Social media publicity implications and corporate reputation in Rwanda: A case of MTN Rwandacell

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ABSTRACT

This study examined how social media publicity influences customer satisfaction, loyalty, and brand perception, focusing on MTN Rwandacell PLC, one of Rwanda's major telecommunications companies. The research was guided by social capital theory and social network theory, which helped explain how online interactions build trust, shape relationships, and influence customer behavior. Social Capital Theory supported the idea that trust, engagement, and mutual communication on social media strengthen connections between MTN and its customers, while Social Network Theory helped the researcher understand how digital networks and information flows affect the way customers respond to the company online. A mixed-methods design was used to gain a well-rounded view of the topic. From a target population of 954 people, the researcher applied purposive sampling to select 232 respondents from Giporoso I in Kigali—specifically choosing individuals who actively interact with MTN on social media. Data was gathered through structured questionnaires and interviews, allowing both statistical and thematic analysis. The findings showed that positive online engagement—especially timely responses, transparency, and interactive campaigns—improves how stakeholders perceive MTN. However, poor handling of negative comments remains a challenge. About 91.4% of respondents agreed that MTN's interactive campaigns and online conversations strengthen its reputation (mean = 4.34), while 89.2% believed that timely responses build trust and reinforce how customers view the company (mean = 4.25). The correlation results showed a strong positive relationship between social media publicity and customer loyalty ($r = .694$, $p < 0.01$), and regression findings confirmed that social media engagement significantly predicts customer loyalty ($B = 0.745$, $Beta = 0.812$, $p = .000$). The study concludes that social media publicity implications range amidst key indicators that drive the corporate reputation of organizations. Based on these insights, the study recommends that MTN enhance its social media strategy by maintaining consistent communication, adopting real-time monitoring tools, and improving how it manages online crises to protect its reputation and build long-term customer loyalty.

Keywords: Corporate Reputation, Customer Loyalty, Customer Perception, MTN Rwandacell, Social Media Publicity

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I. INTRODUCTION

Social media has significantly influenced numerous aspects of modern life, particularly the business landscape. It has revolutionized the ways in which organizations conduct operations, promote their products and services, and engage with their audiences to uphold and strengthen their corporate image. According to Obar and Wildman (2015), social media refers to interactive digital platforms that enable users to create, distribute, and exchange content, ideas, and expressions through social networking sites (SNSs). Ur Rahman et al. (2020) emphasized that these tools are not only affordable and user-friendly but also have the potential to reach vast and diverse audiences rapidly. Building on this, Kateri (2021) observed that companies are increasingly adopting social media strategies as a core component of their business development and customer engagement efforts. In today's competitive environment, leveraging social media effectively is no longer optional but essential for companies aiming to remain relevant, responsive, and reputable in the eyes of consumers.

Parveen et al. (2016) emphasized that social media provides a reliable and effective platform through which organizations can directly engage with their customers. Studies support the idea that consumers are more inclined to trust content shared on official brand social media profiles, considering them credible sources of information. According to Tendai (2024), Rwanda recorded approximately 4.91 million internet users at the start of 2024, translating to an internet penetration rate of 34.4%. During the same period, the country had an estimated 930,400 active social media users, representing about 6.5% of the national population. Furthermore, there were around 12.29 million active mobile cellular connections, equivalent to 86.2% of the population.

Tendai (2024) reported that Rwanda's business sector has undergone a notable transformation driven by the integration of modern technologies, particularly social media platforms. These tools have revolutionized how companies operate, market their services, and engage with customers. Simon (2024) reported that, as of early 2024, social media users in Rwanda made up approximately 6.5% of the total population. However, this figure may not reflect distinct individuals, as some users operate multiple accounts across platforms. The rapid growth of platforms like Facebook, X, Instagram, and LinkedIn has significantly transformed how businesses in Rwanda communicate with their audiences, shifting from traditional methods to more interactive, real-time engagement.

According to Mikalef and Pateli (2017), social media has the potential to drive innovation within firms by facilitating collaboration, idea exchange, and customer feedback integration. Despite its recognized importance and the widespread attention it receives, limited scholarly research has explored the strategic adoption of social media at the organizational level. Aula and Mantere (2018) further contended that corporate reputation is shaped not only through direct customer experiences and employee conduct but also through media portrayals and the narratives shared across social networks. These fragmented stories and perceptions collectively influence how stakeholders view a company.

This study, therefore, seeks to explore how MTN Rwandacell leverages social media publicity to influence public perception, strengthen brand credibility, and support long-term business sustainability in Rwanda's competitive telecommunications sector.

1.1 Statement of the Problem

Borgatti et al. (2018) argued, "Social media publicity plays a dual role in shaping corporate reputation, serving as both a strategic advantage and a source of reputational risk. Through real-time interactions and user-generated content, social media publicity has the power to influence public perception rapidly and significantly." In today's digital era, these platforms are central to corporate communication strategies, enabling businesses to engage with customers, disseminate information, and respond promptly to public concerns. For companies like MTN Rwandacell PLC, social media presents valuable opportunities to strengthen stakeholder relationships, build brand loyalty, and showcase transparency. However, these benefits are accompanied by substantial challenges, including the risk of negative publicity, misinformation, and public backlash, which can spread quickly and harm a company's image.

Kateri (2021) highlighted that a company's brand image is no longer exclusively managed by its marketing team; instead, it is shaped collaboratively with consumers on social media, where public opinion can shift rapidly based on shared experiences. Negative publicity, misinformation, and customer complaints can spread swiftly online, influencing public perception and corporate trust. This study aims to explore social media publicity implications on MTN Rwanda's corporate reputation by assessing its social media engagement strategies, customer perceptions, satisfaction levels, and brand loyalty.

1.2 Research Objectives

i. To assess the impact of social media publicity on MTN Rwandacell's corporate reputation.
ii. To examine contribution of social media publicity in enhancing stakeholder perceptions of MTN Rwandacell.
iii. To determine the role of social media publicity implications on customer loyalty.

II. LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Social Network Theory (SNT)

Networks serve as channels for the flow of information and resources, shaping how trust, influence, and innovation spread within and across communities" (Borgatti, et al., 2018). Social network theory (SNT) explores how social relationships impact how information is shared, the spread of media and personal influence, and the shaping of individuals' attitudes and behaviors (Wenlin et al., 2017). Given the highly interconnected nature of digital platforms, customers' attitudes toward a company are increasingly formed through peer interactions, influencer content, and community engagement. By applying SNT, businesses can better understand the pathways through which reputation is formed or influenced, and how strategic social media engagement can improve customer loyalty and trust. Furthermore, this framework supports identifying key influencers or network hubs that have disproportionate power in shaping brand narratives and consumer responses.

Nahapiet and Ghoshal (2017) defined a social network as a structured system made up of a limited number of actors (or entities) and the relationships that connect them. In this framework, nodes represent the individual participants or actors within the network, while ties signify the various forms of relationships or interactions among them. These ties can take many forms such as communication, collaboration, trust, or influence and collectively create a visual or conceptual map of the network. Social network diagrams often illustrate these structures, where the nodes are depicted as points and the ties as connecting lines. These representations can help identify patterns of interaction and even assess the social capital of individual actors that is, their potential value or influence within the network.

Unlike traditional sociological theories that emphasize personal attributes (like intelligence, personality, or behavior) to explain social outcomes, social network theory shifts the focus to relational dynamics. It suggests that what matters most is not who a person is, but whom they are connected to and how. Social Network Theory provides a framework for understanding how digital interactions create, sustain, and transform relationships, influencing trust, reputation, and information flow within online communities. (Borgatti, et al., 2018)

This theory was applied to this study to investigate how corporates can use social media to examine their customer perception, satisfaction and loyalty, and take measures or set policies according to customers' needs.

2.1.2 Social Capital Theory (SCT)

Social Capital Theory explains how trust, reciprocity, and shared values generated through online interactions contribute to organizational reputation and stakeholder loyalty (Nahapiet & Ghoshal, 2017). Human beings are inherently social creatures, shaped by evolution to thrive in communities. Our instincts naturally drive us toward cooperation, mutual support, and collective effort. The value we gain from these social connections and our willingness to act in the interest of others is what forms social capital**.** It stems from our unique human capacity to empathize, to work together, and to engage in acts of generosity and cooperation.

In a business context, this form of capital can be harnessed to strengthen trust, community engagement, and brand loyalty, especially through social media platforms where cooperative and relational dynamics flourish. Bourdieu (1986) described social capital as the sum of real or potential resources that stem from being part of a stable network of institutionalized relationships. In essence, it represents the value that individuals or organizations can access through their social connections and networks. In the digital era, firms build social capital through continuous engagement and transparency on social media, which in turn strengthens their perceived credibility and corporate reputation (Parveen, et al., 2016).

Corporate reputation in online networks is not only a result of strategic communication but also of the social capital embedded in relationships that promote trust and collective identity. This research utilized Social Capital Theory to explore the role of social media publicity in fostering customer loyalty and trust. By analyzing how digital interactions and engagement build relational value between companies and their customers, the study aimed to demonstrate how social capital formed via social media contributes to shaping a strong and positive corporate reputation.

2.2 Empirical Review

Social media is essential in influencing customer engagement with a business, directly affecting their involvement in marketing efforts. The frequency of customer visits to a company's online channels and their overall impression of the brand's reputation reflects the strength of the relationship between the business and its customers. Social media allows companies to maintain an ongoing conversation with their customers, which enhances involvement and loyalty. A company's active engagement with its audience on these platforms strengthens the emotional bond, resulting in increased trust and more frequent interactions. According to Obar and Wildman (2015), effective relationships with key stakeholders or influencers, businesses should follow the principle of progressive reciprocity. This involves offering something of value to the other party right from the beginning, rather than waiting until after assistance is requested.

Singh (2014) found that many companies are increasingly concentrating on strategic planning, which they define as the process of aligning an organization's goals, aims, and capabilities with evolving market opportunities. This strategic alignment is aimed at driving business improvement, increasing profitability, expanding market share, and enhancing overall organizational performance and reputation within the industry. Strategic planning serves as a proactive response to the rapidly changing market dynamics and helps businesses remain competitive and relevant. Social media has significantly transformed public relations practice globally. On the one hand, corporate reputation practitioners have been gifted with a global medium that instantly reaches a multitude at very little to no cost Tendai (2024).

III. METHODOLOGY

3.1 Research Design

Mixed methods are particularly well-suited for complex social phenomena, as they integrate both post-positivist and interpretivist perspectives, allowing for a nuanced and balanced interpretation of data (Maxwell, 1996). This approach combined the strengths of both quantitative and qualitative methodologies, enabling this research to explore the topic from multiple angles.

Maxwell (1996) argued that quantitative component enables the collection of data from a large and diverse sample, increasing the statistical power and generalizability of the findings across broader customer and employee base. Meanwhile, the qualitative aspect allows for an in-depth exploration of individual experiences, opinions, and perceptions, offering rich insights into how social media influences corporate reputation on a more personal level. As Kothari (2004) noted, quantitative data adds breadth while qualitative data adds depth—together creating a more holistic and comprehensive view of the issue under investigation. This research is specific and analytical which means that the researcher used facts and information already available, gather new data, and analyze them to make a critical evaluation. It used administered questionnaires to collect answers from respondents and documentation from MTN's reports.

3.2 Target Population

As stated by Sugiyono (2016: 80), a population refers to a broader category that includes objects or subjects sharing specific qualities and attributes determined by researchers for study and subsequent conclusion. This research targeted MTN Rwanda staff and customers in Kigali, Giporoso I. However, given the fact that it is impossible to conduct it with all MTN staff and customers, the researcher was limited to 50 MTN's staff members form Marketing and Sales department, and 232 customers.

3.3 Sampling Technique

Patton (2004) explained that sampling in research involves the process of selecting individuals, units, or settings for study. Pat (2004) emphasized that decisions related to sampling should align with the research objectives, particularly in terms of how the findings were generalized to a broader population. Purposive or judgmental sampling, as outlined by Maxwell (1996), is a method where specific individuals, settings, or events are deliberately chosen to provide valuable insights that might not be obtainable through other sampling methods. This strategy is particularly useful when researchers aim to gather in-depth information from a targeted group of participants, ensuring that the sample selected is directly relevant to the research question. This approach allows for a more focused investigation of specific phenomena, enabling researchers to draw meaningful conclusions based on carefully chosen sources.

The study population was determined using Yamane's (1973) formula, which is commonly applied when dealing with a finite and known population size. This formula provides a precise way to calculate an appropriate sample size, ensuring that the sample accurately represents the population while maintaining statistical reliability. By using this method, the researcher obtained a sample that is both manageable and sufficiently robust to draw meaningful conclusions.

Determining the sample size, Yamane Formula was given:

n = N / [1 + N (e2)]

Where:

n = Sample size

N = Total population size (954)

e = Error tolerance/Margin of error (5%)

Given: N = 954 and e = $(0.05)^2$

$$n = \frac{954}{1 + 954\ (0.05)}$$

$$n = \frac{954}{1 + 954\ (0.0025)}$$

$$n = \frac{954}{1 + 2.385}$$

$$n = \frac{954}{3.385}$$

Therefore, the sample size is **282**.

3.4 Data Collection Instruments

To gather relevant data for this study, the researcher utilized both questionnaires and interviews as data collection tools. This approach involves collecting two main types of data: primary and secondary. Primary data refers to firsthand information directly obtained from the participants through administered questionnaires and structured interviews. This type of data provides original insights into participants' opinions, behaviors, preferences, and demographic information, which are essential for achieving the research objectives (Sugiyono, 2016). On the other hand, secondary data comprises information that has already been collected, documented, or published for other research purposes but is deemed useful for the current study (Kothari, 2004).

3.5 Reliability and Validity of Instruments

Reliability and validity are essential components in the research methodology section, requiring clear yet accurate explanation. These concepts establish the credibility and rigor of a research study. Reliability refers to the consistency or repeatability of research findings over time, while validity concerns the accuracy and truthfulness of the results, as described by Altheide and Johnson (1994). In other words, reliability ensures that the results can be replicated under similar conditions, whereas validity evaluates whether the research truly measures what it intends to measure.

According to Patton (2004), the validity of a study relies not only on using established techniques, but also on how carefully and thoughtfully the research methods are selected and applied. In this study, the researcher ensured reliability by using standardized tools to collect unbiased data from both MTN employees and customers, as well as validated secondary data from MTN's official digital platforms and archived records. Singh (2014) emphasizes that strong reliability and validity enhance transparency in qualitative research and minimize potential researcher bias. Together, these elements support the trustworthiness and integrity of the research process and outcomes. In conclusion, the credibility or believability of this research is measured according to findings. The researcher coded and checked responses for errors, and data was entered into the computer for analysis and interpretation. The researcher analyzed and summarize objectives and research questions using tables, and charts through SPSS software.

IV. FINDINGS & DISCUSSIONS

4.1 Demographic Characteristics of Respondents

This study examined the demographic characteristics of respondents, as these factors often influence perceptions, attitudes, and engagement with social media and corporate reputation. Understanding who the respondents are was essential in contextualizing their views and experiences, since individuals of different age groups, genders, educational levels, and mostly used social media platforms may interpret and react to social media publicity in varied ways.

Table 1

Age Group of Respondents

Age Group	**Frequency**	**Percent**
18-25	65	28.0
26-30	39	16.8
31-40	84	36.2
Above 40	44	19.0
Total	**232**	**100.0**

Out of the 232 respondents, the age distribution shows that the largest group fell within the 31–40 years category, representing 36.2% of the sample. This was closely followed by those aged 18–25 years, who made up 28.0%, while respondents above 40 years accounted for 19.0%. The smallest proportion was from the 26–30 years group, comprising 16.8% of the participants. Cumulatively, 44.8% of respondents were 30 years and below, and a significant 81.0% were 40 years and below.

Table 1

Gender of Respondents

Gender	**Frequency**	**Percent**
Male	152	65.5
Female	80	34.5
Total	**232**	**100.0**

The table shows that out of 232 respondents, 152 (65.5%) were male while 80 (34.5%) were female. This indicates that men were the majority in the study, representing nearly two-thirds of the participants. The cumulative percentage shows that 100% of respondents were accounted for when both genders are combined, highlighting that the sample was male-dominated, though female voices still contributed significantly to the overall findings.

Table 3

Mostly Used Social Media by Respondents

Social Media Used	**Frequency**	**Percent**
X (Twitter)	84	36.2
LinkedIn	20	8.6
Instagram	96	41.4
Facebook	32	13.8
Total	**232**	**100.0**

The cumulative results highlight that a large majority of respondents (77.6%) preferred visually engaging and conversational platforms like Instagram and X, underscoring the importance of these channels in shaping MTN's digital engagement strategy. Indeed, Sugiyono (2016) asserted that population characteristics guides researchers to understand deeper their audiences to ensure reliable findings.

4.2 Impact of Social Media Publicity on MTN Rwandacell's Corporate Reputation

Using a Likert scale (SD = Strongly Disagree, D = Disagree, N = Not Sure, A = Agree, SA = Strongly Agree), respondents expressed their level of agreement with statements designed to measure the extent to which social media publicity affects trust, credibility, and overall reputation of the company.

Table 4

Impact of Social Media Publicity on Corporate Reputation

Statement	SD	D	N	A	SA	Total	Mean
Interactive campaigns, promotional content, and community conversations, to strengthen its corporate reputation.	0 (0%)	0 (0%)	20 (8.6%)	112 (48.3%)	100 (43.1%)	232	4.34
Timely responsiveness to customer inquiries and complaints on social media platforms	0 (0%)	0 (0%)	25 (10.8%)	122 (52.6%)	85 (36.6%)	232	4.25
Adoption of two-way communication practices	0 (0%)	0 (0%)	35 (15.1%)	121 (52.2%)	76 (32.8%)	232	4.17
Consistent, transparent, and culturally relevant messaging	0 (0%)	9 (3.9%)	21 (9.1%)	117 (50.4%)	85 (36.6%)	232	4.21
Social media initiatives that highlight innovation, social responsibility	0 (0%)	0 (0%)	25 (10.8%)	122 (52.6%)	85 (36.6%)	232	4.25
Overall Mean						**232**	**4.25**

As illustrated in the table, the majority of respondents agreed or strongly agreed with all statements regarding the company's social media strategies. Specifically, 91.4% of respondents acknowledged that MTN's diverse engagement strategies, including interactive campaigns, promotional content, and community conversations effectively enhance its reputation, reflected in a mean score of 4.34. Similarly, 89.2% of respondents agreed or strongly agreed that timely responsiveness to customer inquiries and complaints on social media strengthens trust and reinforces the company's reliability (mean = 4.25). These outcomes are supported by Borgatti, et al. (2018) who noted that social media publicity has a strong and positive impact on its corporate reputation.

4.3 Contribution of Social Media Publicity in Enhancing Stakeholder Perceptions

Results narrowed the lens to explore how these digital engagements influence the attitudes, trust, and perceptions of key stakeholders, including customers, business partners, and the wider community. By using a Likert scale (SD = Strongly Disagree, D = Disagree, N = Not Sure, A = Agree, SA = Strongly Agree), the study captured respondents' views on MTN's efforts to communicate openly, address concerns, promote inclusivity, and foster confidence through social media channels.

Table 5

Contribution of Social Media Publicity and Stakeholder Perceptions

Statement	SD	D	N	A	SA	Total	Mean
Customer's perception on the company's brand image, shaping opinions on its reliability and trustworthiness.	0 (0.0%)	0 (0.0%)	22 (9.5%)	112 (48.3%)	100 (43.1%)	232	4.34
Positive publicity enhancement on customer satisfaction	0 (0.0%)	0 (0.0%)	19 (8.2%)	122 (52.6%)	85 (36.6%)	232	4.25
Social media messages effect on customer attitudes	0 (0.0%)	0 (0.0%)	22 (9.5%)	121 (52.2%)	76 (32.8%)	232	4.17
Addressing complaints, crises, and feedback through social media.	5 (2.2%)	3 (1.3%)	17 (7.3%)	117 (50.4%)	85 (36.6%)	232	4.21
Social media publicity as a key determinant of customer perception	0 (0.0%)	0 (0.0%)	22 (9.5%)	122 (52.6%)	85 (36.6%)	232	4.25
Overall Mean						**232**	**4.32**

A striking majority of respondents agreed or strongly agreed with the statements measuring this construct, with means ranging from 4.25 to 4.35. For instance, 90.5% of respondents confirmed that MTN's social media publicity influences how customers perceive its brand image, while only 9.5% remained undecided. Similarly, 91.8% of respondents indicated that positive publicity enhances satisfaction and loyalty. Results align with Mikalef and Pateli, (2017) who stated that negative publicity could damage confidence in the brand.

4.4 Role of Social Media Publicity Implications in Enhancing Customer Loyalty

Responding to inquiries, feedback, and mentions helps build relationships and foster customer loyalty. Interactive content like polls, surveys, and contests also encourage engagement. Customer loyalty represents a critical dimension of corporate sustainability, as loyal customers not only ensure consistent revenue but also act as ambassadors who amplify the brand's reputation.

Table 6

Social Media Publicity Implications and Customer Loyalty

Statement	SD	D	N	A	SA	Total	Mean
MTN Rwandacell's social media engagement effectiveness and customer loyalty	1 (0.4%)	4 (1.7%)	17 (7.3%)	110 (47.4%)	100 (43.1%)	232	4.31
Social media platforms fostering trust to enhance long-term customer loyalty	0 (0.0%)	0 (0.0%)	27 (11.6%)	115 (49.6%)	90 (38.8%)	232	4.27
Customer interest influenced by social media publicity	0 (0.0%)	4 (1.7%)	18 (7.8%)	110 (47.4%)	100 (43.1%)	232	4.32
Emotional connections with customers reinforced by social media publicity	1 (0.4%)	0 (0.0%)	17 (7.3%)	114 (49.1%)	100 (43.1%)	232	4.34
Social media engagement strategies positively impact customers' willingness to remain loyal to the brand.	1 (0.4%)	4 (1.7%)	17 (7.3%)	125 (53.9%)	85 (36.6%)	232	4.25
Overall Mean						**232**	**4.30**

Results revealed that MTN Rwandacell's social media publicity has a considerable role in fostering customer loyalty, as indicated by the consistently high levels of agreement across all statements. MTN's responsiveness to inquiries and its problem-solving strategies scored a strong mean of 4.27, as 49.6% agreed and 38.8% strongly agreed that such responsiveness fosters trust, which is the bedrock of long-term loyalty. The relatively low levels of uncertainty (only 11.6% not sure) in this statement further confirm that most customers recognize and experience MTN's proactive engagement online. These reactions concur with research conducted by Parveen et al. (2016) highlightitng that businesses use social media as a direct communication channel with their customers.

4.5 Social Media Publicity Implications and Corporate Reputation

Results clearly situates social media publicity as a critical interface between customer loyalty and corporate reputation. Results synthesize insights from the three objectives to assess the overall strategic role of social media in enhancing MTN Rwandacell's image, trustworthiness, and competitive positioning in Rwanda's telecom sector.

Table 7

Relationship between Social Media Publicity Implications and Corporate Reputation

Variables	N	Corporate Reputation (Obj.1)	Stakeholder Perceptions (Obj.2)	Customer Loyalty (Obj.3)
Corporate Reputation (Objective 1)	232	1	.726**	.694**
Stakeholder Perceptions (Objective 2)	232	.726**	1	.751**
Customer Loyalty (Objective 3)	232	.694**	.751**	1
Sig. (2-tailed)		.000	.000	.000
Pearson Correlation (r)		Strong Positive	Strong Positive	Strong Positive

The Pearson correlation coefficients indicate strong positive associations across the three research objectives, with values of .726 between social media publicity and corporate reputation, .751 between social media publicity and stakeholder perceptions, and .694 between social media publicity and customer loyalty. These figures highlight that improvements in MTN's social media strategies — such as transparency, responsiveness, and innovative engagement directly enhance its reputation, improve the way stakeholders perceive the company, and increase levels of customer loyalty. The statistical significance at the 0.01 level (Sig. = .000) further strengthens the reliability of these findings, confirming that the relationships observed are not by chance but reflect a consistent pattern in the perceptions of the respondents.

Table 8
Analysis of Variance

ANOVA[a]					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	65.421	1	65.421	358.672	.000b
Residual	33.879	230	0.147		
Total	**99.300**	**231**			

a. Dependent Variable: Corporate Reputation b. Predictors: (Constant), Social Media Publicity

The findings indicate a regression sum of squares of 65.421 compared to a residual sum of squares of 33.879, out of a total sum of squares of 99.300. This distribution of variance highlights that the majority of the variation in corporate reputation is explained by social media publicity. The F-statistic value of 358.672 with a significance level (Sig.) of .000 strongly confirms that the model is statistically significant, meaning that social media publicity is a valid predictor of corporate reputation.

V. CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusions

This study concludes that social media publicity substantially enhances stakeholder perceptions. The findings show that stakeholders view MTN more positively when the company actively engages with them through social media, addresses complaints and feedback promptly, and communicates in a transparent and culturally relevant manner. This reinforces the perception of reliability, professionalism, and customer-centeredness. Additionally, the research concludes that social media publicity plays a crucial role in fostering customer loyalty. The study demonstrates that effective social media engagement strengthens emotional connections, encourages long-term commitment, and enhances customer satisfaction. Stakeholders and customers recognize MTN's efforts to maintain consistent and interactive communication, which reinforces attachment to the brand and builds sustained loyalty.

5.2 Recommendations

Drawing from this study's findings, the research recommends that MTN Rwandacell and similar organizations should enhance their social media strategies to reinforce corporate reputation and stakeholder trust. Continuous investment in innovative, interactive, and culturally relevant campaigns will help sustain credibility and visibility. Active, real-time engagement should be prioritized to address stakeholder inquiries and feedback transparently. Additionally, content that highlights corporate values, social responsibility, and innovation will strengthen positive perceptions. In conclusion, integrating innovation, transparency, and responsiveness into all digital communications ensures that customers feel valued and are motivated to maintain long-term loyalty to the brand.

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