

The Influence of Stakeholder Feedback on Image Management of Organizations: A Case Study of the Nakuru County Government

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Abstract

In contemporary organizational environments, stakeholder feedback has become indispensable to effective image and reputation management. This study aimed at identifying and categorizing distinct forms of stakeholder input used by the Nakuru County Government in its image management efforts, evaluating the degree of integration of stakeholder input in the Nakuru County Government's image management strategies and assessing the correlation between stakeholder feedback trends and public perception of the Nakuru County Government's image for the past five years. The study was anchored on the public relations theory. The study adopted mixed research design. The research targeted a variety of stakeholder from Nakuru County Government. Stratified Random Sampling and purposive sampling were used. The sample size was 157 respondents. A sample size of 12 key informants who included 6 internal stakeholders (County officials), 6 external stakeholders was also used. There was 1 FGDs involving the three groups of stakeholders. Each group had a total number of ten respondents. Data was collected using questionnaires, interviews and focused group discussions. Quantitative data from questionnaires were analyzed using statistical software using descriptive analysis to get the percentages and frequencies. Qualitative data collected from interviews and focus group discussions was transcribed and analyzed thematically. Results showed that 51.2% of the respondents rated the current image of the Nakuru County Government among the public as fair while 24.4% rated it as good. Further, 75.6% of the respondents indicated that stakeholder feedback has improved the County Government's image significantly. The study concludes that Nakuru County's public image is moderately positive, with improvements in services. To enhance perception, it should strengthen responsiveness, transparency, and communication. Implementing structured feedback systems, equitable community engagement, and performance indicators will boost accountability and trust, ensuring inclusive development and a consistently credible public image.

Keywords: Image Management Strategies, Stakeholder Input, Stakeholder Feedback, Public Perception, Nakuru County Government

Introduction

In contemporary organizational environments, stakeholder feedback has become indispensable to effective image and reputation management. Globally, institutions that are both public and private now recognize that responsiveness to stakeholder input enhances transparency, fosters trust, and supports sustainable organizational legitimacy (Tench et al., 2021). This stakeholder-oriented paradigm aligns with Freeman's (1984) stakeholder theory, which posits that

organizations can build a competitive advantage and strengthen their reputations by proactively engaging and satisfying stakeholder concerns (Maignan et al., 2011).

Within the African context, governance reforms increasingly embrace inclusive participation as a means of improving service delivery and public trust. The African Peer Review Mechanism (APRM), for instance, emphasizes inclusive participation in governance self-assessment processes (African Union, 2025). Additionally, grassroots monitoring and bottom-up reform mechanisms have gained prominence as approaches that strengthen public accountability and curb corruption (Stiglitz, 2024).

At the regional level, civic technology platforms have emerged across Africa to facilitate real-time citizen input and enhance participatory governance. Examples include Maji Voice in Kenya, which allows citizens to report water service issues via SMS or online portals, dramatically improving both feedback volumes and resolution rates (from 400 to 4,000 reports per month and resolution at 94%) (OECD, 2025). In South Africa, platforms like GovChat enable citizens to engage via WhatsApp, SMS, or USSD, fostering direct communication with government services (OECD, 2025).

In Kenya, the 2010 Constitution entrenched devolved governance and enshrined public participation, transparency, and accountability as foundational principles. County governments are entrusted with the responsibility to operationalize these ideals in service delivery (Njoroge et al., 2023). Specifically, the Nakuru County Government has demonstrated deliberate efforts to institutionalize stakeholder engagement. It has established a Directorate of Public Participation and Citizen Engagement, organized training for Sub-County and Ward administrators, and partnered with USAID to build frameworks that enhance grassroots outreach (Nakuru County Government Prioritizes Public Participation, 2024; Nakuru County Set to Partner with Development Organizations, 2024). Additionally, periodic stakeholder planning meetings particularly in sectors like environment and climate change underscore efforts to involve development partners, NGOs, and community groups in policy deliberations (County engages stakeholders in the Environment sector, 2023).

Despite these initiatives, existing academic literature reveals a gap in understanding how stakeholder feedback influences the public image of county governments. Prior studies have

focused on the implementation of strategic plans (Omwenga, 2023), the relationship between governance attributes (e.g., transparency, accountability) and service delivery (Omondi, 2018), and the broader performance impacts of stakeholder participation across Kenyan counties (Waikenda, 2019). However, these largely omit an examination of how stakeholder input contributes to shaping or altering public perception or government image and thus the need for this study.

Theoretical Review

The study was anchored on the Public Relations Theory (Grunig and Hunt's four models). Grunig and Hunt's (1984) four models of public relations have played a pivotal role in shaping both the theoretical and practical dimensions of the field worldwide. Their framework categorizes public relations practices into four main models: press agency/publicity, public information, two-way asymmetrical, and two-way symmetrical. These models represent varying communication approaches, from one-way information delivery to interactive, two-way dialogue between organizations and their stakeholders.

The press agency/publicity model involves one-way communication aimed at attracting media attention and public visibility, often prioritizing persuasion over accuracy (Grunig, 2013). It is commonly seen in celebrity promotions and political propaganda. In contrast, the public information model also relies on one-way communication but focuses on providing truthful information. This approach is frequently used by government agencies and non-profit organizations to ensure transparency and educate the public.

The two-way asymmetrical model incorporates a feedback mechanism, allowing organizations to gather audience responses and refine their messaging. However, this model remains tilted in favor of the organization's interests rather than fostering mutual benefit. It is widely used in marketing and corporate communications to enhance persuasive strategies. The two-way symmetrical model, considered the most balanced approach, promotes reciprocal communication aimed at achieving mutual understanding and resolving conflicts (Grunig,2013).

This method encourages dialogue where both parties contribute equally, making it ideal for ethical public relations practices. Building on the foundational models, later scholars elaborated

on their application and significance. For instance, Grunig et. al (1995) developed the Excellence Theory, asserting that the two-way symmetrical model is the most ethical and effective form of public relations. They emphasized that organizations engaging in balanced, reciprocal communication are better positioned to foster lasting, positive relationships with their publics. Likewise, earlier evaluations of the model highlighted its alignment with democratic values, such as transparency and participatory engagement (Bowen, 2009).

Although Grunig and Hunt's models remain foundational in public relations theory, they have been criticized for their limited relevance in contemporary practice. Scholars contend that these models oversimplify communication dynamics and fail to capture the complexities of modern public relations, especially in the digital era (Waddington, 2012). With the emergence of social media, public relations have evolved into a more interactive and dynamic discipline, challenging the traditional one-way communication approaches outlined in the earlier models.

This theory is applicable while discussing the influence of stakeholder feedback to the image of the Nakuru County Government. The County depends on legitimacy and public opinion to function as a public institution. Its public relations and feedback-response strategies also influence its image in addition to the services it provides (Edwards, 2018). It shows accountability when the County Government listens to and addresses stakeholder complaints ((Kivandi & Muna, 2020) through public relations channels such as social media outlets, radio, town halls, walk-in customer complains boxes, and notices. For instance, if residents voice concerns about bad road conditions, the county may address the matter in a public statement and offer a reconstruction schedule.

If not handled appropriately, stakeholder feedback, especially negative feedback, can turn into a public relations disaster. Quick answers, clearing rumors, and announcing corrective actions are all components of successful public relations efforts. The theory states that organizations can create enduring partnerships through community participation initiatives and frequent communication updates (Edwards, 2018). The use of two-way symmetrical model, in which stakeholder input is actively used to shape choices and public communication, is crucial to Nakuru County Government's ability to preserve a positive public image.

Empirical Review

Forms of stakeholder input utilized by the Nakuru County Government and their effect on image management

The degree to which governance procedures are responsive, transparent, and inclusive has a significant impact on the public's perception of government institutions, especially those at the county level. Input from stakeholders is essential to this because it fosters legitimacy, accountability, and confidence. The Nakuru County Government has established several avenues for gathering and incorporating stakeholder input, which has a direct impact on its standing and public perception.

In accordance with Article 10(2) (a) of the Kenyan Constitution, which upholds public involvement as a national priority (County Government Act, 2012), Nakuru County frequently hosts public forums, or barazas. The goal is to gather public opinions on policies, projects, and objectives, especially when development planning and budgeting are underway. By exhibiting transparency and inclusivity, these forums foster public confidence and improve the county's reputation as being people-centered and responsive.

A study conducted by Malusha (2023) indicated that consultations with stakeholders are essential during the budget cycle and the County Integrated Development Plan (CIDP). Prioritization and resource allocation took feedback into account. To support the budget deliberations, Nakuru County has been hosting community discussions and receiving written responses. Building financial credibility and a sense of fairness have been the goals of the discussions. According to research by (Kivandi, 2020), Nakuru County created WhatsApp platforms, a county website, and other social media platforms for public communication and feedback because of the increased use of ICT. This has improved real time communication and created a tech-forward public image, particularly among young people. Since Nakuru became a city, the county has increased its interaction with stakeholders to develop inclusive urban growth plans, zoning regulations, and infrastructure development (Kariuki, 2022). The program has strengthened the government's reputation as forward-thinking, cooperative, and long-lasting.

Extent to which the Nakuru County Government incorporates stakeholder input into its image management plan

While the scope and regularity of this practice can vary depending on the type of involvement and the political or administrative setting, the Nakuru County Government considers stakeholder input in several ways when making decisions and managing its public reputation. In order to prepare the County Integrated Development Plans (CIDPs) and annual budgets (Kariuki, 2022), the county holds stakeholder consultations and public participation forums. Gathered inputs frequently direct the choice of projects, distribution of funds, and emphasis on service delivery. By designating such programs as "community-prioritized," the county delivers results and builds public confidence.

Facebook, X, formerly (X), and WhatsApp groups are regularly used by Nakuru County for information sharing, feedback gathering, and sentiment monitoring (Omanga, 2021). Public opinion is then measured in real time using digital feedback. Online complaints and recommendations are occasionally forwarded to the appropriate departments for handling. Social media teams customize content to speak to popular public issues or achievements, enhancing the county's reputation as being approachable and involved.

The opinions expressed through different platforms impact Nakuru County's branding, media campaigns, and speeches. The concepts of "clean city," "youth empowerment," and "smart governance" are derived from the interests of the community. In particular, when organizing inclusive or donor-funded initiatives, the county collaborates with women's associations, youth organizations, NGOs, and disability activists (Chebore, 2015). Projects like public health campaigns and affirmative action monies are influenced by the information and recommendations these groups provide. The county's social inclusion is positioned through collaborative activities including Youth Innovation Challenge and Women's Empowerment Day.

How stakeholder feedback influences the image management of Nakuru County Government

The image of the Nakuru County Government is greatly influenced by stakeholder feedback, which also affects public opinion, leadership trust, and the perceived effectiveness of the government's service delivery. Citizens, businesses, development partners, civil society organizations, and the media provide this input, which can have both positive and negative effects on the county's reputation depending on how the government handles it.

According to Gutheil (2023), Nakuru County gave the impression of being a responsive and accountable government when it proactively addressed stakeholder concerns, such as enhancing healthcare services, fixing roads, or handling trash management. The Naivasha Sub-county's reputation as a citizen-centered county was enhanced when more money was invested in boreholes sinking following complaints of water shortages made in the area. The concern was raised as residents' feedback made in public barazas. Negative publicity frequently follows unresolved or poorly handled stakeholder feedback, particularly on social media and local media channels. For example, despite numerous complaints, the county has been portrayed as ineffective or reactive due to delays in correcting poor road conditions or hospital understaffing. Based on the public's response, the county modifies its platforms, content, and tone of public communications (Kivandi & Muna, 2020). The county created the Nakuru Youth Innovation Challenge and extensively marketed it after hearing from young people over the scarcity of employment options.

Stakeholder opinion is regularly picked up by the media, particularly through civil society reports and internet platforms, which in turn affects the county's overall image. Regular input from performance monitoring and public scorecards enables the county administration to pinpoint areas of weakness and implement remedial measures, which are subsequently utilized to highlight achievements. Maternal deaths decreased because of data-driven changes to maternal healthcare services in Gilgil and Subukia, for instance (Mary, 2024). This outcome was communicated through official reports and media campaigns, enhancing the county's reputation as being efficient and data-responsive.

Research Methodology

The study adopted mixed research design. The research targeted a variety of stakeholder from Nakuru County Government. Stratified Random Sampling and purposive sampling were used. The sample size was 157 respondents obtained from the eleven (11) subcounties in Nakuru County. A sample size of 12 key informants who included 6 internal stakeholders (County officials), 6 external stakeholders was also used. There was 1 FGDs involving the three groups of stakeholders. Each group had a total number of ten respondents. Data was collected using questionnaires, interviews and focused group discussions. Quantitative data from questionnaires were analyzed using statistical software using descriptive analysis to get the percentages and

frequencies. Qualitative data collected from interviews and focus group discussions was transcribed and analyzed thematically.

Results and Discussions

Ways of providing input to the Nakuru County Government

The respondents were to indicate the ways which they have provided input to the Nakuru County Government. Results are shown in Table 1.

Table 1: Ways of providing input

Ways	Frequency	Percent
Public forums/barazas	55	44.7
Online platforms/social media	32	26.0
Written submissions (letters, emails)	5	4.1
Surveys or feedback forms	29	23.6
Direct meetings with officials	2	1.6
I have not provided any input	0	0
Total	123	100.0

Results showed that 44.7% of the respondents provided input to the Nakuru County Government through public forums/barazas, 26.0% through online platforms/social media, 23.6% through surveys or feedback forms, 4.1% through written submissions (letters, emails) while 1.6% provided input to the Nakuru County Government through direct meetings with officials. The findings indicate that public forums or barazas (44.7%) remain the most common channel for stakeholder input in Nakuru County Government. These forums are deeply rooted in Kenyan participatory governance and offer accessible, face-to-face engagement, especially in rural and peri-urban areas (Mwanzia & Kimathi, 2021). Online platforms and social media (26.0%) reflect a growing shift towards digital engagement, aligning with global trends in e-governance and youth participation. Surveys and feedback forms (23.6%) suggest a structured approach to gathering stakeholder opinions, though their effectiveness depends on accessibility and literacy levels (Mutua & Wekesa, 2020). Written submissions (4.1%) and direct meetings with officials (1.6%) were the least used, likely due to perceived inefficiency or lack of access to officials.

These diverse feedback channels highlight the need for a multi-platform approach to stakeholder engagement for improved image management.

Participants in the focus group discussions identified several ways through which the County collects feedback from the public. Common mechanisms mentioned included public barazas (community meetings), suggestion boxes at County offices, SMS platforms, radio talk shows, and social media platforms like Facebook and Twitter. Some also noted the use of County websites and public participation forums held during budget planning or project initiation phases. However, many participants felt these methods are not consistently applied or well-publicized, leading to limited awareness among citizens.

From the interviews conducted, stakeholders reported using a variety of channels to give feedback to the County Government. The most common methods included attending public participation forums (barazas), submitting written complaints or suggestions through ward offices, using social media platforms like Facebook and Twitter, calling designated County hotlines, and, in some cases, speaking directly with local administrators or MCA representatives. A few also mentioned mobile-based platforms or WhatsApp groups created for community updates.

Frequency of providing input

Respondents were to indicate how often they provided input to the County Government. Results are shown in Table 2

Table 2: Frequency of providing input

Frequency	Frequency	Percent
Frequently	20	16.3
Occasionally	62	50.4
Rarely	10	25.2
Never	31	8.1
Total	123	100.0

The findings show that while a majority of respondents (50.4%) occasionally provided input to Nakuru County Government, only 16.3% did so frequently. This indicates moderate engagement levels, reflecting both interest in public affairs and potential barriers to consistent participation (Dalton, 2020). The fact that 25.2% rarely and 8.1% never provided input suggests gaps in inclusivity or accessibility of feedback mechanisms. Low engagement levels are often attributed to limited awareness, lack of trust in government responsiveness, or perceptions that feedback does not influence decisions (Fung, 2021). Enhancing regular stakeholder input is essential for improving image management, as continuous dialogue fosters transparency and accountability. For effective governance, county governments must invest in outreach, civic education, and responsive systems that encourage consistent participation across all population segments.

Incorporation of stakeholder feedback into image management by the Nakuru County Government

Actively listening to stakeholder feedback

Respondents were to indicate if the Nakuru County Government actively listens to stakeholders' feedback. Results are shown in Table 3.

Table 3: Actively listening to stakeholder feedback

	Frequency	Percent
Strongly agree	32	26.0
Agree	67	54.5
Neutral	15	12.2
Disagree	8	6.5
Strongly disagree	1	0.8
Total	123	100.0

Results showed that 26.0% of the respondents strongly agreed that the Nakuru County Government actively listens to stakeholder feedback, 54.5% agreed, 12.2% were neutral, 6.5% disagreed while 0.8% strongly disagreed that the Nakuru County Government actively listens to stakeholder feedback. That over 70 % of respondents perceives that Nakuru County Government actively listens to stakeholder feedback indicates a robust foundation for civic trust and perceived responsiveness. Evidence from Visakhapatnam, India, highlights how trust in public

service managers positively correlates with citizens' willingness to participate, forming a reinforcing cycle where perceived listening enhances trust and engagement (Ati, Satpathy, & Saxena, 2024). Similarly, OECD data reveal that providing opportunities for citizens to voice opinions before local decisions significantly bolsters institutional trust, underscoring the importance of perceived receptiveness in government (OECD, 2024). Organizational studies further affirm that listening capacity is critical for inclusive stakeholder engagement, allowing organizations to genuinely incorporate diverse inputs and thereby sustain legitimacy (Fu, Cooper, Woo, & Kwestel, 2024). Thus, while Nakuru County's listening scores are encouraging, continued efforts to support responsive channels and visibly act on feedback remain essential to deepen civic trust and strengthen participatory governance.

During focus group discussions, most participants expressed a belief that the County does listen to stakeholder feedback though the degree of responsiveness varied. Many acknowledged improvements in service delivery, road maintenance, and market cleanliness after public complaints, suggesting that feedback can influence change. However, some participants felt that while the County listens, it is selective in what it acts upon, with politically sensitive or highly visible issues addressed more quickly than everyday concerns.

Interview responses indicated that the County does act on stakeholder feedback, although the level of responsiveness varies by department and issue. Several respondents recalled specific examples where public input led to tangible action such as the rehabilitation of feeder roads following complaints during barazas, or improved waste collection in urban areas after repeated feedback on social media. Others mentioned that market vendors' concerns about sanitation were addressed after engagement with the County Health Office. However, not all feedback is acted upon consistently. Some interviewees felt that only high-profile or politically sensitive issues receive prompt responses, while everyday concerns are often delayed or ignored.

Incorporating stakeholder feedback into its communication and image management strategies

Respondents were to indicate their level of agreement on the statement "The County Government incorporates stakeholder feedback into its communication and image management strategies". The results are shown in Table 4

Table 4: Incorporating stakeholder feedback

	Frequency	Percent
Strongly agree	32	26.0
Agree	60	48.8
Neutral	16	13.0
Disagree	11	8.9
Strongly disagree	4	3.3
Total	123	100.0

Results showed that 26.0% of the respondents strongly agreed that the County Government incorporates stakeholder feedback into its communication and image management strategies. Further, 48.8% agreed with the statement, 13.0% were neutral, 8.9% disagreed while 3.3% strongly disagreed that the County Government incorporates stakeholder feedback into its communication and image management strategies. That 74.8% of respondents (26.0% strongly agree and 48.8% agree) believe that Nakuru County Government incorporates stakeholder feedback into its communication and image management strategies suggests a generally positive perception of responsiveness. For instance, a study of the Ghana Highway Authority emphasizes that when stakeholder perspectives are integrated into public relations and communication strategies, institutions achieve greater transparency, accountability, and trust (Ackah & Bimpong, 2024). Additionally, participatory governance research highlights that inclusion of public voices in strategic messaging enhances institutional legitimacy and public satisfaction. While I didn't find a direct peer-reviewed study outside Kenya on feedback incorporation in image management specifically, conceptual analyses in sectors like oil and gas highlight the importance of dialogue and storytelling in building a trusted organizational image (Emeka-Okoli et al., 2024). Thus, Nakuru County's relatively high agreement scores indicate a favorable environment for stakeholder-informed communication. However, given that nearly a quarter of respondents are neutral or in disagreement, strengthening mechanisms that ensure visible incorporation of feedback would likely bolster stakeholder confidence and institutional credibility.

Interview responses indicated that some respondents believed that feedback is reviewed during departmental meetings or forwarded through administrative reporting channels. However, there

was a lack of clarity among many about the specific mechanisms or timelines for follow-up. While a few had received confirmation or updates on their issues, most noted the absence of formal communication after feedback submission. They recommended a more transparent and structured follow-up process to enhance accountability and public trust.

The current image of the Nakuru County Government among the public

Respondents were to rate the current image of the Nakuru County Government among the public. The results are shown in Table 5.

Table 5: The current image of the Nakuru County Government among the public

Rating	Frequency	Percent
Excellent	30	16.3
Good	63	24.4
Fair	20	51.2
Poor	10	8.1
Very poor	0	0
Total	123	100.0

Results showed that 51.2% of the respondents rated the current image of the Nakuru County Government among the public as fair, 24.4% as good, 16.3% as excellent while 8.1% rated the current image of the Nakuru County Government among the public as poor. The results indicating that 51.2% of respondents rated Nakuru County Government's public image as fair, 24.4% as good, 16.3% as excellent, and 8.1% as poor reflect a moderately positive perception overall. Similar studies reveal that public image ratings often correlate with perceived transparency and service delivery quality (Kim & Lee, 2021). Furthermore, research highlights that consistent citizen engagement and effective communication strategies improve public image and trust in governance institutions (Lee & Park, 2023). The significant portion rating the image as fair suggests room for improvement in communication and responsiveness to stakeholders to elevate the County's reputation (Schubert & van den Broek, 2022). Therefore, focusing on these areas could enhance Nakuru County's institutional image further.

During focus group discussions, participants generally described the current image of the County Government as “improving but inconsistent.” Many noted that the County has made visible progress in areas such as infrastructure, health services, and market organization, which has positively influenced its image among the public. However, they also pointed out lingering issues such as delays in service delivery, poor communication, and perceived favoritism in resource allocation. When discussing whether the County’s image has changed over time, most agreed that it has improved compared to previous years, citing increased visibility of County officials and more frequent public engagements. Others, however, felt that while the County’s physical developments are noticeable, transparency and accountability remain weak, which limits overall image improvement.

Interviewees generally described the County Government’s current public image as “moderately positive but still evolving.” Many acknowledged improvements in infrastructure, healthcare access, and public cleanliness, especially in urban areas. These visible developments have enhanced the County’s image among residents, particularly those who have seen direct benefits. However, others pointed out that issues like inconsistent service delivery, limited transparency, and political favoritism continue to negatively affect public perception, especially in marginalized or rural areas. Respondents noted that while some progress is visible, the County’s image is often shaped more by perceptions of fairness and responsiveness than by physical development alone.

Stakeholder feedback has improved the County Government’s image

Respondents were to indicate if they thought stakeholder feedback has improved the County Government’s image. Results are shown in Table 6.

Table 6: Stakeholders’ feedback has improved the Nakuru County Government’s image

	Frequency	Percent
Yes, significantly	93	75.6
Yes, slightly	23	18.7
No impact	7	5.7
Negative impact	0	0

Don't know	0	0
Total	123	100.0

Results showed that 75.6% of the respondents indicated that stakeholder feedback has improved the County Government's image significantly, 18.7% slightly while 5.7% indicate that stakeholder feedback has no impact on the County Government's image. The finding that 75.6% of respondents believe stakeholder feedback has significantly improved Nakuru County Government's image highlights the critical role of participatory governance in shaping public perception. Studies show that when citizens see their input acknowledged and reflected in policy or communication, institutional legitimacy and image improve (Mergel et al., 2021). Additionally, responsive feedback systems foster a sense of inclusion and transparency, which strengthens public trust. Conversely, the 5.7% who see no impact may reflect gaps in communication or visibility of implemented feedback, a common issue noted in public administration research (de Graaf & Van Asperen, 2022).

During focus group discussions, stakeholder feedback was recognized as a key factor in shaping public perception. Several participants said that when the County responds visibly to community concerns such as repairing roads or addressing water shortages, the public's confidence increases. Conversely, failure to act on feedback contributes to frustration and cynicism. Many emphasized that consistent action based on public input, along with better communication about what is being done, would greatly enhance the County's image and rebuild trust with residents over time.

Stakeholder feedback was widely recognized as a contributing factor in shaping the County's image. Several interviewees believed that the County has become more responsive in recent years, especially when issues are raised through community forums or social media. They cited cases where public complaints about road conditions or sanitation were followed by corrective action, which in turn improved public opinion. However, others emphasized that when feedback is ignored or there is no follow-up, it damages the County's reputation.

Conclusions and Recommendations

The study finds that while Nakuru County Government has implemented multiple feedback channels, actual stakeholder participation remains moderate due to accessibility challenges and perceived lack of responsiveness. Public forums and digital platforms are common, yet low engagement and limited follow-up highlight institutional gaps. Although efforts to use feedback in image management show promise, inconsistencies and lack of transparency limit broader civic trust. Stakeholders note positive changes, particularly in service delivery and infrastructure, but uneven communication and engagement hinder stronger public perception. Enhancing responsiveness, building trust, and ensuring inclusive, visible action are critical for improving governance and the County's overall public image.

To improve stakeholder engagement, Nakuru County should expand and diversify feedback channels, ensure public forums are inclusive, and enhance digital access. Transparent follow-up procedures and structured analysis of feedback are essential to build trust and guide policy. For better use of feedback, standardized tracking systems and consistent communication about outcomes should be adopted across departments. Staff training and civic education will promote participatory practices. To enhance public image, the County must institutionalize timely, inclusive feedback-response systems, prioritize communication of results, address local concerns equitably, and implement accountability measures. These steps will strengthen trust, participation, and the County's credibility.

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