

CUSTOMER CITIZENSHIP BEHAVIOR: SCALE DEVELOPMENT AND VALIDATION

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Abstract:

Customer citizenship behaviors (CCB) in service sector stand out as an important means of promoting the survival of firms in a rapidly increasing competitive environment. Yet, customer citizenship behavior has not been studied sufficiently and remained a weakness according to the organizational citizenship literature. In this study, it is aimed to develop a customer citizenship behavior scale which is broader than the existing ones in the literature and can be easily adapted to different cultures and languages. In the research part, data were derived from 887 users of GSM service, which is used almost in the same way in every societies. The results present that CCB has seven sub-dimensions named as providing feedback, positive word of mouth, helping other customers, policing of other customers, suggestion for service improvement, participation to firm activities, and intention to use.

Keywords: customer citizenship behavior, scale development and validation, measurement procedure, confirmatory factor analysis

1. Introduction

The marketing literature emphasizes the importance of the interaction between firms and customers (Auh et al., 2007; Yi et al. 2011). The interaction between the firm and the customer reinforces their ability to share information and understand each other's needs (Homburg et al. 2007; Sharma et al., 2014). In recent years, businesses that are struggling to cope with the rapidly increasing competition conditions have become necessary to establish closer and longer-term relationships with their customers. In particular, firms have focused not only on their employees but also on managing their customers as part of their human resources to improve their performance. In this context, it can be thought that the right management of the customers can provide that the customers see themselves as part of the firm, provide the volunteer behavior exhibits about the products of the business, and form the basis for a long and strong relationship with the customers. Customers who see themselves as part of the firm can exhibit extra-role-based behaviors and provide substantial support to the firm. Word-of-mouth communication, offering product development advice, providing feedback to the firm, and encouraging others to become customers of the business can be defined as extra-role behaviors (Bettencourt, 1997; Gruen et al, 2002). Such behaviors are also referred to as "customer citizenship behavior" because they represent ancillary and voluntary behavior by customers. In an increasingly competitive environment, customer citizenship behavior is becoming increasingly important in terms of the performance of firms (Halbesleben & Buckley, 2004), competitive position of an organization (Van

Tonder and Petzer, 2018), and the sustainable customer-brand relationship (Liu et al, 2020).

Customer citizenship behavior is the whole of the extra-role behaviors that customers perform without expecting any award, in a way that will increase the quality of goods or services of firms (Groth, 2005). Customer citizenship behavior is constructive and beneficial behavior that positively affects customers and firms (Bove et al., 2009). For example; customers can share their positive experiences with other customers, send out the visuals of the goods they buy to other customers, move their customers to where they have goods or services with their own vehicles, and encourage employees to correct various negativities by sharing them with a positive communication. All these behaviors have proved to be beneficial to firms to operate more effectively (Van Doorn et al., 2010).

The starting point of the studies on citizenship behavior is Charles Barnard's first approach in 1938, which explains the voluntariness for co-operation within the organization. Barnard refers to the reward systems within organizations as "weak incentives" and indicates that the main achievement comes from a collective purpose that keeps the components of the organizations together. Katz (1964) identified two dimensions of individual performance and suggested that role behaviors and extra-role behaviors should be considered separately. According to Katz, and extra-role-based behaviors are behaviors that are not defined in any place or in a certain task definition but contribute to organization as if it were a defined task. In this frame, it has been suggested that the achievement of the organization is largely due to extra-role behaviors (Katz and Kahn, 1966).

In recent years, citizenship behavior has become an important issue (Podsakoff and McKenzie, 1994, Organ, 1988). Initial work on citizenship behavior is included in the literature on organizational behavior in which the role-related behaviors of employees are analyzed. Organ (1988: 4), one of the earliest researchers on citizenship behavior, conceptualized citizenship behavior as a form of extra-role behavior and defined "organizational citizenship behavior" as an individual's behaviors that based on volunteerism principle, does not require a formal reward system directly or explicitly, and help organization in carrying out its function effectively. Citizenship behavior is also an important concept for service firms, but research on citizenship behavior focuses on employees rather than customers. The concept of organizational citizenship behavior developed by Organ (1988) has been widened by taking into account that citizens may also exhibit citizenship behavior against firms for which they purchase goods or services, and thus the concept of customer citizenship behavior has begun to take place in marketing literature (Bettencourt, 1997; Groth, 2005; Rossenabum and Massiah, 2007). Bettencourt (1997; 384) defined voluntary customer behavior as an assistive and voluntary behavior of the client to improve the service delivery capability of the firms. Groth (2005), on the other hand, defines customer citizenship behavior by replacing the term "employee" with the "customer" in the definition of organizational citizenship behavior of Organ (1988). Groth (2005) claims that customer citizenship behavior can be directly or explicitly unexpected and not rewarded but can effectively contribute to the service quality and functionality of firms. Behavioral patterns such as helping other customers, submitting proposals, providing feedback are examples of customer citizenship behavior.

The development process and the views about CCB have been as mentioned above. In this concept, the scale development studies, and the dimensions determined as a result of these studies about CCB and the dimensions of this subject found in this study are discussed in the next section.

2. Customer citizenship behavior and dimensions

There is no consensus among researchers and academics about the dimensions of customer citizenship behavior (Soch and Aggarwal, 2013). Bettencourt (1997) suggested that customers' voluntary behaviors have three dimensions. These are participation, loyalty and cooperation. Customer citizenship behavior is evaluated both in organizational behavior and in marketing literature. Opinions about the species vary because the behaviors are evaluated differently in terms firms, employees and customers.

According to Groth (2005) there are three dimensions of customer citizenship behavior. These are providing feedback to the firms, helping other customers, advising the goods or services of firm to others.

It is possible to talk about eight dimensions according to the opinions that evaluate customer citizenship behavior holistically in terms of firms, employees and other customers. These are (Robertson, Bove and Pervan, 2003; Jeong and Moon, 2009): Positive word of mouth communication, emotional connection with firm, offering suggestions for improvement of the service, supervising the behavior of other customers, facilitating the works of the firm, providing feedback, flexibility, participation in the firm's activities.

Madani et al. (2015) focused on seven dimensions in their study on customer citizenship behavior in the context of extra-role behaviors or customer's voluntary behaviors. These dimensions are: Positive word of mouth communication, emotional linkage with firm, partnership and cooperation, feedback, reporting dissatisfaction directly, supervision and flexibility.

When current studies in the literature are examined; it is seen that some of them don't have a broad scale like in the studies of Bettencourt's (1997), Groth's (2005), Hwang and Lee's (2019) and Raza et al's (2020), while the other studies are applied on sectors that the attitudes of customers may change from one society to another like Jeong and Moon's study (2009) on online shopping mall sites or Robertson, Bove and Pervan's study (2003) on three different service provider-customer relations: customer-pharmacist, client-hair stylist and patient-doctor.

In this study, CCB was examined in a broader scale and the research was made on a sector which is used almost in the same way in every societies today. The dimensions of CCB as a result of this ampirical study are presented and explained in the following titles.

2.1. Providing feedback (ProFeed)

Customer citizenship behavior allows customers to provide feedback to the firms. The respondent thinks that the quality of the goods or services can be positively guided by their own feedback, which reduces the loss of customers. In addition, providing feedback to customers enables them to interact with employees and makes customer relations close with the firms. In this respect, it has been shown that one of the positive consequences of customer feedback is to prevent customer loss (Revilla-Camacho, et al., 2015).

2.2. Positive word of mouth communication (PosWOM)

Word of mouth (WOM) communication is the process by which people share information with others by highlighting the products' or services' positive qualities (Van Tonder et al, 2018). According to another definition, WOM communication is the process of informally influencing the behaviors and attitudes of others. Customers use WOM communication to disseminate advice, to provide information, and to support and strengthen purchase decisions. At the core of this approach is the credibility of the source from which it is received (Fill, 1999: 32). Word of mouth communication is an extremely powerful and convincing communication tool. There are certain qualities that make this communication style so effective in terms of marketing. These qualities are reliability, experience sharing, customer centricity and saving time and money (Silverman, 2007: 44-46). Word of mouth communication is an effective source of information about consumer buying behavior. In addition, an effective tool provides competitive advantage for businesses (Akbari, Kazemi & Haddadi, 2016).

Positive word of mouth is informal, favorable person-to-person communication related to an object or issue, between a receiver and a perceived non-commercial communicator (Anderson, 1998; Harrison-Walker, 2001).

2.3. Helping other customers (HelpOth)

Helping behavior is an extra-role behavior that is the subject of many researches such as psychology, sociology, marketing and organizational behavior. The conceptualization of helping behavior in service marketing also originates from positive behaviors in social psychology. Schwartz (1977) suggested that helping is one of the dimensions of positive social behavior. In the service marketing literature, helping behaviors are considered as one of the dimensions of customer citizenship behavior (CCB). Helping behaviors represent the act of assisting other customers in using the services properly (Groth, 2005).

It is expressed by researchers that the main factor in helping people to help others is their ability to empathize (Davis et al., 1999; Davis et al., 2003; Joireman et al., 2006). Empathic people care about the negative attempts of others, they may be worried about them, and as a result they tend to help themselves in the end.

Helping other customers is an important dimension of customer citizenship behavior that are helpful, constructive behaviors exhibited by a customer in order to help other customers (Gruen, 1995). These behaviors comprise voluntary, positive, constructive and helpful actions toward other customers, by sharing information about a service, product or a firm, therefore firms and other customers benefit from this voluntary behavior by providing profit (Bove, Pervan, Beatty, & Shiu, 2009).

2.4. Policing of other customers (POthCus)

Policing of other customers (POthCus) includes observing other customer behavior in order to intervene when necessary to ensure proper customer behavior. (Bettencourt, 1997). Policing of other customers is also defined as an individual motive with the customer as the main beneficiary of the customer citizenship behavior (Bettencourt, 1997; Bove et al., 2009; Gruen, 1995). This may also include discouraging opportunistic customer behaviors (Gruen et al., 2000).

2.5. Suggestion for service improvement (SSImprov)

Especially in companies operating in the service sector, the opinions and feedback of customers are very important. In this way, customers undertake similar tasks for the supervisory function of the firm's human resources (Bowen & Schneider

1985, Zeithaml, Bitner, and Gremler 2005). Suggestions for service improvement (SSImprov) are based on the ideas and recommendations of the customers that provide support to the firms that do not derive from the dissatisfaction of the device or products (Bettencourt, 1997).

These suggestions are useful for companies to improve themselves and increase their service quality. Often, customers return to the firm when they have a problem with the product or service, but here there is a feedback that is voluntary and does not originate from any problem or dissatisfaction. As a result of this behavior, customers act as part of the company and are becoming more effective on firms (Keh and Teo 2001).

2.6. Participation to firm activities (PFirmAc)

Customer participation to firm activities is a behavior, which is “required and expected behaviors that are necessary for the success of the production and delivery of the service” (Groth, 2005). The involvement of customers voluntarily in the activities of companies makes them part of the company. Therefore, this behavior is also an instance of customer citizenship behavior. Participation in the firm's activities (PFirmAc) includes participation in firm-sponsored activities such as surveys, marketing research, other than typical the service delivery (Gruen, 1995).

2.7. Intention to use (IntenUse)

Customers' expectations for products or services are influenced by experiences, advertising and WOM communication and price (Parasuraman et al., 1991). Feeling satisfied by customer expectations has a positive impact on the intention to use products and services.

The customer's intention to use the product or service he or she is benefitting is one of the key elements of customer citizenship behavior. Yi et.al (2011) argued that customer citizenship behavior has an indirect effect on turnover intentions. This behavior makes it hard for customer to give up to using the product or service.

3. CCB Scale Development Procedure

We followed on scale development stage as provided by Churchill (1979), Gerbing and Anderson (1988), and DeVellis (2003), procedures. We followed a multi-item scale development approach, as proposed by Rosenzweig and Roth (2007), Menor and Roth (2007), Yi (2009) and Kiratli et al. (2016) see in Fig. 1. Scale development is designed as a two-stage process. In the first stage, by examining the current literature, determination of the variable structures and multi-item measurement scales used in the literature. Then, research questionnaire was conducted two-stage as pre-test and post-test. Finally, the findings obtained after statistical tests were evaluated by expert opinions.

3.1. Specify domain of construct

One of the major problems that mobile phone operators face is that users frequently change the operator. One way to prevent this is to invest in customer citizenship behavior as an indicator of customer satisfaction and customer loyalty.

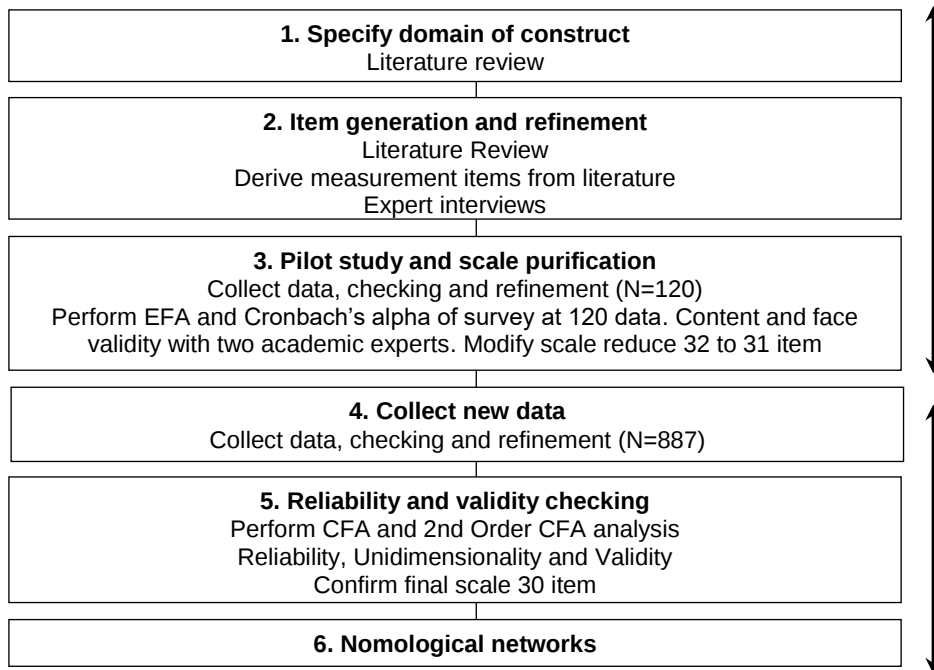


Figure 1. CCB scale development and testing procedure

The following sub-dimensions were evaluated in accordance with the information obtained from the previous literature on customer citizenship behavior (Bove et al., 2003; Groth, 2005; Podsakoff et al., 2009; Yi and Gong, 2013; Nguyen et al., 2014; Cheng et al., 2016). These sub-variables consist of the following items: providing feedback (*ProFeed*), positive word of mouth (*PosWOM*), helping other customers (*HelpOth*), policing of other customers (*POthCus*), suggestion for service improvement (*SSImprov*), participation to firm activities (*PFirmAc*), and intention to use (*IntenUse*).

3.2. Item generation and refinement

For determining the items of the scale, first, studies in the literature were scanned and 50 customers were asked to answer which items really can become a part of customer citizenship behavior and if there should be other related items in order not to have any missing points on CCB. The goal of this step was to unveil specific features of customer citizenship behaviors. Finally 42 items were collected at the end of this step.

From 42 items, the ones that are vague, inessential and very similar were eliminated and 37 items remained. After a committee of 7 marketing lecturers and professionals' evaluation five items were dropped and 32 items used.

3.3. Pilot study and scale purification

To specify the factor structure of customer citizenship behavior and to clarify the measurement tool, data collected from 120 participants via a questionnaire form. The mean of participants' age is 32 and %51 of them were males.

First item total correlation and item correlation tests were made and seen that all of the items had total item correlation point above .50 and item correlation point higher than .20. Further, exploratory factor analysis (Principal Components Factor Analysis with Varimax Rotation) was conducted. The KMO value of .914 and the Barlett test chi-square value of $\chi^2=11564.244$, $p<.01$ shows that the factor analysis is appropriate for the data and the items retained for exploratory factor analysis.

Observed all of the items except item 17 had a factor loading above .46, high cross-loadings under .40 and commonalities higher than .30. Because item 17 was loading on the wrong factor it was dropped from the scale. After eliminating item 17, it was seen that the items had eigenvalues greater than 1 and divided into seven factor named as ProFeed (Providing feedback), PosWOM (Positive word of mouth communication), HelpOth (Helping Other Customers), POthCus (Policing of Other Customers), SSImprov (Suggestion for service improvement), PFirAct (Participation to firm activities) and IntenUse (Intention to use) with explaining %58 of the total variance. Cronbach alpha values with minimum .61 and maximum .88 were adequately according to relevant literature.

3.4. Collect new data

In this study, customer citizenship behavior of young people aged 16 years and above, especially university students and their families' behavior was investigated. For this purpose, a research was conducted on Kocaeli University students and their families. We used questionnaire technique as a data collection method. It was observed that the participants were mostly from Kocaeli and Istanbul cities. Data collected from 894 participants via a questionnaire forms and 7 of them excluded for missing values. To specify the factor structure of customer citizenship behavior and to clarify the measurement tool, a total of 887 valid questionnaires were usable for further analysis.

GSM users receive service operators from GSM-A 38.3%, GSM-B 32.9% and GSM-C 28.7% companies. These data are consistent with the market shares of GSM operators. In addition, asked a question to the respondents what are the features you are looking for in a GSM operator? Participants stated that price, coverage area, internet connection speed, sound quality, tariff diversity and dealer network as respectively.

Sample characteristics are as follows (see Table 1.). A significant majority of the respondents (65.6%) are under the age of 35. The sample is nearly equal distributed in terms of gender with over 51.1% being female. In the employment context, data were collected from both public and private sector employees these are sample of 67.6% by compared with students 15.3%. Meanwhile 44.4% of the respondents were primary and high school graduates and 55.6% of them were university and postgraduate graduates.

Table 1

Sample characteristics					
GSM Operators	Frequency	Percent	Education	Frequency	Percent
GSM-A	340	38,3	Primary school	138	15,6
GSM-B	292	32,9	High school	256	28,9
GSM-C	255	28,7	Collage (2-year)	241	27,2
Total	887	100	Under Graduate	214	24,1
Gender	Frequency	Percent	Graduate	29	3,3
Female	453	51,1	PhD	9	1
Male	434	48,9	Total	887	100
Total	887	100	Occupation	Frequency	Percent
Age	Frequency	Percent	Student	136	15,3
Below 18	26	2,9	Public sector employee	116	13,1
18-24	295	33,3	Private sector employee	208	23,4
25-34	261	29,4	Freelancer	273	30,8
35-44	193	21,8	Retired	74	8,3
45-54	94	10,6	Unemployed	80	9
55-64	15	1,7	Total	887	100
65 above	3	0,3			
Total	887	100			

3.5. Construct validity, dimensionality and reliabilities

The scales in the questionnaire were subjected to principle component analysis (PCA) with varimax rotation and Kaiser Normalization using SPSS to determine the factor structures in the first stage. The questions in the scale were divided into seven factors and two items (i15 and i17) were dropped.

The reliability of the model was also evaluated by means of Cronbach alpha, composite reliability and average variance extracted (AVE). Cronbach alpha test was conducted to assigning reliability of the each variable. Cronbach alpha is greater than .70 and all scales seem as reliable according to relevant literature (Nunnally and Bernstein, 1994). The results demonstrate that the scale has good reliability because the composite reliability of each scale is higher than .61, and the root mean square of average variance extracted for each dimension is higher than .50. With these results shown us that there is no need for further item dropping. Whole CFA loadings are above than .40. This proves that measurement scales have a good reliability and convergent validity.

Discriminant validity is assessing the items via differentiate between constructs, or measuring different constructs. A simple test of discriminant validity is to verify that each item loads more highly on its associated construct than on any other construct. Assessing discriminant validity were two ways. First, confirmatory factor analysis was conducted via oblique rotation and Kaiser Normalization. CFA findings also show that each item is loaded into their construct and separated from the other structures. Second, for each pair of constructs, the root mean squares of average variance extracted (AVE) values was compared to the correlations of the paired

constructs according to Fornell and Larcker's (1981) procedure. In every case, the root mean squares of AVE was greater than the correlation of the constructs, again indicating discriminant validity (Table 2). Therefore, discriminant validity criteria is provided. On the other hand, when cross loadings between the constructs are lower than inter-item factor loadings, it is satisfied by means of discriminant validity.

Table 2

Correlations among latent variables with square roots of AVE values							
	1.	2.	3.	4.	5.	6.	7.
CR	0.794	0.907	0.868	0.839	0.844	0.835	0.859
CA	0.610	0.883	0.772	0.743	0.721	0.702	0.803
1.ProFeed	0.750						
2.PosWOM	0.459	0.743					
3.HelpOth	0.368	0.453	0.829				
4.POthCus	0.366	0.329	0.508	0.753			
5.SSIImprov	0.295	0.304	0.495	0.492	0.802		
6.PFirmAc	0.309	0.283	0.437	0.362	0.519	0.793	
7.IntenUse	0.306	0.496	0.273	0.237	0.247	0.275	0.712

Note: Square roots of AVEs shown on diagonal. CR: Composite reliability; CA: Cronbach's alpha

Unidimensionality of the constructs was determined via exploratory factor analysis by assuring that all measurement item loadings were above the suggested threshold value of 0.40 (Gerbing and Anderson, 1988).

Second order CFA was used in order to test the validity of the scale higher order validation process. The confirmatory factor analysis process includes two main steps: validating scales measuring similar constructs with the relationships between latent and main variables and testing the fitness of the high order model.

The fit indices assessed in this phase are Chi-square/df, RMSEA, CFI, NFI and AGFI results. Chi-square and RMSA are classic goodness-of-fit measures to determine overall model fit in the beginning stage. Secondly, multiple fit indices assessed such as IFI, CFI, NNFI, and GFI. Second order CFA indices were tested using the by means of LISREL (Jöreskog and Sörbom, 1999).

To evaluate the dimensionality of the model, seen by consequences of CFA. The results are shown at Figure 1 for the CFA model. The results verify the dimensionality of the 29 items (i27 was dropped) and seven sub-dimensions as follows, $\chi^2(887)=1810.79$, $p<.01$, $df=370$; $\chi^2/df = 4.89$; CFI= .96, NFI= .94, GFI=.88, AGFI=.85, RMSEA= .066, RMR= .096, SRMR= .072 (Table 3 and Figure 1).

RMSEA measurement shows how well a model fits into a population. If lower RMSEA values occur in model measurement, model fit indices are better achieved. This value is expected to be less than 0.05 to ensure the goodness of the fit index (Hair et al. 2006). The Comparative Fit Index (CFI) is an incremental fit index, with higher values showing a better fit, taking a value between 0 and 1. CFI values greater than .90 are generally associated with good model fit. Goodness-of-Fit index (GFI), which is an indicator of the relative amount variances and covariances jointly calculated by the model, shows how close the proposed model comes to desired

model, it takes values between 0 and 1. GFI acceptance level is above 0.90 to better model.

Table 3**CFA values of CCB scale with descriptive statistics**

Items	CFA Loadings
ProFeed (Mean: 3.23; sd: 0.89)	
D1. I contribute to development of GSM services with my ideas	0.54
D2. I appreciate the GSM operator when I had good services from it	0.50
D3. When I have a trouble with GSM operator, I inform this	0.57
PosWOM (Mean: 3.40; sd: 0.83)	
D4. I tell good things about my GSM operator to other people	0.64
D5. I recommend my GSM operator to other people	0.74
D6. I recommend my GSM operator to my friends and social environment	0.76
D7. I recommend my GSM operator to people who ask about my opinion and advice	0.76
D8. I recommend my GSM operator when there is a discussion about cell phone network	0.72
D9. I say positive things to other people about GSM operator	0.71
D10. I encourage my friends to use the same GSM operator	0.69
D11. I proud of telling the GSM operator I use to others	0.59
HelpOth (Mean: 3.12; sd: 0.89)	
D12. I help my GSM operator customers whenever they need help	0.72
D13. I help my GSM operator customers when I see that they have a problem	0.79
D14. I give technical support to other customers for using GSM services more efficiently	0.71
POTHcus (Mean: 2.94; sd: 0.91)	
D16. I give constructive advice to GSM operator for improving its services	0.56
D18. I give GSM operator permission to collect my user data for making its services better	0.61
D19. I share my calls which I think will be beneficial with GSM company	0.76
D20. I participate actively for GSM operator's improving its services	0.73
SSImprov (Mean: 2.90; sd: 0.97)	
D21. I help in solving GSM problems that other customer's experience	0.71
D22. I inform GSM operator when other customers use it incongruently	0.72
D23. I strive to transfer other customers to my GSM operator	0.63
PFirAct (Mean: 2.89; sd: 0.99)	
D24. I try it instantly when GSM operator offers a new service	0.65
D25. I participate in activities that my GSM operator support	0.80
D26. I support activities that my GSM operator hosts	0.62
IntenUsee (Mean: 3.46; sd: 0.86)	
D28. I plan to get services from this GSM operator in the future	0.65
D29. Throughout my cell phone using, I consider the same GSM operator as my first choice	0.76
D30. I don't consider to change my GSM operator although I don't have a contract at the moment	0.68
D31. Although other GSM operators present better offers, I don't consider to change my operator	0.66
D32. I'm satisfied with my present GSM operator generally	0.59

($\chi^2_{(887)}=1810.79$ $p<.01$, $df=370$; $\chi^2/df = 4.89$; $RMSEA=0.066$)

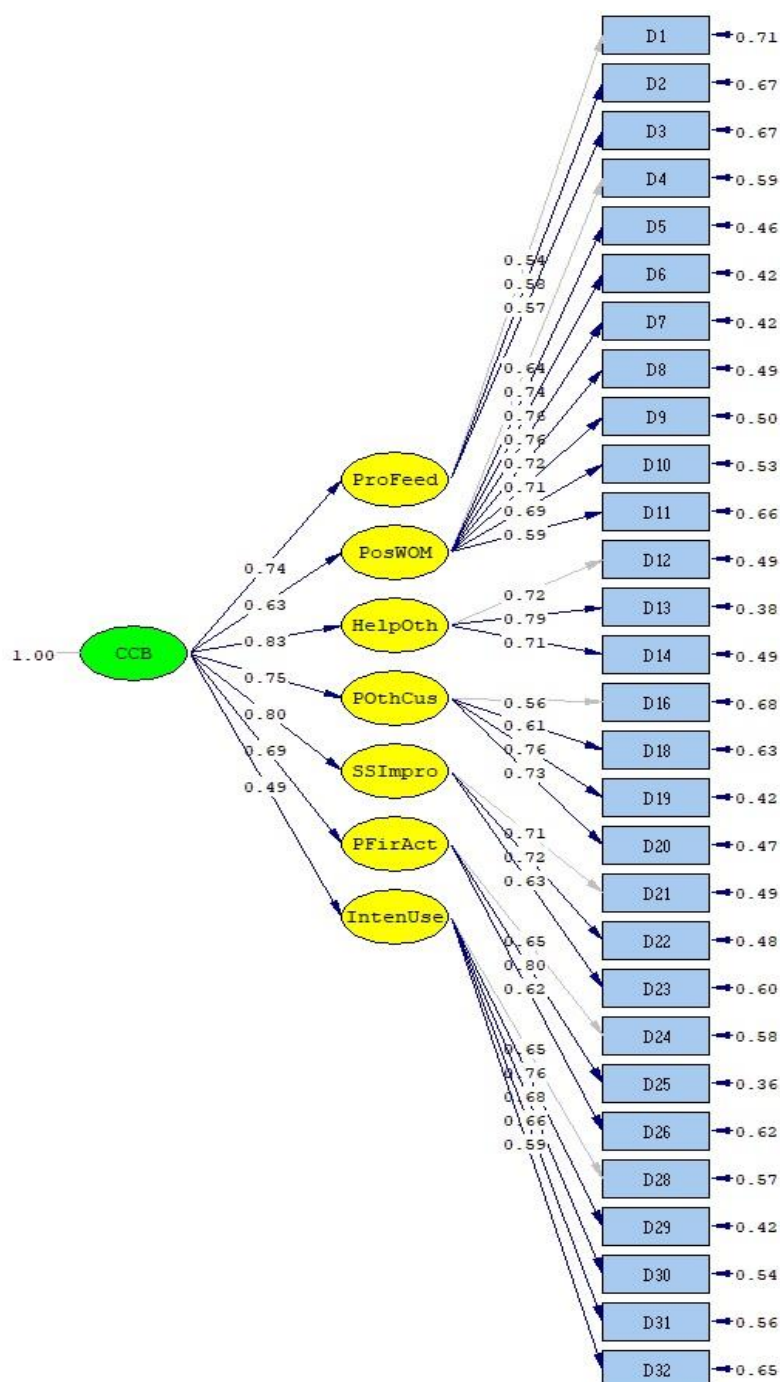


Figure 2. CFA Model and results for the CCB scale (N=887)

3.6. Nomological networks

The nomological model is known as Deductive-Nomological (D-N) model and developed by Hempel and Oppenheim (1948). The general concept of this description model are stated as: (1) A statement must have a valid complementary argument, (2) The premises of the disclosure must contain at least one scientific law, (3) Predecessors must have an empirical content, (4) The consequences that make up the predecessors must be correct. Research method were obtained from the literature. Our research procedure is a suitable, as a nomological model because it leads to the results do not contradict with the previous literature. The results show that the proposed scale is a valid, reliable and useful alternative to measure CCB throughout contexts. In addition, the new scale will help researchers discover the sub-dimensions with related the main construct, develop nomological networks, and prevent the confounding of terms.

These findings integrate all the scale studies exist in the literature for CCB, which cannot reveal all dimensions of CCB and cannot be applied to different cultures and sectors. The result of this study showed that the CCB with all its dimensions is applicable to various cultures and industries in the following sub-dimensions: feedback, positive wording, helping other customers, policing service from other customers, service development proposal, participation in company activities, and intention to use.

4. Discussion

In this study, customer citizenship scale was prepared from the scales previously made in this field. In our study, it has been tried to define customer citizenship behaviors in a more detailed and broader dimensions than the previous scales.

While the scale of customer citizenship behavior is being prepared, it has been widely utilized in the literature of organizational citizenship behavior. Bettencourt's three-dimensional "participation, loyalty and cooperation" and seventeen-item scale for supermarkets in the United States, developed in 1997, served as a basis for these studies.

Three types of behavior are emphasized when customer citizenship behavior is conceptualized by Groth (2005). However, after Groth's work was expanded, four, seven, and eight dimensions of scales were developed. In this way, tourism applications, health services, e-commerce to banking, many applications can be made in the field.

But when these studies examined there are some missing points. For example Bettencourt's (1997) 17 items and three-dimensional "participation, loyalty and cooperation" scale, Groth's (2005) 12 items and three-dimensional "recommendations, helping customers, providing feedback", Yi and Gong's (2013) 13 items and four-dimensional "feedback, advocacy, helping behavior, tolerance" it are not revealing all the dimensions of CCB.

Jeong and Moon's study (2009) on online shopping mall sites or Robertson, Bove and Pervan's study (2003) on three different service provider-customer relations: customer-pharmacist, client-hair stylist and patient-doctor are applied on sectors that the attitudes of customers may change from one society to another.

In the study that compares the customer citizenship behavior scales, Yang and Qin Hai (2011) pointed out that studies on customer citizenship behavior are their first phase of their research and brought criticism that existing scales were not perfect. Yang and Qin Hai have criticized existing scales for cultural limitations and language limitations. The authors also recommend localization of customer citizenship behavior scales and adaptation of each country to its national conditions. In this study, it is possible to apply this scale, developed with GSM service application, in different cultures with ease because this service is used almost in the same way in every societies today. Therefore, it is evaluated that this scale can be easily adapted to different cultures and languages and integrates all the elements that explain CCB in the literature more broadly.

5. Conclusion

Customer citizenship behavior research is an important element for companies to better evaluate and manage the increasingly in-role and extra-role behaviors of customers today. It is essential for customer citizenship behaviors to be investigated according to different cultural groups and business structures, to better manage customer behaviors, and to provide customer advantages in today's world where customer feedback such as social networks and mobile applications spread rapidly.

Data was collected from GSM service individual users. The validation and the reliability of the scale was made with item total correlation test, EFA, Cronbach alpha and CFA. The results show that the scale has a good reliability and convergent validity with seven sub-dimensions of CCB: providing feedback, positive word of mouth, helping other customers, policing of other customers, suggestion for service improvement, participation to firm activities, and intention to use.

It is estimated that this study will provide empirical support to measure customer citizenship behavior.

6. Limitations and further research

In this study, the customer citizenship scale was developed in 7 dimensions which were revealed as a result of literature review. The scale has been tested for accuracy and validity in the field of GSM services. This scale can be subjected to validation and verification testing based on larger and different samples in future studies. This scale can be also improved by including additional dimension in the future.

Future work will be useful in testing this scale in different languages, ages and cultures in order to prove that the scale is compatible with all cultures and ages. In addition, this scale may also be used testing customer citizenship behaviors in other service sector fields.

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