

Customer Citizenship Behaviour: The Mediating Role of Brand Trust among Online Brand Communities in Malaysia

Siti Noor Aishah Mohd Sidik

Faculty Business and Management, Universiti Teknologi Mara 23000 Dungun, Terengganu, Malaysia

Correspondence Author Email: aishahsidik@uitm.edu.my

Kanesh Gopal

Department of Marketing, Faculty of Accountancy, Finance and Business Tunku Abdul Rahman University of Management and Technology, 53300, Kuala Lumpur, Malaysia

Email: kanesh@tarc.edu.my

Hasnizam Shaari

School of Business Management, Universiti Utara Malaysia 06010 Sintok, Kedah 06010 Bukit Kayu Hitam, Kedah

Email: Zamree@uum.edu.my

Adilah Othman

Faculty Business and Management, Universiti Teknologi Mara 23000 Dungun, Terengganu, Malaysia

Email: adilahothman@uitm.edu.my

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Abstract

Social media has become new platform for customer interact and get information about brand. The advance of the technology also indirectly changes the way companies share information about the new brand and communicate with the customers. However, the reaction from customer in social media also will be the risk to the companies in order to maintain brand reputation and sustain in the market. Due this issue, this study examines the relationship between brand love, brand identification, and brand trust on customer citizenship behaviour (CCB) as well as the mediating effect of brand trust in the relationship between brand love and brand identification on CCB. The quantitative study method was chosen for the data collection phase. The data collection process is accomplished using online surveys via Facebook and was use random sampling technique. All gathered data have been analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) 3. Survey

among 361 OBC reveals that brand love, brand identification and brand trust play a vital role in influencing brand trust and CCB. Brand trust also mediates the relationship between brand love and brand identification on CCB. Implication and research suggestions are further highlighted for future studies.

Keywords: Social Media, Customer Citizenship Behaviour, Brand Trust, Brand Love, Brand Identification

Introduction

The advance of technology has changed the way companies connect with their customers. The company around the world has chosen social media as a platform to communicate, share information, and retain the relationship with the customers. The company took this opportunity to create a Facebook brand page, actively sharing information and video via Instagram, Tiktok, Twitters and also Youtube. This situation indirectly affects the behaviour of the customers in Malaysia. In fact, by 2024, 28.68 million or 83.1 percent of the population was actively involved in social media (BERNAMA, 2024). Customers use social media platforms to interact with the companies and to get information about desired brands or products. In fact, any comment and reaction from users in social media will influence buying decisions and perception of others customer to the brand. Nowadays, social media is a tool that allows the connection between customers to share common interests or objectives (Hsu, 2012; Oliveira, Arauj & Tam, 2020; Woodcock & Johnson, 2021). In automobile industry, customer who love their brand create own brand communities to represent the car brand. This is because car users prefer to view and read comments and suggestions from other customers before deciding to buy a desired brand and solve the problem. The active involvement of the customer in social media indirectly builds strong brand communities that present to the certain brand.

Moreover, communities who have devotion to the brand have pledged to give up their time, give positive feedback, and engage in word of mouth (Sharif, & Sidi Lemine, 2024; Anim-Wright, & Amartey, 2024). They also actively sharing opinions and facts about a brand, addressing brand complaints in constructive way, encouraging positive word-of-mouth and exchanging ideas with each other's (Hur, Ahn & Kim, 2011; Inversini & Masiero, 2014; Labrecque, 2014; Zhang, Hu, Guo, & Liu, 2017). Such behaviour is known as Customer Citizenship Behaviour (CCB). Most importantly, the behavior of online brand communities (OBC) gives significant impact to the companies. The big companies such as General Motors are aware about a problem with the product through customers' complaints and feedback. The company improved the product when a consumer raised the complaint of a defective temperature control component of their device on a product owner blog. Upon the complaint, GM investigated their product in an effort to raise the overall level of the brand (Davis, 2016). In online situations, communities are also willing to deliver companies with product usage experience and recommend the company to others friends (Johnson & Lowe, 2015). OBC also tend to give comments and feedback on social media to assist other members (Shaari & Ahmad, 2017; Park, Hyun & Thavisay, 2021). Therefore, its clear that customer role in social media can influence customer buying decision and improve product via product recommendation and feedback.

Study on CCB is particularly important due to its voluntary and often informal nature. Customers who are committed to a brand community will recommend the brand to other customers and share positive reviews about the brand in social media. All these behaviours are important to car industry, because CCB indirectly improved service quality, recover existing service problems, and develop new products (Yi & Gong, 2013; Nguyen, Groth, Walsh, & Henning- Thurau, 2014). Moreover, the reaction of OBC also can affect brand reputation just by one click (Xu, Li, & Shao, 2012). OBC share negative information and react negatively if they are unsatisfied or upset with the brand. These unfavorable comments can quickly spread through mutual sharing by other customers, and impact the overall brand image in customer mind. Hence, understand CCB is crucial to the company in order persist in the market. This study selects OBC as a focus group because they play a perilous role in influencing the reaction and perception of customers. Additionally, the OBC acts as co-creates, facilitating a massive viral impact and paving the way for word-of-mouth advertising (Munnukka, Karjaluoto, & Tikkanen, 2015; Zhang et al., 2017). Therefore, given the growing relevance of social media among customers in Malaysia, this study tries to know how members of car OBC engage in CCB and what factors influence their behaviour.

Literature Review

Customer Citizenship Behaviour

The concept Customer citizenship behaviour (CCB) was derived from organizational citizenship behaviour (OCB). This refers to individual behaviour that is discretionary, not directly or explicitly recognized by the formal reward system and that, in the aggregate, promotes the effective functioning of the organization (Organ, 1988). CCB is usually connected with the following terms: customer voluntary performance, customer discretionary behaviour, customer extra-role behaviours, customer OCBs, customer helping behaviour, social media citizenship behaviour and virtual community citizenship (Rosenbanum & Massiah, 2009; Curth, Uhrich, & Benkenstein, 2014; Hsu, & Yen, 2016; Lee, & Kim, 2022). In fact, CCB crucial in enhancing goods and services, resolving ongoing issues with services, and creating novel products (Zhu, Sun, & Chang, 2016; Sharif, & Sidi Lemine, 2024).

Research on CCB has been growing over the years, as scholars recognize the importance of understanding how customers contribute to organizational success beyond mere transactions. However, lack of consideration has been given to the factors that substitute CCB in online communities (Wu, Huang, Tsai, & Lin, 2017). Most empirical investigations on predictors of CCB were focused down to brand loyalty (e.g. Syed Alwi, Nguyen, Melewar, Loh, & Liu, 2016; Sohaib, & Han, 2023; Bae, & Kim, 2023; Reitsamer, Stokburger-Sauer, & Kuhnle, 2024). The goal of this study is to enlarge the knowledge of CCB among OBC and how they are willing to react in online platforms to help each other and protect the company. Moreover, customers' function in performing CCB in the online context needs more investigation (Anaza, 2014; Hu, Lu, Huang, & Jen, 2017).

Social Exchange Theory (SET)

The Social Exchange Theory (Blau, 1964) is aligned to explain CCB since it is based on the social connections between two parties which rely on the effects of benefit and cost in a social exchange. In the context of the car industry, organisations that maintain brand identification,

brand trust and brand love among their customers will acquire benefits from their customers. The more a customer identifies, trusts and loves a brand, the more they willing to engage in CCB, such as providing valuable feedback or response to the firm by filling-up customer surveys (Hsu, Chih & Liou, 2015; Khan, Ullah, & Shah, 2024). In fact, customers who received benefits from the company will reciprocate by saying positive words about the brand (Anaza & Zhao, 2013; Anim-Wright, & Amartey, 2024).

Brand Love

Brand love is the degree of passionate, emotional attachment a satisfied customer has for a particular trade name, brands, branded products or services (Carrol & Ahuvia, 2006; Albert & Merunka, 2013). Customers who love the brand are willing to sacrifice to protect brand image, engage in brand loyalty, spread positive word, greater readiness to pay a higher price, tolerance for brand mistakes, and active in social media (Sarkar & Sreejesh, 2014; Islam, & Rahman, 2016).

Customers also are important spokespersons for their love brand (Ismail & Melewar, 2015; Sharif et al., 2024). When customers identify closely with a brand, their love for the brand leads to stronger emotional bonds and trust to the company (Keller, 2009; Stokburger-Sauer, Ratneshwar, & Sen, 2012). Yet, the understanding how brand love affects CCB and brand trust is still not clear. The researchers only looked at circumstances in which brand love promotes word-of-mouth and brand recommendations (Albert & Merunka, 2013; Roy, Eshghi, & Sarkar, 2013). Therefore, the current study aims to identify the customers who are in love with the brand will not only participate in CCB but also increase brand trust in that specific company. These possible situations led to the formation of the following hypotheses.

H1: Brand Love has a significant relationship on customer citizenship behaviour.

H2: Brand Love has a significant relationship on brand trust

Brand Identification

According to Mandel and Ashforth (1992), identification is the degree to which a person feels a sense of belonging to an organization and experience of the organization's successes and failures as one's own". In the online context, customers who identify with a brand participate in online communities to create strong bond with the brand (Schembri, Merrilees & Kristiansen, 2010; Liu, Lu, Xiong, Wang, Yao, & Luo, 2024 Reitsamer, Stokburger-Sauer, & Kuhnle, 2024).The customer willing to develop preserve relationship, defend the brand from anti-brand comment, become an active member, share information about the product, react in positive WOM, and attract new fans participation (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, Elbedweihy, 2016; Mandl, & Hogleve, 2020; Naheen, & Elsharnouby, 2024).This behaviour indirectly can protect brand image and give positive perception about brand to others users in social media. Sense of identification also can influences brand repurchase intention, brand loyalty, brand commitment, brand attachment and they also willing to resilient negative information and more trust with brand (Stok burger-Sauer et al., 2012; Elbedweihy et al., 2016; Wong, Haddoud, Kwok & He, 2017; Liu et al., 2024). Therefore, the current study aims to investigate the connection between brand identification, brand trust and among Malaysian car OBC. These possible situations led to the formation of the following hypotheses.

H3: Brand Identification has a significant relationship on customer citizenship behaviour.

H4: Brand identification has a significant relationship on brand trust

Brand Trust

Successful marketing relationships with the customer require a strong foundation of brand trust (Morgan & Hunt, 1994; Garbarino & Johnson, 1999). The trust will establish when the customer has faith in the dependability and integrity of an exchange partner (Morgan & Hunt, 1994). According to Fuller, Matzler, and Hoppe (2008), brand trust in the context of online communities is the extent to which a community member feels that the brand performs as promised. Companies who are able to deliver promises to the customers will receive positive behaviour from the customers, such as loyalty to the brand, feeling of love, intent to purchase a brand, brand commitment, brand referral, persistence to negative information, and active in extra role behavior (Ho, 2014; Mabkhot, Shaari, & Salleh, 2017; Cuong, 2020; Sohaib, & Han, 2023). Several studies also have identified brand trust as a mediator to create successful relationship with the customers' (Lin, & Lee, 2012; Mabkhot et al, 2017; Madadi, Torres, & Zúñiga, 2021; Hanaysha, 2022). Customers are also more likely to engage in prosocial behaviors such as sharing positive experiences, helping other customers, and providing feedback. It is clear that trust acts as a psychological mechanism that fosters these voluntary behaviors (Shen, Wu, Yi, & Xue, 2020). As a result, it is proven that brand trust has a big impact on CBB, and is crucial to maintain the relationship with the customers (Ho, 2014). These possible situations led to the formation of the following hypotheses.

H5: Brand Trust has a significant relationship on customer citizenship behaviour.

H6: Brand Trust mediates the relationship between brand identification and customer citizenship behaviour.

H7: Brand Trust mediates the relationship between brand love and customer citizenship behaviour.

Based on the previous discussions, a conceptual framework is developed, as shown in Figure 1.

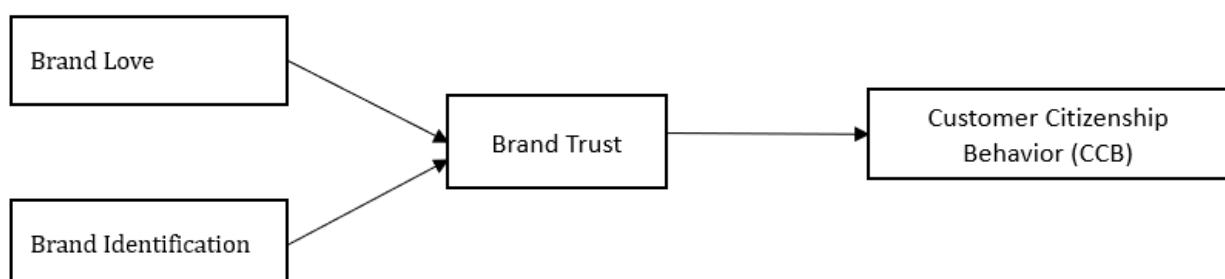


Figure 1

Methodology

This study focuses on customers who are active in a car OBC in Malaysia. In the year 2023, the top car brands in Malaysia were Perodua, Proton, Toyota, and Honda and others (Lye, 2023). The data collection process was started by determining the leading OBC that connected to the specified brands or products. The selection of the respondent is based on three criteria: the number of members, the number of posts and the latest post discussions, as suggested

by Kuo & Feng (2013). A range of well-known OBC were listed: HONDA CFDC, PROSBOC, EXORA, ALZA, PREVE, MYVI, HONDA CIVIX X, KIA, HONDA JAZZ, PEUGOUT, AXIA, and BEZZA. Car OBC was selected due to the high level of emotions and connections among car owners, which indirectly promote engagement and presence in the brand community (Algesheimer, Dholakia & Herrmann, 2005). The sample of this study is 361 respondents, which is appropriate based on Krejcie & Morgan (1970).

The data collection process starts by communicating with the organisers or admins of Facebook Pages. This process was vital to obtain an agreement for conducting the study. Based on the systematic random sampling, 361 questionnaires were collected and examined for data analysis. The data was analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) 3.0 (Hair, Hult, Ringle, & Sarstedt, 2014). In terms of measurement, this study adapted a questionnaire from previous research. The eight items for brand trust were adapted from Delgado-Ballester (2004), while the ten items for brand love were adapted from Carroll & Ahuvia (2006). Six questions relating to brand identification were adapted from Mael and Ashforth (1992), while twelve items for CCB were from Groth (2005). Respondents assessed their degree of agreement to questions based on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The Seven-point Likert scale was also applied in previous CCB studies by numerous researchers in the online context (e.g. Ho, 2014; Hung & Lin, 2015; Mpinganjira, 2016).

Finding and Discussion

A total of 361 respondents participated in this study by answering the questionnaire distributed online. Table 1 below lists the demographic profile of the respondents.

Table 1
Demographic Profile of the Respondents

Category	Frequency ($\eta = 361$)	Percentage %
Gender		
Male	320	88.6
Female	41	11.4
Age		
18-26 years old	84	23.3
27-35 years old	187	51.8
36-45 years old	75	20.8
46 years over	15	4.2
Ethnicity		
Malay	316	87.5
Chinese	23	6.4
Indian	7	1.9
Others	15	4.2

Income		
Less than 2,000	68	18.8
2,001–4,000	162	44.9
4,001–6,000	69	19.1
6,001–8,000	37	10.2
More than 8,000	25	6.9
State		
Selangor	105	29.1
Perak	32	8.9
KL	32	8.9
Kelantan	19	5.3
Pulau Pinang	22	6.1
Johor	28	7.8
Pahang	20	5.5
Kedah	17	4.7
Negeri Sembilan	20	5.5
Melaka	16	4.4
Sarawak	5	1.4
Terengganu	20	5.5
Sabah	24	6.6
Perlis	1	.3

Table 1 illustrates male respondents are dominant at 88.6%. This is due most of the OBC members is Male and they are more inclined to be involved in the survey. Shamim et al., (2017) argue that gender does not influence CCB among customers in Malaysia. Therefore, Male and females contribute equally to CCB. Table 1 shows that respondents are mostly between 27 to 35 years old (51.8%). The ethnic groups are as follows: Malay (87.5%), Chinese (6.4%), Indians (1.9%) and other ethnic groups (4.2%). Although Malays are dominant in this study, all ethnic groups have to engage in CCB (Shamim et al.,2017). Malay and Indian customers were also found to equally contribute to feedback behaviour. Based on Table 1, the respondents' income ranges between RM 2,001 to 4,000 (44.9%). Lastly, most of the surveyed respondents are from Selangor (29.1%).

Table 2

General Behavior of Online Brand Community

Category	Frequency ($n = 361$)	Percentage %
Online brand community name		
VOLKSWAGEN	44	12.2
HONDA CFDC	51	14.1
PROSBOC	48	13.3
EXORA	38	10.5
ALZA	59	16.3
PREVE	18	5.0
MYVI	20	5.5

HONDA CIVIX X	18	5.0
KIA	12	3.3
HONDA JAZZ	14	3.9
PEUGOUT	5	1.4
AXIA	16	4.4
BEZZA	10	2.8
OTHERS	8	2.2
Membership Tenure		
Less than 1 year	158	43.8
1–2 years	85	23.5
2–3 years	40	11.1
3–4 years	30	8.3
More than 4 years	48	13.3
Online Frequency		
Rarely	16	4.4
Once a month	9	2.5
Once every 2 weeks	10	2.8
Once a week	22	6.1
2–4 times a week	30	8.3
5–6 times a week	31	8.6
Once a day	73	20.2
Several times a day	170	47.1
Posting Frequency		
Rarely	210	58.2
Once a month	48	13.3
Once a week	33	9.1
2–4 times a week	30	8.3
5–6 times a week	7	1.9
Every day	14	3.9
Several times a day	19	5.3
Commenting Frequency		
Never	11	3.0
Very seldom	47	13.0
Sometimes	233	64.5
Often	54	15.0
Regularly	16	4.4

Thirteen car OBC groups in Malaysia were chosen in this study. Approximately 16.3% of responses were obtained from Perodua Alza Club (ALZA), 14.1% were from Civic FD Club Malaysia (CFDC), 10.5% were from EXORA. Table 2 displays further information. In terms of OBC engagement, 43.8% have joined the community less than a year ago. In terms of posting

frequency, 210 respondents rarely post in OBC (58.2%), while 64.5% of respondents sometimes post their own comments. However, this does not influence willingness to engage in CCB. In fact, most customers who joined the OBC platform were mostly for sharing information and experience about the product or solving problems (Hur et al, 2011).

Measurement Model

Factor loadings greater than 0.5 are indicative of convergent validity (Bagozzi & Yi, 1988). Additionally, according to Gefen, Straub, and Boudreau (2000), the composite dependability value needs to be greater than 0.7, and the average variance extracted (AVE) value needs to be more than 0.5 (Fornell & Lacker, 1981), Table 3 indicates that the model met every one of the aforementioned requirements. Nevertheless, few items did not fall within the approved range for AVE, one item for brand trust (BT8) and two items for brand love (BL9 & BL10) and were eliminated. This study also assesses the discriminant validity. The difference between loading across latent variables must not be less than 0.1 (Chin, 1998). If each indicator's loading is higher for its designated construct compared to that of other constructs, this means that the indicators of different constructs are not interchangeable. As shown in Table 4, the obtained cross loading values were higher than 0.1. Therefore, all variables achieve discriminant validity.

Next, HTMT was run to examine true correlation between two constructs and whether or not they were perfectly measured (Hair et al., 2014). If the HTMT value is higher than 0.90, this indicates that there is a discriminant validity problem (Gold, Malhotra & Segars, 2001). As shown in Table 5, the HTMT values were lower than 0.90. This indicates that the discriminant validity has been ascertained. Hence, the measurement model achieves discriminant validity.

Table 3

Result of the measurement model

Constructs	Items	Loadings	(CR)	(AVE)
Brand Love	BL1	0.892	0.964	0.794
	BL2	0.923		
	BL3	0.902		
	BL4	0.891		
	BL5	0.872		
	BL6	0.901		
	BL7	0.856		
Brand Identification	BI1	0.691	0.818	0.529
	BI2	0.718		
	BI3	0.774		
	BI4	0.724		

Brand Trust	BT1	0.743	0.904	0.575
	BT2	0.826		
	BT3	0.794		
	BT4	0.791		
	BT5	0.781		
	BT6	0.636		
	BT7	0.720		
Customer	CCB1	0.618	0.941	0.570
Citizenship Behaviour (CCB)	CCB10	0.781		
	CCB11	0.787		
	CCB12	0.783		
	CCB2	0.747		
	CCB3	0.772		
	CCB4	0.786		
	CCB5	0.787		
	CCB6	0.796		
	CCB7	0.782		
	CCB8	0.753		

Table 4

Cross loadings of constructs

	Brand Identification	Brand Love	Brand Trust	Customer Behavior	Citizenship
BI1	0.691	0.294	0.346	0.247	
BI2	0.718	0.306	0.277	0.278	
BI3	0.774	0.317	0.296	0.342	
BI4	0.724	0.355	0.373	0.371	
BL1	0.409	0.892	0.581	0.515	
BL2	0.432	0.923	0.634	0.532	
BL3	0.352	0.902	0.603	0.51	
BL4	0.41	0.891	0.64	0.552	
BL5	0.398	0.872	0.535	0.525	
BL6	0.397	0.901	0.595	0.542	
BL7	0.341	0.856	0.539	0.502	
BT1	0.367	0.479	0.743	0.392	
BT2	0.388	0.579	0.826	0.436	
BT3	0.366	0.512	0.794	0.412	
BT4	0.356	0.608	0.791	0.445	
BT5	0.281	0.475	0.781	0.449	
BT6	0.269	0.353	0.636	0.383	
BT7	0.34	0.474	0.72	0.46	
CCB1	0.339	0.44	0.42	0.618	
CCB10	0.29	0.402	0.368	0.781	
CCB11	0.309	0.435	0.421	0.787	
CCB12	0.345	0.432	0.381	0.783	

CCB2	0.327	0.463	0.487	0.747
CCB3	0.369	0.515	0.49	0.772
CCB4	0.402	0.597	0.52	0.786
CCB5	0.305	0.452	0.431	0.787
CCB6	0.386	0.472	0.412	0.796
CCB7	0.323	0.358	0.357	0.782
CCB8	0.275	0.357	0.36	0.753

Table 5
Heterotrait- Monotrait ratio of correlations (HTMT)

	Brand Identification	Brand Love	Brand Trust	Customer Citizenship Behavior
Brand Identification				
Brand Love	0.53			
Brand Trust	0.563	0.716		
Customer Citizenship Behavior	0.512	0.61	0.614	

Assessment of Direct Relationship

This study runs the PLS standard bootstrapping procedure with a large number of sub - sample 5000 to analyse a significant path of coefficient as suggested by Hair et al. (2014). The path coefficient is significant if the t- value ≥ 1.645 . Table 6 shows the path of coefficient results for the direct relationship between (brand identification, brand love, and brand trust on CCB). The results of the hypotheses are presented in Table 6.

Table 6
Assessment of direct relationship

Relationship	Beta	Standard Deviation	t- value	P-value	Finding
Brand Love -> CCB	0.347	0.064	5.433	0.000	Supported
Brand Love -> Brand Trust	0.578	0.043	13.563	0.000	Supported
Identification -> CCB	0.164	0.054	3.036	0.001	Supported
Identification -> Trust	0.194	0.041	4.744	0.000	Supported
Brand Trust -> CCB	0.258	0.057	4.533	0.000	Supported

The study indicates that brand love has a positive relationship on CCB ($\beta = 0.347, p < 0.01$). Brand love also has a positive effect on brand trust ($\beta = 0.578, p < 0.01$). The outcomes indicate that customers who love their car brand are willing to commit to brand trust and engage in CCB. Therefore, H1 and H2 are supported. This study also found that brand identification has a significant relationship with CCB ($\beta = 0.164, p < 0.01$). The brand community who feels attached with the brand is also willing to trust the brand ($\beta = 0.194, p < 0.01$). Hence, H1, H2, H3, H4 and H5 are supported.

This study also revealed that customers who trust the brands are willing to engage in CCB ($\beta = 0.258, p < 0.01$). This result implies that the more customers trust the brand the more they are willing to contribute to CCB, such as helping other customers or providing brand recommendations.

Assessment of Indirect Relationship

Mediation test is run to discover if a mediator variable significantly influences the independent variable to a dependent variable (Ramayah, Lee, & In, 2011). To measure the mediation effect, usually researchers select either one of the two most used mediation analysis techniques, which are the traditional Baron and Kenny (1986) and bootstrapping method. The results of the hypotheses are presented in Table 7.

Table 7
Assessment of Indirect Relationship

Relationship	Beta	Standard Deviation	t- value	P-value	Finding
Identification ->trust ->CCB	0.050	0.015	3.412	0.001	Supported
Love ->trust ->CCB	0.149	0.038	3.917	0.000	Supported

This study found that brand trust mediates the relationship between brand love and CCB ($\beta = 0.149, p < 0.01$). In fact, brand trust also mediates the relationship between brand identification and CCB ($\beta = 0.009, p < 0.01$). This suggests that improving brand trust is critical to develop CCB among online brand communities in Malaysia. The R^2 value of CCB is 0.415 and the R^2 value of brand trust is 0.467. These values show how brand identification, brand love and brand trust, influence CCB (41.5%). Meanwhile, brand identification and brand love collectively explain 46.7% of the variance of brand trust. All R^2 values were higher than 0.33, which refers to a moderate explanatory power (Hair, Ringle & Sarsedt, 2011). Therefore, H6 and H7 are supported.

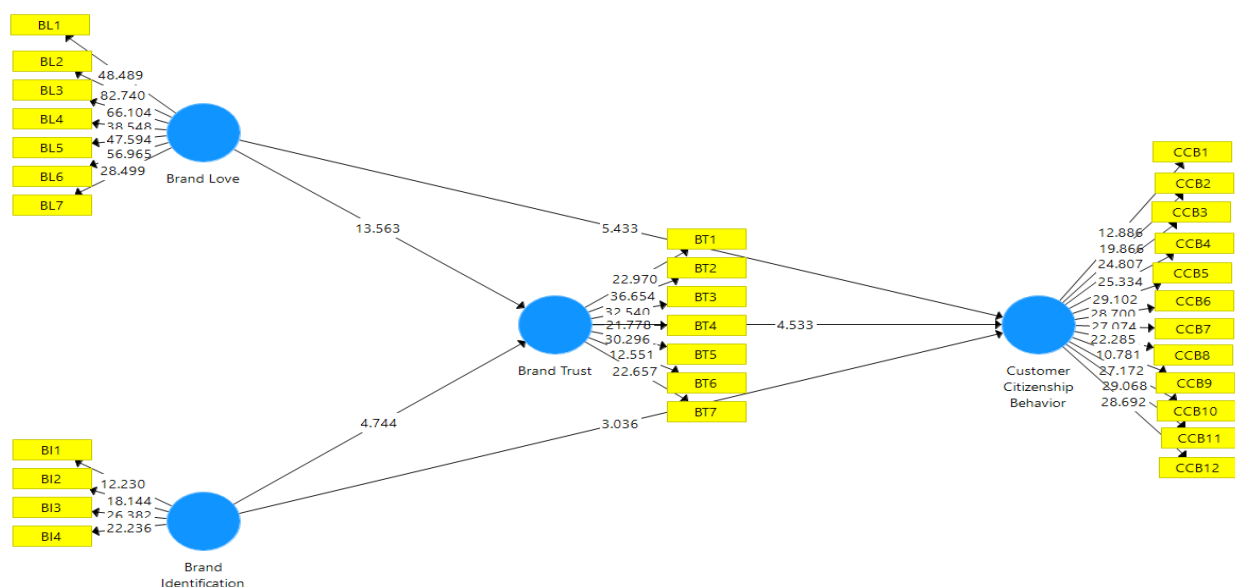


Figure 1: Structural Model

Discussion and Recommendations

The results indicate that brand identification, brand love, and brand trust are significant factors that can impact CCB. The OCB who has a strong affinity to the brand will sacrifice everything to protect the brand. The company also will get benefits from the strong bond of OBC. They voluntarily assist other customers in resolving issues, recommend where to get auto parts, respond to any problems, and are prepared to stand in solidarity with one another. In actuality, long-term relationships with OBC are fostered by emotionally invested and enthusiastic customers. They'll share favourable evaluations and encourage others to check out the brand (Kudeshia, Sikdar, & Mittal, 2016). Therefore, in order to create a strong relationship with OBC, companies can get in touch with the Facebook page administrator of a brand community to disseminate information about the brand. According to Brown, Broderick, and Lee (2007), peer opinions and recommendations are more likely to be trusted by customers than information provided by companies. When the sender of a peer communication is unaffiliated with the brand, the message's substance is also viewed as more significant and pertinent (Mazzarol, Sweeney, & Soutar, 2007). Companies also can consider giving rewards to most engaged consumers who discuss and share product information on their Facebook brand pages. In order to influence community commitment, rewards and recognition are crucial (Sung, Kim, Kwon, & Moon, 2010).

Conclusion

In summary, this study has improved understanding of the key determinants that influence CCB among online brand communities in Malaysia. Brand love, brand identification and brand identification are important factors that need to be considered by car companies to build relationships with their customers. Customers not only party that will buy the brand, but the positive spread word from the customer will give greater impact to the brand and company performance. In fact, the brand can lose trust from the customer if it fails to maintain a relationship with the customers. The customer also has a power to influence other customers' opinions, the negative reaction from the customers such as posting negative feedback and review in social media indirectly tarnish the brand reputation just by one click. Therefore, it is important for brand managers to always maintain good relationships with their customers.

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