

**DIGITAL PERSONIFICATION AMONG
UNIVERSITY STUDENTS IN KARACHI
THROUGH FACEBOOK
AN EXPLORATORY STUDY**

By

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 19% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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Abstract

Purpose- Major aim of this study was to identify the reasons behind Digital Personification by young individuals on Facebook. It focuses to identify and analyze the motives due to which people tend to engage in act of digital personification of selves that is different from their real selves and exploring why they feel the need for doing so. Among young individuals, studying the reasons of digital personification by Muslim women who wear hijab is a major part of the study.

Methodology/sample- The Population selected for the study included college and university going students within the age bracket of 18-25 years. The study involved use of questionnaires filled by 400 respondents. Data was analyzed through SPSS Software applying One Sample T-Test.

Findings- The study findings reflected that among the three reasons identified from past research studies, including need for boosting self-esteem, need for attention and feeling of empowerment, two reasons turned out to be true motives for engagement in Digital Personification by young individuals on Facebook. In case of Digital Personification by Muslim women who have adopted hijab, all three elements (need for boosting self-esteem, need for attention and feeling of empowerment) proved to be true reasons for engagement in Digital Personification on Facebook.

Practical Implications- The outcomes of the research directly help Marketers and Researchers. This study has important implications for Marketers in field on "Consumer Behavior". Facebook is widely used for studying consumer behavior of people along with their attributes and their preferences. This research data will help Marketers to develop a comprehensive understanding of consumer behavior in a way like never before, particularly in regard with consumer behavior of Muslim women who wear hijab. It will provide better understanding of consumers, their ideal preferences, their aspired selves, their true desires, how they react in particular situations, why do they seek to portray idealized version of self online and most importantly what is the idea of online personification.

Keywords: Self-esteem, empowerment, need for attention, Digital Personification.