

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

BY

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	10/8/2020	University	Introduction	W Hassan.
	11/09/2020	University	Literature review	W Hassan.
	20/10/2020	University	Research Methodology	W Hassan.
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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.

TABLE OF CONTENTS

CHAPTER 11

INTRODUCTION1

 1.1 Introduction1

 1.2 Background4

 1.3 Problem Statement6

 1.4 Research Objectives6

 1.5 Research Questions7

 1.6 Significance of the Study7

 1.7 Scope of the Research7

 1.8 Organization of the Thesis9

CHAPTER 210

LITERATURE REVIEW10

 2.1 Theoretical background10

 2.2 Facebook Consumers10

 2.3 Goal Specific Virtual Identity11

 2.4 Self-Presentation and Goal Specific Virtual Identity13

 2.5 Belonging and Goal Specific Virtual Identity14

 2.6 Self-Interest and Goal Specific Virtual Identity14

 2.7 Consumer Behavior and Brand Personality15

 2.8 Research Hypothesis15

 2.8.1 Aspirational brand personality15

 2.8.2 The Moderating Role of Self-Congruity16

 2.8.3 Social Identity – Moderator17

 2.9 Summary of Literature Review19

CHAPTER 320

Research Methodology20

 3.1 Research Approach & Type20

 3.2 Research Design20

3.3 Research Population20

3.4 Sample Size & Sampling Technique20

3.5 Research Instrument21

3.6 Data Collection22

3.7 Data Analyses Method22

CHAPTER 423

Results.....23

4.1 Respondent Profile23

4.2 Reliability Analyses24

4.3 Hypothesis Testing25

4.3.1 Hypothesis 1 Self-Presentation 25

4.3.2 Hypothesis 2 Belonging 26

4.3.3 Hypothesis 3 Self interest 28

4.3.4 Hypothesis 4 Moderating role of Self-Congruity and Social identity with Self-Presentation. 30

4.3.5 Hypothesis 5 Moderating Role of Self-Congruity and Social identity with Belonging..... 33

4.4 Summary of Hypotheses Testing36

CHAPTER 537

Discussion37

5.1 Discussion37

5.1.1 Hypothesis H1 Discussion 37

5.1.2 Hypothesis H2a & H3a Discussion..... 38

5.1.3 Hypothesis H2b & H3b Discussion 38

CHAPTER 640

Recommendations and Conclusion.....40

6.1 Recommendations40

6.2 Limitations of the Research.....40

6.3 Future Research41

6.4 Conclusion.....	41
References.....	42
APPENDIX A Questioannaire.....	50