

**SELF-CONCEPT AND BRAND PREFERENCE;
MODERATING ROLE OF TYPE OF PRODUCT USAGE**



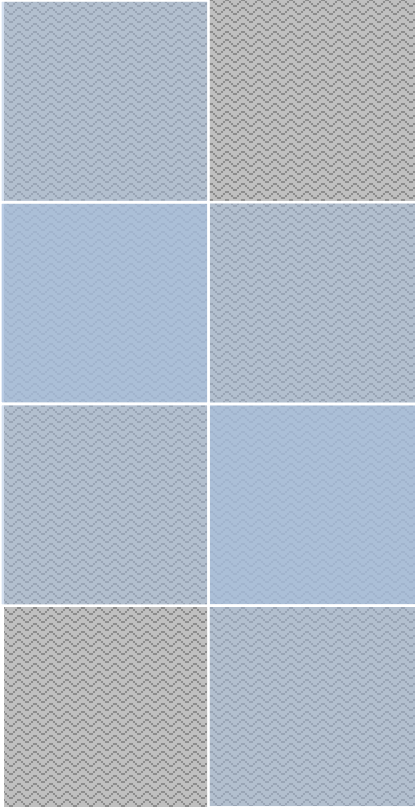
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Research Thesis



Self-Concept and Brand Preference: Moderating Role of Type of Product Usage

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Self-Concept and Brand

Abstract

Consumer behavior i.e product/brand choice, purchase intentions, brand preference and so forth has been affected by self-image, product/brand image and their congruity. The research is under-taken to study the self concept dimensions in Pakistani environment and to examine self congruity relationship with brand preference. Association between actual self congruity, ideal self congruity and brand preference are explored and data collected through cross-sectional survey from Pakistan. The perceptions of 140 respondents about their self congruity with brand preference were obtained for two types of product usage ('shoe brands' as conspicuous and 'toothpaste brands' as inconspicuous) with eight brands in each type. The moderating role of 'type of product usage' was examined and the hypotheses about the effects of actual and ideal self congruence on brand preference and the moderation of type of product usage is examined by multiple regressions. The research found that actual and ideal self congruence greatly affect brand preference for all the type of brands used but the moderating effects of type of product usage were not significant.

Key Words: Self concept, Actual self congruence, Ideal self congruence, Brand preference, and Type of product usage.

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