



The Impact of Perceived Corporate Brand on Customer Citizenship Behavior and Employee Responsiveness: Evidence from Hotels and Destination Management Corporates

Mahmoud Ahmed Salama¹

Mahmoud Ali Moussa²

Heba Magdy El Fkharany³

Ahmed Hassan Abdelkawi⁴

¹ Department of Hotel Management, Faculty of Tourism and Hotels, Suez Canal University, Ismailia (41522), Egypt; Email: mahmoud.salama@tourism.suez.edu.eg

² Educational Psychology department, Faculty of Education, Suez Canal University, Ismailia (41522), Egypt; Email: mahmoud_muhanna@edu.suez.edu.eg

³ Department of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Ismailia (41522), Egypt; Email: heba.magdy@tourism.suez.edu.eg

⁴ Department of Hotel Management, Faculty of Tourism and Hotels, Suez Canal University, Ismailia (41522), Egypt; Email: doctor_ahmedhassan@tourism.suez.edu.eg

ARTICLE INFO

Abstract

Keywords:

Perceived Brand, Customer Citizenship Behavior, employee responsiveness, Hotels, Tourism Corporates

(IJTHS), O6U

Vol. 5, No. 1,
July, 2023,
pp. 1 – 25

Received: 12/3/2023

Accepted: 2/4/2023

Published: 1/7/2023

This research aims to study the impact of the perceived brands of hotels and destination management corporates on customer citizenship behavior and employee responsiveness. In addition, studying the effect of employee responsiveness and perceived brand on customer citizenship behavior. There were 246 questionnaires distributed among tourists from different destinations at Cairo international airport and international hotel chains in Cairo. The results declared that brand awareness, brand attributes, and brand identity have a positive impact on customer citizenship behavior. Moreover, they have a positive impact on employee responsiveness which affects customer citizenship behavior. On the other side, there was a negative impact of employee responsiveness on customer citizenship behavior. This research recommends the importance of considering customer feedback, launching promotional campaigns to spread brand awareness, improving brand quality, and enhancing employees' skills to guarantee customer satisfaction, loyalty, and perceived value.

Introduction

A brand is defined as a symbol which enables customers to identify and separate one product from another (Koehn, 2001). When a product or a service becomes a brand, it ensures a specific level of high quality, constancy, and peculiarity between other choices of competitors. The link between

a customer and a strong brand depends on a high level of brand awareness and its positive connection with the customer's perception. Branding has been considered a main management preference recently as it enables customers to simplify choices, have a particular quality level and reduce risk (Keller & Lwman, 2006). Brand elements are called brand identities which help at identifying and differentiating the brand. In addition, the main brand elements are names, URLs, logos, symbols, spokespeople, sloganeering, tones, packages, and signage boards (Keller, 2003).

According to Lengnick-Hall et al., (2000) customer citizenship behavior is positively related to customer's perceived brand quality. Moreover, it has a salient impact on customer satisfaction (Guo et al., 2013). In tourism and hospitality industry, a tourism brand comprises from an integral set of physical and socio-psychological attributes and beliefs. The brand is formed by corporate's reputation for services with high quality and consistency. These elements have a remarkable impact on brand perception (Rosli et al, 2019). Many hotel chains (Marriott, Accor, Hilton) display new brands to better serve multiple market segments, distinguish their offerings, and promote quality of service. In addition, they market for brand love which refers to customer's emotional connection to a brand (Hultman, 2021; Wang et al, 2023).

There is a lack of studies which handled the importance of identifying the impact of brand perception on customer citizenship behavior (CCB) in tourism and hospitality industry. From this perspective, this research shed the light on the impact of perceived corporate brand on (CCB) taking in regard the outstanding role of employee responsiveness in achieving customer's satisfaction, loyalty, and perceived value.

According to Gorska and Kulykovets, (2020) brand perception plays a crucial role in achieving a long-term success in the tourism and hospitality industry, as it greatly influences how customers behave. The importance of this research comes from clarifying that most worldwide hotel and tourism corporates prioritize building competitive advantages based on their brand through brand management and marketing efforts. This is due to the increasing of customer demand for branded experiences and the variety of customer demands and tourist's experience which embodies mental and feeling evaluation of tourism experiences with the corporate. (Khajeh Nobar and Rostamzadeh., 2018).

Literature review

1. Perceived corporate brand:

1.1. Brand perception

A brand is a mental perception whose elements illustrate the brand itself and these elements are collaborated to form an induced image in consumer's mind (Farhana,2012). Brand perception is defined as a psychological variable which is involved in a purchase decision process and has a remarkable impact on customer behavior. Moreover, it's formed by customers, not brands, and it reinforces the importance of considering customers' experiences (Bian & Moutinho,2011). Customers' perceptions of brand quality are personal evaluations of their experiences. Moreover, the "services cape" has a remarkable effect on customers through perceived performances and expectations as most services are influenced by brand perception. In addition, about 77% of customers make purchasing decisions based solely on the brand name. Brand perception creates positive associations in people's minds, rather than negative or neutral perceptions. When customers receive a brand, it will be easy to form its reputation, help consumers understand what sets it apart, and develop brand equity. This can simply be performed by measuring brand perception and tracking customer sentimental approach gradually. Brand perception is the sum of a consumer's attitude, experiences and thoughts about a product or service. It's what people believe a brand provides (Zeithmal et al.,1993; Farhana,2012).

Brand perception is highly impacted by the overall experience of a product than just from marketing methods, which have a vital role in building brand awareness, customer perception and opinion is more prevalent in determining brand perception so when we need to increase the overall perception of a brand, we shall understand customers' opinions as what customers say truly indicates their emotions towards a brand (Nadeem at al., 2019). Although brand perception is a mental process, it plays a significant role in creating emotional relations with consumers. People consider their attitude toward brands when comparing competing products. They read reviews, chat with customer support, compare attributes with friends, or sign up for a free trial. All that affects brand perception and impacts a corporate's success.

According to Nadeem et al. (2019) a brand involves three main meanings; cultural meanings, community meanings and individual meanings so these meanings must be considered when building a brand message to form a right brand perception in the minds of customers. In addition, Barnes (2003), The coherence of a brand is determined by how well the brand message aligns with the emotions and feelings that customers derive from it. Keller et al., (1998), illustrated elements used to evaluate a brand; 1. If it's a product, customers evaluate a brand according to efficiency, attributes, accordance with advantages, accuracy, resistance, service ability, and suitability. 2. If it's a service, customers evaluate a brand according to tangibility, reliability, competition, realization, and empathy.

In tourism and hotels industry, perceiving a brand is essential for customers as the intangibility of services makes perceiving brands an important phenomenon in marketing strategies. Some brands are associated with high quality meanwhile others have reasonable prices. Branding strategies are used to gain a competitive advantage. In addition, customers rely on brands to take purchasing decisions with low risk. From this perspective, measuring the value of a brand from the customer's viewpoint becomes an essential task for marketers (Sürücü et al, 2019).

1.2. Brand Elements:

1.2.1. Brand attitude:

Brand attitude is defined as a linked set of remarkable beliefs a consumer has about a product or a service supported with the effectiveness of evaluation of these beliefs as negative or positive. In addition, an attitude toward a brand can remarkably influence the value perceptions of its extension and vice versa (Liu et al., 2020).

1.2.2. Brand awareness:

Brand awareness refers to the ability of a potential customer to identify or recall that a brand is a member of a particular product category (Bill Xu and Chan, 2010). In addition, creating awareness is critical for the evaluation of brands as it represents a means of restoring important information about the brand in question. Furthermore, a strong brand awareness of tourism brand among customers led tourism corporates to employ specific strategies to leverage high awareness and positively influence customers' evaluations (Hultman, 2021).

1.2.3 Brand attributes:

Rosli et al., (2019) revealed that hotel and tourism corporate attributes have a remarkable impact on brand credibility and brand correlation. Moreover, they confirmed that perceptions of hotel and tourism corporate attributes are perceived as the extent to which customers find various services and facilities as important in activating their satisfaction with tourism services. According to Hultman (2012), Both symbolic and functional attributes of a brand are linked to customer brand perceptions. Quality determinants that lead value in tourism and hospitality industry include physical and functional corporate attributes such as architecture and design of offices, public spaces, room design, facilities, public relation area and amenities.

1.2.4 Brand Identity

Brand identity is a concept of security that a customer has towards a specific brand, and it represents the strength of a strong connection between the customer and the brand. In addition, brand identity is described as the emotional quality and power of the relationship of a customer towards hotels and tourism corporates. (Rosli et al., 2019).

2. Customer citizenship behavior

According to Ford (1995), customer citizenship behavior is defined as any voluntary behavior that a customer implements and may be helpful to corporates such as reporting problems to employees, recommending corporates to other customers, declarative loyalty to tourism corporates. Bettencourt (1997) declared that they could be helpful as they perform voluntary behavior through sharing their positive experiences with other customers and dealing with corporate employees in a pleasant way. The extension research of Customer citizenship behavior will contribute to the success of tourism corporates as customers are a valuable source of new marketing patterns for business strategy, training other customers and sharing their experiences with management (Groth, 2005). Furthermore, they positively affect corporate employees, other customers and create a value for brand perception (Bove et al., 2009). Customer citizenship behavior is defined as an extraordinary voluntary role that benefits corporates (Johnson & Rapp, 2010).

Customer citizenship behavior depends on financial transaction and benefits of perceived enjoyment which affects tourist's loyalty to hotels and tourism corporates (Meyer-Waarden et al., 2023; Wu et al., 2023). This loyalty is related to the retrieval of visits and the preservation of visitors, and this appears in the interactions of tourists in dialogue circles via Twitter (Meyer-Waarden et al., 2023) as published content plays a role in promoting these behavioral manifestations (Tafesse & Wood, 2022) and this is asserted by Moussa (2021); Wu et al. (2023) who clarified the findings of affective associations with perceived comfort and well-being in the regulation of perceived emotions during periods of flight. According to Vicencio-Ríos et al. (2023), Customer citizenship behavior is an evaluation process between perceived quality and real experience.

2.1. Dimensions of customer citizenship behavior

According to Gong and Yi (2019) there are seven dimensions of customer citizenship behavior; 1. Setting recommendations, 2. Giving feedback to corporates, 3. Helping other customers, 4. Declarative loyalty, 5. Participating in corporate activities, 6. Discretionary acts of facilitating services and 7. Flexibility. (Table:1)

Table 1. Dimensions of customer citizenship behavior

Dimensions of customer citizenship behavior	Description
1. Marketing recommendations	<ul style="list-style-type: none"> -Recommending brands for family and friends -Sharing positive word-of-mouth -Showing loyalty and sincerity to corporates -Corporate advocacy by recommending it to others
2. corporates Perceived feedback	<ul style="list-style-type: none"> -Providing corporates with advice to improve quality of service -Customer participation in the development of corporates (civic virtue) -Customer suggestions for service improvement and solving problems

Dimensions of customer citizenship behavior	Description
3.helping other customers	-It's parallel to altruism dimension which identify other customers' behaviors and assist them in corporates' tasks
4.Declaritive loyalty	-Occurs when customers are satisfied and contact other customers to convince them about corporate services
5.participation in corporate's activities	-Involves attending corporate events and participating at sponsored events
6.discretionary acts of service facilitation	-Showing respect for quality-of-service provision -Advising employees to avoid mistakes or affecting other customers with the same problems
7.flexibility	-Customer's willingness to adapt situations beyond corporate's control and being tolerant when service quality doesn't meet their expectations.

Source: own elaboration (adapted from; Bettencourt,1997; Groth,2005; Bove et al.,2009; Di et al.,2010; Guo et al.,2013; Yi and Gong,2013)

3.The effect of perceived corporate brand on (CCB)

3.1. Customer perceived value

Value creation has a main role in marketing services. In addition, a customer is considered as a value creator through suggesting methods to improve service experience, helping service employee and advising other customers through giving recommendations of service experience. Meanwhile, tourism and hotels corporates present value for their customers (Van Doorn et al.,2010). According to Asgarpour et al., (2014), customer perceived value (CPV) is defined as the customer's assessment of the utility of services and products based on perceptions on what is received and what was expected. In addition, expectation is defined as customer's prediction about his/her experience within a destination. From this perspective, perception is considered as a comparison process between a customer's expectation and his/her experience. Furthermore, it presents the contradiction between the received benefits and sacrifices.

The main components of (CPV) are product quality, service quality and price. The importance of customer perceived value comes from the fact that it reflects emotional bonds between customers and suppliers after experiencing a service with an added value. Moreover, it leads to customer satisfaction and loyalty (Butz and Goodstein, 1996).Value is defined as the perceived worth in functional value of goods or service quality and price, emotional value of feeling (Moliner et al.,2007).A satisfied customer will spread positive word-of-mouth which ,in turn, will raise destination competitiveness (Bowen, 2003).Many destinations exert efforts to deliver more value to customers and establish a long – term ,mutual and profitable relationship with customers as they consider value as the foundation base to reduce uncertainty and help in building trust (Kim and Jang,2013)

3.2. Customer commitment

Although it may seem that brand perception is uncontrollable, you can take steps to measure it and affect customers' attitudes. Customers search for information and form their perceptions through a set of feelings about the service (Berry et al., 2006). Customer commitment positively influences customer citizenship behavior (Curth et al., 2014). In addition, Bill Xu and Chan (2010) suggested that customers are concerned with whether their experiences have a unique character and are personalized, homely, of quality, and value-added. For service brands, the customer experience is an important variable. Nowadays, it is a very competitive atmosphere in tourism industry, the management of customer experience is considered an important issue (Khajeh Nobar and Rostamzadeh., 2018).

3.3. Customer Satisfaction

Satisfaction is defined as the subjective comparison between expected and received product attribute levels. In addition, it's a result of measuring service quality which is concerned with differentiating between customer expectations and perceptions of received service (Leblanc, 1992; Sharma et al., 2021). It's defined as customer's feeling of pleasure or disappointment resulting from comparing expectations to perceptions (lee and Ko, 2021). Customer satisfaction is positively related to (CCB) (Groth, 2005) as satisfied customers will positively recommend corporates to others, have intentions to revisit and referral behaviors (Dhaliwal et al., 2020). Sohaib et al., (2023) focused on the dominance of psychological processes which lead to a given perception of brands by customers resulting from the customers' satisfaction with the product. Leisure tourism depended on custom satisfaction and branding.

3.4. Customer loyalty

If customers think positively of a brand, they become more loyal to it and when a customer is [loyal to a brand](#), he will recommend it to friends or family or will be likely to write a positive review. Those actions affect corporate growth and improve brand perception. According to Jung and Yoo (2017), positive customer-to-customer interaction influence customer's evaluation of service which positively affects customer citizenship behavior as positive emotions have salient effect on customer citizenship behavior. In addition, customers show customer citizenship behavior when they perceive employee commitment, credibility, and loyalty (Bove et al., 2009).

Loyalty can lead to certain marketing benefits, such as lower financial expenditure on marketing campaigns, attracting a great number of new customers, and positioning in the tourism market. Other marketing benefits include positive word of mouth reviews and reduced sensibility to a competitive offer. Moreover, recommendations from a loyal customer, especially those that help to attract new customers, increase brand value. A loyal customer contributes significantly to corporate revenue growth, given fairly sales and a stable source of revenue. The basis for gaining loyal customers is a quick response to customer requests and suggestions, offering high-quality

products and services signed by corporate brands, and aiming at attracting unique customer (Górska and Kulykovets, 2020).

3.5. Employee Responsiveness (ER)

Employee responsiveness (ER) has a remarkable significance in understanding and being attentive to customers' needs and desires. In addition, it's defined as the quick response to customers for enhancing time flexibility and managing purchase decision (Sharma et al., 2021). Although there is limited research which handled the relation between employee responsiveness and customer satisfaction (Sandberg, 2013). Researchers as Tung et al., (2017) concluded that employee responsiveness and corporates' reassurance have a remarkable influence towards customer citizenship behavior (CCB) on building customer satisfaction, loyalty, and perceived value. Phiri and Mcwabe, (2013) declared that employee responsiveness represents the willingness of employees to provide a rapid response to customers' needs.

4. Study Hypotheses.

H1: There is a significant positive impact of Perceived Corporate Brand on Employee Responsiveness.

H2: There is a significant positive impact of Perceived Corporate Brand on Customer Citizenship Behavior.

H3: There is a significant positive impact of Employee Responsiveness on Customer Citizenship Behavior.

5. Methodology

The study adopted a cross sectional design and a correlational descriptive approach to test study hypotheses. In addition, a pilot study has been taken place, taking into consideration components of various scales (Table:2). Moreover, IBM SPSS v20 has been applied for analyzing data and identifying reliability of Cronbach's alpha, descriptive statistics, EFA (Exploratory Factor Analysis), Normality frequencies of demographic data, independent sample t-test, and ANOVA between demographic variables levels in dependents variables variation. Furthermore, LISREL software has been used to analyze the Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The model is accepted according to the following goodness of fit (Table:3).

Table 2. Hypothetical components of studying variables scales.

Dimensions	Sub dimensions	Sources
Brand	Brand attitude	(Erdem & Swait, 2004; Kwun & Oh, 2007)
	Brand awareness	(Buil et al., 2008; Kim et al., 2008; Kwun, 2010)
	Brand attributes	(Kayaman & Arasli, 2007; Kim & Kim, 2005)
	Brand identity	(Bhattacharya and Sen (2003)
	Brand loyalty	(Kim & Kim, 2005; Kim et al., 2008)
(CCB)		(Yi and Gong, 2013)
(ER)		(Grace and O'Cass, 2004)

Table: 2 identifies different scales in which the study depended on; 1. **Corporate brand scale:** A 14 items prepare according to 5-points Likert scale (strongly agree=5, strongly disagree= 1). The upper score refers to a higher tendency of corporate brand attitudes. Scale consisted of four subscales namely brand attitude, awareness, attributes, and brand identity. The internal consistency by using Cronbach's alpha is .95 for overall items. Alpha coefficients for subscale are brand attitude .71, awareness .80, attributes .87, and brand identity .94.

2.Customer Citizenship Behavior Scale: 13 items prepare according to 5-points Likert scale. The upper score refers to coherence of citizenship behavior for customer. A scale consisted of four subscales namely feedback, advocacy, helping, and tolerance. The internal consistency by using Cronbach's alpha is .92 for overall items. Alpha coefficients for subscale are feedback .75, advocacy .77, helping .80, and tolerance .73 and **3. Employee responsiveness scale:** A 7 items prepare according to 5-points Likert scale. The upper score refers to higher perceived employee responsiveness behavior. The scale score ranged from 7 scores to 35 scores. The internal consistency by using Cronbach's alpha is .90 for overall items.

(Table :3) Goodness-of-fit indices that were used to signify the model fit.

Goodness of fit category	Indices	Level of acceptance
full Fit	Root Mean Square of Error Approximation (RMSEA)	lower than 0.08 (accepted) .05 ≤ RMSEA ≤ .08 (Best)
	Goodness of Fit Index (GFI)	More than 0.9 (accepted) ≥ .95 (Best)
gradually Fit	Comparative Fit Index (CFI)	More than 0.9 (accepted) ≥ .95 (Best)
	Tucker–Lewis Index (TLI)	More than 0.9 (accepted) ≥ .95 (Best)
	Normed Fit Index (NFI)	More than 0.9 (accepted) ≥ .95 (Best)
poor Fit	Chi Square $X^2/(df)$	Less than 5, and p value not significance

6. Results

1. Participants Profile and Demographic Characteristics: An available participants of customers consisted of 246 customers. Data collection is completed on the front office desk at hotels in Cairo, as it involves the most famous hotel chain brands, and Cairo international airport. The data collection duration was from 3 January till 20 February 2023.

Participant demographics and profile are critical, especially when investigating the impact of a company's perceived brand on customer citizenship behavior and employee response. By considering the demographic information of the participants, potential biases in the sample can be identified. Furthermore, demographic data can provide valuable insights into how different groups of customers perceive brands and how they respond to them. For example, age, gender, income, level of education, and cultural background according to nationality can influence the way customers perceive brands and the extent to which they exhibit citizenship behavior. Therefore, it is necessary to collect and analyze demographic data to ensure that the results of the study are reliable and applicable to the target population.

(Table :4) Demographic characteristics and participant's profile.

Variable	Category	N	%
Gender	Male	158	64.2%
	Female	88	35.8%
Age group	=< 30	26	10.6%
	30-40	78	31.7%
	41-50	90	36.6%
	>50	52	21.15
Tourist nationality	Egyptian	73	29.7%
	Foreign	173	70.3%
reason for visiting	Business	43	17.5%
	Leisure	177	72%
	Others	26	10.6%

According to Table 3, the majority of the respondents in the total sample are male, accounting for 64.2%. Results showed that males tend to be more brand loyal and are more likely to engage in citizenship behaviors such as positive reviews and word-of-mouth promotion, which can have a significant impact on a company's reputation and showed that effective corporate branding can cultivate a loyal male customer base, which can benefit a company's reputation and profitability. These results agreed with Chen et al (2021) found that corporate branding positively influenced male customers' loyalty and willingness to engage in citizenship behaviors, such as positive reviews and word-of-mouth recommendations. In terms of age, the highest proportion of respondents falls within the 41-50 age range, representing 36.6% of the total sample. This indicates that These findings suggest that corporate branding and customer citizenship behavior are critical factors in shaping older customers' loyalty, satisfaction, and engagement with the brand, highlighting the importance for companies to prioritize these strategies when targeting this demographic. These results consist with Yu et al (2021) showed that older customers were more likely to engage in citizenship behaviors when they perceived the brand as socially responsible and trustworthy. As for nationality, the majority of the respondents are foreign, making up 70.3% of the total sample. This can be attributed to the fact that international branding tends to attract more foreign customers, particularly frequent travelers who are likely to participate in loyalty programs. According to Kim and Lee (2020), corporate branding has a significant impact on the loyalty and satisfaction of foreign customers in the hospitality industry. As foreign customers tend to rely more on brand information to make decisions about their travel, a strong corporate brand can help build trust and credibility with these customers, leading to increased loyalty and repeat visits. Finally, the majority of the respondents indicated that they were traveling for leisure purposes, accounting for 72% of the total sample. This means that corporate branding plays a crucial role in attracting leisure tourists and influencing their behavior. These results agree with Gao et al (2019) found that a favorable perception of a hotel brand positively influenced customers' intention to engage in pro-environmental behaviors during their leisure trips. This highlights the importance of corporate branding in promoting responsible and sustainable tourism practices, which can in turn enhance the overall tourism experience and contribute to the long-term success of a destination.

- 2. Structure of Corporate Brand Scale:** CFA technique used to test the factor structure of corporate brand on four hypothetical factor structure due to literature review. Maximum likelihood method used to perform the analysis. The goodness of fit as the following:

(Table :5) Goodness of fit for corporate brand model.

Index	RMSEA	GFI	CFI	NFI	TLI	X ² /(df)
value	.08	.73	.94	.93	.92	4.3

The analysis violated the multivariate normality, and the data has a collinearity problem.

The indices RMSEA, CFI, NFI, TLI, and X²/df have accepted fitted, but the index GFI has bad fit because of its effectiveness of sample size (more than 200 participants) and data nature (violation of normality). The factor item loadings as the following:

(Table:6) CFA factor loadings for corporate brand model.

Component	Code	Items	Factor loading	Std Error	t-value
Brand Attitude	Att1	brand is high qualified	.78	.057	13.62
	Att2	I enjoy my stay	.47	.064	7.38
	Att3	This brand appeals to me	.78	.057	13.77
Awareness	Awar1	this brand is suitable to me	.83	.054	15.50
	Awar2	I realize brand attributes	.72	.057	12.71
	Awar3	I can recognize the brand from other competitors	.72	.057	12.71
Attributes	Attr1	It is comfortable and having amenities	.88	.051	17.31
	Attr2	The staff is attentive	.78	.054	14.42
	Attr3	It has multiple amenities	.79	.054	14.62
	Attr4	The physical attributes are appealing	.76	.055	13.81
Brand Identity	Id1	This hotel and tourism brand have a distinctive identity	.89	.050	17.67
	Id2	This hotel brand is featured among its competitors.	.90	.050	17.98
	Id3	This hotel brand is a high-qualified brand	.93	.049	18.95
	Id4	This hotel brand has a remarkable reputation	.85	.052	16.37

Table:6 clarifies the item loading of brand attitude subscale which ranges from .47 to .78, awareness subscale loaded from .72 to .83, attributes subscale loaded from .76 to .88, and brand identity subscale loaded from .85 to .93. the CFA diagram as the following:

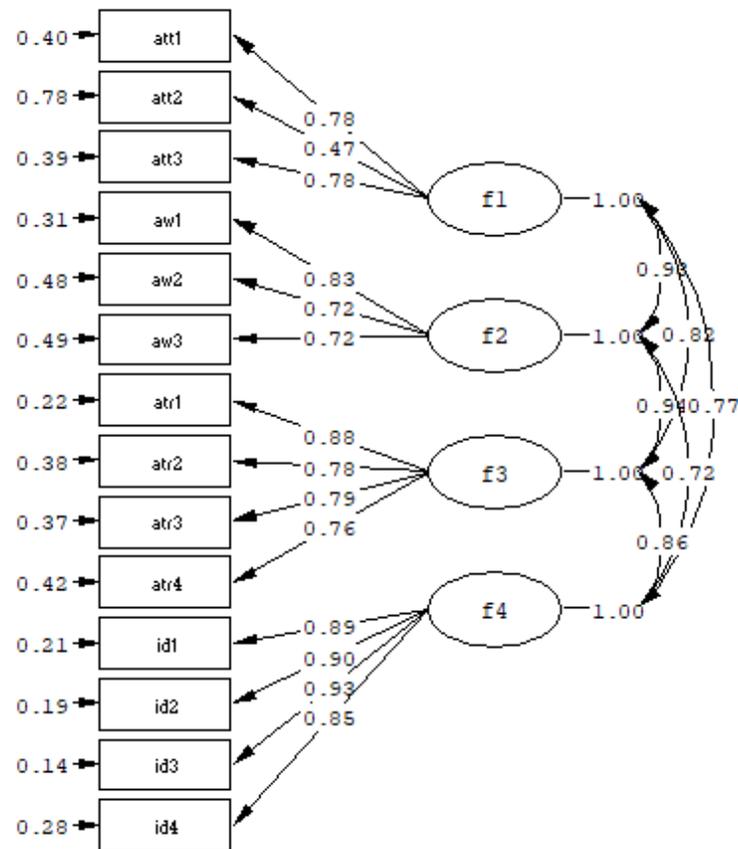


Figure 1. The CFA model of corporate brand scale.

The CFA model figure showed stability of item factor loadings on the four factors. The association between the four factors in the CFA model ranged from .58 to .94.

- 3. Construct Validity of Customer Citizenship Behavior:** CFA technique used to test the factor structure of customer citizenship behavior on four hypothetical factor structure due to literature review. Maximum likelihood method used to perform the analysis. The goodness of fit as the following:

(Table:7). Goodness of fit for (CCB)model.

Index	RMSEA	GFI	CFI	NFI	TLI	X ² /(df)
value	.061	.78	.94	.91	.90	4.57

The analysis violated the multivariate normality, and the data has a collinearity problem. The indices RMSEA, CFI, NFI, TLI, and X²/df have accepted fitted, but the index GFI has bad fit because of its effectiveness of sample size (more than 200 participants) and data nature (violation of normality). The factor item loadings as the following:

(Table:8) CFA factor loadings for (CCB) model.

Component	Code	Items	Factor loading	Std Error	t-value
Feedback	FB1	I give my feedback to employees	.71	.059	12.13
	FB2	I show satisfaction from good service	.77	.057	13.47
	FB3	I comment when facing problems	.68	.059	11.42
Advocacy	ADV1	I share positive word-of-mouth about corporates	.81	.054	14.80
	ADV2	I recommended corporates to others.	.62	.059	10.38
	ADV3	I advised friends and relatives to experience corporates.	.78	.055	14.12
Helping	HEE1	I can help other customers	.71	.058	12.38
	HEE2	I help other customers if they have obstacles.	.75	.057	13.29
	HEE3	I advised other customers how to use the service correctly.	.88	.053	16.69
	HEE4	I give support to other customers.	.41	.064	6.37
Tolerance	TOL1	If service is not delivered as expected, I would be patient.	.43	.064	6.80
	TOL2	I'll be patient while facing problems	.84	.053	15.84
	TOL3	I would adapt if I must wait longer than I expected to receive the service.	.87	.052	16.61

Table:8 indicates the factor loading of feedback subscale ranged from .68 to .77. Then, Advocacy subscale ranged from .62 to .81. whereas, helping subscale loaded range from .41 to .88. finally, tolerance subscale loaded range from .43 to .87. The CFA diagram of the customer citizenship behavior as the following:

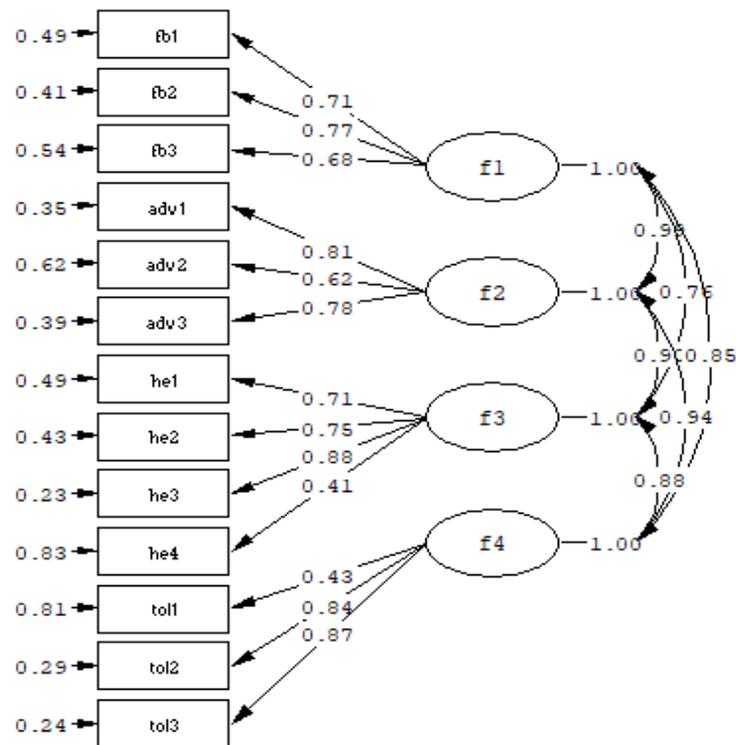


Figure 2. The CFA model of customer citizenship behavior (CCB).

The CFA model of CCB showed coherence factors which have associations between the subfactors ranged between .76 to .94.

- 4. Construct validity of employee responsiveness scale:** Exploratory factor analysis by Promax obliques rotation had been used of employee responsiveness scale. No number of components has been determined to be extracted from the items. Cut score for item factor loading to be accepted the item on one factor. The KMO criteria equaled .73, which is accepted the analysis. The factor loadings as the following:

(Table:9) EFA factor loadings for employee responsiveness model.

	Items	Components	
		Factor 1	Factor 2
1	Provides prompt service	.81	
2	Willing to help	.95	
3	Never too busy for me	.96	
4	I can trust employees		.93
5	Feel safe in transactions	.99	
6	Employees are polite		.89
7	Gives personal attention		.86
	Eigen value	4.43	1.70
	Explained variance	63.32%	24.29%

Table:9 indicates the total variance explained by the factors was 87.62%, which is higher.

The output EFA model showed that the model has more parsimonious because of every item has loaded on only one factor. Cronbach’s alpha for the first subscale is .95 and the other subscale is .86.

5. The Differences Between Demographic Variables Levels in Dependent Variables:

Independent sample t-test performed for gender. The results showed that no significant effects ($t=1.69, p=.093$) for Males ($M=3.14, Std=.89$) and females ($M=3.34, Std=.87$). the nationality of tourists was significant ($t=2.08, p=.039$) for Egyptian ($M=3.40, Std=.73$) and Foreign ($M=3.14, Std=.94$).

The age level of tourists not significant in CCB ($F=1.71, P=.166$). The purpose of the visiting was not significant ($F=1.68, P=.189$). The visiting frequencies more significant in CCB ($F=7.80, P=.001$).

6. The (SEM):

The (SEM) conducted by LISREL software v8.8 using Maximum likelihood technique. There were two alternative models interpreting the association between employee, branding and CCB. The models as the following:

6.1. SEM of model with CCB and employee responsiveness as a dependent variable:

The SEM verified in LISREL 8.8 using ML technique. The goodness of fit as the following:

(Table:10) Goodness of fit for the first structural equation model.

Index value	RMSEA	GFI	CFI	NFI	TLI	X ² /(df)
	.21	.99	1	1	1	10

The model has good fitted according to CFI, GFI, TLI, NFI, otherwise its bad fitted was in x^2/df and RMSEA indices because of violated of multivariate normality. The model as the figure.

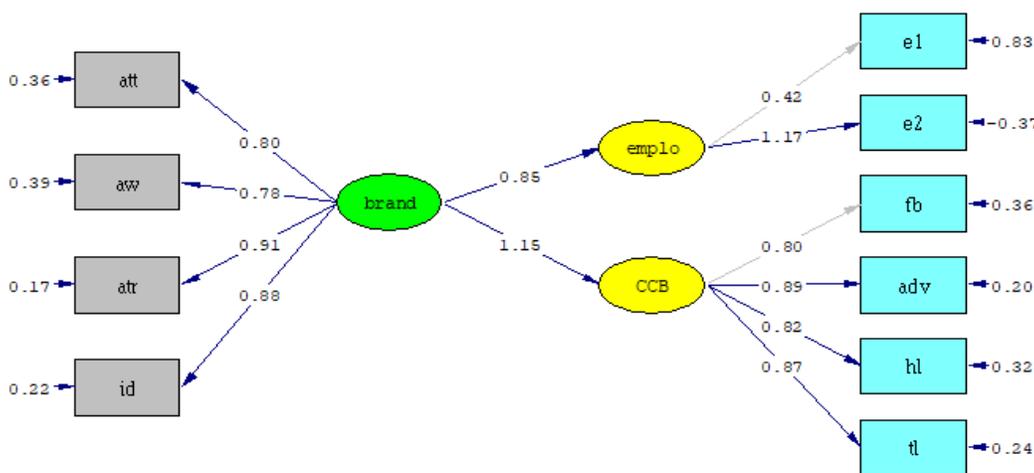


Figure (3) The empirical SEM for the first theoretical model.

The causal effects on the figure 3. Showed inflated effects in positive effects on CCB, which mean that a brand loyalty has increased potential on CCB. The causal effect values as the following:

(Table:11) Direct causal effects of the first structural equation model.

Independent variable	Dependent variable	Effect	Std error	t-value
Brand	Employee	.85	.030	27.82
Brand	CCB	.97	.22	4.35

There was causal positive effect from corporate brand to employee. Then, there was a statistical positive effect from corporate brand to CCB. The main effect on CCB increased more than employee.

The results showed that a strong brand impact on employee responsiveness is the degree to which employees are willing to recognize the requests of customers. There was causal positive effect from corporate brand to employee. Then, there was a statistical positive effect from corporate brand to CCB. The main effect on CCB increased more than employee. The brand Attitude, brand Awareness, brand Attributes, and Brand Identity of the hotel and travel agencies impact the employees' responsiveness and customers, which may affect the service quality provided and the tourist experience. There is a strong influence between the brands of hotel and tourism corporates and the behavior of customer citizenship.

A strong brand can create a sense of loyalty and commitment among customers, which can lead to increased levels of (CCB). For example, hotels that follow green practices, loyal customers to that brand may be more inclined to practice these behaviors during their stay, such as using towels and linens multiple times. A strong hotel brand affects the behavior and attitudes of employees, and thus they are more responsive to customer requests and seek to satisfy customers.

Branding can have a significant impact on employee responsiveness, these results agreed with (Brown, et al, 2006) affirmed that employees who feel a strong connection to their organization's brand are more likely to engage in positive behavior, such as helping colleagues and customers. This, in turn, can lead to higher levels of responsiveness and customer satisfaction. And consist with (Samiee and Jalilvand, 2010) affirmed that a strong corporate brand can enhance employees' job satisfaction and commitment, which in turn leads to increased responsiveness and better performance. A study by (Handa & Gupta, 2020) found that the perceived fit between a brand and a cause-related marketing campaign positively influences customer citizenship behavior.

6.2. SEM of model with employee responsiveness and branding as an independent variable:

The SEM verified in lisrel 8.8 using ML technique. The goodness of fit as the following:

(Table: 12) Goodness of fit for the second (SEM).

Index	RMSEA	GFI	CFI	NFI	TLI	X ² /(df)
Value	.197	.99	1	1	1	11.3

The model has good fitted according to CFI, GFI, TLI, NFI, otherwise its bad fitted was in x²/ df and RMSEA indices because of violated of multivariate normality. The model as the figure.

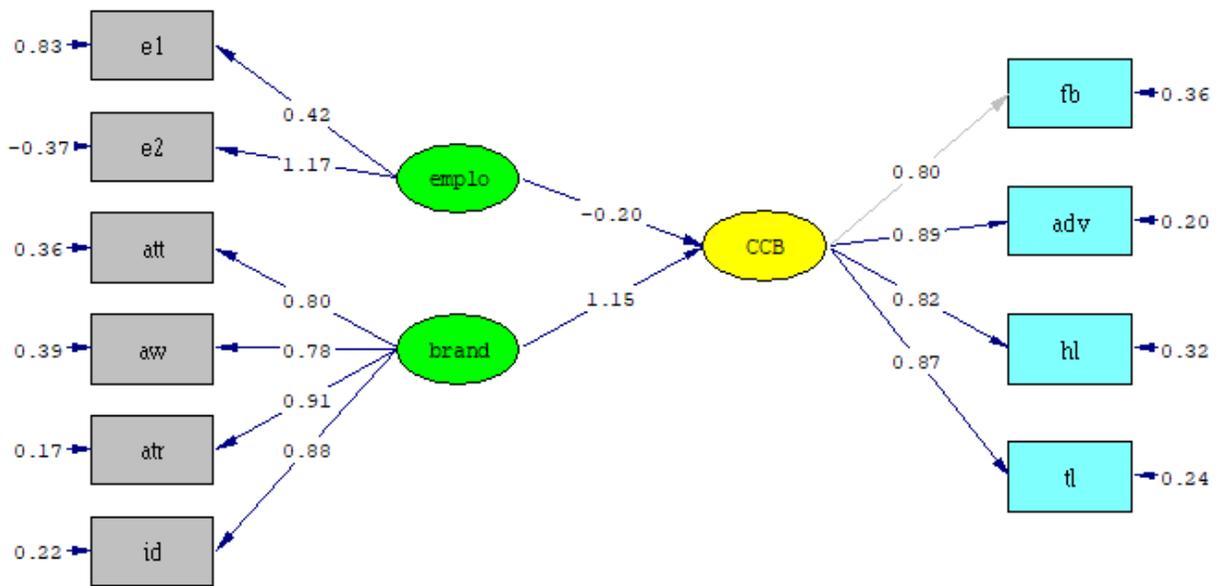


Figure 4. The empirical SEM for the second theoretical model.

The software suggested a modification by establishing a correlation between error covariance of e1 and id. The effect from brand to CCB has the same effect of SEM model one. The effects increased by this modification as the following:

(Table:13) Direct causal effects of the second structural equation model.

Independent variable	Dependent variable	Effect	Std error	t-value
Employee	CCB	-.20	.030	-6.67
Brand	CCB	1.15	.12	9.58

There was a negative causal effect from employee to CCB, then, there was a statistical positive effect from corporate to CCB. This means that employees’ negative response to customers has a detrimental effect on customers’ positive behavior. This referred that when employees engage in negative attitudes such as disrespect, it can lead to a decrease in the probability that customers will exhibit positive behaviors. These results consist of De Roeck et al, (2020) that found that a gap between a company’s espoused values and its actual practices, known as “values incongruence”, can lead to employee cynicism and reduced engagement, which can in turn decrease responsiveness to customers. There is a strong influence of the brands of hotels and travel agencies on the citizenship behavior of customers because of their loyalty to the characteristics of the brand. Han and back, (2020) In contrast, a negative brand image, such as being associated with low quality or unethical practices, can decrease employee motivation and commitment to the brand, leading to lower responsiveness to customers, as mentioned in my previous response.

7. Discussion:

The first SEM model indicates that corporate branding can have a positive impact on employee responsiveness by increasing job satisfaction, commitment, and pro-social behavior, these results found that employees who are proud to be associated with their corporate brands are more likely to exhibit positive behavior toward customers, such as attentiveness and helpfulness. These results agree with Lee and Park (2009) who proved that Perceived Corporate Brand has a significant positive impact on employee commitment to service quality, which in turn leads to higher levels of Employee Responsiveness. These results suggest that branding can have a positive impact on (CCB) by increasing Feedback, supporting, and patience which lead to greater customer engagement and positive behaviors towards the brand.

Wang and Shih (2019) found that brand love and brand identity have positive effects on (CCB) and that these effects are achieved through brand loyalty. The authors argue that customers who are emotionally connected to a brand and feel a sense of identity with it are more likely to participate at behaviors that are useful to the brand, and that this is partly because they are more loyal to the brand. The second model suggests that negative branding or a mismatch between corporate values and its practices can have a negative impact on employee job satisfaction, commitment, and motivation, leading to decreased responsiveness to customers.

These results suggest that the impact of branding on staff responsiveness and customer citizenship behavior can be both positive and negative, depending on factors such as brand orientation, brand image, and leadership behavior. These results consist of De Roeck et al. (2020) that found that a gap between a company's espoused values and its actual practices, known as "values incongruence", can lead to employee cynicism and reduced engagement, which can in turn decrease responsiveness to customers. Positive brand orientation and authentic leadership can lead to both positive employee and customer behaviors, while a negative brand image can decrease employee motivation and commitment, leading to lower responsiveness to customers.

Highlights and Limitations:

There were statistical differences between tourist nationality in CCB in favor of Egyptian tourists, but the mean for two groups is approximately Egyptian (M= 3.40) and Foreign (M= 3.14). The number of participants in foreign tourists more than Egyptian, that can reflect type I error biased in data validation of the study.

Visiting frequency was significant, that means psychological commitment and trust corporate brand. Leisure tourism associates with trust corporate brand logically, but enjoyment increases the visiting same brand to perceive values. Visiting frequencies are not significant to corporate brand. The reasons for increasing leisure tourism in the study more than business tourism are that global economic recession or social changes because of wars.

8. Conclusion

Achieving customer satisfaction and loyalty will positively affect their citizenship behavior towards hotels and tourism corporates. The study proposed recommendations for both hoteliers, travel agents and employees to achieve a long-term customer citizenship:

8.1. Recommendations:

8.1.1. Regarding Customers

1. Transmitting positive image about brands to affect customers' behavior
2. Launching promotional campaigns for marketing brand attributes and spreading awareness between customers
3. supporting the notion that branding can have a positive impact on (CCB)
4. declaring brand attitude and its identity through marketing campaigns
5. Considering customers feedback about services
6. improving quality of service to achieve customer satisfaction and loyalty

8.1.2. Regarding Employees

1. establishing good connections with employees to acquire their loyalty to their corporates which will lead to a salient success and achieving customer satisfaction and loyalty.
2. Solving obstacles that face employees and prevent them from achieving their work well
3. Giving employees the chance to share experiences while taking decisions

8.2. Recommendations for Employees:

1. Dealing with customers in a gentle way to get their satisfaction and loyalty
2. improving work skills through continuous training and gaining expertise
3. Sharing unforgettable experience with customers to gain his citizenship

References:

- Asgarpour, R., Hamid, A. B. A., & Sulaiman, Z. (2014, April 17). A Review on Customer Perceived Value and Its Main Components. *Global Journal of Business and Social Science Review (GJBSSR) Vol. 2(2) 2014, 2(2), 01–09.* [https://doi.org/10.35609/gjbsr.2014.2.2\(1\)](https://doi.org/10.35609/gjbsr.2014.2.2(1))
- Barnes, J. G. (2003, June). Establishing meaningful customer relationships: why some companies and brands mean more to their customers. *Managing Service Quality: An International Journal, 13(3), 178–186.* <https://doi.org/10.1108/09604520310476445>
- Berry, L. L., Wall, E. A., & Carbone, L. P. (2006, May). Service Clues and Customer Assessment of the Service Experience: Lessons from Marketing. *Academy of Management Perspectives, 20(2), 43–57.* <https://doi.org/10.5465/amp.2006.20591004>
- Bettencourt, L. A. (1997). Customer voluntary performance: Customers as partners in service delivery. *Journal of retailing, 73(3), 383-406.*
- Bian, X., & Moutinho, L. (2011, February 15). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits. *European Journal of Marketing, 45(1/2), 191–216.* <https://doi.org/10.1108/03090561111095658>
- Bill Xu, J., & Chan, A. (2010, March 9). A conceptual framework of hotel experience and customer-based brand equity. *International Journal of Contemporary Hospitality Management, 22(2), 174–193.* <https://doi.org/10.1108/09596111011018179>
- Bove, L. L., Pervan, S. J., Beatty, S. E., & Shiu, E. (2009, July). 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>
- Bowen, J. (2003, December). Loyalty: A strategic commitment. *The Cornell Hotel and Restaurant Administration Quarterly, 44(5–6), 31–46.* [https://doi.org/10.1016/s0010-8804\(03\)90105-4](https://doi.org/10.1016/s0010-8804(03)90105-4)
- Brown, T. J., Dacin, P. A., Pratt, M. G., & Whetten, D. A. (2006). Identity, intended image, construed image, and reputation: An interdisciplinary framework and suggested terminology. *Journal of the academy of marketing science, 34(2), 99-106.*
- Butz, H. E., & Goodstein, L. D. (1996, December). Measuring customer value: Gaining the strategic advantage. *Organizational Dynamics, 24(3), 63–77.* [https://doi.org/10.1016/s0090-2616\(96\)90006-6](https://doi.org/10.1016/s0090-2616(96)90006-6)
- Chang, Y., & Thorson, E. (2023, February). Media multitasking, counterarguing, and brand attitude: Testing the mediation effects of advertising attention and cognitive load. *Computers in Human Behavior, 139, 107544.* <https://doi.org/10.1016/j.chb.2022.107544>
-

- Chen, Y., Liang, X., Li, X., & Liang, J. (2021). Corporate brand management and customers' citizenship behavior: Evidence from the hotel industry. *International Journal of Hospitality Management*, 92, 102754. <https://doi.org/10.1016/j.ijhm.2020.102754>
- Curth, S., Uhrich, S., & Benkenstein, M. (2014, May 6). How commitment to fellow customers affects the customer-firm relationship and customer citizenship behavior. *Journal of Services Marketing*, 28(2), 147–158. <https://doi.org/10.1108/jsm-08-2012-0145>
- De Roeck, K., Marique, G., Stinglhamber, F., & Swaen, V. (2020). When employees walk the talk of corporate social responsibility: The moderating role of values incongruence. *Journal of Business Ethics*, 165(1), 119-135.
- Dhaliwal, A., Singh, D. P., & Paul, J. (2020, June 15). The consumer behavior of luxury goods: a review and research agenda. *Journal of Strategic Marketing*, 1–27. <https://doi.org/10.1080/0965254x.2020.1758198>
- Farhana, M. (2012, April 15). Brand Elements Lead to Brand Equity: Differentiate or Die. *Information Management and Business Review*, 4(4), 223–233. <https://doi.org/10.22610/imbr.v4i4.983>
- FORD, W. S. Z. (1995, September). Evaluation of the Indirect Influence of Courteous Service on Customer Discretionary Behavior. *Human Communication Research*, 22(1), 65–89. <https://doi.org/10.1111/j.1468-2958.1995.tb00362.x>
- Gao, J., Zhang, H., & Bai, Y. (2019). Corporate social responsibility and pro-environmental behavior: The mediating effect of brand personality and the moderating effect of environmental concern. *Journal of Sustainable Tourism*, 27(11), 1252-1272. doi: 10.1080/09669582.2019.1631956
- Gong, T., & Yi, Y. (2019, October 20). A review of customer citizenship behaviors in the service context. *The Service Industries Journal*, 41(3–4), 169–199. <https://doi.org/10.1080/02642069.2019.1680641>
- Górska-Warsewicz, H., & Kulykovets, O. (2020, June 12). Hotel Brand Loyalty—A Systematic Literature Review. *Sustainability*, 12(12), 4810. <https://doi.org/10.3390/su12124810>
- Groth, M. (2005, February). 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, L., Arnould, E. J., Gruen, T. W., & Tang, C. (2013). Socializing to co-produce: Pathways to consumers' financial well-being. *Journal of Service Research*, 16(4), 549-563.
- Han, H., & Back, K. J. (2020). The effect of employees' brand image on service quality and customer satisfaction in hotel industry. *Journal of Retailing and Consumer Services*, 52, 101924.

- Handa, M., & Gupta, S. (2020, February 10). Digital cause-related marketing campaigns. *Journal of Indian Business Research*, 12(1), 63–78. <https://doi.org/10.1108/jibr-09-2019-0285>
- Johnson, J. W., & Rapp, A. (2010, August). A more comprehensive understanding and measure of customer helping behavior. *Journal of Business Research*, 63(8), 787–792. <https://doi.org/10.1016/j.jbusres.2008.03.006>
- Jung, J. H., & Yoo, J. J. (2016, February 1). Customer-to-customer interactions on customer citizenship behavior. *Service Business*, 11(1), 117–139. <https://doi.org/10.1007/s11628-016-0304-7>
- Keller, K. L. (2003). *Strategic brand management: Building, measuring, and managing brand equity (2nd ed.)*. Upper Saddle River, NJ: Prentice Hall.
- Keller, K. L., & Lehmann, D. R. (2006, November). Brands and Branding: Research Findings and Future Priorities. *Marketing Science*, 25(6), 740–759. <https://doi.org/10.1287/mksc.1050.0153>
- Keller, K. L., Heckler, S. E., & Houston, M. J. (1998, January). The Effects of Brand Name Suggestiveness on Advertising Recall. *Journal of Marketing*, 62(1), 48. <https://doi.org/10.2307/1251802>
- Khajeh Nobar, H. B., & Rostamzadeh, R. (2018, October 10). THE IMPACT OF CUSTOMER SATISFACTION, CUSTOMER EXPERIENCE AND CUSTOMER LOYALTY ON BRAND POWER: EMPIRICAL EVIDENCE FROM HOTEL INDUSTRY. *Journal of Business Economics and Management*, 19(2), 417–430. <https://doi.org/10.3846/jbem.2018.5678>
- Kim, D., & Jang, S. S. (2013, December). Price placebo effect in hedonic consumption. *International Journal of Hospitality Management*, 35, 306–315. <https://doi.org/10.1016/j.ijhm.2013.07.004>
- Kim, H. Y., & Lee, H. A. (2020). The impact of hotel corporate brand on foreign customers' satisfaction and loyalty. *Journal of Travel & Tourism Marketing*, 37(6), 709-722. <https://doi.org/10.1080/10548408.2020.1736027>
- Koehn, N. F. (2001). *Brand-new: How entrepreneurs earned consumers' trust from wedgewood to dell*. Boston, MA: Harvard Business School Press.
- Leblanc, G. (1992, April). Factors Affecting Customer Evaluation of Service Quality in Travel Agencies: An Investigation of Customer Perceptions. *Journal of Travel Research*, 30(4), 10–16. <https://doi.org/10.1177/004728759203000402>
- Lee, Y.-K., & Park, J. G. (2009). Corporate brand as a crucial driver of employee commitment to service quality. *Journal of Services Marketing*, 23(1), 28-41.

- Lengnick-hall,C.,A.,Claycomb,V.&Inks,L.W.(2000).From recipient to contributor .examining customer roles and experienced outcomes.European journal of marketing, 34(3/4),359-383.
- Meyer-Waarden, L., Bruwer, J., & Galan, J. P. (2023). Loyalty programs, loyalty engagement and customer engagement with the company brand: Consumer-centric behavioral psychology insights from three industries. *Journal of Retailing and Consumer Services*, 71, 103212.
- Moliner, M.A., Sanchez, J., Rodriguez,R.M.,Callarisa,L.,(2007).Relationship quality with a travel agency:the influence of postpurchase perceived value of a tourism package .*Tourism and hospitality research* ,7(3-4),149-211.
- Moussa, M. A. (2021, January). Assessing the construct and convergent validity of Trait Meta-Mood Scale among Suez Canal university students during corona pandemic. *Ismailia college of Educational Journal*, 49, 2, 19- 32.
- Nadeem, M., Jamal,T., Hassan,M., AsadUllah,M., Rasheed,A.(2019).brand message vs brand perception.Reviews of management sciences(1),1,2019.Available at Researchgate.
- Phiri,M.A. and Mcwabe,T.(2013).customers’ expectations and perceptions of service quality :the case of pick n pay supermarket stores in Pietermaritzburg area,south Africa. *International journal of research in social sciences*.Vol.3,No.1.pp.347-364.
- Rosli, N., Che Ha, N., & Ghazali, E. M. (2019, August 29). Bridging the gap between branding and sustainability by fostering brand credibility and brand attachment in travellers’ hotel choice. *The Bottom Line*, 32(4), 308–339. <https://doi.org/10.1108/bl-03-2019-0078>
- Samiee, S., & Jalilvand, M. R. (2010). The impact of corporate branding on employee attitude and behavior. *Journal of Brand Management*, 17(4), 255-263.
- Sandberg, E. (2013, March 8). Understanding logistics-based competition in retail – a business model approach. *International Journal of Retail & Distribution Management*, 41(3), 176–188. <https://doi.org/10.1108/09590551311306237>
- Sharma, D., Paul, J., Dhir, S., & Taggar, R. (2021, November 30). Deciphering the impact of responsiveness on customer satisfaction, cross-buying behaviour, revisit intention and referral behaviour. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2052–2072. <https://doi.org/10.1108/apjml-07-2021-0465>
- Sohaib, M., Mlynarski, J., & Wu, R. (2022, December 31). Building Brand Equity: The Impact of Brand Experience, Brand Love, and Brand Engagement—A Case Study of Customers’ Perception of the Apple Brand in China. *Sustainability*, 15(1), 746. <https://doi.org/10.3390/su15010746>

- Sürücü, Z., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019, September). Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context. *Journal of Hospitality and Tourism Management*, 40, 114–124. <https://doi.org/10.1016/j.jhtm.2019.07.002>
- Tafesse, W., & Wood, B. P. (2022, October 13). Social media influencers' community and content strategy and follower engagement behavior in the presence of competition: an Instagram-based investigation. *Journal of Product & Brand Management*, 32(3), 406–419. <https://doi.org/10.1108/jpbm-02-2022-3851>
- Tung, V. W. S., Chen, P. J., & Schuckert, M. (2017, April). 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>
- Vicencio-Ríos, G., Rubio, A., Araya-Castillo, L., & Moraga-Flores, H. (2022, December 31). Scientometric Analysis of Brand Personality. *Sustainability*, 15(1), 731. <https://doi.org/10.3390/su15010731>
- Wang, Y. C., Chen, H., Ryan, B., Troxtel, C., & Cvar, M. (2023, March). Hotel general managers' brand love: A thematic analysis with general managers in the U.S. *Journal of Hospitality and Tourism Management*, 54, 200–211. <https://doi.org/10.1016/j.jhtm.2022.12.016>
- Wang, Y., & Shih, H. P. (2019). The effects of brand love and brand identity on customer citizenship behavior: The mediating role of brand loyalty. *Journal of Business Research*, 103, 256-267.
- Wu, L., Dodoo, N. A., & Choi, C. W. (2023, January 3). Brand anthropomorphism on Twitter: communication strategies and consumer engagement. *Journal of Product & Brand Management*. <https://doi.org/10.1108/jpbm-12-2021-3787>
- Yu, H., Kim, H. W., & Koo, C. (2021). The effects of perceived corporate social responsibility on customer citizenship behavior: The moderating role of customer age. *International Journal of Hospitality Management*, 94, 102909. <https://doi.org/10.1016/j.ijhm.2021.102909>
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1985). Problems and strategies in services marketing. *Journal of marketing*, 49(2), 33-46.

المخلص باللغة العربية

تأثير ادراك العلامة التجارية على سلوك مواطنة العميل واستجابة العامل: دليل من الفنادق وشركات السياحة بالمقاصد السياحية

محمود أحمد سلامة¹ محمود على موسى² هبه مجدى الفخرانى³ أحمد حسن عبدالقوى⁴

كلية السياحة والفنادق- جامعه قناة السويس^{1 3 4}
كلية التربية - جامعه قناة السويس²

يهدف البحث إلى دراسة تأثير العلامة التجارية المدركة للفنادق وشركات إدارة المقاصد السياحية على سلوك مواطنة العميل واستجابة العاملين. وكذلك دراسة تأثير استجابة الموظف والعلامة التجارية المدركة على سلوك مواطنة العميل. تم توزيع 246 استمارة على العملاء فى مطار القاهرة الدولي وسلاسل الفنادق الدولية بالقاهرة. وتوصلت الدراسة إلى أن الوعي بالعلامة التجارية وسمات العلامة التجارية وهوية العلامة التجارية لها تأثير إيجابي على سلوك مواطنة العميل. علاوة على ذلك ، لها تأثير إيجابي على استجابة العامل مما يؤثر على سلوك مواطنة العميل. على الجانب الآخر ، كان هناك تأثير سلبي لاستجابة الموظف على سلوك مواطنة العميل. يوصي هذا البحث بأهمية مراعاة ملاحظات العملاء وإطلاق حملات ترويجية لنشر الوعي بالعلامة التجارية وتحسين جودة العلامة التجارية وتعزيز مهارات العاملين لضمان رضا العملاء وولائهم والقيمة المدركة تجاه العلامة السياحية والفندقية.

الكلمات الداله: العلامة التجارية ، سلوك مواطنة العميل ، إستجابة العاملين، الفنادق ،شركات السياحة