

**Olivia Mengich**

# China's Nation Brand Reputation in Kenya

An Explanatory Study of Kenyan Perceptions of China's Nation Brand

**Master's Thesis**

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**Olivia Mengich**

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**London School of Business and Finance**

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China's Nation Brand Reputation: An Explanatory Study of Kenyan Perceptions of China's Nation Brand

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## **ABSTRACT**

This study aims at to establish the cause-and-effect relationship between China's nation brand dimensions and China's nation brand efforts on the perceptions of its nation brand in Kenya. The theories that were chosen as the theoretical base of this study were Nations Branding, Anholt's Nation Brand Index and Country-of-Origin effect. Three research questions were asked around the theory base and a survey was done on 75 professionals in Nairobi. Results obtained from the respondents allowed for statistical analysis. The results indicated that the China has a strong nation brand in Kenya, Kenyans are very familiar with and favourable towards China's Nation Brand. However, China's country-of-origin has minimal effects on purchasing decisions in Kenya. Kenyan purchasing decisions are influenced by the cost and quality of products from China.

**Keywords:** Nation Branding, Nation Brand Index, Soft Power, China, Kenya.

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