



Service brand attachment on customer citizenship behavior: The mediating role of perceived value

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Abstract

This study aims to identify the impact of service brand attachment on customer citizenship behavior and to clarify the role of perceived value among selected cellular telephone operators in the telecommunication industry. Quantitative methods have used to analyze the data of this study. Primary data that has been used for the study were obtained from Cellular Mobile Telephone subscribers from each Cellular telephone operators. Convenience sampling method was used to obtain 405 responses from Subscribers. The collected data were analyzed by using descriptive, correlation analyses, simple regression, and multiple regression analysis using IBM SPSS Statistics 22 and Sobel testing. Based on the findings of the study, it concludes that Service brand attachment significantly affects customer citizenship behavior and perceived value partially mediate between service brand attachment and customer citizenship behavior and this result shows the significance of perceived value and suggest that service executives should strengthen customers, the perceived value of service brand to enhance customer citizenship behavior.

Keywords: *Customer citizenship behavior, perceived value, service brand attachment.*

1. Introduction

Service companies must continuously improve competition because of globalization in the service sector and a free international market. Recently, utility providers concentrated on consumers to increase competition (Yang & Qin Hai, 2011). A citizenship activity of clients reveals that clients are like 'part-time workers,' contributing to low marketing expense and increased operating performance for businesses. Citizenship is discretionary and social behavior shown by consumers that helps both the service provider and others (Yi, Gong, & Lee, 2013). Citizenship behaviors are extra-role initiatives above the necessities of the consumer role implemented in most service experiences. Customers can also assist well-

known businesses in different voluntary, non-profit programs, such as assisting others to enhance the delivery of services or giving valuable feedback to their companies. Increasingly, customer citizenship behavior (CCB) is contributing to productive businesses and is therefore particularly important to service companies, which do not achieve substantial productivity gains by capital replacement (Bartikowski & Walsh, 2011).

Attachment in the realm of parent-infant connections an emotional-laden-target specific bond between a person and a specific objective. The bond varies in strength, with some individuals demonstrating a weak bond with an attachment object and others exhibiting a strong bond.

In the consumer context, consumers can develop attachments to gifts, collectibles, and places of residence, brands, and other types of special or favorite objectives (Park, MacInnis, & Priester, 2006). Attachment, engagement, trust, and loyalty to the brand are among the main components of this bond. The importance of bond for a company is not to be any more demonstrated in a context of increasing competition, abundant supply, and product, and service standardization, brands offer the managers an exciting means of differentiation and consequently give the company a competitive advantage which can be translated by the notion of brand equity (Smaoui & Temessek, 2011).

Creating and sustaining long-term relations with customers is the most challenging task in today's world (Sameeni & Qadeer, 2015). Brands play an identification role for products, services, and companies, but also a self-expression role for the buyers. Brand attachment outcome from desire for social connectedness. Therefore, persons are likely to form stronger attachments to brands if they are lonely or elderly and typically have fewer social connections (Huang, Huang, & Wyejr, 2018). Strong of the bond linking the consumer with brand, attachment is critical because it should affect behaviors that foster brand profitability and customer lifetime value (Thomson, MacInnis, & Park, 2005).

The ultimate goal of marketing is to create an intense bond between the consumer and the brand. Work on relationship marketing recommends that developing connections between consumers and brands is important given their implications for customer loyalty and price insensitivity (Park, MacInnis, & Priester, 2008). When customers have strongly attached thoughts and feelings as regards a service brand, brand-self connection, and brand prominence may exert a disproportionately strong influence on consumers' attitudes and behaviors (Thomson et al., 2005). When customers attached one of the service brands among brands that caused perceived value. Consumer perceived value has been emerged into business, to marketing. PV is accepted as one of the most significant factors in the success of the business and it is considered as an essential tool of competitive advantage of the business (Jansri, 2018). PV is consumer overall assessment of the utility of a service based on perceptions of what is received and what is given to them. The nature of products or the services offer, the more satisfied the customer thus, the higher the chance that leads to positive behavior (Aulia, Sukati, & Sulaiman, 2016). The PV does not only result in creating the more satisfied customers, but more importantly, it is also found to have a direct effect on customer repurchase intention, loyalty and CCB (Lin, Shih, Sher, & Wang, 2005).

Customers of telecommunication industry go up year by year. In 2019, the Sri Lankan population is 21,361,031 in World meters 2019. But Cellular mobile telephone subscribers are 32,723,283. Hence, there is a difference between Sri Lankan population and Sri Lankan

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Cellular mobile telephone subscribers. In this study try to investigate regarding impact of SBA on CCB and mediating effect of PV to that differences. In Sri Lankan context, there is so far lack of researches has been conducted regarding the impact of SBA on CCB and mediating effect of PV within cellular telephone operators in telecommunication industry. The under telecommunication industry cellular telephone operators are one of the leading dynamic contributors to Sri Lankan economy and Service sector. But, most of the researches are lacks paid attention for the cellular telephone operators in telecommunication industry.

Strong connections that connect the service brand with the self are related with customers' commitment to protecting relationship with the brand, which in turn influences CCB (Yi & Gong, 2008). When customers have strongly connected thoughts and feelings with respect to a service brand, brand-self association and brand prominence may exert an excessively strong influence on customers' attitudes and behaviors. SBA may enhance the customers' PV, which turn affects CCB (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010). According to the aforementioned literature, PV may play a mediating role in liking SBA and CCB. Although previous studies have examined the relationship between SBA and CCB (Cheng, Luo, Yen, & Yang, 2016), the mechanism underlying the impact of SBA on CCB remains unknown. Therefore, there is an empirical gap between the impact of SBA on CCB and to clarify the role of PV.

This study aims to investigate based on the impact of SBA on CCB and to clarify the role of PV and based on the above mention problem, the following research questions were formulated to full fill empirical knowledge gap of this research area. As the result, the following research problem has been formulated.

“Whether the PV impact on SBA and CCB from cellular mobile telephone subscribers within selected cellular telephone operators in telecommunication industry?”

Research Questions

- a) What is the level of SBA, PV, and CCB from cellular mobile telephone subscribers within selected cellular telephone operators in telecommunication industry?
- b) What is the relationship among SBA, PV, and CCB from cellular mobile telephone subscribers within selected cellular telephone operators in telecommunication industry?
- c) Whether there mediation influence of PV to the relationship between SBA and CCB from cellular mobile telephone subscribers within selected cellular telephone operators in telecommunication industry?

2. Literature

2.1 Service brand attachment

Brand attachment effect the creating of strong brand relationships, increasing customer' loyalty, and decreasing price sensitivity (Park et al., 2008). Whereas psychological research focuses on the attachments of people to others, current marketing research indicates that attachments can stretch beyond the meaning of the relationship between people (Park et al., 2006). While research has explored communication in interpersonal contexts, marketing research indicates that customers may also build links to market entities, including goods and

service labels (Park et al., 2010). Lacoeuilhe has created a five-part model of measuring, which communicates the passion, enjoyment, connection, attraction and comfort of the brand in one single structure (Smaoui & Temessek, 2011). A three-factor calculated model describing brand attachment, Thomson et al. (2005) suggested three emotional components (1) affection (peaceful), (2) enthusiasm (passionate, enjoyable and enthralled) (3). Connection (including the items bonded and attached). The notion that the relationship system encompasses the cognitive and emotive dimensions of the consumer-market relation was recently developing (Park et al., 2006), but it is understood that the cognitive idea in its expression, the brand-self relation is fundamentally emotional, imaginative and potentially dynamic. Park et al. (2010) introduced a two factor measurement model cover the brand self-connection previously integrated in other brand attachment measurement scales, and a second factor brand prominence, which reflects the perceived ease and frequency with which brand-related thoughts and feelings are brought to mind.

2.2 Perceived value

The creation of perceived worth is considered crucial to the construction and preservation of competitive advantages (Sanchez-Fernandez & Iniesta-Bonillo, 2007). Perceived value has been well defined as one-dimensional perspective (considering value as signal overall concept) and multi-dimensional perspective (believing value consist of several interrelated attributes) (Parente, Costa, & Leocadio, 2015). The perceived value principle not only creates a happier customer but also has a significant impact on the intent and the loyalty of consumers to buy back (Lin et al., 2005).

Worth has been historically related to utility and or desirability in economic terms. Here the logical foundation derivative value construct provides the “theory of utility”. The principle notes that the benefit generated by consumers depends on the difference between the “utility” of a good or service’s qualities and the “disutility” of the prize paid. Taking this approach, numerous scholars have used the word “utility” in their perceived value meanings. The present argues that perceived worth is complex to establish, which demands more than a simple logical calculation of 'usefulness.' In comparison, 'price' is an indiscriminate, mysterious structure in itself. While price is often understood as a nominal value for a good, the term often involves an aggregate expense, cost, and sacrifice for the consumers in the consumption interactions being taken into account in its complete appreciation (Huaman-Ramirez & Merunka, 2019).

2.3 Customer citizenship behavior

Customer citizenship offers businesses, consumers themselves and all customers’ substantial advantages. For example, CCB enhances organizational efficiency by enhanced connection between service counter participants (Assiouras, Skourtis, Giannopoulos, Buhalis, & Koniordos, 2019). This activity is therefore strongly promoted as it can improve the service and improve the efficiency of the experience of telecommunications services (Kim & Yi, 2017). However, citizenship conduct is not limited to the overt interaction of customers with their fellow consumers. This can also include indirect citizenship, such as consumer patience, if the provider does not satisfy its requirements and increases input on enhancing the telecommunications experience (Vantonder, Saunders, Lisita & Debeer, 2018). CCB

Service brand attachment on customer citizenship behavior: The mediating role of perceived value recognize by term such as customer discretionary behavior, customer voluntary performance, customer extra-role Behaviors, CCB, customer organizational behavior, customer helping behaviors (Groth, 2005).

Bettencourt and Brown (1997) recommended three dimensions for CCB (loyalty, participation, and cooperation). Groth (2005) suggested that consists of three dimensions: making recommendations, providing feedback to the firms, and helping other customers. Further, Johnson and Rapp (2010), propose slightly eight dimensions (expanding behaviors, supporting behaviors, forgiving behaviors, increasing quality, competitive information, responding to research, displaying brands, and increasing price). Yi et al. (2013), argue that CCB covers feedback, advocacy, and tolerance dimensions.

2.4 Theories supporting conceptual framework

Conceptualization framework based on Emotional attachment theory and Social exchange theory. According to the theory of emotional attachment (Bowlby, 1979), persons with deep emotional attachments to a particular cause show particular behavior like preservation of proximity and pain from the separation. When a customer is familiar with a brand, use is viewed as appealing, which contributes to good sentiments and a positive appraisal of the brand (Belaid & TemessekBehi, 2011). These people usually want their relationships with a brand to be sustained to build the illusion that the brand is irreplaceable. A good psychological identification to the organization is a brand attachment. Moreover, heavy brand attachment tends to more than its practical demands statistically reflect the needs of customers. Buyers' loyalty to a particular service brand continues to enrich their understanding of meaning according to the concept of the fundamental usefulness of perceived value (Parasuraman, Zeithaml, & Berry, 1988). Brand attachment thus has a positive benefit for consumers.

According to the Theory of social exchange; the basic tenets of the behavioral viewpoint of relative worth are shared exchange experiences. The theory of social exchange claims that interpersonal relationships between two parties rely on perceived benefits and social exchange costs (Balaji, 2014). In addition, the benefit obtained by one party imposes a mutual duty on the other (Liu & Mattila, 2015). If consumers see a high degree of benefit for consumption, they appear to demonstrate good conduct intentions and show voluntary conduct (Ha & Jang, 2010). Therefore constructive voluntary and discretionary attitudes when consumers consider a bid as worth. Park et al. (2010) recommended the stronger the consumers committed to a particular brand, the more able to give up their personal capital to keep the brand in touch. When attached consumers dedicate themselves to and understand the aims and value of a business, they are involved in the company's offerings and are able to adapt to the benefits already perceived (Yi & Gong, 2008). Figure 1 shows conceptual framework proposed for the present study.

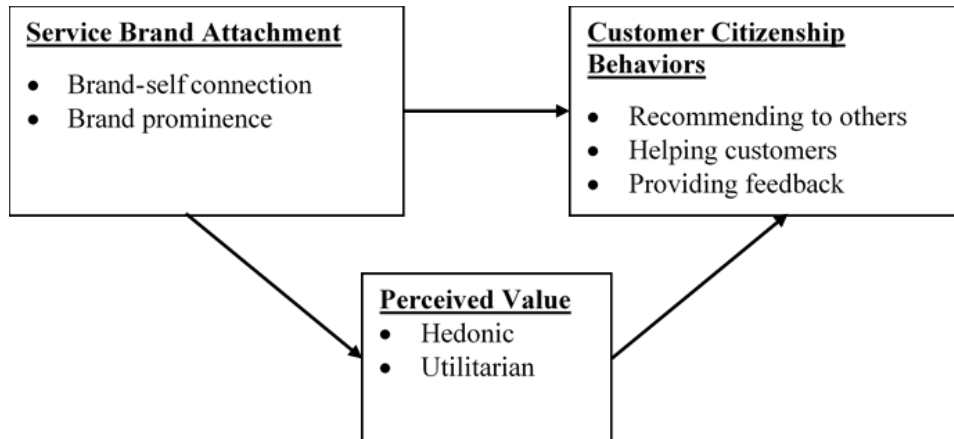


Figure 1 Conceptualization framework

Source: Developed by the researchers.

Based on the proposed conceptual framework, the following hypotheses were developed and tested.

H₁: SBA is significantly impact on CCB.

H₂: SBA is significantly impact on PV.

H₃: PV is significantly impact on CCB.

H₄: Significantly, PV mediates the impact on SBA and CCB.

2.5 Methodology

The research was placed in the positive paradigm of research, using the quantitative method of research (Sekaran & Bougie, 2016). The study was done in a single cross-sectional nature in a natural environment where techniques remain unaffected. Data has been obtained from individuals who are Sri Lankan telecommunications subscribers through a self-administered questionnaire. The survey therefore consisted of 405 persons chosen by means of a non-probabilistic convenience method. The analysis was carried out in three steps. First, there was a literature survey to gather detailed information on the study subject. Constructs have been made practical by means of a rigorous literature review (Yi et al., 2013) and all items were measured by Five-point Likert scales (1 = strongly disagree; 5 = strongly agree). Second, there have been few expert evaluations to ensure questionnaire accuracy and applicability. First, 30 respondents completed a pilot study and the requisite revisions to the final questionnaire were based on their findings. Finally, an on-site data collection survey was performed.

In order to locate missed values and descriptions all questionnaires are screened. The multivariate assumptions like normality were then verified. Furthermore, data were tested in terms of validity and reliability and data were analyzed using descriptive and regression analysis.

3. Results and discussion

3.1 Cronbach's Alpha analysis

The reliability of the instrument was measured using Cronbach's Alpha analysis. It measures the internal consistency of the instrument, based on the average inter-item correlation. The result of Cronbach's alpha test shows in tables, which suggests that the internal reliability of each instrument was satisfactory. All the Cronbach α value is above 0.7 indicates an acceptable internal consistency of the scale (Sekaran & Bougie, 2016). Based on the Table 1, the following reliability shows for variables and dimensions. Table 1 indicates the results of reliability test for the selected variables and dimensions.

Table 1
Reliability for variables and dimensions

Instruments	Cronbach's alpha	No of items
Service Brand Attachment	0.881	9
Self-brand connection	0.844	5
Brand prominence	0.748	4
Customer Citizenship Behavior	0.899	12
Recommending to others	0.743	4
Helping customers	0.742	4
Providing feedback	0.859	4
Perceived Value	0.740	12
Hedonic	0.831	9
Utilitarian	0.476	3

3.2 Univariate analysis

Univariate analysis is appropriate for any single variable to explore individual qualities of its data. It was carried out for evaluating the attributes of dimensions and variables individually based on the response in the questionnaire. Table 2 shows the results of descriptive analysis of the study.

Table 2
Descriptive statistics for variables and dimensions

Dimension/ Variable	Mean	Standard Deviation
Brand-Self Connection	3.97	0.662
Brand Prominence	4.04	0.631
Service Brand Attachment	4.00	0.601
Recommending to others	4.12	0.591
Helping Customers	4.11	0.580
Providing Feedback	4.17	0.505
Customer Citizenship Behaviors	4.14	0.479
Hedonic	4.06	0.547
Utilitarian	4.01	0.551
Perceived Value	4.01	0.429

3.3 Pearson's correlation analysis

Table 3
Pearson's correlation analysis for variables

		SBA	CCB	PV
SBA	Pearson Correlation	1		
	Sig (2- tailed)			
CCB	Pearson Correlation	0.814	1	
	Sig (2- tailed)	0.000		
PV	Pearson Correlation	0.769	0.782	1
	Sig (2- tailed)	0.000	0.000	

** Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows following relationship between variables.

Correlation analysis was used to achieve this objective. Researcher identified there is strong positive relationship ($r = 0.814$, $p < 0.05$) between SBA and CCB, strong positive relationship ($r = 0.769$, $p < 0.05$) between SBA and PV, and strong positive relationship ($r = 0.782$, $p < 0.05$) between PV and CCB.

Table 4
Summary table for Pearson's correlation analysis

Variables	Relationship
SBA and CCB	Strong positive relationship
SBA and PV	Strong positive relationship
PV and CCB	Strong positive relationship

3.4 Simple regression analysis

Table 5
Summary of regression models

Detail	Model 1	Model 2	Model 3	Model 4
R	0.814 ^a	0.769 ^a	0.782 ^a	0.850 ^a
R Square	0.662	0.592	0.611	0.722
Adjusted R Square	0.661	0.591	0.610	0.720
ANOVA – Sig	0.000 ^b	0.000 ^b	0.000 ^b	0.000 ^b
Constant	1.545	1.819	0.634	0.770
β coefficient				
SBA	0.649	0.549		0.414
PV			0.873	0.426

To identify the mediating role of PV four models were taken into consideration.

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The coefficient of determination (R) measures the proportion of the total variance of the dependent variable about its mean that is explained by the independent or predictor variables.

H₁: SBA is significantly impact on CCB.

Model 1, which is in the column 1, summarized the impact of SBA on CCB. Correlation coefficient of the model 1 is 0.814, there is high positive relationship. R square is 0.662. Adjusted R square is 0.661. Therefore, it can be concluded that 66.1 percent of variability in CCB of telecommunication industry in Sri Lanka are accounted by SBA. As per ANOVA Table result, p-value (0.000) was similar compared to chosen Alpha level (0.05). Therefore, SBA explain the variation of CCB. Coefficient result shows that every unit of increasing in SBA, there is an increase of CCB in 0.649 units individually.

H₂: SBA is significantly impact on PV.

Model 2, which is in the column 2, summarized the impact of SBA on PV. Correlation coefficient of the model 2 is 0.769, there is high positive relationship. R square is 0.592. Adjusted R square is 0.591. Therefore, it can be concluded that 59.1 percent of variability in PV of telecommunication industry in Sri Lanka are accounted by SBA. As per ANOVA Table result, p-value (0.000) was similar compared to chosen Alpha level (0.05). SBA explain the variation of PV. Coefficient result shows that every unit of increasing in SBA, there is an increase of PV in 0.549 units individually.

H₃: PV is significantly impact on CCB.

Model 3, which is in the column 3, summarized the impact of PV on CCB. Correlation coefficient of the model 3 is 0.782, there is high positive relationship. R square is 0.611. Adjusted R square is 0.610. Therefore, it can be concluded that 61 percent of variability in CCB of telecommunication industry in Sri Lanka are accounted by PV. As per ANOVA Table result, p-value (0.000) was similar compared to chosen Alpha level (0.05). So, PV explain the variation of CCB. Coefficient result shows that every unit of increasing in PV, there is an increase of CCB in 0.873 units individually.

H₄: Significantly, PV mediates the impact on SBA and CCB.

Model 4, which is in the column 4, summarized the impact of both SBA and PV on CCB. Correlation coefficient of the model 4 is 0.850, there is high positive relationship. R square is 0.722. Adjusted R square is 0.720. Therefore, it can be concluded that 72 percent of variability in CCB of telecommunication industry in Sri Lanka are accounted by SBA and PV. As per ANOVA Table result, p-value (0.000) was similar compared to chosen Alpha level (0.05). Therefore, SBA and PV jointly explain the variation of CCB. Coefficient result shows that every unit of increasing in SBA, there is an increase of CCB in 0.414 units jointly. At the same time, every unit of increasing in PV, there is an increasing of CCB in 0.426 units jointly.

Therefore, according to the above derived result, it can be concluded that PV playing a partial mediating role in the connection in between SBA and CCB of telecommunication industry in Sri Lanka.

3.5 Sobel Test-Calculating the indirect effect

There are potential problems with this approach; however, one problem is that it does not ever really test the significance of the indirect pathway that X affects Y through the compound pathway of a and b. A second problem is that the Barron and Kenny approach tends to miss some true mediation effects. An alternative, and preferable approach, is to calculate the indirect effect and test it for significance. The regression coefficient for the indirect effect represents the change in Y for every unit change in X that is mediated by M. Therefore, Sobel test is used to illustrate the indirect effect between the variables.

$$Sab = \sqrt{(Sb.a)^2 + (Sb.b)^2}$$

Where,

Sb = Standard error of path b

Sa = Standard error of path a

b = coefficient of path b

a = coefficient of path a

$$\begin{aligned} \text{Indirect effect} &= a \times b \\ &= 0.549 \times 0.426 \\ &= 0.234 \end{aligned}$$

$$\begin{aligned} \text{Sobel's SE} &= \sqrt{(Sb.a)^2 + (Sb.b)^2} \\ &= 0.0270 \end{aligned}$$

$$\begin{aligned} \text{Z value} &= \text{Indirect effect} / \text{Sobel's SE} \\ &= 0.234/0.0270 \\ &= 8.633 \end{aligned}$$

Based on the calculations the Z value is not coming under the Z table range and it implies that the P value is extremely lower than 0.05 significant level. Hence, the findings illustrate that the mediator effect can influence on the relationship between independent and dependent variable.

$$\begin{aligned} \text{Portion of independent variable on dependent variable due to mediator} &= (c-c')/c \\ &= (0.649-0.414)/0.649 \\ &= 0.362 \\ &= 36.2 \% \end{aligned}$$

Based on the above Sobel calculation, it illustrates the portion of SBA on CCB due to the mediating effect of PV it is 36.2 percent at the 0.05 significant level. Thus that this study accepted the formulated hypothesis.

H4: PV mediating on the relationship between SBA and CCB

4. Discussion

This study mainly focused on examining the impact of SBA on CCB in telecommunication subscribers with the mediating effect of PV. Results show a mediating positive impact of SBA on CCB ($\beta = 0.649$, $p < 0.05$) such that the PV playing a partial mediating role in the connection in between SBA and CCB.

The literature related to SBA and PV in telecommunication industry is rare. However, similar results were found in different service contexts. For an instance, Cheng et al. (2016), found a positive relationship between SBA and PV in 299 hotel customers in Taiwan. Further, this study suggests that brand managers should concentrate on overall consumer satisfaction retention systems, which should actively track the PV of the brand service by consumers. In 299 hotel customers in Taiwan, Cheng et al. (2016), found a positive relationship between PV and CCB. In addition, these findings show that service firms should concentrate on developing and sustaining interpersonal connections between consumers and their brands.

Our study found that the PV significantly mediated the impact of SBA on CCB such that the impact becomes partially. Similarly, positive effect of PV on the relationship between SBA and CCB was found in services (Cheng et al., 2016). However, the findings suggest that brand attachment is not positively linked to the behavior of the consumer. Previous studies suggested a model to explore the mediating role of perceived consumer importance in the service context (Kim, Jin-Sun, & Kim, 2008). The findings of this study suggest that the perceived importance mediates in partially the interaction between brand attachment and the actions of consumer citizenship. Customer citizenship conduct is also not based on a company's blindly formed dedication, but is based on whether the company's offering meets the arbitrary customer metrics of rewards and expenses that are viewed as a customer-perceived attribute. These findings indicated that a clear brand attachment to service of its own would not influence the actions of consumers. Customer understanding of social exchange relationship should be taken care of by the managers.

5. Conclusion

This study focused on “investigate impact of SBA on CCB and to clarify the role of PV”. The study found the mediation influence of PV to the relationship between SBA and CCB from cellular mobile telephone subscribers within selected cellular telephone operators in telecommunication industry. According to the study, 66.2 percent of variation in CCB of selected Cellular telephone operators in telecommunication industry are accounted by SBA and 72.2 percent of variability in CCB of selected cellular telephone operators in telecommunication industry are combination of SBA and PV. 61.1 percent of variability in CCB of selected cellular telephone operators in telecommunication industry are explain by PV individually without considering SBA. 59.2 percent Variability in PV of selected cellular telephone operators in telecommunication industry are accounted by SBA. Finally, it could be concluded that PV is playing a partial mediating role in the connection in between SBA and CCB of selected cellular telephone operators in telecommunication industry Sri Lanka.

5.1 Recommendations

Based on the findings and discussions on the impact of SBA on CCB and mediating effect of PV within selected cellular telephone operators in the telecommunication industry Sri Lanka the researcher recommends the service managers practicable insights into how to promote customer citizenship behaviors. Service firms should focus on constructing and maintaining effective relationships between consumer and cellular telephone operators' brands. For consumers a strong sense of belonging to the service brand through exclusive member club functions, confident service experience during their usage time of telecommunication service, and sharing of brand-related information history with their customers.

Customers have a considerable effect on successful service brands. Therefore, their voluntary behaviors toward a service brand can be valued assets to the cellular telephone operators' brands and company. Service brand managers should build positive connections with their customers' self-concepts to endorse customer citizenship behaviors. Cellular telephone operators Managers might consider approaches to inspire service brand attachment through private online communities based on the customer's reward status. Such programs not only foster customer connections but are also an effective avenue for demonstrating customer citizenship behaviors among exclusive members. For example taking the time to help other customers, helping others find information and advising other customers on correct use.

This study shows that service brand attachment alone does lead to customer citizenship behaviors. The mediating effect of perceived value on service brand attachment's influence on customer citizenship behaviors recommends that improving consumer brand attachment is insufficient for enhancing customer citizenship behavior. Strategic management of value perceptions should accompany it. Moreover, Cellular telephone operators Managers should consider the effect on service brand attachment on perceived value when the aim is to promote customer citizenship behavior. Therefore, service brand managers should place superior emphasis on total customer value management programs and constantly monitor customers' perceived value of the service brand. Cellular telephone operators Managers who are aware of customer service regarding the quality of a package including utilitarian and hedonic value should be able to intensify customer attachment.

By continuing to strengthen tangible and intangible service quality and experience quality, cellular telephone operators Managers can introduce the service environment perceived by customers to have the highest value. Cellular telephone operators' brand managers must create positive customer perceptions of the service consumption experience. These approaches strengthen customers' perceived value of the package, thereby increasing customer citizenship behaviors.

5.2 Limitation and future direction

In this research study, can be identified few limitations. Therefore, it must be taken some action to reduce the effect of those limitation faced to make sure the research can be done more accurately.

This study faced a number of challenges as it only focused on cellular mobile telephone subscribers within selected cellular telephone operators in telecommunication industry Sri

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Lanka. As the questionnaires should issue for the cellular mobile telephone subscribers in selected cellular telephone operators. Difficult to find whole cellular telephone operators from selected cellular telephone operators and also cannot be generalized to all populations. Because the researcher investigated selected cellular telephone operators in telecommunication industry Sri Lanka. Sample size and sampling method showed another limitation of this study. The present study sample size was limited to 405 selected cellular mobile telephone subscribers. Another limitation of the study showed that present study was limited to service brand attachment variable and its dimensions, perceived value and its dimensions and customer citizenship behavior and its dimensions.

The current study aimed to examine the gap impact of service brand attachment on customer citizenship behavior and mediating effect of perceived value from cellular mobile telephone subscribers within selected cellular telephone operators in telecommunication industry.

First direction is this research including only perceived value, service brand attachment, and customer citizenship only. Therefore, future researchers can conduct research by adding new variables such as customer trust and customer commitment. This study only covered selected cellular telephone operators in telecommunication industry. Future studies can conduct comparisons in different industries and more in-depth discussions on the impact of service brand attachment on customer citizenship behavior. Research can explore other segments of the service industry, such as Fixed Access Telephone service, International Telecommunication Operators, Direct-to-Home Satellite Broadcasting Service, Cable TV Distribution Network. The fourth direction is that this study only taken a minor period to collect the data from cellular mobile telephone subscribers. Therefore, if anyone can take the long period to collect the data it may become an effective one. The sample of the study was cellular mobile telephone subscribers from selected cellular telephone operators in telecommunication industry Sri Lanka. If anyone can include a border, survey of countries can be conducted in future research to empirically validate the impact examined in this study.

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