



## ROLE OF BRAND AWARENESS, BRAND LOYALTY AND CUSTOMER CITIZENSHIP BEHAVIOUR IN AVIATION SECTOR OF PAKISTAN

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### ABSTRACT

*Despite extensive research on customer citizenship behaviour, the influence of branding strategies remains a neglected area in field of marketing. This study investigates the relationship of branding strategies and customer citizenship behaviour. The proposed model is supported by stimulus organism response model. In addition, this study explains the mediating role of brand loyalty and effect of brand awareness on customer citizenship behaviour with mediating effect of brand loyalty. It is investigated that brand awareness generates brand loyalty of customers and this loyal behaviour of customers turns into citizenship behaviour which provide great assistance to brand and other customers. The findings of studies incorporate the ongoing problems of Pakistan aviation sector. Based on literature, theoretical and managerial implications are provided in this study..*

### ARTICLE INFO

*Article history:*

Received 10 April 2019

Received in revised form 22 May 2019

Accepted 30 May 2019

*Keywords:*

brand awareness, brand loyalty,  
customer citizenship behaviour (CCB),  
stimulus organism response model.

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## 1. Introduction

Improvement in communication technologies, enhanced customers' knowledge and rapid changes in trends have made customers more influential and aware about products/services processes and delivery. Therefore, services and marketing managers have started to pay attention towards customers' behaviour (Xie, Poon, & Wenxuan, 2017). In this era of competition researchers and practitioner are emphasized on competitive advantage which is crucial determinant for their survival in marketplace can be achieved through service centric platform (Jung & Yoo, 2017). In this regard, customers' behaviour is focal point based on S-D logic. Service dominant S-D logic considers customers as inseparable part of service creation process (Lusch & Vargo, 2006).

Customer engage themselves in citizenship behaviour which is not necessary for successful service delivery but of great assistance for brands (Groth, 2005). Customer adopt various supporting role including help of other customers, spreading word of mouth, tolerating undesired situation and providing feedback to brand for their improvement (Hwang & Lyu, 2019). Managing customers as their partial employees can improve performance and productivity of organization (Luo, Yu, Han, & Zhang, 2016). Social exchange theory also suggest that customers will feel obliged to return the favour once they benefitted from organization (Ho, Gaur, Chew, & Khan, 2017).

Customers' role becomes more important in shared mass services settings. Presence of one customer effect the behaviour of other customers. In shared service settings, customers share time, space, equipment, wait collectively and interact to each other. Therefore, role of one customer significantly effect other customers. Mass shared environment include hotels, cinema, transport such as aviation sector. In context of aviation sector customer citizenship behaviour CCB got immense importance due to applicability and support to brands and customers (Xie et al., 2017).

In Pakistan aviation sector, customers are continuously shifting from local flyer to international flyers. Market share of local brands fallen from 57% to 44% from year 2010 to 2013 (Iqbal & Badshah, 2016). Aviation sector of Pakistan is suffering from customer turnover and inadequate profits (Ali, Dey, & Filieri, 2015). According to Revilla-Camacho, Vega-Vázquez, & Cossío-Silva, (2015), CCB helps customers to stay with brand. When customers adopt citizenship behaviour, they try to provide ease to other customers, spread positive word of mouth which enhance trust of other customers, trying to advocate the brand, providing feedback to brand helps brand to maintain their position in market place, raise its profit and manage its market share (Yi, Gong, & Lee, 2013). Therefore, ongoing problem of Pakistan aviation sector can also be minimized through applicability of CCB.

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## 2. Literature Preview

### Brand Awareness

In this era of globalization and stiff competition organization runs multiple awareness schemes to generate customers' loyalty (Rompas, Pangemanan, & Rumokoy, 2018). Brand awareness is ability of customers to recognise the brand in presence of alternatives (Percy & Rossiter, 1992). Presence of brand awareness indicate that customers identifies the brand and it higher the chances of repurchases by the customers (Seo &

Park, 2018). Brand awareness is spread through providing memorable experience to customers through brands' elements such as slogans, promotions and packaging. Customers associate these elements with brand while making purchases. Brand awareness is consisting of two dimensions which are brand recognition and brand recall. Brand recognition is customers' ability to memorise the brand and brand recall is process of information recalling from customers; memory while making purchases. It helps customers to choose specific brand in presence of alternatives and competing products (Langaro, Rita, & Salgueiro, 2018).

The concept of brand awareness got attention of researchers and practitioners because getting awareness is first step even before making purchases. Review of marketing literature indicate that brand awareness concept is an understudied phenomenon from decades (Lucas & Britt, 1950). It is added in literature that brand awareness provides meaningfulness to brands. The product of common use or high utility products have more awareness as compare to less usable utility products (Kanungo & Dutta, 1966). Brand awareness influence customers purchases (Hoyer & Brown, 1990) and help brands to regain their market share (Assael & Day, 1968).

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## 3. Brand loyalty

Brand loyalty is crucial element for brand and understudied phenomena among scholars and practitioners due to its generalization. It has been treated as attitudinal perspective, behavioural perspective and also by combing both (Eelen, Ozturan, & Verlegh, 2017). Researchers are not agreed over single definition of construct and keep on exploring it (Giovanis & Athanasopoulou, 2018). Brand loyalty has been defined as customers' biasness for particular brand (Nyadzayo & Khajehzadeh, 2016). Brand loyalty is a topic of debate from ages. The concept of brand loyalty is being discussed in marketing literature from more or less 90 years. The term brand insistence was the first introducing term which was used for loyalty describing the customers' attractiveness towards a specific brand (Copeland, 1923; Dai & Chen, 2017; Mabkhot, Salleh, & Shaari, 2016). The foundations of the concept of brand loyalty are raised from brand equity which is defined as the extent to which a customer can attach with a brand (Aaker, 1991). The level of customers' attachment to the brand describes the level of brand loyalty. Brand loyalty categorizes differently those customers who show less or no attachment to the brands.

Brand loyalty is considered as a key marketing strategy which shows the customers' high level of positive perception of a brand (Ozcifci, 2017). It is an advantage for a brand to retain its customers in a long term relationship with the brand (Mihaela & Wadim, 2017). Whereas, the rationale is encouraging the customers for better participation in co-production (Kandampully, Zhang, & Bilgihan, 2015). Brand loyalty is a key concern in present due to its competitive role in global marketing. Although, brand loyalty is important for sustainable brand growth in a competitive market environment, yet it is also important for strong bonding of brand and customer relationship (Fatma & Rahman, 2017; Kandampully et al., 2015; Lin, Lobo, & Leckie, 2017; Noor, Shariff, Setyawati, & Anindita, 2012).

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## 4. Customer citizenship behaviour

The terminology of customer citizenship behaviour indicates the effectiveness of customers to participate in extra role behaviours. Customer

citizenship behaviour is extra role activities of customers which is not necessary for successful service delivery but of great assistance for brands (Groth, 2005). The extra role or volunteer behaviour of customers includes helping of other customers, providing feedback to brand and spreading positive word of mouth (Yi & Gong, 2008). The customer citizenship behaviour helps brand to maintain its profitability and market share. When customers help other customers and guide them during service delivery, it higher the level of satisfaction and lower the turnover intentions of customers (Revilla-Camacho et al., 2015).

The customer can provide guidance to brands due to their considerable experience and are experts from customer's perspective (Bettencourt, 1997) due to their direct involvement in service encounter (Tung, Chen, & Schuckert, 2017). Customers are being pushed by the desire to improve service quality (Tung et al., 2017) and brands get an idea about customer's problems and needs through these feedbacks (Lawer & Knox, 2006). In today's era, prosperity and development in the industry have influenced the customer's choice. This jumbled choice gives difficulties to the customer for decision making. Therefore, in order to simplify purchase decision, a customer seeks the help from other customers, public praises and offline recommendations (Huang & Chen, 2018). So, customers recommend brand through their own experience, good word of mouth, provide their feedbacks and useful advice to other customers (Yi et al., 2013). It is difficult for brands to target individual customer and spread awareness about the brand in mass service settings, so brands encourage citizenship behaviour of customers for brand supports (Kim & Choi, 2016).

## 5. Conceptual Framework

In this study conceptual framework been provided to get complete and comprehensive understanding of phenomenon that is being observed. The frame work is supported by the theory of stimulus organism response model (Russell & Mehrabian, 1977). The stimulus organism response was purposed by in mid of nineteen century (Buxbaum, 2016). Theory explains that a stimulus triggers the organism which triggers a response. In marketing context, stimulator are that factors which urge consumer to do any task (Sherman, Mathur, & Smith, 1997). Organism can be a process between stimulus and response and it can be psychological, feelings and perceptual. The response has been defined as behavioural reaction of customers (Jacoby, 2002). In this study, brand awareness is integrated as stimuli which generates brand loyalty of customers which ultimately leads them to adopt citizenship behaviour.



## 6. Discussion & Implication

Despite their rapid diffusion in marketplace research establishing connection between brand experience, brand loyalty and customer citizenship behaviour is limited (Nagy & Marzouk, 2018). This study is an effort to contribute to body of knowledge by development of focused understanding of branding strategies and customer citizenship behaviour. The study highlights the importance of citizenship behaviour of customers for brands and as well for other customers too (Yi et al., 2013). This study offers managers' useful insight to facilitate citizenship behaviour of customers. It is explained that brands should adopt strategies to spread awareness of their brand which will foster them to make purchases repeatedly. With the time, the customers will turn loyal to brand and this behaviour will help brand to show citizenship to brand which will help brand to stable their position in marketplace, minimizing turnover over customers and attracting new customers towards brand. Therefore, managers need to stimulate customer to customer interaction and customer to brands interaction for facilitation of citizenship behaviour.

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