



# **The mediating role of customer participation in the relationship between customer attitude and customer citizenship behavior of online shopping customers**

*By*

**Dr. Manal Mohamed Ahmed EL Mekebbaty**

Faculty of Commerce, Mansoura University, Mansoura, Egypt.

[elmekebbaty3@mans.edu.eg](mailto:elmekebbaty3@mans.edu.eg).

*Scientific Journal for Financial and Commercial Studies and Research (SJFCSR)*

Faculty of Commerce – Damietta University

Vol.4, No.2, Part 1., July 2023

**APA Citation:**

EL Mekebbaty, M. M. A. (2023). The mediating role of customer participation in the relationship between customer attitude and customer citizenship behavior of online shopping customers, *Scientific Journal for Financial and Commercial Studies and Research*, Faculty of Commerce, Damietta University, 4(2)1, 157-206.

**Website:** <https://cfdj.journals.ekb.eg/>

*Dr. Manal M.A. EL Mekebbaty*

---

---

**The mediating role of customer participation in the relationship between customer attitude and customer citizenship behavior of online shopping customers**

*Dr. Manal M.A. EL Mekebbaty*

**Abstract:**

This research aimed to explore the mediating role of customer participation in the relation between customer attitude (CA) and customer citizenship behavior (CCB) of online shopping customers in Egypt. The study's primary data was collected from customers using a survey approach. A measuring scale and the respondent's demographic profile were included in the data collection instrument. In Egypt, the questionnaire has been distributed to customers aged 18 and up. A total of 390 responses were received, the valid responses were 370. The proposed theoretical model was evaluated using partial least squares (PLS) for data analysis. All indicators and values were collected using SPSS software and Smart PLS 3. The data was evaluated using PLS-SEM.

The results display that customer attitude has a positive influence on customer participation. Customer attitude has a direct positive impact on advocacy and feedback. Customer participation has a positive impact on all customer citizenship behavior dimensions (Advocacy, Helping, Feedback, and Tolerance). Customer participation full mediates the relationship between customer attitude and two dimensions of CCB(help and tolerance), Customer participation partially mediates the relationship between customer attitude and both of advocacy and feedback, depending on demographic variables (gender, age, education, and time). Finally, the findings' theoretical and practical implications are examined.

**Keywords**

Customer attitude, Customer citizenship behavior, Customer participation,

## **1. Introduction**

Customer citizenship behavior (CCB) is a term used to describe the co-creation of the customer–customer interactions (M. Kim et al., 2020; Zadeh et al., 2019). Previous studies on positive employee and customer behavior identified two categories of behaviors (in-role and extra-role). Customer in-role behaviors take place within the company's defined rules, whereas customers can choose whether or not to participate in extra-role behaviors. (Bolton & Saxena-Iyer, 2009; Zadeh et al., 2019). Customer value co-creation behaviors are defined as customer participation behaviors (CPB) and customer citizenship behaviors (CCB). For successful value co-creation, CPB is intra-role and required of the customer (Yi & Gong, 2013). Extra-role behavior is referred to "helpful, productive activities taken by consumers that are valued or recognized by the company but are not necessarily related to the individual's role's enforced or explicit requirements" (Zadeh et al., 2019).

Customer-customer and customer-firm interactions both exhibit CCB and CPB. Customers may be sufficient to perform just the required tasks in services that involve high levels of traditional and/or virtual community interactions with customers, or they may meet or exceed such activities by taking non-mandatory, voluntary measures that often result in a unique experience for the point of focus or new customers. To put it another way, customers can either fulfill their involuntary output roles or engage in citizenship activities in addition to their required roles (Zeithaml et al., 2013).

The enormous advancement of IT has greatly enhanced the types of customer-company interactions and services offered. By using digital technology, various services and facilities can be provided without requiring the physical presence of both employees and customers (Schumann et al., 2012; Singh & Crisafulli, 2016).

The virtual environment raises challenges that do not arise in the traditional environment, such as website system fluency, privacy, and security, as well as transaction procedures, distribution, and customer service system support. While service failures may not result in direct customer losses, customers will be affected and lose trust in the websites in this instance. Businesses

must be creative to attract and retain customers in increasingly competitive markets. Because of the internet, businesses are discovering new methods to handle information and better serve their customers. In the United States, Europe, and Asia, online sales are rising faster than traditional sales, and this trend is projected to continue. According to Yang et al. (2007), The online world has arrived as a viable alternative to traditional business. More than 4.8 billion people are expected to access the internet by 2023, up from 420 million in 2000 and one billion in 2005. 61 percent of the world's population is online in this developing climate. In 2020, Egypt had 49 million internet users, up from 4.5 million in 2000. International retail e-commerce revenues were \$3.53 trillion in 2019, with revenues expected to reach \$6.54 trillion by 2022 (Aboul-Dahab et al., 2021).

Customer behavior has shifted from physical stores to online markets, and the shopping environment has fundamentally changed as businesses in developed countries recognize the power of the internet. In the past few years in Egypt, e-commerce, or the digital economy, has recorded a noticeable increase in the total domestic trade, but with the spread of the Corona pandemic and precautionary measures that include a commitment to homes, reducing going out, and a fear of direct sales, the proportions of electronic sales have doubled. Consumer behavior is influenced by a variety of economic, cultural, physiological, and environmental factors. Consumer behavior is shifting toward using online markets to meet their needs, requiring an examination of the factors that affect online customer behavior, specifically how online customers react and engage. The ongoing growth of new technology and business models has made studying the behavior of online customers more complex (Luo et al., 2020; Sorooshian et al., 2013; Yang et al., 2019).

The customer-firm relationship is currently seen as a two-way relationship, instead of the one-way communication that prevailed in the past. When relations are confined to a firm, products or services are presented to customers who buy these products or services (M. Kim et al., 2020; Yi & Gong, 2013). Customer citizenship behavior theory (CCB) derives from organizational citizenship behavior theory. While organizational citizenship behavior demonstrates employee behaviors towards a firm, it can also be extended to consumer behaviors, as well as how loyal customers continue to

*Dr. Manal M.A. EL Mekebbaty*

---

---

help a brand with extra-role and collaborative attitudes (Y. J. Ahn et al., 2016). Scholars widely consider customers as partial employees in the organization or part-time employees (Groth, 2005; M. S. Kim et al., 2018; Zhu et al., 2016). CCB was initially an organizational citizenship behavior extension, especially the employee's extra role that led to reinforcing the organization's efficiency (Bove et al., 2009; M. Kim et al., 2020). CCB can be seen as a willing behavior in the role required of the customer, which contributes to providing help to the organization and supporting its functioning. Many studies focused the concept of "customer-to-customer value co-creation" through consumer participation and citizenship behavior. It illustrates how co-creative customer-to-customer interactions can be.

Many previous studies focused on studying the role of customer attitude as a mediating variable in supporting value-co-creation behaviors (customer participation and customer citizenship behaviors) (Kwon & Namkung, 2022; Zadeh et al., 2019). Many previous studies focused on studying the role of customer attitude as a mediating variable in supporting many outcomes (such as green image, philanthropic corporate social responsibility, cognitive and emotional factors contributing, e-store familiarization and facilitating conditions), and customer citizenship behavior (Anaza & Zhao, 2013; Hwang et al., 2019; Hwang & Lyu, 2020a; van Tonder et al., 2020). Many studies have also focused on the impact of customer citizenship behaviors on supporting many outcomes (such as turnover intention, customers' long-term relationship orientation, and brand trust) (M. Kim et al., 2020; Revilla-Camacho et al., 2017; Xie et al., 2014).

However, few studies have examined the impact of customer attitude on customer citizenship behavior, by using customer participation as mediating variable, This study's objective was to fill this gap. This study made a practical and theoretical contribution. Essentially, it Furthermore, the research combines planned behavior theory (TPB), interpersonal influence theory (IIT), and information processing theory (IPT) to construct a conceptual model of customer participation and citizenship behavior in online shopping brands.

Therefore, this study attempted to create a model that investigates customer citizenship behavior dimensions in the context of online shopping by examining the relationships between customer attitude(CA), customer

*Dr. Manal M.A. EL Mekebbaty*

---

---

participation (CP), and citizenship behavior (CCB). The study addresses the following research questions:

**RQ1.** How do consumer attitudes influence customer participation (CP), and citizenship behavior (CCB)?

**RQ2.** Does customer participation (CP) result in customer citizenship behavior (CCB)?

The following are the contributions made by answering these research questions. First, the study variables will be reviewed, and then the relationship between these variables will be reviewed examining how customer attitudes toward online shopping brands are related to customer participation. Second, we investigate how customer attitudes and participation in online shopping brands influence citizenship behavior. For firms looking to get the most out of customer engagement, recognizing the relationship between customer attitude, customer participation (CP), and customer citizenship behavior is crucial (Auh et al., 2007; Cabiddu et al., 2014; Vakeel et al., 2018). This line of investigation is also consistent with recommendations that customers' affective states be taken into account when it comes to customer participation (CP) and citizenship behavior (CCB) (Gallan et al., 2013; Hau et al., 2017).

## **2. Review of the literature and development of hypotheses**

The researcher presents the concepts, dimensions of the study variables, and hypotheses development, which are as follows:

### **2.1 Customer attitude:**

The concept of consumer attitudes is gaining increasing attention in many diverse fields, including business, sociology, and psychology (Hwang & Hyun, 2017; Hwang & Lyu, 2020b; Hwang & Ok, 2013). Customers' attitudes are linked to a customer's appraisal of a service or product. Customers' attitudes are often shaped as a consequence of the customer's prior contact with a certain brand. (Alimamy & Al-Imamy, 2021; Sahoo & S. Pillai, 2017). Both brand attitudes and purchase intentions are directly related to customer attitudes. (Foroudi, 2019; Mukherjee & Banerjee, 2019). Furthermore, It has been demonstrated that having a positive attitude increases brand trust and loyalty. (Kumar & Kaushik, 2018; van der

*Dr. Manal M.A. EL Mekebbaty*

---

---

Westhuizen, 2018). Consumer attitudes are defined as feelings about a certain service or product, and they are a crucial aspect in building effective competitive strategies (Hwang & Ok, 2013). As a result, businesses are actively working to enhance consumers' attitudes toward their products. Several previous studies have shown that customer attitude affects their behavior (Lin & Lee, 2012; Mukherjee & Banerjee, 2019; Sreejesh et al., 2016).

The importance of attitude as a predictor of purchase intentions have been studied in the theory of planned behavior (Alimamy & Al-Imamy, 2021). Customer attitude has also been discovered to be a factor in customer satisfaction (Dick & Basu, 1994; Levy & Hino, 2016). This implies that the first and repeat purchases, as well as perceived value, are all factors to consider and influenced by customer attitudes (Alimamy & Al-Imamy, 2021; Lewis & Soureli, 2006). Customer attitudes are influenced directly by experience quality, and when customers have a positive experience with a provider, they are more likely to have a positive attitude toward the provider and hence estimate the value to be higher. (Huang & Liu, 2014). The consistency of virtual reality environments has a positive impact on customer attitudes and behavior intentions (Lee et al., 2020).

A distinction can be made between the concepts of customer satisfaction and consumer attitudes, as the two terms are often used as synonymous terms while having different meanings. Customer satisfaction is a key aspect in determining a product's or service's performance, and it is determined by the customer's appraisal of a specific deal or transaction with the product or service (Hwang & Lyu, 2020b). Customer attitudes are established because of a comprehensive assessment of a certain product or service, which reflects a broader evaluation of the product or service. Therefore, customer attitudes are considered a vital factor in predicting customers' behavioral intentions toward the product or service. (Hwang & Lyu, 2020b; Voss et al., 2003).

Consumer attitudes, according to empirical studies, play a significant role in the formation of outcome variables. Brand preference is positively influenced by customer attitudes (Hwang & Ok, 2013). Consumer attitudes toward luxury brands have a significant impact on customer intention,

---

---

which in turn has a positive impact on luxury brand actual usage (Liu et al., 2021). Consumer attitudes are important in predicting brand attachment, willingness to pay more, and brand value (Hwang & Hyun, 2017).

## **2.2 Customer participation**

Customer participation is defined as a behavioral term that evaluates the extent to which customers contribute information sharing, offer suggestions, engage in decision-making during the delivery process, and co-creation value. (Chen et al., 2015; Taheri et al., 2017).

Customer participation (CP) behavior is divided into four dimensions: information sharing, information seeking, personal interaction, and responsible behavior (Yi & Gong, 2013). Customers must be involved in the service creation process for it to be successful (Yi & Gong, 2013). Customers benefit from participation because it enhances the likelihood that their specific needs will be fulfilled. (Norman & Nyarko, 2021; O’Cass & Sok, 2015). According to studies, customers can participate in the service process in various ways. For example, hotels often send out emails to customers requesting that they check in online before arrival. Customers must share information with service providers for their requirements to be fulfilled. (Rebecca Yen et al., 2004; Taheri et al., 2017; Vakeel et al., 2018).

Customers can also take part by inquiring about the services offered. As a result, the type and level of customer participation throughout service delivery have an impact on the outcome's perceived value. Customers contribute to resource creation, both tangible and intangible, that integrates into their usage process, resulting in value accrual (Vargo & Lusch, 2016).

According to the theory of interpersonal influence, people can have informational and normative effects on one another. Informational influence refers to information sharing and information seeking and is defined as "a tendency to adopt information gained from others as a guide concerning actuality." Normative influence is described as a tendency to "conform to another's optimistic expectations" (Deutsch & Gerard, 1955, p. 629). The normative influence is largely concerned with personal interactions and appears to be responsible behavior.

### **2.3 Customer citizenship behavior (CCB)**

CCB was realized from both the organizational and consumer perspectives. Marketing scholars have argued that CCB is a type of co-creation behavior (Balaji, 2014; Tung et al., 2017). Scholars proposed two forms of co-creation activities with benefits for customers. Firstly, the behavior of customer participation (CB), which reflects the necessary in-role behavior substantial for the effective co-creation of the product, Secondly, CCB demonstrates voluntary (extra-role) behavior, which gives the company great value but is not strictly required for achieving value co-creation (Bove et al., 2009; Woo, 2019). CCB is described as voluntary and discretionary behavior that is not required for product or service delivery but enhances the organization's overall services (Groth, 2005). Customers who have a high degree of CCB act like other employees because their actions are just as beneficial to the company's growth as employees' are, and they are willing to contribute to the company's development (Hwang & Lyu, 2020b).

CCB involves general discretionary conduct that improves customer consideration, brand excitement, brand endorsement, helping behavior, and self-development (Nyadzayo et al., 2015). CCB refers to supportive, constructive expressions displayed by customers and recognized and appreciated by the company, but not directly related to implementable or specific role requirements of the individual. CCB makes customers patient with service recovery, allowing the company to recover efficiently (Y. J. Ahn et al., 2016; Woo, 2019). The study by Zhao et al. (2016) promotes a CCB theoretical model by examining the social support influencing role, using customer satisfaction in the online brand communities context (Zhu et al., 2016). The study results display that informational and emotional support significantly influence the CCB dimensions (represented in providing feedback, helping other customers, and making recommendations) via customer satisfaction. The results also display that emotional and informational factors, such as support from other customers and firms, have various effects on customer satisfaction.

*Dr. Manal M.A. EL Mekebbaty*

---

---

Customers may wish to start sharing their great experiences and values with other consumers. In addition to good employee treatment, customers share their comments after they have had positive service interactions, suggest a company's service to others, support suppliers, and facilitate other customers getting the service. (Bove et al., 2009; van Doorn et al., 2010). One of the most significant information that people might utilize to influence their attitude during service encounters is information gained from other customers' activities". As a result, CCB refers to the extent to which consumers observe other customers engaging in citizenship behavior, which serves as a model for the participants (M. Kim et al., 2020; Yi & Gong, 2013).

Previous research indicates that the behavior of brand citizenship includes a two-dimensional construction. The first component is the desire to help and further create brand enthusiasm (Burmam et al., 2009). This is supported by many researchers. Brand citizenship behavior would be high when we simultaneously understand all elements (i.e., brand endorsement and brand enthusiasm). Brand enthusiasm includes taking additional brand-based initiatives that include engaging in marketing activities by supporters or charity events, passing on consumers' perceptions that support branding decisions, and participating in brand-focused activities. Brand endorsement is correlated with favorable word of mouth (WOM) toward a specific brand, including brand recommendations among friends, family, or others (M. S. Kim et al., 2018). Some researchers added a third dimension to brand citizenship behavior, represented by helping behavior. Helping behavior involves positive attitudes, helpfulness, empathy, and friendliness toward both internal and external customers and other franchisees (Nyadzayo et al., 2015).

The findings of M. Kim et al. (2020) related corporate social responsibility (ethical, economic, philanthropic, and legal) as having a positive impact on corporate image and CCB (feedback, help, and recommendation). Researchers used three dimensions of CCB: recommendations like positive WOM, feedback voluntarily proposing products or services, and customers' help (M. Kim et al., 2020).

*Dr. Manal M.A. EL Mekebbaty*

---

---

Many studies support the three components of CCB (Bove et al., 2009; Groth, 2005). CCB has also been demonstrated to have a major impact on the orientation of long-term relationships with firms. Yi and Gong (2013), distinguished between four dimensions of CCB, representing advocacy, feedback, tolerance, and helping. The results indicate that two dimensions of service quality related to intangible or tangible resources are indirectly affected by CCB by perceived value.

**Sub-elements of CCB** (Woo, 2019; Yi & Gong, 2013)

**Advocacy** reflects on customer behavior to recommend the service provider to others. Positive comments lead to customer loyalty that reinforces the brand's reputation and service quality, and then these effects are reflected in the company's market share. Customers' attention to supporting the cause and advantages of one or more exchange partners is referred to as "advocacy." Customers can increase the value of exchange parties by referring them to others (Bettencourt, 1997; Yi & Gong, 2013; Zadeh et al., 2019). Positive word-of-mouth and social contagion boost new social media network sign-ups (De Vries et al., 2012; Hsu, 2019).

**Feedback** refers to the useful information that providers derive from consumers and use to support the service creation process. Consumers who have comprehensive experience and wide knowledge of company services are competent to follow employees' guidance and provide suggestions for service improvement. Customers can direct and submit feedback to exchange participants such as companies and other consumers, improving the process of service delivery and reducing the failure risk (Zadeh et al., 2019). By expressing their thoughts and critiquing performances, around 56% of online community members are likely to provide feedback and guidance to others (Whiting & Williams, 2013).

**Helping** denotes a specific consumer behavior used to support providers and is considered showing empathy with providers by assisting other users. (Rosenbaum & Massiah, 2007). Customers' positive and altruistic attitudes and activities directed toward assisting exchange parties are referred to as "helping" (Zadeh et al., 2019). In C2C situations, CCB is all about helping others and gaining help from other consumers. According to social exchange theory, individuals aim their reciprocal efforts toward the sources

of benefits instead of the sources from which they have not received any advantage. On social media platforms, consumers receive more help from other customers, where values are largely shaped by C2C interactions, and thus direct their helpful behavior toward other customers rather than the company (M. Kim et al., 2020; Yu et al., 2021).

**Tolerance** refers to assessing the customer's willingness to be patient when the quality of the service provided does not meet the customer's expectations, or when the service provider fails to meet the customer's expectations, which is considered a major cause for creating the switching behavior. Accordingly, tolerance represents the CCB foundation.

Tolerance refers to a customer's willingness to tolerate when a service fails to fulfill their expectations (Yi & Gong, 2013; Zadeh et al., 2019). Customers may feel disappointed for a variety of reasons in both B2C and C2C engagements. Customers who are unhappy with their services may complain to the company or other customers, remain with the organization without expressing their dissatisfaction, or even leave the relation if there is no tolerance (Poromatikul et al., 2020; Voorhees & Brady, 2005). Tolerant customers, on the other hand, are more optimistic about service issues and give the organization more chances to get them right.

## **2.4 Online shopping brand customer attitudes, participation, and citizenship behavior**

### **2.4.1 The relation between customer attitude and customer participation**

Ahn et al. (2020) investigate the impact of multidimensional value co-creation attitudes on customers' co-creation behavior (i.e., participation and citizenship behavior) toward tourism facilities. According to the findings, customers' participation and responsive attitudes appear to have a critical impact on their future behavioral intentions. Furthermore, customers' participation behaviors mediate the relationship between their responsive attitude and citizenship behavior in a significant and favorable way. Given how critically important it is to comprehend and manage the customer experience (J. Ahn et al., 2020),

H1: Customer attitude has a positive impact on customer participation.

#### **2.4.2 The relation between customer attitude(CA) and customer citizenship behavior (CCB).**

Customer attitudes, according to empirical studies, contribute seriously to influencing the intentions of organizational citizenship behaviors. Customers that have a positive attitude toward a brand are often more likely to engage in discretionary and voluntary behaviors (Spector & Fox, 2002). In various contexts, such as environmentally friendly museums and youth tourism, consumer attitudes often help to strengthen and promote behavioral intentions (Han et al., 2018; Han & Hyun, 2017).

CCB can be caused by individual affective attitude (Kwahk et al., 2020; Williams & Shiao, 1999), which means that customers with a positive attitude to a brand are more likely to engage in discretionary behavior, as consumer attitude is crucial to sustaining and enhancing brand relationship (Zhang, 2010).

According to (Hwang & Lyu, 2020b) study results, customer attitudes have a positive influence on the four dimensions of the CCB intentions (i.e. feedback, advocacy, helping, and tolerance. The study investigate the relationship between green image and customer citizenship behavior using consumer attitudes toward an environmentally friendly airline and desire to take an environmentally friendly airline as mediating variables.

The study of (Hwang et al., 2019), investigate the relationship between philanthropic corporate social responsibility, consumer attitudes, brand preference and customer citizenship behavior through the moderating role of older adult employmen.

consumer attitudes positively affect advocacy and tolerance. when consumers perceive that a company tries to solve social problems, they are more likely to have favorable attitudes toward the company.

According to previous findings and the social exchange theory, it is predicted that customer attitude will contribute to enhancing better organizational citizenship behaviors online shopping customers.

The following hypotheses are proposed based on the previous arguments:

**H2:** Customer attitude has a positive impact on customer citizenship behavior.

### **2.4.3 The relationship between customer participation behavior and customer citizenship behavior (CCB).**

The role of social media in the process of value co-creation by encouraging customer-to-customer (C2C) interaction was examined by Zadeh et al. (2019). Just a small number of studies have concentrated on the aspects of value co-creation in online platforms as well as psychological antecedents. The study used participation behavior and citizenship behavior as dimensions of customer value in the social media context and conceptualized customer-customer value co-creation (CCVCC). It also attempted to look at the antecedents of intent to (CCVCC) using the theory of planned behavior (TPB), ex-behavior, and the modified role of the break-even power. The study discovered that TPB components, such as perceived behavioral control, subjective norm, and attitude as well as past (CCVCC), are important determinants of intent to use social media (CCVCC). However, the impact of these antecedents is greater in strong-tie networks than in weak-tie networks. Attitude has emerged as the most important predictor of the impact of (CCVCC) on the desire to co-create customer-customer value (Zadeh et al., 2019).

Customer value co-creation behavior is frequently seen as a critical activity that companies utilize to maintain a competitive advantage. There is, however, limited literature evidence about salespeople's involvement in customer value co-creation practices. Based on social exchange theory and data from a sample of 224 business-to-business salespeople and their customers, the study argued that emotional intelligence and empathy are important determinants of customer engagement, customer citizenship behavior, and customer loyalty to the salesperson. Furthermore, the data shows that the ability of a salesperson to notice, interpret, and regulate emotions influences the co-creation of consumer value (Delpechitre et al., 2018).

**H3:** Customer participation has a positive impact on CCB.

#### **2.4.4 The mediating role of customer participation in the relationship between customer attitude and customer citizenship behaviors.**

Customers' participation behaviors in Croatian integrated resorts moderate the relationship between citizenship behavior and their responsive attitude in a significant way, according to a study by J. Ahn et al. (2010). In contrast to product-dominant business logic, service-dominant logic claims that service is the business core (J. Ahn et al., 2020). Value co-creation implies shared collaborative actions among customers and integrated resorts through direct and indirect interactions. Numerous research studies have suggested that the concept of co-creation can be understood in terms of behavior and attitude, specifically co-creation attitude and behavior. Customers' co-creation behavior is predicted by behaviors related to value co-creation attitudes, such as participation and citizenship (Yi & Gong, 2013).

Brand attitude is related to customer behaviors such as customer participation and citizenship behavior. the study of (Zadeh et al., 2019) provided empirical evidence indicating that customer attitudes significantly affect intentions to perform participation and citizenship behaviors. According to earlier studies, tourists' attitudes have a positive effect on customer participation and citizenship behavior (Rather, 2021; Ray et al., 2021).

The reasoned action theory (TRA) and the planned behavior theory (TPB) have been used to describe the importance of consumer attitudes. TRA was first suggested by Fishbein and Ajzen (1975) to describe an individual's voluntary behavior. According to this theory, an individual's behavioral aim is determined by two factors: their attitude toward the activity and a subjective norm. The theory of planned behavior (TPB), which is an improved alternative to the TRA, was developed by Ajzen (1991). Perceived behavioral regulation was added to TPB to improve the predictability of behavioral intention. According to the TRA and TPB, people who have a positive attitude about the activity are more likely to have higher levels of behavioral intentions. According to the social exchange theory, customers who have positive attitudes about the brand as a result of the practices of service providers have self-motivations and willingness to participate and

provide guidance and advice to service providers, which contributes to supporting organizational citizenship behaviors.

The following hypotheses are proposed based on the previous arguments:

**H4:** Customer participation mediates the relationship between CA and CCB

### 3. Theoretical Model

Based on a review of relevant literature and practical evidence, the study's theoretical model was constructed. In addition, the suggested model used the Social Identity Theory (Hennessy & West, 1999), the Planned Behavior Theory (Bernardus et al., 2020; Kautonen et al., 2015), and the Social Exchange Theory (Koopman et al., 2015; Priporas et al., 2017) to conceptualize the relations between customer attitude, customer participation behavior (CPB), and customer citizenship behavior (CCB) (see Figure 1).

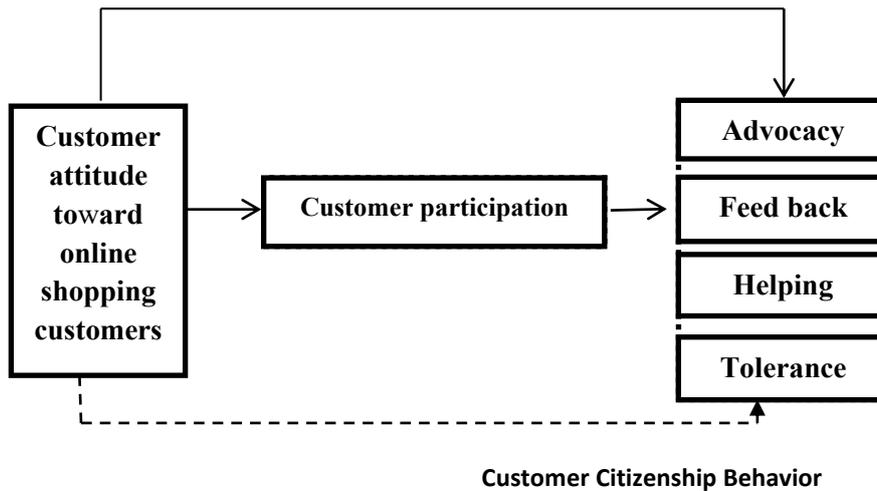


Figure 1. The Study's theoretical model

### 4. Research Methodology

#### 4.1 Measurement

Previous studies' measurement scales were slightly adjusted and adapted to fit the current study's environment of online shopping brands. Content validity was ensured since the assessment scales were derived from prior

*Dr. Manal M.A. EL Mekebbaty*

---

---

studies. To verify that the questionnaire was understood and that the questions were clear, we conducted specific procedures. Firstly, the questions used to measure each variable were adapted to the context of online shopping. Second, we engaged the services of two academics to provide feedback on the questionnaire's face and content validity. Third, we conducted an exploratory study in which we distributed the questionnaire to a pilot group of 50 participants and assessed the replies for reliability and validity. According to our findings, Cronbach's alpha meets the 0.7 cutoff point for each variable.

Customer citizenship behavior (CCB) was assessed using a 12-item scale (Groth, 2005; Zhu et al., 2016). There were four sub-dimensions in the sample items (feedback, advocacy, help, and tolerance).

Customer participation behavior was assessed using a five-item scale (Auh et al., 2019; Yi & Gong, 2013). Five items about customer attitudes toward online shopping brands were derived (Slunjski et al., 2020; Tsang et al., 2004). All of the measuring items were determined using a 5-point Likert scale.

#### **4.2. Data Collection and Sampling.**

Data for the study was acquired through a survey approach. A measuring scale and the respondent's demographic profile were included in the data collection instrument. In Egypt, the questionnaire has been distributed to online shopping customers aged 18 and up. Egypt is a suitable environment for this kind of research. According to Parnell and Hatem (1999), Egyptian culture has a strong business tradition as well as a way of life that incorporates Islamic, Arabic, and Middle Eastern elements.

Egypt is distinct from the rest of the Arab world because of its distinctive culture. According to the Internet World Stats report (2017), internet users in Egypt had nearly reached 36.5 percent by the end of March 2017. According to the Internet World Stats report (2021), 71.9 percent of Egyptians will use the internet by the end of June 2021. According to Egypt Business Direct (2021), about half of internet users utilize social media for researching brands.

*Dr. Manal M.A. EL Mekebbaty*

---

---

In terms of online purchases and mobile commerce, online grocery shopping is used by 18% of Egyptians. E-commerce accounts for 1.8 percent of Egypt's GDP. More than half of internet users use e-commerce services, which range from purchasing products and services to paying bills online. The most common online purchases are electronics, followed by software, and the most popular online activities are website services and airline ticket bookings. According to Pay Fort's State of Payments in the Arab World report, the average e-shopper spent USD 641 in 2017. By 2020, e-commerce is expected to reach 2.7 billion USD (Elseidi, 2018).

Due to social media, customers interact and share their experiences with brands and with each other in new ways. Organizations are increasingly adopting social media to communicate with customers and offer them brand information. Brand communities on social media enable a level of interaction that is difficult to reach through traditional media, making them a very effective means of acquiring and managing customers. Therefore, the researcher made the survey list available on the social networking site Facebook, which is characterized by its wide scope and spread and the ease of sharing the list compared to other social platforms. When selecting respondents, a researcher must first establish certain criteria (i.e., purposes). The respondents must have had some prior experience with online purchasing. Therefore, the researcher specified a condition for participating in the questionnaire, which is that the respondent must have previously done online shopping.

The snowball sample was relied on as one of the non-probability samples as it is the most appropriate for this study as the conditions of its application fit with the conditions of the current study (the challenge of precisely estimating the study population's size—the absence of a certain framework

*Dr. Manal M.A. EL Mekebbaty*

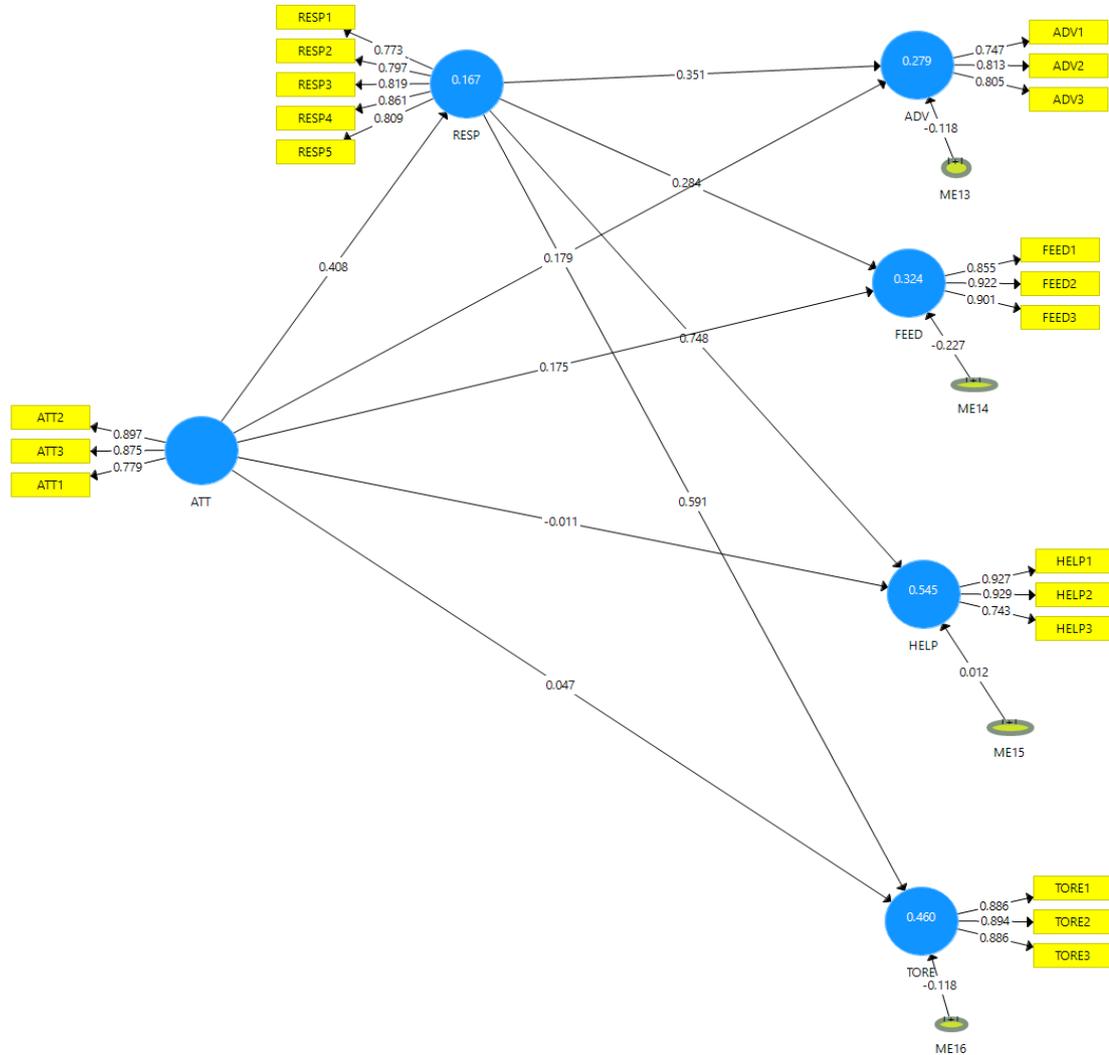
---

---

for the community) and it is also characterized by the possibility of reaching the largest number of investigators from the Participants who met the requirements of the survey (for instance, those who had made at least one online purchase in the preceding six months) were given the self-reported questionnaire and asked to complete it. In Egypt, the data was collected between March 1 and April 22, 2021. In all, 390 surveys were submitted.

The criterion of having purchased at least one item online in the previous 6 months was enforced to stimulate purchasers' evaluations of online sites and to avoid the potential for determination bias (Aboul-Dahab et al., 2021). Participants were specifically instructed to link their responses to the website where they had made their most recent online purchases. The respondents were online buyers who had purchased a variety of items from various online merchants (e.g., travel, books, CDs, PCs, apparel). Twenty of the surveys could not be used in this study because they were either invalid or incomplete.

### 4.3 Research Methodology and Design



**Figure: PLS-SEM results of the structural model**

All indicators and values were collected in SPSS software, which was then converted to CSV format for use with the Smart PLS software (Smart PLS features a graphical user interface that allows the user to estimate the PLS route model). It may be found at [www.smartpls.com](http://www.smartpls.com)) and can be used to adapt PLS-SEM path modeling (Figuroa-García et al., 2018; Henseler et al., 2014).

#### **4.4 PLS Analyses**

PLS was used for data analysis to evaluate the proposed theoretical model. PLS is a structural equation modeling (SEM) approach for simultaneously evaluating the structural model (relationships between constructs) and measurement models (relationships between indicators and their related constructs).

PLS may also be used with models that have a significant number of constructs, indicators, and interactions (Khan et al., 2019; Sacristán-Díaz et al., 2018). There are three main types of sampling models in the context of SEM:

Common factor models (CFM) (reflective measurement), causal indicator models (CIM) (formative measurement), and compound models, which can be estimated in Mode A or Mode B, have an advantage over models based on covariance. Only indicators are used in this study as reflective assessments (Figueroa-García et al., 2018; Sarstedt et al., 2016).

#### **5. Results and Data Analysis**

With Smart PLS 3, PLS-SEM is adapted to evaluate data; it is a common method. PLS-SEM is an advanced estimating technique that is beneficial when the main objective of structural modeling is to describe and forecast structures (Joe F. Hair et al., 2014; Hoc et al., 2014; Nisar et al., 2021). Furthermore, it is a flexible model-building approach (J. Hair et al., 2017; Nisar et al., 2021). PLS-SEM also requires a smaller sample size than other approaches and does not require that the data be normally distributed. As a result, we were able to avoid concerns with data normality using this technique. To estimate loadings, path coefficients, and significant levels, the PLS algorithm was utilized, accompanied by bootstrapping. The structural model was reviewed after the measurement model had been assessed.

## **5.1 Preliminary Analysis**

Following the conclusion of demographic characterization, a preliminary analytical approach was used to assess for data normality, linearity, and common method bias (Sarilgan et al., n.d.; Sarker et al., 2021).

### **5.1.1 Data normality**

Even though PLS-SEM does not require that the data have a normal distribution, it is critical to evaluate the normality distribution of the data when using inferential statistics (Joe F. Hair et al., 2014; Joseph F. Hair et al., 2019). As a result, the study utilized skewness, kurtosis, and histogram plots to assess data's normality (Clark & Baccar, 2018; Henseler et al., 2014). All construct scores were normalized because skewness and kurtosis values between -2 and +2 are sufficient for demonstrating normal distribution. The data were normality tested using skewness and kurtosis values with a (2) threshold (Nisar et al., 2021). For skewness varying between -0.397 and -1.073 and kurtosis varying between -0.028 and 1.468, the normal distribution assumption was met in all constructions. Following that, PLS-SEM was used to conduct further analysis.

### **5.1.2 Common method bias (CMB)**

Because data is collected from a single participant, CMB is a distinct possibility. The partial least squares (PLS) approach is used to investigate CMB in the domain of SEM (Kock, 2015; Shah et al., 2020). The whole concept of collinearity could be used to analyze the method bias in SEM. The current study used this practical methodology to discover CMB with the use of variance inflation factors (VIF) generated by a full collinearity test. VIF values greater than 3.3 suggest that the model may be skewed by CMB, while values less than 3.3 show that the model is clear of it. All VIF values for all constructs in this investigation are less than 3.3, showing that there is no CMB in this study. As a result, CMB was not an issue.

### 5.1.3 Demographic Profile of Respondents

**Table 1.** *Respondent demographics*

Demographic Variables	Item	Frequency	Percentage (%)
Gender	Male	145	39.2
	Female	225	60.8
Age	Less than 39	204	55.1
	40-49	86	23.2
	50-59	57	15.4
	60 and more	23	6.2
Education	A Level	2	0.5
	High school	19	5.1
	Graduate	257	69.5
	Postgraduate	92	24.9
times	Less than 2	63	17
	2 times to low than 4	63	17
	4 times to low than 6	76	20.5
	6 times to low than 8	129	34.9
	8 times and more	39	10.5

Table 1 shows that of the 370 people who volunteered for the study, 225 (60.8 percent) were female and 145 (39.5 percent) were men. In terms of age, the majority (55.1%) were under the age of 39, followed by 40–49 (23.2%), 50–59 (15.4%), and 60 and up (15.4%). (6.2 percent). In terms of education, most respondents (69.5 percent) had a bachelor's degree, with post-graduate degrees coming in second (24.9 percent). Only 0.5 percent of respondents, on the other hand, did not complete high school. Finally, most respondents' average online shopping times ranged from 6 to 8 times (34.9 percent). The second-largest group (20.5 percent) was between 4 to 6 times online buying, while the lowest group was more than 8 times online shopping.

## **5.2 Measurement model assessment**

Composite reliability (CR) and Cronbach's alpha ( $\alpha$ ) were used to evaluate the reliability test. The numerical simulation results show that a high alpha value ( $\alpha$ ) indicates that the components in certain structures have the same significance and value when explaining the construct (Heo et al., 2015). To examine internal consistency reliability, the study utilized (CR) and ( $\alpha$ ). (CR) was utilized to overcome some of the measurement's inadequacies (Ali et al., 2018; Joe F. Hair et al., 2012; Shmueli et al., 2019). Raykov (2007) suggests that the Cronbach alpha is constrained by the hypothesis that the indicator has the same reliability as the assumption (tau-equivalence), and efforts to increase it may harm the reliability (Raykov, 2007). Composite reliability, on the other hand, is not deemed tau-equivalent in terms of reliability. As a result, it's better suited to PLS-SEM, the priority indicator based on relevant reliability. All of the items in this investigation (Table 3) fulfill the criteria for constructing a CR greater than 0.70. (Henseler et al., 2014). The Cronbach alpha reported exceeded the minimum level of 0.60 (Cox et al., 2020; Guo et al., 2020) or 0.70 (King et al., 2020; Kourmoussi et al., 2015; Quittner et al., 2015).

Utilizing loadings, composite reliability (CR), and average variance extract (AVE), the study examined the measurement model's convergent validity. Table 3 shows that factor loadings were higher than the suggested value of 0.60. Similarly, all-composite reliability (CR) ratings were higher than the required value of 0.70. All of the study's constructs had AVE values above the suggested level of 0.50 (J. Hair et al., 2017; Khan et al., 2019; Sarstedt et al., 2016; Shmueli et al., 2019).

**Table 3. Measurement items and measurement model analysis ,Construct Reliability and Validity**

Construct	L	VIF	<i>a</i>	CR	AVE	rho A
customer citizenship behavior (Groth, 2005; Zhu et al., 2016)						
Feedback			0.873	0.922	0.798	0.872
Whenever I have a good idea related to improving the service provided, I can tell the employee about it.	0.855	1.844				
When an employee gives me good service, I can comment on it.	0.922	3.113				
I inform the employee about the problems I face in obtaining the service.	0.901	2.982				
Advocacy						
I spread the positive word about the company and its employees.	0.747	1.136	0.702	0.832	0.623	0.700
I recommend others deal with this company and its employees.	0.813	1.916				
I advise my family and friends to use this business' services.	0.805	1.941				
Help			0.836	0.903	0.758	0.864
I advise other customers.	0.927	3.111				
I help other customers when I find they have problems.	0.929	1.773				
I instruct other customers on how to use the service appropriately.	0.743	1.409				
tolerance			0.868	0.918	0.790	0.877
I am willing to assume that the service provided does not meet my expectations or that an unexpected failure occurs in the service provided.	0.886	2.474				
I'm ready to be patient and endure when an employee makes mistakes while providing the service.	0.894	2.499				
If I have to wait longer than anticipated to receive the service, I'm prepared to make adjustments.	0.886	2.005				
Customer participation behavior (Auh et al., 2019; Yi & Gong, 2013)			0.871	0.907	0.660	0.873
On social networking sites like Twitter Facebook, LinkedIn, and Instagram. I spend a lot of time sharing my needs and exchanging Opinions with the others	0.773	2.685				
During the service process, I make a lot of effort to express my personal needs to the employees	0.797	3.185				

*Dr. Manal M.A. EL Mekebbaty*

I often make recommendations to the employees to enhance the quality of the service.	0.819	2.127				
I participate actively in the service process.	0.861	2.576				
I am deeply interested in determining how the services should be provided.	0.809	1.459				
Customer attitude.(Slunjski et al., 2020; Tsang et al., 2004)			0.809	0.888	0.726	0.813
Overall, I consider online shopping brands a good thing.	0.779	1.449				
Overall, I like online shopping brands.	0.897	2.507				
My general opinion about online shopping brands is favorable.	0.875	2.233				

*L: Loading, CR: Composite Reliability, AVE: Average Variance Extracted, a: Cronbach's Alpha*

### **Discriminant validity**

Henseler et al. (2015) offered a new and advanced criterion (HTMT ratio) for evaluating discriminant validity but accepted that the Fornell-Larcker criterion was an appropriate way to evaluate discriminant validity. The discriminant validity of components was estimated by both the Fornell-Larcker criterion and the HTMT ratio.

The discriminant validity of the heterotrait-monotrait ratio of correlations can be assessed using an alternate methodology based on the matrix multitrait-multimethod. HTMT can be used to measure discriminant validity in two ways: as a criterion or as a statistical test. If the HTMT is greater than 0.85 or 0.90 (Yusoff et al., 2020) for the test criteria, it indicates that discriminant validity difficulties exist. According to (Henseler et al., 2014), the second test condition is to compare the null hypothesis ( $H_0: HTMT \geq 1$ ) to the alternative hypothesis ( $H_1: HTMT < 1$ ), and if the confidence interval contains the value (1), the discriminant validity difficulties exist. In this study, the researcher relied on the second test condition. If the confidence interval doesn't contain the number one, it means there aren't any difficulties with discriminant validity. Using Fornell and Larcker's (1981) criterion, we checked into discriminant validity. Discriminant validity was proven because the correlation coefficients between components were fewer than the square root of each construct's AVE, as seen in Table 5.

*Dr.Manal M.A. EL Mekebbaty*

**Table 4. Heterotrait-Monotrait Ratio (HTMT)**

Construct	<i>ADV</i>	<i>ATT</i>	<i>C part</i>	<i>FEED</i>	<i>HELP</i>	<i>TOLE</i>
<i>ADV</i>						
<i>ATT</i>	<b>0.466</b>					
<i>C part</i>	<b>0.579</b>	<b>0.486</b>				
<i>FEED</i>	<b>1.006</b>	<b>0.434</b>	<b>0.508</b>			
<i>HELP</i>	<b>0.434</b>	<b>0.360</b>	0.872	<b>0.377</b>		
<i>TOLE</i>	<b>0.706</b>	<b>0.392</b>	<b>0.738</b>	<b>0.690</b>	<b>0.637</b>	

*Customer attitude (ATT), Feedback (FEED), Advocacy (ADV), tolerance (TOLE), Helping(HELP) and customer participation (C part)*

**Table 5. Fornell-Larcker Criterion**

Construct	<i>ADV</i>	<i>ATT</i>	<i>C part</i>	<i>FEED</i>	<i>HELP</i>	<i>TOLE</i>
<i>ADV</i>	<b>0.789</b>					
<i>ATT</i>	0.361	<b>0.852</b>				
<i>C part</i>	0.472	0.408	<b>0.812</b>			
<i>FEED</i>	0.773	0.365	0.448	<b>0.893</b>		
<i>HELP</i>	0.334	0.290	0.738	0.316	<b>0.871</b>	
<i>TOLE</i>	0.550	0.327	0.659	0.594	0.538	<b>0.889</b>

*Customer attitude (ATT), Feedback (FEED), Advocacy (ADV), tolerance (TOLE), Helping(HELP) and customer participation (C part). The square root of AVE is represented by the diagonals, and the correlation coefficients are shown below the diagonal.*

The percentages of explained variance (R<sup>2</sup> values) for the citizenship behavior dimensions (advocacy (0.279), feedback (0.324), helping (0.545), and tolerance (0.460)). The value of R<sup>2</sup> for endogenous variables is an estimate of the proposed model's predictive power. The obtained R<sup>2</sup> in this investigation is greater than the effects' medium size, indicating that the proposed model is valid. To verify the predictive relevance of the suggested model, the Stone–Geisser nonparametric test was used (J. Ahn et al., 2020; Ramirez & Palos-Sanchez, 2018).

### 5.3 Structural model assessment

According to the SEM method, the quality fit of the proposed model is first checked. Then, the relationships between the study variables are tested. The process of model adaptation is regarded as one of the crucial elements in establishing the structural equation, which identifies the extent to which the theoretical model of the study corresponds to the field results.

### **5.3.1 Model Fit**

Researchers suggested considering standardized root mean square residual (SRMR) and Normed Fit Index (NFI) as indicators to check the model fit (Henseler et al., 2016), It confirms that the model is correctly specified because it compares the correlation matrix based on actual observations with the one expected by the model. While the value of SRMR should not be greater than 0.08, the NFI value ranges from 0 to 1, the closer the NFI is to 1, the better fit (J. Hair et al., 2017; Joe F. Hair et al., 2012). The study model's SRMR value is 0.061 less than 0.08, indicating an adequate fit. also, the NFI value is almost 0.957, which indicates a good fit for the study model.

### **5.3.2 The results of hypothesis testing using SEM method**

We examined the structural model after confirming the measurement model's outcomes. The relevance of path coefficients was first investigated using a bootstrapping technique with 5000 subsamples (Joseph F. Hair et al., 2019; Shmueli et al., 2019). Table 5 displays the path coefficients of direct effects between study variables, and Figure 2 displays the structural model's outcomes. customer attitude toward online shopping brands has a positive effect on customer participation behavior ( $\beta = 0.408$ ,  $p < 0.01$ ), providing support for H1 (customer attitude has a positive impact on customer participation behavior). Also Customer attitude toward online shopping brands has a positive direct effect on advocacy and feedback ( $\beta = 0.179$ ,  $p < 0.001$ ), ( $\beta = 0.175$ ,  $p < 0.01$ ) but cannot be supported by helping and tolerance" and " ( $\beta = -0.011$ ,  $p=0.755$ ), ( $\beta = 0.047$ ,  $p=0.235$ ). So H2a and H2b were supported, but H2c and H2d were rejected. Customer participation has a positive effect on advocacy, feedback, helping, and tolerance ( $\beta = 0.351$ ,  $p < 0.01$ ;  $\beta = 0.284$ ,  $p < 0.01$ ;  $\beta = 0.748$ ,  $p < 0.01$ ;  $\beta = 0.591$ ,  $p < 0.01$ ), providing support for H3 (Customer participation has a positive impact on customer citizenship behavior).

**Table 5. Path coefficients of direct effects and hypotheses decisions**

Path	Direct effect	STDEV	T Statistics	P Values	95% BCa CI	Decision
H1:ATTITUDE -> participation	0.408	0.041	7.482	<0.001	[0.305;0.512]	Supported
H2a: ATTITUDE -> ADVOCACY	0.179	0.047	3.810	<0.001	[0.080;0.266]	Supported
H2b: ATTITUDE -> FEEDBACK	0.175	0.058	3.533	<0.001	[0.068;0.267]	Supported
H2c: ATTITUDE -> HELPING	-0.011	0.037	0.312	<b>0.755</b>	[-0.084;0.054]	Rejected
H2d: ATTITUDE -> TOLERANCE	0.047	0.051	1.190	<b>0.235</b>	[-0.033;0.124]	Rejected
H3a:participation-> ADVOCACY	0.351	0.059	6.981	<0.001	[0.254;0.454]	Supported
H3b:participation-> FEEDBACK	0.284	0.068	6.088	<0.001	[0.205;0.379]	Supported
H3c:participation-> HELPING	0.748	0.053	18.543	<0.001	[0.662;0.825]	Supported
H3d:participation-> TOLERANCE	0.591	0.070	11.747	<0.001	[0.489;0.682]	Supported

Standard Deviation (STDEV).

### 5.3.3 The Mediation effects

As shown in Table (6) Customer participation mediates the relationship between customer attitude and Advocacy, feedback, helping, tolerance ( $\beta = 0.143$ ,  $p < 0.01$ ;  $\beta = 0.116$ ,  $p < 0.01$ ;  $\beta = 0.305$ ,  $p < 0.01$ ;  $\beta = 0.241$ ,  $p < 0.01$ ) providing support for H4 (Customer participation mediates the relationship between Customer attitude and customer citizenship behavior (CCB)).

As the mediating variable partially mediates the relationship between the study's variables if both the direct relationship between the independent and dependent variables and the indirect relationship are significant at the same time, This supports the validity of the fourth hypothesis, The results confirmed the existence of a partial mediation relationship between brand attitude and both advocacy and feedback. Where, the study proved significant direct and indirect relationship. That is, the relationship of brand attitude with advocacy and feedback takes place without the presence of brand participation

While that variable completely (fully) mediates the relationship between the same two variables if the direct relationship is not significant and the

indirect and total relationship is significant, which indicates that the mediating variable has withdrawn the direct effect and which indicates that it is the main reason for the existence of the relationship between the independent and the dependent variable (Huaman-Ramirez & Merunka, 2019; Rather et al., 2019; Song et al., 2012). The results confirmed the existence of a complete (full) mediating relationship between the brand attitude and both help and tolerance, as the study proved that the direct relationship is not significant and the indirect relationship is significant, meaning that the brand attitude relationship with the help and tolerance is only through the customer participation

**Table 6. Path coefficients for the direct, indirect and total effects between the study variables**

Path	effect			T	P	Decision
	Direct	Indirect	Total			
H4a: ATTITUDE -> participation -> ADVOCACY	0.179	0.143	0.322	4.719	0.000	Supported Partial Mediation
H4b: ATTITUDE -> participation -> HELPING	0.175	0.116	0.291	6.626	0.000	Supported Full Mediation
H4c: ATTITUDE -> participation -> TOLERANCE	-0.011	0.305	0.294	6.177	0.000	Supported Full Mediation
H4d: ATTITUDE -> participation -> FEEDBACK	0.047	0.241	0.288	4.105	0.000	Supported Partial Mediation

Standard Deviation (STDEV).

## **6. Discussion and Conclusion**

### **6.1 Discussion**

Previous studies in the fields of hospitality, travel, and marketing, have highlighted the relevance of customer attitude, customer participation, and customer citizenship behavior (Chan et al., 2010; Norman & Nyarko, 2021; Taheri et al., 2017). The study's focus was to investigate the relationships between these three concepts in online shopping brands. Most of our predictions were confirmed by empirical evidence. Some studies have looked at the impact of customer participation on customer attitude, such as Yoo & Arnold's (2016) study, which looks at how resources and job demands interact to influence the development of a confrontational

*Dr. Manal M.A. EL Mekebbaty*

---

---

employee's customer-oriented attitude (COA) and deep vs surface-acting behaviors. The findings show that job resources (perceived organizational support and customer participation) might have a positive impact on an employee's COA by encouraging deep more than surface-acting behaviors. on the other hand, job stressors, Job demand, perceived crowding, and perceived job uncertainty have a large and negative impact on such good interactions. While in the current study, customer attitude was found to be positively related to customer participation, advocacy, and feedback, which is consistent with Yoo and Arnold's (2016) study. This result harmonizes with the study by van Tonder et al. (2020), which discussed cognitive and emotional factors participating in green customer citizenship behaviors (van Tonder et al., 2020; Yoo & Arnold, 2016). Where customer Attitude is a crucial concept in social psychology and a crucial behavior predictor, which refers to customers' positive or negative feelings about participating in a specific behavior. Customers' attitudes toward certain behaviors are influenced by their assessment of those behaviors, that in turn affects their behavioral intentions.

The study outcomes have a variety of implications. Approaching the study from the perspective of customer citizenship helped in discovering elements that may not only increase advocacy but also lead to a customer's willingness to voluntarily contribute recommendations to the company for improving its online shopping brands. As a result, these findings enhance the consumer citizenship understanding in the context of online marketing and encourage researchers to investigate farther than word-of-mouth communication strategies to overcome the "online purchase gap." Customers with similar concerns and objections to online shopping brands may be able to address them, as well as provide useful input to the company to help it improve its online marketing. These results are also consistent with Hwang & Lyu's (2020) study results, which reached Consumer attitudes regarding environmentally friendly airlines having a substantial influence on CCB and willingness to use environmentally friendly airlines (Hwang & Lyu, 2020b). While This result contradicts the van Tonder et al. (2020) study, which acquired new insight into the cognitive and affective elements that influence green customer citizenship behavior, as mediated by general green attitudes and moderated by culture (van Tonder et al., 2020).

*Dr. Manal M.A. EL Mekebbaty*

---

---

Customer attitude was also found to be positively related to feedback. This result is proportionate to the results of the Hwang & Lyu (2020) study, which examines the relationships between the airline industry's green image, consumer attitudes, desires, and CCB. Consumer attitudes toward environmentally friendly airlines improve in all four dimensions, according to Hwang and Lyu (2020). These outcomes are also coherent with those of the van Tonder et al. (2020) study, which investigated whether a positive green attitude contributes to green feedback behavior in both the United States and South Korea (SK) cultures. On the contrary, the study outcomes were incompatible with the results of the Hwang et al. (2019) study, which investigated the correlation between philanthropic corporate social responsibility, customer attitudes, brand preference (Hwang et al., 2019), and CCB by adopting older adults' employment as a moderator. The researcher noted this is due to the different ages of the respondents in both studies. The Hwang et al. (2019) study relied on respondents over the age of 65 by using an offline survey, whereas the current study relied on an online questionnaire, and most respondents were under the age of 39, with a percentage of up to 55.1 percent of the total sample. While the percentage of their age is more than 60, it represents only 6.2% of the total sample.

Customer attitude was found to be unrelated directly to helping. This result corresponds to Hwang et al. (2019), while this result contrasts with Hwang & Lyu (2020), where study found consumer attitudes about environmentally sustainable airlines and a desire to fly assist to improve all four dimensions of CCB intents, involving feedback, advocacy, helping, and tolerance, according to the data analysis.

Unlike previous studies, the study outcomes demonstrated, customer attitude wasn't related directly to tolerance (Hwang et al., 2019; Hwang & Lyu, 2020b).

Customer participation has a positive effect, on CCB. This result corresponds to (Li et al., 2019). Psychological attachment theory is frequently used by marketing experts to explain that the emotional bond between a consumer and a business affects a broad range of activities and behaviors, including customer evaluations, through mental factors (Hilken et al., 2022; Sohn et al., 2017). According to organizational commitment theory (Meyer and Allen, 1997) and psychological attachment theory (Ainsworth and Bell, 1970), emotional connection links the customer or organization employee. It

causes the consumer to desire to build and sustain a sense of safety in their relations with an organization over time, indicating emotionally embedded participation and increased citizenship behavior (Atulkar, 2020; Vredevelde, 2018).

**Customer participation mediates the relations between customer attitude and CCB. This conforms with the results** of J. Ahn et al.'s (2020) objectives to recognize the value co-creation attitude role of integrated resort customers in their co-creation behavior through implementing service-dominant logic in the integrated resort setting. Data from (5) integrated resort sites in Croatia is used to test the study's suggested model. The relative effect of multidimensional value co-creation attitudes, such as interaction, knowledge sharing, and responsive attitudes, on customers' co-creation behavior (i.e., participation and CCB) toward integrated resorts is investigated using partial least squares structural equation modeling. According to the findings, customers' involvement and responsive attitudes appear to have a beneficial impact on their future behavioral intentions. Furthermore, customers' participation behaviors mediate the relationship between their responsive attitude and citizenship behavior in a significant and favorable way.

## **6.2 Theoretical Implications**

The study outcomes revealed that positive customer attitudes about online shopping will lead to an increase in customer advocacy and feedback. When customer participation is utilized to support the relationship between customer attitude and CCB, brand-helping behaviors and tolerance will increase.

## **6.3 Practical Implications**

In general, the study aimed to provide a better comprehending of the relations between customer attitude and CCB in e-shopping further to demonstrate the role of customer participation in strengthening this relationship in a way that provides innovative and administrative visions for marketing managers in the e-shopping domain. Based on the study outcomes, some of the proposals submitted to marketing managers can be reviewed as follows:

According to the results of the study, customer attitude is a key driver of customer participation, and then the researcher recommends marketing managers in companies that rely on e-marketing provide customers with

*Dr. Manal M.A. EL Mekebbaty*

---

---

mechanisms for participation, especially with the increasing use of the Internet and various social media such as Facebook and Twitter and Snap chat.

The importance of the customer's participation in the production and delivery of the service provided by companies and the extent of the customer's participation in developing strategies for improving the quality of services or addressing service problems is increasing. The role of the customer does not end with the completion of participation in the production or consumption of the service, but rather extends to judging the level of service quality. And the presence of positive attitudes among customers regarding the product or service provided, prompts customers to positively participate, support, and stimulate positive behavioral intentions towards the product or service, which is closely related to the previous positive customer experience. Especially about e-shopping, the researcher also recommends that e-marketers increase their reliance on customers by motivating them to propose new services and take their views on new services to be implemented in the future, especially in light of the crises and successive challenges facing the field of e-marketing.

The researcher recommends the managers of e-shopping sites create a database for customers to benefit from their participation in developing current services, improving their quality level, and exploring new opinions and suggestions from customers. Additional information that represents feedback on the expectations, desires, and complaints of customers should be provided to support their voluntary participation to help existing and prospective customers to deal with the company's online shopping sites.

Managers of e-shopping sites should be interested in supporting positive trends toward participation behaviors and customer citizenship behaviors. Managers of e-shopping sites should devise means that contribute to motivating customers to participate, building positive attitudes about shopping sites, and stimulating helping behaviors by offering the company customer advantages. And discounts if he assists other customers during online shopping instead of employees, as other customers may need assistance in behaving in a manner consistent with their expected roles.

*Dr. Manal M.A. EL Mekebbaty*

---

---

E-shopping site managers must create a culture of interest and adopt the practices of participation and customer citizenship by holding workshops, brainstorming sessions, training programs, listening to the customer, good treatment, and immediate response to customer requests to support the behaviors of tolerance and striving to make the customer is the marketing man.

#### **6.4 Suggested future research:**

Focusing on the various means through which customer attitudes can be supported in a way that positively affects the customer's citizenship behavior. Using value creation behaviors (customer engagement and customer citizenship) as a mediating variable with other behavioral outcomes such as customer loyalty and repurchase intentions.

The current research has been applied to electronic shopping customers, and the researcher expects that the difference in the field of application can affect the direct and indirect relations between the current research variables, so the researcher suggests applying the current study to other sectors such as traditional marketing channels, the aviation sector, tourism, education, health, and Banks.

#### **References:**

- Aboul-Dahab, S., Agag, G., & Hassan Abdelmoety, Z. (2021). Examining the influence of cultural and ethical ideology on consumers' perceptions about the ethics of online retailers and its effects on their loyalty. *Journal of Retailing and Consumer Services*, 61(December 2020). <https://doi.org/10.1016/j.jretconser.2021.102559>
- Ahn, J., Back, K. J., Barišić, P., & Lee, C. K. (2020). Co-creation and integrated resort experience in Croatia: The application of service-dominant logic. *Journal of Destination Marketing and Management*, 17(October 2019), 100443. <https://doi.org/10.1016/j.jdmm.2020.100443>
- Ahn, Y. J., Kim, I., & Lee, T. J. (2016). Exploring visitor brand citizenship behavior: The case of the 'MICE city Busan', South Korea. *Journal of Destination Marketing and Management*, 5(3), 249–259. <https://doi.org/10.1016/j.jdmm.2016.01.002>

- Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, 30(1), 514–538. <https://doi.org/10.1108/IJCHM-10-2016-0568>
- Alimamy, S., & Al-Imamy, S. (2021). Customer perceived value through quality augmented reality experiences in retail: The mediating effect of customer attitudes. *Journal of Marketing Communications*, 00(00), 1–20. <https://doi.org/10.1080/13527266.2021.1897648>
- Anaza, N. A., & Zhao, J. (2013). Encounter-based antecedents of e-customer citizenship behaviors. *Journal of Services Marketing*, 27(2), 130–140. <https://doi.org/10.1108/08876041311309252>
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Auh, S., Bell, S. J., McLeod, C. S., & Shih, E. (2007). Co-production and customer loyalty in financial services. *Journal of Retailing*, 83(3), 359–370. <https://doi.org/10.1016/j.jretai.2007.03.001>
- Auh, S., Menguc, B., Katsikeas, C. S., & Jung, Y. S. (2019). When Does Customer Participation Matter? An Empirical Investigation of the Role of Customer Empowerment in the Customer Participation–Performance Link. *Journal of Marketing Research*, 56(6), 1012–1033. <https://doi.org/10.1177/0022243719866408>
- Balaji, M. S. (2014). Managing customer citizenship behavior: A relationship perspective. In *Journal of Strategic Marketing* (Vol. 22, Issue 3, pp. 222–239). Taylor & Francis. <https://doi.org/10.1080/0965254X.2013.876076>
- Bernardus, D., Murwani, F. D., Ardyan, E., Padmawidjaja, L., Aji, I. D. K., Jatiperwira, S. Y., Kusumojanto, D. D., Wardoyo, C., & Hermanto, Y. B. (2020). Which psychological characteristics strengthen “The entrepreneurial intention-action relationship”? An extension of the theory of planned behavior. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1823579>
- Bettencourt, L. A. (1997). Customer voluntary performance: Customers as partners in service delivery. *Journal of Retailing*, 73(3), 383–406.

*Dr. Manal M.A. EL Mekebbaty*

---

---

[https://doi.org/10.1016/S0022-4359\(97\)90024-5](https://doi.org/10.1016/S0022-4359(97)90024-5)

- Bolton, R., & Saxena-Iyer, S. (2009). Interactive Services: A Framework, Synthesis and Research Directions. *Journal of Interactive Marketing*, 23(1), 91–104. <https://doi.org/10.1016/j.intmar.2008.11.002>
- Bove, L. L., Pervan, S. J., Beatty, S. E., & Shiu, E. (2009). Service worker role in encouraging customer organizational citizenship behaviors. *Journal of Business Research*, 62(7), 698–705. <https://doi.org/10.1016/j.jbusres.2008.07.003>
- Burmann, C., Jost-Benz, M., & Riley, N. (2009). Towards an identity-based brand equity model. *Journal of Business Research*, 62(3), 390–397. <https://doi.org/10.1016/j.jbusres.2008.06.009>
- Cabiddu, F., Carlo, M. De, & Piccoli, G. (2014). Social media affordances: Enabling customer engagement. *Annals of Tourism Research*, 48, 175–192. <https://doi.org/10.1016/j.annals.2014.06.003>
- Chan, K. W., Yim, C. K., & Lam, S. S. K. (2010). Is customer participation in value creation a double-edged sword? evidence from professional financial services across cultures. *Journal of Marketing*, 74(3), 48–64. <https://doi.org/10.1509/jmkg.74.3.48>
- Chen, S. C., Raab, C., & Tanford, S. (2015). Antecedents of mandatory customer participation in service encounters: An empirical study. *International Journal of Hospitality Management*, 46, 65–75. <https://doi.org/10.1016/j.ijhm.2015.01.012>
- Clark, E., & Baccar, S. (2018). Modelling credit spreads with time volatility, skewness, and kurtosis. *Annals of Operations Research*, 262(2), 431–461. <https://doi.org/10.1007/s10479-015-1975-5>
- Cox, E. D., Connolly, J. R., Palta, M., Rajamanickam, V. P., & Flynn, K. E. (2020). Reliability and validity of PROMIS® pediatric family relationships short form in children 8–17 years of age with chronic disease. *Quality of Life Research*, 29(1), 191–199. <https://doi.org/10.1007/s11136-019-02266-x>
- De Vries, L., Gensler, S., & LeeFlang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), 83–91. <https://doi.org/10.1016/j.intmar.2012.01.003>

- Delpechitre, D., Beeler-Connelly, L. L., & Chaker, N. (2018). Customer value co-creation behavior: A dyadic exploration of the influence of salesperson emotional intelligence on customer participation and citizenship behavior. *Journal of Business Research*, 92(July 2017), 9–24. <https://doi.org/10.1016/j.jbusres.2018.05.007>
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113. <https://doi.org/10.1177/0092070394222001>
- Elseidi, R. I. (2018). Understanding Egyptian Consumers' Intentions in Online Shopping. *International Journal of Online Marketing*, 8(3), 1–18. <https://doi.org/10.4018/ijom.2018070101>
- Figueroa-García, E. C., García-Machado, J. J., & Yábar, D. C. P. B. (2018). Modeling the social factors that determine sustainable consumption behavior in the community of Madrid. *Sustainability (Switzerland)*, 10(8). <https://doi.org/10.3390/su10082811>
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76(October 2017), 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Gallan, A. S., Jarvis, C. B., Brown, S. W., & Bitner, M. J. (2013). Customer positivity and participation in services: An empirical test in a health care context. *Journal of the Academy of Marketing Science*, 41(3), 338–356. <https://doi.org/10.1007/s11747-012-0307-4>
- Groth, M. (2005). Customers as good soldiers: Examining citizenship behaviors in internet service deliveries. *Journal of Management*, 31(1), 7–27. <https://doi.org/10.1177/0149206304271375>
- Guo, Y., Lin, B., Zhang, Z., Fu, B., Wang, Y., & Qi, B. (2020). Cross-Cultural Adaptation and Validation of the Chinese Version of the Work-Ability Support Scale (WSS) in Young and Middle-Aged Stroke Survivors. *Journal of Occupational Rehabilitation*, 30(4), 646–655. <https://doi.org/10.1007/s10926-020-09878-y>
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management and Data Systems*, 117(3), 442–458. <https://doi.org/10.1108/IMDS-04-2016-0130>

*Dr. Manal M.A. EL Mekebbaty*

---

---

- Hair, Joe F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, Joe F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414–433. <https://doi.org/10.1007/s11747-011-0261-6>
- Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Han, H., & Hyun, S. S. (2017). Drivers of customer decision to visit an environmentally responsible museum: merging the theory of planned behavior and norm activation theory. *Journal of Travel and Tourism Marketing*, 34(9), 1155–1168. <https://doi.org/10.1080/10548408.2017.1304317>
- Han, H., Yu, J., & Kim, W. (2018). Youth travelers and waste reduction behaviors while traveling to tourist destinations. *Journal of Travel and Tourism Marketing*, 35(9), 1119–1131. <https://doi.org/10.1080/10548408.2018.1435335>
- Hau, L. N., Tram Anh, P. N., & Thuy, P. N. (2017). The effects of interaction behaviors of service frontliners on customer participation in the value co-creation: a study of health care service. *Service Business*, 11(2), 253–277. <https://doi.org/10.1007/s11628-016-0307-4>
- Hennessy, J., & West, M. A. (1999). Intergroup behavior in organizations: A field test of social identity theory. *Small Group Research*, 30(3), 361–382. <https://doi.org/10.1177/104649649903000305>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). Testing measurement invariance of composites using partial least squares. *International Marketing Review*, 33(3), 405–431. <https://doi.org/10.1108/IMR-09-2014-0304>

- Heo, M., Kim, N., & Faith, M. S. (2015). Statistical power as a function of Cronbach alpha of instrument questionnaire items Data analysis, statistics and modelling. *BMC Medical Research Methodology*, 15(1), 1–9. <https://doi.org/10.1186/s12874-015-0070-6>
- Hilken, T., Chylinski, M., Keeling, D. I., Heller, J., de Ruyter, K., & Mahr, D. (2022). How to strategically choose or combine augmented and virtual reality for improved online experiential retailing. *Psychology and Marketing*, 39(3), 495–507. <https://doi.org/10.1002/mar.21600>
- Hoc, L., Fong, N., & Law, R. (2014). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Sage Publications. *European Journal of Tourism Research*, 6(2), 211–213.
- Hsu, L. C. (2019). Investigating the brand evangelism effect of community fans on social networking sites: Perspectives on value congruity. *Online Information Review*, 43(5), 842–866. <https://doi.org/10.1108/OIR-06-2017-0187>
- Huaman-Ramirez, R., & Merunka, D. (2019). Brand experience effects on brand attachment: the role of brand trust, age, and income. *European Business Review*, 31(5), 610–645. <https://doi.org/10.1108/EBR-02-2017-0039>
- Huang, T. L., & Liu, F. H. (2014). Formation of augmented-reality interactive technology's persuasive effects from the perspective of experiential value. *Internet Research*, 24(1), 82–109. <https://doi.org/10.1108/IntR-07-2012-0133>
- Hwang, J., Cho, S. B., & Kim, W. (2019). Philanthropic corporate social responsibility, consumer attitudes, brand preference, and customer citizenship behavior: Older adult employment as a moderator. *Social Behavior and Personality*, 47(7). <https://doi.org/10.2224/sbp.8111>
- Hwang, J., & Hyun, S. S. (2017). First-class airline travellers' perception of luxury goods and its effect on loyalty formation. *Current Issues in Tourism*, 20(5), 497–520. <https://doi.org/10.1080/13683500.2014.918941>
- Hwang, J., & Lyu, S. O. (2020a). "Relationships among green image, consumer attitudes, desire, and customer citizenship behavior in the airline industry." *International Journal of Sustainable Transportation*, 14(6), 437–447. <https://doi.org/10.1080/15568318.2019.1573280>

- Hwang, J., & Lyu, S. O. (2020b). Relationships among green image, consumer attitudes, desire, and customer citizenship behavior in the airline industry. *International Journal of Sustainable Transportation*, 14(6), 437–447. <https://doi.org/10.1080/15568318.2019.1573280>
- Hwang, J., & Ok, C. (2013). The antecedents and consequence of consumer attitudes toward restaurant brands: A comparative study between casual and fine dining restaurants. *International Journal of Hospitality Management*, 32(1), 121–131. <https://doi.org/10.1016/j.ijhm.2012.05.002>
- Kautonen, T., van Gelderen, M., & Fink, M. (2015). Robustness of the theory of planned behavior in predicting entrepreneurial intentions and actions. *Entrepreneurship: Theory and Practice*, 39(3), 655–674. <https://doi.org/10.1111/etap.12056>
- Khan, G. F., Sarstedt, M., Shiau, W. L., Hair, J. F., Ringle, C. M., & Fritze, M. P. (2019). Methodological research on partial least squares structural equation modeling (PLS-SEM): An analysis based on social network approaches. *Internet Research*, 29(3), 407–429. <https://doi.org/10.1108/IntR-12-2017-0509>
- Kim, M. S., Shin, D. J., & Koo, D. W. (2018). The influence of perceived service fairness on brand trust, brand experience and brand citizenship behavior. *International Journal of Contemporary Hospitality Management*, 30(7), 2603–2621. <https://doi.org/10.1108/IJCHM-06-2017-0355>
- Kim, M., Yin, X., & Lee, G. (2020). The effect of CSR on corporate image, customer citizenship behaviors, and customers' long-term relationship orientation. *International Journal of Hospitality Management*, 88(February), 102520. <https://doi.org/10.1016/j.ijhm.2020.102520>
- King, M. T., Agar, M., Currow, D. C., Hardy, J., Fazekas, B., & McCaffrey, N. (2020). Assessing quality of life in palliative care settings: head-to-head comparison of four patient-reported outcome measures (EORTC QLQ-C15-PAL, FACT-Pal, FACT-Pal-14, FACT-G7). *Supportive Care in Cancer*, 28(1), 141–153. <https://doi.org/10.1007/s00520-019-04754-9>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>

- Koopman, J., Matta, F. K., Scott, B. A., & Conlon, D. E. (2015). Ingratiation and popularity as antecedents of justice: A social exchange and social capital perspective. *Organizational Behavior and Human Decision Processes*, 131, 132–148. <https://doi.org/10.1016/j.obhdp.2015.09.001>
- Kourmoussi, N., Darviri, C., Varvogli, L., & Alexopoulos, E. C. (2015). Teacher stress inventory: Validation of the Greek version and perceived stress levels among 3,447 educators. *Psychology Research and Behavior Management*, 8, 81–88. <https://doi.org/10.2147/PRBM.S74752>
- Kumar, V., & Kaushik, A. K. (2018). Destination brand experience and visitor behavior: the mediating role of destination brand identification. *Journal of Travel and Tourism Marketing*, 35(5), 649–663. <https://doi.org/10.1080/10548408.2017.1401032>
- Kwahk, K. Y., Yang, S. B., & Ahn, H. (2020). How organizational citizenship behavior affects ERP usage performance: The mediating effect of absorptive capacity. *Sustainability (Switzerland)*, 12(11), 1–20. <https://doi.org/10.3390/su12114462>
- Kwon, A. M., & Namkung, Y. (2022). The Impact of the Perceived Values of Social Network Services (SNSs) on Brand Attitude and Value-Co-Creation Behavior in the Coffee Industry. *Sustainability (Switzerland)*, 14(9). <https://doi.org/10.3390/su14095425>
- Lee, H., Jung, T. H., tom Dieck, M. C., & Chung, N. (2020). Experiencing immersive virtual reality in museums. *Information and Management*, 57(5), 103229. <https://doi.org/10.1016/j.im.2019.103229>
- Levy, S., & Hino, H. (2016). Emotional brand attachment: a factor in customer-bank relationships. *International Journal of Bank Marketing*, 34(2), 136–150. <https://doi.org/10.1108/IJBM-06-2015-0092>
- Lewis, B. R., & Soureli, M. (2006). The antecedents of consumer loyalty in retail banking. *Journal of Consumer Behaviour*, 5(1), 15–31. <https://doi.org/10.1002/cb.46>
- Li, Y., Xie, L., Gao, T., & Guan, X. (2019). Does being beautiful always help? Contingency effects of physical attractiveness of the service providers on customer response. *Journal of Services Marketing*, 33(3), 356–368. <https://doi.org/10.1108/JSM-05-2018-0140>

- Lin, M.-Q., & Lee, B. C. Y. (2012). The influence of website environment on brand loyalty: brand trust and brand affect as mediators. *International Journal of Electronic Business Management*, 10(4), 308–321.
- Liu, X., Loken, B., & Wang, L. (2021). Leave or stay? The role of self-construal on luxury brand attitudes and purchase intentions in response to brand rejection. *Journal of Consumer Behaviour*, 20(1), 119–131. <https://doi.org/10.1002/cb.1860>
- Luo, H., Yuan, Z., Xu, H., Peng, C., Zheng, Y., & Ma, S. (2020). An Empirical Study on the Impact of Social Presence on Customer Citizenship Behavior in E-business. *ICEICT 2020 - IEEE 3rd International Conference on Electronic Information and Communication Technology*, 25–30. <https://doi.org/10.1109/ICEICT51264.2020.9334305>
- Mukherjee, K., & Banerjee, N. (2019). Social networking sites and customers' attitude towards advertisements. *Journal of Research in Interactive Marketing*, 13(4), 477–491. <https://doi.org/10.1108/JRIM-06-2018-0081>
- Nisar, Q. A., Haider, S., Ali, F., Naz, S., & Ryu, K. (2021). Depletion of psychological, financial, and social resources in the hospitality sector during the pandemic. *International Journal of Hospitality Management*, 93(December 2020), 102794. <https://doi.org/10.1016/j.ijhm.2020.102794>
- Norman, M., & Nyarko, N. (2021). Networked economic value creation in event tourism: An exploratory study of towns and smaller cities in the UK. *Event Management*, 25(1), 69–83. <https://doi.org/10.3727/152599520X15894679115493>
- Nyadzayo, M. W., Matanda, M. J., & Ewing, M. T. (2015). The impact of franchisor support, brand commitment, brand citizenship behavior, and franchisee experience on franchisee-perceived brand image. *Journal of Business Research*, 68(9), 1886–1894. <https://doi.org/10.1016/j.jbusres.2014.12.008>
- O'Cass, A., & Sok, P. (2015). An exploratory study into managing value creation in tourism service firms: Understanding value creation phases at the intersection of the tourism service firm and their customers. *Tourism Management*, 51, 186–200.

<https://doi.org/10.1016/j.tourman.2015.05.024>

- Poromatikul, C., De Maeyer, P., Leelapanyalert, K., & Zaby, S. (2020). Drivers of continuance intention with mobile banking apps. *International Journal of Bank Marketing*, 38(1), 242–262. <https://doi.org/10.1108/IJBM-08-2018-0224>
- Priporas, C. V., Stylos, N., Rahimi, R., & Vedanthachari, L. N. (2017). Unraveling the diverse nature of service quality in a sharing economy: A social exchange theory perspective of Airbnb accommodation. *International Journal of Contemporary Hospitality Management*, 29(9), 2279–2301. <https://doi.org/10.1108/IJCHM-08-2016-0420>
- Quittner, A. L., O'Donnell, A. E., Salathe, M. A., Lewis, S. A., Li, X., Montgomery, A. B., O'Riordan, T. G., & Barker, A. F. (2015). Quality of Life Questionnaire-Bronchiectasis: Final psychometric analyses and determination of minimal important difference scores. *Thorax*, 70(1), 12–20. <https://doi.org/10.1136/thoraxjnl-2014-205918>
- Ramirez, R. R., & Palos-Sanchez, P. R. (2018). Willingness to comply with corporate law: An interdisciplinary teaching method in higher education. *Sustainability (Switzerland)*, 10(6). <https://doi.org/10.3390/su10061991>
- Rather, R. A. (2021). Monitoring the impacts of tourism-based social media, risk perception and fear on tourist's attitude and revisiting behaviour in the wake of COVID-19 pandemic. *Current Issues in Tourism*, 24(23), 3275–3283. <https://doi.org/10.1080/13683500.2021.1884666>
- Rather, R. A., Hollebeek, L. D., & Islam, J. U. (2019). Tourism-based customer engagement: the construct, antecedents, and consequences. *Service Industries Journal*, 39(7–8), 519–540. <https://doi.org/10.1080/02642069.2019.1570154>
- Ray, A., Bala, P. K., & Rana, N. P. (2021). Exploring the drivers of customers' brand attitudes of online travel agency services: A text-mining based approach. *Journal of Business Research*, 128(July 2020), 391–404. <https://doi.org/10.1016/j.jbusres.2021.02.028>
- Raykov, T. (2007). Reliability if deleted, not “alpha if deleted”: Evaluation of scale reliability following component deletion. *British Journal of Mathematical and Statistical Psychology*, 60(2), 201–216. <https://doi.org/10.1348/000711006X115954>

- Rebecca Yen, H., Gwinner, K. P., & su, W. (2004). The impact of customer participation and service expectation on Locus attributions following service failure. *International Journal of Service Industry Management*, 15(1), 7–26. <https://doi.org/10.1108/09564230410523312>
- Revilla-Camacho, M. Á., Vega-Vázquez, M., & Cossío-Silva, F. J. (2017). Exploring the customer's intention to switch firms: The role of customer-related antecedents. *Psychology and Marketing*, 34(11), 1039–1049. <https://doi.org/10.1002/mar.21043>
- Rosenbaum, M. S., & Massiah, C. A. (2007). When customers receive support from other customers: Exploring the influence of intercustomer social support on customer voluntary performance. *Journal of Service Research*, 9(3), 257–270. <https://doi.org/10.1177/1094670506295851>
- Sacristán-Díaz, M., Garrido-Vega, P., & Moyano-Fuentes, J. (2018). Mediating and non-linear relationships among supply chain integration dimensions. *International Journal of Physical Distribution and Logistics Management*, 48(7), 698–723. <https://doi.org/10.1108/IJPDLM-06-2017-0213>
- Sahoo, D., & S. Pillai, S. (2017). Role of mobile banking servicescape on customer attitude and engagement: An empirical investigation in India. *International Journal of Bank Marketing*, 35(7), 1113–1130. <https://doi.org/10.1108/IJBM-09-2015-0144>
- Sarılgan, A. E., Akan, Ş., Bakır, M., & Süleç, H. (n.d.). *The impact of advertising creativity on purchase intention in the airline industry : A stimulus-organism-response ( S-O-R ) perspective.* 1–22.
- Sarker, M., Mohd-Any, A. A., & Kamarulzaman, Y. (2021). Validating a consumer-based service brand equity (CBSBE) model in the airline industry. *Journal of Retailing and Consumer Services*, 59(September 2020), 102354. <https://doi.org/10.1016/j.jretconser.2020.102354>
- Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016). Estimation issues with PLS and CBSEM: Where the bias lies! *Journal of Business Research*, 69(10), 3998–4010. <https://doi.org/10.1016/j.jbusres.2016.06.007>
- Schumann, J. H., Wunderlich, N. V., & Wangenheim, F. (2012). Technology mediation in service delivery: A new typology and an agenda for managers and academics. *Technovation*, 32(2), 133–143.

<https://doi.org/10.1016/j.technovation.2011.10.002>

- Shah, S. H. H., Lei, S., Hussain, S. T., & Mariam, S. (2020). How consumer perceived ethicality influence repurchase intentions and word-of-mouth? A mediated moderation model. *Asian Journal of Business Ethics*, 9(1), 1–21. <https://doi.org/10.1007/s13520-019-00096-1>
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J. H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/EJM-02-2019-0189>
- Singh, J., & Crisafulli, B. (2016). Managing online service recovery: procedures, justice and customer satisfaction. *Journal of Service Theory and Practice*, 26(6), 764–787. <https://doi.org/10.1108/JSTP-01-2015-0013>
- Slunjski, V., Dobrinic, D., & Gregurec, I. (2020). Croatian Customers Attitude Towards Mobile Advertising-Sem Approach. *Economic and Social ...*, 11–12. [https://www.researchgate.net/profile/Venelin-Terziev/publication/347444989\\_Using\\_the\\_Balanced\\_Scorecard\\_for\\_translating\\_strategy\\_into\\_actions\\_and\\_for\\_exercising\\_of\\_effective\\_control/links/5fdc722b92851c13fe974931/Using-the-Balanced-Scorecard-for-translati](https://www.researchgate.net/profile/Venelin-Terziev/publication/347444989_Using_the_Balanced_Scorecard_for_translating_strategy_into_actions_and_for_exercising_of_effective_control/links/5fdc722b92851c13fe974931/Using-the-Balanced-Scorecard-for-translati)
- Sohn, S., Seegebarth, B., & Moritz, M. (2017). The Impact of Perceived Visual Complexity of Mobile Online Shops on User’s Satisfaction. *Psychology and Marketing*, 34(2), 195–214. <https://doi.org/10.1002/mar.20983>
- Song, J. H., Kang, I. G., Shin, Y. H., & Kim, H. K. (2012). The impact of an organization’s procedural justice and transformational leadership on employees’ citizenship behaviors in the korean business context. *Journal of Leadership and Organizational Studies*, 19(4), 424–436. <https://doi.org/10.1177/1548051812446659>
- Sorooshian, S., Salimi, M., Salehi, M., Nia, N. B., & Asfaranjan, Y. S. (2013). Customer Experience about Service Quality in Online Environment: A Case of Iran. *Procedia - Social and Behavioral Sciences*, 93, 1681–1695. <https://doi.org/10.1016/j.sbspro.2013.10.101>
- Spector, P. E., & Fox, S. (2002). An emotion-centered model of voluntary work behavior. *Human Resource Management Review*, 12(2), 269–

292. [https://doi.org/10.1016/s1053-4822\(02\)00049-9](https://doi.org/10.1016/s1053-4822(02)00049-9)

- Sreejesh, S., Anusree, M. R., & Mitra, A. (2016). Effect of information content and form on customers' attitude and transaction intention in mobile banking: Moderating role of perceived privacy concern. *International Journal of Bank Marketing*, 34(7), 1092–1113. <https://doi.org/10.1108/IJBM-07-2015-0107>
- Taheri, B., Coelho, F. J., Sousa, C. M. P., & Evanschitzky, H. (2017). Mood regulation, customer participation, and customer value creation in hospitality services. *International Journal of Contemporary Hospitality Management*, 29(12), 3063–3081. <https://doi.org/10.1108/IJCHM-07-2016-0389>
- Tsang, M. M., Ho, S. C., & Liang, T. P. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce*, 8(3), 65–78. <https://doi.org/10.1080/10864415.2004.11044301>
- Tung, V. W. S., Chen, P. J., & Schuckert, M. (2017). Managing customer citizenship behaviour: The moderating roles of employee responsiveness and organizational reassurance. *Tourism Management*, 59, 23–35. <https://doi.org/10.1016/j.tourman.2016.07.010>
- Vakeel, K. A., Sivakumar, K., Jayasimha, K. R., & Dey, S. (2018). Service failures after online flash sales: role of deal proneness, attribution, and emotion. *Journal of Service Management*, 29(2), 253–276. <https://doi.org/10.1108/JOSM-08-2017-0203>
- van der Westhuizen, L. M. (2018). Brand loyalty: exploring self-brand connection and brand experience. *Journal of Product and Brand Management*, 27(2), 172–184. <https://doi.org/10.1108/JPBM-07-2016-1281>
- van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266. <https://doi.org/10.1177/1094670510375599>
- van Tonder, E., Fullerton, S., & de Beer, L. T. (2020). Cognitive and emotional factors contributing to green customer citizenship behaviours: a moderated mediation model. *Journal of Consumer Marketing*, 37(6), 639–650. [- ۲۰۳ -](https://doi.org/10.1108/JCM-06-2019-</a></p></div><div data-bbox=)

3268

- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: an extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, 44(1), 5–23. <https://doi.org/10.1007/s11747-015-0456-3>
- Voorhees, C. M., & Brady, M. K. (2005). A service perspective on the drivers of complaint intentions. *Journal of Service Research*, 8(2), 192–204. <https://doi.org/10.1177/1094670505279702>
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of Marketing Research*, 40(3), 310–320. <https://doi.org/10.1509/jmkr.40.3.310.19238>
- Vredeveld, A. J. (2018). Emotional intelligence, external emotional connections and brand attachment. *Journal of Product and Brand Management*, 27(5), 545–556. <https://doi.org/10.1108/JPBM-10-2017-1613>
- Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>
- Williams, S., & Shiaw, W. T. (1999). Mood and organizational citizenship behavior: The effects of positive affect on employee organizational citizenship behavior intentions. *Journal of Psychology: Interdisciplinary and Applied*, 133(6), 656–668. <https://doi.org/10.1080/00223989909599771>
- Woo, M. (2019). Assessing customer citizenship behaviors in the airline industry: Investigation of service quality and value. *Journal of Air Transport Management*, 76(July 2018), 40–47. <https://doi.org/10.1016/j.jairtraman.2019.02.006>
- Xie, L. S., Peng, J. M., & Huan, T. C. (2014). Crafting and testing a central precept in service-dominant logic: Hotel employees' brand-citizenship behavior and customers' brand trust. *International Journal of Hospitality Management*, 42, 1–8. <https://doi.org/10.1016/j.ijhm.2014.05.011>

- Yang, Y., Sun, X., & Wang, J. (2019). The value of reputation in electronic marketplaces: A moderating role of customer experience. *Journal of Research in Interactive Marketing*, 13(4), 578–601. <https://doi.org/10.1108/JRIM-11-2018-0151>
- Yi, Y., & Gong, T. (2013). Customer value co-creation behavior: Scale development and validation. *Journal of Business Research*, 66(9), 1279–1284. <https://doi.org/10.1016/j.jbusres.2012.02.026>
- Yoo, J. (Jay), & Arnold, T. J. (2016). Frontline Employee Customer-Oriented Attitude in the Presence of Job Demands and Resources: The Influence Upon Deep and Surface Acting. *Journal of Service Research*, 19(1), 102–117. <https://doi.org/10.1177/1094670515589956>
- Yu, J., Park, J., & Hyun, S. S. (2021). Impacts of the COVID-19 pandemic on employees' work stress, well-being, mental health, organizational citizenship behavior, and employee-customer identification. *Journal of Hospitality Marketing and Management*, 30(5), 529–548. <https://doi.org/10.1080/19368623.2021.1867283>
- Yusoff, A. S. M., Peng, F. S., Razak, F. Z. A., & Mustafa, W. A. (2020). Discriminant Validity Assessment of Religious Teacher Acceptance: The Use of HTMT Criterion. *Journal of Physics: Conference Series*, 1529(4). <https://doi.org/10.1088/1742-6596/1529/4/042045>
- Zadeh, A. H., Zolfagharian, M., & Hofacker, C. F. (2019). Customer–customer value co-creation in social media: conceptualization and antecedents. *Journal of Strategic Marketing*, 27(4), 283–302. <https://doi.org/10.1080/0965254X.2017.1344289>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. C. N.-H. . . Z. 2013. (2013). *Services marketing: integrating customer focus across the firm*. 642.
- Zhang, E. M. (2010). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 30(6), 461–469. <https://doi.org/10.1002/mar>
- Zhu, D. H., Sun, H., & Chang, Y. P. (2016). Effect of social support on customer satisfaction and citizenship behavior in online brand communities: The moderating role of support source. *Journal of Retailing and Consumer Services*, 31, 287–293. <https://doi.org/10.1016/j.jretconser.2016.04.013>

## الدور الوسيط لمشاركة العميل في العلاقة بين اتجاه العملاء وسلوكيات المواطنة لعملاء التسوق الإلكتروني.

د. منال محمد أحمد المكباتي

مدرس بقسم إدارة الأعمال

كلية التجارة – جامعة المنصورة

### الملخص

يهدف هذا البحث إلى استكشاف الدور الوسيط لمشاركة العملاء في العلاقة بين اتجاه العميل (CA) وسلوكيات مواطنة العميل (CCB) لعملاء التسوق الإلكتروني. تم تجميع البيانات الأولية اللازمة للدراسة من عملاء التسوق الإلكتروني في مصر باستخدام منهجية المسح. تم تضمين المقاييس والخصائص الديموجرافية للمستجيبين في أداة جمع البيانات. تم توزيع قائمة الاستبيان عبر الإنترنت على العملاء الذين تبلغ أعمارهم 18 عاما فما فوق. كانت مجموع الاستجابات التي تم استلامها 390 استجابة ، وكانت الاستجابات الصحيحة 370 استجابة. تم تقييم النموذج النظري المقترح وتحليل البيانات باستخدام أسلوب نمذجة المعادلة الهيكلية بالمربعات الصغرى الجزئية (PLS-SEM) لتحليل البيانات. تم جمع وتحليل جميع المؤشرات والقيم باستخدام برنامج SPSS و Smart PLS 3.

تشير نتائج الدراسة أن اتجاه العملاء له تأثير إيجابي على مشاركة العملاء. و اتجاه العملاء له تأثير إيجابي مباشر على التأييد و التغذية الراجعة. كما أن مشاركة العملاء لها تأثير إيجابي على جميع أبعاد سلوكيات مواطنة العميل (التأييد ، المساعدة ، التغذية الراجعة ، والتسامح).

تتوسط مشاركة العملاء بشكل كامل العلاقة بين اتجاه العميل و اثنين من أبعاد سلوكيات مواطنة العميل (المساعدة والتسامح) ، تتوسط مشاركة العميل جزئيا العلاقة بين اتجاه العميل وكل من التأييد والتغذية الراجعة ، اعتمادا على المتغيرات الديموجرافية (النوع والعمر والتعليم وعدد مرات التسوق الإلكتروني). وأخيرا، تم فحص الآثار النظرية والعملية للنتائج.

### الكلمات الإفتتاحية :

اتجاه العميل ، سلوكيات مواطنة العميل ، مشاركة العميل.