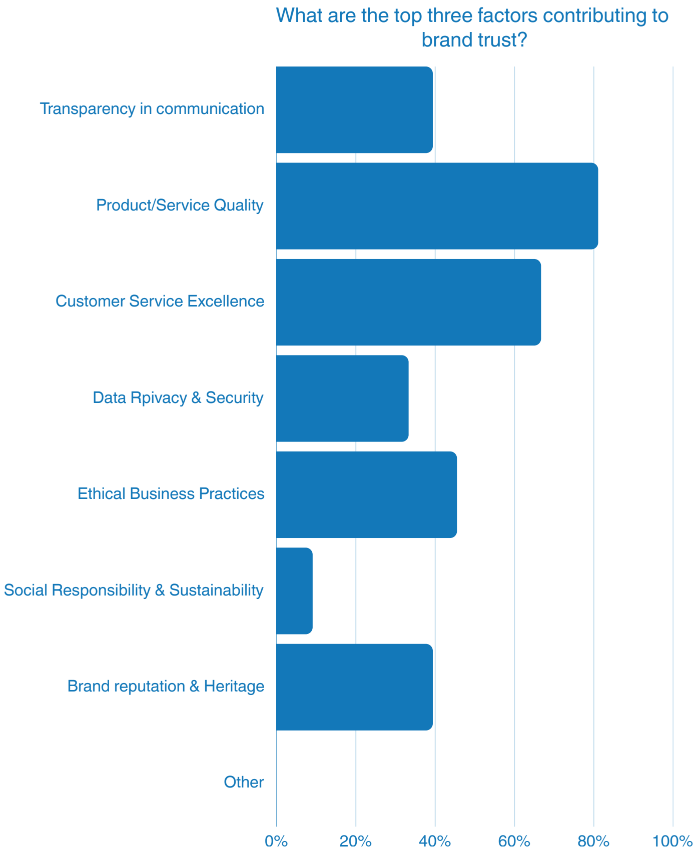
A resounding 72.7% of respondents rated trust as 10, underscoring that trust is not only a pillar but arguably the most valued attribute in brand strategy.
12.1% rated trust at 9, and another 9.1% at 8, further strengthening the case for trust as a top-tier concern in organizational branding efforts.
Minimal responses at ratings 5 and 7 (3% each) reflect that only a small minority view trust as a moderate priority.
Importantly, no respondents rated trust between 1 and 4, reinforcing the consensus that brand trust is non-negotiable in today's marketplace.

Factor	Percentage of Respondents (%)
Product/Service Quality	81.1%
Customer Service Excellence	66.7%
Ethical Business Practices	45.5%
Transparency in Communication	39.9%
Brand Reputation & Heritage	39.4%
Data Privacy & Security	33.3%
Social Responsibility & Sustainability	9.1%

Top Factors contributing to brand trust.

To better understand what drives trust in brands among organizations in Kenya, respondents were asked to select the top three factors they consider most critical in establishing brand trust. This sheds light on the core values and expectations shaping organizational branding strategies.

Brand Trust and Perception Across Industries in Kenya



- ***Product or service quality*** *is the overwhelming top driver of brand trust, cited by 81.1% of respondents, underscoring that delivering consistent value remains paramount.*
- ***Customer service excellence*** *is also highly influential (66.7%), confirming that trust is built not only on what brands offer but also on how they engage and support consumers.*
- ***Ethical business practices*** *(45.5%),* ***transparency in communication*** *(39.9%), and* ***brand reputation & heritage*** *(39.4%) all reflect the growing emphasis on corporate integrity and long-standing credibility.*
- ***Data privacy and security****, noted by 33.3%, shows a rising concern for digital ethics amid an increasingly online consumer experience.*
- ***Social responsibility & sustainability*** *ranks lowest (9.1%), indicating that while globally significant, these values may currently hold less sway in Kenyan trust metrics compared to more direct service and performance-related factors.*

Methods Used to Measure Customer Trust in a Brand

To assess how companies monitor and evaluate consumer trust, participants were asked to identify the methods they use to measure trust in their brand. The responses provide insight into the tools and indicators that organizations prioritize in maintaining and tracking consumer relationships.

Measurement Method	Percentage of Respondents (%)
Brand Loyalty & Retention Rate	84.4%
Customer Surveys & Feedback	75.0%
Customer Complaints & Resolution Metrics	71.9%
Social Media Sentiment Analysis	40.6%
Independent Brand Reputation Rankings	28.1%

Brand Trust and Perception Across Industries in Kenya

- ***Brand loyalty and retention*** *is the leading measure of trust, used by 84.4% of respondents, reflecting a focus on long-term customer relationships as a core trust indicator.*
- ***Customer surveys and feedback*** *(75%) and* ***customer complaints & resolution tracking*** *(71.9%) are also widely utilized, showing a strong preference for direct customer input and responsiveness.*
- ***Social media sentiment analysis*** *is applied by 40.6%, highlighting an awareness of public online discourse, though it's not as dominant as traditional feedback mechanisms.*
- *Only 28.1% of companies use* ***independent brand reputation rankings****, suggesting that external brand audits are less commonly adopted compared to internal and consumer-facing trust measures.*

Section 3 : Brand Trust Strategies

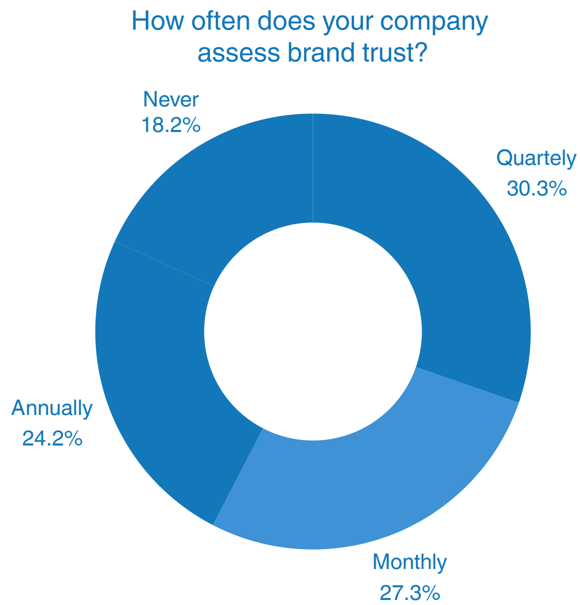
Importance of Trust in Brand Strategy

Building and maintaining trust is essential for brand success, influencing consumer loyalty, perception, and long-term market positioning. In Kenya's competitive landscape, businesses employ various strategies to strengthen trust with customers, ensuring consistent engagement and reliability.

This section explores the approaches companies use to maintain consumer confidence, from transparency in communication to service excellence and ethical business practices. Additionally, we examine how brands gather customer feedback to assess trust levels, leveraging tools such as surveys, social media sentiment analysis, and retention metrics. By understanding these dynamics, businesses can refine their strategies to foster stronger customer relationships and enhance brand credibility in an evolving marketplace.

How often companies assess their brand trust

Understanding how frequently companies monitor trust is essential in evaluating their commitment to sustaining positive brand relationships. Participants were asked how often their organizations assess customer trust in their brand, revealing diverse approaches in trust management practices.



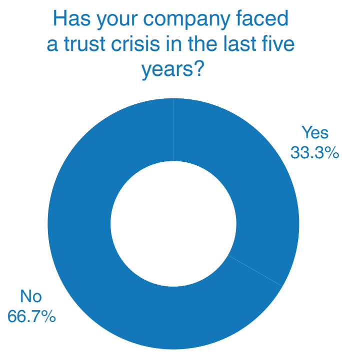
Brand Trust and Perception Across Industries in Kenya

- ***Quarterly assessments*** *are the most common, with 30.3% of companies conducting regular trust checks every three months.*
- *A close 27.3% of companies perform trust evaluations* ***monthly****, indicating a more active and continuous monitoring approach.*
- *24.2% review trust* ***annually****, showing a structured but less frequent engagement with trust metrics.*
- *18.2% of businesses* ***never assess brand trust****, which may point to a strategic oversight or a lack of dedicated resources for brand reputation tracking.*

Incidence of Trust Crises in the Last Five Years

Trust is a critical component of brand equity, and any erosion of it can have lasting consequences. To gauge how widespread reputational challenges have been, companies were asked if they had experienced a trust crisis in the past five years.

- *One in three companies (33.3%) reported experiencing a trust crisis within the last five years—highlighting the vulnerability of brands to issues that can harm stakeholder confidence.*
- *The majority, 66.7%, indicated they have not faced a trust crisis, suggesting that most organizations may have maintained a stable reputation or successfully mitigated emerging risks.*



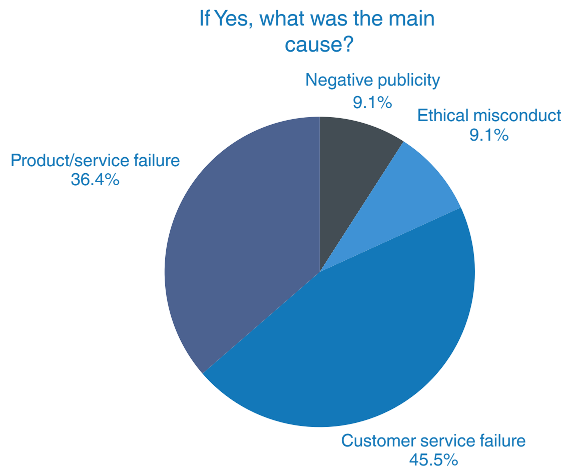
Main Cause of Brand Trust Crises

For companies that acknowledged a trust crisis within the last five years, understanding the root causes is essential for shaping future risk mitigation strategies and brand recovery plans

Cause of Trust Crisis	Percentage (%)
Customer service failure	45.5%
Product/service failure	36.4%
Negative publicity	9.1%
Ethical misconduct	9.1%

Brand Trust and Perception Across Industries in Kenya

- ***Customer service failure*** *emerged as the leading trigger of trust breakdowns, cited by 45.5% of affected brands. This highlights the critical role of responsive, empathetic, and consistent customer engagement in maintaining trust.*
- ***Product/service failure*** *followed at 36.4%, reinforcing the importance of delivering reliable, high-quality offerings.*
- *Less frequently reported causes included* ***negative publicity and ethical misconduct*** *(each at 9.1%), pointing to potential vulnerabilities in reputation and governance for a minority of firms.*



Actions Taken by Companies to Rebuild Trust After a Crisis

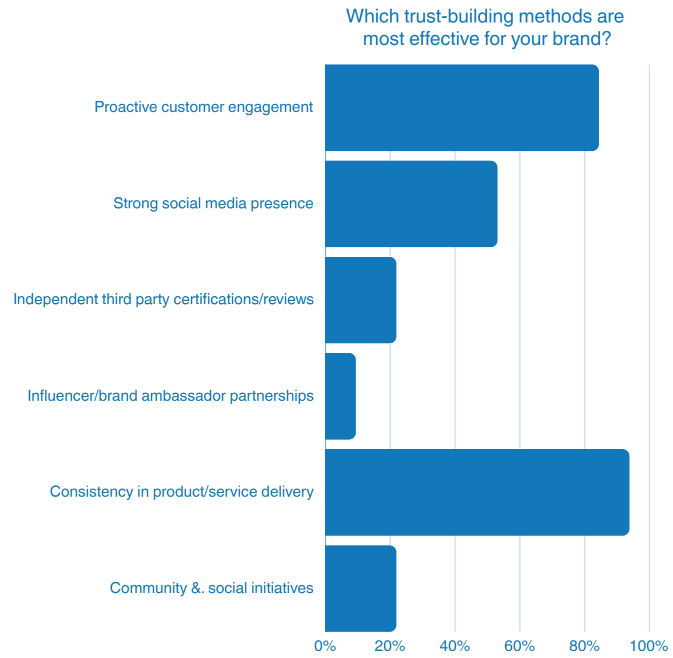
Organizations that experience a breakdown in trust often pursue corrective actions to regain consumer confidence. The survey explored the most common recovery strategies adopted by companies in Kenya following a brand trust crisis.

- *The most common trust recovery measure is enhancing customer service, adopted by 73.7% of respondents. This underscores the central role of frontline engagement in restoring customer relationships.*
- *Product/service improvement follows at 68.4%, reflecting a commitment to quality assurance as a trust foundation.*
- *Over half of the respondents (52.6%) also chose to increase transparency and communication, indicating the importance of openness in crisis resolution.*
- *Less frequently used strategies include issuing public statements (21.1%) and corporate social responsibility (10.5%), suggesting these are secondary approaches.*
- *Leadership changes were the least utilized at 5.3%, showing that internal restructuring is rarely the first response to a trust crisis.*

Most Effective Trust-Building Startegies for Brands

To better understand how Kenyan companies foster trust with their stakeholders, the survey invited businesses to identify up to three methods they consider most effective in building trust with customers, clients, and the broader public.

- *The data clearly highlights consistency in product or service delivery as the most effective trust-building approach, cited by 93.8% of respondents. This underscores the foundational role of dependability in cultivating consumer confidence.*
- *Internal efforts such as staff training, process improvements, and culture of transparency were also emphasized by 84.4% of businesses—reflecting the value placed on inward-facing strategies.*
- *Over half of companies (53.1%) also leverage more general or mixed trust-building tactics, indicating a layered approach to engagement.*
- *Less frequently cited but still relevant are third-party endorsements (21.9%) and CSR efforts (21.9%), showing that while external validation and community involvement support trust-building, they are secondary to operational consistency and internal alignment.*



Section 4 : Consumer Engagement & Public Perception

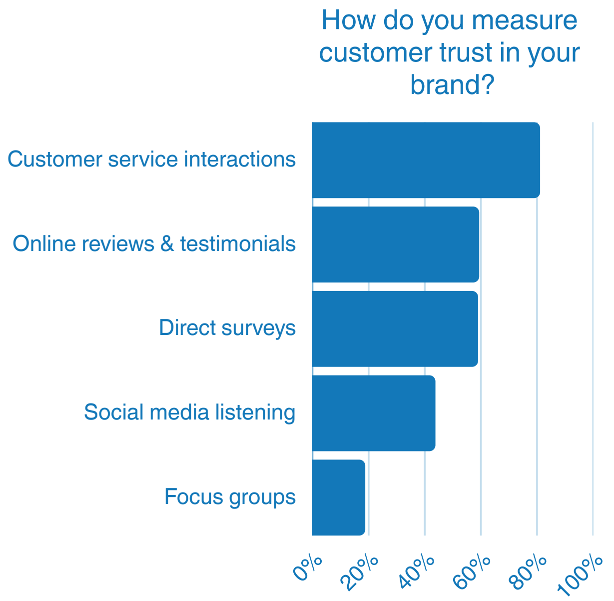
This section of the survey explores the mechanisms through which organizations gather customer feedback, address trust-related concerns, and identify the most effective platforms for maintaining brand credibility. Additionally, we examine the significance of third-party validation—such as awards, media recognition, and strategic partnerships—in shaping public perception and reinforcing consumer confidence.

By analyzing these insights, we aim to provide a clearer understanding of how businesses cultivate trust and engagement, ensuring long-term sustainability in an increasingly discerning consumer landscape

Methods Used to Collect Customer Feedback on Trust

To understand how organizations maintain ongoing dialogue with consumers and monitor brand trust, respondents were asked to identify the feedback mechanisms they rely on. These insights help illuminate the strategic approaches companies take to stay responsive and informed about public perception.

Brand Trust and Perception Across Industries in Kenya

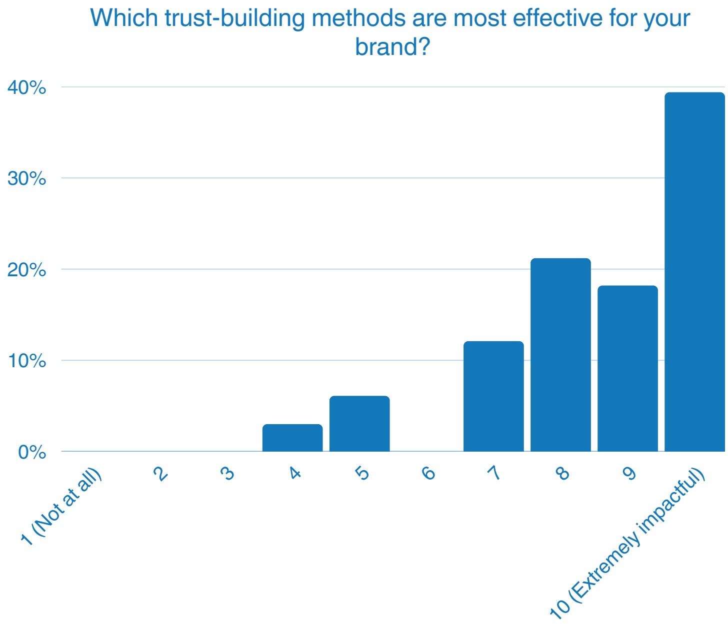


- ***Customer service interactions*** *emerged as the leading channel for trust-related feedback, used by 81.1% of respondents. This reflects the frontline role of service teams in identifying and addressing trust concerns.*
- ***Online reviews and testimonials*** *(59.4%) and direct surveys (59%) are both widely utilized, signaling a balanced approach between passive sentiment gathering and proactive outreach.*
- ***Social media listening****, used by 43.8%, shows the growing importance of digital platforms in shaping brand reputation and capturing unfiltered public opinion.*
- ***Focus groups,*** *while the least used (18.8%), still play a role in gathering deeper qualitative insights.*
- *These findings suggest that companies are increasingly blending digital tools and human interaction to remain attuned to trust perceptions and consumer expectations.*

Impact of Customer Reviews on Brand Trust Strategy

To assess how consumer-generated content affects corporate decision-making, businesses were asked to rate the impact of customer reviews on their brand trust strategy on a scale from 1 (not at all) to 10 (extremely impactful). This question sheds light on how seriously companies regard external feedback when shaping their trust initiatives.

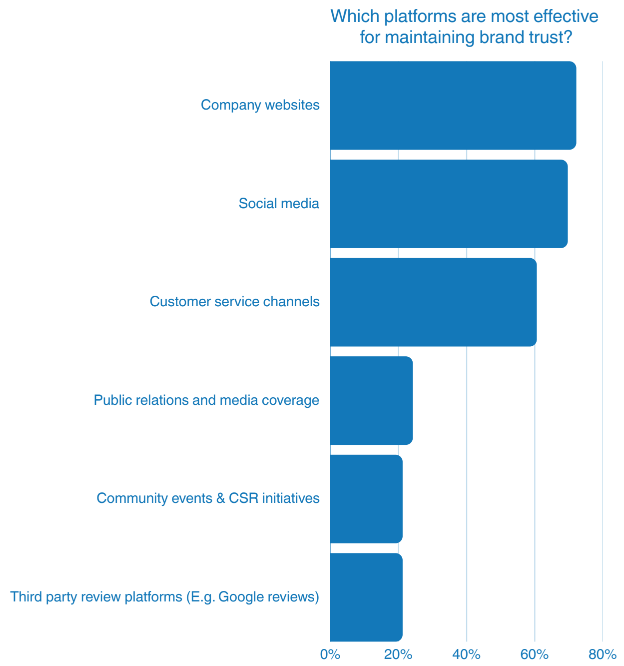
- *Customer reviews are a powerful trust signal, especially at the higher end of the scale.*
- *A significant 39.4% of respondents rated customer reviews as extremely impactful (10), underscoring the weight they carry in brand trust planning.*
- *Mid-to-high ratings such as level 8 (21.2%) and level 9 (18.2%) further confirm the growing influence of peer feedback and digital testimonials.*
- *Lower impact scores (1–6) collectively account for less than 10%, indicating that only a small minority view reviews as having minimal strategic relevance.*
- *These trends suggest that customer voices—especially through reviews—are now central to trust-building efforts, particularly in reputation-sensitive markets like Kenya.*



Most Effective Platforms for Maintaining Brand Trust

In today's dynamic communication environment, brands must identify and leverage the platforms that most effectively foster and sustain consumer trust. Respondents were asked to select up to three platforms they consider most impactful in maintaining trust with their audiences. The results reveal a clear hierarchy of effectiveness among digital, interpersonal, and media-based channels.

- ***Company websites*** *ranked highest (72.7%), signaling their central role as authoritative sources of brand information and direct customer interaction.*
- ***Social media (69.7%)*** *emerged as a near-equally powerful platform, emphasizing the importance of real-time engagement, transparency, and social proof.*
- ***Customer service channels*** *were also highly rated (60.6%), highlighting the trust built through responsive and reliable support.*
- *Secondary yet notable channels include* ***public relations/media coverage*** *(24.2%) and* ***community/CSR initiatives*** *(21.2%), suggesting that broader visibility and local involvement still influence trust dynamics.*
- ***Third-party review platforms*** *(21.2%) hold value as independent sources of validation, reinforcing the growing impact of external feedback mechanisms.*



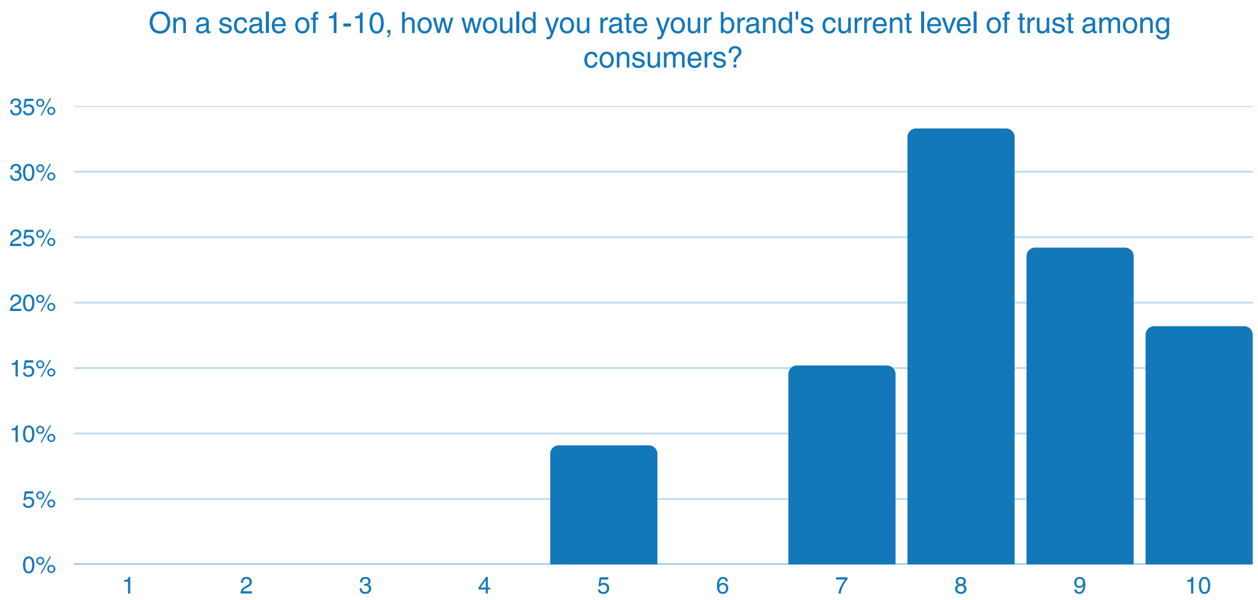
Section 5 : Consumer Engagement & Public Perception

This section examines how businesses assess their current level of consumer trust, the key brands they use as benchmarks for trustworthiness, and the strategic improvements they consider essential for strengthening their market reputation.

By analyzing these findings, we gain valuable insights into industry standards for brand reliability, competitive trust positioning, and the evolving consumer expectations that drive trust-building efforts. This benchmarking exercise helps organizations refine their approach to fostering credibility, ensuring their brand remains both relevant and resilient in an increasingly discerning marketplace.

Self-Rated Brand Trust Levels Among Consumers

To benchmark consumer trust, participating organizations were asked to rate their brand's current trust level on a scale from 1 (very low) to 10 (very high). The findings provide a snapshot of how companies perceive their credibility and standing with their customer base.



- *No respondents rated their brand between 1 and 4, suggesting a strong baseline of trust across all participants.*
- *Moderate trust begins at level 5, with 9.1% of brands identifying themselves at this midpoint.*
- *No responses were recorded for level 6, creating a distinct gap between moderate and high trust segments.*
- *High trust levels are more prominent:*
    - *15.2% rated themselves at 7*
    - *33.3% at 8, indicating this as the most common rating*
    - *24.2% at 9*
    - *18.2% at 10, reflecting the highest possible trust acknowledgment*

These results show that a significant majority of organizations believe they command strong consumer trust, with over 90% rating themselves at 7 or above

Benchmark Brands Cited for Trustworthiness

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Benchmark Brands Cited for Trustworthiness

Survey respondents identified a diverse set of local and international brands they consider benchmarks for trustworthiness. Safaricom emerged as the most consistently cited example, reflecting its strong positioning in the Kenyan market. Several educational institutions—including Strathmore University, Harvard, and USIU—were also recognized for their perceived institutional integrity.

Notably, brands across sectors like consumer goods (Colgate, Lindt), legal services (Oraro & Co.), consulting (BCG), technology (Apple), and environmental advocacy (WWF, 350.org) were mentioned. This diversity indicates that trust benchmarks are context-specific but unified by perceived quality, transparency, and ethical conduct.

However, a few respondents indicated no benchmarks or acknowledged a lack of sufficient trusted examples, pointing to opportunities for local brands to fill this trust gap.

Top mentioned brands

Benchmark Brands Cited for Trustworthiness

Category	Examples of Mentioned Brands	Key Insight
Telecommunications	**Safaricom**	Most frequently cited brand; widely recognized for customer trust and consistency.
Education Institutions	**Strathmore University, KCA, MKU, USIU, Harvard University, CALTECH, Seattle Pacific University**	Trusted for academic excellence, ethics, and institutional reliability.
Consumer Goods (FMCG)	**Colgate, Lindt, House of Manji**	Benchmarked for product quality and brand integrity.
Professional Services & Legal	**Oraro & Company Advocates, Boston Consulting Group, Mackrell Global Legal Network**	Chosen for professionalism, expertise, and ethical standards.
Banking & Finance	**KCB**	Seen as a stable and reliable financial brand.
Technology & Innovation	**Apple**	Globally admired for innovation, privacy, and user trust.
Healthcare	**Children's Hospitals in USA, UK, Australia**	Benchmarked for quality care, professionalism, and public trust.
Development & Environmental NGOs	**350.org, Global Landscapes Forum, WWF, We Don't Have Time, Green Growth Knowledge Partnership**	Referenced for transparency, advocacy, and trust in mission delivery.
Market Research & Analytics	**KANTAR**	Seen as a reliable source for trusted data and insights.
Others / Mixed Mentions	**Toyota, Cri India, Kenya Tent, Globe Flight Logistics, Mombasa Canvas, KEBS, IPOA, Big 4 consulting firms**	These reflect varied sector-specific benchmarks in governance, quality, and delivery.
No Benchmark Mentioned / N/A	**"None", "N/A", "Yes", "Sadly, we are somewhat deficient here"**	Indicates gaps in trust benchmarking or lack of brand trust references.

Suggested Improvements to Strengthen Brand Trust

Suggested Improvements to Strengthen Brand Trust

The responses to this question reveal a clear prioritization of customer engagement, service quality, and effective communication as critical levers for building brand trust. Many organizations recognize the need for proactive interaction, timely feedback mechanisms, and a consistent customer experience.

Moreover, improved marketing strategies, enhanced digital visibility, and internal staff training were frequently noted as areas needing investment. A few organizations went further to recommend community-driven storytelling, third-party collaboration, and the creation of thought leadership content to humanize and legitimize their brand.

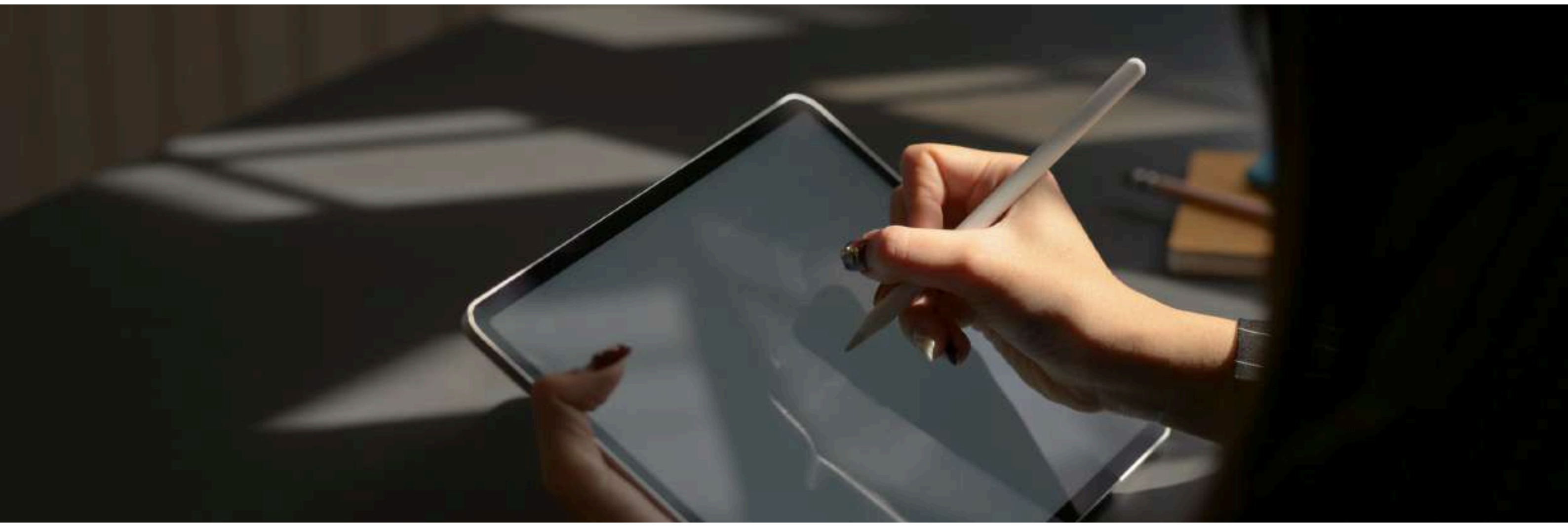
These insights suggest that companies seeking to strengthen their trust footprint in Kenya's competitive market must adopt a multifaceted approach—anchored in reliability, visibility, and authenticity.

Suggested Improvements to Strengthen Brand Trust

Theme / Area for Improvement	Representative Responses	Key Insights
Customer Engagement & Feedback	- "Consistent and constant engagement with our customers" - "Dialogue with Client Base..." - "Increase frequency and modes of engagement..."	Most respondents emphasized deeper, ongoing engagement with customers to build mutual trust.
Product/Service Quality & Consistency	- "Improving product quality and delivery times" - "Consistency in service quality" - "Continuous product improvement"	Consistency and improvement in quality are seen as core to maintaining and enhancing trust.
Marketing & Communication	- "Good Marketing" - "Focus on marketing and more customer service" - "Improve communication"	Respondents identified a strong need for clearer, strategic communication and visibility.
Customer Service Excellence	- "Customer service excellence" - "Training to staff...to invoice the customers" - "Improve quality of service and products"	Service responsiveness and frontline professionalism are essential trust pillars.
Social Media & Digital Presence	- "More social media and internet visibility" - "User-generated testimonials on their own handles" - "Consistent posting schedules"	Enhancing online presence through both content and customer advocacy can strengthen digital trust.
Community Involvement & Human Touch	- "Strengthen community engagement..." - "Showcasing real voices from communities..."	Humanizing the brand through real stories and local engagement fosters empathy and credibility.
Thought Leadership & Credibility	- "Release thought leadership material..." - "Collaborating with credible thought leaders or institutions"	Establishing expertise through knowledge-sharing and expert collaboration is seen as trust-enhancing.
Internal Capacity Building	- "Training to staff" - "Improve media relations"	Internally, capacity development is key to consistent service and trust building.
No Response / Not Applicable / Uncertain	- "None" - "n/a" - "Someone from marketing would know better on this"	A minority of participants either did not provide suggestions or deferred the responsibility.

Conclusions

Conclusions



The Glass House PR Brands Trust Report 2025 is a timely barometer of Kenya's evolving consumer psyche. In a nation where economic dynamism meets persistent socio-economic divides, trust emerges not merely as a soft metric but as the bedrock of competitive advantage. Drawing from a robust survey of the general public respondents and organizations, the report illuminates a marketplace where authenticity trumps artifice, and where brands must navigate a youth-driven, digitally attuned audience to thrive.

Overall Trends and Takeaways

Kenya's brand trust landscape is characterized by a cautious optimism, underpinned by a shift toward experiential authenticity amid economic pressures. A striking 52% of respondents perceive an improvement in brand trust over the past five years, with services lagging slightly at 47.25%, signaling incremental progress in quality and delivery. Yet, this positivity is tempered by persistent skepticism: nearly one in five (19.5%) report worsening brand trust, rising to 27% for services, often linked to inflation, inconsistency, and ethical lapses. The dominance of urban, youthful demographics—57.7% from Nairobi, 37.5% aged 25–34—highlights a generational pivot: trust is increasingly forged in the crucible of digital interactions and peer validations, with personal experience (31.18%) and word-of-mouth (26.26%) eclipsing traditional advertising (8.99%).

Sectorally, **telecommunications and technology** reign supreme in engagement and trust, with Safaricom's near-ubiquitous presence (87.2% mention rate) exemplifying how seamless integration into daily life—via connectivity and mobile finance—can yield unassailable loyalty. Conversely, government services reveal a fractured narrative: while education and transportation garner high trust (46.2% and 47.3%, respectively), security and taxation suffer from deep-seated doubts (26.1% and 28.2% low trust), underscoring a broader governance trust deficit. Local brands edge out international ones (42.5% vs. 32.5% preference), buoyed by cultural resonance, but this allegiance is fragile, eroded by perceptions of corruption and affordability challenges that drive envy toward regional peers like Tanzania and Rwanda.

Conclusions

In the organizational realm, trust is viewed as non-negotiable—72.7% rate it a perfect 10 in strategic importance—yet one-third have weathered crises in the last five years, primarily from service or product failures. This points to a trend of reactive rather than proactive trust management, with recovery emphasizing internal enhancements over external PR spins.

Key Takeaways

1. The Trust Triangle Rules Supreme:

Quality (75.9%), customer service (61.9%), and transparency (61.9%) form an unbreakable triad driving trust, far outpacing secondary factors like CSR (13.2%) or media coverage (11.5%). Distrust mirrors this, with poor quality (90%) and service (85%) as the swiftest assassins of loyalty—lessons for brands in prioritizing substance over spectacle.

2. Safaricom's Shadow Looms Large:

As Kenya's trust archetype, Safaricom's dominance in telecom (44.7% engagement, 53.3% high trust) illustrates the dividends of reliability and ubiquity. Yet, it also exposes vulnerabilities in monopolistic sectors, where competitors like Airtel (24.5%) must innovate to chip away at this hegemony.

3. Digital Skepticism Meets Analog Priorities:

While online reviews influence 20.98%, trust remains rooted in tangible experiences. Government digital platforms like eCitizen, with ambivalent ratings (32.5% at mid-level trust), highlight the pitfalls of tech without user-centric design.

4. Regional Aspirations Signal Domestic Shortfalls:

Preferences for Tanzania (35.25%) and Rwanda (31.5%) as relocation alternatives, driven by low corruption (15%) and affordability (14.5%), cast a harsh light on Kenya's pain points—corruption (28.75%), cost of living (23%), and healthcare (21.25%)—demanding urgent policy recalibration.

5. Organizational Resilience Gaps:

With 18.2% never assessing trust and crises hitting 33.3%, businesses reveal a lag in systematic monitoring, favoring loyalty metrics (84.4%) over forward-looking tools like sentiment analysis (40.6%).

In sum, Kenya's trust narrative is one of potential amid precarity: a market ripe for brands that deliver consistent value, but unforgiving to those that falter on ethics or execution.

Recommendations

Charting a Path to Enduring Trust

Recommendations

The imperatives for Kenyan brands and institutions are clear: treat trust as a renewable asset, cultivated through deliberate, data-driven action. Below are targeted recommendations, tailored for stakeholders from corporate boardrooms to policy corridors.

1. Fortify the Trust Triangle with Metrics and Accountability:

Brands should embed quality assurance and service excellence into core operations, using regular audits and AI-driven feedback loops to preempt failures. For instance, telecom giants like Safaricom could pioneer transparent pricing algorithms, while retailers like Colgate invest in supply-chain traceability to combat counterfeit concerns. Organizations must shift from quarterly (30.3%) to monthly trust assessments (27.3%), integrating tools like social media sentiment analysis to catch issues early.

2. Embrace Digital Authenticity While Grounding in Human Connections:

In a youth-skewed market, amplify online reviews and peer endorsements, but pair them with offline touchpoints—community events or CSR initiatives tied to local needs (e.g., agriculture's high trust despite low engagement). Government platforms like eCitizen should undergo user-experience overhauls, prioritizing security and accessibility to lift trust from middling levels.

3. Bridge Local-International Divides Through Cultural Adaptation:

Local brands, enjoying a 42.5% trust edge, should leverage this by amplifying Kenyan narratives in marketing, while internationals adapt to value-for-money sensitivities. Policymakers could incentivize hybrid models, such as tax breaks for ethical sourcing, to bolster agriculture (58.5% trust) and tourism (61.7%), sectors with untapped potential.

4. Tackle Distrust Head-On with Ethical Overhauls

Address high-price grievances (70% distrust factor) through fair-pricing pledges and transparency reports. For government services, a national anti-corruption drive—mirroring Rwanda's successes—could rebuild faith in security and taxation, complemented by efficiency benchmarks in healthcare and education.

5. Foster Cross-Sector Learning and Crisis Preparedness:

Organizations should benchmark against trust exemplars like Safaricom or global peers (e.g., Apple for innovation), forming alliances for shared best practices. Mandate annual trust simulations to reduce crisis incidence, focusing on rapid recovery via enhanced service (73.7% preferred action) and communication.

6. Prioritize Inclusivity to Close Demographic Gaps:

Extend trust-building to underserved regions (e.g., North Eastern at 1.7% representation) through mobile-first initiatives and affordable access. For lower-income groups (29.1% below KES 10,000), brands could pilot value-driven programs, while policymakers invest in infrastructure to match transportation's high trust.

Implementing these steps could transform Kenya's trust deficit into a surplus, fostering a resilient economy where brands not only survive but inspire. As markets globalize, the winners will be those who view trust not as a cost, but as the ultimate currency.

BRAND TRUST REPORT 2025

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