

**The Antecedents and Outcomes of Online Brand
Community Engagement: A *Social Media* Perspective
of *Generation Y*.**

By

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July 2016

MBA Thesis Declaration

This is to certify that **Syed Abeer Abbas Naqvi** Registration No. **34169** Enrollment No. **01-120131-049** has completed his Study entitled **antecedents and outcomes of online brand community engagement, asocial media perspective of generation Y** under my direction. The study is complete in all aspects.

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Dedication

This thesis is dedicated to my beloved parents, siblings,
friends in need, honorable supervisor, colleagues for their
prayers and efforts

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Abstract

The existing business arena places a lot of emphasis on the satisfaction of customers. A paradigm shift is happening where marketers, rather than making a sale, places a lot of emphasis on making a customer. This appears to be the result of mounting competition among different products and brands. Accordingly, marketers are taking specific actions to capture more mind share of the targeted audience to sustainably maximize their profits. Towards this end, various strategic and tactical methods are evolving within the postmodern marketing paradigm. This study focuses to the outcomes of online brand community engagement arouse by the antecedents to online brand community engagement and brand community engagement. This further leads to the findings and the future dimensions to research.