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Abstract

Social media advertising (SMA) is burgeoning and of great importance to both practitioners and academicians to understand how to build a corporate image (CI). The present study examined how organizations in Kenya build their CI through SMA and how consumers respond and behave towards it. This study purely relied on structured questionnaires, which were administered to research subjects. In all, 512 students were part of the survey. The data was first keyed into EpiData 13.0 software and then exported to Stata for quantitative analysis. The researchers used Stata in the data analysis because of their familiarity with the software in analysing data. The findings show that consumers have a favourable response towards SMA of companies in Kenya, which suggest that they can help companies build a good CI. This research has theoretical as well as practical value for the research community and managers. From a developing country perspective, understanding how to build CI, SMA and consumer response (CR) would be critical for both local and foreign firms. This knowledge will enable companies to craft effective marketing strategies on social media in meeting consumers' needs.

Keywords

Corporate image, social media advertising, consumer response, Kenya

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