

## CONTINUOUS IMPROVEMENT AND CORPORATE REPUTATION OF ALUMINIUM MANUFACTURING COMPANIES IN PORTHARCOURT

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### ABSTRACT

This work explores the concept of continuous improvement and its impact on corporate reputation. The geographical scope of this study is Aluminum manufacturing companies in Port Harcourt, Rivers State. The cross-sectional explanatory survey research design was adopted for this study. Self-administered structured questionnaires were used to collect data from a population of 5 (five) Aluminum manufacturing companies in Port Harcourt. This was done through census. The respondents consisted of 4 leader managers selected across the 5 Aluminum manufacturing company's understudy. Method of data analysis which focused on the bivariate relationship was the Spearman Rank Order Correlation with the aid of Statistical Package for Social Science Version 23.0. The paper concluded that there is a strong relationship between continuous improvement and corporate reputation in terms of organizational image and identity. Management of companies should adopt, nurture and implement continuous improvement practices as this helps the companies gain customer trust, fosters operational efficiency and ameliorates the reputation of the firm before its stakeholders.

**Keywords:** Continuous improvement, corporate reputation, operational efficiency, customer satisfaction

### INTRODUCTION

In today's multidimensional and highly competitive business environment, corporate reputation plays a pivotal role in influencing stakeholders' demeanour, defining customer loyalty, attracting talent, and locking in investments. A positive reputation can distinguish an organization from its competitors, breeding trust and loyalty among consumers as well as ameliorating the organization's market position (Toulouse & Riel, 2021).

Companies recognized for their strong reputations often enjoy increased sales, enhanced customer loyalty, and fosters adaptability during crises. Conversely, organizations with poor reputations may struggle to attract and retain customers, face higher costs of capital, and encounter challenges in recruiting and retaining top talent. As such, reputation management has become a strategic priority for organizations aiming to build and sustain a favourable image in the eyes of society (Sweeney & Soutar, 2020).

Organizations are changing the trajectory and progressively gearing towards enhancing their operational processes, ameliorating stakeholder relationships, as well as maintaining a distinct positive image in the marketplace. The focus of this research was to explore the interplay between continuous improvement and corporate reputation of aluminum manufacturing companies in Port Harcourt, Rivers State.

The objectives of this study include to examine:

1. The relationship between continuous improvement and organizational identity of Aluminum manufacturing companies in Port Harcourt, Rivers state.
2. The relationship between continuous and organizational image of Aluminium Manufacturing companies in Port Harcourt, Rivers state

### Conceptual framework



**Figure 1:** Conceptual Framework of Continuous Improvement and Corporate Reputation

**Source:** Adapted from Psomas and Antony (2017) and Fombrun and van Riel (1997).

### Research questions

This study found answers to the following research questions:

- i. What is the relationship between continuous improvement and organizational identity of Aluminium manufacturing companies in Port Harcourt, Rivers state?
- ii. What is the relationship between organizational image of Aluminium Manufacturing companies in Port Harcourt, Rivers state?

## LITERATURE REVIEW

### Theoretical foundation(s)

#### Total Quality Control Theory

The study was anchored on Total Quality Control Theory. Total Quality Control Theory was founded by Kaoru Ishikawa and W. Edwards Deming in the early 1960s. The theory explains that it is the role of all employees in maintaining quality standards and highlights the importance of continuous improvement and customer satisfaction. The theory was built of the following assumptions: quality is everyone's responsibility. This implies that quality is not solely the responsibility of a specific department (such as quality control) but is the collective responsibility of all employees within the organization; organizations should engage in continuous improvement (Kaizen) as a fundamental practice; and effective teamwork and collaboration among employees are essential for achieving quality goals. Deming, (1963)

Justifying Total Quality Control Theory to this research work titled continuous improvement and corporate reputation” is done on the grounds that fostering a culture of continuous improvement, organizations not only improve their processes but also innovate their offerings. This proactive approach signals to stakeholders that the organization is forward-thinking and dedicated to maintaining high standards. A reputation for continuous improvement, teamwork and operational efficiency attracts customers and partners who value quality and innovation, enhancing the organization’s competitive position. As such, when organizations adopt continuous improvement practices through the use of lean, six sigma and (J-I-T) just in time services, they ensure that all departments from production to customer service are committed to quality improvement. This widespread commitment leads to consistent delivery of high-quality products and services, which enhances corporate reputation. Van Riel & Fombrun, (2007)

### Conceptual Review

#### Continuous Improvement

Conceptually, continuous improvement is defined as unceasing enhancement of series of actions or steps taken by an organization in order to achieve a particular end. It is equally an entity which represents the basic unit of work to be implemented in the system. It depicts nonstop improvement of series of actions, motions, or operations leading to meaningful result in the manufacturing process. Greg, Hill, Hawkins, Ferris, and Weitzman (2014) averred that the general goal of continuous improvement is to increase client (customer) satisfaction as well as to improve the efficiency of business processes. Mona (2015) posits that continuous improvement is facilitation of activities which are carried out in order to achieve a particular result. It could also be seen as Continuous improvement is a method for identifying opportunities to streamline work and produce an effort to improve business processes. Continuous improvement allows for more efficient processes, but it also helps companies find more and better ways to complete a task. Even if some of these innovations are small, sometimes companies can find an entirely new path to accomplish tasks, resulting in a shift in how a business operates.

According to Career Development (2023), continuous improvement can facilitate the development of a company's products and services. If an organization wants to actively look for ways to enhance the value of its processes, it can implement a continuous improvement model. The goal is to offer more economically competitive products or more sophisticated services to customers and shareholders. A well-thought continuous improvement plan can have a positive

impact on the company's organizational culture. A suitable method sets realistic expectations for all stakeholders, and employees can begin to understand more about how their actions align with the company's primary goal (Career Development, 2023). A better working environment also can also lead to happier employees, less stress, better teamwork and higher productivity.

### **Concept of Corporate Reputation**

Corporate reputation is a critical intangible asset that significantly influences an organization's success and sustainability. It serves as a signal of a company's current and future practices to stakeholders, including customers, investors, and employees. A strong corporate reputation enhances consumer perceptions and attitudes, leading to increased trust and loyalty. As noted by Shamma (2012), the turbulent business environment and heightened public expectations have amplified the importance of examining and managing corporate reputation. Moreover, corporate reputation acts as a buffer during crises. Companies with a positive reputation are better positioned to withstand public backlash following adverse events. Arroyos-Calvera and Powdthavee (2022) found that a good reputation can moderate negative fairness judgments when a company makes decisions perceived as profiteering. This "reputational insurance" effect underscores the value of cultivating and maintaining a positive corporate image.

Corporate reputation pertains to the organizational demeanour and actions that affect stakeholders' perception about the organization. (Rashid and Mustafa 2021). In the same light, corporate reputation prompts customers, employees and investors to make significant inputs to the development of organizations Pérez-Cornejo *et al.*, (2021). with regards to strategy, corporate reputation intensifies differentiation and access to resources by firms Baruah and Panda (2020). Similarly, corporate reputation has the potential to ameliorate credibility and investor value of the firm Zimon *et al.*, (2022). Other studies consider corporate reputation to be the stakeholders' general view of a company's strength in the production of high-quality goods and services Fombrun 1996; Kim *et al.*, (2018); and the relative success of a firm by meeting the expectation of multiple stakeholders Chalmers and Godfrey (2004). Corporate reputation is an intangible asset for attracting employees and stakeholders of organizations Gu *et al.*, (2022). Stakeholders and society perceive the identity of organizations through the lens of corporate reputation Harvey *et al.*, (2022).

Corporate reputation provides a competitive edge and serves as a measure of quality which in turn fosters a positive image and survival of firms Quintana-García *et al.*, (2021). organizations undergo activities such as quality management, ingenuity, strategic investments, financial stability, recruitment of top-tier talent, commitment to societal and environmental welfare, and prudent utilization of scarce resources to enhance corporate reputation Choi *et al.*, (2022).

Fombrun and van Riel (1997) defined corporate reputation as a collective representation of a company's past actions and future prospects that describes the firm's overall appeal to all its key constituents when compared to other leading rivals. Corporate reputation influences investor behavior and firm valuation. A favorable reputation can attract investors, reduce capital costs, and enhance market competitiveness. Conversely, reputational damage can lead to increased scrutiny and financial penalties. For instance, a study on ESG reputation risk demonstrated that negative social media exposure related to environmental, social, and governance issues could lead to a statistically significant reduction in abnormal returns, highlighting the financial implications of reputational risks. Corporate reputation is a stakeholder's overall evaluation of a

company over time, based on its direct experiences with the company, as well as any other form of communication and symbolism that provides information about the firm's actions and its comparison with other organizations Barnett, Jermier, & Lafferty, (2006). To Walker (2010), corporate reputation is the relatively stable, long-term collective perception held by stakeholders about an organization's actions and achievements. However, corporate reputation can be measured through desired identity and desired image.

The Resource-Based View (RBV) framework regards corporate reputation as an increasingly acknowledged and crucially strategic asset Pires & Trez, (2018). Its significance is hinged on the profound impact a strong reputation can have on stakeholders' perceptions and demeanour Baumgartner *et al.*, (2022), as well as on those of current and potential employees. constituting and sustaining a positive reputation demands continuous, long-term commitment to excellence, dependability, and a good ethical conduct, interpreting it as a rare and challenging asset to replicate. Moreover, once a reputation is unwaveringly established, competitors find it gruelling to imitate, making it an irreplaceable asset. A positive corporate reputation acts as a magnet for top tier talent Junça Silva & Dias, (2023). Exceptionally skilled individuals are naturally drawn to esteemed organizations, viewing them as highly desirable employers. This is especially pertinent in industries where talent serves as a critical differentiable factor. Once these individuals are attracted, retaining them becomes more feasible as the favourable aspects of the corporate reputation enhance job satisfaction and foster organizational commitment Alniacik *et al.*, (2011). A reputable organization nurtures positive attitudes and behaviours among employees by furnishing a mindset that depicts a sense of pride and affiliation. Empirical research further fortifies this theoretical stance as Shirin & Kleyn (2017) demonstrated a positive correlation between corporate reputation and employee engagement. Their study suggested that employees in firms with a strong reputation are likely to exhibit higher engagement, driven by pride and prestige associated with their employer. Similarly, A study by Almeida & Coelho (2019) indicates that employees in well-reputed organizations show higher levels of motivation and commitment. Hadi & Ahmed (2018) argue that a company with good branding possesses better employee retention. Ali *et al.*, (2020) reported that an excellent Corporate reputation reduces employee fatigue even under unstable working conditions, including the intention to resign. This findings align with that of Gatzert & Schmit (2016). They found that companies with good reputations have an advantage in hiring employees with higher qualifications. However, it's important to note that the relationship between corporate reputation and employee engagement is subject to various moderating and mediating factors (Iddagoda & Opatha, 2020).

## Measures of Corporate Reputation

### Identity

Identity refers to the way an organization or individual aspires to be perceived by its stakeholders or audience. It represents the ideal image or set of characteristics that they want to project, aligning with their values, goals, and strategic vision. identity encompasses the attributes, culture, and values a company wishes to be associated with in the minds of customers, employees, investors, and the public Arroyos-Calvera & Powdthavee, (2022). It is a forward-looking concept that guides branding, communication, and strategic decisions to align actual perceptions with the intended image. When an organization clearly defines its identity, it provides employees with a sense of purpose and direction. This alignment encourages employees to embody the organization's values and mission, leading to higher levels of job satisfaction and

motivation. A study by Kira, Balkin, and Hargrove (2011) suggests that when employees understand and relate to the identity of their organization, they are more likely to be engaged and committed to achieving the organization's objectives.

identity is crucial for both individuals and organizations as it guides behaviour, influences decision-making, and shapes perceptions among stakeholders. Establishing a clear identity allows organizations to differentiate themselves in a competitive marketplace. According to Balmer and Gray (2000), an organization's identity plays a significant role in its overall brand strategy, influencing how it communicates with its stakeholders and the impressions it creates. This alignment between desired identity and actual practices helps organizations build a strong, cohesive brand image, fostering loyalty and trust among customers. Organizations with a well-defined identity can navigate challenges more effectively, as they have established a strong foundation of trust and credibility with their stakeholders. This resilience is essential in maintaining a positive corporate reputation, especially in times of uncertainty or negative publicity.

### **Image**

According to Dacin and Brown (2002), image refers to the specific attributes and characteristics that an organization or brand wants to be associated with by its stakeholders, including customers, employees, and the general public. Image is the vision an organization has of how it wishes to be perceived by its various stakeholders, shaping the communication strategies and branding efforts to align with that vision Keller, (2001). According to Aaker (1996), a strong brand image can enhance customer loyalty and preference, leading to sustained competitive advantage. By aligning marketing strategies and communications with the image, organizations can attract and retain customers who identify with their values and offerings. The image of an organization or brand is crucial for several reasons, influencing its market position, stakeholder relationships, and overall success. Firstly, a well-defined image allows organizations to seccernate themselves in a competitive marketplace. In an environment where consumers are inundated with choices, the organizational image helps create an unparalleled value proposition that resonates with target audiences.

The image influences strategic decision-making and resource allocation. Organizations that have a clear image can make more informed decisions regarding marketing, branding, and operational strategies. Taneja, Sewell, and O'Neill (2011) highlight that aligning organizational actions with the image ensures that resources are directed towards initiatives that reinforce the brand's reputation and stakeholder relationships. This strategic focus not only enhances organizational performance but also supports long-term sustainability and growth.

### **Empirical Review**

Nganga (2022) examined continuous improvement practices and organizational performance of large manufacturing companies in Kenya: A case study of Nairobi bottlers limited. The research was motivated by the following objectives: to determine the impact of evidence-based decision-making, customer focus, process approach, and employee engagement on Nairobi Bottlers Limited's results. The research was carried out following a descriptive research design. The study was conducted on 190 Nairobi Bottlers Limited personnel from various departments. The sample

size for this study was generated using a stratified random sampling procedure, resulting in 57 respondents. The primary information for the analysis was gathered using a questionnaire. Various formats, including qualitative and quantitative data, were collected, with quantitative data recorded in SPSS (Version 22). The information was presented in the form of frequency tables and figures. An inferential statistical approach was utilized to demonstrate the association between quality improvement efforts and organizational effectiveness. The researcher discovered a good association between evidence-based decision making, customer focus, process approach, employee engagement, and organizational success.

The study indicates that each of the four independent variables analysed impacted the performance of manufacturing companies. 66.4% of the organizational performance of Nairobi Bottlers Limited can be accounted for by the four independent variables that were investigated, as indicated by the adjusted  $R^2=0.664$ . The researcher suggests further research be carried out to examine the other 33.6%. Continuous improvement practices have been shown to have an impact on the organizational performance of manufacturing organizations. According to the study's findings, the goal of manufacturing companies should be to efficiently give value to their customers while enabling their employees to contribute and lead to their fullest potential. The researcher recommended that manufacturing companies understand the significance of continuous improvement methods, particularly their responsibilities in influencing results from incorporating continuous improvement into maintenance procedures.

Hamid, Sikandar, and Li (2018) examined the impact of continuous improvement on organizational reputation insight from Pakistan: An empirical study. The study adopted the exploratory research Survey research design. A sample size of 40 companies was selected from four sectors (textile, sports, and surgical instrument) to collect information via in-depth interview with managers. Our questionnaire survey comprises of two steps i.e sampling and design. Thus, Multiple Regression Analysis was used as the statistical tool. The result shows that by bringing innovation to the work place increasing efficiency and reduce the defect rate will leads the company to improve the quality of product. Companies can get competitive advantage by integrating continuous improvement into their product development, manufacturing, involvement of employees and quality processes.

## METHODOLOGY

The cross-sectional explanatory survey research design was adopted for this study. This research design was considered appropriate and most befitting for the study because the study was conducted across five (5) different Aluminium manufacturing companies in Port Harcourt at the same time which makes it a survey study, it also involved the use of structured questionnaires which helped the researcher to statistically analyze the data collected in order to test the hypotheses of the study. The accessible population of this study consists of Five (5) aluminium manufacturing firms with more than five years of existence operating within Port Harcourt. The sample size of this study consisted of Five (5) Aluminium Manufacturing companies in Port Harcourt. Thus, this study adopted the census sampling procedure which involved using the entire population. In terms of respondents, four (4) top level managers were purposefully selected from each of the firm's understudy. The managers selected were: Operations/Procurement Manager, Marketing/Customer Relation Manager, Human Resource Manager, and Information Technology Manager. The study adopted the primary source of data collection. Primary data are original data collected for a specific research study. Data was

collected through the use of questionnaire. The reliability for the study was determined using the Cronbach alpha coefficient which is an internal form of reliability measurement which assesses the internal consistency of data. The reliability index for the study construct is shown in table 1.

**Table 3.1 Cronbach's Alpha for Constructs**

S/N	Construct	Number of Items	Cronbach's Alpha
1	Continuous Improvement	4	0.768
2	Identity	4	0.795
3	Image	4	0.863

Source: SPSS Output, 2025

From the results of the test of reliability, it can be seen that the Cronbach's Alpha reliability values for each of the constructs were greater than 0.7. Therefore, the constructs are reliable. The bivariate analysis was done using Spearman Rank Order Correlation with the aid of SPSS Version 23.0.

### DATA ANALYSIS AND DISCUSSION OF FINDINGS

#### Continuous Improvement and Corporate Reputation

Table 2 shows the result of correlation matrix obtained for continuous improvement and measures of corporate reputation of aluminium manufacturing companies in Port Harcourt. Also displayed in the table is the statistical test of significance (p - value), which makes us able to answer our research question and generalize our findings to the study population.

**Table 2: Correlations for Continuous Improvement and Corporate Reputation**

		Continuous Improvement				
			Identity	Image		
Spearman's rho	Continuous Improvement	Correlation	1.000	.725**	.809**	
		Coefficient				
		Sig. (2-tailed)		.001	.000	
			N	18	18	18
	Identity	Correlation	.725**	1.000	.877**	
		Coefficient				
		Sig. (2-tailed)	.001		.000	
			N	18	18	18
	Image	Correlation	.809**	.877**	1.000	
		Coefficient				
		Sig. (2-tailed)	.000	.000		
			N	18	18	18

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2025

**Research Question 1:** What is the relationship between continuous improvement and identity of aluminium manufacturing companies in Port Harcourt, Rivers State?

**Research Question 2:** What is the relationship between continuous improvement and image of aluminium manufacturing companies in Port Harcourt, Rivers State?

Table 2 showed the correlation coefficient between continuous improvement and identity of aluminium manufacturing companies in Port Harcourt, Rivers State using Spearman Rank Order Correlation ( $r$ ) techniques. From the analysis the result showed the correlation coefficient of  $\rho = 0.725$  which show the direction and strength of this relationship. This value implies a strong relationship between continuous improvement and identity of aluminium manufacturing companies in Port Harcourt, Rivers State. The direction of the relationship indicates that the relationship is positive, implying that an increase in organizational identity in aluminium manufacturing companies in Port Harcourt, Rivers State was as a result of the presence of continuous improvement. Therefore, there is a strong and positive relationship between continuous improvement and identity of aluminium manufacturing companies in Port Harcourt, Rivers State.

**H<sub>01</sub>:** There is no significant relationship between continuous improvement and identity of aluminium manufacturing companies in Port Harcourt, Rivers State.

Similarly displayed in the table 2 is the statistical test of significance ( $p$  - value), which makes possible the generalization of our findings to the study population. From the result obtain from table 4.15, the tests of significance show that the relationship between continuous improvement and identity of aluminium manufacturing companies in Port Harcourt, Rivers State is significant ( $p=0.000<0.05$ ). Therefore, based on observed findings the null hypothesis earlier stated is hereby rejected and the alternate upheld. Thus, there is a significant relationship between continuous improvement and identity of aluminium manufacturing companies in Port Harcourt, Rivers State.

**Research Question 2:** What is the relationship between continuous improvement and image of aluminium manufacturing companies in Port Harcourt, Rivers State?

Table 2 showed the correlation coefficient between continuous improvement and image of aluminium manufacturing companies in Port Harcourt, Rivers State using Spearman Rank Order Correlation ( $r$ ) techniques. From the analysis the result showed the correlation coefficient of  $\rho = 0.809$  which show the direction and strength of this relationship. This value implies a very strong relationship between continuous improvement and identity of aluminium manufacturing companies in Port Harcourt, Rivers State. The direction of the relationship indicates that the relationship is positive, implying that an increase in organizational image in aluminium manufacturing companies in Port Harcourt, Rivers State was as a result of the presence of continuous improvement. Therefore, there is a very strong and positive relationship between continuous improvement and image of aluminium manufacturing companies in Port Harcourt, Rivers State.

**H<sub>02</sub>:** There is no significant relationship between continuous improvement and image of aluminium manufacturing companies in Port Harcourt, Rivers State.

Similarly displayed in the table 4.1 is the statistical test of significance ( $p$  - value), which makes possible the generalization of our findings to the study population. From the result obtain from table 4.1, the tests of significance show that the relationship between continuous improvement and image of aluminium manufacturing companies in Port Harcourt, Rivers State is significant ( $p=0.000<0.05$ ). Therefore, based on observed findings the null hypothesis earlier stated is hereby rejected and the alternate upheld. Thus, there is a significant relationship between

continuous improvement and image of aluminium manufacturing companies in Port Harcourt, Rivers State.

## **Discussion of the Findings**

### **Continuous improvement and corporate reputation of aluminum manufacturing companies in Port Harcourt**

The findings showed that continuous improvement has a strong and positive relationship with corporate reputation of aluminium manufacturing companies in Port Harcourt, Rivers State. Continuous improvement emerged as a vital driver of corporate reputation. Companies that consistently pursue innovation, refine their processes, and address customer needs with adaptive strategies tend to be viewed as reliable and progressive. This commitment to improvement not only strengthens operational performance but also builds trust and confidence among stakeholders, reinforcing a favourable corporate image in a competitive industrial landscape. This finding agrees with the finding of Hamid, Sikandar, and Li (2018) examined the impact of continuous improvement on organizational reputation insight from Pakistan: An empirical study. The study adopted the exploratory research Survey research design. A sample size of 40 companies was selected from four sectors (textile, sports, and surgical instrument) to collect information via in-depth interview with managers. Our questionnaire survey comprises of two steps i.e sampling and design. Thus, Multiple Regression Analysis was used as the statistical tool. The result shows that by bringing innovation to the work place increasing efficiency and reduce the defect rate will leads the company to improve the quality of product. Companies can get competitive advantage by integrating continuous improvement into their product development, manufacturing, involvement of employees and quality processes.

This finding was also supported by Nganga (2022) who examined continuous improvement practices and organizational performance of large manufacturing companies in Kenya: A case study of Nairobi bottlers limited. The research was motivated by the following objectives: to determine the impact of evidence-based decision-making, customer focus, process approach, and employee engagement on Nairobi Bottlers Limited's results. The research was carried out following a descriptive research design. The study was conducted on 190 Nairobi Bottlers Limited personnel from various departments. The sample size for this study was generated using a stratified random sampling procedure, resulting in 57 respondents. The primary information for the analysis was gathered using a questionnaire. Various formats, including qualitative and quantitative data, were collected, with quantitative data recorded in SPSS (Version 22). The information was presented in the form of frequency tables and figures. An inferential statistical approach was utilized to demonstrate the association between quality improvement efforts and organizational effectiveness. The researcher discovered a good association between evidence-based decision making, customer focus, process approach, employee engagement, and organizational success.

The study indicates that each of the four independent variables analysed impacted the performance of manufacturing companies.66.4% of the organizational performance of Nairobi Bottlers Limited can be accounted for by the four independent variables that were investigated, as indicated by the adjusted  $R^2=0.664$ . The researcher suggests further research be carried out to examine the other 33.6%. Continuous improvement practices have been shown to have an impact on the organizational performance of manufacturing organizations. According to the study's

findings, the goal of manufacturing companies should be to efficiently give value to their customers while enabling their employees to contribute and lead to their fullest potential. The researcher recommended that manufacturing companies understand the significance of continuous improvement methods, particularly their responsibilities in influencing results from incorporating continuous improvement into maintenance procedures.

### CONCLUSION AND RECOMMENDATIONS

The study concludes that continuous improvement (CI) has a meaningful and beneficial connection with corporate reputation among aluminium manufacturing companies in Port Harcourt, Rivers State. Adopting continuous improvement practices in organizations facilitates customer focus, leadership involvement, and process optimization which contribute to shaping reliable and trustworthy image of these companies. The presence of consistent quality standards and a commitment to excellence enhances stakeholders' perceptions, fosters customer loyalty, and positions the companies favourably in competitive markets. These findings underscore the importance of embedding continuous improvement principles into operational frameworks to sustain and elevate corporate reputation over time.

Consequently, the following recommendations were hereby made:

Management of companies should institutionalize a culture of continuous improvement to sustain and enhance their corporate reputation. Regular evaluations of production processes, customer feedback systems and quality control mechanisms should be adopted to identify areas requiring innovation or refinement.

To achieve a lasting and favourable corporate reputation, firms should focus on enhancing operational efficiency through the application of lean production techniques, automation where applicable and effective resource utilization. Streamlined workflows, reduced production downtime, and consistent delivery schedules position the company as reliable and quality-driven.

Aluminum manufacturing companies should ensure that the improvements being adapted align with customer needs and expectations as this ultimately improves the image of the company before its stakeholder.

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