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**DETERMINANTS OF CUSTOMER CITIZENSHIP BEHAVIOUR  
IN PAKISTAN AVIATION SECTOR**



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UNIVERSITI UTARA MALAYSIA  
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IN PAKISTAN AVIATION SECTOR**

**By**



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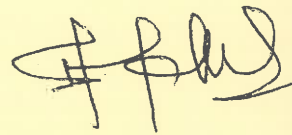
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## Abstrak

Tumpuan dan minat terhadap strategi penjenamaan dalam sektor penerbangan ke arah mendapatkan sokongan dan kesetiaan pelanggan terhadap sesebuah jenama kini semakin meningkat. Dalam pada itu, adalah penting untuk mengetahui bagaimana sesuatu strategi penjenamaan itu mempengaruhi kesetiaan pelanggan dan menarik minat mereka ke arah pengadaptasian tingkah laku kewarganegaraan pelanggan. Justeru itu, objektif kajian ini adalah untuk menyelidik hubungan di antara pengalaman jenama (BE), imej jenama (BI) dan kesedaran jenama terhadap tingkah laku kewarganegaraan pelanggan (CCB) dengan mengaplikasikan kesetiaan jenama (BL) sebagai kesan pengantara. Kajian ini mengandaikan bahawa pengalaman jenama (BE), imej jenama (BI), kesedaran jenama dan kesetiaan jenama (BL) menyumbang ke arah pengadaptasian CCB. Kajian ini menggunakan teori rangsangan tindak balas organisasi (SOR) sebagai asas bagi memenuhi jurang di antara strategi penjenamaan dan tingkah laku kewarganegaraan pelanggan. Untuk tujuan itu, pengumpulan data melalui kaedah tinjauan pintasan sistematik terhadap 384 responden di lapangan terbang utama di Pakistan dijalankan. Data yang telah dikumpulkan dianalisis menggunakan Pemodelan Persamaan Kuasa Dua Terkecil Berstruktur Separa (PLS-SEM). Dapatan kajian menunjukkan wujudnya hubungan yang signifikan di antara pengalaman jenama (BE) terhadap kesetiaan jenama dan CCB dengan kesetiaan jenama sebagai kesan pengantara. Imej jenama juga menunjukkan hubungan yang signifikan dengan kesetiaan jenama dan kesetiaan jenama sebagai kesan pengantara. Manakala, kesedaran jenama adalah tidak signifikan dengan kesetiaan jenama dan juga CCB dengan kesetiaan jenama sebagai kesan pengantara. Kajian ini dirumuskan dengan perbincangan mengenai sumbangan, cadangan, kekangan dan hala tuju kajian yang akan datang.

**Kata kunci:** pengalaman jenama, imej jenama, kesedaran jenama, kesetiaan jenama, tingkah laku kewarganegaraan pelanggan

## Abstract

There is a rising interest in aviation sector branding strategies to gain customers' supportive behaviour and loyalty towards a brand. It is important to know how branding strategies influence customers' loyalty, and how to appeal to them to adopt citizenship behaviour. Therefore, the aim of the study was to investigate the relationship between brand experience (BE), brand image (BI), and brand awareness with customer citizenship behaviour (CCB) with the mediation effect of brand loyalty (BL). This study assumed that brand experience (BE), brand image (BI), brand awareness and brand loyalty contribute towards the adoption of CCB. The study was based on the stimulus organism response theory (SOR) to fill the gap between branding strategies and customer citizenship behaviour. For this purpose, data was collected from 377 respondents through the systematic intercept survey at the major airports of Pakistan. The data was analysed by using the Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings of the study reveal a significant relationship between brand experience towards brand loyalty and CCB with the mediation effect of brand loyalty. Brand image also has a significant relationship between brand loyalty and CCB with the mediation effect of loyalty. Brand awareness is insignificant with brand loyalty and also with CCB with the mediation effect of loyalty. The study concludes with a discussion on its contributions, and recommendations, and provides limitations as well as suggestions for future studies.

**Key words:** brand experience, brand image, brand awareness, brand loyalty, customer citizenship behaviour.





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## List of Abbreviations

CCB	Customer Citizenship Behavior
BL	Brand Loyalty
BE	Brand Experience
BI	Brand Image
BA	Brand Awareness
SOR	Stimulus Organism Response



# CHAPTER ONE

## INTRODUCTION

### 1.1 Overview of Chapter

Chapter one starts with discussion of background and need to study customer citizenship behavior (CCB) for the local airlines of Pakistan. It describes gaps in literature, development of research objective in line with research questions and challenges faced by the local airlines of Pakistan. This chapter also illustrate the scope and significance of the study and brief summary is provided at the end of this chapter.

### 1.2 Background of Study

The rapid growth of the service sector has diversified customers' choice in marketplace and jumbled it with overloaded information. This information urge customers to share it with others through guidance to fellow customers, feedbacks and word of mouth (Huang & Chen, 2018). The exchange of information has become mega trend and provides support to service sector to shift into new era.

Service sector comprises of two key players which are customers and brands (Tsai, Wu, & Huang, 2017). The relationship of customers and brands is highly important because of their strong integration with each other in the marketplace. Customer-brand relationships has been studied from decades and still it is conceived as an understudied phenomenon (Hollebeek, Glynn, & Brodie, 2014).

Review of marketing literature indicated that prior studies mainly focused on employees' perspective to enhance performance of brands. Whereas, customers' perspective is equally important for brands to maintain profitable relationships with customers (Revilla-Camacho, Vega-Vázquez, & Cossío-Silva, 2015). The role of

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## RESEARCH QUESTIONNAIRE

### Customer Citizenship Behaviour in Aviation Sector of Pakistan



Dear participants,

My name is Mohsin Raza, a PhD scholar at Universiti Utara Malaysia (UUM). I am currently conducting a research project to better understand customer's citizenship behaviour toward aviation sector in Pakistan. This is an anonymous survey whereby all responses will remain confidential and will be used strictly for academic purpose only. It will take only 5 to 10 minutes to complete this questionnaire.

Thank you for your thoughtfulness, honesty, and participation.

Yours sincerely,


Mohsin Raza

PhD candidate - Marketing

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## Demographics

General Data: Please tick (/) the best box according to your information.	
Email/mobile (optional)	
Gender	a) Male <input type="checkbox"/> b) Female <input type="checkbox"/>
Age	18 years to 25 years <input type="checkbox"/> 26 years to 35 years <input type="checkbox"/> 36 years to 45 years <input type="checkbox"/> Above 45 years <input type="checkbox"/>
Airport	 Islamabad <input type="checkbox"/> Punjab <input type="checkbox"/> Sindh <input type="checkbox"/> KPK <input type="checkbox"/> Baluchistan <input type="checkbox"/>
Airline	Pakistan International Airlines <input type="checkbox"/> Air Blue Airlines <input type="checkbox"/> Others <input type="checkbox"/>

Please answer the all the questions based on the airline brand you use and tick (/) on the number that best reflects your opinion.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

### Section 1: Customer Citizenship Behaviour

This section explains your citizenship behaviour towards local airlines of Pakistan. Kindly indicate the magnitude to which you agree or disagree with each statement using the scale provided by either a tick or circle that best describe your feelings or opinion. 1 represent strongly disagree, 2 represent disagree, 3 represent slightly disagree, 4 represent neutral, 5 represent slightly agree, 6 represent agree and 7 represent strongly agree.

S/N	Customer Citizenship Behaviour							
CCB 1	When I have a useful idea to improve services, I let the airline staff to know.	1	2	3	4	5	6	7
CCB 2	When I receive services from the employee, I give my feedback.	1	2	3	4	5	6	7
CCB 3	When I experience a problem, I let the airline staff to know about it.	1	2	3	4	5	6	7
CCB 4	I say positive words about this airline brand to others.	1	2	3	4	5	6	7
CCB 5	I recommended this airline brand to others.	1	2	3	4	5	6	7
CCB 6	I encourage friends to use this airline brand.	1	2	3	4	5	6	7
CCB 7	I assist other customers when they seek for help.	1	2	3	4	5	6	7
CCB 8	I help other customers when they face any problem.	1	2	3	4	5	6	7
CCB 9	I teach other customers the right use of services.	1	2	3	4	5	6	7
CCB 10	I give advice to other customers about services.	1	2	3	4	5	6	7
CCB 11	When service is not delivered as expected, I would be willing to tolerate with it.	1	2	3	4	5	6	7
CCB 12	If the employee makes a mistake during service delivery, I would be patient.	1	2	3	4	5	6	7

CCB 13	If I have to wait longer than normal to receive the service, I would be willing to adapt it.	1	2	3	4	5	6	7
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### Section 2: Brand Loyalty

This section explains your attitudinal loyalty towards the brand. Kindly indicate the magnitude to which you agree or disagree with each statement. 1 represent strongly disagree, 2 represent disagree, 3 represent slightly disagree, 4 represent neutral, 5 represent slightly agree, 6 represent agree and 7 represent strongly agree.

S/N	Brand Loyalty							
BL 1	I prefer to use this airline brand than any other brand.	1	2	3	4	5	6	7
BL 2	I believe, this airline brand provides best offers to me.	1	2	3	4	5	6	7
BL 3	I prefer the services of my airline brand on services of competitors.	1	2	3	4	5	6	7
BL 4	I have repeatedly found this airline brand better than competitors.	1	2	3	4	5	6	7
BL 5	I always find offers from this airline brand superior than others.	1	2	3	4	5	6	7

### Section 3: Brand Experience

This section explains your experience towards brand. Kindly indicate the magnitude to which you agree or disagree with each statement. 1 represent strongly disagree, 2 represent disagree, 3 represent slightly disagree, 4 represent neutral, 5 represent slightly agree, 6 represent agree and 7 represent strongly agree.

S/N	Brand Experience							
BE 1	This airline brand makes strong positive impression on my senses (e.g. comfort and over all pleasant journey).	1	2	3	4	5	6	7



BE 2	This airline brand is interesting in sensory way (e.g. pleasant on board environment).	1	2	3	4	5	6	7
BE 3	This airline brand is appealing to my senses.	1	2	3	4	5	6	7
BE 4	This airline brand creates positive feelings.	1	2	3	4	5	6	7
BE 5	I have positive feelings for this airline brand.	1	2	3	4	5	6	7
BE 6	This airline brand focuses creating positive emotions.	1	2	3	4	5	6	7
BE 7	I engage in physical actions while using this airline brand.	1	2	3	4	5	6	7
BE 8	This airline brand encourages me to think about lifestyle. (e.g. exploring new places).	1	2	3	4	5	6	7
BE 9	This airline brand focuses on experiences through activities.	1	2	3	4	5	6	7
BE 10	I engage in a lot of positive thinking when I encounter this airline brand. (e.g. easy check-in, on-board food, entertainment).	1	2	3	4	5	6	7
BE 11	I always have positive thinking about this airline brand.	1	2	3	4	5	6	7
BE 12	This airline brand stimulates my curiosity. (e.g. reward points).	1	2	3	4	5	6	7

#### Section 4: Brand Image

The following statements explains brand image of your airline. Kindly indicate the magnitude to which you agree or disagree with each statement. 1 represent strongly disagree, 2 represent disagree, 3 represent slightly disagree, 4 represent neutral, 5 represent slightly agree, 6 represent agree and 7 represent strongly agree.

S/N	Brand Image							
BI 1	This airline brand is regarded as a good choice for an air trip.	1	2	3	4	5	6	7
BI 2	This airline brand acts as expected from an airline.	1	2	3	4	5	6	7
BI 3	I have positive perceptions about the features of this airline brand.	1	2	3	4	5	6	7
BI 4	I prefer this airline brand due to its advantages in comparison with competitors.	1	2	3	4	5	6	7
BI 5	This airline brand is exciting (e.g. the joy of travelling).	1	2	3	4	5	6	7
BI 6	I have deep interest towards this airline brand.	1	2	3	4	5	6	7
BI 7	The airline brand is luxurious.	1	2	3	4	5	6	7
BI 8	This airline brand creates a positive image of me in the eyes of others.	1	2	3	4	5	6	7
BI 9	This airline brand fits to my personality.	1	2	3	4	5	6	7
BI 10	This airline brand is suitable to my social status.	1	2	3	4	5	6	7
BI 11	This airline brand has positive impression on other customers of the brand as well.	1	2	3	4	5	6	7

BI 12	I have positive image towards the airline owning country.	1	2	3	4	5	6	7
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### Section 5: Brand Awareness

The following statements measures that how much you are aware about your brand. Kindly indicate the magnitude to which you agree or disagree with each statement. 1 represent strongly disagree, 2 represent disagree, 3 represent slightly disagree, 4 represent neutral, 5 represent slightly agree, 6 represent agree and 7 represent strongly agree.

S/N	Brand Awareness							
BA 1	I am aware of this airline brand.	1	2	3	4	5	6	7
BA 2	When I think of airlines, this brand is one of brands that comes to my mind.	1	2	3	4	5	6	7
BA 3	I am very familiar of this airline brand.	1	2	3	4	5	6	7
BA 4	I know what this airline brand look like.	1	2	3	4	5	6	7
BA 5	I can recognize this airline brand among other competitors.	1	2	3	4	5	6	7