WHY CONSUMERS LIKE FACEBOOK BRANDS? THE ROLE OF ASPIRATIONAL BRAND PERSONALITY ON CONSUMER BEHAVIOR

BY

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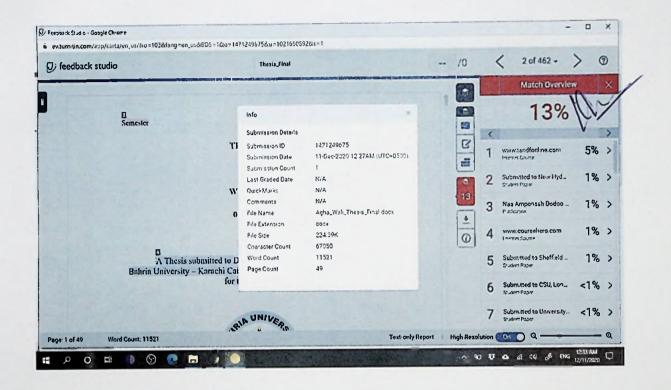
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Abstract

Purpose

The objective of this research find out the answer why consumer like a brand or what motivates the users of Facebook to "like" a certain brand on Facebook and what are the undiscovered motivation of liking a brand on Facebook. To find out reasons, virtual identities were created to test the consumer behavior for liking a brand page on social media.

Methodology & Design

The methodology was used in this study was closed ended questionnaire. The data was collected through quantitative descriptive research from 300 respondents living in Karachi. An online questionnaire was designed according to study to gather the data. In questionnaire, there were simple questions according to the study.

Findings

The result of this study have shown that brand personality positively affect the consumer behavior. Through result, it was concluded that consumers form different virtual goal identities to fulfill their needs.

Limitations

The limitations are that the finding of this study was restricted to certain population, because of this study was only conducted people living in Karachi. Secondly, On the other hand, there may be others moderators, which can be used to analyze the relationship between the variables such as social influence that can effect specific virtual identity behavior in consumer engagement

Recommendations

As aspirational brand personality positively affects the self-interest, belonging and self-Presentation virtual identities, brands can use these goals specific identities data and can enhance their brand advertising according to consumers' specific goals.

Keywords: Brands, consumer behavior, consumer motivations, Facebook, virtual identities.

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