

**Psychographic Determinants of E-Customer Citizenship
Behaviour:
An Empirical Study in the Context of Online Consumers in
India**

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**DOCTOR OF PHILOSOPHY
IN
MANAGEMENT**

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DECLARATION

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1. International Journal of Applied Business and Economic Research, ISSN 09727302
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DEDICATION

.....to Almighty Lord

.....to my dear grandfather REV. S. Samuel B.A.

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ABSTRACT

Purpose of the study: The purpose of the study is to examine the relationship between the Perceived Value (PV) of the customer and E-Customer Citizenship Behaviour (E-CCB) in the online retailing context by proposing PV as primary determinant of E-CCB and Customer Trust (CT), Customer Satisfaction (CS), Customer Loyalty (CL) as secondary determinants of E-CCB. Perceived value is considered as a second-order construct with Hedonic value (HV) and Utilitarian Value (UV) dimensions. E-CCB is also considered as a second-order construct with Service Firm Facilitation (SFF), Recommendation (REC) and Helping behaviours (HB) dimensions. Also, the study examines the simple mediation and serial mediation effects of customer trust, customer satisfaction and customer loyalty on the perceived value and E-customer citizenship behaviour relationship. The interaction effects on the PV and E-CCB relationship has been analysed using demographic variables of the respondents. They include gender, age, the frequency of online shopping and online shopping experience. Also, the study evaluates the differences in the patterns of E-CCB dimensions - Recommendation (REC) and Helping behaviours (HB) of participants of the study by comparing the means of their gender, age, education level, the frequency of online shopping and online shopping experience.

The methodology of the study: A survey was conducted across southern India (sample size n = 738) by administering a structured questionnaire to online customers in tier I and tier II cities of five states. They include Hyderabad, Warangal, Guntur, Visakhapatnam, Chennai, Coimbatore, Bangalore, Mysore, Trivandrum, and Kochi. The study adopted purposive sampling methods to collect the data. The study explored the attributes of value, trust, satisfaction, loyalty and customer citizenship behaviour of online consumers in India by semi-structured interviews, focus group discussions and literature review. Exploratory factor analysis, confirmatory factor analysis,

structural equation modelling, mediation analysis, multi-group analysis, independent sample t-test and ANOVA were performed for the data analysis through SPSS 21.0, AMOS 21.0, Hayes Process Macro v.2.16.3.

Findings of the study: The study revealed that PV, CT, CS, CL determines E-CCB besides their inter-relationships. Simple mediation through one mediator and serial mediation with multiple mediators (CT&CS, CT&CL, CS&CL) affect the relationship between PV and E-CCB with a variance of about 56%. Further, the relationship between PV and E-CCB is moderated by the gender, age, online shopping frequency, and online shopping experience. Finally, SFF, REC, HB do not significantly differ in terms of gender, age, education level, the frequency of online shopping and online shopping experience.

Implications: The study which captures the viewpoint of online customers' citizenship behaviours. The citizenship behaviours play a significant role in getting the revenues primarily in the virtual online retailing context where the direct communications between service providers and customers are replaced by technology. Hence, the clear insight into the factors which motivate customers to perform citizenship behaviours is necessary. E-retailers must focus on providing value-enhancing products and services to their customers to develop trust and satisfaction among them. This process leads to the retention of customers through loyalty and positive citizenship behaviours. Therefore, this study facilitates online retailers to formulate customer retention strategies in India.

Keywords: Perceived value, E-Customer citizenship behaviour, customer trust, customer satisfaction, customer loyalty

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LIST OF ABBREVIATIONS

LIST OF ABBREVIATIONS	
AGFI	Adjusted Goodness-of-Fit Index
AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
ASSOCHAM	The Associated Chambers of Commerce and Industry of India
ASV	Average Shared Variance
AVE	Average Variance Extracted
B2B	Business to Business
B2C	Business to Consumer
C2C	Consumer to Consumer
CAGR	Compound Annual Growth Rate
CB-SEM	Covariance Based Structural Equation Modeling
CC	Customer Commitment
CCB	Customer Citizenship Behaviour
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CI	Confidence Interval
CL	Customer Loyalty
COD	Cash - On – Delivery
CR	Composite Reliability
CS	Customer Satisfaction
CT	Customer Trust
CVP	Customer Voluntary Performance
E-CCB	E-Customer Citizenship Behaviour
E-COMM	E-Commerce
EFA	Exploratory Factor Analysis
GFI	Goodness-of-fit Index
GOF	Goodness Of Fit
HB	Helping Behaviours
HV	Hedonic Value
IBEF	India Brand Equity Foundation
IFI	Incremental Fit Index
KMO	Kaiser-Meyer-Olkin Measure of Sampling Adequacy

MGA	Multigroup Analysis
MSV	Maximum Shared Variance
NFI	Normed Fit Index
OCB	Organisational Citizenship Behaviour
OSE	Online Shopping Experience
PCA	Principal Component Analysis
PV	Perceived Value
REC	Recommendation
RET	Resource Exchange Theory
RFI	Relative Fit Index
RMSEA	Root Mean Square Error of Approximation
SCT	Social Capital Theory
SEM	Structural Equation Modeling
SET	Social Exchange Theory
SFF	Service Firm Facilitation
SPSS	Statistical Package for Social Sciences
SRMR	Standardised Root Mean Square Residual
TLI	Tucker-Lewis Index
USD	United State Dollars
UV	Utilitarian Value
VIF	Variance Inflation Factor
WOM	Word Of Mouth
WWW	World Wide Web

LIST OF NOTATIONS

NOTATIONS	
%	Percentage
H	Hypothesis
A	Cronbach's Alpha
P	Probability value of significance level
df	Degrees of freedom
χ^2	Chi-Square
$\Delta\chi^2$	Change in Chi-square
SE	Standard Error
N	Number of observations
M	Mean
B	Unstandardized Beta Coefficient
SD / σ	Standard Deviation
B	Standardised Beta Coefficient
T	t-statistic
R ²	Coefficient of determination

CHAPTER - I

INTRODUCTION

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1.1 Introduction

A rapid transformational change in cultural and societal aspects in recent years has compelled the contemporary retail stores to make relevant changes both in service process management and in people management. The consuming patterns of Indians have experienced a significant shift which has been fueled by the introduction of internet technologies. Business transactions through information and communication technologies have changed the traditional offline shopping to online shopping. This online shopping provides customers with vast opportunities. The significant aspect of online retailing is that it is available 24*7 and it equipped the customers with a vast number of choices to choose and purchase. It has been booted up by the internet penetration and policies of government and stakeholders.

As is the case of every business, online retailing too includes some disadvantages, particularly regarding privacy and security. The major barrier for online retailing is the inability to

touch and feel before making a purchase. Online retailers are consistently attempting to occupy the major share of online sales by reducing these risks and catering their customer needs. They should focus on who their customers are, what they buy, why they buy, how they buy. The past research on online retailing has focused on these issues and suggested that online retailers should satisfy and retain their customers by understanding their preferences and behaviours.

The literature on marketing has been extended from customer buying behaviour to customer citizenship behaviour. The role of the customer has transformed from the role of ‘buyer’ to ‘value creator’. Customers are now showing the sense of responsibility as facilitators, referrers, and helpers (Bettencourt, 1997; Groth, 2005). They are interested to perform the activities which are beyond their expected roles such as sharing positive WOM, providing constructive suggestions to service providers, and helping the other customers for their successful shopping experiences. The extra-role activities are termed as voluntary performances or citizenship behaviours which enables to regard them as human resources besides partial employees.

The present study has set out to examine the citizenship behaviours of customers under the lens of online retailing and study the antecedents of these profitable behaviours.

1.2 Broad Research Area

Customers are productive resources, who contribute to satisfaction, quality and value besides providing competition to the business firms (Romero & Molina, 2011). In today’s service-oriented economy, the value a customer gets from a product or service becomes an excellent tool for retaining customers. It helps in building up successful economies by attracting more number of customers (Parasuraman, 1997; Zeithaml, Berry, & Parasuraman, 1996).

Today, the process of creating value resides in the domain of the customer rather than the organisation. It is not enough for the organisations to be customer-oriented. It must join hands with customers to create value and meet their individual and dynamic needs. Citizenship behaviours of customers come into the light at this point which is a valuable addition to an organisation (Yi, Natarajan, & Gong, 2011). Since customers are vital members of organisations, they can demonstrate citizenship behaviours like employees.

Organisational Citizenship Behaviour (OCB) has mainly focused on the behaviour of employees, although customers play an equally vital role in service encounters. Therefore, the precincts of the service organisation and Organisational citizenship behaviour have expanded to integrate the customers as active productive resources, contributor to satisfaction, quality and value (Jo Bitner, Faranda, Hubbert, & Zeithaml, 1997).

The customer domain of OCB has a unique significance in the area of services marketing (Bell & Menguc, 2002). The importance of customers in the organisation has been recognised in the service literature, and significant consideration is being given to customers as the 'good customers' always generate direct profits to the business organisations (Bettencourt, 1997; Groth, 2005). It helps to improve the competitiveness of the organisations. Hence, OCB research can be functional to the customer province (Yi & Gong, 2008).

Customers are considered as human resources in the service organisation context. These human resources apply their expertise, abilities and views which helps in the process of service creation. These contribute to the extra role behaviours which are synonymously termed as citizenship behaviours. These voluntary behaviours of the customers not only improve the overall performance of the service provider but also enhance their own service experience, as well as that of other customers.

Managing these human resources is a critical business issue as customers are not only the unique source of competitive advantage in a rapidly transforming business environment but also the most complex asset that the retail organisation needs to manage due to the involvement of human nature.

1.3 Customer Citizenship Behaviour (CCB): Background

1.3.1 The Concept

CCB, which is an extension of OCB to customer domain, has now gained a prominent position in the literature of marketing. The term OCB was first used in the early 1980s by Bateman & Organ (1983). Organ (1989) defined CCB as the “*individual behaviour that is discretionary, not directly or explicitly recognised by the formal reward system and that, in the aggregate, promotes the effective functioning of the organisation*”. It is all about the extra-role actions of employees that could lead to greater organisational effectiveness.

Earlier, the research on OCB had concentrated on finding the determinants and factors of OCB (Organ & Ryan, 1995). Thereafter, some researchers were able to establish the relationship between OCB and organisational effectiveness by identifying the consequences of OCB (Podsakoff, Ahearne, & MacKenzie, 1997). Even though ambiguity existed over the exact factors of OCB (LePine, Erez, & Johnson, 2002), previous research has identified altruism, conscientiousness, sportsmanship, courtesy, and being aware as its dimensions depending on Podsakoff, MacKenzie, Moorman, & Fetter (1990) and following the taxonomy of Organ (1989).

Keeping in view the positive consequences of OCB recent literature has tended to extend the citizenship behaviours to the customer domain (Bettencourt, Gwinner, & Meuter, 2001;

Morrison, 1996). It is rather interesting to note that the research on citizenship behaviours has stressed more on employees than on customers, even though citizenship behaviour is an essential component of service delivery (Morrison, 1996). Bowen, Schneider, & Kim (2000) described that service firms look upon customers as *partial employees* of the organisation. If these *human resources* are effectively managed, it could create a strategic advantage for the service organisations (Lengnick-Hall, 1996). It is with this end in mind that service companies are gaining a better understanding of citizenship behaviour (Paine & Organ, 2000).

1.3.2 Customers' In-role and Extra-role behaviours

Customers' intended to perform two types of roles while shopping. They are in-role and extra-role behaviours. These roles are proposed by Tat Keh & Wei Teo (2001) through a conceptual model on the process of utilising customers' as partial employees. These partial employees apply their knowledge and skills to add value to the process of service creation and delivery process (Schneider & Bowen, 1985).

According to Bettencourt (1997), during this process, they may display these in-role or extra-role behaviours. Customers from their part must perform some behaviours for a successful shopping (service) process. They may include: the payment to the service provider, reaching on time for fulfilling an appointment, following the medication prescribed by the doctor, providing the list of requirements and so on. All these activities are considered as in-role behaviours.

On the other hand, extra-role behaviours are the voluntary performances exhibited by the customers towards other customers, towards the stores, and towards the employees. They include: showing gratitude to the employees, positive Word Of Mouth (WOM), recommending the services, products and stores to others, or providing information regarding modifications and improvements for service process. Though they are not mandatory for the success of the service

process, these behaviours positively enhance the performance of both employees and organisations. However, such actions require extra efforts from the side of the customers. These extra-role behaviours are described as customer citizenship behaviours (CCBs) (Groth, 2005). While in-role behaviour, enjoins upon the customers to follow role-prescribed behaviours, the voluntary nature of customers provides greater latitude, much beyond their role expectations (Gruen, 1995).

These behaviours are alternatively named as Customer Organisational Citizenship Behaviour (Bove, Pervan, Beatty, & Shiu, 2009), Customer Extra-Role Behaviour (Ahearne, Bhattacharya, & Gruen, 2005; Tat Keh & Wei Teo, 2001), Customer Citizenship Behaviours (Groth, 2005), Customer Voluntary Behaviour or performance (CVP) (Bettencourt, 1997), customer discretionary behaviour (Ford, 1995).

1.3.3 Definitions

According to Organ (1989), CCB is defined as: *“the voluntary behaviours outside of the customer's required role for service delivery, which aim to provide help and assistance, and are conducive to effective Organisational functioning.”*

Gruen (1995) defined CCB as: *“a kind of customer voluntary behaviour, which is beneficial to the organisation.”*

Bettencourt (1997) viewed Customer Citizenship Behaviour as: *“the enthusiastic participation in the activities organised by the enterprises, making recommendations on the production process, and being loyal to the enterprises.”*

In essence, we may state that the CCBs are discretionary behaviours that are exhibited by the customers at their own choice without any compulsion and these behaviours contribute to the overall performance of the firm (Groth, 2005).

Although there is still some lack of clarity about the exact dimensionality of Customer Citizenship Behaviour (Bove et al., 2009), one can deduce that Customer Citizenship Behaviour includes issues like positive WOM, providing valuable suggestions for service process enhancements, polite, and well-mannered behaviours and so on.

To reduce the uncertainty, Groth, (2005), identified three different dimensions in the context of online service delivery. They are: Service Firm Facilitation (SFF), Recommendations (REC), Helping Behaviours (HB). The various dimensions of customer citizenship behaviour are presented as follows.

1.3.4 Various forms of citizenship behaviours

➤ **Positive word of mouth**

It encompasses favourable, informal communication between customers about products or services or retail stores. It helps in attracting a great number of customers towards a product or stores or service and also aids in customer retention (Jeffrey J. Bailey, Gremler, & McCollough, 2001; Tat Keh & Wei Teo, 2001).

➤ **Display of affiliation**

Customers attempt to establish social status and respect by associating with the reputed company to attain social opportunities. Those associating may involve tangible displays through T-shirts, stickers and so on. (Gruen, 1995).

➤ **Participation in organisational research activities**

It includes: taking part in events organised by the firm and taking part in activities sponsored by the firm, active participation in focus groups and research forums, and so on (Gruen, 1995).

➤ **Generous activities of SFF.**

The generous deeds of customers are patience, endurance, courtesy, and respect towards an organisation or towards other customers (Lengnick-Hall, Claycomb, & Inks, 2000). Thus the cooperation construct used by Bettencourt (1997) can be related to CCB.

➤ **Flexibility**

Flexible customers willingly adapt to circumstances to fit the novel advancements. They extend this type of behaviour even when they are beyond control (Bettencourt, 1997).

➤ **Suggestions for service process enhancement**

Customers provide constructive ideas and suggestions to the organisation (Bettencourt, 1997).

➤ **Customers' voice**

Through this activity, the customers refer the complaints to the appropriate service providers. It can help in resolving the problems, maintaining the reputation of the organisation and keeping intact the relationship between the organisation and its customers (Jagdeep Singh, 1988).

➤ **Policing of other customers**

It entails keeping a check on the actions of other customers to make sure that they exhibit proper behaviours (Bettencourt, 1997) so that opportunistic behaviours could be curbed (Gruen, Summers, & Acito, 2000).

Researchers studied these behaviours depending on the framework of social exchange relationships.

1.3.5 Importance of CCB

The importance of CCB in retail marketing has been highlighted in the prior research. CCBs helps the online firms to achieve success by accepting the feasible suggestions and feedback given by the customers in the production and delivery processes. Bailey, Gremler, & McCollough (2001) and Rosenbaum & Massiah (2007) found that the information generated by customers through the voluntary behaviours helps the retailers to generate measures and procedures for improving their performance. This process helps in attaining monetary (profits) and non-monetary (reputation) returns (Bettencourt, Ostrom, Brown, & Roundtree, 2002).

1.3.6 Theoretical foundation

The concept of CCB has been developed on the premise of social exchange theory (SET). Majority of the studies focused on the social exchange theory for understanding CCBs. This research considers Resource Exchange theory, Norm of Reciprocity and Social Capital theory besides Social Exchange theory for developing the conceptual framework.

1.3.6.1 Social Exchange Theory (SET)

SET can be defined as: “*voluntary actions of individuals that are motivated by the returns they are expected to bring and typically do in fact bring from others*” (Blau, 1964). The principal framework for getting a better understanding of citizenship behaviours is Social exchange framework of Blau (1964). Reciprocal reinforcement is the underlying concept of the social

exchange theory. This theory posits that reciprocation efforts of individuals are focused on the source from which they receive the benefits (Blau, 1964). Such relationships develop when the individuals provide benefits on the obligation of others who have already fulfilled their needs through rewarding services.

The customers reciprocate useful and positive voluntary behaviours towards the service organisations, when the service providers meet their demands and satisfy them (Bettencourt, 1997; Groth, 2005). Emerson, (1976) proposed that the anticipation of a valued response motivate the individual acts towards others. Hence, the core principle of SET is dependent on receiving reactions from others, which ultimately lead to transactions and relationships that are of value to all the parties involved (Cropanzano & Mitchell, 2005).

The primary consequence of relational exchanges are the voluntary performances exhibited by customers (Gruen, 1995). Therefore, CCBs can be explained on the framework of social exchange which argues that the perceptions regarding benefits and expenses in a relational exchange are the foundation for the relationships between the parties. Anaza & Zhao (2013) found that parties participating in a social exchange process make efforts to build and sustain the relationship. These efforts include customer voluntary performances which help in maintaining the relationships (Sheth & Parvatiyar, 1995).

The SET draws its strength from the central proposition that customer develops and sustain relationships with the confidence that such interactions will be mutually beneficial to both customers and retailers. Unlike economic exchanges, social exchanges are long-term and mainly depends on trust and reciprocity (Blau, 1964). Also, the SET confirms the associations among the intervening constructs considered in the study. To conclude, if the customer values a relationship,

he/she trusts the relationship and feel satisfied. It invokes the loyalty behaviours which lead to voluntary performances.

1.3.6.2 Norm of Reciprocity

The norm of reciprocity proposed by Gouldner (1960) explained that people tend to reciprocate the benefits they have already received. The concept underlying the norm of reciprocity is that the individuals obligate to assist, extend benefit and not offend others from whom they have already benefited.

The norm of reciprocity works under the condition of obtained benefits and the worth of those benefits. Resources exchange, voluntary contributions, collaborating with co-customers and business firms all these come under the reciprocity activities. These behaviours are mainly invoked in the voluntary helping situations and focused only on others from whom they have benefited but not to the others who did not help them (Goranson & Berkowitz, 1966).

1.3.6.3 Resource Exchange theory (RET)

The psychological theory proposed by Foa (1971) focused on exchanging the resources between the parties in an exchange process. The theory suggested the exchange of six types of resources which include goods, information, love, money, status, and services. According to this theory, the individuals exchange the resources which are of similar type and significance. For example; if a person got the benefit through the exchange of goods, he intends to reciprocate the help through goods rather than money. Prior research proposed and tested the reciprocity behaviour of employees in organisations based on resource exchange theory.

Similarly, this theory has been extended to service marketing literature by Rosenbaum & Massiah (2007). Besides SET, resource exchange theory was used by academicians to study the

voluntary performances of customers. Chan & Li (2010) used the resource exchange theory to study the reciprocity behaviours of customers towards other customers in virtual communities. The voluntary actions of the individuals towards other individuals or towards firms from which they have benefited can be understood as the exchange of a kind of affection which is being reciprocated. These discretionary actions help in the effective functioning of the business firms.

1.3.6.4 Social Capital Theory (SCT)

SCT has been extensively used in various social sciences. Putnam (1995) defined social capital as *“features of social organisation such as networks, norms, and social trust that facilitate coordination and cooperation for mutual benefit.”*

Different studies argue that Social Capital can be divided into various dimensions because of its different conceptualisations (Adler & Kwon, 2002; Nahapiet & Ghoshal, 1998). Relational dimension is one of the dimensions of social capital which concentrates on the degree of strength of interpersonal relationships (Moran, 2005; Nahapiet & Ghoshal, 1998; W. Tsai & Ghoshal, 1998). The major underlying element of relational dimension is trust (Inkpen & Tsang, 2005).

Chu (2009) states that helping behaviour in online communities says: social capital has a substantial impact on helping behaviour. The author defined social capital as *“an agent that can facilitate the complex interaction of elements that contribute to the functioning of these communities in cyberspace and explore some implications for them.”* Experimental outcomes propose that social capital (including network, norm, belief, and trust) is positively related to helping behaviour in online communities. Moreover, Yang, Gong, & Huo (2011) suggests that social capital (trust and information exchange) mediates the relationship between a person’s proactive personality and helping behaviour in organisations.

Therefore, this thesis draws upon multiple theories from the field of consumer psychology to explain the links between the determinants and CCB integrating critical theoretical perspectives.

1.4 E-Customer Citizenship Behaviour

Despite the demands for increasing the scope of the literature on customer citizenship behaviour, most of the early works on this subject have viewed this issue from a traditional offline shopping viewpoint. Researchers have studied the voluntary performances of customers in medical services, higher education, grocery shopping, and online services sectors. Some studies have examined CCB in online virtual communities based on resource exchange theory (Chan & Li, 2010) and in online blog retailing based on social exchange theory (Ng & Matanda, 2009). Following the same perspective, Anaza & Zhao (2013) have examined the citizenship behaviours in online retailing and suggested that future research can focus on expanding the literature on CCB in online retailing context.

Lack of direct interactions between e-retailers and customers in online shopping enhances the importance of CCB for profitable trading of products and services. Hence, the present study considered examining citizenship behaviours of online customers which were termed as Electronic Customer Citizenship Behaviours (E-CCB) (Anaza & Zhao, 2013).

1.4.1 The concept

The voluntary performances of the customers exhibited in the online retailing context are termed as E-Customer Citizenship Behaviours. Initially, CCB in online context has been studied

by (Groth, 2005). The researcher examined the discretionary helpful behaviours of customers in online service deliveries.

Online shopping is facilitated by the extensive use of technologies. The virtual environment associated with online retailing makes it necessary for the combined efforts of both online retailers and online customers for its sustenance (Carlson & O’Cass, 2010). The collaborative efforts of e-shoppers have been categorised into (i) in-role behaviours (ii) extra-role behaviours (Groth, 2005). Reliance of online stores on the extra-role (voluntary) actions is much more when compared to brick and mortar stores for continuing to ‘stay in business’ (Chevalier & Mayzlin, 2006; Rosenbaum & Massiah, 2007). Studies have also shown that to ensure financial benefits and social benefits; e-tailers show considerable attention towards voluntary and helpful behaviours (Garma & Bove, 2011).

The importance of CCBs in online retailing context has been increasing day by day because of its virtual environment where there are hardly any direct communications between the employees and customers. In this scenario, the phenomenal development of networking and internet technologies motivates the customers to depend on the information generated by other customers rather than the online stores to make purchase decisions. It helped the customers to be more equipped with the knowledge regarding products and services to make right decisions regarding the online purchases.

1.4.1.1 *Definition of E-CCB*

E-CCB can be stated as: “*the voluntary and discretionary behaviours shown by e-shoppers in an online service environment to facilitate the delivery, purchase, and consumption of e-services, while, at the same time, helping the firms to achieve success*” (Groth, 2005).

1.4.1.2 *Dimensions of E-CCB*

To gain the advantage of voluntary performances, online retailers must have a clear understanding of the phenomenon underlying E-CCB. To facilitate this Groth (2005) and Anaza & Zhao (2013) identified three dimensions for examining E-CCB. They include

- Service Firm Facilitation (SFF)
- Recommendation (REC)
- Helping Behaviour (HB)

Service Firm Facilitation: “*E-shopper’s willingness to help the firm and its employees by providing useful information that the company then uses to improve future service performance*” (Anaza & Zhao, 2013; Groth, 2005).

Recommendation: “*The voluntary creation and distribution of messages by e-shoppers to other e-shoppers as a means of spreading knowledge about the firm itself and/or the firm’s products/services*” (Anaza & Zhao, 2013; Groth, 2005).

Helping Behaviours: “*Constructive behaviours by e-shoppers for the sole purpose of assisting other customers during the online service process*” (Anaza & Zhao, 2013; Groth, 2005).

- The first component of E-CCB is Service Firm Facilitation. It can be implied as the behaviours of online customers to assist the online store through feedback, ideas, participating in surveys and suggestions in order to enable them to increase their effective functioning and future performance.
- The second dimension of E-CCB is Recommendation. It can be inferred as creating and sharing of messages, opinions regarding online stores and referring its products and services to provide related knowledge to other customers. Mudambi & Schuff, (2010) suggested that the decision making of customers mainly depends on the recommendations by the other customers rather than the messages generated by retail stores.
- The third component of E-CCB is Helping Behaviours. It can be indicated as the facilitative behaviours exhibited by the online customers. These include extending their assistance to other customers during the process of online shopping. In addition, the policing of other customers proposed by Bettencourt (1997) can also be considered as one of the helping behaviours.

Since this study is based on the online retailing domain, three dimensions of E-CCB developed by Groth (2005) and Anaza & Zhao (2013), specific to online retailing, have been considered for the study. These are: (i) 'Service Firm Facilitation' (ii) 'Recommendation' and (iii) 'Helping Behaviours'. In line with the suggestions of Groth (2005), the study would consider CCB as a reflective-reflective construct with three dimensions with regard to online retailing setting.

1.5 Other key concepts related to the study:

The study aims to understand the customer-related factors that impact the citizenship behaviours of online customers. The study has identified PV as the independent variable, CT, CS, CL as intervening variables and E-CCB as the outcome variable. The constructs used in the study are defined as follows:

- **Perceived value (PV):** *“Customer’s overall evaluation of the benefit of a product depending on perceptions of what is obtained and what is spent”* (Zeithaml, 1988).

- **Utilitarian Value (UV):** *“Expressions of accomplishment and/or disappointment over ability (inability) to complete the shopping task”* (Babin, Darden, & Griffin, 1994).

- **Hedonic Value (HV):** Hedonic shopping value relates to *“Appreciation of some experience for its own sake”* (Holbrook 1986, p. 33).

- **Customer Trust (CT):** *“When one party has confidence in an exchange partner’s reliability and integrity”* (Morgan & Hunt, 1994).

- **Customer Satisfaction (CS):** *“Customer’s fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over fulfilment”* (Oliver, 1997).

- **Customer Loyalty (CL):** *“The strength of the relationship between an individual’s relative attitude towards an entity (brand, service, store, or vendor) and repeat patronage”* (Dick & Basu, 1994).

Perceived value (PV) and customer trust (CT) are the key elements for the success of online business. It is considered that the value a customer gets from an online transaction enhances his trust and satisfaction. Also, customer satisfaction will lead directly to customer loyalty (Hennig-Thurau, Gwinner, & Gremler, 2002) which, in turn, can motivate customers to exhibit citizenship behaviours.

Therefore, value perceptions and trust beliefs are expected to play a significant role in provoking the voluntary performances which are yet to be researched. Consequently, the relevance of PV, CT, CS and CL appears to be satisfactory for the survival of the service industry which includes several sectors besides e-retail.

1.6 The motivation for the study:

Online retailing in India has been growing at a steady pace. This rapid growth of e-retailing creates a major challenge to sustain a competitive edge. Customers are considered as one of the major sources for creating strategic advantage. Moreover, the role of customers in online retailing is very much highlighted as the decision to purchase a product or service majorly depends on the citizenship behaviours such as feedbacks, recommendations and ratings by other customers. There are no employee-customers interactions to explain the attributes and specifications of the product or service and to convince customers to make a purchase. This posits the prominent role of CCBs in enhancing online sales thereby revenue. Hence, it is essential to motivate the customers to go

beyond their expected roles to perform citizenship behaviours. Online marketers should focus on the driving factors of CCBs to tap the untapped potential.

Prior research has mentioned various factors as antecedents of CCBs such as technology-related factors, service quality, organisation related factors, CS, CC, CL, service worker related factors. Customer-based antecedents are essential as the attitudes of the customers are the driving forces for intention and behaviours (Ajzen & Fishbein, 2000; Fishbein & Ajzen, 2011; Madden, Ellen, & Ajzen, 1992). Hence, understanding the factors which create favourable attitudes is the need of the hour. Despite the significance of CCB in enhancing the growth of online retailing, there is a lack of theoretical framework with customer-based determinants.

One of the significant factors for the success of any business organisation is the value it provides to its customers. If these value perceptions are linked with related attitudes, they may lead to desired behaviours. Hence, examining these variables will be of significant contribution to theory and practice in the field of online retailing. These reasons motivated to undertake the current study to explore the customer-related antecedents of CCB in online retailing context.

This idea has been further strengthened by the researchers calls for the expansion of customer citizenship behaviour literature (Anaza, 2014; Revilla-Camacho, Vega-Vázquez, & Cossío-Silva, 2015). Anaza & Zhao (2013) suggested that future research can focus on analysing the effect of customer-based constructs in the E-CCB model. Further Revilla-Camacho et al. (2015) highlighted the less research on the antecedents of E-CCB. This necessitates to undertake the study to address the research gap by considering the customer-based constructs as the antecedents of E-CCB.

1.7 Problem Statement

Business firms operate successfully on the foundation of quality of relationships with its customers. To achieve the strategic advantage, customers must be intrinsically and extrinsically motivated to go beyond their prescribed role to contribute to firms' service success. Customers' can intervene and contribute towards service providers' success by these voluntary behaviours and derive the desired level of performance from them. Citizenship behaviours have been found to be a functional mechanism that is mutually beneficially for both the organization and the customers.

Virtual nature of the online retailing face multiple challenges and one of the most discussed challenge is that of attracting and retaining the customer base. Customers who maintain long-term associations with online retailers are much interested in performing citizenship behaviours. It is a challenging task for the e-retailers to maintain long-run associations. Switching costs in online retailing are very low, and customers can easily switch to other e-retail stores. This needs to be addressed, and the present study focuses on this point to confirm the determinants that which leads to maintain long-term retaining of online customers through citizenship behaviours.

Priorities in the marketing literature have been changing since two decades, and researchers have paid much more attention to Customer citizenship behaviours (CCB). Initially, Bettencourt (1997) researched the three antecedents of customer voluntary performance which includes loyalty, participation and cooperation with satisfaction, commitment, perceived customer support as predictors of CCB. Subsequently, Kuppelwieser & Finsterwalder (2011) focused on the consequences of customer-to-customer contributions on service satisfaction.

The CCB scale developed by Bettencourt (1997) was the very first attempt to operationalise customer citizenship behaviour with three constructs and 17 items. Regardless of the fact that, the impact of this scale is noteworthy in the area of CCB, later researchers have developed scales with

different dimensions. These scales were designed from OCB scales. Other researchers have developed the CCB scales using Q-sort method and de-contextualization approach.

CCB has been considered as both multidimensional and unidimensional constructs with various items. Researchers from different geographical locations such as Australia, USA, China, Korea have developed these scales with as simple as three items and elaborated one with twenty-nine items. Hong Chongrong (2005) multidimensional model and the synthesis of primary scales illustrates the complexity of the customer citizenship behaviour construct. This complexity of the construct leads to the ambiguity in CCB research. Despite many attempts, there is no proper consent pertaining to the operationalisation of customer voluntary performance.

Reviewing the existing literature reveals that CCB has been specified as both formative and reflective construct. Majority of the variables in consumer literature are reflective. Some authors considered CCB as a reflective construct (Anaza & Zhao, 2013; Bettencourt, 1997; Groth, 2005) while some others considered CCB as a formative construct (Yi & Gong, 2008). Analysis with the misspecified constructs may result in incorrect results leading to wrong inferences.

The research on the determinants of E-CCB and their inter construct relationships disclose the differences that exist regarding the interpretation of the structural relationship between E-CCB and other variables. Past research has studied the association among CS, CL and E-CCB (Anaza, 2014; Groth, 2005). The magnitude, the direction, and the strength of these variables and their relationships differ among themselves.

For instance, Anaza (2014) have mentioned the structural path coefficient between customer satisfaction and one of the dimensions of E-CCB, recommendations as greater than 0.80 when personality traits of customers are considered as antecedents, and when e-store factors are

considered as antecedents, CS does not have a significant association with HB and SFF. The strength of the relationship between CS and E-CCB in some studies are less than or equal to 0.25 (Yi & Gong, 2008). Like this strong correlations are reported between antecedents and E-CCB in some studies, and some others reported weak correlations (Hennig-Thurau et al., 2002) and non-significant relationships (Anaza & Zhao, 2013).

This results in the uncertainty on the relationship between E-CCB and its determinants. Some studies have established a direct link between PV and CCB in offline hospitality sector (J. L. Chen, 2015) while others have established an indirect effect between relationship value and CCB through relationship quality (Balaji, 2014). Specifically, some online studies reveal the direct effects of CS and CL on CCB, besides their indirect effects. For example, Yi & Gong (2008) found that customer satisfaction, through customer commitment effects CCB. These varying results generate the questions regarding the antecedent variables and their impact on CCB (e.g., CT, CS, CL).

Nevertheless, operationally and conceptually ambiguity exists on the impact of CS, CL on E-CCB regarding strength and direction. Previous research considered customer commitment, customer satisfaction, customer loyalty, personality factors as antecedents of E-CCB (Anaza, 2014; Anaza & Zhao, 2013; Groth, 2005). However, there is a need to study further the factors that enable customers to perform extra-role behaviours in an online retail setting. This discussion leads to problem statements appeared to be relevant for the research.

1. Do online shoppers exhibit citizenship behaviours?
2. What are the unexplored characteristics of customers that may influence the E-CCB?
3. Do hedonic and utilitarian value perceptions have the potential to positively influence E-CCB?

4. Do the intervening variables make a significant impact on enhancing citizenship behaviours of online customers?

The present study, therefore, takes into consideration the issues mentioned so far and develops a framework to be tested empirically. The study applies Social Exchange theory, Resource Exchange theory, Norm of reciprocity and social capital theory to understand the role of PV in the authorization of E-CCB through the impact of CT, CS and CL.

1.8 The aim of the study

1.8.1 Broad Objective. The broad objective of the study is to explore the structural relationship between PV, CT, CS, CL and E-CCB by identifying the suitable measurement scale to capture the online customer's perceptions in the Indian e-commerce sector.

1.8.2 Specific Objectives. The three main objectives of the study are:

1. To test the integrated theoretical model on e-customer citizenship behaviour.
2. To analyse the mediation effect of customer trust, customer satisfaction, customer loyalty on the relationship between perceived value and e-customer citizenship behaviours.
3. To test the moderation effect of demographic variables of the respondents on the influence of perceived value on e-customer citizenship behaviour.
4. To test the significant difference of service firm facilitation, recommendation, and helping behaviour variables in terms of demographic factors of the respondents in the study.

The study suggests that the CT, CS and CL are formed through the interpretations of value perceptions which in turn leads to voluntary behaviours.

1.9 Electronic Commerce

Electronic commerce (E-commerce or E-Comm) is the trading of tangible and intangible products and services using the internet. The usage of computer networks for business marks a significant advancement in the marketing arena. The rapid growth of the internet makes it possible for e-commerce to become a convenient platform for trading on a global scale. It has gained a noteworthy development and has altered the customers' search, information seeking and buying patterns (Business Standard, 2015).

1.9.1 Definitions

“An e-commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders. The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online. An e-commerce transaction can be between enterprises, households, individuals, governments, and other public or private organisations. To be included are orders made over the web, extranet or electronic data interchange. The type is defined by the method of placing the order. To be excluded are orders made by telephone calls, facsimile or manually typed e-mail.” - The Organisation for Economic Co-operation and Development, 2011.

E-commerce companies are *“those in the primary business of providing web platform(s) and website(s) through which individuals, using a computer or smartphone, can purchase a product or service.”* – CRISIL. The information providing websites, blogs, web-based exchanges among companies, and even internet sites delivering online financial services, classifieds are not included in the definition.

1.9.2 Types of e-commerce

E-commerce can be typically divided into three major categories such as Business to Business E-commerce (B2B), Business to Consumer E-Commerce (B2C), Consumer to Consumer E-commerce (C2C).

1.9.2.1 Business to Business Ecommerce (B2B):

B2B e-commerce involves online trading between companies. Wholesalers and manufacturers usually conduct this type of e-commerce. For small-scale industries, B2B e-commerce provides prominent advantages than other types of e-commerce.

Ex: forrester.com, intel.com

1.9.2.2 Business to Consumer E-commerce (B2C):

It can be termed as pure-play e-commerce. It involves the direct selling of products and services through Information and Communication Technologies (ICT) to consumers. The various modes of networks include e-retail stores, social networking sites, mobile applications.

Ex: amazon.com, Myntra.com, Jabong.com Snapdeal.com

1.9.2.3 Consumer to consumer E-commerce (C2C):

This type of e-commerce considers selling and purchasing of products and services directly between consumers to consumers. These include online auctions, and consumers directly advertise their products online in third-party platforms to transact with other customers.

E.g., Olx.in, quikr.com

The present focuses on Business to Consumer e-commerce in southern India.

B2C e-commerce can be termed as e-retailing or online retailing or online shopping. Digital reform initiatives and the rapid growth of internet technologies are paving the way for the development of online retailing. The internet which has been used primarily as a source of disseminating the information has now become a substantial medium for business transactions. The internet medium provides the customers and e-retailers with a vast number of opportunities for networking and interactions than conventional medium and is not constrained to geographical locations and time frames.

Online retailing is a B2C (Business-to-Consumer) e-commerce model which involves the purchasing and selling of products and services through the internet technologies. It involves business transactions directly between customers and e-retailers without time and geographical constraints (Ahn, Ryu, & Han, 2007). Richa (2012) stated that online retailing has gained much prominence and emerged as one of the crucial opportunities in the internet world.

1.9.3 Benefits and Risks associated with online retailing

The virtual nature of e-retailing is considered as risky and can increase the customer base if the advantages are more than risks. That is why it is necessary to have a clear idea about the benefits and risks associated with online retailing.

1.9.3.1 Benefits

Online retailing has been proliferating because of the benefits related to that when compared to other modes of shopping. The benefits include:

- Web-based purchasing conserves time, fuel, energy and offers convenience, affordable prices, wider choice, as well as better accessibility to information (Verhoef & Langerak, 2001).
- Online shopping helps in purchasing products at comparatively lower prices through offers and discounts provided by e-retailers. It helps in attracting a new set of customers towards e-retailing.
- Online retailing provides customers with detailed information regarding products and services besides customer reviews and feedbacks which influence purchase decisions. Further, a significant number of options are available for comparing products and prices while purchasing online (Joe Peppard, 1988).
- Yu, Tai-Kuei & Wu (2007) found that the main driving force of attracting customers towards online shopping is the cashback offers. Availability of branded products and varieties, cash on delivery mode of payment, offering great deals, discount, offers and coupons, fast delivery of products, 24*7 availability of online stores are some of the factors which motivate customers to shop online.

1.9.3.2 *Risks*

Besides the above benefits, online shopping includes a certain amount of risk. The following are some barriers to shop online:

- Unable to touch, feel and try the products during the online retailing process because of its virtual nature.
- Afraid of fake and duplicate products.
- Fear of online payment frauds.

- Privacy and security issues related to the sharing of personal details and payment details on e-retailers' websites.
- Warranty issues
- Non-delivery risk and return risk
- Unable to bargain
- Lack of guarantee of quality of goods and services.

These factors act as barriers for attracting potential customers towards online shopping. Some policies have been formulated to mitigate the risk in the mind of customers, but more is needed to build confidence.

1.9.4 Online Shopping Statistics

Despite these risk factors, online retailing has been increasingly adopted by customers and business organisations. Recent years have experienced a rapid increase in online retail sales all over the world. This growth can be accounted for drastic internet penetration and the paradigm shift of customers to this new medium of shopping.

Globally online retail sales share 8.6 per cent of total sales in 2016, and by 2020 it is anticipated to reach 15.5 per cent (Figure 1.2). This share can be accounted to 1.66 billion online shoppers in 2016 which is anticipated to increase to 2.14 billion shoppers by 2021. The transactions of these online shoppers valued up to 1.9 billion USD in 2016 with 24.6 per cent growth rate, by 2020 it may be increased to 4.13 trillion USD (Figure 1.1). Africa and the Middle East countries lag in the e-retail sales with only 1.8 per cent whereas the Asia Pacific experienced 12.1 per cent of online sales (Source: Statista, 2016)

Figure 1.1: Global Retail e-comm transactions - 2014 to 2021

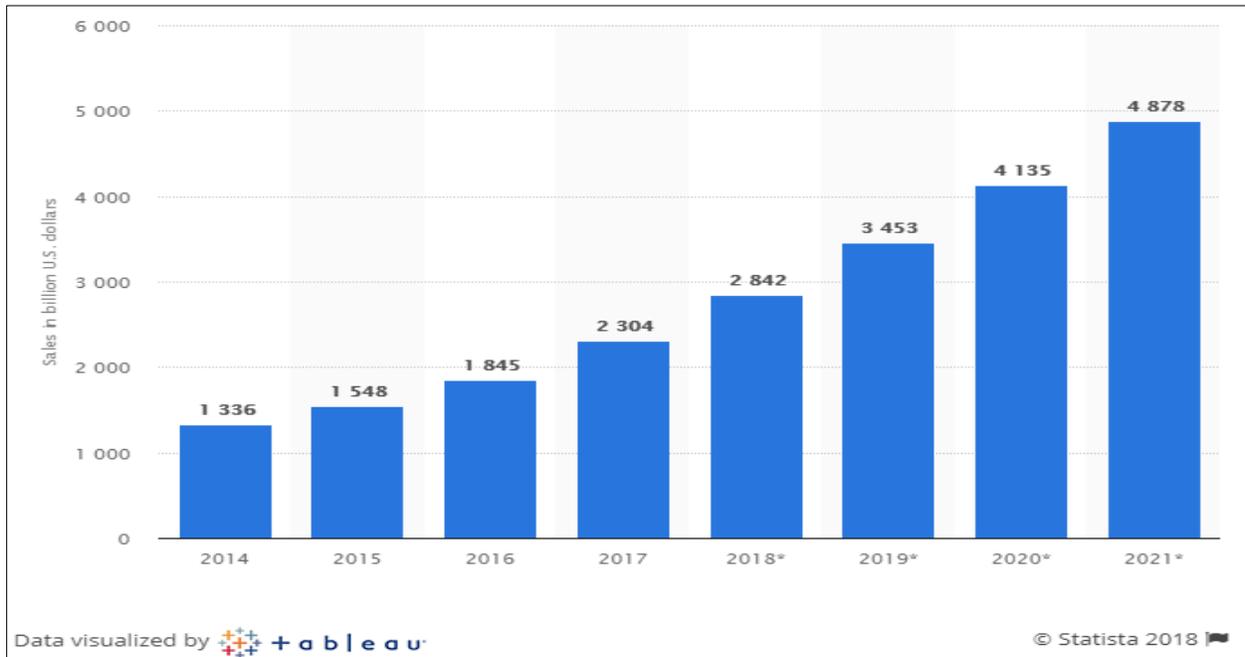
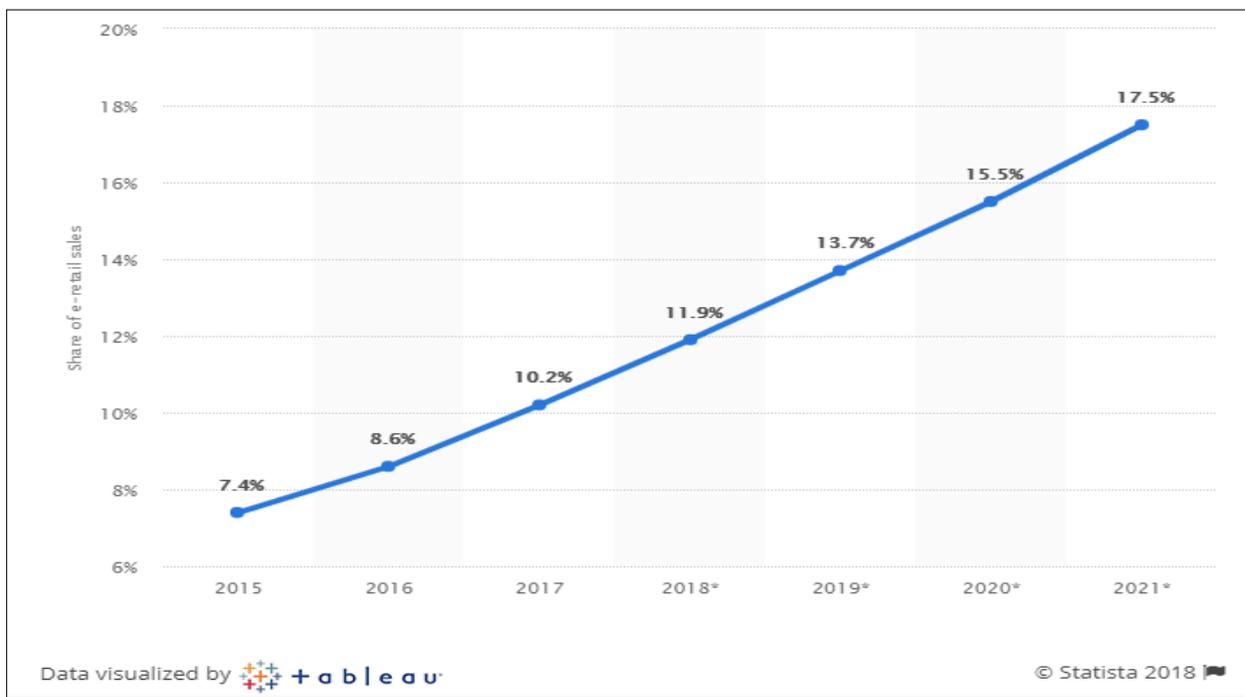


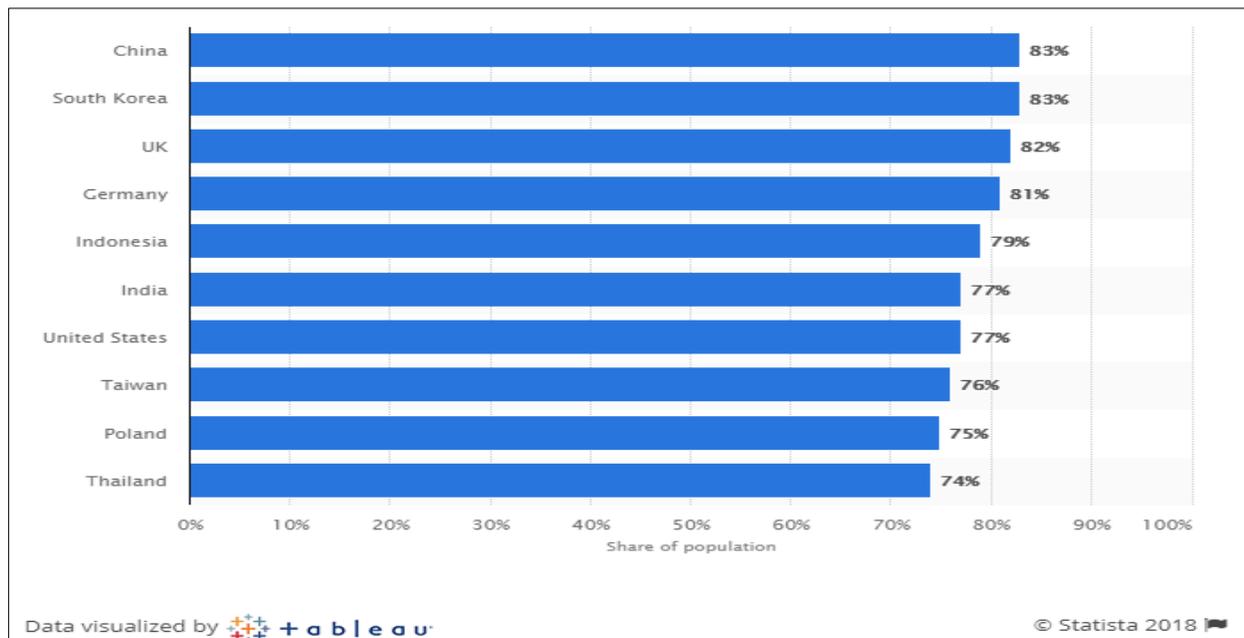
Figure 1.2: Share of e-comm in world wide retail transactions from the year 2015 to 2021



The e-commerce market in India was worth 25.5 billion USD in the year 2015 with an online retail sale of 23 billion USD. With online shopping penetration of 77% of the total population in 2017 (Figure 1.3), India ranked first in terms of retail e-commerce CAGR, with an increase of 20 per cent from 2018 to 2022 (Statista, 2018).

From these numbers, it can be understood that millions of internet users are interested in online shopping which boosts up online retail in India. Therefore, India has emerged as one of the fastest developing online commerce markets.

Figure 1.3 - Online shopping penetration rate – 2017 - Worldwide



According to Statista 2016, approximately 329.1 million people will have at least one product which has been purchased online by 2020. This increasing volume of online shoppers has its impact on increasing online retail sales thereby enhancing the online revenue. Even though e-commerce sales accounts only for a smaller amount of total retail sales, i.e., 2.2 per cent in 2017, it has been expected to increase up to 45 billion USD in 2021 from 16 billion USD with 43.8% of

digital buyers in 2016. This penetration is expected to reach 70.7% by 2020. A study conducted by ASSOCHAM-Forrester jointly forecasted an online commerce revenue of 120 billion USD by 2020 from 30 billion USD in 2016. When compared to the year 2016, e-commerce revenue has an increase of 24.8 per cent in 2017.

Figure 1.4 – E-Comm sales CAGR - 2018 to 2022

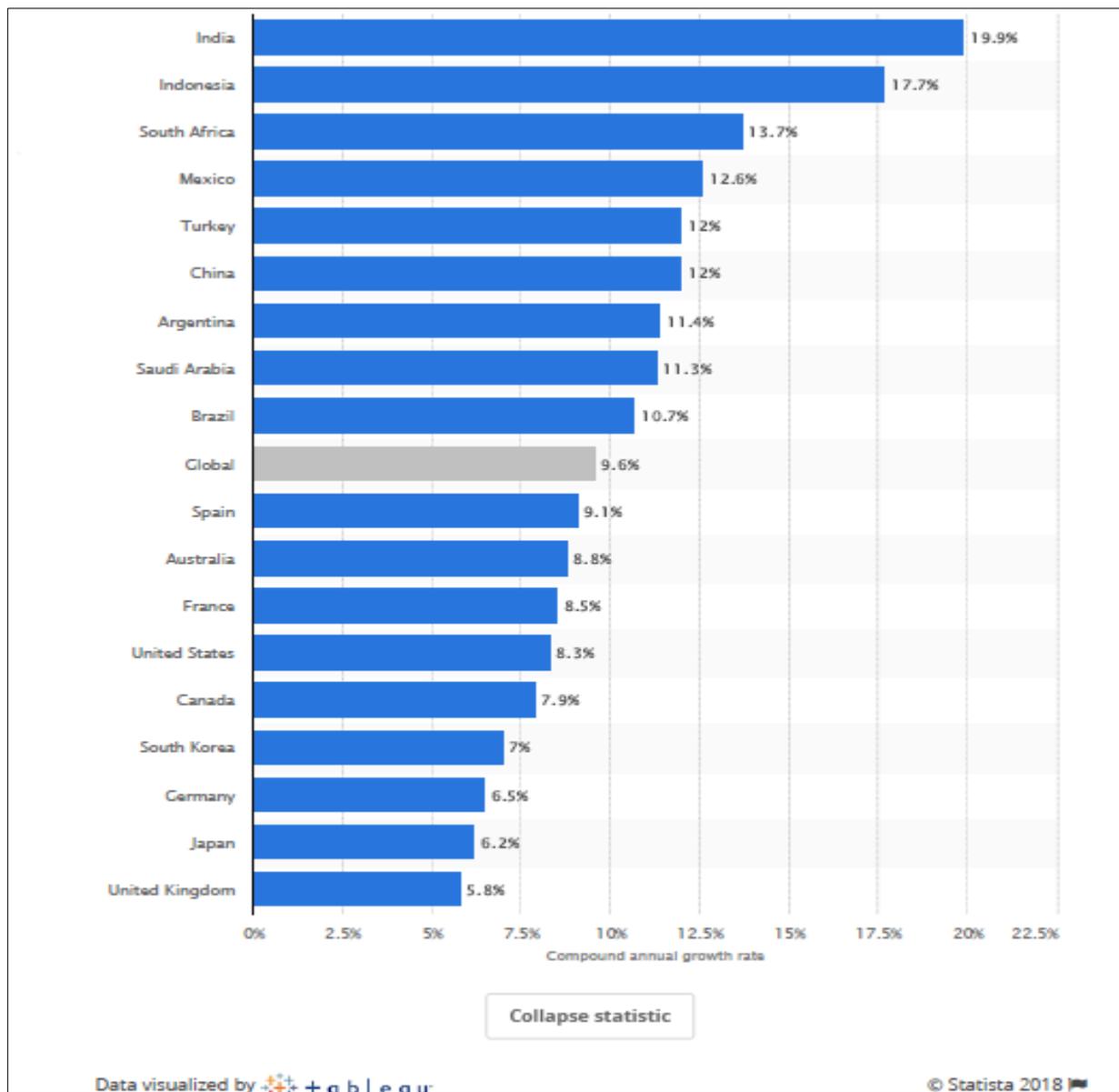


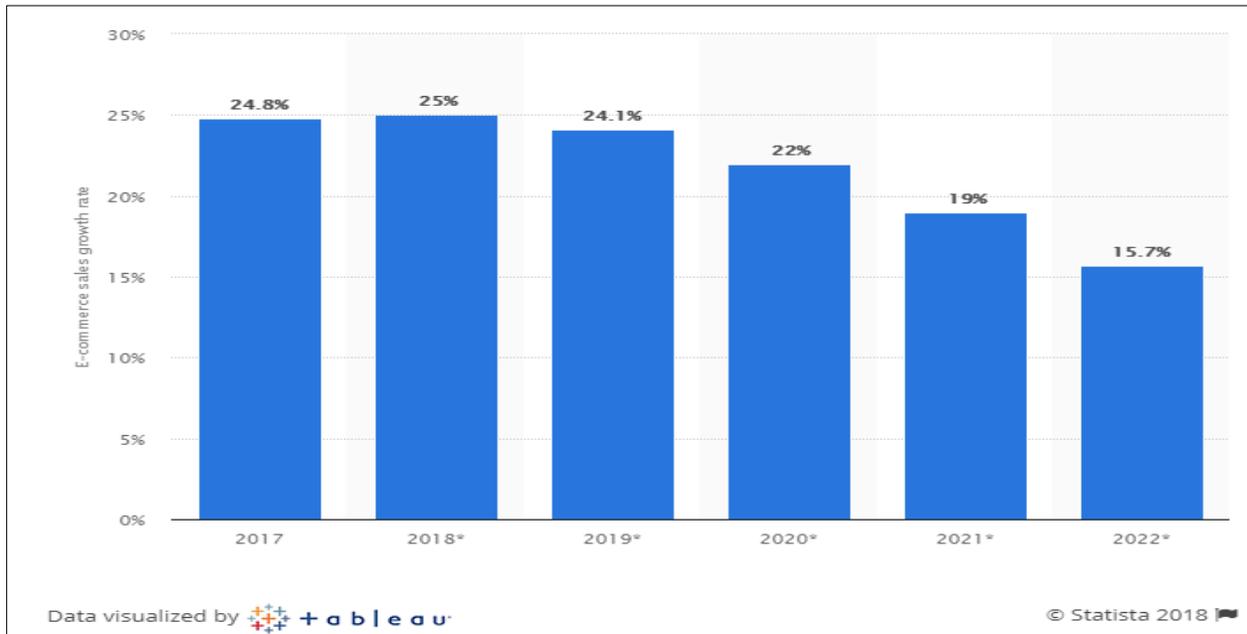
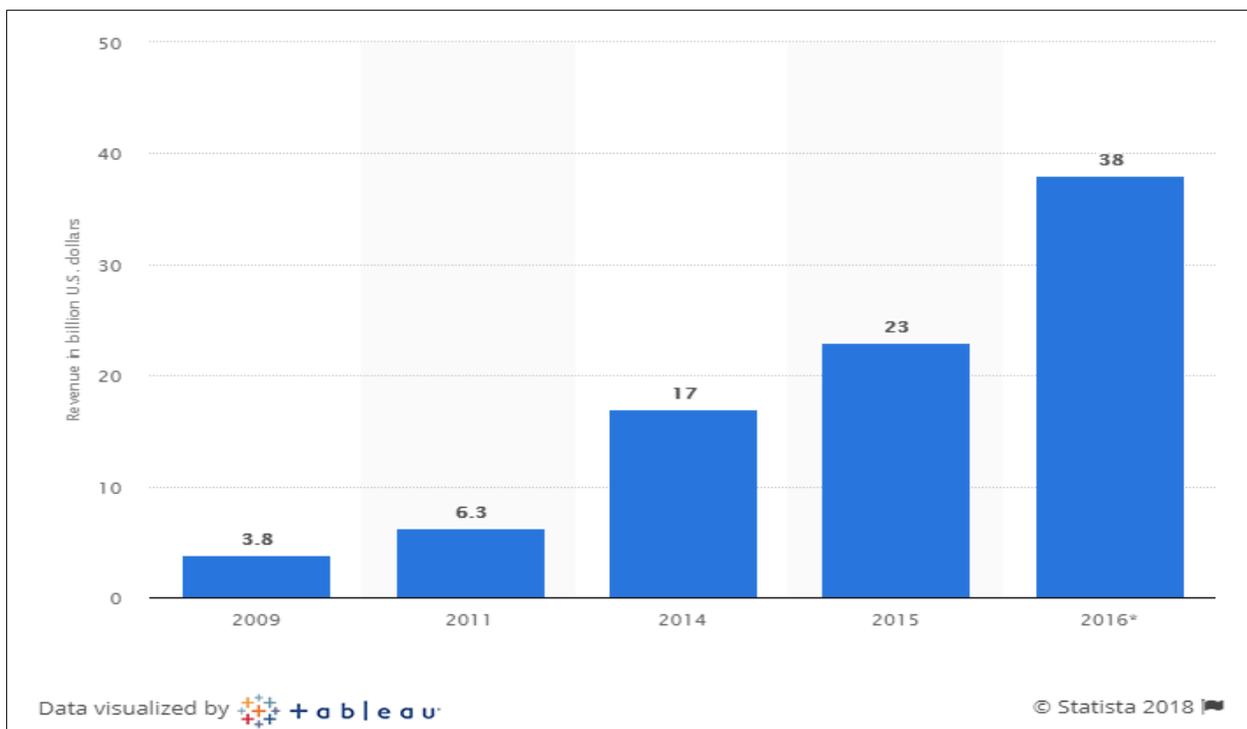
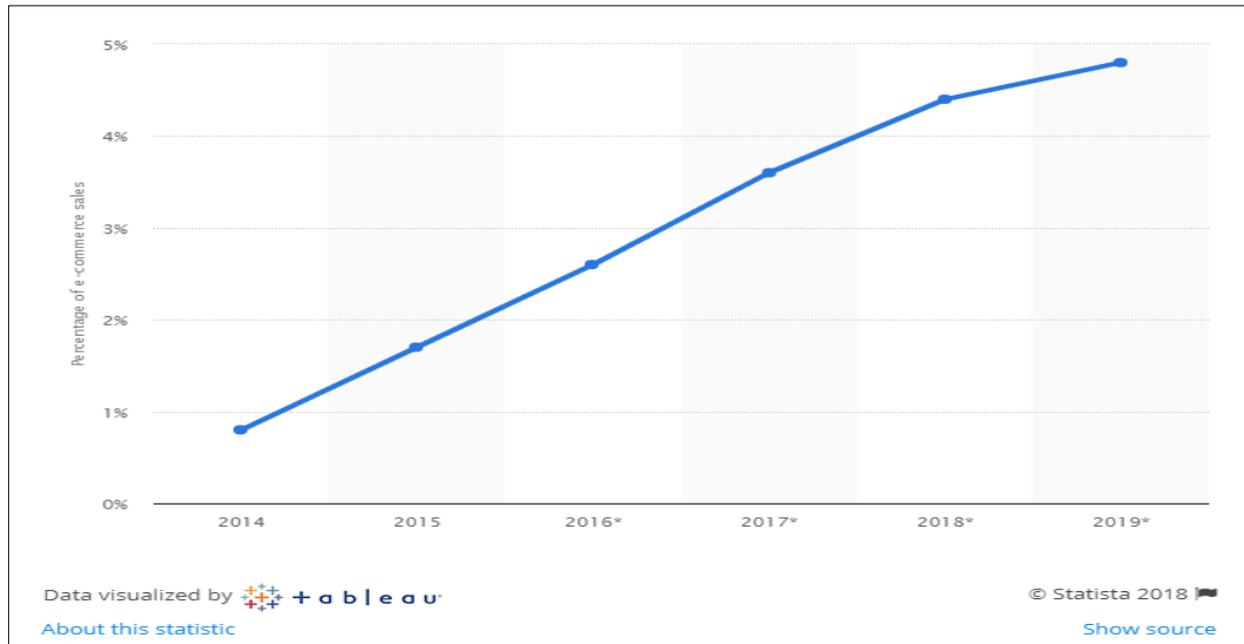
Figure 1.5 – India's e-comm sales growth - 2017 to 2022*Figure 1.6 - Online retail sales 2009 – 2016 - India*

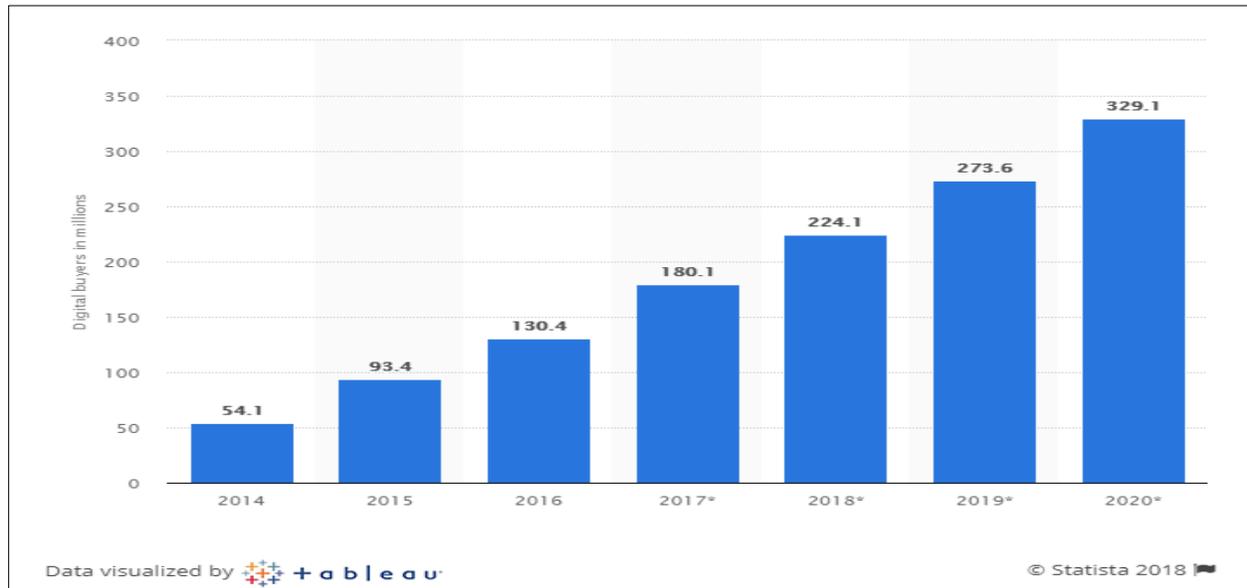
Figure 1.7 - India's e-comm share of overall retail transactions – 2014-2019



In a survey, done by American Express and Nielsen in 2016, it was reported that about 98% of the internet users access the internet for doing online shopping. Mobile phone shoppers mostly drive online shopping in India. Majority of the online shoppers are male (Quartz India, 2016) between the age groups of 26 to 35 years (around 52%) (Statista, 2015). Notably, a considerable number of older people also did online shopping in 2016. In accordance with the study of IBEF, 2017 on e-commerce, approximately 1-1.2 million shoppers are purchasing over the internet daily.

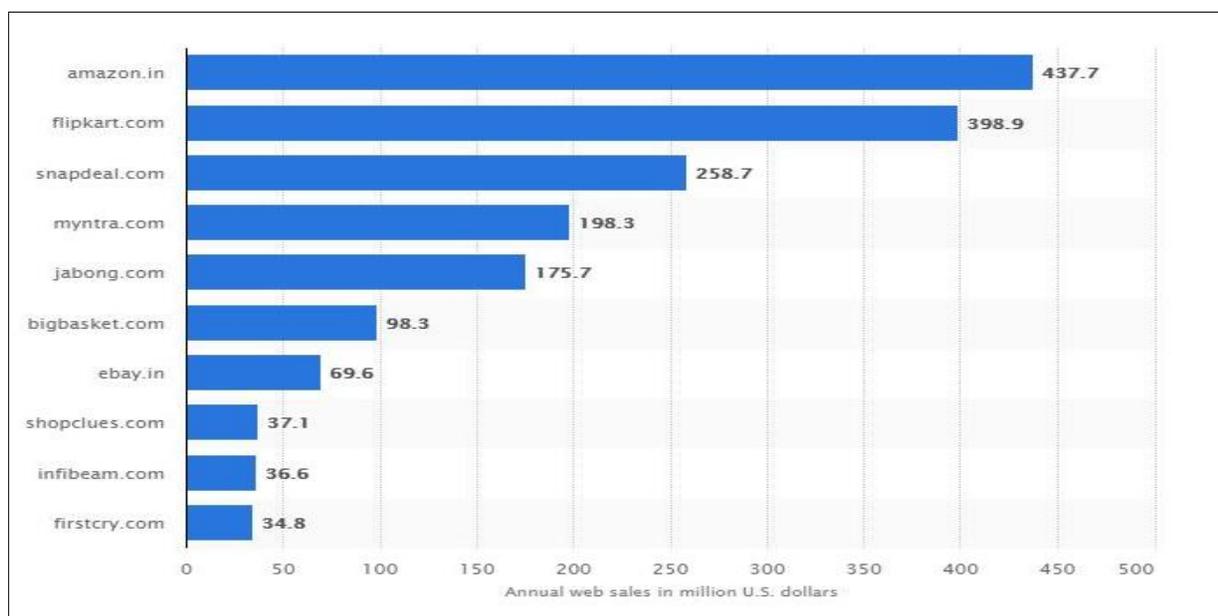
Electronic products are the most purchased category over the internet (IBEF, 2017) and Cash-On-Delivery (COD) as the preferable payment method (Statista, 2015). Hence, an average online shopper is the male of the age between 25-34 years purchasing electronic products using a mobile phone and opting for COD payment mode (Quartz India, 2016).

Figure 1.8 – Indian online buyers statistics (in millions) - 2014 - 2020



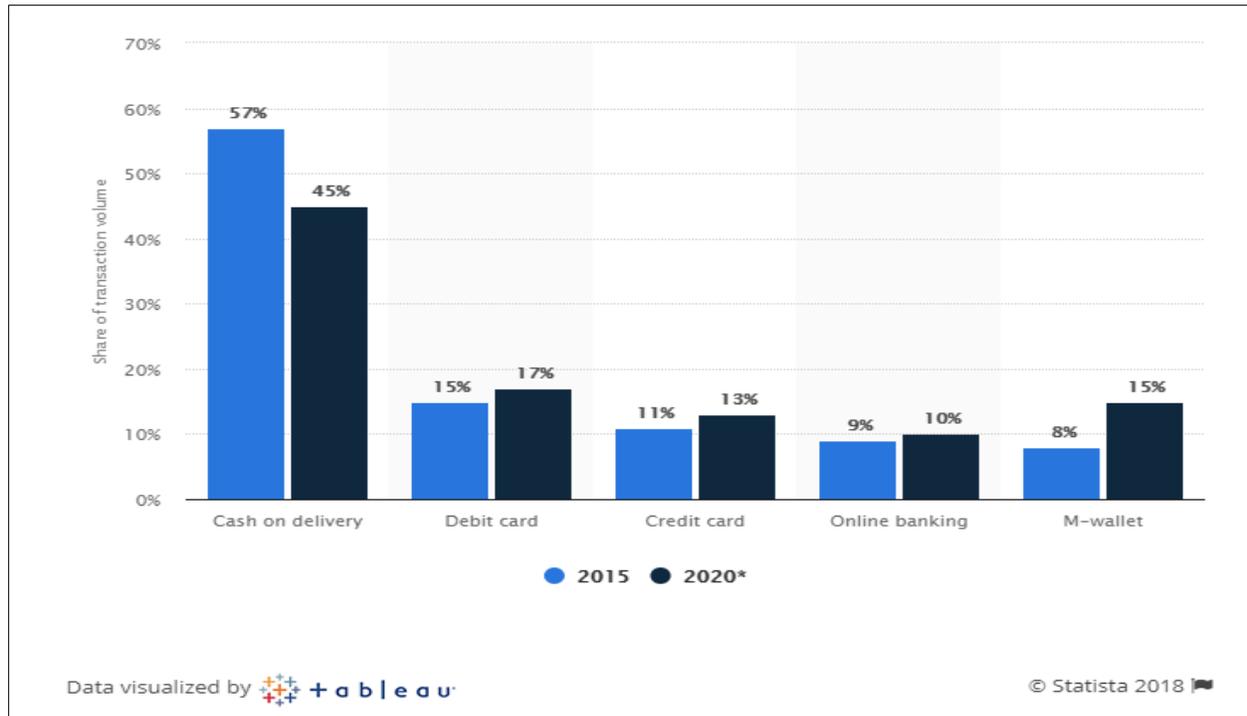
A drastic change in the perceptions of people of tier II and tier III has been noticed in recent years, and the majority of people in these cities are attracted towards online shopping (Figure 4.2). They are contributing more towards e-retailing because of the availability of branded products (Quartz India, 2016).

Figure 1.9 – E-comm sales of online stores in India (in million U.S. dollars)



Amazon is the topmost online stores in India with 437.71 million USD revenue in 2016 followed by Flipkart.com and Snapdeal.com, with 398.9 and 258.7 million USD respectively.

Figure 1.10 - Indian Online payment methods - 2015 - 2020



Structured, secured ICT infrastructure, enhancement of logistics and internal supply chain, regulated online payment modes, COD payment mode, initiatives by the Government of India such as Digital India, Digital Udaan, Startup India are the major factors contributing to the growth of online retailing in India.

It has been strengthened by the growing demand for online retailing, increasing investments, attractive opportunities and initiatives by Government which have enabled the rapid development of electronic commerce in India.

1.10 Assumptions of the Study

The following have been the underlying assumptions for the study:

- The scale used in the study analysed the variables: HV, UV, CT, CS, CL and E-CCB validly and reliably.
- The sample respondents represent the population considered for the study, i.e., online customers.
- Respondents contributed their opinions to the study willingly.
- Respondents share their views fairly.

1.11 Importance of the study

The need and importance of the study are mentioned as follows:

- The study proposed the theoretical framework depending on the SET, Social Capital Theory, Norm of Reciprocity, and Resource Exchange Theory. Hence, it expands the concept of E-CCB by integrating the theories.
- The study addressed the calls for extending the research on E-CCB by studying its determining factors. The role of customer outcome variables in motivating the citizenship behaviours of customers is examined in the study.
- The study explains how the constructs in the study could go in accordance with the underlying theories to address the prospects of capturing E-CCB. Thereby, it helps online customers to contribute to the long-term sustenance of online retailing.

- The study helps in drawing the inferences regarding Indian electronic retail segment. The findings will help to formulate appropriate marketing strategies for tier I and tier II cities to establish and maintain a long-term relationship with the customers.
- The study tested the E-CCB in a non-western context by responding to the necessity in the extant works (Prashar, Sai Vijay, & Parsad, 2017).
- The findings of the study help in getting insights into the E-CCB by providing necessary information for future research. Besides, the study is one of the first empirical studies of an integrated model of E-CCB.
- The study tries to bridge the gap between practice and theory. It provides the suggestions to practitioners in line with the existing research.

1.12 The scope of the study

- *Pure play e-tailing*: Online retailers in pure play context perform their transactions by using a single channel, i.e., the internet. It includes only one line of business. In India, Majority of the B2C players are pure-play online retailers. This study considers the customers of pure play e-retailing.
- *Customer Citizenship Behaviour*: This study has focused only on the CCB in the pure-play online retailing context with three dimensions – Service Firm facilitation (SFF), Recommendations (REC), Helping Behaviours (HB). Given the paucity of time, this study was restricted to positive customer citizenship behaviours.
- *Key dimensions of CCB*: This study is limited to three key dimensions (SFF, REC, HB) of CCB following the recommendations of Anaza & Zhao (2013) and Groth (2005) studies in e-service setting.

- *Customer aspects:* The present study chose HV and UV of online shopping, CT, CS, and CL as antecedents to customer citizenship behaviour for understanding voluntary performances of customers in online retailing context.
- *Indian context:* The study focused on the Indian online retailing context. The online retailing growth in India mainly depends on IT infrastructure, logistics management, privacy and payment issues. Online customers have the opportunity to switch to other e-retailers with low costs and effort. Therefore, it is a significant challenge for online retailers to maintain long-term relationships with customers. Customer citizenship behaviour helps in retaining customers. E-retailers should focus on the triggers of E-CCB for the sustenance of online shopping.
- *Tangible products:* The study was limited to the tangible products category, and it did not consider intangible products (e.g., music, movies, digital games) through e-tailing.

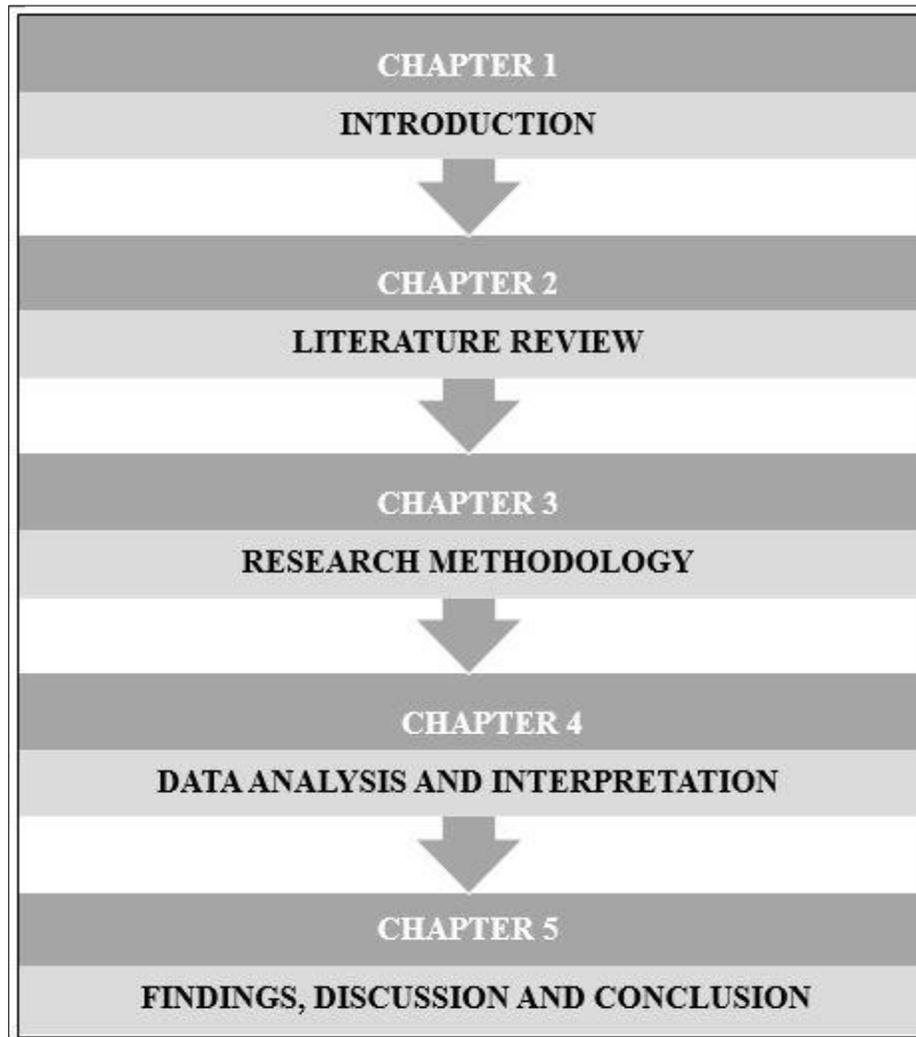
1.13 Chapterization of the thesis

The thesis is organized into five chapters, and the outline is mentioned in Figure 1.1. The structure of the present study is as follows:

- Chapter I - Introduction: This will introduce CCB and its importance in a pure-play online retailing context in India. It depicts the background of the research followed by the motivation for the study, problem statement, and objectives of the research. A review of the global and Indian electronic commerce and the online retailing scenario will be presented followed by the scope of the study. The chapter concludes with an overview of the chapterisation of the thesis.

- Chapter II - Literature Review: This will discuss the relevant literature review of the CCB and explore the key antecedents which influence customer voluntary performances. Research questions and research hypotheses which strengthen the conceptual model will be identified and detailed in this chapter.
- Chapter III - Research Methodology: This will explain the methodology for empirical testing of the proposed conceptual framework given in chapter II. Research design, research approach, sampling and data collection, development of the questionnaire will be illustrated. Moreover, this chapter will introduce to tools and techniques that were used on collected data.
- Chapter IV - Data Analysis and Interpretation: This will analyse the data collected from the respondents and discuss the results obtained in the frame of research questions and hypotheses. It will also provide further insights based on the simple mediation analysis, serial mediation analysis, multi-group analysis and comparison of means.
- Chapter V - Findings, Discussion and Conclusion: This will conclude the study with the contributions, recommendations to online retailers, its limitations and suggestions for future research.

Figure 1.11 - Chapterisation of the thesis



1.14 Chapter Summary

This chapter deals with the issues in the customer citizenship behaviour and the present scenario of electronic commerce. Problem statement has been identified and presented. Importance and scope of the study are mentioned. Variables under study, the motivation of the study are depicted followed by Chapterisation of the thesis.

CHAPTER – II

LITERATURE REVIEW

<i>2.1 Introduction</i>
<i>2.2 Potential Antecedents of CCB</i>
<i>2.3 Prior studies-Potential Antecedents of CCB</i>
<i>2.4 Prior studies- CCB</i>
<i>2.5 Research Gap</i>
<i>2.6 Research Questions</i>
<i>2.7 Research Model and Hypotheses</i>
<i>2.8 Chapter Summary</i>

2.1 Introduction

The chapter aims to present the existing literature on PV, CT, CS, CL, and CCB. Key concepts of the study are discussed. Prior research works of academicians in the relevant fields of the study are presented in two sections. The literature on proposed antecedents of E-CCB and their interrelationships are depicted followed by the literature on broad research area – CCB. The literature on the interrelationships among the variables is followed by research gaps and research questions. An integrated theoretical model and hypotheses are proposed. The chapter concludes with the literature and hypotheses pertaining to mediation analysis, moderation analysis, and comparison of means.

2.1.1 Review methodology

Literature review is an essential component of any research study. It seeks to identify relevant prior research on the subject matter from research articles, books, and internet sources. To begin with, research papers published in reputed journals were methodologically analysed to get a clear understanding of issues like the impact of PV, CT, CS, CL, and E-CCB. The websites accessed included: EBSCO, Emerald, Sage, Springer, Elsevier, ProQuest, Taylor and Francis, and

Wiley. During the literature review, an attempt was made to seek suitable answers to the following questions:

1. Whether the research articles were able to provide a better understanding of issues like PV, CT, CS, CL and CCB of electronic shopping?
2. Were the papers able to adequately analyse the direct and indirect relationships among PV, CT, CS, CL and CCB?

The study attempts to address this research gap by considering the customer-based constructs as the antecedents of E-CCB. These antecedents include PV, CT, CS and CL. The theoretical model including these determinants was developed based on SET, RET, the norm of reciprocity and SCT to study the citizenship behaviours in the online retailing setting.

2.2 Potential antecedents of customer citizenship behaviour

This section provides a discussion on the antecedents of customers' citizenship behaviours in the retail sector. The antecedents were considered depending on the prior research and underlying theories. They include psychographic variables of customers: PV, CT, CS, and CL. The study considered CT, CS, and CL as the attitudes formed through value perceptions. These are the psychological dimensions of customers which are supposed to influence the citizenship behaviours of customers. A better understanding of the psychological dimensions which triggers the citizenship behaviours of the customers is the need of the hour especially in online retailing for achieving strategic advantage.

2.2.1 Perceived Value (PV)

The success of any business depends on the value offered by the products and services of that business firm. In the same scenario, the long-term success of any online retail store depends on the value it offers to its customers. Hence, the value perceived by the customer in any business transaction is considered as *“the fundamental basis for all marketing activity”* (Holbrook, 1994, p. 22). The conceptual definition of PV has been derived by Zeithaml (1988) as *“the consumer’s overall assessment of the utility of a product, based on perceptions of what is received and what is given.”* Woodruff (1997) highlighted perceived value as *“the important source of competitive advantage”* and defined it as *“a customer’s perceived preference for and evaluation of those product attributes, attribute performance, and consequences arising from use that facilitate (or block) achieving the customer’s goal and purposes in use situations.”*

Synthesising the mentioned definitions, Parasuraman & Grewal (2000) explained PV as the function of ‘give’ factor and ‘get’ factor. The ‘get’ component include the monetary and non-monetary benefits a customer gain from a transaction and the ‘give’ dimension include the monetary and non-monetary costs incurred for obtaining that benefit. This ‘give’ and ‘get’ dimensions of a business transaction can be analysed by the consumption experience a customer derived from utilising that product or service. Therefore, to provide a higher value to their customers, retailers must stress on creating a positive shopping experience for their customers each time they visit the store (Rust & Oliver, 1994).

Virtual online stores should emphasis on providing the lucrative shopping experience through the value perceptions. The value of the purchased product, price of the product, website quality, navigation through online store websites, presentation of products in online store website, enjoyment during searching of products, time and effort spent on online retailers’ websites, low

search costs and easy comparison of products and services helps in enhancing the value perceived by the customers through online stores (Bakos, 1991; Sirdeshmukh, Singh, & Sabol, 2002). Besides, online stores offer competitively low prices through discounts, cashback offers and coupons to attract the customers to purchase online (Fang, Chiu, & Wang, 2011).

It is not only enough to attract customers, but they must retain them by providing quality products and services. If the value experienced by the consumption of purchased product or service did not meet their expectations, then the online stores can lose potential customers. Therefore, perceived value draws its strength from the fact that the success of any electronic retail store depends on the value it is offering to their customers through its products and services. Prior studies have noticed perceived value as an active driver for online purchasing (Z. Chen & Dubinsky, 2003; Oly Ndubisi, Har Lee, Cyril Eze, & Oly Ndubisi, 2011).

Babin et al. (1994) have brought out that the value perceptions of customers can be the combination of hedonic shopping value and utilitarian shopping value. When this finding is extended to online retailing, prior research has identified hedonic and utilitarian values as the antecedents for online shopping. The researchers like Bridges & Florsheim (2008), S.-H. Chen & Lee (2008), Childers, Carr, Peck, & Carson (2001), Overby & Lee (2006), Peng & Kim (2014) proposed and confirmed the relationship between HV and UV to online purchase intention and online repurchase intention.

The concept of HV and UV has been drawn from the axiology theory developed by Hartman, (1967). This value theory proposed three forms of values: Extrinsic value, Intrinsic value and Systemic value. Babin et al. (1994) developed the concept of HV from the intrinsic approach and utilitarian value from the extrinsic approach of axiology theory. Extrinsic value or UV refers to the level of utilisation of a purchased product or service whereas intrinsic value or hedonic value

refers to the emotional experience derived during online shopping like enjoyment and fun. With this conceptual approach, Babin et al. (1994) developed the theoretically and psychometrically authentic scale for measuring HV and UV depending on the recommendations of Churchill & Jr. (1979). With fifteen items, the scale has been widely accepted across different samples.

2.2.1.1 Hedonic value

Hedonic shopping value implies the shopping value perceived by the customer through emotional benefits and costs. It can be stated as “*an overall assessment (i.e., judgment) of experiential benefits and sacrifices, such as entertainment and escapism. Consumers often shop for an appreciation of the experience, rather than simply for task completion*” (Babin et al., 1994).

Customers’ experience of deep involvement, enjoyment, entertainment, amusement, fun, escapism from reality, excitement, pleasure, perceived freedom and fantasy derived from the shopping process can be understood as hedonic value. The hedonic value dimension has been researched a lot in offline retailing (Jones, Reynolds, & Arnold, 2006; Ozkara, Ozmen, & Kim, 2017; Ryu, Han, & Jang, 2010). This concept has been extended to the context of online retailing as it is apt to assess get away from it all component of value in online retailing as online shopping provides much entertainment and enjoyment.

2.2.1.2 Utilitarian Value

The utilitarian value indicates the shopping value experienced by the customer through functional benefits and costs incurred by the purchased product and service. It can be illustrated as “*reflecting a goal-oriented, cognitive, and non-emotional outcome*” (Babin et al., 1994). UV works on an economic concept like value for the money. The features like value pricing convenience regarding shopping, flexible payment methods and delivery process, time savings,

usability and quality of the product and service, the effectiveness of shopping process reflects the utilitarian value of the shopping (Childers et al., 2001).

Utilitarian shopping value is very much relevant to online retailing as it provides shopping convenience, continuous availability of online stores, flexible timings, competitive pricing, Cash-On-Delivery (COD) method of payment, availability of quality and branded products (Peng & Kim, 2014a; Prashar et al., 2017). These factors of online retail boost up the utilitarian value perceptions of online customers which in turn motivates them to make a purchase. In recent times, Peng & Kim (2014), Prashar et al. (2017) significantly establish the relationship between UV, HV, and repurchase intention, purchase intention respectively.

This study proposed to extend the collective effects of HV, UV to citizenship behaviours in online retailing. This proposition has been made based on the concept of reciprocity of SET. It can be assumed that value provided by the online retailer helps in invoking the CCBs of online customers. Moreover, the inter-relationships of the collective effects of HV and UV with intervening variables like CT, CS, CL are analysed.

2.2.2 Customer Trust

CT is a crucial component in any business transaction. Mayer, Davis, & David Schoorman (1995) stated trust as *“the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party”*. It is a vital marketing tool which helps in attracting (Y. Chen & Barnes, 2007; Gefen & Straub, 2004) and retaining the customers with long-term relationships (Qureshi et al., 2009). Online retailing is not excluded from this

concept and trust is much more highlighted because of the absence of personal and face to face communications (D. J. Kim, Ferrin, & Raghav Rao, 2009). Sirdeshmukh et al. (2002) defined trust as *“the expectations held by the consumer that the service provider (online retailer) is dependable and can be relied on to deliver on its promises.”*

In a broad view, customer trust in online retailing can be demonstrated as expectations, beliefs and confidence of a customer on the online merchants’ capability to fulfil their demands in a business transaction. The importance of trust in online retailing context is very much projected because of its novel and virtual environment. Online retailing is relatively a new medium of shopping where the technology takes the position of a physical salesperson. Rotter (1971) predicted that in new situations, individuals generally depend on their trust beliefs.

Doney & Cannon (1997) pointed out that expertise of the physical salesperson is the key point of trust in offline shopping which is now replaced by websites (some people may not be familiar to use) in this new medium of shopping. Hence, the novelty of the online retailing creates ambiguity leading to distrust. Also, the virtual nature of online shopping does not enable the customer to check the product before making a purchase. Personal information and financial information shared over the internet while purchasing may not be safe and secure and can be misused. Henceforth, this technology-mediated online retailing opens the doors for potential risks, frauds, privacy issues and uncertainty (Grabner-Kräuter & Kaluscha, 2003; Pavlou & Chai, 2002). These factors reduce the customers’ perception of trust towards online retailers’ honesty, competence, reliability and integrity and the lack of trust is a significant barrier that hinders the customers to do online purchasing (Lee & Turban, 2001).

Recognizing the importance of trust, online retailers focused on enhancing their trustworthiness depending on the research works which stressed the determinant role of trust for

online purchase and repurchase intention (Chang & Chen, 2008; Flavián & Guinalú, 2006; Gefen, 2000; Jarvenpaa, Tractinsky, & Vitale, 2000; H. bumm Kim, Kim, & Shin, 2009; J. Kim, Jin, & Swinney, 2009; Lee & Turban, 2001) as it stimulates the risk-taking propensity.

Social Exchange Theory proposed customer trust as a dominant factor in social exchanges and helps in developing and sustaining continuance relationships between the parties (Blau, 1964). On this premise, this study proposed that trust in the online business process helps in motivating the customers to perform voluntary behaviours. Moreover, the study intends to assess the influence of CT on the intervening variables CS and CL.

2.2.3 Customer Satisfaction

CS is the valuable cognitive response of a customer for a particular transaction or a set of transactions. Oliver (1981) depicted it as a psychological consequence resulting from the consumption experience and defined it as “*emotion surrounding disconfirmed expectations is coupled with the consumer’s prior feelings about the consumption experience.*” To satisfy customers is a significant and necessary goal of any business organisation (Chiu, Chang, Cheng, & Fang, 2009). The continued success of any business depends on its satisfied customers. This concept holds good not only in the traditional brick and mortar store but also in the B2C online stores (Anderson & Srinivasan, 2003).

In the context of electronic retailing Anderson & Srinivasan (2003) described satisfaction as a positive feeling of consumers about their prior experience with online retailing stores based on the anticipated and actual performance of purchased product or service (Chang, Wang, & Yang, 2009).

Prior research has conceptualised satisfaction as transaction-specific satisfaction and cumulative satisfaction. The psychological response in relation to a most recent transaction and performance in service encounters was termed as transaction-specific satisfaction (Oliver, 1993). The cognitive response might differ in intensity based on the situational cues. The affective response that has been formed as a summation of satisfaction that has been developed in recurrent transactions with the online retailer over the certain period was depicted as cumulative satisfaction (Shankar, Smith, & Rangaswamy, 2003) and is widely accepted. This study considered cumulative satisfaction of the customers since cumulative satisfaction can better determine the loyalty of the customers (Chang et al., 2009) and indirectly it indicates the performance of an online retail store (Z. Yang & Peterson, 2004).

A single transaction may not be a better precursor of CL in the long run. Besides, satisfied customers may not switch the retailer with a single unsuccessful transaction (Floh & Treiblmaier, 2006). To meet the expectations of customers, one must satisfy the needs and provide a positive emotional feeling regarding their online shopping experience (OSE). Hence, satisfaction is determined by comparing the expectations and experiences of customers that may vary over the extent of the period.

Customer satisfaction is the focal point for long-term sustenance of any business firms including online stores. If a customer is dissatisfied with a particular transaction from an online retailer, most probably he will search for other alternatives, may be even competitors. Moreover, they are much reluctant to develop and maintain a long-term relationship with that online retailer. Thus, lower the satisfaction of a consumer, difficult it would be for the e-retailer to retain him and maintain a continuous relationship with him. Hence, CS has become a primary goal of business organisations.

The post-purchase behaviours of online consumers majorly depend on their satisfaction levels. To understand this process, academicians have focused on establishing the association between CS and customer post-purchase behaviours (Anderson & Srinivasan, 2003; Chang et al., 2009; S. C. Chen, 2012; Poncin & Ben Mimoun, 2014). Based on SET, if an online buyer is fully satisfied with his or her shopping experience, it is very probable that he or she will perform citizenship behaviours. Thus, the management should seek to minimise dissatisfaction and focus more on increasing the level of satisfaction among the customers (Oliver, 1997).

2.2.4 Customer Loyalty

Loyalty can be described as a favourable attitude of customers towards a retailer which is exhibited through maintaining a continuous association with that retailer. It is one of the primary drivers for the survival and success of any business. To attain a loyal customer base is the significant objective of any business firm. The concept can be extended to online retailing as it majorly depends on the loyal customers for its sustained growth.

Anderson & Srinivasan (2003) found that loyal customers are less inclined towards searching for alternatives. This finding helps in understanding the crucial role of loyal customers in developing the online business. In the online retailing scenario, CL has been conceptualized as *“the customer's favourable attitude toward an electronic business resulting in repeat buying behaviour”* (Anderson & Srinivasan, 2003). This study considers loyalty as favourable dispositions of online customers towards a specific online retail store through repurchase and revisits intentions.

Customer loyalty has been studied in the previous research in three approaches. They are the attitudinal approach, behavioural approach, and integrated approach. Attitudinal approach to loyalty refers to the psychological involvement to maintain a continuous relationship with online retailers. Repeat purchases, purchase rate, purchase frequency, prospects of purchase can be illustrated as a behavioural approach to customer loyalty. The integrated approach to CL considers both behavioural and attitudinal approaches to study CL. This study considers an attitudinal approach to study CL. Hence, CL can be inferred as the perceived intention of online customers to repurchase in future from a specific online retail store instead of switching to other online retailers (Flavián, Guinalú, & Gurrea, 2006).

The importance of customer loyalty in online retailing stems from the fact of low switching costs. The competing online stores are a click away, and it requires less time, effort and price for the customers to purchase products and services from other retailers. Retaining customers is very much crucial in online retailing as the costs of acquiring new customers is expensive (Frederick F. Reichheld & Phil Schefter, 2000). Additionally, loyalty is of considerable advantage to both customers and retailers.

Loyal customers can save their time, and effort while purchasing the product as they can avoid searching for other options, comparing the products and services, learning activity to get familiar to a new online retailer. They are ready to become loyal if the products and services offered by the specific online store are of superior value than competitors. They require less time and effort from the retailers, and they tend to forgive any service mishaps. They generate significant revenues while less sensitivity to price changes (Z. Yang & Peterson, 2004). Once the customers are convinced that the retailer shows concern towards them and are ready to assist them, it would be easier to gain their loyalty (Anderson & Srinivasan, 2003). Therefore, customer loyalty

still attracts both practitioners and academicians and researchers have studied antecedents and consequences of loyalty (G. T. R. Lin & Sun, 2009; López-Miguens & Vázquez, 2017; Pereira, Salgueiro, & Rita, 2016; Z. Yang & Peterson, 2004).

Z. Yang & Peterson (2004) proposed that loyal customers are interested in spreading positive WOM about service providers to other customers and this has been confirmed by the study of Anaza & Zhao (2013) which highlighted the direct relationship between CL and CCBs. Hence, the study aims to analyse the direct and indirect influence of loyalty of customers on their voluntary performances with regard to social exchange theory.

2.3 Prior studies on the potential antecedents of E-CCB - Perceived Value, Customer Trust, Customer Satisfaction and Customer Loyalty

The customer is the foremost prominent player in any business process. Analysing the relationships and interactions among and within a customer still attracts the researchers. The main priority of any business organisation is to satisfy their customers. The cut-throat competition in today's market highlights the importance of satisfying the customers to maintain a long-term relationship with them.

Prashar, Sai Vijay, & Parsad (2017) applied Stimulus-Organism-Response framework to examine the internal and external influences on website satisfaction and purchase intention of Indian online customers. The authors considered HV and UV as the internal influences. Web atmospheric variables such as web informativeness, web entertainment and effectiveness of information content as external influences. External and internal influences were included under stimulus, web satisfaction as organism and purchase intention as a response. The effect of web

satisfaction was proposed to be controlled by gender and income. The study highlighted the full mediating role of web satisfaction as the direct relationship between stimulus and response is not significant. Hedonic value and web entertainment were found have a greater impact on web satisfaction when compared to other variables.

PV can be considered as a two-dimensional construct with HV and UV following the approach of Babin et al. (1994). Atulkar & Kesari (2017) researched customer satisfaction, loyalty and re-patronage behaviours of hypermarkets retail customers by considering the hedonic value elements as the antecedents. The study also focused on the moderation effects of gender on the study relationships. The results substantiate the study relationships besides the moderating effects. Female hypermarket customers are more stimulated by the social and status dimensions of hedonic value when compared to male customers.

Utilising relationship marketing theory, Romadhoni, Hadiwidjojo, Noermijati, & Aisjah (2015) tested the relationship model on the parameters of service quality, CS, CT for building the loyalty of online customers. The research brought out that service quality, CS, CT and CC play a key role in building loyalty and long-term relationships with the online customer.

Chiu, Wang, Fang, & Huang (2014) considered UV and HV as second-order construct with convenience, monetary savings, product information, product savings as UV dimensions and Adventure, Idea, Social, Best Deal, Role, Gratification, Adventure as HV dimensions. HV and UV were proposed to influence repurchase intention through the interaction effects of perceived risk. Past transactions, gender, age, internet experience were considered as control variables. All the proposed relationships were accepted.

Peng & Kim (2014b) advanced the literature on PV by extending value dimensions to repurchase intentions. Stimulus-Organism-Response (S-O-R) framework has been used by considering internal influences, external influences as stimulus, attitude towards online shopping, emotional purchase as an organism and repurchase intention as a response. HV and UV were included under the internal influence and environmental stimuli under external influence. The emotional purchase did not significantly relate to repurchase intention and UV does not have a significant influence on emotional purchase. All other interrelationships were significant.

In the same manner, the significance of CT, CS, CC and CL has been highlighted by the works of Pratminingsih, Lipuringtyas, & Rimenta, (2013). The study found that CT, CS, CC as significant antecedents of CL in online shopping context of the student community.

In contrast to prior studies which focused on trust influences satisfaction, the researchers considered satisfaction to trust approach which is further followed by Rose, Clark, Samouel, & Hair (2012) in online retailing context.

For further extending the similar concept to online retailing, researchers like Chiu et al. (2012) analysed the effect of familiarity, value and CS on the habit which was further hypothesized to interact the customer trust and repurchase association. Value has been considered as a high order (second order) variable with utilitarian and hedonic shopping value dimensions. The proposed relationships were supported, and negative moderation effect existed between CT and repurchase intention. Lower the habit of purchasing, stronger is the relationship between CT and repurchase intention. It means that if a customer has the stronger habit of shopping, he feels low uncertainty and make repeat purchases without the effect of trust. It can be concluded from the fact that trust acts as a threshold variable leading to positive shopping attitudes.

By proposing customer trust, customer involvement, perceived value, customer commitment as mediators between customer satisfaction, customer loyalty, S. C. Chen (2012) developed an integrated model in an online service setting. The partial mediation effect exists between CS and CL through customer involvement, customer trust and CC whereas complete mediation effect was found between CS and CL through perceived value. The authors projected CS as a central component for customer loyalty and for retaining the existing online customers.

The findings of the above study were substantiated by Yu & Ramanathan (2012) who conducted a meta-analysis using 139 empirical studies which revealed that the major driver of customer loyalty is customer trust rather than other antecedents.

Similarly, Chang et al. (2009) studied the associations among service quality as appraisal, CS as an emotional response, CL as a behavioural framework. The study supported the influence of service quality on CS which in turn leads to CL. Besides, the interaction effect of PV on the CS and CL relationship has been brought out in the study. Therefore, the online retailers should focus on improvising the value offered by their products and services besides the quality.

The important goal of any business is to retain the customers in the long run. Similarly, the process of customer retention through the creation of loyalty in online retailing context has been studied by J. Kim et al. (2009). Online retail quality with multiple dimensions has been considered as the primary antecedent followed by CT and CS which are found to influence CL.

Overby & Lee, (2006) stressed the lack of studies on the value perceptions in online retailing situations. HV and UV were considered as dimensions of PV which influenced preference thereby purchase intention. The study considered moderating effects of online shopping frequency on the PV dimensions and preference towards online retailer. Frequent shoppers have a strong

relationship between utilitarian value and preference than infrequent shoppers. Hedonic value has a significant relationship with preference for infrequent shoppers but not for frequent shoppers.

Further, if the customer trust towards an online store increases, then the loyalty towards online store also enhances. It means that higher is the customer trust towards the online store, higher is customer loyalty. This relationship was brought out by the study of Flavián *et al.* (2006) which considered perceived usability as the primary antecedent of CL through the effects of CS and CT.

H. H. Lin & Wang (2006) tested the direct, indirect and total effects of interrelationships among PV, CT, the habit of shopping, CS, CL in the mobile commerce sector. The study projected customer satisfaction as the crucial mediating variable between PV and CL, CT and CL. Furthermore, the results highlighted the stronger total effect of PV on customer loyalty than customer satisfaction.

The interrelationships between PV, CT, CS and CL continues to maintain a prominent position in customer marketing literature. To further strengthen this relationship, Harris & Goode (2004) studied and analysed the relationship between value, trust, satisfaction, loyalty and service quality. By utilising a sample of online customers of books and airline passengers, a framework that positioned trust as a pivotal driver of loyalty than other relationship variables were proposed and tested. Results supported the proposed theoretical model by projecting customer trust as a central component to service dynamics.

In the same way, the moderation effect of switching costs has been tested by Z. Yang & Peterson (2004) on the association between customer value and CS with CL. As the switching costs are low in online retailing, it is difficult to retain customers. Hence, the results stressed the

significance of CS and perceived value in creating CL in virtual retailing. Moreover, the interaction effects of switching costs are significant if the customers have good amount of perceived value and satisfaction which is higher than average.

Anderson & Srinivasan (2003) investigated the relationship between CS and CL in online retailing context. This is one of the foremost and prominent studies which studied the influence of CS and CL along with the interaction effects of individual level and organisation level factors. CT and PV were regarded as the organisation level moderators and purchase size, inertia, convenience as the individual level moderators. The results highlighted the interaction effects of PV and CT on the influence of CS and CL in electronic commerce context.

Further, Hellier, Geursen, Carr, & Rickard (2003) researched the relationships among SQ, value and equity, PV, CS, prior loyalty of the customer, switching costs expected, brand preference of customers in retirement services and car insurance services. Results supported the indirect effect of SQ on CS through perceived value and equity and collective effects of variables on repurchase intention of customers.

Furthermore, it is not only satisfaction and trust but also value perceptions that play a crucial role in building loyal relationships. To understand the impact of PV in the formation of CL, Sirdeshmukh et al. (2002) studied the process of conversion of customer trust into value and loyalty relationship. Competence, benevolence and problem-solving orientation influenced customers' trust in front-line employees and management policies and practices. The researchers highlighted the mediating effect of value on CT and CL relationship. Complete mediation was observed in the case of CT on front-line employees and CL whereas partial mediation in case of customer trust on management policies and practices and customer loyalty. The authors tested the proposed model on 264 retail clothing customers and 113 non-business airline travel passengers. The results

supported the customer trust and customer loyalty relationship through the mediation effect of perceived value across two service industries.

Further, if the customer trusts the e-store, there is every possibility that he will maintain a long-term relationship with online stores through loyalty. To validate this proposition, J. Singh & Sirdeshmukh (2000) utilised agency theory to find the significant factors which effect CS and CL. The study considered customers as principals and service providers as agents who confronts in relational transactions. Signalling investments and price premium are considered as agency mechanisms while trust dispositions of competence and benevolence are examined in both pre-purchase phase and post-purchase phase. Results supported the interactions of the agency mechanism with trust mechanisms to enhance the satisfaction further creating the long-term association through loyalty.

2.4 Prior studies related to Customer Citizenship Behaviour

An essential objective of the customer relationship programmes is to achieve customer retention which could increase their loyalty and enables them to exhibit proper citizenship behaviours towards the company and other customers.

Xie, Poon, & Zhang (2017) extended the literature on CCB by studying brand experience and brand relationship quality as determinants of citizenship behaviours of China customers. Brand experience elements include sensory, affective, behavioural, intellectual cues. CCB towards service organisation and other customers are included in the study to measure CCBs of airline passengers. Brand relationship quality mediated the relationship between brand experience and CCB. Further, the study found the moderating effect of ratings of service providers on the brand relationship quality and CCB relationship. Higher the ratings of service providers higher will be the voluntary performances of passengers.

Zhang & Chen (2017) researched on the associations between customer participation, task-relevant and affection relevant clues (characteristics of websites) on the hedonic, social and cognitive experiences (co-creation) which further leads to CCBs of participants in online brand communities. Social and hedonic experiences lead to CCBs whereas the relationship between cognitive experience and CCBs was not significant.

C. Y. D. Tsai et al., (2017) studied the relationship between customer readiness with dimensions such as role clarity, motivation and ability with cooperation leading to customer perceived value and CCBs (WOM and HB). The study examined the transformation of service organisations from coproduction to co-creation by stimulating CCBs. The authors highlighted the mediating role of PV between customer mandatory and voluntary performances.

Tung, Chen, & Schuckert (2017) examined the impact of employee responsiveness and organisational reassurance on developing CS, CL, and PV. Social exchange theory (SET) has been used for developing the theoretical model besides self-congruity theory, attachment theory, and affect infusion model. Experimental design depending on the specific situation in the hospitality sector has been utilised to focus on the policing of other customers. The study found that if the guests are satisfied from a particular service of an organisation they do their level best to protect that organisation's image and quality if they feel any damage because of the opportunistic behaviours of other guests.

Choi & Lotz (2016) studied the motivations which guide the CCBs of the customers. The authors developed a scale for this concept using a mixed-method approach and validate the scale across three types of service contexts based on the interactive effects between customers and employees. They consisted of services with low (banking), moderate (airlines), and high (medical services) customer-employee contacts. CCB Motivations (CCBM) has emerged as a

multidimensional variable which includes self-enhancement, perceptions regarding the prior performance of service provider, personal principles and intention to help the service provides dimensions. No significant differences were observed in CCB and CCBM across different sectors. It implied that the newly developed scale is valid and appropriate for different sectors. Further, the study highlighted the role of CS as the fundamental motivator for CCBs in online retailing.

Mpinganjira (2016) studied the social support and affective commitment as the precursors of CCBs in virtual communities. Compliance, Altruism, initiative was considered as CCB dimensions. Personal initiative and altruism have been strongly influenced by the commitment and social support respectively. Both the determinants have a weak influence on compliance behaviours. Overall, commitment to community strongly correlated with CCBs than social support.

Leppäniemi, Karjaluoto, & Saarijärvi (2016) advanced the theory by testing the associations among PV, CS, willingness to share information, share-of-wallet, repurchase intention and recommendations of customers in groceries and Do-It-Yourself retailing. Gender, age, income and length of relationship were considered as control variables. The significant direct relationships were found between PV and REC, CS and REC besides indirect relationships. This study is one of the prominent studies which utilised the customers' willingness to provide information to organisations as the driver of loyalty behaviours in offline retailing context.

Revilla-Camacho et al. (2015) developed the theoretical model on the consequences of CCB. The authors focused on analysing the influence of customer participation behaviour and customer citizenship behaviour on customers' turnover intention. Both the behaviours were negatively related to turn over intention of beauty and health services customers. Consolidation of the customers and organisations increased because of the participation and citizenship behaviours.

Moreover, the long-term associations with the customers boost up the profitability of the organisations. One more interesting finding of the study was the costs of substituting the lost customers are very much high, and the value of the firm is proportional to its long-run relationships with customers.

Hao Suan Samuel, Balaji, & Kok Wei (2015) observed the empirical relationship between Online Shopping Experience, CT, Purchase Intention (PI) and WOM intentions of Malaysian online shoppers. The results revealed the direct and mediating effects of CT on the relationship between OSE and PI and WOM intentions. The study also evaluates the interacting role of the gender of the respondents on the study relationships. Males have a stronger relationship between OSE and CT and females have a stronger relationship between CT and PI. The moderation effects between OSE and PI and CT and WOM relationships were not significant.

Chen (2015) proposed a conceptual model to study the influence of the B&B atmosphere, customer experience on the CVP through customer value. All the constructs were multi-dimensional with pleasure, arousal as B&B atmosphere dimensions, hedonic value and utilitarian value as customer value dimensions. Sensory, affective, social identity, lifestyle, creative experiences were included under customer experience construct. Loyalty, cooperation, participation were used to measure CVP of customers of Taiwan B&B industry. Customer value exerted a stronger influence on CVP. B&B atmosphere variables and customer experience had an indirect effect on CVP through customer value. The study provided strong support for the influence of perceived on CVPs of offline customers.

Shamim, Ghazali, & Abdul Jamak (2015) scrutinised the effect of extrinsic value as the significant determinant of citizenship behaviours of hypermarket customers of Malaysia. Service excellence and customer ROI were used to measure experiential extrinsic value and feedback,

advocacy, tolerance and HB were included to measure CVPs. The results indicated the prominent role of extrinsic value in the development of voluntary performances of Malaysian hypermarket customers.

Anaza (2014) investigated the answer for ‘why certain people are interested in performing citizenship behaviours?’ by examining the personality traits which leads to CCBs. Agreeableness and extraversion were postulated to influence empathy and perspective taking which influenced the CS. CS employed different influences on the three dimensions of CCB-SFF, REC and HB. CS was considered as attitude, empathy and perspective taking as cognitive states. The authors stressed the prominence of high empathy for greater satisfaction and voluntary performances. The study examined these relationships in the context of electronic retailing.

Following the study of Anaza & Zhao (2013), Balaji (2014) examined the citizenship behaviours of public, private and international banks customers of India. The authors examined the variables of relational exchange as the potential determinants of CCB. They include relationship value, relationship quality effecting relationship strength and CCB. Also, relationship value indirectly relates to CCB and relationship strength through relationship quality. The study examined the gender differences and found that the relationship between relational quality and CCB was stronger for female customers than male customers.

A model was proposed by Susanta, Alhabsji, Idrus, & Nimran (2013) on the basis of SET (Social Exchange Theory) in order to examine the influence of relationship quality factors (i.e., CS, CT and CC) on loyalty and its effect on customer advocacy. SEM analysis revealed that CS and CC are inclined to have a direct effect on advocacy whereas loyalty has an indirect effect on CT and advocacy relationship.

Ho (2014) examined the in-role and extra-role activities of brand customers of Facebook by considering the adult people sample. It was found that trust towards brand and identification of community helps in invoking the mentioned behaviours.

One of the initial attempts of extending CCB to online retailing has been done by Anaza & Zhao (2013). The study observed that, in the literature of marketing and consumer behaviour, much has to be described CCB in online retailing perspective. Using the social exchange theory, the researchers proposed an integrated model and found empirical support for the hypothesised model with facilitating conditions of online retailing and familiarity with an online store influencing CS, CC, CL which determined E-CCB. CS, CC and CL were found to employ different effects on the three components of E-CCB. The findings help online merchants to stand a step forth compared to their competitors by concentrating on psychological dimensions such as CS, CL, CC and E-CCB that are difficult to duplicate while considering customer relationships.

O’Cass & Carlson (2012) examined the role of the customer regarding innovativeness of website as a factor which influences the evaluations of customers regarding trust, service quality, loyalty and WOM towards the website. The result makes a note that the website’s innovativeness is a key feature that takes a crucial part in creating a positive perception in customers regarding service quality, trust and loyalty towards the website as well as positive WOM behaviour, one of the dimensions of CCB.

Li (2011) utilised identification theory to study the relationships between CS, Customer Company Identification (CCI), and WOM, customer cooperation and customer participation. The study found that CCI acts as a partial mediator on the relationship between CS and WOM, CS and customer cooperation. Full mediating effects of CCI are revealed on the relationship between CS and customer participation.

Bartikowski & Walsh (2011) hypothesised that CCB might be affected by customer-based corporate reputation (CBR) and the CBR–CCB relationship was mediated by both loyalty and commitment. The researchers made a conclusion that loyalty and commitment mediate the CBR and helping the company behaviour.

The importance of the effect of CS, CT, and CC in online retailing (relationship quality factors) on positive WOM in e-tailing was observed by Chung & Shin (2010). The results confirmed CC and CT as necessary antecedents of word-of-mouth in online retailing.

The study by M. Chen, Chen, & Farn (2010) set in the fashion community in Taiwan, examined factors that influenced the community citizenship behaviour depending on social exchange theory. It emerged that community CCBs are motivated by service` quality and social climate.

Bove, Pervan, Beatty, & Shiu (2009) used the term customer organisational citizenship behaviour and assessed the CCBs of medical, hairdressing and pharmacy services in relation to commitment, benevolence and credibility of service employees and individual loyalty. The study emphasised commitment to service employee as the strong determinant of CCBs. Moreover, the loyalty indirectly effects the relationship between benevolence of service employee and customer OCBs, commitment to service employee and customer OCBs.

Utilising the intention theory, Palvia (2009) examined the role of trust in online retail transactions to ensure a successful sustained relationship. The dominant relationship marketing variables such as CS, value and CL along with CT have been proposed to influence WOM communications. The theoretical model has been tested using elliptical re-weighted least squares

approach. The results supported the synergy of CS, value, CT and CL to influence WOM. It implies that the relationship marketing variables play a key role in forming the WOM behaviours.

Olaru, Purchase, & Peterson (2008) studied the value perceived by the customer and repurchase intentions and recommendations. The study hypothesised relationship benefits, service benefits and monetary sacrifices with that of value and repurchase intentions and recommendations. Organisational type of the customer and contract length were considered as moderating variables on the study relationships. The study positioned value and repurchase intention as the determinants of recommendation to other customers.

A depiction of effects regarding two different types of employee behaviour – employee citizenship behaviour and employee dysfunctional behaviour – through an integrated framework was proposed by Yi & Gong (2008) on CS, which, in turn, affects CC (customer commitment). Moreover, it is expected that CS and CC also affect both CCB and CDB (customer dysfunctional behaviour). The report revealed that employee citizenship behaviour, employee dysfunctional behaviour, CS, and CC are significant interpreters of CCB and CDB.

Groth, (2005) research is the remarkable and the initial study which extended the CCB to online services. The author developed the scale of E-CCB in using Q-sort technique with the multistage process and confirmed three dimensions: recommendations, helping behaviours and providing feedback. CS has emerged as an important determinant of E-CCB.

A model of customer value with components of perceived sacrifices, emotional value, functional value, social value, and customer relationship management with customer retention, repurchase, cross-buying, WOM intentions was developed by Wang, po lo, Chi, & Yang (2004) in an equity-based approach. The results supported the relationship between value perceptions and

one of the citizenship behaviour dimensions, i.e., word of mouth through the satisfaction and brand loyalty.

Patterson, Razzaque, & Terry, (2003) proposed an integrated theoretical model to fill the gap in the CCB literature. The model includes affective commitment, personality traits and organisational justice as determinants of CCB. Agreeableness, conscientiousness as personality traits, and organisational justice include distributive and interactional justice. The framework was developed based on Social exchange theory, Equity theory and Norms of reciprocity. CL was proposed as the mediator between commitment and CCB. These relationships were supposed to be interacted by the time pressure which is being considered as a situational cue.

Tat Keh & Wei Teo (2001) explored the phenomenon of considering customers as partial employees because of their contribution to the service creation process. The theoretical model has been developed based on the literature drawn from marketing aspects, economic aspects, psychological aspects and organisational behavioural aspects.

Bettencourt, (1997) study is the foremost research work which highlighted the role of customers as the contributors to service success. The researcher used the term customer voluntary performance for analyzing extra-role activities of grocery customers. CS, support for customers, CC were studied and confirmed as the precursors of CVP. CVP was measured through three dimensions CL, cooperation and participation. These dimensions were included depending on the literature of OCB. CC has been identified as the mediating variable which motivates the customers to perform voluntary actions. The study stressed that older customers were more interested in CVPs.

The relevant literature on the variables in the study revealed that less research had been focused on the customer-based antecedents of CCB. Therefore, this research throws light on this research gap by proposing an integrated, comprehensive research framework to find and analyse the interrelationships among the customer related variables - PV, CT, CS, CL and E-CCB.

2.5 Research Gap

The review of the literature on CCB and customer relationship variables in an e-commerce context highlights the gaps in the existing literature. These gaps have motivated to undertake the present study.

- Though CCB has gained attention from researchers and practitioners, fewer studies exist in the literature. Moreover, the research on determinants and outcomes of CCB is very much less (Revilla-Camacho et al., 2015).
- Hedonic value and Utilitarian value play an important role in online shopping situations because of its virtual nature. The relationship between the perceived value (in terms of hedonic and utilitarian) and customer citizenship behaviours in online shopping setting has not been studied despite substantial progress in the consumer marketing literature (C. Y. D. Tsai et al., 2017; Zhao, Tao, & Anaza, 2013). In response to this issue, the study aimed to observe the combined effects of PV on related customer attitudes in the form of CT, CS, and CL to develop citizenship behaviours in online retailing conditions.
- Van Doorn et al. (2010) highlighted that comprehensive research is needed to analyse the interaction effects of determinants of CCBs.
- There is a lack of evidence for testing the magnitude and strength of the intermediating constructs such as CT, CS, and CL on the relationship between PV and E-CCB (Anaza &

Zhao, 2013; Bartikowski & Walsh, 2011). It enhances the necessity to develop and test an integrated E-CCB model with its antecedents.

- Balabanis, Reynolds, & Simintiras (2006) found that variance in the strength of the CS and CL relationship exists and this link remains to be explored further in the online retailing sector (Christodoulides & Michaelidou, 2011).
- Many researchers have examined the online shopping behavioural patterns in developed economies rather than Asia-Pacific countries. Online shopping has been growing at a steady pace and becomes much significant in India. Studies on the motivating factors for customer performances are very much few in the domain of online consumer research. Therefore, a substantial gap exists in the extant literature on online shoppers behavioural patterns (Ha & Stoel, 2012). The existing research on E-CCB of developed economies may not be relevant for emerging economies like India because of cultural, demographical and social variances (Prashar et al., 2017). It compels the need for extensive studies for better understanding of positive discretionary behaviours of Indian online customers. It will be very much helpful for the online retailers in India to occupy a majority of share in electronic commerce by retaining the existing and attracting new customers.

2.6 Research Questions

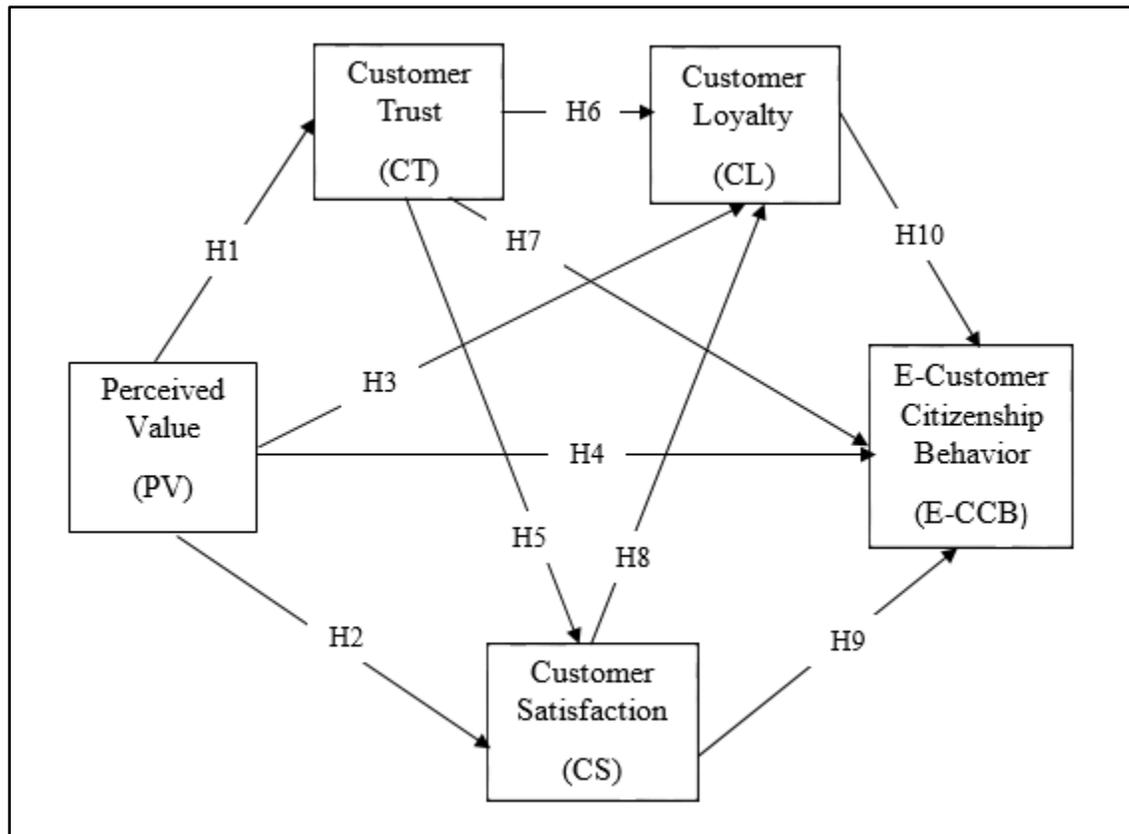
The following research questions are identified depending on the review of existing literature.

1. Is there a relationship between perceived value, customer trust, customer satisfaction, customer loyalty and e-customer citizenship behaviour?

2. How does the mediation effect of inter-related variables, exists between perceived value and e-customer citizenship behaviours?
3. What are the significant factors that moderate the study relationships?
4. How do the three dimensions of e-customer citizenship behaviours differ in terms of demographic variables?

2.7 RESEARCH MODEL AND HYPOTHESES

Figure 2.1 - Integrated Research Model



The theoretical model helps in understanding the process in which the variables under study lead to customer citizenship behaviours individually as well as collectively. Hence the integrated

framework explains the structural relationship between PV and E-CCB in the presence of intervening mediating variables and moderating variables (Figure 2.1).

2.7.1 Integrated Model - Research Hypotheses

In practice, PV, CT, CS, CL can be considered as determinants of citizenship behaviour. Prior research studied the link between perceived value and willingness to share information in offline retail (Leppäniemi et al., 2016), customer trust to WOM intentions (Hao Suan Samuel et al., 2015a), customer satisfaction to E-CCB (Groth, 2005), and attitudinal loyalty to E-CCB (Anaza & Zhao, 2013). The hypotheses are proposed depending on the mentioned discussion.

H1: There is a significant relationship between perceived value and customer trust.

H2: There is a significant relationship between perceived value and customer satisfaction.

H3: There is a significant relationship between perceived value and customer loyalty.

H4: There is a significant relationship between perceived value and e-customer citizenship behaviour.

H5: There is a significant relationship between customer trust and customer satisfaction.

H6: There is a significant relationship between customer trust and customer loyalty.

H7: There is a significant relationship between customer trust and e-customer citizenship behaviour.

H8: There is a significant relationship between customer satisfaction and customer loyalty.

H9: There is a significant relationship between customer satisfaction and e-customer citizenship behaviour.

H10: There is a significant relationship between the customer loyalty and e-customer citizenship behaviour.

2.7.2 Mediation Analysis – Research Hypotheses

Based on the proposed theoretical framework the study aims to examine the indirect effects of intervening variables. Baron & Kenny (1986) explained the mediator variable as *“a given variable may be said to function as a mediator to the extent that it accounts for the relation between the predictor and the criterion”*.

The extant literature suggested that CT, CS, CL are supposed to act as mediators on PV and E-CCB relationship besides direct structural relationships. Morgan & Hunt (1994) proposed the mediating role of CT through the trust-commitment theory. They considered CT as a central mediating construct in relational exchanges. It was further supported by the work of Kalafatis and Miller (1997).

Besides, Guo & Zhou (2013) proposed that if the customers get additional support from the firms which is more than required, then they trust the firm and involve in citizenship behaviours. Based on this, the study confirmed the mediating role of CT on the relationship of OCB with CCB. Further, Kumar Roy, M. Lassar, & T. Butaney (2014) studied the CT as a mediator on the relationship of system quality with word of mouth intention and service quality with word of mouth intention. Swanson, Davis, & Zhao (2007) studied the psychological

perspectives of individuals with relationship marketing outcome variables and relates the CT to WOM through CS directly and indirectly.

Further, Customer Satisfaction Index (CSI) model proposed by Fornell, Johnson, Anderson, Cha, & Bryant (1996) described the mediating effect of CS on the PV and CL relationship. This concept was extended to e-commerce context by Anderson & Srinivasan (2003). Further, Z. Yang & Peterson (2004) studied CS and CL along with PV and the role of switching costs and proposed the mediating role of CS in the value and loyalty relationship in electronic commerce context. Further research found that perceived transaction value and perceived acquisition value leads to CL through the mediation effect of CS (Audrain-Pontevia, N'Goala, & Poncin, 2013) which is an antecedent to citizenship behaviours (Anaza & Zhao, 2013).

Moreover perceived value with hedonic and utilitarian dimensions influence the word of mouth intentions through the mediation effect of CS (Ryu, Han, & Kim, 2008). H. H. Lin & Wang (2006) found that CS acts as a main mediating variable on the associations of PV and CT with CL and between PV and WOM, customer retention (Wang et al., 2004). Extending these studies, López-Miguens & Vázquez (2017) analysed the loyalty formation process of virtual customers and found that CS as a mediator on the CT and CL.

Also, CL mediates the relationship between CS and advocacy, CT and advocacy (Susanta et al., 2013). Bartikowski & Walsh (2011) in his study found that customer loyalty acts as a mediator between corporate reputation and CCB followed by the Bove et al. (2009) study which highlighted CL as a full mediator on CCB relationship with perceived credibility of the service worker and partial mediator on perceived benevolence of the service worker and CCB relationship.

From the discussion, it can be understood that only a few studies analysed the mediating effects on CCB. Also, the studies evaluating the mediating effects between PV and E-CCB are very much limited. Hence, the following mediation hypotheses are proposed to examine simple mediation, and serial mediation effects of CT, CS, CL on PV and E-CCB relationship.

H11: The relationship between perceived value and e-customer citizenship behaviour is mediated by customer trust.

H12: The relationship between perceived value and e-customer citizenship behaviour is mediated by customer satisfaction.

H13: The relationship between perceived value and e-customer citizenship behaviour is mediated by customer loyalty.

H14: The relationship between perceived value and e-customer citizenship behaviour is sequentially mediated by customer trust, customer satisfaction.

H15: The relationship between perceived value and e-customer citizenship behaviour is sequentially mediated by customer trust, customer loyalty.

H16: The relationship between perceived value and e-customer citizenship behaviour is sequentially mediated by customer satisfaction, customer loyalty.

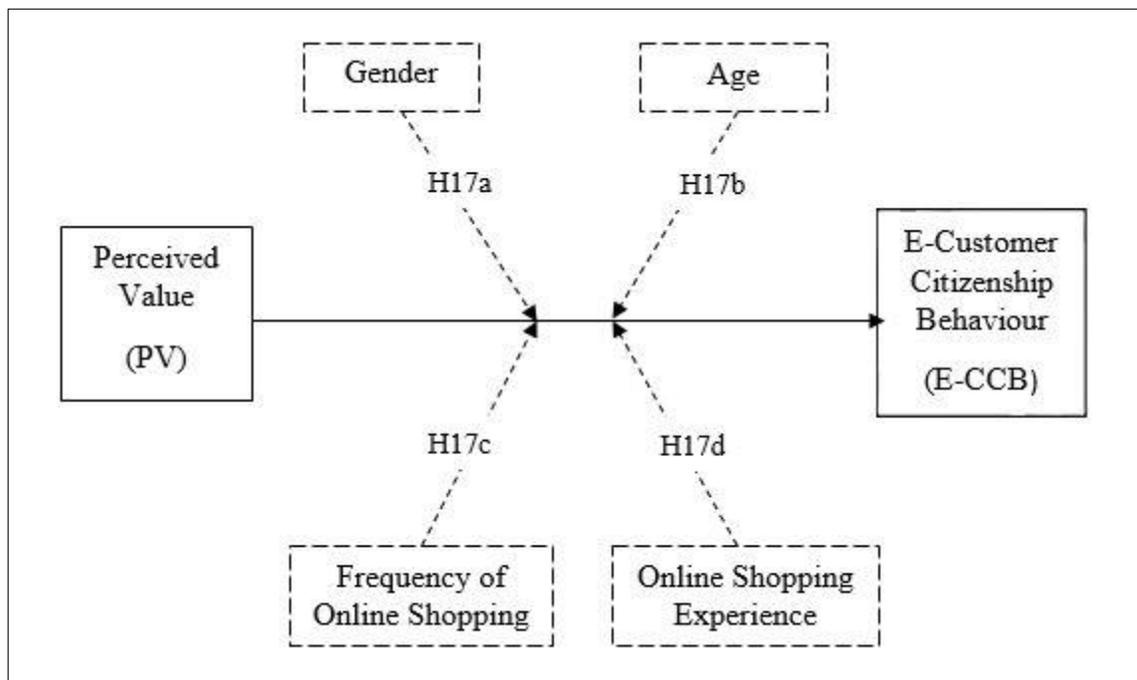
2.7.3 Moderation Analysis – Research Hypotheses

A better understanding of the role of demographic variables provides valuable insights for successfully managing the long-term relationships with customers. Hence, the study aims to

observe the moderating influences of demographic variables of the participants on the relationship of PV with E-CCB. Baron & Kenny (1986) defined moderator variable as “a qualitative (e.g., sex, race, class) or quantitative (e.g., level of reward) variable that affects the direction and/or strength of the relation between an independent or predictor variables and a dependent or criterion variable”.

Any metric variable either qualitative or quantitative can be used as a moderator variable. Emphasis on demographics of customers helps in developing marketing strategies which enhance the propensity to involve in voluntary behaviours (Balaji, 2014). Hence, the study considered demographic variables of the respondents such as gender, age, the frequency of online shopping and online shopping experience as moderators on the study relationship PV and E-CCB depending on the prior research works (Figure 2.2).

Figure: 2.2: Moderation Model



H17: The relationship between perceived value and e-customer citizenship behaviour is moderated by demographic variables of online customers (a. Gender, b. Age, c. Frequency of online shopping, d. Online shopping experience)

Gender of the respondents plays a prominent role in the studied of consumer behaviour. Male and female customers have different experiences during online shopping process. The schema theory of Bem, (1981) relevantly provide the support for the gender differences. Moderation effects of gender have been analyzed by Hao Suan Samuel et al. (2015) on the trust and WOM intentions and noticed that gender does not moderate the proposed relationship. Contradictory to this finding, Hao Suan Samuel, Balaji, & Kok Wei (2015b) found that women customers were more interested to perform voluntary behaviours. These ambiguous results lead to the development of the hypothesis which proposed the interaction effects of gender of the respondents on the PV → E-CCB relationship.

H17a: Gender of the online customer moderates the relationship between perceived value and e-customer citizenship behaviour.

Bettencourt (1997) studied the voluntary performances of customers with respondents' age groups and found that older customers are more likely to perform citizenship behaviours. As the study was conducted in online retailing context, the younger customers are more likely to use the technology for purchasing than the older customers. Hence, the study analysed the PV → E-CCB relationship as a function of age of the respondents. Considering the median age of the customers 28 years as the criteria, the respondents were divided into youth group and adulthood group.

H17b: The relationship between perceived value and e-customer citizenship behaviour is moderated by the age of the online customer.

Shopping frequency of the online shoppers may moderate the influence of PV on E-CCB. Mortimer, Fazal e Hasan, Andrews, & Martin (2016) studied the moderating effect of online shopping frequency on customer retention and concluded that frequent online customers are more inclined towards customer retention. To extend this concept to E-CCB the study formulated the hypothesis related to the interaction effects of online shopping frequency by categorizing the customers into two groups as frequent shoppers and infrequent shoppers.

H17c: Frequency of online shopping moderates the relationship between perceived value and e-customer citizenship behaviour.

Evans, Wedande, Ralston, & van 't Hul (2001) found the differences between behavioural patterns of experienced and unexperienced shoppers in virtual communities. The value perceptions also have different influence on the acceptance of online commerce (Liang & Huang, 1998) and Khalifa & Liu (2007) studied online shopping experience as a moderator on the CS and customer repurchase intention and found that the relationship is stronger for high experienced customers which contradicts the findings of Pappas, Pateli, Giannakos, & Chrissikopoulos (2014). Hence, to understand the influence of online shopping experience the study formulated the hypothesis as:

H17d: The relationship between perceived value and e-customer citizenship behaviour is moderated by the shopping experience of online customer

Depending on the extant literature, the study proposed that gender, age, online shopping frequency and online shopping experience may moderate the PV and E-CCB relationship. Hence, the following hypotheses are proposed.

2.7.4 Comparison of Means

The mean scores of dimensions of E-CCB, i.e. SFF, REC, HB were compared to analyse the differences among demographic variables such as age, gender, education, online shopping frequency, online shopping experience. The following hypotheses are proposed for comparing the means.

H18: Service Firm Facilitation significantly differs in terms of demographic variables of respondents in the study.

H18a: Service Firm Facilitation significantly differs in terms of the gender of the respondents in the study.

H18b: Service Firm Facilitation significantly differs in terms of age of the respondents in the study.

H18c: Service Firm Facilitation significantly differs in terms of education of the respondents in the study.

H18d: Service Firm Facilitation significantly differs in terms of online shopping frequency of the respondents in the study.

H18e: Service Firm Facilitation significantly differs in terms of the online shopping experience of the respondents in the study.

H19: Recommendation significantly differs in terms of demographic variables of respondents in the study (age, gender, education, online shopping frequency, online shopping experience)

H19a: Recommendation significantly differs in terms of the gender of the respondents in the study.

H19b: Recommendation significantly differs in terms of the age of the respondents in the study.

H19c: Recommendation significantly differs in terms of education of the respondents in the study.

H19d: Recommendation significantly differs in terms of online shopping frequency of the respondents in the study.

H19e: Recommendation significantly differs in terms of the online shopping experience of the respondents in the study.

H20: Helping Behaviour significantly differs in terms of demographic variables of respondents in the study (age, gender, education, online shopping frequency, online shopping experience)

H20a: Helping Behaviour significantly differs in terms of the gender of the respondents in the study.

H20b: Helping Behaviour significantly differs in terms of the age of the respondents in the study.

H20c: Helping Behaviour significantly differs in terms of education of the respondents in the study.

H20d: Helping Behaviour significantly differs in terms of online shopping frequency of the respondents in the study.

H20e: Helping Behaviour significantly differs in terms of the online shopping experience of the respondents in the study.

2.8 Chapter Summary

This chapter highlighted the existing literature as the source of the proposed hypotheses in the study. Research gap was identified, and the conceptual model was proposed. Research questions and objectives were formulated. Theoretical support for mediating and moderating hypotheses was presented. Hypotheses for comparing the means were proposed.

CHAPTER III

RESEARCH METHODOLOGY

<i>3.1 Introduction</i>
<i>3.2 Research Design</i>
<i>3.3 Research Approach</i>
<i>3.4 Sampling, Data collection</i>
<i>3.5 Questionnaire Development</i>
<i>3.6 Data Screening</i>
<i>3.7 Common Method Bias</i>
<i>3.8 Data Analysis</i>
<i>3.9 Chapter Summary</i>

3.1 Introduction

This chapter focuses on the methodology employed in the study to find answers to the research questions. Tools and techniques used for testing the hypotheses and proposed model are explained. Research design, sampling method, and the process of data collection are presented in detail.

3.2 Research Design

Research design can be stated as the “*specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of a project that stipulates what information is to be collected from which source by what procedures*” (Green & Tull, 1970)

The present study utilised the cross-sectional data collected from the online shoppers belonging to five states in southern India. The proposed structural relationships have been tested depending upon the ontology and epistemology of the research.

3.3 Research Approach

The hypothetic-deductive approach has been followed in the study under positivistic philosophy. Theoretical support on customer relationship variables and E-CCB helped in proposing the structural model. Depending on that the hypotheses were deduced. Hypotheses were tested through the collected data. The variables under study are operationalized for data collection purposes.

Adopting the positivistic philosophy helps in expanding the prior literature on CCB by focusing more on the customer-based antecedents of E-CCB. It leads to a better understanding of the concept of E-CCB by advancing the theory.

Data for the study is collected through survey method at a single point of time from each respondent, and therefore the study is considered to be cross-sectional. This is in accordance with the prior research on CCB which has mainly focused on quantitative research.

3.4 Sampling and Data collection

The study considers the quantitative survey method for data collection. Survey method employs a questionnaire as a tool for data collection (Ghauri & Grønhaug, 2005).

3.4.1 The population of the Study

The study aims to identify the antecedents of CCB of customers in an online retail setting. Hence, online customers are considered as population for the current study. However, this population is large in number and it is difficult to recognise. Therefore, a sample of the online customer population is considered appropriate for answering the research questions.

3.4.2 Sampling frame

Online customers' population is enormous and considering each item is not possible. Therefore, probability sampling cannot be used, and the study considers the non-probability technique purposive sampling for collecting the responses. A sample of 738 online shoppers of southern India having a minimum of two years of experience in online shopping are included in the study.

Data was collected from five states: Telangana, Andhra Pradesh, Tamilnadu, Karnataka and Kerala. From those states, tier I cities namely, Hyderabad, Chennai, Bengaluru, Trivandrum and tier II cities: Warangal, Guntur, Visakhapatnam, Coimbatore, Mysore and Kochi respectively were included in the study.

The data collected through on-site surveys. About 1000 questionnaires were distributed. Eight hundred eighteen questionnaires were returned. After excluding incomplete and improperly filled forms, 738 responses were retained. The response rate was 73.8%.

3.4.3 Sample size justification

The adequate sample size was obtained considering the recommendations of Hair, J.F., Anderson, R.E., Tatham, R.L., & Black (2008).

As a rule of thumb, Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham (2010) proposed *Five subjects for one variable* are required to run factor analysis and SEM. The study included 36 items and hence the sample size of 160 could be enough. However, the sample size of 738 is considered which is quite adequate.

1. Hair et al. (2008) suggested that while using SEM, if the model has constructs with more than three items and communalities greater than 0.6, then a sample of 150-200 are adequate

to test the model. The study has constructs with three and more than three items and has communalities greater than 0.6. Hence, the adequate sample is considered for the study.

2. Besides, the sample size of this study is comparatively higher than the prior research studies on CCB related studies (Table 3.1). (Anaza & Zhao, 2013; Groth, 2005; Hao Suan Samuel et al., 2015a)

Table 3.1 - The sample size of selected prior research studies on E-CCB

Authors	Sample size
Anaza & Zhao (2013)	186
Groth (2005)	255
Balaji (2014)	347
Bartikowski & Walsh (2011)	583

3.5 Questionnaire Development

Churchill & Iacobucci (2002) recommended a method for the development and justification of the structured questionnaire. The constructs of the study: PV, CT, CS, CL, and E-CCB were operationalised from their theoretical concepts. The scale items were adapted from the previous studies after reviewing the extant literature on the proposed conceptual model. The items were modified following the context of the study. Questions regarding the demographics of the customers were included in the questionnaire as the details of the respondents' profile help in better understanding of them.

Excluding demographics, all other constructs in the study were multi-item. The Likert scale was used to capture the responses. Seven response categories of *1-Strongly Disagree to 7-Strongly*

Agree are included with a neutral point. According to Sudman, Bradburn, & Schwarz (1996), the neutral point helps in respondents' equivocation. The complete questionnaire is given in the Appendix.

3.5.1 Constructs Measurement

Perceived Value (PV)

Perceived value is considered as a second-order construct in the study with Hedonic value (HV) and Utilitarian Value (UV) dimensions. UV items were adopted from Hsin Chang & Wang (2011) and Overby & Lee (2006) studies. Items for HV were adopted from the research of Chiu et al. (2012) and Overby & Lee (2006). Items like *Online stores offer a good economic value* were included. Cronbach's alpha of the scale used is, $\alpha=.865$.

Customer Trust

Customer trust items were adopted from the study of Gefen, Karahanna, & Straub (2003). The reliability of the items used was found to be $\alpha=.947$.

Customer Satisfaction

A four-item scale from the studies of Anaza & Zhao (2013) and Chiu et al. (2012) was used to measure CS construct. The reliability of the scale used is $\alpha=.899$.

Customer Loyalty

Customer loyalty was measured by adapting the scales used by Audrain-Pontevia et al. (2013) and Lin & Sun (2009) whose Cronbach's alpha was $\alpha=.847$.

E-Customer Citizenship Behaviour

Groth (2005) developed E-CCB scale adopting the Q-sort method. The study considered E-CCB as a second-order variable with three dimensions. They include the intention to recommend online stores (Recommendation-REC), the possibility of providing feedback to the organisation (Service Firm Facilitation-SFF) and willingness to help other customers (Helping Behaviours-HB). The scale items were adapted from the studies of Balaji (2014); Choi & Lotz (2016); Groth (2005); Zhao et al. (2013) Reliability for the items of these three dimensions are satisfactory with values as follows: Service Firm Facilitation $\alpha=0.898$, Recommendation $\alpha=0.843$, Helping Behaviour $\alpha=0.853$.

Personal details of respondents were measured using both dichotomous and multichotomous questions. Dichotomous questions were included in instances such as gender (Male and Female). For other details regarding online shopping patterns of respondents, multichotomous questions were used in the study.

Following the order proposed by Churchill and Iacobucci (2002), to enhance the response rate, the demographic questions were included at the end of the questionnaire. The items about exogenous and endogenous variables were mentioned separately in the questionnaire to reduce the method bias. Many attempts had been given to review and revise the questionnaire to organise it properly.

3.5.2 Questionnaire pre-testing

Before the main data collection, the questionnaire was pretested, and academicians and customers were asked to provide suggestions for the improvement. They were asked regarding the

ambiguity of questions. Depending on the suggestions, necessary and possible modifications had been done. Three items: HV3, UV3, CT2 were dropped from the study to avoid misperception and ambiguity. The obtained data then coded to suit the requirements of Statistical Package for the Social Sciences (SPSS) for data analysis. Quantitative data analysis techniques used in the current study are mentioned in the subsequent sections.

3.6 Data Screening

3.6.1 Normality

The data collected has been tested to check whether it is distributed normally. Analysis of the data which has a large extent of deviation from the normality produces void results (Hair et al., 2010). Hence, the study analysed the normality of the data through skewness and kurtosis tests (Field, 2013).

3.6.2 Multicollinearity

Multicollinearity refers to *“the degree to which any variable’s effect can be predicted or accounted for by the other variables in the analysis”* (Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, 2010). Increase in multicollinearity masks the real effects of the variables leading to misinterpretations. Hence, the data were screened for the complications occurs through high multicollinearity by calculating Variance Inflation Factor (VIF) and tolerance values.

3.7 Common method bias

Harman single factor test was employed to assess the method variance depending on the suggestions of Podsakoff, MacKenzie, Lee, & Podsakoff (2003). If the data were collected at

several points of time using the same method, then there are chances for method variance. As the method variance cannot be excluded, Harman single factor test has been conducted. In this approach, exploratory factor analysis has been carried out without rotation by including all the factors. If the single emergent factor shares the majority of the variance, then method bias exists.

3.8 Data analysis

The following tools were used for the collected data analysis. The current research intends to study the inter-relationships between variables PV, CT, CS, CL, and E-CCB. Multivariate analysis tools were used on these multiple variables.

Depending on the objectives of the research, multivariate techniques are categorised as first-generational and second generational techniques. If the research is exploratory, the first-generation techniques and if the research is confirmatory second- generational techniques need to be used (Table 3.2).

Table 3.2 – Multivariate Analysis Methods - (Source: (Hair et al. (2010))

	Primarily exploratory	Primarily confirmatory
First-generation techniques	Cluster analysis Exploratory factor analysis Multidimensional scaling	Analysis of variance Logistic regression Multiple regression
Second-generation techniques	PLS-SEM	CB-SEM, including Confirmatory factor analysis

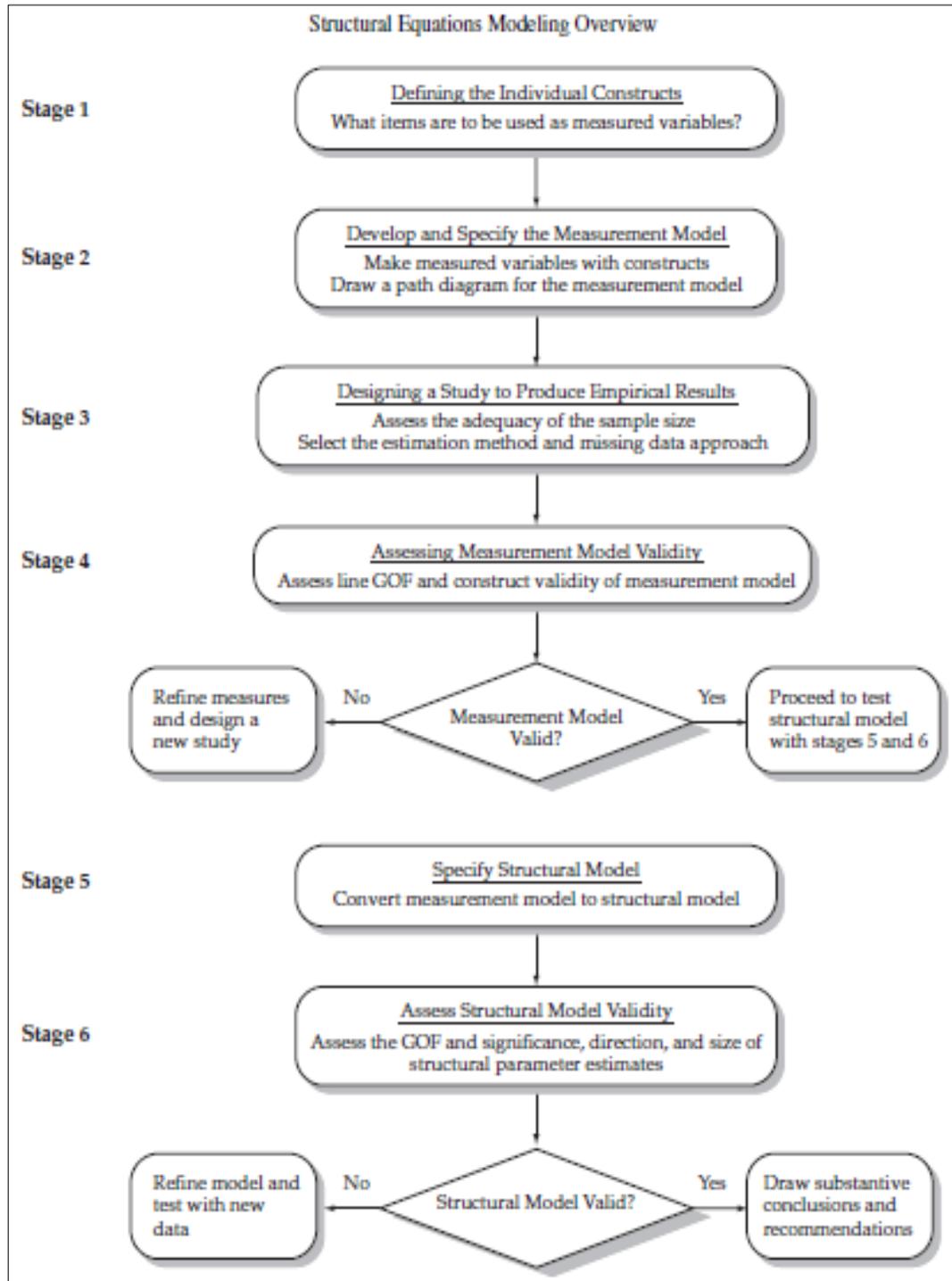
Structural Equation Modelling (SEM) is one of the most prominent data analysis techniques. Prior empirical research on E-CCB has utilised this technique to understand the concept of E-CCB (Anaza & Zhao, 2013; Groth, 2005). SEM involves a family of tools such as analysing covariance structures, structure analysis, structure modelling and so on. It analyses mediator and moderator relationships besides quantifying the measurement error by analysing inferential data. As suggested by Hair et al. (2010), for the simultaneous testing of multiple hypotheses SEM is the ideal technique. SEM can be classified into Partial Least Squares-Structural Equation Modelling (PLS-SEM) and Covariance-based Structural Equation Modelling (CB-SEM).

First generational (Cronbach's alpha; Exploratory factor analysis) and second-generational technique CB-SEM (Hair et al., 2010) were used in this study. Descriptive and exploratory factor analysis have been done using SPSS 21.0. For CB-SEM, AMOS 24.0 was used.

3.8.1 Steps of CB-SEM technique

According to Hair et al. (2010), a typical CB- SEM technique has six steps, which are presented depicted in Figure 3.1 below.

Figure 3.1 – Flow chart for SEM - (Source: (Hair et al. (2010))



Data analysis using CB-SEM involves two models namely: Measurement model and Structural model.

1. The relationship between items and their respective constructs are explained using the measurement model. Validity and reliability of the model before assessing the structural relationships are estimated in the measurement model.
2. The second model is the structural model. It analyses the hypotheses which are proposed on the basis of the theoretical framework. It also depicts the inter-relationships between the constructs.

3.8.1.1 Assessment of measurement model

Measurement model includes Confirmatory Factor Analysis (CFA). It confirms the observed variables to their respective latent constructs. Covariances and inter-relationships among the latent constructs were obtained through CFA. The estimates include factor loadings, variances, modification indices. Indicators with good loadings were retained.

Reliability of the model was assessed through composite reliability. The validity of the constructs was analysed through convergent validity, discriminant validity, content validity and nomological validity. Goodness-Of-Fit (GOF) statistics depict the overall fit of the model. They include Root Mean Square Error of Approximation (RMSEA), Goodness-of-Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Normed Fit Index (NFI) TLI = Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), Relative Fit Index (RFI) IFI = Incremental Fit and Indices (IFI) and the chi-square (χ^2).

3.8.1.2 Assessment of structural model

Further analysis in SEM is the assessment of inter-relationships among the constructs and their respective variables in the study. It tests the hypotheses by running structural equations as a series of regression equations. The correlations between the constructs in CFA is replaced by dependent and independent notation of constructs in the structural model. GOF statistics are estimated to analyse whether the model fits the data. Finally, the estimates of the hypothesised relationships with statistical significance and the direction of these relationships are calculated.

3.8.2 Integrated Research Model

The study focuses on PV, CT, CS, CL and E-CCB constructs. The proposed model has been developed on the premise of social exchange theory, social capital theory, resource exchange theory and norm of reciprocity. The underlying notion is that a person develops and maintains a long-term relationship if he thinks it will benefit both the parties. Accordingly, customers perform citizenship behaviours if they believe that such behaviours help themselves and retailers.

An integrated research model and hypotheses were proposed based on the research framework and SET, SCT, RET and norm of reciprocity. Thus, the study chooses an integrated method for understanding E-CCB on the basis of multiple theories.

3.8.3 Mediation Analysis

Simple mediation and serial mediation analyses were done using PROCESS macro for SPSS recommended by Hayes (2013). A simple mediation model is the one in which an independent variable is influencing a dependent variable via a single intervening construct. Hayes

(2013) defines serial mediation as “*a causal chain linking the mediators, with a specific direction of casual flow*”. Simple mediation effect of CT, CS, CL and Serial mediation effect of CT, CS, and CL on the relationship between PV and E-CCB has been analysed in the study depending on the theoretical support. Bootstrapping has been done to analyse the significance of the mediation effects. The indirect effect is said to be significant if zero is not included in the upper level and lower level confidence intervals at 95% significance.

3.8.4 Multi-group Analysis (MGA)

MGA was performed to analyse the moderation influences of demographic variables like age, gender, online shopping experience and online shopping frequency on the PV and E-CCB relationship using AMOS 21.0. Chi-square difference test for the constrained model and unconstrained model approach was followed for determining the moderation effects.

3.8.5 Comparison of means

The study tested whether respondents’ SFF, REC, and HB actions differ in terms of age, gender, education, online shopping experience, online shopping frequency by comparing the means. Independent sample t-test was used to compare the means of two groups. One-way Analysis of Variance (ANOVA) was performed for comparing more than two groups. Levene’s statistic for homogeneity of variances was considered for interpreting the results.

3.9 Chapter summary

The chapter provided information regarding the research approach and design, sample of the study, a description of the tool for survey method of data collection. The description of statistical techniques, tools and methods for analysing the collected data were presented and justified. Methods for analysing the reliability and validity of the scale were mentioned. This is followed by data analysis and interpretation in the subsequent chapter.

CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

<i>4.1 Introduction</i>
<i>4.2 Response, Non-response rate</i>
<i>4.3 Sample Splitup</i>
<i>4.4 Analysis of Demographics</i>
<i>4.5 Exploratory Factor Analysis</i>
<i>4.6 Confirmatory Factor Analysis</i>
<i>4.7 Structural Model</i>
<i>4.8 Hypotheses Testing</i>
<i>4.9 Mediation Analysis</i>
<i>4.10 Moderation Analysis</i>
<i>4.11 Comparison of Means</i>
<i>4.12 Chapter Summary</i>

4.1 Introduction

The analysis of the collected data along with the outcomes is mentioned in this chapter in six sections. Demographic details of the respondents were mentioned followed by the descriptive analysis of the constructs and data screening results in Section-I. Data screening has been done to check whether the data suits for further (EFA, CB-SEM) analysis.

Exploratory Factor Analysis (EFA) was presented in section-II. It is followed by Confirmatory Factor Analysis (CFA) which reveals the validity and reliability of the proposed theoretical model in section-III. In section-IV, results of the proposed hypotheses which were obtained through structural model evaluation are presented. Direct and indirect effects of the theoretical framework were represented in Section-V. Moderation effects of the demographics were depicted in section-VI. Finally, the comparison of means has been described in Section-VII.

4.2 Response rate and non-response bias

Data were collected during 2017-2018 over eleven months period. One thousand questionnaires were administered to online customers. Of which 818 questionnaires were received back. A large amount of missing data was found in the forms of forty-nine respondents. Thirty-one respondents did not answer the questionnaire properly. The response rate was 73.8 per cent as 738 questionnaires were retained and included in the study. This response rate is reasonable for the analysis as suggested by Baruch & Holtom (2008) for organisational research. According to Rogelberg and Stanton (2007), good response rate helps in the consistency of the results drawn from analysing the collected data. Low response rate may decrease the reliability of the results.

Armstrong & Overton (1977) proposed the method for testing the data for non-response bias. However, this method is not applicable to the current study as data from each city is collected at a particular single point time frame. Therefore, the classification like early respondents and late respondents is not applicable in this study.

Scrutinising the data indicated that the study is void of non-response bias. Among 818 returned questionnaires, 80 were removed because of inappropriate answers and missing data.

SECTION – I

This section deals with the demographic details of the participants in the study. Subsequently, descriptive analysis of the constructs examined in the study is presented. Data were checked for normality and multicollinearity issues followed by the assessment of common method variance.

4.3 Sample Split-up

Table 4.1 - Sample Split-up

State	Cities	Sample size		
		Proposed	Actual	
Andhra Pradesh	Tier II	Guntur	100	82
		Visakhapatnam	100	93
Karnataka	Tier I	Bengaluru	100	85
	Tier II	Mysore	100	53
Kerala	Tier II	Trivandrum	100	62
		Cochin	100	64
Telangana	Tier I	Hyderabad	100	89
	Tier II	Warangal	100	82
Tamilnadu	Tier I	Chennai	100	65
	Tier II	Coimbatore	100	63
Total Sample Size				738

Table 4.1 represents the sample split up for the present study. The states and cities for the study have been selected depending on the various statistics and reports on online shopping. Southern India has been considered depending on the Browntape 2015 report on online statistics which depicted that 41% of the online orders in the overall e-commerce sale were from southern India (Figure 4.1). Accordingly, all the five states in southern India – Telangana, Andhra Pradesh, Tamilnadu, Karnataka, and Kerala have been considered for choosing Tier I and Tier II cities.

These Tier, I and Tier II cities, contribute to 69.75% of overall online retail sales (Figure 4.2). The cities have been selected depending on various reports such as Guntur (FlipTrends, 2015), Visakhapatnam (ASSOCHAM, 2016), Mysore (FlipTrends, 2015), Trivandrum, Cochin (YourStory Research – Depending on the various reports), Coimbatore (FlipTrends, 2015), Bengaluru, Hyderabad, Chennai (Many reports such as ASSOCHAM, 2016, FlipTrends, 2015; Pixelmatic, 2017; Sokrati, 2016)

Figure 4.1 - Region wise split up of online orders in India

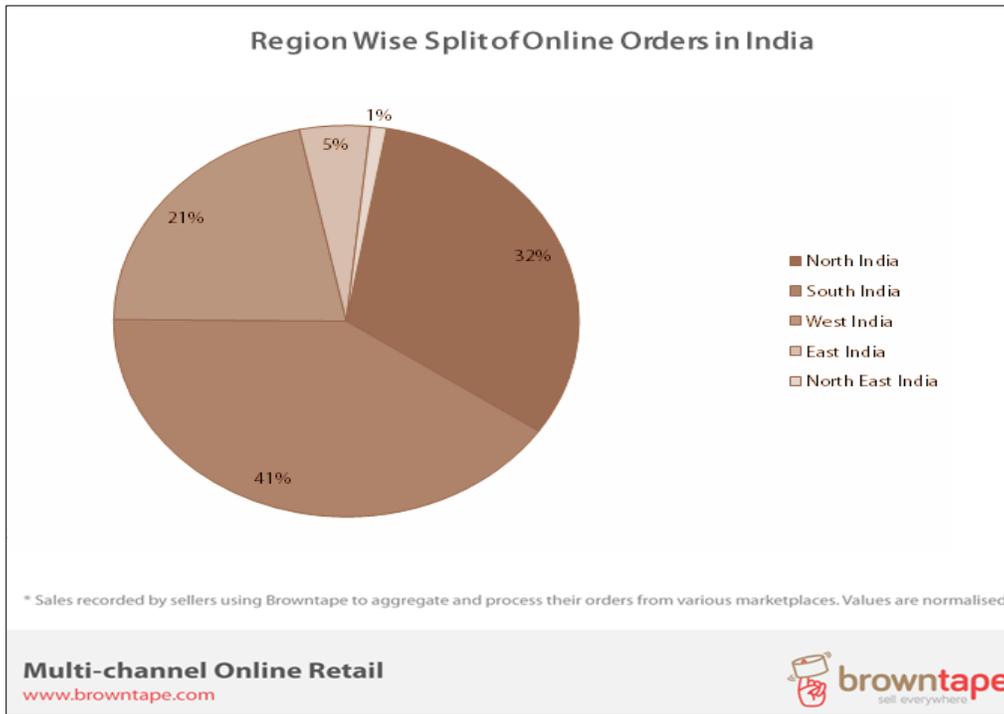
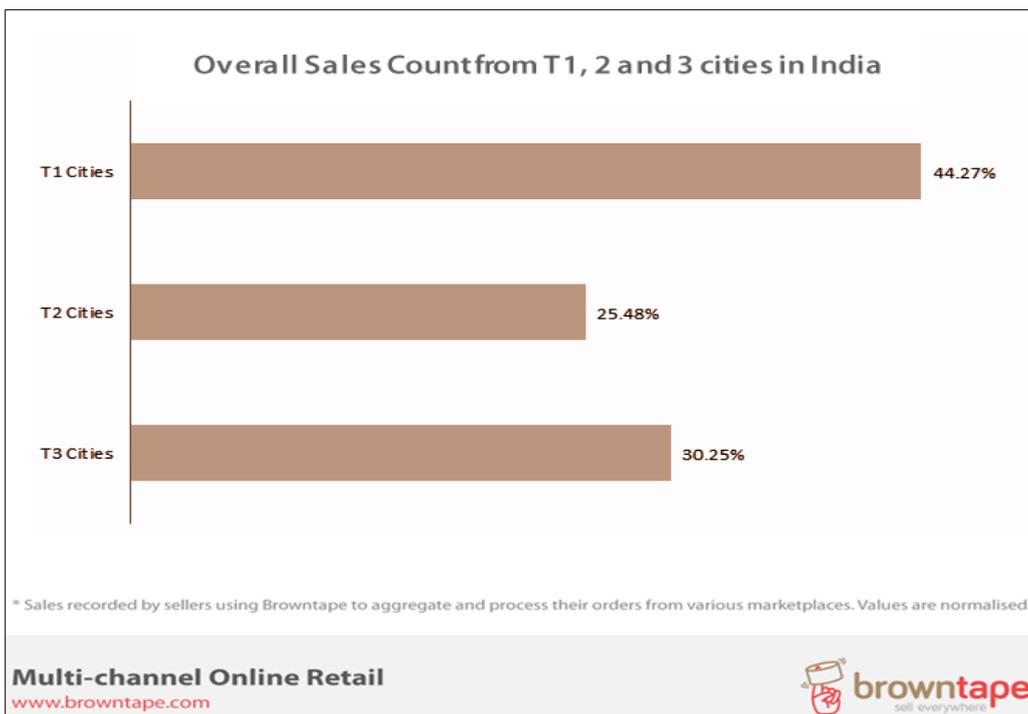


Figure 4.2 - Overall sales count from Tier I, Tier II and Tier III cities of India



4.4 Analysis of demographics of the sample

The demographic details were considered for understanding the respondents’ profile (Table 4.2). They include Gender, Marital Status, Age, Education, Employment Status, Online Shopping Frequency and Online Shopping Experience.

Table 4.2 – Demographics of respondents

Demographics	Frequency	Percentage	Demographics	Frequency	Percentage
Gender			Education		
Male	436	59.1	Intermediate	30	4.1
Female	302	40.9	Graduate	376	50.9
Marital Status			Post Graduate	201	27.2
Married	421	57	Others	131	17.8
Unmarried	317	43			
Age (in years)			Employment Status		
18-25	131	17.8	Student	142	19.2
26-35	179	24.3	Unemployed	141	19.1
36-45	284	38.5	Private Emp	296	40.1
46-60	144	19.5	Govt. Emp.	159	21.5
Online Shopping Frequency			Online Shopping Experience		
Monthly	107	14.4	0 - 2 years	228	30.8
Quarterly	318	43.2	2 - 4 years	285	38.6
Half-Yearly	118	16	4 - 6 years	126	17.1
Annually	195	26.4	6 - 8 years	99	13.5

The demographic data include 59.1 percent of male and 40.9 percent of female respondents. Fifty-seven percent of the respondents were married, and unmarried respondents were found to be 43 percent. Approximately, half of the respondents were graduates (50.9%), followed by post-graduates 27.2 percent, others (research scholars, certificate and diploma courses) 17.8 percent and intermediate & below 4.1 per cent. Almost 40.1 per cent of respondents were private employees, 21.5 per cent were government employees, 141 respondents were unemployed, and 142 participants were students (Table 4.2).

About, 43.2 per cent of participants in the study purchase products online every quarterly. This was followed by 26.4 per cent of respondents who do online shopping annually, 118 respondents purchase products online half-yearly. And monthly 14.4 per cent of respondents purchase products through electronic retailing. Majority of the respondents have 2 - 4 years of the online shopping experience, 30.8 per cent have below two years of the online shopping experience. 17.1 per cent of respondents have 4 – 6 years and 13.5 per cent of participants have 6 – 8 years of the OSE (Table 4.2).

Table 4.3: Respondents' most preferred electronic store and payment method

Preferred Online Retail Store			Preferred Payment Method		
Amazon	331	44.9	Cash-On-Delivery	406	55.0
Flipkart	202	27.4	Credit Card	73	9.9
eBay	95	12.8	Debit Card	181	24.5
Snapdeal	110	14.9	Internet Banking	78	10.6

Table 4.3 depicts that majority of the respondents in the study opted for COD payment mode (55%) followed by debit card payment method (24.5%). 10.6 percent of respondents were interested in payment through internet banking, and 9.9 percent opted for credit card payment.

The most preferred online retail store is Amazon (44.9%). 27.4% of respondents were interested in purchasing from Flipkart. One hundred ten respondents (14.9%) preferred Snapdeal succeeded by eBay with 12.8 percent (Table 4.3).

4.4.1 Descriptive analysis of constructs

The respondents' patterns of answering to the questionnaire items relating to the constructs (HV, UV, CT, CS, CL, SFF, REC, HB) are mentioned as follows. Table 4.4 presents the descriptive statistics of the constructs in the study. They include the values of Mean, Standard Deviation (SD), skewness and kurtosis. For all these constructs measurement included Likert's seven-point scale.

Table 4.4 - Summation of Mean, SD, Skewness, and Kurtosis values of the constructs in the study

Construct	Items	Mean	SD	Skewness	Kurtosis
Hedonic Value (HV)	HV1	4.72	1.654	-.741	-.320
	HV2	4.74	1.507	-.611	-.237
	HV4	4.93	1.382	-.691	.179
	HV5	4.80	1.445	-.687	-.203

Utilitarian Value (UV)	UV1	5.15	1.430	-.872	.268
	UV2	5.25	1.260	-.796	.257
	UV4	5.24	1.263	-.792	.289
	UV5	5.16	1.298	-.871	.464
Customer Trust (CT)	CT1	6.07	.928	-1.835	5.752
	CT3	5.75	.959	-1.244	2.568
	CT4	5.80	.984	-1.382	3.131
	CT5	5.77	.977	-1.138	1.955
Customer Satisfaction (CS)	CS1	5.86	1.166	-1.277	1.800
	CS2	5.79	1.057	-1.344	2.585
	CS3	5.81	1.079	-1.241	1.808
	CS4	5.90	1.056	-1.165	1.405
Customer Loyalty (CL)	CL1	5.85	1.062	-1.360	2.923
	CL2	5.87	.995	-1.634	3.960
	CL3	5.77	.975	-1.365	3.386
	CL4	5.77	.971	-1.534	4.040
	SFF1	5.65	1.057	-1.098	1.647

Service Firm Facilitation (SFF)	SFF2	5.57	1.048	-1.156	1.719
	SFF3	5.67	1.099	-1.036	1.426
	SFF4	5.68	1.076	-.933	.841
	SFF5	5.66	1.073	-.974	.984
Recommendation (REC)	REC1	5.92	.969	-1.109	1.640
	REC2	5.61	1.044	-1.248	2.443
	REC3	5.46	1.120	-.960	1.006
	REC4	5.45	1.118	-1.052	1.653
Helping Behaviour (HB)	HB1	5.66	1.084	-1.093	2.100
	HB2	5.56	1.165	-1.113	1.628
	HB3	5.64	1.104	-1.131	1.781
	HB4	5.51	1.185	-1.180	1.677

The item analysis of the variables in the study is presented in table 4.4. Customer trust item (CT1) has the highest mean of 6.07, and hedonic value item (HV1) has the lowest mean of 4.72. The standard deviation of hedonic value (HV1) item is 1.654 which is the highest and of customer trust (CT1) is 0.928 which is the lowest.

4.4.2 Data Screening

Data screening has been done to assess whether the data suits for further analysis. For the application of planned tools and techniques, data should be valid. Data screening has been done by examining normality and multicollinearity assumptions (Hair et al., 2010).

4.4.2.1 Normality

Normality of the data can be examined through skewness and kurtosis as suggested by Hair et al. (2010) and Tabachnick, Barbara G. Fidell (2001). Skewness refers to the symmetrical distribution of the variable whereas kurtosis refers to peakness in the distribution of the data. Skewness and kurtosis results within the range of +3 and -3 indicate that the data is normally distributed. No skewness was identified in the data set, and kurtosis was ideal for a maximum number of items (Table 4.4). Therefore, the results implicate that the data is normally distributed.

4.4.2.2 Multicollinearity

The study used the tolerance values and its inverse, VIF for checking the multicollinearity among the items of the study. Following the rules of thumb, the VIF for all the constructs is less than three with tolerance values greater than 0.2 which are acceptable (Table 4.5). It implies that the constructs are not highly correlated with one another and doesn't share much variance. Therefore, the data is free from multicollinearity.

Table 4.5 - Multi collinearity Statistics

Dependent Variable: Customer Trust	Tolerance	VIF
Hedonic Value	.595	1.682
Utilitarian Value	.496	2.017
Service Firm Facilitation	.562	1.778
Helping Behaviours	.650	1.538
Customer Satisfaction	.805	1.242
Customer Loyalty	.792	1.263
Recommendation	.463	2.160
Dependent Variable: Hedonic Value	Tolerance	VIF
Utilitarian Value	.552	1.813
Service Firm Facilitation	.563	1.775
Helping Behaviours	.654	1.530
Customer Satisfaction	.755	1.325
Customer Loyalty	.767	1.305
Recommendation	.461	2.171
Customer Trust	.654	1.530
Dependent Variable: Utilitarian Value	Tolerance	VIF
Service Firm Facilitation	.622	1.608
Helping Behaviours	.650	1.538
Customer Satisfaction	.754	1.326
Customer Loyalty	.769	1.301
Recommendation	.465	2.153
Customer Trust	.650	1.538
Hedonic Value	.658	1.519
Dependent Variable: Service Firm Facilitation	Tolerance	VIF
Helping Behaviours	.651	1.537
Customer Satisfaction	.757	1.321
Customer Loyalty	.764	1.309
Recommendation	.455	2.197
Customer Trust	.658	1.520
Hedonic Value	.600	1.668
Utilitarian Value	.555	1.803
Dependent Variable: Helping Behaviours	Tolerance	VIF
Customer Satisfaction	.768	1.301
Customer Loyalty	.764	1.309

Recommendation	.470	2.128
Customer Trust	.655	1.528
Hedonic Value	.599	1.670
Utilitarian Value	.499	2.004
Service Firm Facilitation	.560	1.786
Dependent Variable: Customer Satisfaction	Tolerance	VIF
Customer Loyalty	.776	1.289
Recommendation	.444	2.251
Customer Trust	.694	1.440
Hedonic Value	.592	1.689
Utilitarian Value	.496	2.017
Service Firm Facilitation	.558	1.793
Helping Behaviours	.658	1.520
Dependent Variable: Customer Loyalty	Tolerance	VIF
Recommendation	.466	2.145
Customer Trust	.674	1.483
Hedonic Value	.593	1.685
Utilitarian Value	.499	2.005
Service Firm Facilitation	.556	1.799
Helping Behaviours	.646	1.548
Customer Satisfaction	.766	1.305
Dependent Variable: Recommendation	Tolerance	VIF
Customer Trust	.679	1.472
Hedonic Value	.615	1.627
Utilitarian Value	.520	1.924
Service Firm Facilitation	.571	1.752
Helping Behaviours	.685	1.460
Customer Satisfaction	.756	1.323
Customer Loyalty	.804	1.244

4.4.3 Common method bias

Harman Single Factor test has been performed to check for method variance in the study. Principal Component Analysis (PCA) factor extraction is restricted to 1, and that single factor constituted for a variation of 34.997%. It implies that no single factor showed up majority variance. Therefore, method bias may not be considered for the study.

Results of screening tests ensure that data is fit for further analysis.

SECTION-II

EXPLORATORY FACTOR ANALYSIS

Prior to CFA, for dimension reduction, EFA has been done for extracting the communalities, and factors. The KMO Measure of Sampling Adequacy and Bartlett's Test of Sphericity has been done to examine the appropriateness of the data for extracting the factors.

4.5 Exploratory Factor Analysis

The scale used in the study has been adopted from the prior literature. The words were modified to make the scale fit for the present study. Therefore, EFA has been conducted to examine the convergence of the items on their respective constructs. In accordance with Rietveld and Van Hout (1993), factor analysis can be referred as a method *“to reduce the dimensionality of the original space and to give an interpretation to the new space, spanned by a reduced number of new dimensions which are supported to underlie the old ones”*. Therefore, the ambiguity in understanding more number of dimensions can be removed through EFA.

Factor scores are calculated for dimension reduction. It can be done by grouping the inter-correlated constructs under a generalising factor. It can be useful to overcome the collinearity problem. Therefore, 31 items under the study are extracted into eight factors. These eight factors include HV, UV, CT, CS, CL, SFF, REC, and HB.

Moreover, further analysis can be done on the obtained factors and factor scores. Extraction of the factors can be done through Principal Component Analysis (PCA). PCA works in parallel to MANOVA and discriminant analysis. The study utilises the Principal Component Analysis (PCA) as it extracts a minimum number of factors by summarising the majority of the actual data.

The factor analysis results are represented as follows:

4.5.1 Adequacy of sample size

KMO test and Bartlett's Test has been done to ascertain the adequacy of the sample size for the extraction of factors. The values of KMO are from 0 to 1. If the sum of correlations is comparatively higher than the sum of partial correlations, then the value would be 1 or nearer to 1. It indicates the suitability of the data for factor analysis. Therefore, KMO value should be greater than 0.5 for meeting the criteria of sampling adequacy (Kaiser, 1974). 0.937 is the KMO value in the study is which is perfectly acceptable (Hutcheson & Sofroniou, 1999).

Bartlett's Test of Sphericity should be significant for conducting the factor analysis (Hair et al. 2010). It represents the hypothesis that the correlation matrix is an identity matrix. This points out that structure detection may not appropriate as the items under study are not related to each other. A significance level of less than 0.05 is acceptable. The analysis showed that the respective

test is significant ($p=0.000$). Therefore, the sample is suitable and adequate for factor analysis (Table 4.6).

Table 4.6 - Sampling Adequacy and Test of Sphericity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.932
Bartlett's Test of Sphericity	Approx. Chi-Square	14861.936
	df	465
	Sig.	0.000

4.5.2 Communalities

The amount of variance on each factor explained by the other extracted items under the analysis is termed as communalities extraction. Principal Component Analysis has been performed assuming that all the variance is commonly shared. Therefore, all the variances are equal to one before extraction. The communalities are inversely related to the required sample size. If the communalities are low, then the required sample size will be more (Hair et al., 2010).

After extraction, for every indicator, the amount of variance explained is more than 0.6 (Table 4.7). Therefore, communalities of greater than 0.6 and with sample size 738 shows that the data is perfectly fit for getting a stable factor solution. Two items (HV4 and CL1) with less than 0.5 communalities were dropped from the study. All the theoretically proposed factors can be measured perfectly.

Another criteria suggested by Kaiser (1974) is that for the sample size more than 250, the mean of all the extracted communalities should exceed 0.6. The average of the extracted

communalities in the study accounted for 0.748 (Sum=23.209, N=31) which is more than the recommended value. Therefore, this criterion has been met.

Table 4.7 – Communalities of the items

Communalities		
Items	Initial	Extraction
HV1	1.000	.910
HV2	1.000	.864
HV5	1.000	.882
UV1	1.000	.721
UV2	1.000	.787
UV4	1.000	.835
UV5	1.000	.765
CT1	1.000	.670
CT3	1.000	.718
CT4	1.000	.724
CT5	1.000	.788
CS1	1.000	.801
CS2	1.000	.751
CS3	1.000	.745
CS4	1.000	.785
CL2	1.000	.724
CL3	1.000	.769
CL4	1.000	.725
SFF1	1.000	.763
SFF2	1.000	.734
SFF3	1.000	.738
SFF4	1.000	.755
SFF5	1.000	.682
REC1	1.000	.621
REC2	1.000	.694
REC3	1.000	.780
REC4	1.000	.689
HB1	1.000	.655
HB2	1.000	.697
HB3	1.000	.733
HB4	1.000	.704

4.5.3 Factors Extraction

The factors extracted through PCA and Varimax rotation are eight in number. The 31 indicators in the study were grouped under eight factors. All the extracted factors could not be included in the study. Only the factors with Eigenvalue more than one were considered for further analysis. Besides, the Scree plot was considered for deciding the factors to retain (Figure 4.3). The curve flattens from the component nine indicating eight factors to retain. The total variance explained by the extracted factors was 74.87% which is satisfactory (Table 4.8).

Figure 4.3 - Scree Plot

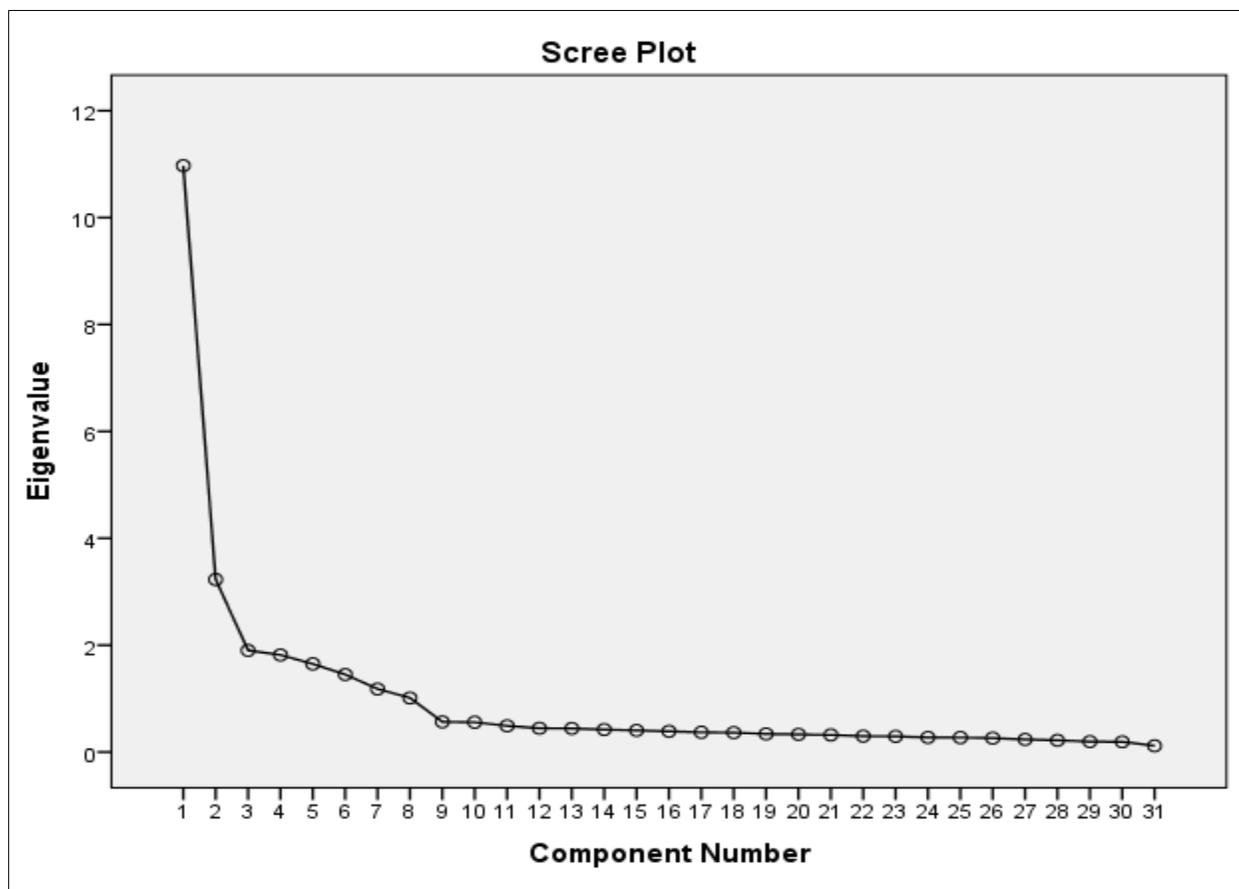


Table 4.8 - Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.972	35.393	35.393	10.972	35.393	35.393	3.792	12.231	12.231
2	3.228	10.414	45.807	3.228	10.414	45.807	3.180	10.258	22.489
3	1.902	6.134	51.942	1.902	6.134	51.942	3.051	9.843	32.332
4	1.816	5.859	57.800	1.816	5.859	57.800	2.892	9.328	41.660
5	1.649	5.319	63.120	1.649	5.319	63.120	2.878	9.283	50.944
6	1.451	4.680	67.800	1.451	4.680	67.800	2.680	8.644	59.588
7	1.180	3.807	71.606	1.180	3.807	71.606	2.438	7.863	67.451
8	1.012	3.265	74.871	1.012	3.265	74.871	2.300	7.420	74.871
9	.565	1.823	76.694						
10	.557	1.797	78.492						
11	.491	1.584	80.075						
12	.445	1.435	81.510						
13	.442	1.426	82.936						
14	.421	1.358	84.294						
15	.404	1.304	85.598						
16	.389	1.254	86.852						
17	.370	1.192	88.044						
18	.363	1.172	89.216						
19	.339	1.093	90.309						
20	.330	1.066	91.374						
21	.320	1.032	92.407						
22	.299	.963	93.370						
23	.293	.946	94.315						
24	.273	.882	95.198						
25	.270	.872	96.070						
26	.260	.838	96.908						
27	.236	.761	97.668						
28	.219	.706	98.375						
29	.196	.632	99.007						
30	.191	.617	99.625						
31	.116	.375	100.000						

The Factor-1 which is extracted is SFF with a variance of 35.39%. CS constitutes for the 10.41% of the total variance. UV explains 6.13% of total variance as the third factor. HB emerged as factor 4 with 5.85% of total variance. CT explains 5.31% of the variance as factor 5. Factor-6 HV explains 4.68% of total variance and REC; the seventh factor explains 3.80% total variance. The eighth factor, CL explains a variance of 3.26%.

Varimax rotation was considered because of greater dispersion of loadings within the factors. The loadings of an indicator on that particular factor point out the importance of that indicator to that factor. Stevens (2002) suggested considering the indicator with loadings which explains at least 16% of the variance, i.e. greater than 0.4. Indicators with cross-loadings should not be considered for the study if the variation in the loadings is less than 0.20. Depending on these criteria, indicators and factors were considered for further analysis.

The correlations between the indicator and the factor, i.e. factor loadings in the study are greater than 0.6 and are practically acceptable for further analysis (Table 4.9).

Table 4.9: Rotated Component Matrix

Items	Component							
	1	2	3	4	5	6	7	8
SFF1	.722							
SFF2	.803							
SFF3	.791							
SFF4	.813							
SFF5	.755							
CS1		.851						
CS2		.822						
CS3		.819						
CS4		.853						
UV1			.682					

UV2			.786					
UV4			.827					
UV5			.779					
HB1				.726				
HB2				.759				
HB3				.810				
HB4				.756				
CT1					.708			
CT3					.811			
CT4					.810			
CT5					.788			
HV1						.848		
HV2						.844		
HV5						.864		
REC1							.600	
REC2							.708	
REC3							.698	
REC4							.713	
CL2								.806
CL3								.839
CL4								.805
Note: HV: Hedonic Value, UV: Utilitarian Value, CS: Customer Satisfaction, CT: Customer Trust, CL: Customer Loyalty, SFF: Service Firm Facilitation, HB: Helping Behaviour, REC: Recommendation								

SECTION-III

CONFIRMATORY FACTOR ANALYSIS

Confirmatory Factor Analysis (CFA) has been done to confirm the factors extracted through EFA. AMOS 21v has been employed to examine the measurement model and structural model in the study. CFA, which is a part of SEM, includes the development of a measurement

model to test the validity and reliability of the proposed theoretical framework before examining the structural relationships.

Brown (2006) recognised CFA as the most powerful tool for studying the relations among indicators and latent constructs than EFA. Thus, measurement model checks whether the indicators under study appropriately measure the respective latent constructs. It is analysed using validity and reliability measures (Hair et al., 2010). “It makes little sense to relate constructs within an SEM model if the factors specified as part of the model are not worthy of further attention” (Thompson, 2004). Therefore, measurement model tests whether the indicators and factors assigned in EFA can still be incorporated in the proposed theoretical framework for further analysis.

4.6 Confirmatory Factor Analysis of antecedents of E-Customer Citizenship Behaviour

The E-CCB was studied through PV, CT, CS, and CL as its determinants. Perceived value is considered as a second-order construct with hedonic and utilitarian dimensions, and other antecedents as first-order constructs. Endogenous construct, E-CCB is considered as second order with Service firm facilitation, Recommendation and Helping Behaviour as sub-dimensions. Confirmatory factor analysis was carried out for each second-order construct (Perceived Value and E-CCB) separately to check the reliability and validity for every construct before including them in the structural model for testing hypotheses. REC3 and UV5 are the two items which were removed from the study to achieve model fit.

4.6.1 Confirmatory Factor Analysis of the proposed research model

To assess the reliability and the validity of the first-order measurement model CFA was conducted before testing the structural relationships. The factors and their respective indicators have significant loadings (Figure 4.4). The measurement model was checked to test whether it fits the data. Fit indices achieved the required values.

4.6.1.1 Model fit indices of the first-order measurement model

Hair et al. (2010) recommended that if the measurement model achieves the required threshold values of different fit indices, then the model is said to be fit. The various fit indices include Chi-square- χ^2 , Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker-Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA) (Table 4.10).

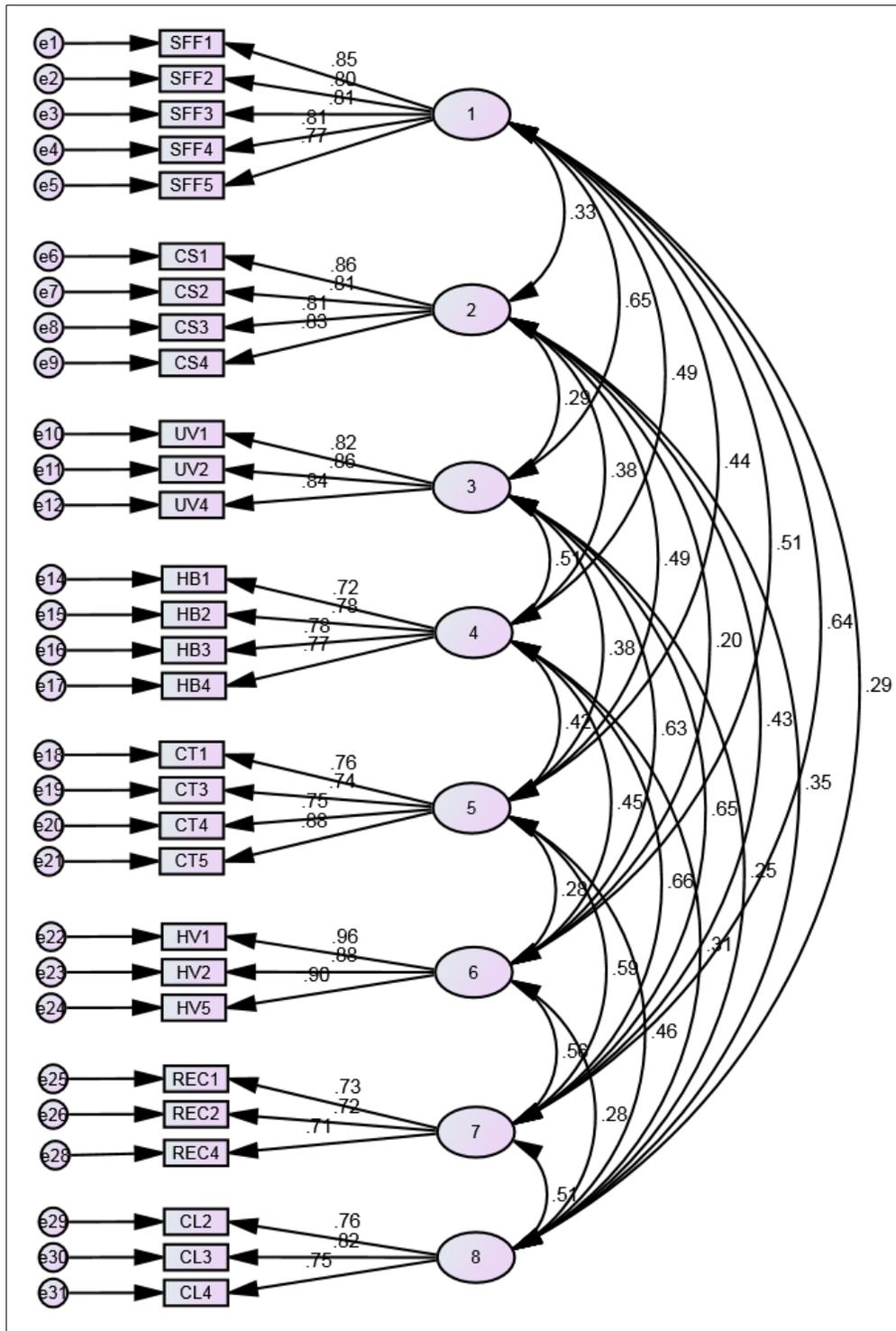
Table 4.10: First-order measurement model Fit indices

Model Fit indices		
Chi-Square	636.304	Threshold Values
df	349	
CMIN/DF	1.823	<= 3.5
GFI	0.944	0.9 to 1
AGFI	0.930	
SRMR	0.0323	Closest to zero
NFI	0.953	0.9 to 1
RFI	0.945	
IFI	0.978	
TLI	0.975	
CFI	0.978	
RMSEA	0.033	<= 0.05

Note: df-degrees of freedom, GFI-Goodness of fit, AGFI-Adjusted goodness of fit; SRMR- Standardised Root Mean Square Residual; NFI-Normed fit index; RFI-Relative fit index; IFI-Incremental fit index; TLI-Tucker-Lewis index; CFI - Comparative fit Index; RMSEA-Root mean square error of approximation.

The values for these fit indices include, GFI = .944, AGFI =.930, CFI=.978, IFI=.978, NFI =.953, and TLI =.975 and are nearer to one. RMSEA = .033 and SRMR = .032 are closer to zero (Table 4.10). The obtained fit indices are good as they meet the required values in accordance with the suggestions of (Hair et al., (2010). It posits that the data perfectly fits the first-order proposed research model.

Figure 4.4: First order Confirmatory Factor Analysis model of the proposed research model



4.6.1.2 *Standardised regression weights of the first-order measurement model*

The regression weights of the items along with the t-values and squared multiple correlations are presented in table 4.11. The loadings for the items are in between 0.71 to 0.96 and are significant as all the indicators have loadings greater than 0.7.

Table 4.11: *Standardized regression weights of items in the measurement model*

Factor	Item	Estimate	Squared Multiple Correlations	S.E.	C.R.	P
Service Firm Facilitation	SFF1	0.853	.728			
	SFF2	0.805	.648	0.036	26.35	
	SFF3	0.814	.662	0.037	26.809	***
	SFF4	0.811	.657	0.036	26.637	***
	SFF5	0.769	.592	0.037	24.593	***
Customer Satisfaction	CS1	0.859	.739			
	CS2	0.812	.659	0.032	26.41	***
	CS3	0.815	.664	0.033	26.555	***
	CS4	0.834	.696	0.032	27.492	***
Utilitarian Value	UV1	0.819	.671			
	UV2	0.86	.740	0.035	26.179	***
	UV4	0.836	.699	0.036	25.363	***
Helping Behaviour	HB1	0.718	.516			
	HB2	0.779	.607	0.061	19.174	***
	HB3	0.784	.615	0.058	19.285	***
	HB4	0.768	.590	0.062	18.949	***
Customer Trust	CT1	0.761	.579			
	CT3	0.741	.550	0.05	20.055	***
	CT4	0.752	.566	0.051	20.374	***
	CT5	0.88	.775	0.051	23.685	***
Hedonic Value	HV1	0.96	.921			
	HV2	0.879	.772	0.021	40.258	***
	HV5	0.899	.809	0.019	42.989	***
Recommendation	REC1	0.73	.533			
	REC2	0.718	.516	0.061	17.504	***
	REC4	0.711	.505	0.065	17.342	***

Customer Loyalty	CL2	0.764	.583			
	CL3	0.816	.667	0.054	19.559	***
	CL4	0.753	.567	0.051	18.746	***
Note: *** indicates p-value less than 0.001						

4.6.1.3 *Reliability and validity of the measurement model*

The reliability and validity for the constructs in the measurement model have been analysed for checking whether they fit for further analysis. For reliability analysis, internal consistency reliability and composite reliability have been measured for assessing the reliability. The validity of the constructs has been tested through content validity, convergent validity, discriminant validity, and nomological validity. The values obtained by the analysis signifies the CFA model as reliable and is valid for SEM.

Validity Analysis:

The accuracy of the study and the accuracy of the measurement is reflected by the construct validity. It checks whether the indicators measure their respective latent factors. It also checks whether the results obtained by analysing the sample reflects the reality presents in the population. Construct validity is composed of content validity, convergent validity, discriminant validity, nomological validity.

Content validity

The content validity is established through a pilot study, a review from academicians, online customers, and practitioners. Considering the reviews, the required statements were modified to achieve content validity.

Convergent validity

A model is considered to achieve the convergent validity if the indicators assigned to a particular factor should share a high proportion of variance in common when compared to another factor. The items must have a high correlation with the respective factor and weak correlation with other factors. It can be interpreted as the internal consistency between and among the indicators of that particular construct.

Convergent validity among the indicators was measured through factor loadings, and Average Variance Extracted (AVE). The factor loadings for the model range from 0.71 to 0.96 (Table 4.11). These results are higher than the criteria value of 0.70 recommended by (Hair et al., (2010). The AVE values for the constructs in the model are in between the range .58 to .83 which are more than 0.5 (Table 4.12). Therefore, the convergent validity of the model has been established.

Table 4.12: Validity and Reliability Measures

	CR	AVE	MSV	SFF	CS	UV	HB	CT	HV	REC	CL
SFF	0.906	0.657	0.422	0.811							
CS	0.899	0.689	0.238	0.334***	0.830						
UV	0.877	0.703	0.422	0.650***	0.291***	0.839					
HB	0.848	0.582	0.437	0.492***	0.381***	0.508***	0.763				
CT	0.865	0.617	0.344	0.435***	0.488***	0.376***	0.421***	0.786			
HV	0.938	0.834	0.392	0.506***	0.200***	0.626***	0.450***	0.279***	0.913		
REC	0.763	0.518	0.437	0.641***	0.426***	0.648***	0.661***	0.586***	0.561***	0.720	
CL	0.821	0.606	0.260	0.289***	0.353***	0.250***	0.311***	0.456***	0.275***	0.510***	0.778

Discriminant validity

The distinctiveness of a construct from another construct is examined through discriminant validity. It refers to the extent that the indicators of a latent variable do not evaluate other constructs. The indicators should signify only a single latent factor and should not be loaded on more than one construct. The model is said to be free from discriminant validity when the AVE of every factor must be higher than its Maximum Shared Squared Variance (MSV). The results in Table 4.12 showed that the MSV is less than AVE and the Square root of AVE are greater than inter-construct correlations. From the results, it can be understood that the model achieved the discriminant validity.

Nomological validity

The measurement model has achieved nomological validity as the correlations between the constructs are significant and make theoretical sense (Hair et al., 2010).

Reliability Analysis

Reliability represents the consistency of the scale across time horizons and across items for repeated measurements (Malhotra & Birks, 2007). The consistency among the items is termed as internal consistency. Cronbach's alpha has been used for testing the internal consistency among the items. The scale is reliable with an alpha value of 0.94 which is acceptable. To assess the influence of the indicators on the total reliability value the scale Cronbach's alpha value for the item deletion has been calculated. There is no increase in the reliability value even on the deletion of an item (Table 4.13).

Table 4.13: Item-Total statistics of the scale

Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HV1	.659	.937
HV2	.614	.938
HV4	.653	.937
HV5	.616	.937
UV1	.657	.937
UV2	.626	.937
UV4	.634	.937
UV5	.597	.938
CT1	.511	.938
CT3	.428	.939
CT4	.442	.939
CT5	.580	.938
CS1	.469	.939
CS2	.451	.939
CS3	.449	.939
CS4	.424	.939
CL1	.359	.940
CL2	.411	.939
CL3	.398	.939
CL4	.431	.939
SFF1	.711	.937
SFF2	.573	.938
SFF3	.600	.938
SFF4	.582	.938
SFF5	.576	.938
REC1	.614	.938
REC2	.620	.937
REC3	.715	.936
REC4	.597	.938
HB1	.515	.938
HB2	.548	.938
HB3	.508	.938
HB4	.551	.938

The reliability of each variable in the measurement model was computed. The Cronbach's alpha values are mentioned in table 4.14 and ranged from 0.84 to 0.94. The results are satisfactory as they are greater than 0.7 (Nunnally, 1967).

Table 4.14: Reliability Statistics

Constructs	Cronbach's Alpha
Hedonic Value	0.947
Utilitarian Value	0.899
Customer Trust	0.865
Customer Satisfaction	0.898
Customer Loyalty	0.853
Service Firm Facilitation	0.906
Recommendation	0.843
Helping Behaviour	0.847

Composite Reliability (CR) has been calculated for every construct. The results range from .82 to .94 which are higher than the minimum required criteria 0.7 as recommended by (Hair et al., 2010) (Table 4.12). Composite reliability values and Cronbach's alpha values suggest that the measurement model is reliable.

Overall, the analysis of CFA provides the support for good model fit. The measurement model has achieved validity and is reliable. Therefore, the first order measurement model seems good for further analysis. It also indicates that the scale used in the study is robust for measuring e-citizenship behaviours in the Indian context.

4.6.2 Confirmatory Factor Analysis of perceived value as Second order construct

Based on the theoretical concept of Axiology or value theory proposed by Hartman, (1967) perceived value is measured through hedonic and utilitarian dimensions. The second-order model of PV was developed to test and identify the multi-dimensional perspective of PV which consists of two sub-dimensions (HV and UV) and each dimension has a significant positive relationship with perceived value (Figure 4.5). The hedonic value construct is measured using four indicators, and utilitarian value construct is measured using four items. All the indicator items have been loaded significantly on their particular construct.

4.6.2.1 Model Fit Indices of second-order perceived value construct

The second order measurement model is tested for goodness of fit statistics (Hair et al., 2010). They include Chi-square- χ^2 , GFI, AGFI, CFI, IFI, NFI, RFI, TLI, SRMR, and the RMSEA. The perceived value construct has been found to be fit since it meets all the threshold values of various fit indices.

Table 4.15: Fit indices of perceived value second order model

Model Fit indices		
Chi-Square	20.708	Threshold Values
Df	8	
CMIN/DF	2.589	<= 3.5
GFI	0.991	0.9 to 1
AGFI	0.975	
SRMR	0.0208	Closest to zero
NFI	0.994	0.9 to 1
RFI	0.989	
IFI	0.996	

TLI	0.993	
CFI	0.996	
RMSEA	0.046	<= 0.1
Note: df-degrees of freedom, GFI-Goodness of fit, AGFI-Adjusted goodness of fit; SRMR- Standardised Root mean square residual; NFI-Normed fit index; RFI-Relative fit index; IFI-Incremental fit index; TLI-Tucker-Lewis index; CFI - Comparative fit Index; RMSEA-Root mean square error of approximation.		

The analysis in the table 4.15 and table 4.16 showed the CFA of second-order PV construct. The GOF statistics depicted that the second order CFA model is substantially fit. Hence, the second order PV construct can be included in the study for analysing the structural relationships.

Figure 4.5: Confirmatory Factor Analysis model of second-order perceived value construct

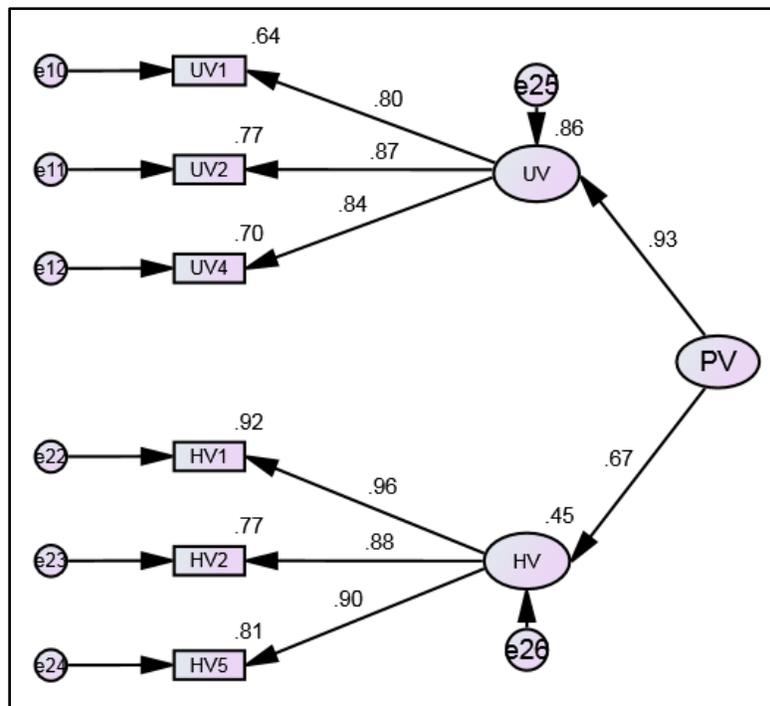


Table 4.16: Estimates of second-order perceived value model

Second-order Factor	First-order Factors	Standard Loadings	R Square	p
Perceived value	Hedonic Value	0.671	0.450	***
	Utilitarian Value	0.928	0.861	***
Note: *** indicates p-value less than 0.001				

The table 4.16 exhibited the positive correlations at $p < 0.001$ significance level. The factor loadings of the hedonic and utilitarian variables with the perceived value are 0.671 and 0.928 respectively and were significant ($p < 0.001$). From the analysis, a positive relationship of two dimensions with perceived value is clarified, and the variables are significant measures of the respective factors.

Therefore, CFA confirms PV as a second-order construct which is quite appropriate for further analysis.

4.6.3 The second order measurement model of E-Customer Citizenship Behaviour

Researchers have examined CCB as both first order and second order construct. Based on the social exchange theory, Groth, (2005) developed a three-dimensional second order scale for assessing the citizenship behaviours in online service delivery context. As this study aims to examine voluntary performances of online shoppers, E-CCB has been considered as a second-order construct with three components (Service firm facilitation, Recommendation, Helping

Behaviour). The SFF and HB are measured through five and four items respectively, and REC is measured by three items.

The second-order model of e-customer citizenship behaviour was developed to test the relationship of three dimensions with E-CCB. All the items have been loaded significantly on their particular construct.

4.6.3.1 Model fit indices of second-order E-Customer citizenship behaviour

The second-order E-Customer citizenship behaviour has been tested for goodness of fit statistics before including it in the research model for second order Confirmatory Factor Analysis and structural relationships analysis. Fit indices tested includes Chi-square- χ^2 , GFI, AGFI, CFI, IFI, NFI, RFI, TLI, SRMR, and RMSEA. Results from the analysis showed that all the fit indices for the E-CCB construct have been found to be good.

Table 4.17: Second order E-CCB model fit indices

Model Fit indices		
Chi-square	147.442	Threshold Values
Df	51	
CMIN/DF	2.891	<= 3.5 to 0
GFI	0.967	0.9 to 1
AGFI	0.950	
SRMR	0.0335	Closest to zero
NFI	0.968	0.9 to 1
RFI	0.959	
IFI	0.979	
TLI	0.973	
CFI	0.979	
RMSEA	0.05	<= 0.1

Note: df-degrees of freedom, GFI-Goodness of Fit, AGFI-Adjusted Goodness of Fit; RMR-Root Mean Square Residual; NFI-Normed Fit Index; RFI-Relative Fit Index; IFI-Incremental Fit Index; TLI-Tucker-Lewis Index; CFI -Comparative Fit Index; RMSEA-Root Mean Square Error of Approximation.

The results of the second-order CFA model of E-Customer Citizenship Behaviour are presented in Table 4.17 and Table 4.18. The second order E-CCB measurement model is quite fit and is suitable for further analysis of structural relationships.

Figure 4.6: Measurement model of second-order E-Customer Citizenship Behaviour construct

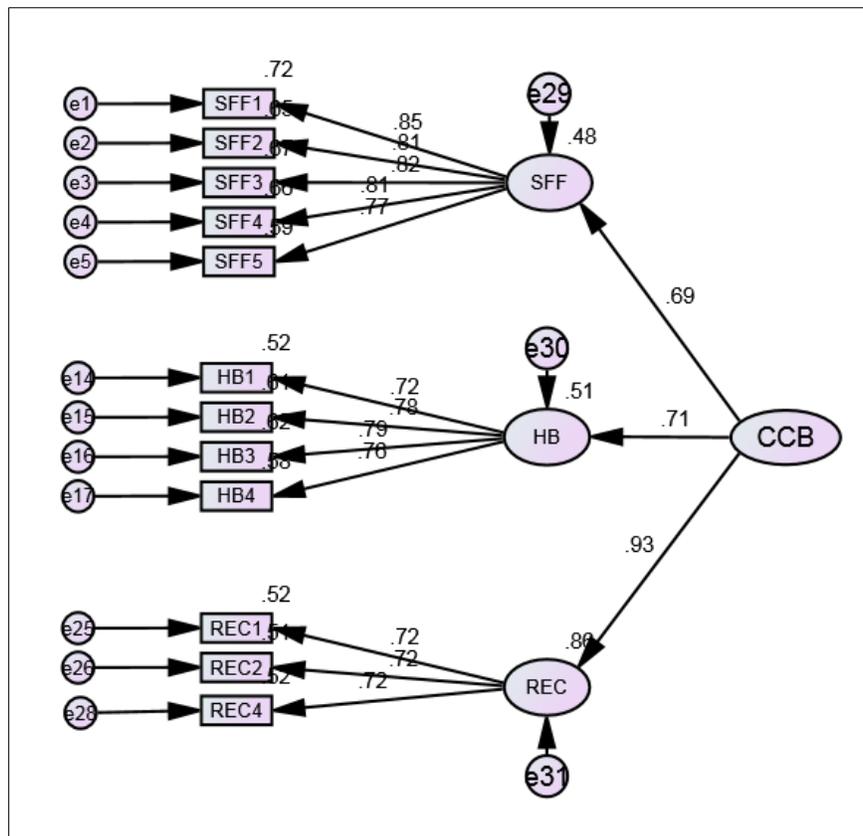


Table 4.18: Estimates of Measurement model - E-Customer Citizenship Behaviour construct

Second-order Factor	First-order Factors	Standard Loadings	R Square	P
E-Customer Citizenship Behaviour	Service Firm Facilitation	0.691	0.477	***
	Recommendation	0.928	0.861	***
	Helping Behaviour	0.711	0.506	***
Note: *** indicates p-value less than 0.001				

There exists a significant positive relationship between second-order constructs with E-CCB (Figure 4.6). The factor loadings of the service firm facilitation, recommendation and helping behaviour with the E-customer citizenship behaviour are significant at $p < 0.001$ and are 0.691, 0.928, 0.711 respectively. From the analysis, it is clear that the three dimensions with E-CCB have a significant positive relationship and the variables are significant measures of the respective factors. The results imply that the E-CCB as a second-order construct can be included in the model for the next step of the analysis.

4.6.4 Second Order Measurement Model

CFA has been done to assess the goodness of fit statistics after including second order dependent and independent constructs in the measurement model. Significant factor loadings have been observed for all the items, and the measurement model has achieved the criteria for goodness of fit.

4.6.4.1 *GOF statistics of the second-order measurement model*

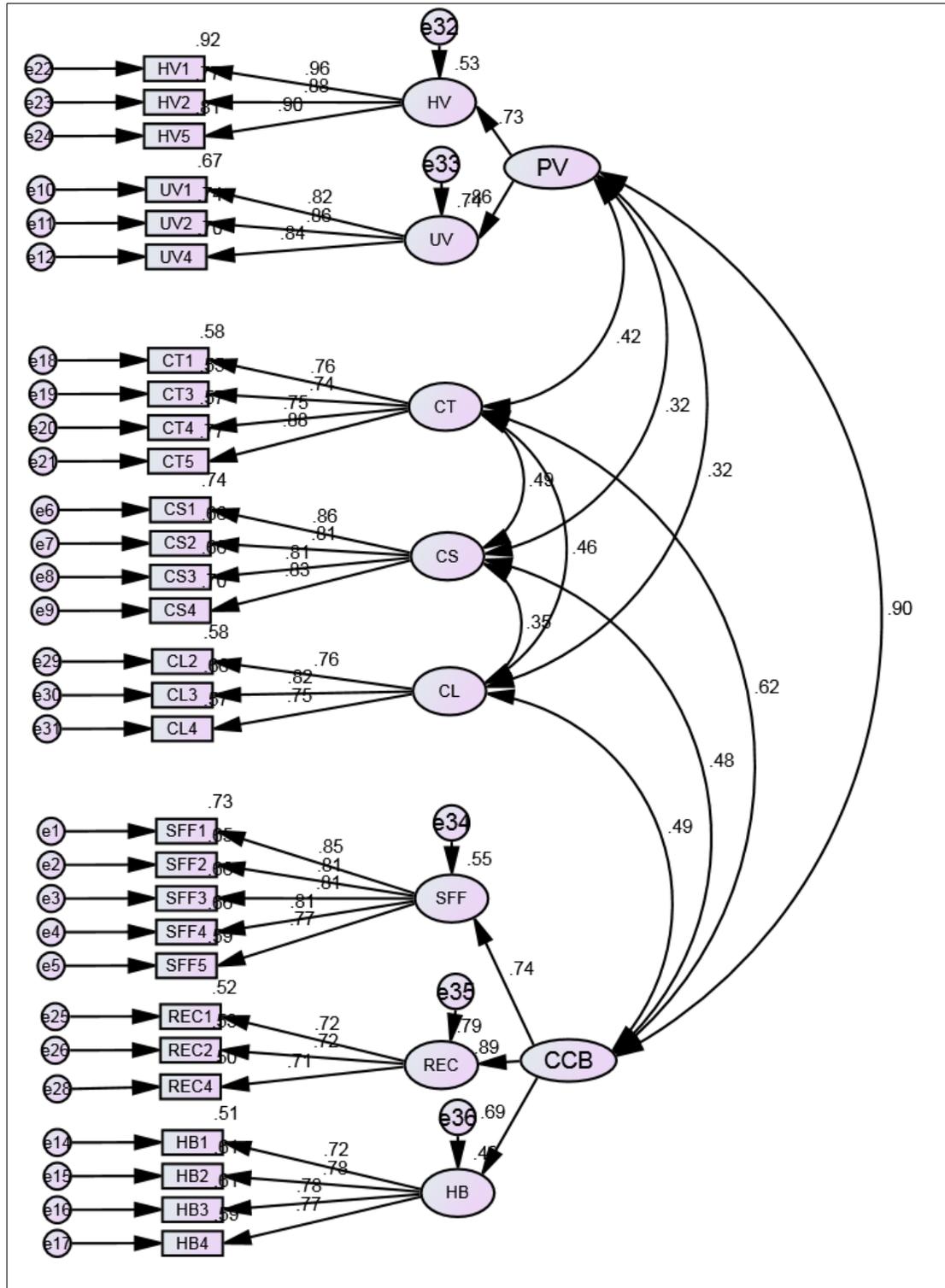
The second-order CFA has been carried out for model fit before examining the structural relationships. Chi-square- χ^2 , GFI, AGFI, CFI, IFI, NFI, RFI, TLI, SRMR, and RMSEA are measured to check the second order goodness of fit.

Table 4.19: Model fit statistics of the second-order Measurement model

Model Fit indices		
Chi-square	687.492	Threshold Values
df	362	
CMIN/DF	1.899	<= 3.5 to 0
GFI	0.940	0.9 to 1
AGFI	0.928	
SRMR	0.038	Closest to zero
NFI	0.949	0.9 to 1
RFI	0.943	
IFI	0.975	
TLI	0.972	
CFI	0.975	
RMSEA	0.035	<= 0.1
Note: df-degrees of freedom, GFI-Goodness of fit, AGFI-Adjusted goodness of fit; SRMR- Standardised Root mean square residual; NFI-Normed fit index; RFI-Relative fit index; IFI-Incremental fit index; TLI-Tucker-Lewis index; CFI - Comparative fit Index; RMSEA-Root mean square error of approximation.		

The results of the fit indices in the table 4.19 are GFI = .940, AGFI =.928, CFI =.975, IFI =.975, NFI =.949, and TLI =.972 are closer to one. RMSEA = .035 and SRMR = .038 are near to zero. The values obtained falls under the acceptable criteria suggested by (Hair et al., 2010). This represents that the data perfectly fits the second-order measurement model.

Figure 4.7: Second order confirmatory factor analysis



4.6.4.2 *Standardised regression weights of the second-order measurement model*

The standardised estimates for the items in the second-order measurement model are statistically significant at $p < 0.001$. The values are in between 0.69 and 0.96 and are considered statistically significant (Table 4.20). The coefficient of determination (R^2) is significant for the items in the model. It suggests that variance in the dependent variable is predictable from the independent variables.

Table 4.20: *Standardized estimates of the second-order measurement model*

Factor	Item	Estimate	R Square	S.E.	C.R.	P
Perceived Value	Hedonic	0.726	0.526			
	Utilitarian	0.863	0.745	0.056	15.75	***
CCB	Facilitation	0.744	0.553			
	Recommendation	0.889	0.79	0.061	15.184	***
	Helping	0.692	0.478	0.061	13.168	***
Service Firm Facilitation	SFF1	0.854	0.729			
	SFF2	0.805	0.648	0.035	26.363	
	SFF3	0.815	0.664	0.037	26.857	***
	SFF4	0.81	0.656	0.036	26.617	***
	SFF5	0.768	0.589	0.037	24.527	***
Customer Satisfaction	CS1	0.86	0.74			
	CS2	0.811	0.657	0.032	26.379	***
	CS3	0.815	0.663	0.033	26.568	***
	CS4	0.835	0.697	0.032	27.543	***
Utilitarian Value	UV1	0.818	0.669			
	UV2	0.861	0.742	0.036	26.112	***
	UV4	0.836	0.699	0.036	25.287	***
Helping Behaviour	HB1	0.717	0.514			
	HB2	0.779	0.607	0.061	19.124	***
	HB3	0.784	0.614	0.058	19.22	***
	HB4	0.769	0.592	0.062	18.921	***
Customer Trust	CT1	0.76	0.578			
	CT3	0.742	0.551	0.05	20.064	***

	CT4	0.752	0.565	0.052	20.352	***
	CT5	0.88	0.775	0.052	23.652	***
Hedonic Value	HV1	0.959	0.92			
	HV2	0.879	0.772	0.021	40.24	***
	HV5	0.9	0.809	0.019	42.975	***
Recommendation	REC1	0.724	0.524			
	REC2	0.725	0.525	0.062	17.392	***
	REC4	0.711	0.505	0.066	17.103	***
Customer Loyalty	CL2	0.764	0.584			
	CL3	0.815	0.665	0.054	19.457	***
	CL4	0.754	0.568	0.051	18.707	***

The analysis provides sufficient evidence for the validity, reliability and GOF for the first-order and second-order measurement model. Therefore, structural relationships can be tested with the proposed model.

SECTION - IV

STRUCTURAL MODEL EVALUATION

4.7 Structural Model

The measurement model in the study has been proved valid and is reliable. Moreover, the measurement model fits the observed data well. The subsequent step in SEM is the evaluation of the structural model. In the structural model, the structural relationships were framed specifying endogenous and exogenous variables (Hair et al., 2010). The hypothetical interrelationships among the constructs have been tested following the model fit check.

4.7.1 The GOF statistics of structural model

The GOF measures like Chi-square- χ^2 , GFI, AGFI, CFI, IFI, NFI, RFI, TLI, SRMR, RMSEA have been applied on the structural model for checking model fit. The structural model is said to be fit as the values obtained through analysis meet the required criteria.

Table 4.21: GOF indices of Structural Model

Model Fit indices		
Chi-Square	687.492	Threshold Values
df	362	
CMIN/DF	1.899	<= 3.5 to 0
GFI	0.940	0.9 to 1
AGFI	0.928	
SRMR	0.038	Closest to zero
NFI	0.949	0.9 to 1
RFI	0.943	
IFI	0.975	
TLI	0.972	
CFI	0.975	
RMSEA	0.035	<= 0.1
Note: df-degrees of freedom, GFI-Goodness of Fit, AGFI-Adjusted Goodness of Fit; SRMR-Standardised Root Mean Square Residual; NFI-Normed Fit Index; RFI-Relative Fit Index; IFI-Incremental Fit Index; TLI-Tucker-Lewis Index; CFI - Comparative Fit Index; RMSEA-Root Mean Square Error of Approximation.		

The results of test are, GFI = .940, AGFI =.928, CFI =.975, IFI =.975, NFI =.949, and RMSEA = .035, SRMR = .038 and TLI =.972 (Table 4.21). The values obtained are acceptable in accordance with the threshold values recommended by Hair et al. (2010).

4.7.1.1 *Comparison of GOF Indices of Measurement model and Structural model*

The validity of the structural model can be established by the comparison of estimates of both the models. The GOF indices of structural model are compared with GOF values of the measurement model. If the estimates of the structural model are greater than or equal to the measurement model, then the structural model is said to be valid (Hair et al., 2010). The comparison revealed no differences (Table 4.22). Therefore, the transition of the measurement model to a structural model is satisfactory, and the structural model is valid for testing the hypothetical relationships.

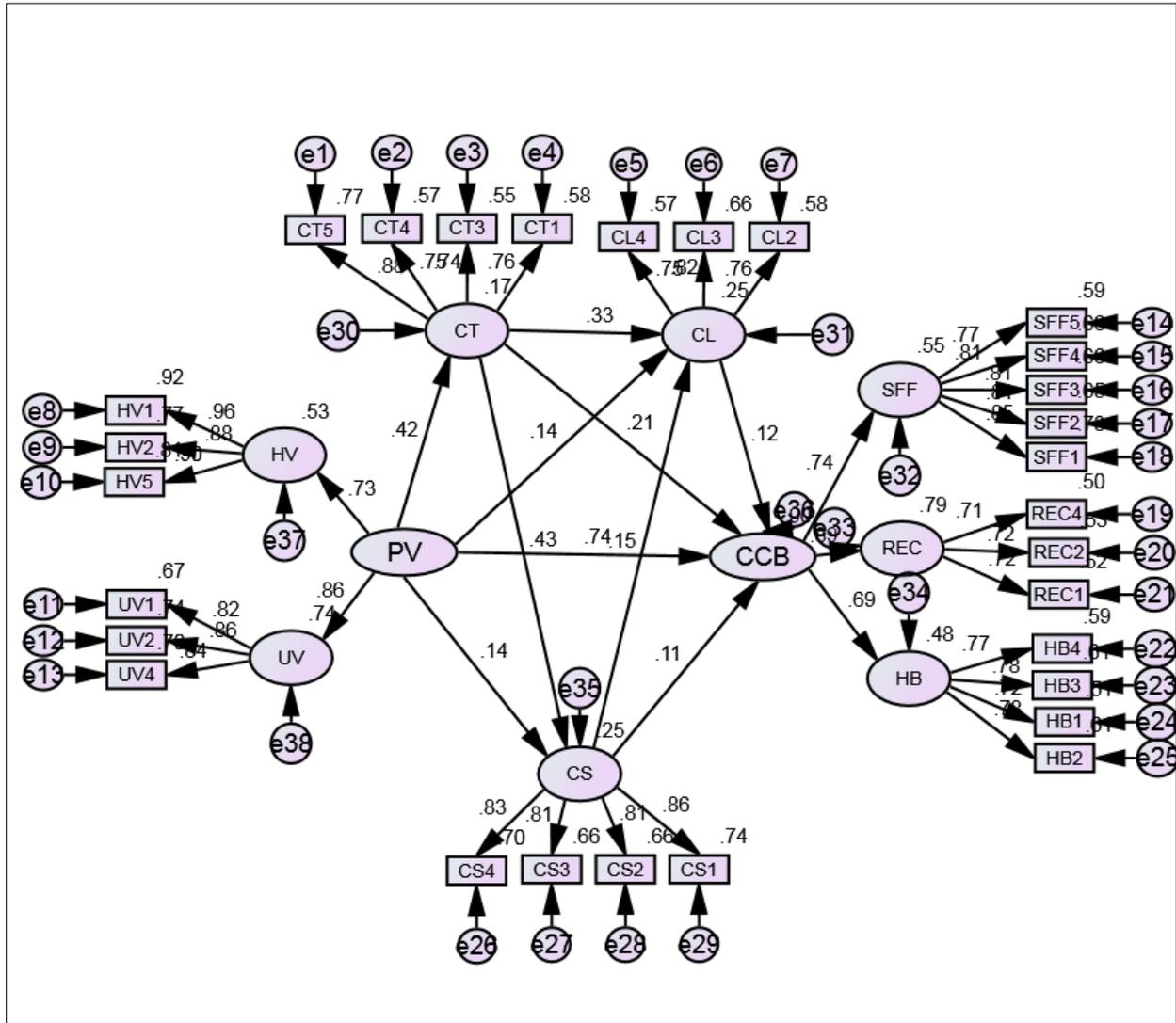
Table 4.22: *GOF statistics of CFA and structural model*

Fit Indices	Threshold Values	Measurement Model	Structural Model	Difference
CMIN/DF	<= 3.5 to 0	1.899	1.899	0
GFI	0.9 to 1	0.940	0.940	0
AGFI		0.928	0.928	0
SRMR	Closest to zero	0.038	0.038	0
NFI	0.9 to 1	0.949	0.949	0
RFI		0.943	0.943	0
IFI		0.975	0.975	0
TLI		0.972	0.972	0
CFI		0.975	0.975	0
RMSEA	<= 0.1	0.035	0.035	0

Note: df-degrees of freedom, GFI-Goodness of Fit, AGFI-Adjusted Goodness of Fit; SRMR-Standardised Root Mean Square Residual; NFI-Normed Fit Index; RFI-Relative Fit Index; IFI-Incremental Fit Index; TLI-Tucker-Lewis Index; CFI - Comparative Fit Index; RMSEA-Root Mean Square Error of Approximation;

The results associated with the model fit checking of structural model and comparison of CFA and structural model are good and acceptable. Hence, the cause and effect relationships between dependent and independent constructs, i.e., the effect of PV, CT, CS CL on E-CCB can be analysed.

Figure 4.8: Structural Equations of the research model



4.8 Hypothesis Testing

The estimates of the causal model provide support for the proposed hypotheses relating to the effects of PV, CT, CS, CL and E-CCB (Figure 4.8). All the hypotheses are accepted at a significance level of $p < 0.05$ (Table 4.23).

Table 4.23: Hypothetical estimates of the research model

Hypothetical Paths			Estimate	S.E.	C.R.	P	Result
CT	<---	PV	0.417	0.03	8.653	***	Accepted
CS	<---	CT	0.431	0.057	9.426	***	Accepted
CS	<---	PV	0.136	0.036	2.925	0.003	Accepted
CL	<---	PV	0.137	0.033	2.766	0.006	Accepted
CL	<---	CT	0.325	0.056	6.259	***	Accepted
CL	<---	CS	0.151	0.04	3.232	0.001	Accepted
CCB	<---	PV	0.739	0.034	12.661	***	Accepted
CCB	<---	CS	0.107	0.028	2.889	0.004	Accepted
CCB	<---	CL	0.119	0.034	3.084	0.002	Accepted
CCB	<---	CT	0.21	0.041	4.878	***	Accepted

The hypotheses related to the inter construct relationships between PV, CT, CS, CL and E-CCB are tested. All the hypotheses from H1 to H10 are positively correlated and are significant at $p < 0.05$. These relationships have significant loadings with the endogenous constructs. The path coefficients and estimates are acceptable. The hypothesis proposed in the study are supported by these estimates of the structural model analysis. Hence, the loadings of the analysis and the model fit are satisfactory.

4.8.1 Summary of the Hypotheses Results

The theoretical framework of the study proposed four inter-related constructs with structural relationships. These constructs finally affect the dependent construct E-CCB. Ten hypotheses are associated with the relationships between them. All of the ten hypotheses are accepted (Table 4.24).

Table 4.24: Summary of hypotheses results

H	Hypotheses	Result
H1	There is a significant relationship between perceived value and customer trust.”	Accepted
H2	There is a significant relationship between perceived value and customer satisfaction.	Accepted
H3	There is a significant relationship between perceived value and customer loyalty.	Accepted
H4	There is a significant relationship between perceived value and e-customer citizenship behaviour.	Accepted
H5	There is a significant relationship between customer trust and customer satisfaction.	Accepted
H6	There is a significant relationship between customer trust and customer loyalty.	Accepted
H7	There is a significant relationship between customer trust and e-customer citizenship behaviour.	Accepted
H8	There is a significant relationship between customer satisfaction to customer loyalty.	Accepted
H9	There is a significant relationship between customer satisfaction to e-customer citizenship behaviour.	Accepted
H10	There is a significant relationship between customer loyalty to e-customer citizenship behaviour.	Accepted

Thus, it implies that PV, CT, CS and CL are crucial in driving voluntary performances of online customers.

SECTION - V

MEDIATION ANALYSIS

The effect of the mediators in the study such as CT, CS, CL on the PV and E-CCB relationship has been analysed, and the results are presented in this section.

4.9 Mediation analysis between PV and E-CCB

The study has tested the mediators between the PV and E-CCB relationship through simple mediation analysis and serial mediation analysis. For this, the hypotheses from H11 to H16 are proposed. They predicted that CT, CS, CL mediate the relationship between PV and E-CCB through simple mediation and serial mediation. Process Macro for SPSS developed by Andrew Hayes has been used to test the mediation models. Simple mediation effect was tested using Model 4, and serial mediation effect was tested with Model 6.

Following the criteria suggested by Preacher & Hayes (2004) for determining the mediation effect for a particular path, the indirect effect should exist in the proposed direction, and it should be statistically significant. If the significant relationship between the dependent variable and the independent variable does not exist in the presence of a mediator, then the full mediation exists between the dependent variable and independent variable. If the significant effect between dependent and independent variable does exist but is reduced in the presence of a mediator, then the partial mediation effect exists.

Preacher, Hayes, & Preacher (2008) recommended the testing of indirect effects using bootstrapping procedures to assess the significance of mediation effects. Analysing using 5000 bootstrap samples will produce results at 95% confidence intervals. Bootstrapping is a resampling method which does not make assumptions regarding the distribution of the sample and uses resamples to calculate the estimates and provides confidence intervals for the estimates. Hence, bootstrapping is considered as a better approach when compared to Sobel test which assumes that the standard errors of the parameter estimates are normally distributed. Upper-level confidence intervals (ULCI) and lower level confidence intervals (LLCI) are generated, and the mediation

influence is significant if the confidence intervals do not include zero. The magnitude of the relationship is assessed by the path coefficients (beta values).

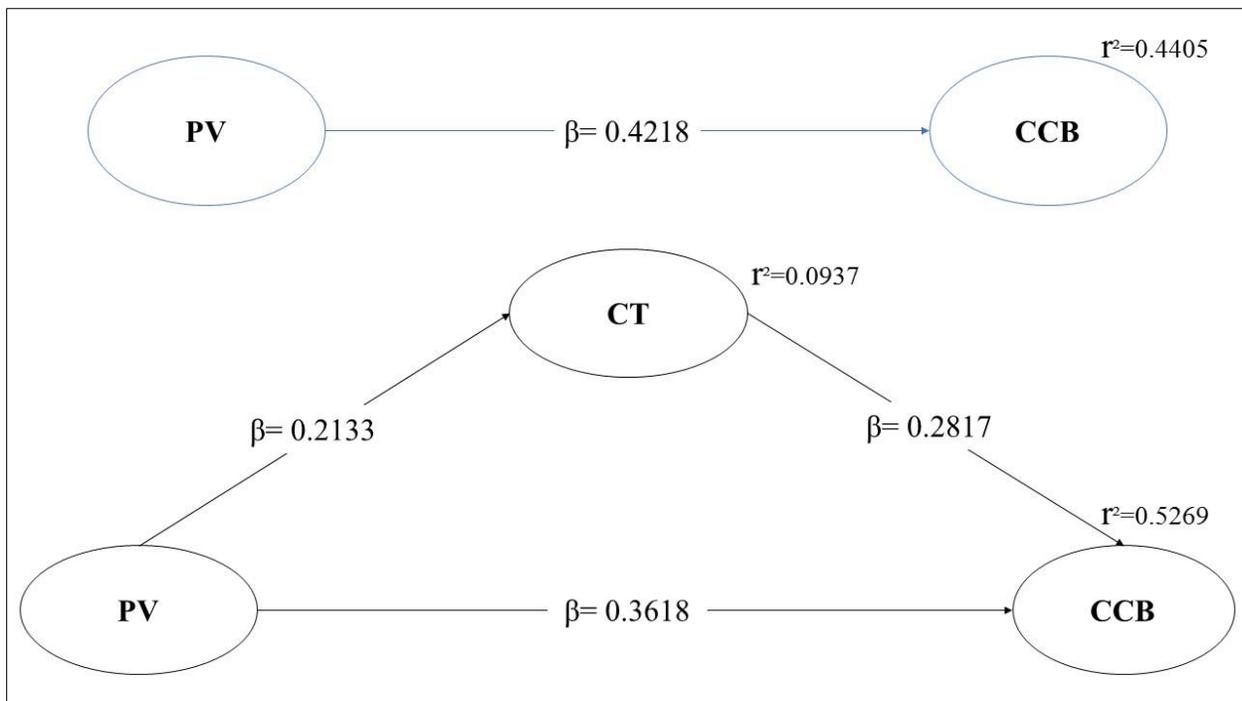
The results of the simple mediation analysis and serial mediation analysis obtained through bootstrapping procedure are discussed in detail as follows.

4.9.1 Simple Mediation Effect

4.9.1.1 Mediation effect of Customer Trust

Hypothesis 11 proposed that customer trust would partially mediate the relationship between PV and E-CCB depending on the theoretical framework of the study. The total effect between PV and E-CCB is $\beta = 0.42$ with CI = 0.38, 0.45, $p < 0.001$.

Figure 4.9: Simple mediation effect through CT



The direct effect between PV and E-CCB can be understood from the table 4.25 with values $\beta = 0.36$, $p < 0.001$ CI [0.32, 0.39]. At the significance level of $p < 0.001$, the indirect effect between PV and E-CCB is $\beta = 0.06$, with Boot confidence intervals of 0.03 and 0.08. Zero does not include in the confidence intervals, and it means that the indirect effect is statistically significant. Therefore, customer trust partially mediates the relationship between PV and E-CCB. Moreover, PV has both direct and indirect effects on E-CCB. Therefore, Hypothesis 11 is accepted.

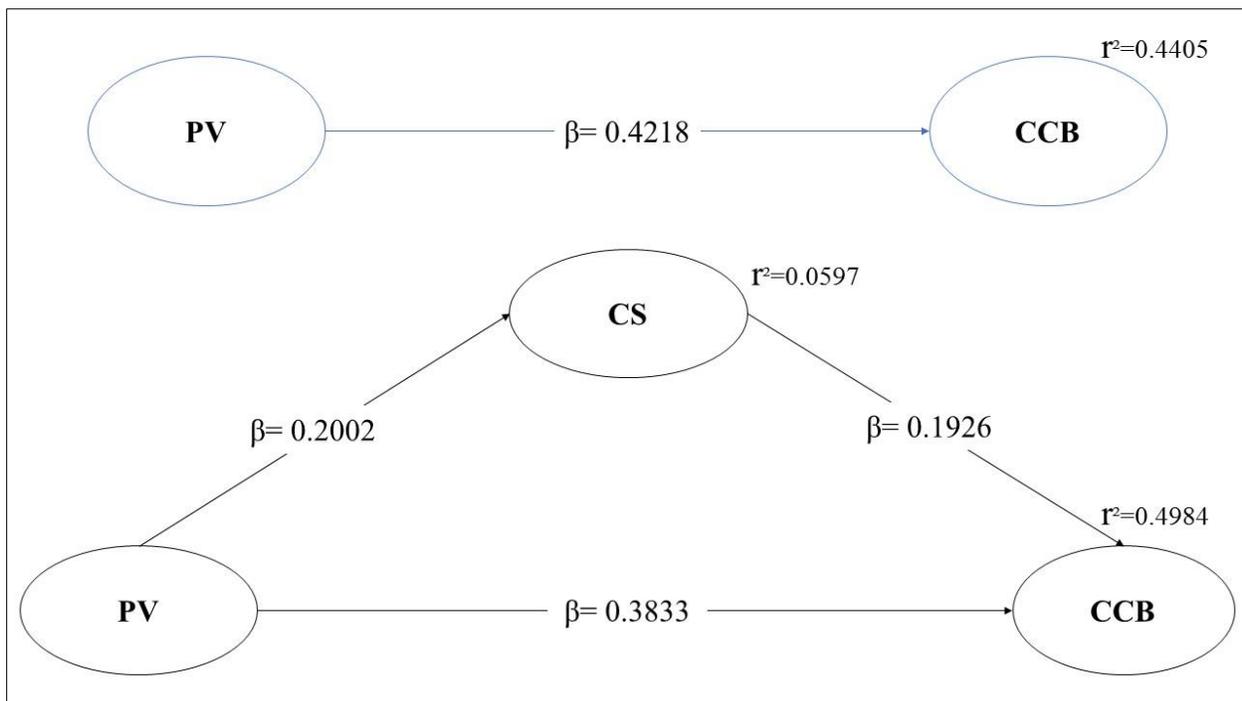
Table 4.25: Simple mediation effect through CT

The total effect of PV on CCB (c)					
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
0.4218	0.0175	24.0703	0.3874	0.4562	
The direct effect of PV on CCB (c ¹)					
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
0.3618	0.0169	21.3558	0.3285	0.3950	
The indirect effect of PV on CCB					
	Effect	SE	Bias-corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
	PV-->CT-->CCB	0.0601	0.0121	0.0391	0.0869

4.9.1.2 *Mediation effect of Customer Satisfaction*

The theoretical model proposed the hypothesis 12 which tests the partial mediation effect of CS on the relationship PV and E-CCB. The analysis revealed a total effect of 0.42 with confidence intervals of 0.38, 0.45 at $p < 0.001$.

Figure 4.10: Simple mediation effect through CS



It can be seen from Table 4.26 , there is a direct effect ($\beta = 0.38$, $p < 0.001$ CI [0.34, 0.41]) between PV and E-CCB. At $p < 0.001$ with confidence intervals of 0.02 and 0.06, CS shows an indirect effect of $\beta = 0.038$. The confidence intervals showed that the indirect effect is different from zero. Therefore, CS partially mediates the relationship between PV and E-CCB. The mediator

and independent variable have explained 49% of the variance in CCB. It can be concluded that PV shows both direct and indirect effects on E-CCB. Therefore, Hypothesis 12 is accepted.

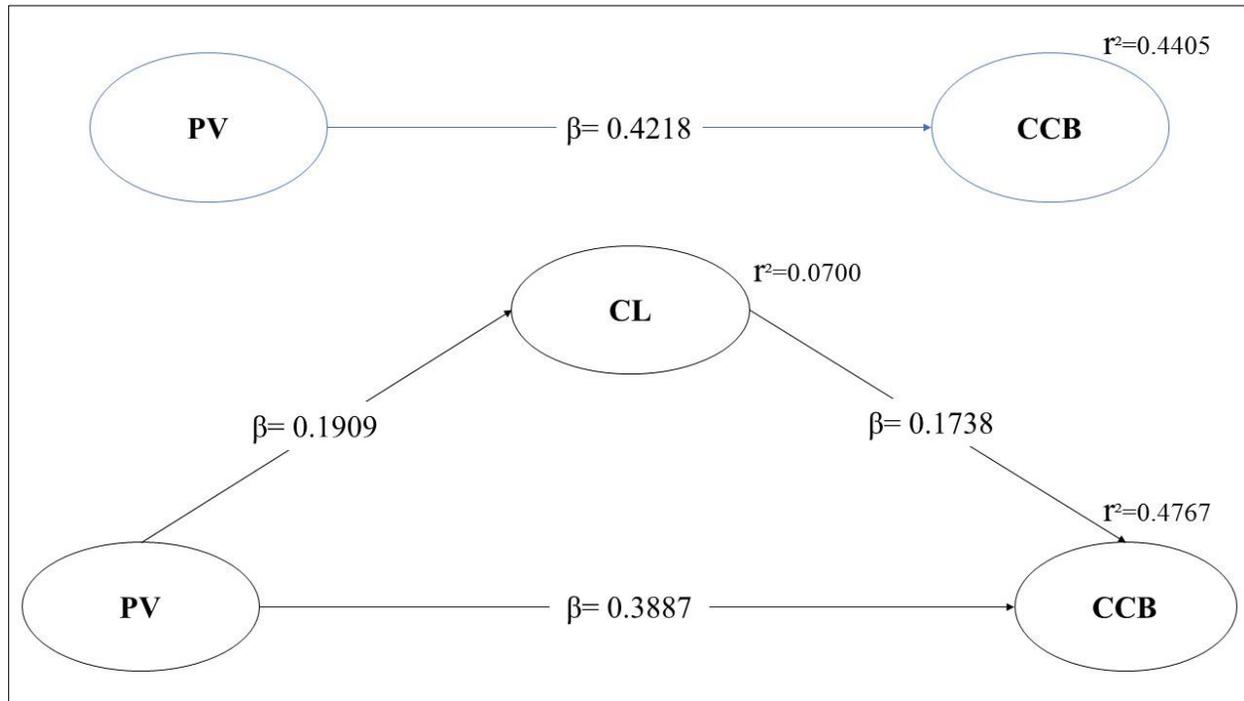
Table 4.26: Simple mediation effect through CS

The total effect of PV on CCB (c)				
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)	
			LLCI	ULCI
0.4218	0.0175	24.0703	0.3874	0.4562
The direct effect of PV on CCB (c¹)				
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)	
			LLCI	ULCI
0.3833	0.0171	22.3835	0.3497	0.4169
The indirect effect of PV on CCB				
	Effect	SE	Bias-corrected bootstrap confidence intervals (95%)	
			LLCI	ULCI
PV-->CS-->CCB	0.0385	0.0101	0.0217	0.0624

4.9.1.3 Indirect effect through Customer loyalty

Depending on the theoretical model, hypothesis 13 proposed that the relationship between PV and E-CCB would partially be mediated by customer loyalty. The total effect between perceived value and E-CCB is $\beta = 0.42$ with CI = 0.38, 0.45, $p < 0.001$.

Figure 4.11: Simple mediation effect through CL



From the table 4.27 it is clear that direct effect ($\beta = 0.38$, $p < 0.001$ CI [0.35, 0.42]) exists between the perceived value and E-CCB. Also, the indirect effect exists between perceived value and E-CCB with values of $\beta = 0.033$, with LLCI and ULCI of 0.01, 0.05 respectively at $p < 0.001$.

The upper level and lower level confidence intervals do not include zero which implies that there exists a partial mediation effect between PV and E-CCB through customer loyalty. The R^2 value for the E-CCB in this model is 0.47. Therefore, hypothesis 13 is accepted. Also indirect and indirect effects exist on the PV and E-CCB relationship.

Table 4.27: Simple mediation effect through CL

The total effect of PV on CCB (c)					
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
0.4218	0.0175	24.0703	0.3874	0.4562	
The direct effect of PV on CCB (c ¹)					
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
0.3887	0.0176	22.1004	0.3541	0.4232	
The indirect effect of PV on CCB					
	Effect	SE	Bias-corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
	PV-->CL-->CCB	0.0332	0.0097	0.0174	0.0558

4.9.2 Serial Mediation Analysis

Simple mediation model has been extended to the serial mediation to advance the theoretical concepts. The methodological developments in the research arena extended the simple mediation to the serial mediation which can include more than one sequential mediator between exogenous and endogenous constructs. Hayes (2013) describes serial mediation as “*a causal chain linking the mediators, with a specific direction of casual flow*”.

The three path serial mediation models have been analysed in the study. All the three paths in the serial mediation models are estimated simultaneously. Process macro for SPSS (Model 6) produces the indirect effects of each mediator separately besides the indirect through these serial

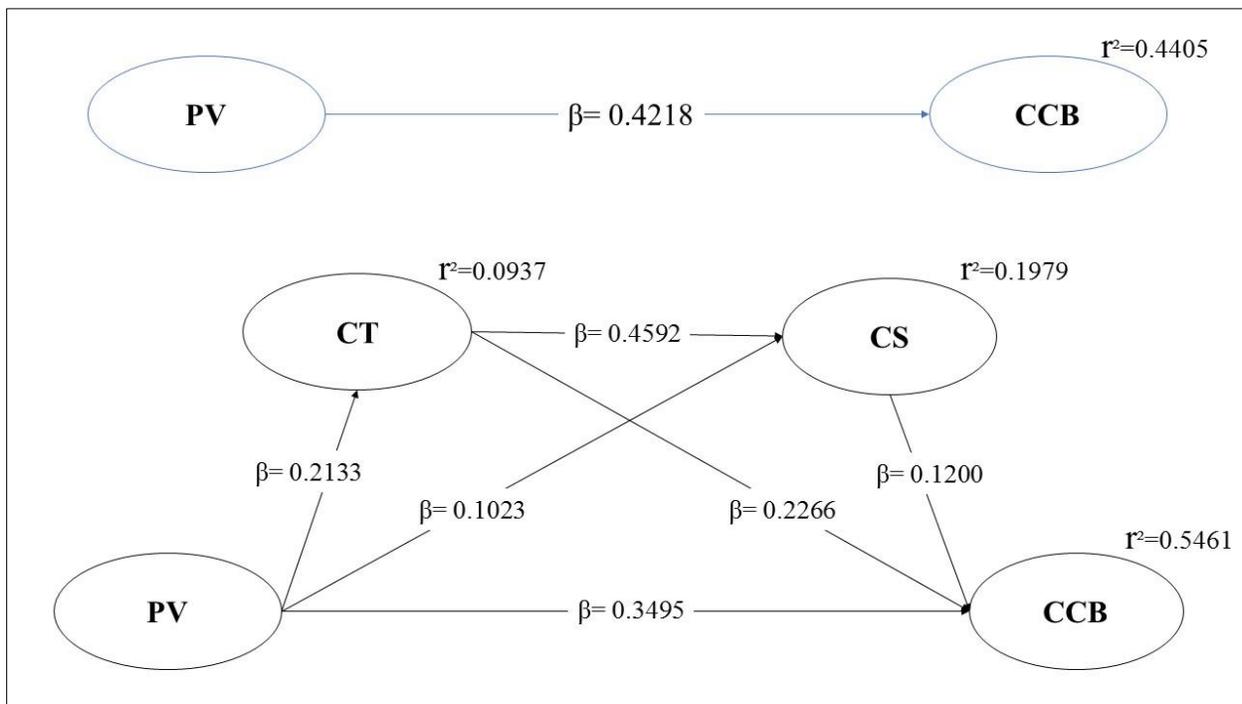
mediators. As used in simple mediation serial mediation also analysed using bootstrapping procedures (Preacher & Hayes, 2004).

4.9.2.1 *Mediating mechanism between perceived value and E-CCB through CT and CS*

(Serial Mediation)

The theoretical framework of the study leads to hypothesis 14 which predicts that CT and CS would partially mediate the relationship between the PV and E-CCB. The total effect between perceived value and E-CCB is $\beta = 0.42$ with CI = 0.38, 0.45, $p < 0.001$.

Figure 4.12: Serial mediation effect through CT, CS



It can be observed from Table 4.28, the direct influence between PV and E-CCB is $\beta = 0.34$, at $p < 0.001$ with lower level and upper-level confidence intervals of 0.31, 0.38. The indirect

effect between perceived value and E-CCB through trust is $\beta = 0.04$, CI = 0.03, 0.07 at $p < 0.001$. The values of the indirect effect between perceived value and E-CCB through satisfaction is $\beta = 0.01$, with confidence intervals of 0.004, 0.02 at $p < 0.001$. Serial mediation analysis revealed that the indirect effect through CT and CS between PV and E-CCB is $\beta = 0.01$ with CI = 0.006, 0.02 at $p < 0.001$. The indirect effects are significant as confidence intervals does not include zero. It can be understood that CT and CS serially and partially mediates the relationship between PV and E-CCB with an R-square value of 0.54. Hence, PV exerts both direct and indirect influences on E-CCB. Therefore, Hypothesis 14 is accepted.

Table 4.28: Serial mediation effect through CT, CS

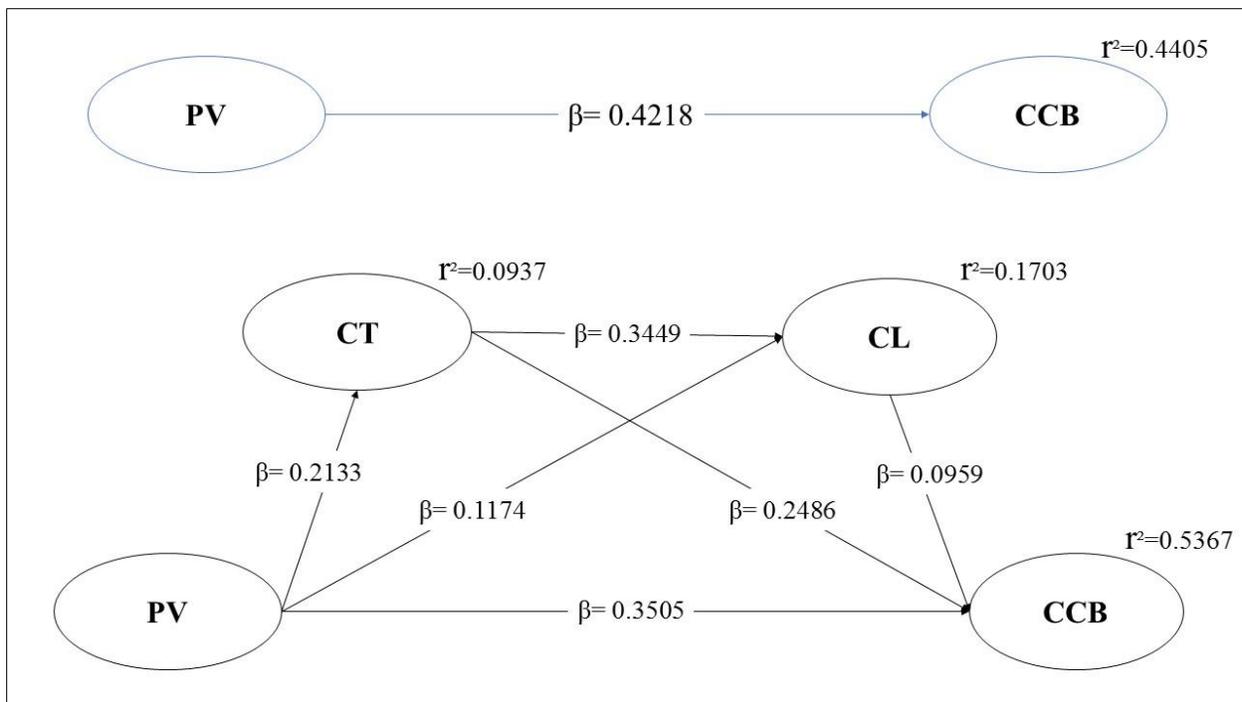
The total effect of PV on CCB (c)					
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
0.4218	0.0175	24.0703	0.3874	0.4562	
The direct effect of PV on CCB (c ¹)					
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
0.3495	0.0167	20.8658	0.3166	0.3824	
The indirect effect of PV on CCB					
	Effect	SE	Bias-corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
	PV-->CT-->CCB	0.0483	0.0104	0.0307	0.0714
	PV-->CT-->CS-->CCB	0.0118	0.0035	0.0060	0.0202
	PV-->CS-->CCB	0.0123	0.0055	0.0041	0.0262

4.9.2.2 *Mediating mechanism between perceived value and E-CCB through CT and CL*

(Serial Mediation)

Based on the theoretical framework, Hypotheses 15 proposed that customer trust and customer loyalty would partially mediate the PV and E-CCB relationship. The total effect between perceived value and E-CCB is $\beta = 0.42$ with CI = 0.38, 0.45, $p < 0.001$.

Figure 4.13: *Serial mediation effect through CT, CL*



It can be seen from Table 4.29 there is a direct effect ($\beta = 0.35$, $p < 0.001$ CI [0.31, 0.38]) between the perceived value and E-CCB. The indirect effect between perceived value and E-CCB through CT at a significance level less than 0.001 is $\beta = 0.05$, with CI 0.03, 0.07. And the indirect effect between perceived value and E-CCB through loyalty is $\beta = 0.011$, CI = 0.003, 0.02 at $p < 0.001$. Serial mediation effect between perceived value and E-CCB through CT and CL is

0.0071 at $p < 0.001$ with LLCI 0.002 and ULCI 0.01. Zero does not include in upper level and lower level confidence intervals. With a 53% of variance explained in E-CCB variable, CT and CL serially and partially mediate the relationship between PV and E-CCB and direct, indirect effects exists between perceived value and E-CCB relationship. Therefore, Hypothesis 15 is accepted.

Table 4.29: Serial mediation effect through CT, CL

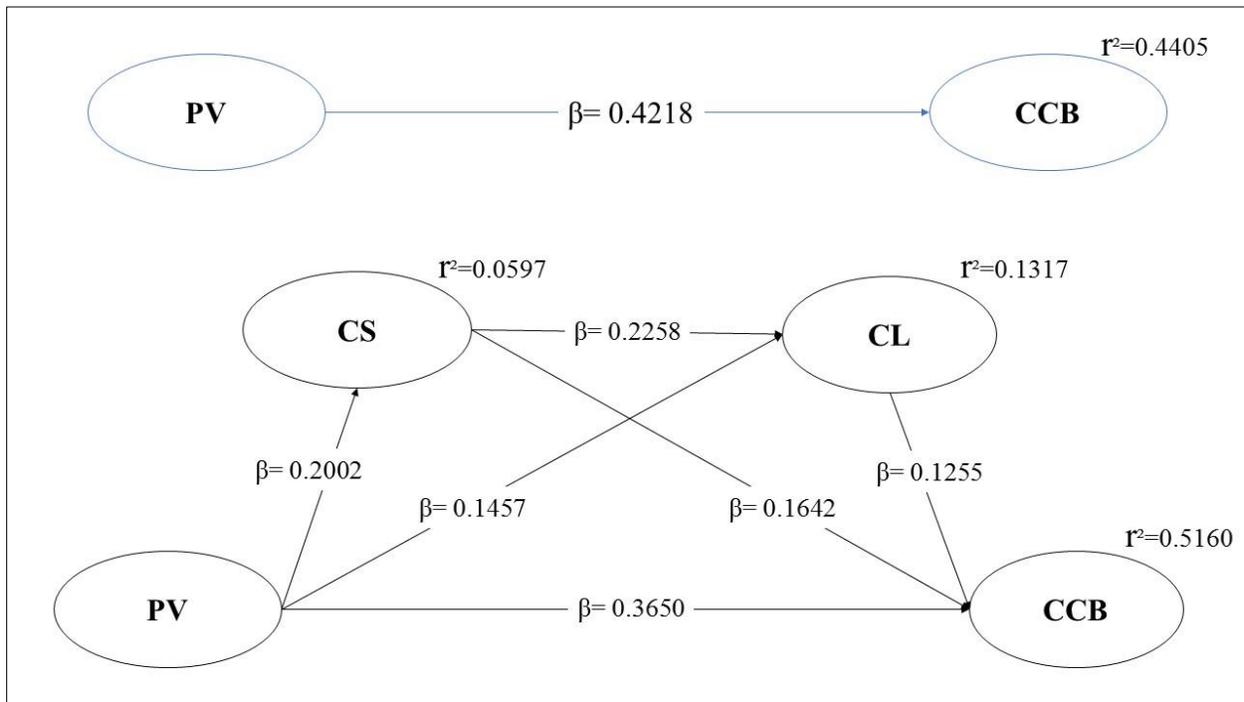
The total effect of PV on CCB (c)					
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
0.4218	0.0175	24.0703	0.3874	0.4562	
The direct effect of PV on CCB (c ¹)					
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
0.3505	0.0170	20.6003	0.3171	0.3839	
The indirect effect of PV on CCB					
	Effect	SE	Bias-corrected bootstrap confidence intervals (95%)		
			LLCI	ULCI	
	PV-->CT-->CCB	0.0530	0.0108	0.0350	0.0773
	PV-->CT-->CL-->CCB	0.0071	0.0031	0.0023	0.0148
	PV-->CL-->CCB	0.0113	0.0049	0.0039	0.0229

4.9.2.3 *Mediating mechanism between perceived value and E-CCB through CS and CL*

(Serial Mediation)

Based on the theoretical framework, Hypotheses 16 predicted that CS and CL would partially mediate the relationship between the PV and E-CCB. The total effect between perceived value and E-CCB is $\beta = 0.42$ with CI = 0.38, 0.45, $p < 0.001$.

Figure 4.14: Serial mediation effect through CS, CL



It can be seen from Table 4.30, there is a direct effect ($\beta = 0.36$, $p < 0.001$ CI [0.33, 0.39]) between the perceived value and E-CCB. The indirect effect between perceived value and E-CCB through customer satisfaction at a significance level less than 0.001 is $\beta = 0.03$. The ULCI and LLCI are 0.01, 0.05 respectively which are significantly different from zero. The indirect effect between perceived value and E-CCB through loyalty is $\beta = 0.018$, CI = 0.008, 0.03 at $p < 0.001$. At

$p < 0.001$, serial mediation effect of CS and CL between PV and E-CCB is $\beta = 0.0057$. The confidence intervals levels are CI = 0.002, 0.01. All the indirect effects significantly differ from zero, and the variables explained 51% of the variance in the endogenous construct E-CCB. The results implied that CS and CL partially mediate the PV and E-CCB relationship. Hence, PV, directly and indirectly, influences E-CCB. Hypothesis 16 is accepted.

Table 4.30: Serial mediation effect through CS, CL

The total effect of PV on CCB (c)				
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)	
			LLCI	ULCI
0.4218	0.0175	24.0703	0.3874	0.4562
The direct effect of PV on CCB (c¹)				
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)	
			LLCI	ULCI
0.3650	0.0172	21.2226	0.3312	0.3988
The indirect effect of PV on CCB				
	Effect	SE	Bias-corrected bootstrap confidence intervals (95%)	
			LLCI	ULCI
	PV-->CS-->CCB	0.0329	0.0180	0.0545
	PV-->CS-->CL-->CCB	0.0057	0.0023	0.0124
	PV-->CL-->CCB	0.0183	0.0080	0.0346

Supplementary Analysis:

The present study analyses the effects of parallel mediation of the three intervening variables. It considers that all the three variables mediate the PV and E-CCB relationship. Model 4 of Hayes process macro (Hayes, 2013) was used to test the parallel mediation model.

The results depicts the individual mediation effects of CT ($\beta = 0.04$, with LLCI = 0.02, ULCI = 0.06 at 95% confidence level), CS ($\beta = 0.02$, with LLCI = 0.009, ULCI = 0.04 at 95% confidence level), and CL ($\beta = 0.014$, with LLCI = 0.003, ULCI = 0.03 at 95% confidence level).

The total effect and direct effect between PV and E-CCB are $\beta = 0.42$, with LLCI = 0.38, ULCI = 0.45 at 95% confidence level and $\beta = 0.34$, with LLCI = 0.30, ULCI = 0.37 at 95% confidence level respectively (Table 4.31). All the obtained values are significant at $p < 0.001$. The confidence intervals do not include zero. Hence it can be concluded that CT, CS, and CL parallelly mediate the relationship between PV and E-CCB.

Table 4.31: Parallel mediation effect of CT, CS, CL

The total effect of PV on CCB (c)				
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)	
			LLCI	ULCI
0.4218	0.0175	24.0703	0.3874	0.4562
The direct effect of PV on CCB (c ¹)				
Effect	SE	t Value	Bias corrected bootstrap confidence intervals (95%)	
			LLCI	ULCI
0.3415	0.0168	20.2874	0.3084	0.3745
The indirect effect of PV on CCB				
	Effect	SE	Bias-corrected bootstrap confidence intervals (95%)	
			LLCI	ULCI
PV-->CT-->CCB	0.0437	0.0100	0.0269	0.0669

PV-->CS-->CCB	0.0219	0.076	0.0096	0.0400
PV-->CL-->CCB	0.0148	0.0068	0.0032	0.0303

SECTION – VI

MODERATION ANALYSIS

4.10 Analysing the moderation effects of the demographic variables

Moderation effect of the demographic variables of the respondents in the study has been tested using multi-group causal analysis.

- Gender
- Age
- Online shopping experience
- Online shopping frequency

Hypotheses from 17a to 17d have been proposed to test the interacting effects of the above demographic factors on the relationship between Perceived Value (PV) and E-Customer Citizenship Behavior (E-CCB).

Multi-group analysis has been performed using a constrained model and unconstrained model approach with the following steps.

- Depending on the moderator variable to be analysed, data has been split into two groups of datasets.
- Two AMOS models have been developed by constraining and not constraining the path of interest (PV→E-CCB).
- The two models have been estimated using the data sets of the two groups.

- The difference in Chi-Square value for the constrained model and unconstrained model for each group dataset has been estimated, and if the difference exceeds 3.84, then the path is moderated by the variable under study.

The demographic factors of the respondents considered for analysing the moderation effects are gender, age, online shopping frequency, and online shopping experience. These variables were tested for interaction effects on the associations between PV and E-CCB. The obtained results are discussed as follows.

4.10.1 Moderation effect of gender

Gender of the respondents under study are divided into two groups – Male and Female. The moderation effect of the gender has been examined on the path PV→E-CCB. The difference in the chi-square value for the constrained and unconstrained model for the data sets of the two groups has been estimated to check if moderation effect exists. If the difference is more than 3.84, then moderation effect exists.

The model fit estimates of the constrained and unconstrained model for the two data sets of male and female are depicted in table 4.32. From the results, it is clear that the model fit statistics meet the minimum criteria and so the model achieved a good fit (Hair et al., 2008). The chi-square value for male group constrained model is 637.098 and of the unconstrained model is 591.428, and the difference is 45.67. The chi-square value for female group constrained model is 541.72 and of the unconstrained model is 503.528, and the difference is 38.192. The difference in chi-square value in both the groups exceeds 3.84 and is significant.

Hence, gender moderates the relationship between PV→E-CCB. The table 4.33 shows the standardised estimates of the PV→E-CCB path for the gender groups. The strength of the relationship was stronger for male ($\beta = 0.80$) than female ($\beta = 0.76$). Therefore, the hypothesis H17a is accepted.

Table 4.32: Chi-square difference test for gender

Groups	Fit Indices	Constrained Model	Unconstrained Model	Chi-Square Difference	Result of Moderation	Result on Hypothesis
Male	Chi-Square (χ^2)	637.098	591.428	45.67	Yes	Supported
	DF	363	362			
	CMIN/DF	1.755	1.634			
	GFI	0.91	0.916			
	AGFI	0.892	0.899			
	CFI	0.963	0.969			
	RMSEA	0.042	0.038			
Female	Chi-Square (χ^2)	541.72	503.528	38.192	Yes	Supported
	DF	363	362			
	CMIN/DF	1.49	1.391			
	GFI	0.894	0.901			
	AGFI	0.873	0.88			
	CFI	0.969	0.975			
	RMSEA	0.04	0.036			
Note: *** $p < .001$; DF-degrees of freedom; GFI-Goodness of fit, AGFI-Adjusted goodness of fit; CFI - Comparative fit index; RMSEA-Root mean square error of approximation; PV – Perceived Value; E-CCB – E-Customer Citizenship Behaviour.						

Table 4.33: The Effect of PV on E-CCB for Male and Female groups

The Effect of PV on E-CCB for Male and Female groups		
PV-->E-CCB	Male	Female
Standardized Estimate	0.801	0.766
S.E.	0.046	0.049
C.R.	10.498	8.389
P Value	***	***
Note: *** = p<0.001; PV – Perceived Value; E-CCB – E-Customer Citizenship Behaviour		

4.10.2 Moderation effect of age

Age of respondents in the study has been considered as the moderating variable on the path PV→E-CCB. The respondents were divided into two groups namely youth and adulthood. This classification has been done based on the median age of the respondents. The median age of the sample in the study is 28 years. The difference in the chi-square value for the constrained and unconstrained model for the data sets of the two groups has been estimated to check if moderation effect exists. If the difference is more than the critical value 3.84, then moderation effect exists.

The model fit estimates of the constrained model and unconstrained model for the two data sets of youth and adulthood are represented in table 4.34. From the results, it is clear that the model fit statistics meet the minimum criteria and so the model achieved a good fit (Hair et al., 2008). The chi-square value for youth group constrained model is 548.971 and of the unconstrained model is 504.442, and the difference is 44.529. The chi-square value for adult group constrained model

is 635.238 and of the unconstrained model is 593.652, and the difference is 41.586. The difference in chi-square value in both the groups exceeds 3.84 and is significant.

Hence, the age of the respondent's moderates the relationship between PV→E-CCB. The table 4.35 shows the standardised estimates of the PV→E-CCB relationship for both youth and adult groups. The strength of the relationship was stronger for youth ($\beta = .74$) than adults ($\beta = .71$). Therefore, the hypothesis H17b is accepted.

Table 4.34: Chi-square difference test for age groups

Groups	Fit Indices	Constrained Model	Unconstrained Model	Chi-Square Difference	Result of Moderation	Result on Hypothesis
Youth	Chi-Square (χ^2)	548.971	504.442	39.014	Yes	Supported
	DF	363	362			
	CMIN/DF	1.512	1.393			
	GFI	0.916	0.923			
	AGFI	0.9	0.908			
	CFI	0.974	0.98			
	RMSEA	0.036	0.031			
Adult	Chi-Square (χ^2)	635.238	593.652	45.658	Yes	Supported
	DF	363	362			
	CMIN/DF	1.75	1.64			
	GFI	0.886	0.893			
	AGFI	0.863	0.871			
	CFI	0.955	0.962			
	RMSEA	0.047	0.044			

Note: *** $p < .001$; DF-degrees of freedom; GFI-Goodness of fit, AGFI-Adjusted goodness of fit; CFI - Comparative fit index; RMSEA-Root mean square error of approximation; PV – Perceived Value; E-CCB – E-Customer Citizenship Behaviour.

Table 4.35: The Effect of PV on E-CCB for Youth and Adult groups

The Effect of PV on E-CCB for Youth and Adult groups		
PV-->E-CCB	Youth	Adult
Standardized beta Estimate	0.744	0.718
S.E.	0.047	0.048
C.R.	8.986	8.864
P Value	***	***
Note: *** = $p < 0.001$; PV – Perceived Value; E-CCB – E-Customer Citizenship Behaviour		

4.10.3 Moderation effect of frequency of online shopping

The frequency of the online shopping of the participants in the study has been considered as the moderating variable on the path $PV \rightarrow E-CCB$. The respondents were divided into two groups namely frequent shoppers and infrequent shoppers. Monthly, quarterly shoppers are grouped as frequent shoppers and half-yearly, annual shoppers as infrequent shoppers. The difference in the chi-square value for the constrained and unconstrained model for the data sets of the two groups has been estimated to check if moderation effect exists. If the difference is more than the critical value 3.84, then moderation effect exists.

The model fit estimates of the constrained model and unconstrained model for the two data sets of infrequent shoppers and frequent shoppers are represented in table 4.36. The results suggest that the model fit statistics meet the minimum criteria and so the model achieved a good fit (Hair et al., 2008). The chi-square value for infrequent shoppers' group constrained model is 618.226

and of the unconstrained model is 562.759, and the difference is 55.467. The chi-square value for frequent shoppers' group constrained model is 558.309 and of the unconstrained model is 531.276, and the difference is 27.03. The difference in chi-square value in both the groups exceeds 3.84 and is significant.

Hence, online shopping frequency of the respondent's moderates the relationship between PV→E-CCB. The table 4.37 shows the standardised estimates of the PV→E-CCB relationship for both infrequent shoppers and frequent shoppers' groups. The strength of the relationship for infrequent shoppers ($\beta = .74$) was less than the frequent shoppers ($\beta = .75$). Therefore, the hypothesis H17c is accepted.

Table 4.36: Chi-square difference test for the frequency of online shopping

Groups	Fit Indices	Constrained Model	Unconstrained Model	Chi-Square Difference	Result of Moderation	Result on Hypothesis
Infrequent shoppers	Chi-Square (χ^2)	618.226	562.759	55.46	Yes	Supported
	DF	363	362			
	CMIN/DF	1.703	1.555			
	GFI	0.902	0.911			
	AGFI	0.883	0.893			
	CFI	0.96	0.969			
	RMSEA	0.042	0.038			
Frequent shoppers	Chi-Square (χ^2)	558.309	531.276	27.03	Yes	Supported
	DF	363	362			
	CMIN/DF	1.538	1.468			
	GFI	0.902	0.906			
	AGFI	0.883	0.887			

	CFI	0.971	0.975			
	RMSEA	0.04	0.037			
Note: ***p<.001; DF-degrees of freedom; GFI-Goodness of fit, AGFI-Adjusted goodness of fit; CFI - Comparative fit index; RMSEA-Root mean square error of approximation; PV – Perceived Value; E-CCB – E-Customer Citizenship Behaviour.						

Table 4.37: Estimates for the frequency of online shopping

The Effect of PV on E-CCB for infrequent and frequent online shoppers' groups		
PV-->E-CCB	Infrequent	Frequent
Standardized beta Estimate	0.747	0.755
S.E.	0.043	0.058
C.R.	9.505	8.371
P Value	***	***
Note: *** = p<0.001; PV – Perceived Value; E-CCB – E-Customer Citizenship Behaviour		

4.10.4 Moderation effect of online shopping experience

OSE of the participants in the study has been considered as the moderating variable on the PV→E-CCB relationship. The participants were grouped into two categories namely low experienced shoppers and high experienced shoppers. Customers with online shopping experience of 0-2 years, 2-4 years are categorised under low experienced shoppers and customers with the online shopping experience of 4-6 years, 6-8 years are categorised into high experienced shoppers. The difference in the chi-square value for the constrained and unconstrained model for the data sets of the two groups has been estimated to check if moderation effect exists. If the difference is more than the critical value 3.84, then moderation effect exists.

The model fit estimates of the constrained model and unconstrained model for the two data sets of low experienced shoppers and high experienced shoppers are depicted in table 4.38. The results depicted that the model fit statistics meet the minimum criteria and so the model achieved a good fit (Hair et al., 2008). The chi-square value for low experienced group constrained model is 671.28 and of the unconstrained model is 601.63, and the difference is 69.64. The chi-square value for high experienced shoppers' group constrained model is 552.62 and of the unconstrained model is 538.13, and the difference is 14.49. The difference in chi-square value in both the groups exceeds 3.84 and is significant.

Hence, the online shopping experience of the respondents in the study moderates the relationship between PV→E-CCB. The table 4.39 shows the standardised estimates of the PV→E-CCB relationship for low experienced and high experienced shoppers' groups. The strength of the relationship was stronger for low experienced shoppers ($\beta = .76$) than high experienced shoppers ($\beta = .68$). Therefore, the hypothesis H17d is accepted.

Table 4.38: Chi-square difference test for the experience of online shopping

Groups	Fit Indices	Constrained Model	Unconstrained Model	Chi-Square Difference	Result of Moderation	Result on Hypothesis
Low experienced shoppers	Chi-Square (χ^2)	658.632	594.878	63.754	Yes	Supported
	DF	363	362			
	CMIN/DF	1.814	1.643			
	GFI	0.919	0.927			
	AGFI	0.903	0.913			
	CFI	0.967	0.974			
	RMSEA	0.04	0.035			

Highly experienced shoppers	Chi-Square (χ^2)	536.696	515.841	20.855	Yes	
	DF	363	362			
	CMIN/DF	1.479	1.425			
	GFI	0.862	0.867			
	AGFI	0.835	0.84			
	CFI	0.958	0.963			
	RMSEA	0.046	0.044			
Note: ***p<.001; DF-degrees of freedom; GFI-Goodness of fit, AGFI-Adjusted goodness of fit; CFI - Comparative fit index; RMSEA-Root mean square error of approximation; PV – Perceived Value; E-CCB – E-Customer Citizenship Behaviour.						

Table 4.39: Estimates of online shopping experience groups

The Effect of PV on E-CCB for low experienced and high experienced online shoppers groups		
PV-->E-CCB	Low experienced	High experienced
Standardized beta Estimate	0.762	0.684
S.E.	0.039	0.067
C.R.	11.185	6.028
P Value	***	***
Note: *** = p<0.001; PV – Perceived Value; E-CCB – E-Customer Citizenship Behaviour		

The moderation analysis results revealed that the demographics of the participants in the study namely gender, age, the frequency of online shopping and online shopping experience significantly moderates the association between PV and E-CCB.

SECTION – VII

COMPARISON OF MEANS

4.11 Comparison of means of E-CCB dimensions - Service Firm Facilitation, Recommendation, and Helping Behaviour

This section tested the difference of dependent SFF, REC, and HB variables in terms of demographic factors like gender, age, education levels, the frequency of online purchase and online shopping experience. The tests employed for testing the differences are - one-way analysis of variance (ANOVA) for comparing multiple groups and t-test for independent samples for two groups. The Levene's test statistic has been considered for interpreting the obtained results.

4.11.1 Comparison of means in terms of gender

Means of SFF, REC, and HB were compared across male and female groups to analyse the differences. Table 4.40 represents the descriptive statistics. The mean values of SFF for male and female are 5.644 and 5.643. Furthermore, REC mean scores for male and female are 5.63 and 5.57. Finally, the Mean value for HB for male and female are 5.59 and 5.58.

Table 4.40: Group Statistics - Gender

Variables	Gender	N	Mean	Std. Deviation
SFF	1 Male	436	5.6445	.90553
	2 Female	302	5.6430	.92374
REC	1 Male	436	5.6370	.87510
	2 Female	302	5.5704	.88160
HB	1 Male	436	5.5912	.93226

	2 Female	302	5.5894	.95098
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Based on the values of Levene’s statistic it can be understood that equal variance exist between male and female groups (for SFF: $F = .620$, $p = .43$; REC: $F = .277$, $p = .59$; HB: $F = .265$, $p = .60$). The output line for equal variances was used as the two groups have significantly equal variance.

Table 4.41: Equality of variances and Equality of means

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
SFF	Equal variances assumed	.620	.431	.021	.983
	Equal variances not assumed			.021	.983
REC	Equal variances assumed	.277	.599	1.015	.311
	Equal variances not assumed			1.013	.311
HB	Equal variances assumed	.265	.607	.025	.980
	Equal variances not assumed			.025	.980

The analysis of independent sample t-test results are SFF: $t = 0.021$, $p = 0.98$; REC: $t = 1.01$, $p = 0.31$; HB: $t = .025$, $p = .98$. The two groups of gender i.e., male and female do not significantly differ. Therefore, the result did not support for H18a, H19a, and H20a (Table 4.41).

4.11.2 Comparison of means in terms of age groups of respondents

Mean values of SFF, REC, and HB were compared depending on the age groups of the participants in the study. The median age of 28 years is considered for dividing the respondents into two groups namely youth and adulthood. The participants of more than 28 years of age are considered as adults and the participants of less than 28 years of age are grouped under youth category. The table 4.42 represents the descriptive statistics. Youth and adulthood mean scores for SFF are 5.65 (SD = 0.886), 5.63 (SD = 0.943) respectively. The mean value of REC for youth and adulthood was 5.63 (SD = 0.904), 5.58 (SD = 0.845) respectively. Finally, the mean value of HB for youth and adulthood was 5.61 (SD = 0.927), 5.55 (SD = 0.953) respectively.

Table 4.42: Group Statistics - Age

Variables	Age	N	Mean	Std. Deviation
SFF	1 Youth	403	5.65	0.886
	2 Adulthood	335	5.63	0.943
REC	1 Youth	403	5.63	0.904
	2 Adulthood	335	5.58	0.845
HB	1 Youth	403	5.61	0.927
	2 Adulthood	335	5.55	0.953

The results of the Levene's test for equality of variances showed the equal variance between the two groups youth and adulthood (for SFF: $F = 1.744$, $p = 0.187$; REC: $F = 0.217$, $p = 0.641$; HB: $F = 0.288$, $p = 0.591$).

Table 4.43: Levene's Test and t-test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
SFF	Equal variances assumed	1.744	.187	.300	.764
	Equal variances not assumed			.299	.765
REC	Equal variances assumed	.217	.641	.717	.473
	Equal variances not assumed			.722	.471
HB	Equal variances assumed	.288	.591	.830	.407
	Equal variances not assumed			.828	.408

The results of the independent sample t-test are SFF: $t = 0.30$, $p = 0.76$; REC: $t = 0.71$, $p = 0.47$; HB: $t = 0.83$, $p = 0.40$. It is clear that no significant difference exists between youth and adulthood in terms of SFF, HB and REC. Hence, the hypotheses H18b, H19b, and H20b are not accepted (Table 4.43).

4.11.3 Comparison of means in terms of education level

SFF, HB and REC were evaluated depending on the education levels of the participants (Intermediate, Under-Graduate, Post-Graduate and Others (Diploma or Certificate courses or Research courses)). Descriptive statistics were showed in the table 4.44. The mean scores for Intermediate, UG, PG & others was 5.65 (SD = 0.910), 5.66 (SD = 0.922), 5.60 (SD = 0.894), 5.60 (SD = 0.951) respectively for SFF. Further, the mean score of REC for Inter, Graduate, PG and

others was 5.68 (SD = 0.816), 5.59 (SD = 0.889), 5.56 (SD = 0.918), 5.72 (SD = 0.702) respectively. Finally, the mean value of HB for Intermediate, UG &, PG and others was 5.63 (SD = 0.795), 5.58 (SD =0.995), 5.54 (SD = 0.925), 5.69 (SD = 0.918) respectively.

Table 4.44: Education level categories statistics

Variables	Education level	N	Mean	Std. Deviation
SFF	1 Intermediate	131	5.65	0.910
	2 Graduate	376	5.66	0.922
	3 Post Graduate	201	5.60	0.894
	4 Others	30	5.60	0.951
	Total	738	5.64	0.912
REC	1 Intermediate	131	5.68	0.816
	2 Graduate	376	5.59	0.889
	3 Post Graduate	201	5.56	0.918
	4 Others	30	5.72	0.702
	Total	738	5.60	0.877
HB	1 Intermediate	131	5.63	0.795
	2 Graduate	376	5.58	0.995
	3 Post Graduate	201	5.54	0.925
	4 Others	30	5.69	0.918
	Total	738	5.59	0.939

Homogeneity of variances analysis indicates the equal variance among the intermediate, UG, PG & others groups. The values are for SFF: $F = 0.154, p = 0.927$; REC: $F = 1.278, p = 0.281$; HB: $F = 1.718, p = 0.162$ (Table 4.45).

Table 4.45: Homogeneity of variances

Variables	Levene Statistic	Sig.
SFF	.154	.927
REC	1.278	.281
HB	1.718	.162

Table 4.46: One-way ANOVA for level of education groups

		Sum of Squares	df	Mean Square	F	Sig.
SFF	Between Groups	.600	3	.200	.240	.869
	Within Groups	612.937	734	.835		
	Total	613.538	737			
REC	Between Groups	1.467	3	.489	.634	.593
	Within Groups	566.393	734	.772		
	Total	567.860	737			
HB	Between Groups	.932	3	.311	.351	.788
	Within Groups	649.343	734	.885		
	Total	650.275	737			

The one-way ANOVA results are for SFF: $F = 0.240$, $p = 0.869$; for REC: $F = 0.634$, $p = 0.593$; for HB: $F = 0.351$, $p = 0.788$ (Table 4.46). There is no significant difference in SFF, REC and HB in terms of education level of the respondents. Hence, the hypotheses H18c, H19c, and H20c are not accepted.

4.11.4 Comparison of means based on the frequency of online shopping

E-CCB dimensions, SFF, REC and HB, were compared based on the frequency of online purchases of the respondents (Monthly, Quarterly, Half-yearly, Annually). The table 4.47 showed the descriptive statistics. Mean scores for SFF for frequencies Monthly, Quarterly, Half-yearly, Annually was 5.72 (SD = 0.800), 5.69 (SD = 0.853), 5.67 (SD = 0.930), 5.49 (SD = 1.033) respectively. Further, the mean value of REC for frequencies Monthly, Quarterly, Half-yearly, Annually was 5.62 (SD = 0.960), 5.61 (SD = 0.798), 5.62 (SD = 0.908), 5.57 (SD = 0.939)

respectively. Finally, the mean value of HB for frequencies Monthly, Quarterly, Half-yearly, Annually was 5.67 (SD = 0.918), 5.59 (SD = 0.892), 5.51 (SD = 1.048), 5.57 (SD = 0.957) respectively.

Table 4.47: Group Statistics - Frequency of Online shopping

Variables	The frequency of purchasing online	N	Mean	Std. Deviation
SFF	1 Monthly	107	5.72	.800
	2 Quarterly	318	5.69	.853
	3 Half-Yearly	118	5.67	.930
	4 Annually	195	5.49	1.033
	Total	738	5.64	.912
REC	1 Monthly	107	5.62	.960
	2 Quarterly	318	5.61	.798
	3 Half-Yearly	118	5.62	.908
	4 Annually	195	5.57	.939
	Total	738	5.60	.877
HB	1 Monthly	107	5.67	.918
	2 Quarterly	318	5.59	.892
	3 Half-Yearly	118	5.51	1.048
	4 Annually	195	5.57	.957
	Total	738	5.59	.939

The Levene’s statistics revealed equal variances among the Monthly, Quarterly, Half-yearly, Annually groups for HB and REC. The estimates are for REC: $F = 1.964$, $p = 0.118$; HB: $F = 0.712$, $p = 0.545$. For SFF unequal variance exist with values $F = 2.984$, $p = 0.031$ (Table 4.48).

Table 4.48: Homogeneity of variances

Variables	Levene Statistic	Sig.
SFF	2.984	.031
REC	1.964	.118
HB	.712	.545

Table 4.49: One-way ANOVA for the frequency of online shopping

		Sum of Squares	df	Mean Square	F	Sig.
REC	Between Groups	.244	3	.081	.105	.957
	Within Groups	567.616	734	.773		
	Total	567.860	737			
HB	Between Groups	1.560	3	.520	.588	.623
	Within Groups	648.715	734	.884		
	Total	650.275	737			

Table 4.50: Tests of equality of means

		Statistic	df1	df2	Sig.
SFF	Welch	2.161	3	298.896	.093
	Brown-Forsythe	2.519	3	553.035	.057

One-way ANOVA has been conducted, and the analysis disclosed that REC: $F = 0.105$, $p = 0.957$; HB: $F = 0.588$, $p = 0.623$ has no significant difference in terms of frequency of online shopping (Table 4.49). Levene’s statistic indicates the unequal variance for SFF as $p < 0.05$. Therefore, F-ratio has been calculated using M. B. Brown & Forsythe (1974), and Welch, (1951) tests of SPSS. These tests are recommended by Field, (2013) to test the means if the Levene’s statistic is violated. The statistics for SFF are Brown–Forsythe $F = 2.519$, $p = 0.057$; Welch’s $F = 2.161$, $p = 0.093$ (Table 4.50). The results suggested that there is no significant difference in SFF in terms of online shopping frequency. Consequently, the hypotheses H18d, H19d, and H20d are rejected.

4.11.5 Comparison of means based on the respondents’ experience of online shopping

Service Firm Facilitation (SFF), Recommendation (REC), and Helping Behaviour (HB) were compared based on the online experience of the respondents. The respondents are classified into four categories like 0-2 years, 2-4 years 4-6 years, 6-8 years. The table 4.51 shows the descriptive statistics. For the categories of respondents having the online experience of 0-2 years, 2-4 years, 4-6 years, 6-8 years the mean values of SFF are 5.64 (SD = 0.837), 5.58 (SD = 0.981), 5.82 (SD = 0.801), 5.57 (SD = 0.983) respectively. Furthermore, the mean value of REC for the categories of respondents having the online experience of 0-2 years, 2-4 years, 4-6 years, 6-8 years was 5.65 (SD = 0.724), 5.57 (SD = 0.918), 5.66 (SD = 0.833), 5.54 (SD = 1.108) respectively. Finally, the mean value of HB for the categories of respondents having the online experience of 0-2 years, 2-4 years, 4-6 years, 6-8 years was 5.63 (SD = 0.842), 5.52 (SD = 1.041), 5.64 (SD = 0.777), 5.59 (SD = 1.027) respectively.

Table 4.51: Group Statistics - Online Shopping Experience

Variables	Online Shopping Experience	N	Mean	Std. Deviation
SFF	1 0 - 2 years	228	5.64	.837
	2 2 - 4 years	285	5.58	.981
	3 4 - 6 years	126	5.82	.801
	4 6 - 8 years	99	5.57	.983
	Total	738	5.64	.912
REC	1 0 - 2 years	228	5.65	.724
	2 2 - 4 years	285	5.57	.918
	3 4 - 6 years	126	5.66	.833
	4 6 - 8 years	99	5.54	1.108
	Total	738	5.60	.877
HB	1 0 - 2 years	228	5.63	.842
	2 2 - 4 years	285	5.52	1.041
	3 4 - 6 years	126	5.64	.777
	4 6 - 8 years	99	5.59	1.027

	Total	738	5.59	.939
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Unequal variance exists among the categories of respondents having the online experience of 0-2 years, 2-4 years, 4-6 years, 6-8 years. Levene’s test of homogeneity of variances values are: SFF: $F = 4.509$, $p = 0.004$; REC: $F = 6.227$, $p = 0.000$; HB: $F = 3.184$, $p = 0.023$ (Table 4.52).

Table 4.52: Homogeneity of variances

	Levene Statistic	Sig.
SFF	4.509	.004
REC	6.227	.000
HB	3.184	.023

Table 4.53: Tests of equality of means

		Statistic	Sig.
SFF	Welch	2.556	.055
	Brown-Forsythe	2.261	.080
REC	Welch	.701	.552
	Brown-Forsythe	.661	.577
HB	Welch	.791	.500
	Brown-Forsythe	.827	.479

If the homogeneity of variance assumption is violated, the alternative tests for ANOVA are suggested by M. B. Brown & Forsythe (1974) and Welch (1951). Because of the violation of Levene’s test of homogeneity of variances (as $p < 0.05$) for SFF, REC, HB, Brown–Forsythe F (1974), and Welch’s F (1951) are used for testing the means. The statistics for SFF: Brown–Forsythe $F = 2.261$, $p = 0.080$; Welch’s $F = 2.556$, $p = 0.055$; REC: Brown–Forsythe $F = 0.661$, $p = 0.577$; Welch’s $F = 0.701$, $p = 0.552$; HB: Brown–Forsythe $F = 0.827$, $p = 0.479$; Welch’s $F =$

0.791, $p = 0.500$ (Table 4.53). The results suggested that SFF not significantly differ in terms of customers' experience of online shopping. Hence, the hypotheses H18e, H19e, and H20e are rejected.

4.12 Chapter Summary

This chapter deliberated the issues of response rate and non-response bias. It also depicted the demographic profile of the respondents participated in the study. Furthermore, the chapter also reported the descriptive analysis of the variables included in the research framework of the study. The results of the study, i.e., EFA CFA, simple mediation analysis, serial mediation analysis, moderation analysis and comparison of means were illustrated. The next chapter will provide contributions of the study, limitations and scope for future research and conclusion of the study.

CHAPTER V

FINDINGS, DISCUSSION AND CONCLUSION

FINDINGS, DISCUSSION AND CONCLUSION

<i>Contents</i>	<i>5.1 Introduction</i>
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	<i>5.3 Findings – Objective wise</i>
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5.1 Introduction

This chapter deliberates and summarises the results of the study. The study also presents the theoretical contributions and implications for stakeholders in the online shopping context. This is followed by the limitations of the study and scope for further research. The conclusion of the thesis is discussed at the end.

5.2 Discussion

The main aim of this thesis was to study the correlation between e-customer citizenship behaviour and its determinants. An integrated research model was developed depending on the research gaps emerged out of review of the literature and is tested empirically on the primary data collected from 738 online shoppers of five southern states of India. The proposed research model was tested using a multivariate data analysis technique - structural Equation Modelling (SEM).

This research examined four determinants of E-Customer Citizenship Behaviour (E-CCB): PV, CS, CT, and CL. The mediating roles of CT, CS and CL between PV and E-CCB were examined. The structural relationship between PV and E-CCB with demographics as moderating variables were studied. ANOVA was performed to test the significant difference of recommendations, helping behaviour, service firm facilitation in terms of demographic variables.

A summary of the findings is mentioned by correlating with research objective wise. This is followed by the contributions of the study, suggestions, and recommendations to online retailers. Directions for further research is discussed followed by the conclusion of the study.

5.3 Specific findings and Conclusions - Objective-wise

The findings from the analysis are presented in accordance with the objectives framed.

Objective 1:

To test the integrated theoretical model on E-CCB to study how the combined influence of PV on relevant customer attitudes in the form of CT, CS, CL explain E-CCB in online shopping situations.

The study is focused on PV, CT, CS, CL intentions and E-CCB in the context of social exchange theory. This study aims to examine the process through which hedonic value and utilitarian value affect E-CCB through CT, CS, and CL. The integrated research model has been tested through the hypotheses H1 to H10 using structural equation modelling. All the hypotheses were accepted.

Perceived value is the trade-off between the ‘get’ component and the ‘give’ component. It is considered as a higher order construct reflecting the HV and UV of online shopping.

Results highlighted the influence of UV and HV of online shopping on customers’ trust, satisfaction, loyalty and their citizenship behaviours. Enjoyment experienced by the customer during online shopping (HV), and quality of the product, convenience of shopping, monetary savings through offers and discounts (HV) allows them to maintain a long-run relationship with online stores.

From the results, it may be interpreted that both the emotional experience of hedonic value and functional experience of utilitarian value are crucial for motivating the customers to perform citizenship behaviours. Hence players in an online setting should focus on both cognitive and experiential strategies of marketing to cater to the customer needs. It is a fundamental requirement for stores to improve the value in the service or product they provide mainly in online retailing. The results imply that PV is an important determinant of citizenship behaviours in an online shopping context. Therefore, providing customer-value-oriented services is crucial for online stores.

The study further recognised the prominent role played by perceived value in enhancing the trust of online shoppers. Customers develop trust beliefs towards the online stores depending on the value he/she gets from a specific product or service. The positive effect of HV and PV on CT reveals that a customer who perceives higher value from a transaction form a favourable trust towards online shopping besides ensuring safety and security of online transactions by enhancing security mechanisms. According to Chiu et al. (2009) reducing the risks involved in online fraudulent transactions builds the trusting attitude among online shopping.

In addition, the study suggests that perceptions of value lead to customer satisfaction, attitudinal loyalty. These findings supports previous research on brick and mortar stores. If the customer perceives higher value from an online transaction, he is more satisfied and exhibits loyalty towards the online store. It means that the combined effects of HV and UV effect CT, CS, CL and E-CCB. Therefore, value perceptions enhance customers' engagement behaviours with online stores, through their trust, satisfaction, loyalty.

Results supported the hypotheses on the interrelationships between secondary determinants of E-CCB. It indicates that significant interrelationships exist between CT, CS, CL and E-CCB.

Prior research highlighted the prominent role the trust plays in establishing a continuous loyal association between a customer and a service provider. Salo & Karjaluoto (2007) stated that trust could be understood as a customer attitude to consider that the e-stores fulfil their promises regarding the online shopping process.

The prominent role played by trust in the relational transactions can be better explained by social exchange theoretical framework. Social exchange theory (Blau, 1964) provides support for exchange relationships theoretically. According to the theory, the fraudulent behaviours of e-vendors are minimal in trusted relationships. This assurance enhances the probability of a continuous loyal relationship with the service provider (Luo & Donthu, 2007). Therefore, to retain the customers, e-stores should implement programs which enhances the trust and association of the e-shoppers with the e-store.

CS is the significant and important antecedent of CL and E-CCB. The results found the significance of CS to CL, and in turn, to voluntary performances. This is in accordance with the previous research which supports the increase in CL and E-CCB with the increase of CS (Anaza & Zhao, 2013). Another ideal antecedent of citizenship behaviours of customers is CL. According to the results, CL can be built through value-driven services and products, CT, and CS.

The results showed that UV contributes more to PV construct when compared to HV and REC have greater loadings on E-CCB when compared to SFF, HB. We can infer that online customers of the study were more inclined towards the utility of the product than enjoyment during shopping. Moreover, the online customers preferred recommendations which are effortless behaviours when compared to SFF and HB which required effort from the customers to perform them.

The results of the proposed hypotheses on the inter construct relationships revealed the strategic and operative role of hedonic value and utilitarian value for driving the citizenship behaviours of online shoppers. Hence, value and voluntary performances are an essential criterion for the success of electronic stores.

Objective 2:

To examine the mediation impact of CT, CS, CL in the relationship between PV and E-CCB.

The mediating role of CT, CS and CL on the structural relationship between PV and E-CCB has been examined in the study. Simple mediation models and serial mediation models have been developed depending on theoretical support. The results are discussed.

Simple Mediation Analysis

The results supported the mediation hypotheses. The hypothesised mediator, customer trust partially mediated the link between PV and E-CCB. Customer trust serves as a process through which the perceptions of value are associated with citizenship behaviours. The findings are congruent with the social exchange theory.

From a theoretical perspective, the finding of this study supports the premise that PV leads to CS, which in turn influences discretionary behaviours of customers. Thus, the findings support the role of CS on the association between PV and E-CCB.

The findings strengthen the significance of CL in linking the PV and customer extra-role behaviours. Results indicated a partial mediating role of CL between PV and E-CCB.

As proposed, the results of the study supported CT, CS and CL as mediators between the PV and E-CCB relationship.

Serial Mediation Analysis

The results confirm the significant direct relationship between PV and E-CCB and PV acts as an antecedent to CT, CS and E-CCB. Besides that, CT has a significant positive relationship with CS which successively correlates with E-CCB. The bootstrapping results found that CT partially mediates the association between PV and CS, and CS partially mediates the link between CT and E-CCB. It signifies that direct effect and indirect effects are positive. Therefore, the CT and CS mediate the PV and E-CCB relationship sequentially and partially.

The study provides the empirical confirmation for the direct effect of CT on CL which consecutively has a significant direct effect on E-CCB. Bootstrapping analysis revealed the mediating role of CT between PV and CL and CL between CT and E-CCB. The results confirmed the serial mediating roles of CT and CL on PV and E-CCB relationship because of the significant positive direct and indirect effects.

Serial mediation analysis found that CS positively and significantly related to CL in sequence and directly relates to E-CCB. Bootstrapping outcomes confirmed that CS mediates the PV and CL relationship partially. Also, CL acts as a partial mediator between CS and E-CCB. Hence, direct and indirect effects are positive and significant.

Hence, the simple mediation and serial mediation effects of intervening variables CT, CS, and CL have supported on the PV and E-CCB relationship.

Objective 3:

To test the moderation effect of demographic variables of the respondents on the influence of perceived value on e-customer citizenship behaviour.

The interaction effect of demographics of the respondents on the structural relationship between PV and E-CCB have been examined, and results are discussed. The demographic variables included were

- Gender (Male and Female)
- Age (Youth and Adulthood)
- Online shopping experience (Low experienced and High experienced)
- The frequency of shopping online (Infrequent shoppers and Frequent shoppers)

The outcomes of the moderation analysis confirmed that gender, age, OSE, and online shopping frequency moderate the PV and E-CCB relationship.

Gender significantly moderates the link between PV and E-CCB. Further, the strength of the relationship is stronger for males than females. The results supported the study of Lu, Lin, Hsiao, & Cheng (2010) which highlighted the information sharing tendency of males on their blogs and contradicts the prior studies which stressed that females are more socialized and interested to spread positive WOM (Balaji, 2014; Hao Suan Samuel et al., 2015a).

The respondents' age is considered as the moderating variable on the proposed relationship. The median age of 28 years is considered as a yardstick for dividing the respondents into two groups namely adulthood and youth. The relationship PV and E-CCB is stronger for youth when compared to adulthood. This contradicts the results of the study of Bettencourt (1997) which highlighted the greater inclination of older customers towards voluntary performances in an offline shopping context.

The structural relationship between PV and E-CCB is stronger for frequent online shoppers than infrequent online shoppers. Based on the frequency of online shopping the customers are grouped under frequent and infrequent shoppers' categories. If a customer does an online transaction frequently, it reflects that he/she values the online medium of purchasing is more inclined towards voluntary performances. Therefore, the customers who shop online monthly and quarterly are more interested to exhibit citizenship behaviours.

Customers are grouped into two categories based on the experience of online shopping. The strength of the relationship is stronger for low experienced online shoppers than the high experienced. It indicates that low experienced shoppers give more preference on the influence of increasing value on their citizenship behaviours. Low experienced customers may depend more on the value they perceived from the transaction to perform citizenship behaviours. On the hand, experienced customers may be affected by other factors including value perceptions.

Gender, age, the frequency of online shopping and online shopping experience significantly moderates the influence of PV on E-CCB.

Objective 4:

To test the significant difference of service firm facilitation, recommendation, and helping behaviour variables in terms of demographic factors of respondents in the study.

Comparison of means

Means of the dependent variables: Service Firm Facilitation (SFF), Recommendation (REC), and Helping Behaviour (HB) variables are compared in terms of demographic factors like gender, age, education, the frequency of online purchase and online shopping experience. The

results showed that service firm facilitation, recommendation, and helping behaviours have no significant difference in terms of gender, age, education, the frequency of online purchase and online shopping experience.

5.4 Contributions of the study

The study contributes to theory and practice in a number of ways. They include

- This perspective of contributions is in response to Groth (2005) and Anaza & Zhao (2013) whose works highlighted the lack of studies in the area of E-CCB. The study is one of the foremost studies which researched the relationship between PV and E-CCB integrating CT, CS and CL.
- The extant literature on E-CCB is reinforced by the outcomes of the study. The literature suggests that E-CCB is important in enhancing e-store performance, service quality and in creating a competitive edge (J J Bailey, McCollough, & Gremler, 2001; Bettencourt et al., 2002; Rosenbaum & Massiah, 2007).
- The findings confirm the E-CCB scale in a multi-dimensional perspective which comprises of SFF, REC and HB as three dimensions.
- Perceived value acts as a main antecedent in the integrated model. Constructs such as CT, CS, and CL are empirically tested and identified as secondary antecedents of E-CCB. The intervening role of CT, CS, CL was found to be significant on the relationship of PV and E-CCB. These constructs motivate customers to perform voluntary behaviours.
- Serial Mediation method has been applied to the PV and E-CCB structural relationship to extend the theoretical boundaries of E-CCB. The impact towards this has been made by identifying the partially mediating roles of CT, CS, CL in the development of PV and E-

CCB relationship. It helps in the ample understanding of citizenship behaviours in an online shopping context.

- Featuring the demographic variables in the consumer behaviour studies helps in intensifying the managerial relevance. Also, the inclusion of demographics in research design, effects and reflects the psychological situation and behaviours of customers (Homburg & Giering, 2001). Therefore, the present study aims to analyse the moderating effects of demographics, and the results identified the differences in gender, age, online shopping frequency and online shopping experience of respondents regarding PV and E-CCB relationship.
- The hypothetical model proposed in the study is developed by integrating the established theories. Hence, further research studies can adopt the tested hypothesised model in this study as a theoretical background.
- The utilitarian and hedonic approach for studying PV results in understanding outcome variables in a more precise and hierarchical manner (Woodruff, 1997).
- This work has adapted and empirically tested E-CCB scale in Indian scenario by following the recommendations of Ha & Stoel (2012) and Prashar et al. (2017) whose studies highlighted the lack of studies on online customers in India.

5.5 Suggestions & Recommendations

Suggestions for retailers, marketers, shoppers of the online retailing sector have been drawn from the findings of the study.

- PV and E-CCB plays a prominent role in gaining competitive advantage for an online store (Huber, Herrmann, & Morgan, 2001)

- Enjoyment and multisensory experience during the online shopping process and utility of the product help in creating trust, satisfaction and loyalty, which invokes citizenship behaviours in online shoppers. Therefore, online stores should strive to provide hedonic and utilitarian value for their customers to gain a competitive edge from their voluntary actions.
- Enhancing the psychological and functional benefits a customer gets from an online product or service in the form of monetary and non-monetary savings, quality of service or product, convenience, and reducing the costs borne by the customer helps e-retailers to avoid the switching behaviours of their customers.
- The main hindrance for online shopping is the lack of trust beliefs in online stores. Trust plays a crucial role in motivating customers to do online shopping. The success of virtual stores majorly depends on the trust propensity of customers because of the absence of direct interaction between the e-vendors and e-shoppers. Therefore, e-retailers through their activities should make customers believe that they are trustworthy. They may include assurance seals, appealing website design, spreading the good reputation, communication mechanisms through chat rooms, virtual communities, blogs and forums, digital certificates, providing warranty, providing privacy and security mechanisms helps in building the trust upon online retailing.
- E-retailers should focus on both cognitive and experiential marketing strategies to enhance the satisfaction of their customers by offering valuable products and services. They should meet the needs keeping in mind who their customers are, their habits and preferences.
- Besides concentrating on value-driven products or services, e-retailers should also implement loyalty-building programs. These include developing a virtual community,

focusing on providing tailored products to customers' preference, easy navigation and locating the interested products and services, assigning loyalty points and so on. Anderson & Srinivasan (2003) suggested online retailers to focus on reducing navigating time, avoiding delivery delays, enhancing the efficiency of shopping stimulates the customers for revisits and repurchases.

- The mentioned factors play a significant role in driving the citizenship behaviours of online customers which is a significant promotion approach and are very much crucial for online retail because of their competitive edge, and strategic role in enhancing profits and revenue. Besides, for the successful production, delivery of products and services, online retail dependence on the involvement of customers is expected to increase (Groth, 2005).

It may be concluded that loyalty is not continuously secured by technology but through notable customer experience.

5.6 Limitations of the study

- The study also has few limitations besides its contributions. The proposed hypothesised model is assumed to be causal. To test the model data is collected at a single point of time. Therefore, the study is cross-sectional.
- The data collected was geographically limited to tier I and tier II cities of southern states in India. The results may not be generalised to tier III regions (as low internet penetration rate) and other states of India.
- Purposive sampling technique has been used to select the sample for the study. As it is a non-random sampling technique, there are chances for sampling bias.
- The study considered positive customer citizenship behaviours.

- The supplementary analysis found that parallel mediation exists between the constructs in the study. However, this relationship is not developed with theoretical support.

5.7 Scope for future research

- To detect the true causality among the constructs, further research may consider using the data collected at different points of times from each respondent.
- The study focuses on the customer-based constructs as antecedents of e-customer citizenship behaviour. Future research can consider firm based and context-based factors to study E-CCB. The consequences of E-CCB are not measured in this study.
- The parallel mediated model can be developed in the future studies with CT, CS, and CL as parallel mediators between PV and E-CCB structural relationship

5.8 Conclusion

The thesis aims to understand the antecedents of citizenship behaviours of customers in the online retail industry. Online shoppers in tier I and tier II cities of southern India are considered as the sample for the study.

The scale for the online customers comprised of items on the antecedents of E-CCB identified through prior studies. It also consisted of 12 statements on CCB, the dependent variable. By analysing the responses, a clear understanding of the potential antecedents of CCB was brought out. PV of the customers is the main contributing factor of E-CCB besides their trust, satisfaction, and loyalty.

Serial mediation analysis has been tested and found that CT, CS, CL mediates the structural relationship between PV and E-CCB. Also, CT and CS, CT and CL, and CS and CL have partial serial mediation effect on PV and E-CCB relationship.

The relationship between PV and E-CCB moderated by the demographic variables of the respondents namely gender, age, online shopping experience, and online shopping frequency.

Comparison of means revealed that SFF, REC, HB does not significantly differ in terms of age, gender, online shopping frequency and online shopping experience.

The success of technology-oriented online shopping depends on the combined efforts of online retailers and online customers. For the successful delivery of products or services online retailers' dependence on customers is increasing day-by-day. Hence, understanding the E-CCB process helps in creating a strategic advantage to the firm.

In a nutshell, the study tested the integrated model on perceived value and e-customer citizenship behaviour. Besides, the study has expanded the theory using serial mediation effect of PV on E-CCB through CT, CS and CL. The PV and E-CCB structural relationship is moderated by demographic factors of the respondents like age, gender online shopping frequency and online shopping experience. There is no significant difference in e-customer citizenship behaviour components in terms of gender, age, education, the frequency of online purchase and online shopping experience.

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APPENDIX



S. Mahima, Research Scholar
Prof. P. Jyothi, Research Supervisor

School of Management Studies,
University of Hyderabad

I am S. Mahima, research scholar in the School of Management Studies at the University of Hyderabad. The following questionnaire is focused on "*Psychographic Factors of online consumers that contribute to their e-customer citizenship behaviour*". I request you to fill in the questionnaire as your responses will be of great value addition to the existing knowledge of online consumer behaviour. I assure you that the information provided will be used for research purpose only and will be treated highly confidential. Thank you for your valuable time.

Please indicate how much you agree or disagree with each statement by rounding off across the corresponding column in each statement.

SECTION - I

S.No	Statements	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	The price of the product and/or services I purchased from this Internet retailer are at the right level, given the quality.	1	2	3	4	5	6	7
2	When I make a purchase from this Internet site, I save time.	1	2	3	4	5	6	7
3	The products and/or services I purchased from this Internet retailer were a good buy	1	2	3	4	5	6	7
4	I get what I pay for at the online stores	1	2	3	4	5	6	7
5	This Internet retailer offers a good economic value.	1	2	3	4	5	6	7

6	Making an online purchase totally absorbs me.	1	2	3	4	5	6	7
7	Online shopping entertains me	1	2	3	4	5	6	7
8	I find online shopping stimulating.	1	2	3	4	5	6	7
9	To me, online shopping is a way of relieving stress	1	2	3	4	5	6	7
10	I think that purchasing products from online stores is interesting	1	2	3	4	5	6	7
11	In general, online stores keep their promises and agreements	1	2	3	4	5	6	7
12	In general, online stores cares about its customers	1	2	3	4	5	6	7
13	I have the confidence that transactions will be successful	1	2	3	4	5	6	7
14	Online shopping is honest	1	2	3	4	5	6	7
15	I generally trust online shopping	1	2	3	4	5	6	7
16	I am delighted with my experience of online shopping	1	2	3	4	5	6	7
17	I am pleased with the online shopping experience	1	2	3	4	5	6	7
18	I am very happy with the online shopping experience	1	2	3	4	5	6	7
19	I am satisfied with my decision to do online shopping	1	2	3	4	5	6	7
20	In the future, I will probably buy again from online stores	1	2	3	4	5	6	7
21	As long as online stores exist, I think I will shop from them	1	2	3	4	5	6	7
22	If I had to make a purchase again, I would select the online stores	1	2	3	4	5	6	7
23	In future years, I would still often purchase from online stores	1	2	3	4	5	6	7
24	I have encouraged friends and relatives to use online shopping	1	2	3	4	5	6	7
25	I recommend online shopping to my family and peers	1	2	3	4	5	6	7
26	I recommend the online store to people interested in the store's products/services	1	2	3	4	5	6	7
27	I say positive things about online shopping to others	1	2	3	4	5	6	7

28	I assist other customers in finding products online	1	2	3	4	5	6	7
29	I help other customers with their online shopping	1	2	3	4	5	6	7
30	I teach others about how to use online shopping services correctly	1	2	3	4	5	6	7
31	I explain to others about how to use online shopping services correctly	1	2	3	4	5	6	7
32	I would give constructive suggestions to online retailers on how to improve their services.	1	2	3	4	5	6	7
33	I fill out a customer satisfaction survey	1	2	3	4	5	6	7
34	I provide helpful feedback to online customer service	1	2	3	4	5	6	7
35	I provide information when surveyed by online stores	1	2	3	4	5	6	7
36	I Contribute useful opinions as to how to improve online services	1	2	3	4	5	6	7

Section – II Demographic Information

1. Gender

- 1) Male 2) Female

2. Age

- 1) Less than 20 2) 21-25 years
3) 26-35 years 4) More than 35 years

3. Marital Status

- 1) Unmarried 2) Married

4. Educational Qualification

- 1) Intermediate 2) Graduate
3) Post Graduate 4) Others

5. Employment Status

- 1) Unemployed 2) Business
3) Pvt. Employee 4) Govt. Employee

6. State

- | | |
|-------------------|--------------|
| 1) Andhra Pradesh | 2) Karnataka |
| 3) Kerala | 4) Telangana |
| 5) Tamil Nadu | |

7. City

- | | | | |
|------------------|-------------|---------------|-----------|
| 1) Hyderabad | 2) Warangal | 3) Guntur | |
| 4) Visakhapatnam | 5) Chennai | 6) Coimbatore | |
| 7) Bengaluru | 8) Mysore | 9) Trivandrum | 10) Kochi |

8. Have you ever purchased a product from e-retailer?

- | | |
|--------|-------|
| 1) Yes | 2) No |
|--------|-------|

9. How frequently do you purchase online?

- | | |
|----------------|--------------|
| 1) Monthly | 2) Quarterly |
| 3) Half yearly | 4) Annually |

10. Have you purchased any tangible product online within the last six months?

- | | |
|--------|-------|
| 1) Yes | 2) No |
|--------|-------|

11. Your preferred payment option for online shopping?

- | | |
|---------------------|---------------------|
| 1) Cash-On-Delivery | 2) Credit Card |
| 3) Debit Card | 4) Internet Banking |

12. From how long you are doing online shopping?

- | | |
|----------------|----------------|
| 1) 0 – 2 years | 2) 2 – 4 years |
| 3) 4 – 6 years | 4) 6 – 8 years |

13. Please specify your preferred online store?

- | | |
|-----------|-------------|
| 1) Amazon | 2) Flipkart |
| 3) eBay | 4) Snapdeal |

Thank you very much for your valuable time and support

Psychographic Determinants of E-Customer Citizenship Behaviour: An Empirical Study in the Context of Online Consumers in India

by Mahima Rani Sodadasi

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