ANTECEDENTS OF E-CUSTOMER CITIZENSHIP BEHAVIORS: A PRAGMATIC VIEW

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ABSTRACT

The purpose of this paper is to investigate the causes of E-Customer Citizenship Behaviour (E-CCB). The researcher has reviewed the literature to conceptualize the E – CCB. It examines how strong relationship exists between Trust, satisfaction, loyalty and perceived relationship with E – CCB. The study was conducted through a survey method by collecting questionnaires from the respondents of online shoppers. The study's findings indicate a highly substantial association between perceived relationship with E-CCB, customer loyalty, customer happiness, and trust.

Keywords: Trust, Customer Loyalty, perceived relationship, E – Customer citizenship behaviour

INTRODUCTION

E-customer citizenship behavior (ECCB) refers to voluntary, supportive actions by customers in online environments that go beyond their basic transactional roles. These behaviors, such as providing positive reviews, offering constructive feedback, or advocating for the brand on social media, play a crucial role in enhancing a company's online presence and reputation Podsakoff, P. M et al (2018). Understanding the antecedents of ECCB is essential for businesses aiming to foster stronger customer relationships and increase brand loyalty. Factors such as customer satisfaction, perceived value, and emotional attachment to the brand are often considered key drivers of ECCB. Moreover, trust in the online platform, ease of use, and a sense of community within digital spaces also significantly influence customers' willingness to engage in citizenship behaviors .

A pragmatic approach to studying these antecedents involves not only identifying these factors but also understanding their interactions and contextual relevance. For instance, a customer's willingness to engage in ECCB might be more pronounced in well-established online communities where trust and reciprocity are high, compared to newer platforms where such relationships are still developing Van Doorn et al.,(2010). This perspective is critical as it highlights the need for a nuanced understanding of the online customer environment, where various psychological, social, and technological factors converge to influence behavior. By exploring these antecedents, businesses can better strategize to encourage ECCB, ultimately leading to enhanced customer loyalty and brand advocacy in the digital marketplace. Yi, Y., & Gong, T. (2013). Value creation to the customers is playing a vital role in marketing service. It is not just ends with customer satisfaction in recent days. Evolution of Value

creation is happen to be goods-grounded in traditional marketing, but in digital era it also considered for service-grounded perspective (Grönroos & Voima, 2013; Lusch & Vargo, 2014; Vargo & Lusch, 2004). According to Grönroos and Voima (2013), the customer creates value and the firm facilitates the customer's value creation by delivering resources that represent value for the customer. In other words, the organization is to facilitate the value to customer that they argue.

According to Payne et al. (2008), value creation is a customer behaviour. More crucially, van Doorn et al. (2010) suggest that offering feedback for the following aspects of customer value creation behaviour: offering assistance to staff, aiding other customers, and giving a positive service experience. More recent study suggests that extra-role behavior that benefits the organization is also considered to be part of customer value creation behavior, as opposed to customer citizenship behavior (Gong, Choi, & Murdy, 2016; Yi, 2014; Yi & Gong, 2013).

The theory of organizational citizenship behaviour (OCB), which holds that "organizations need their employees to engage in discretionary behaviours beyond the formal job requirements," is essentially where the idea of CCB originates.

The work by Podsakoff, et al.(2000)&M. S. Porricelli et. al., (2014) Helping behavior, sportsmanship, organizational loyalty, organizational compliance, individual initiative, civic virtue, and self-development are the seven dimensions that operationalized OCB. These dimensions were first examined from the management and organizational behaviour perspectives. However, following the extensive research on service-oriented OCB conducted by Bettencourt (1997) and Bettencourt, et al. (2001), the concept gained significant traction from the perspective of employees or organisations to that of customers. Customer citizenship behaviour (CCB) has since been investigated, confined, and examined from several angles in the literature on service marketing behaviour.

Customer Citizenship Behaviour receives limited consideration in marketing literature. Our conceptual understanding of its nature, the factors behind its development, and its possible effects on firms may be to blame for this disregard. Additionally, the majority of past studies attempted to investigate the variables that affect consumer citizenship behaviour, but not E-CCB. Finding the causes of any behaviour is just as crucial as discovering its effects. In order to better understand customer citizenship behaviour in the digital age, this research has looked at its historical development.

OBJECTIVE OF THE STUDY

1 To identify the relationship between the E- Customer Citizenship Behaviour and its antecedents.

REVIEW OF LITERATURE

SF Salem & AB Alanadoly (2024) This study, using the SOR theory, explores how customer experiences in omni channel fashion retail enhance engagement and how this engagement influences customer citizenship behavior. It also examines the role of return policies as a positive moderator in this relationship. Using PLS-SEM to analyze survey data (n - 251), the findings reveal that while integration and flexibility in shopping positively impact engagement, connectivity, consistency, and personalization have minimal effects. The study contributes to marketing literature by highlighting the importance of return policies in

strengthening the link between consumer engagement and citizenship behavior in omni channel retail.

K Anim-Wright & R Amartey (2024) In this study, the impact of customer citizenship behaviour on customer entitlement in the hotel industry is investigated. The study analyses data from 263 respondents and breaks down customer citizenship behaviour into advocacy, feedback, helping others, and tolerance. The results indicate that helping others and advocacy have a positive influence on customer entitlement, while feedback and tolerance do not have a significant effect. The implications of these findings for service providers are discussed.

T Gong, & JK Park (2023) The study explores the impact of augmented reality (AR) technology characteristics on customer citizenship behavior. We surveyed a sample size of 247 participants who used IKEA's AR mobile shopping application. For mediation and moderated mediation analysis, the researchers used SmartPLS 3 and PROCESS Macro. The findings reveal that AR technology influences customer citizenship behavior through two mechanisms: customer immersion positively mediates this relationship, while customer fatigue negatively mediates it. Furthermore, customer experience moderates these effects, enhancing the positive impact of immersion and mitigating the negative impact of fatigue.

AHB Jantan et al.,(2023) This study investigates how customer satisfaction, trust, commitment, and value influence customer citizenship behavior (CCB) in the hospitality industry, with customer loyalty and self-efficacy as key mediators. The findings indicate that customer trust, satisfaction, commitment, and perceived value positively impact customer loyalty, which in turn enhances CCB. Additionally, higher self-efficacy strengthens the effect of customer loyalty on CCB. This research offers insights for improving competitiveness in the hospitality sector.

B Guan et al (2022) This study investigates the influence of consumer interactions on individual citizenship behaviour in online travel communities. Analysis of the links between consumer contacts, self-identity, perceived social support, and community identification was conducted using structural equation modelling on a sample of participants from these communities. Based on the results, it is evident that consumer engagement has a positive impact on self-identity and perceived social support. This, in turn, promotes community identification and stimulates citizenship behaviours such as helping and providing feedback. Furthermore, the study emphasises the moderating functions of symbolic and utilitarian motives in this process, providing valuable insights for effectively managing online travel groups to encourage the collaborative creation of value.

Koryoe Anim-Wright & Rhodalene Amartey (2023) A few research have examined the influence of customer citizenship behaviour on customer entitlement. The aim of this study is to investigate the impact of customer citizenship behaviour on customer entitlement. Our analysis involved breaking down customer civic behaviour into four distinct dimensions: advocacy, feedback, assisting others, and tolerance. This study involved the collection of data from clients of hospitality companies. Total number of respondents was 263. An online distributed structured questionnaire was administered. An analysis of the data was conducted using Structural Equation Modelling. The findings indicate that providing assistance to other customers and engaging in advocacy activities have a beneficial impact on customer entitlement. Furthermore, the effects of feedback and tolerance on consumer entitlement were

shown to be insignificant. The present study delves into the ramifications of these empirical results.

M Gorji et al.,(2021) This study investigates the impact of retail premises' physical and social environment, known as "storescape," on consumer loyalty. Specifically, it examines how employee citizenship behaviour towards consumers (ECB-C) improves this connection. Employing a quantitative research methodology, the study surveyed 415 customers of department stores in Australia. The results indicated that elements of the storescape had a substantial influence on consumer pleasure and loyalty, with ECB-C playing a vital role in enhancing these impacts. This study offers businesses invaluable insights on effectively utilising storescape and ECB-C to enhance customer pleasure and loyalty.

Gong, T., & Yi, Y. (2021) Therefore, the goal of this study is to assess consumer citizenship behaviour in order to provide deeper insights that help us pinpoint the areas of research that need more attention in the field of marketing, set an agenda for future research, and ultimately advance the field of study. The authors find that some subjects were not thoroughly investigated in a previous study. Furthermore, it may be possible to identify novel characteristics of consumer citizenship behaviour as well as the causes and effects of customer civic behaviour. The authors assess methodological issues pertaining to this field of study and determine future research priorities.

Billqis, R. S., et. al., (2020) In one of the four-star hotels in Bandung, this study was done to determine how business reputation affected consumer citizenship behaviour. With a sample of 106 respondents, the analysis method used was path analysis. The findings demonstrated that CCB's company reputation was positively and significantly impacted. The dimensions of high-quality goods and services obtained the highest marks, indicating that the corporate reputation department's work has been well regarded.

F Chen.,(2020) By analysing the validity of the unified theory of acceptance and use of technology (UTAUT), we exposed the mechanism of customer citizenship behaviour using an Internet charitable platform. We developed a model based on the UTAUT by introducing trust in and interactivity of the Internet charity platform, and we performed an online survey with 302 China respondents. On which facilitating conditions also had a major positive impact, the results reveal that performance expectancy and effort expectancy had a good influence on re participation intention, which resulted in an increase in customer citizenship behaviour. Moreover, the interactivity of the Internet charity platform enhanced the impact of favorable conditions on customer civic behaviour and trust in the Internet charity platform reduced the influence of performance expectation and effort expectation on re participation intention. Discussed are practical consequences for management of non-profit organizations.

Van Tonder, E., et. al., (2018) This study focused on 533 electronic banking users' direct and indirect civic behaviors. Every study hypothesis that was put out was verified. Retailers can improve their customer experience and promote other customers' use of digital technology by implementing the tactics recommended by the research's practical implications, which provide guidance on how to ensure that customers engage in both direct and indirect citizenship behaviour.

W Zhang et al.,(2017) The objective of this study is to examine the factors that precede (both internal and external motivations) and the outcomes (stickiness intentions) of citizenship behaviour among crowdfunding investors. Furthermore, this study investigates how investors' perception of project novelty moderates the influence of motives and citizenship behaviour. Based on a sample of 226 crowdfunding investors, findings suggest

that both internal and external reasons have a substantial impact on investors' civic behaviour, which in turn affects their sticking intentions. Furthermore, studies indicate that the perceived novelty of the initiative by investors moderates the connections between internal and external motivation and citizenship behaviour.

Jamak et. al.. (2015) The goal of the study is to determine how CCB contributes to the development of corporate brand experiences in hypermarkets using a sample of 711 respondents from four hypermarkets spread across five states in Malaysia. During the hypermarkets' entire operating hours, the researcher collected data using a simple random sample procedure. In order to examine the factor structure, assess the validity of the items, and verify the hypothesis, structural equation modelling was done. Three customer citizenship behaviour aspects were identified and regressed on corporate brand experience: helpful behavior, feedback, and tolerance. Studies reveal that consumers' helpful and tolerant behaviors have a significant impact on a company's brand experience. On the other hand, the corporate brand experience is not significantly impacted by customer feedback.

Yi, Y., Gong, T., & Lee, H. (2013) This article explores how the civic behaviour of other customers influences the social behaviour of focal customers. This study also looks at how normative impact, such as customer social identity, and informational influence, such as other-customer credibility, affect this relationship. This study demonstrates that focused customer citizenship behaviour is driven by other-customer citizenship behaviour using qualitative and quantitative data. Additionally, normative influence and informational influence (other-customer credibility) regulate this connection (social identity). The results offer some preliminary support for the theory that an understanding of consumer citizenship behaviour requires a focus on other customers.

Fowler, J. G. (2013) This study examines the literature on consumer citizenship behaviour and assesses it. On the basis of knowledge about civic and organisational citizenship, it then investigates broad categories and dimensional features of customer citizenship. Then, four perspectives on consumer citizenship are presented "an integrative taxonomy of motivation, social capital, resource exchange, and altruism". The potential advantages and disadvantages of consumer citizenship are then discussed.

RESEARCH METHODOLOGY

Research design can be stated as the "specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of a project that stipulates what information is to be collected from which source by what procedures" (Green & Tull, 1970). The researcher has adopted a descriptive research design as it is describing the characteristics of the respondents. This study is a quantitative survey method which employs a questionnaire as a form of data collection. The researcher used a structured questionnaire from Joshi J. &Anushree Singh (2019). The questionnaire analyzes E-Customer citizenship behavior as the dependent variable and trust, satisfaction, loyalty, and perceived value as the independent variables. The questionnaire's reliability statistics are 0.975, which is higher than the 0.7 threshold limit recommended by Hair, J.F. et al. (2008).

The study population are the customers, who purchase a product from online stores. Identifying the population is difficult and not feasible. Hence the researcher used Convenience sampling method to collect data from the target respondents.

RESEARCH GAP

E-Customer Citizenship Behaviour (E-CCB) has been the subject of limited investigation compared to the more comprehensive examination of Customer Citizenship Behaviour (CCB) in conventional environments. Although previous research has concentrated on general CCB, there is a dearth of attention to the distinctive factors and implications of E-CCB in digital environments. This study examines the specific antecedents of E-CCB, including trust, satisfaction, loyalty, and perceived value, and their influence on consumer behaviour online in order to address this gap. The ob jective of the research is to assist businesses in the development of strategies that will improve their digital presence and consumer relationships by enhancing E-CCB.

ANALYSIS & INTERPRETATION

Table 1. Shows the results of correlation analysis for the study variables

H01: E- Customer Citizenship behaviour and Trust has no significant relationship

H02: E- Customer Citizenship behaviour and Customer Satisfaction has no significant relationship

H03: E- Customer Citizenship behaviour and Loyalty has no significant relationship

H04: E- Customer Citizenship behaviour and Perceived Values has no significant relationship

Particulars		Trust	Customer Satisfaction	Customer Loyalty	Perceived Values
E Customer Citizenship Behaviour	Pearson Correlation	.793	.725	.798	.802
	Sig. value	.000	.000	.000	.000
	Sample size	415	415	415	415

INTERPRETATION

From the above table it is inferred that there is a relationship that significantly exists between E- Customer Citizenship behaviour and Trust with Correlation value of 0.793(79.3%), customer satisfaction has 0.725 (72.5%) relationship, Customer Loyalty has 0.798 (79.8%) relationship and perceived relationship has 0.802 (80.2%) relationship with E customer citizenship behaviour. Hence all the Null hypothesis H01, H02, H03 and H04 has rejected and alternative hypothesis is accepted since the significance sig. value is less than 0.05.

DISCUSSION AND CONCLUSION

The results of the study states that perceived value has the highest score in comparison with other variables. The perceived value is the consumer or the customers their own perception towards the product or service worth or the benefits that they get in return of the money which they pay as prize. The perceived value is subject to the needs and wants of the customers. When it comes to online shopping the perceived value plays a major role as because the customer is not experiencing the product immediately before they buy. The absence of touch and feel will create some sort of insecurity in buying the product. The reason for insecurity is because the money which we pay for buying that product or service. This results of the study is evident that other than trust, loyalty and satisfaction perceived value is ranked higher with the relationship. The citizenship behaviour happens when the firm

provides a valued product or services to their consumers. So the firm has to ensure that the need and wants of the customers has to be identified obviously to increase the sales.

The customer loyalty is the second highest preferred factor when it is considered with E-CCB. Creating a loyal customer is highly risk in this competitive environment. The choices for the products or services is huge in this current scenario. The organization should adopt various strategy not only to attract the new customers but also to retain the existing customers. There are various factors that influence customers to be loyal but quality and price is the major important factor to make a loyal customer. If a customer get satisfied with the product or services, directly or indirectly he/she will show some sort of citizenship behaviour towards the brand or product, which helps in increase in sale. Compare to any other customer, citizenship behaviour will have huge influence when a loyal customer recommends and provides feedback about the product.

The trust is third preferred factor in relation with E-CCB. Trust is what a customer exactly wants from a company. It worth cultivating the trust because that was highly expected by a consumer. A buyer buys a product based on the trust he/she has toward the product or brand. The more the customer trusts, it was ensured that the company delivers with the confident in the commitment towards their promises and doing what is factual for the consumers. It goes is close association with loyalty and brand building. Eventually if a company can build a strong trust among the consumers it results is spreading a positive word of mouth.

Finally, the customer satisfaction is the fourth preferred factor that in relation with E-CCB. It is imperative for creating a strong association with economic factors to persist. Satisfaction is overall evaluation of the performance of the product or services. As the CCB is an extra role behaviour shown by the customer which can work much more effectively when a customer are satisfied by all the means of delivering the product and services. More precisely, marketing managers can use a variety of tactics to make customers feel strongly that they are a part of the product or service. Hence it is concluded that creating a value for money and trust is more important when it comes to the extra role behaviour of an consumer than satisfaction.

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