Impact of Social Support on Customer Satisfaction and Citizenship Behavior in Online Brand Communities

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ABSTRACT

Online brand communities are getting popularity because of the increase in the use of social media. Customers join online brand communities to get the solutions to their problems and social support from firms and other customers after using the product. When customers get social support from the firm or other customers they show customer citizenship behavior. This study established the theoretical structure to explore the influence of social support on customer satisfaction and customer citizenship behavior in the context of online brand communities. Moreover, the mediating role of customer satisfaction was also measured. Partial Least Square was used to test the model. The results showed informational support had a positive relationship with customer satisfaction, altruism, courtesy, conscientiousness, and sportsmanship, except civic virtue. Emotional support was positively related to altruism, courtesy, conscientiousness, and sportsmanship, except civic virtue and customer satisfaction. Whereas, customer satisfaction was positively related to sportsmanship and civic virtue. Customer satisfaction also mediates the relationship between dimensions of social support and customer citizenship behaviour.

*Keywords***:** Emotional Support, Informational Support, Customer Satisfaction, customer citizenship behaviour

INTRODUCTION

Social media has gained very important place in everyone's life. People consume more than 1/3 of a day in using social media (Demangeot & Broderick, 2010). It brought a revolution in marketing practices like advertising and promotion due to its huge popularity and unique aspects(Hanna, Rohm, & Crittenden, 2011).It's become a basic platform for every type of business entities to market their brands and connecting with people in a largest public place, where individuals can share different information and their experience about the product, and their buying behaviour is also influenced by reviewing feedback.

Marketers believe that "where the eye stops, the sale begins" (Pieters, Wedel, & Batra, 2010). One-way communication from advertisers has no attraction for customers but social media provide new ways to connect with companies to customers and customers to other customers. Sometimes, it is considered as a fifth "P" of marketing (Tuten & Solomon, 2013). Marketers are trying their best to promote their organization on different social media platforms because of its numbers of users. Consumers of different age groups using different sites to keep in touch with their favourite brands. A study depicts that connection to social media has a great impact on the behaviour of consumeron social media sites(VanMeter, Grisaffe, & Chonko, 2015).A research elaborated that loyal customer are also marketers of their brands(Lipsman & Mudd, 2012).

Online brand communities are known as innovative and path-breaking development that provides a platform to customers for discussion about the product(Jung, Kim, & Kim, 2014 ; Ho, 2015).It is rapidly becoming an utmost approachable resource on the internet(Coulson, Buchanan, & Aubeeluck, 2007).When customers confront any product problem then they usually join online brand communities to take guidance and assistance from others(Johnson & Lowe, 2015).

Social support focuses on the social interaction of customers in a community and their feelings about being answered to, care for and being supported. Many types of research show that customers want to share their shopping experiences with family, friends and other customers(Liang, Ho, Li, & Turban, 2011).Their experiences are very important for other customers who get information from others and it will affect their shopping behaviour(Trusov, Bucklin, & Pauwels, 2009).

Groth, (2005) presents the concept of customer citizenship behaviour as "a voluntary and discretionary behaviour that is not required for the successful production and delivery of services, but that in aggregate help the service organization overall". Customer citizenship behaviour has extensively studied from a range of perspectives but limited studies can be found on the relationship of social support and customer citizenship behaviour through

customer satisfaction in online communities. Responding to this gap, the present research investigates how social support effect customer citizenship behaviour. Also the mediating mechinsim i.e., the effect of customer satisfaction is being investigated in this study. It examines the effect of social support on customer citizenship behaviour in online brand communities in Pakistan. Limited research has been done on social support and customer citizenship behaviour in online brand communities in Pakistan. In the previous study, three dimensions of CCB has been taken that are identified by (Groth, 2005). While in the present study five conceptual dimensions of CCB have been used that are identified by organ (1988) (1) Altruism (voluntary and discretionary behaviors that help others in a problem), (2) Conscientiousness (discretionary actions further than the minimum requirements of the organization), (3) Sportsmanship(enthusiasm to accept the expected inconveniences without complaining), (4) Courtesy (actions intended to prevent problems for others), and (5) Civic virtue (responsible, useful involvement, and interest in the political process of an organization). Practically, the finding of this research is benefifical for r firms and companies to take advantages and increase their performance by using online communities. The main objective of research is to explore the relationship between different types of social support and customer citizenship behaviour and to find the mediating role of customer satisfaction.

CONCEPTUAL BACKGROUND AND HYPOTHESIS

Customer Citizenship Behavior (Ccb)

The organizational citizenship behaviour in managerial literature is defined as" discretionary or optional behaviour of an individual that is not required openly or directly by the organization but that promotes the efficient performance of the organization overall"(Organ,19881 ;Chiu, Huang, Cheng, & Sun, 2015). Similarly, customer citizenship behaviour is also defined as "customers' behaviour that is optional, not obligatory, not directly required for the production or delivery of the service but that in aggregate help the service organization (Groth, 2005).Correspondingly, Customer citizenship behaviour is not only beneficial for the organization but also for the customers of the organization.

The cooperation between the customers and firms results in a good relationship quality with the customer (Ritter & Andersen, 2014). Customer behaviour shows a valuable and active involvement in the progress and management of the organizatio (Flagg, Sen, Kilgore, & Locher, 2014 ;Zaki, Kandeil, Neely, & Mccoll-kennedy, 2016 ;Hu, Parsa, Chen, & Hu, 2016). There are three roles of the customer that has been considered by service scholars are: customers as (1) promoter of the firm(Zaki et al., 2016), (2) human

resource that provides inputs for enhancing quality and productivity (Zaki et al., 2016)and (3) consultant of organization(Jaakkola & Alexander, 2014). Groth,(2005) identified three dimensions of customer citizenship behavior (a) Altruism, (b) recommendation, (c) providing feedback.

Many years, researchers have supported the moralities to encourage the suggestion and complaints of the customers(Flagg et al., 2014).Customers have good experience about the services and they are experts on the customer perspective so they have a distinctive place to offer guidance to a service firm and also an economical source of feedback (Flagg et al., 2014; Zaki et al., 2016; Hu et al.,2016). Previous research found the positive effect of some particular forms of customer citizenship behaviour on organizational outcomes (Yi & Gong, 2008). In a research by Chan, Yim, & Lam, (2010) it is stated that higher level of employee sales performance and job satisfaction can be found through customer participation (Wu, Huang, Zhao, & Hua, 2015).Nguyen Hau & Thuy, (2016)also demonstrated that customer satisfaction can be increased through customer participation. So, it is important to identify the determinants of customer citizenship behaviour.

Robertson et al. (2003) evaluated the literature of CCB and found inconsistencies in classification of the different types of CCB.Daunt & Harris, (2012)indicated that customer affection with service is affected by the behaviour of fellow customers. So, the direct and indirect relationship between customers can influence customers' emotions. Lin & Liang, (2011)customers' satisfaction and service quality provided by service firms.Customers' voluntary behaviour enables an effective connection between employees and customers and even they may have management suggestions for service firms (Lee, Choi, Kim, & Hyun, 2014 ;Cheng, Chen, Yen, & Teng, 2017). Curth, Uhrich, & Benkenstein, (2014) examined the influence of affective commitment on customer citizenship behaviour. The study showed a positive impact of affective commitment to fellow customers and organization on customer citizenship behaviour.
Zhu, Sun, & Chang, (2016) also proved the effect of customer satisfaction on customer citizenship behaviour in online brand communities. Similarly, this study also presumes that customer satisfaction towards a firm has impacts on customer citizenship behaviour towards a firm. On the basis of this study, customer citizenship behaviour includes Altruism, Courtesy, Conscientiousness, Civic Virtue and Sportsmanship.

Social Supports

Shumaker & Brownell, (1984) &Chiu et al.,(2015) defined social support as "the replacement of different resources among individuals recognized by the receiver or provider to be planned to improve the well-being of the receiver". Social support is an interpersonal transaction of emotional support, instrumental support and informational support (Carlson & Perrewé, 1999 ; Karatepe, 2013).

Social support and sharing information are most important pillars for the wellbeing of employees that built a trustworthy relationship (Batt & Purchase, 2004). According to Cummings & Teng, (2003) there should be a strong relationship between the source of information and recipients for the effective sharing. So, information is shared by the willingness of employees, it is not shared by force(Tuan, 2013). Evans, Donelle, & Hume-Loveland, (2012)had a research showed that emotional support was exchanged more frequently than instrumental support and informational support.

Hajli, (2014) also used two dimensions of social support informational support and emotional support in the context of social commerce. 200 respondents participated in this research. The result shows a positive and significant effect of social support on social commerce intention and relationship quality.

Emotional support consists of that behaviour which provides effective well-being such as listening to others, showing love for others, and appraisal. A research found that for the reinforcement of self –esteem, emotional support is very useful in depression for providing the recipient with a sense ofrecognition(Vollmann et al., 2010).

Social support can be considered as a stimulus. In S-O-R theory it is clarified that customers who received social support produce relevant psychological reactions in online brand communities (Zhu et al., 2016). Prior studies have proved that social support has a positive effect on customers satisfaction with related things in several situations. J. Chen, Shao, Murtaza, & Zhao, (2014)demonstrated that people who conceived more social support, they have a high level of satisfaction in their life.

Social support can also help to remove negative emotions of customers when they face service failure or product harm (Zhu et al., 2016). Hence, in this study two dimensions of social support informational support and emotional support has been given.

Jawahar & Stone, (2015) conducted a research to find the mediating effect of satisfaction and support on justice and citizenship behaviour and counterproductive work behaviour. Results show full mediation of satisfaction between the perception of support and citizenship behaviour and counterproductive performance.Moreover, a study on online banking accounts found the relationship between brand image, brand awareness and brand loyalty, and also examined the mediating role of perceived customer value and customer satisfaction in the banks of UAE (Abu ELSamen, 2015).

Customers receive social support from different sources in online brand communities. According to Bentley et al., (2016) social support from other teleworks and organizations raise the teleworkers' job satisfaction, and the effect of social support from different sources can provoke different reactions of customers. Min & Wong, (2015) proved that social support from mental health professional, family and friends affects its relationship with the satisfaction of persons with serious mental illnesses.
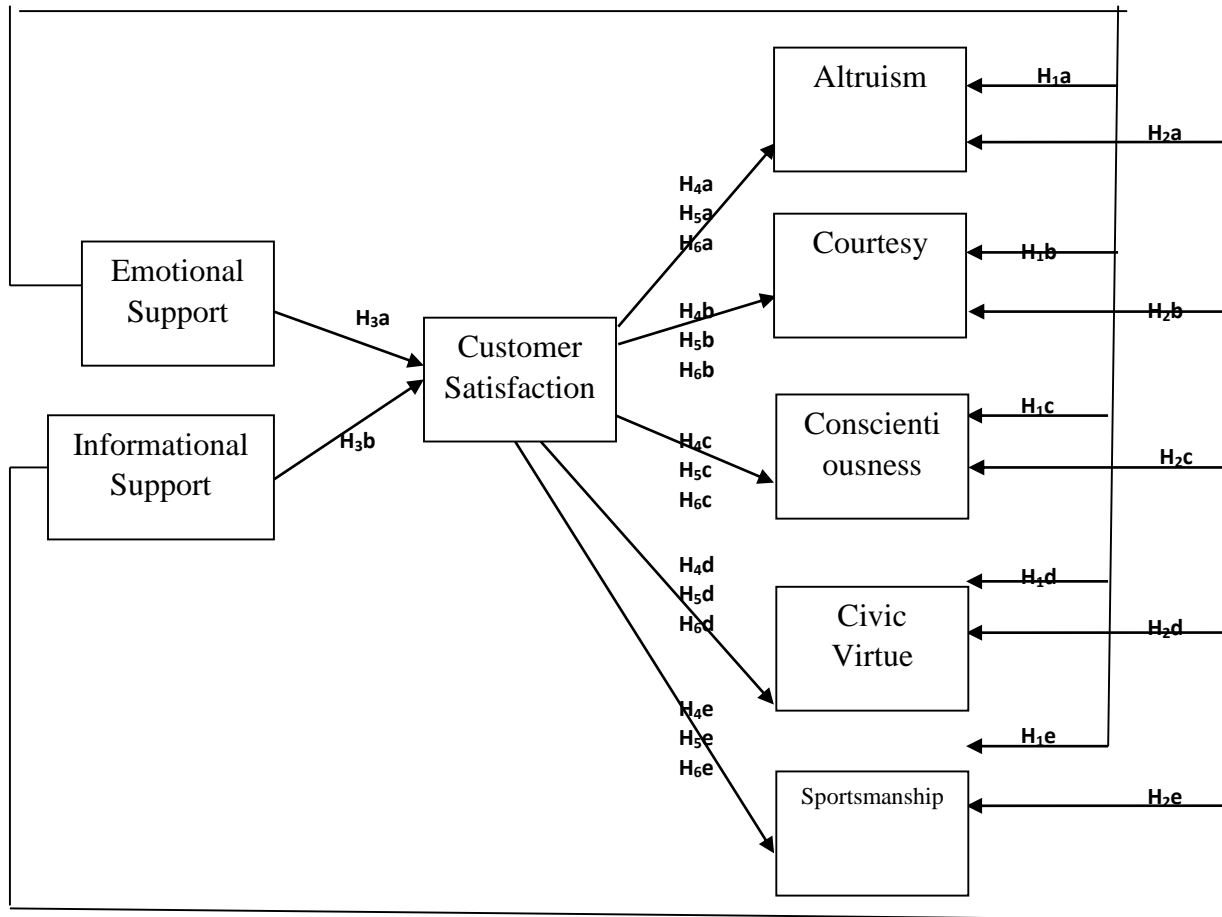
Figure 1: Conceptual Model and Hypothesis

The hypotheses are given below:

H₁(a): There is a positive relationship between Emotional Support and Altruism.

H₁(b): There is a positive relationship between Emotional Support and Courtesy.

H₁(c): There is a positive relationship between Emotional Support and Conscientiousness.

H₁(d): There is a positive relationship between Emotional Support and Civic Virtue.

H₁(e): There is a positive relationship between Emotional Support and Sportsmanship.

H₂(a): There is a positive relationship between Informational Support and Altruism.

H₂(b): There is a positive relationship between Informational Support and Courtesy.

H₂(c): There is a positive relationship between Informational Support and Conscientiousness.

H₂(d): There is a positive relationship between Informational Support and Civic Virtue.

H₂(e): There is a positive relationship between Informational Support and Sportsmanship.

H₃(a): There is a positive relationship between Emotional Support and Customer Satisfaction.

H₃(b): There is a positive relationship between Informational Support and Customer satisfaction.

H₄(a): There is a positive relationship between Customer Satisfaction and Altruism.

H₄(b): There is a positive relationship between Customer Satisfaction and Courtesy.

H₄(c): There is a positive relationship between Customer Satisfaction and Conscientiousness.

H₄(d): There is a positive relationship between Customer Satisfaction and Civic Virtue.

H₄(e): There is a positive relationship between Customer Satisfaction and Sportsmanship.

H₅(a): Customer Satisfaction mediate the relationship of Emotional Support and Altruism.

H₅(b): Customer Satisfaction mediate the relationship of Emotional Support and Courtesy.

H₅(c): Customer Satisfaction mediate the relationship of Emotional Support and Conscientiousness.

H₅(d): Customer Satisfaction mediate the relationship of Emotional Support and Civic Virtue.

H₅(e): Customer Satisfaction mediate the relationship of Emotional Support and Sportsmanship.

H₆(a): Customer Satisfaction mediate the relationship of Informational Support and Altruism.

H₆(b): Customer Satisfaction mediate the relationship of Informational Support and Courtesy.

H₆(c): Customer Satisfaction mediate the relationship of Informational Support and Conscientiousness.

H₆(d): Customer Satisfaction mediate the relationship of Informational Support and Civic Virtue.

H₆(e): Customer Satisfaction mediate the relationship of Informational Support and Sportsmanship.

METHODOLOGY

The study is descriptive in nature and quantitative method is used. This research deals with the primary source of data and has been collected through structured questionnaire. The data has been collected from university students of Lahore by using questionnaire. Approximately 600 questionnaires had been distributed but only 550 were received. 148 questionnaires of those who do not use online brand communities were excluded. So, data of 402 respondents have been used in this study. As the total population of students who use online brand communities for shopping are unknown so the convenience sampling technique has been used to collect the data.

Descriptive analysis shows 62.7% female students of the universities use online communities. While male students are less comparatively, those use online communities. It shows only 37.3% male students use online communities for seeking online support from firms and other customers. Customers age ranged from 18 to 25, 26to 30 and above 31 comprised 53.7%, 34.6 % and 11.7% respectively.

Measurement

Informational support seeks when the customer who face problem in online branding need assistance. Emotional support seeks the emotional concern in that brand. The measurement of informational support and emotional support has been adopted from previous studies of (Lin & Liang, 2011). The measurement of customer satisfaction has been taken from Hajli, (2014)and scale of customer citizenship behavior has been taken from the study of (Farh, Earley, & Shu-Chi, 1997;Podsakoff, Mackenzie, Moorman, & Fetter, 1990;Wiertz& De Ruyter, 2007).The Likert scale questionnaire with five impressions has been used.

Results:

The most recent version of Partial Least Square-Structural Equation Modeling, Smart PLS 3 has been used for the analysis and hypothesis testing (Ringle, Wende, & Becker, 2015). Sobel test is used for analyzing the mediation effect.

Measurement model

For reliability analysis, composite reliability (CR) is used to represent the reliability of data, these also known as reliability statistics. All values of CR are greater than 0.7 (Table No.1), which meet the threshold value recommended by Hair, et., al, (2014).

Table No.1 Latent variable statistics

Construct	Item	Loading	AVE	CR
Altruism (AL)	"I share personal experiences with other community members to help them".	0.922	0.856	0.922
	"When I have the opportunity, I give my time to help other members of this online support community when needed".	0.928		
Conscientiousness (CON)	"I engage in self-improvement to enhance the quality of my knowledge/information sharing in this online support community".	0.734	0.568	0.798
	"I frequently participate in the events of this online support community".	0.778		
	"I obey the rules and regulations when using this online support community".	0.749		
Courtesy (COU)	"I am cautious to avoid creating problems for other members of this online support community".	0.922	0.853	0.921
	"I do not abuse the rights of other members of this online support community".	0.926		
	"From this experience, I felt satisfied with the firm".	0.791	0.627	0.833

Customer satisfaction(CS)	"From this experience, I felt pleased with the firm".	0.674		
	"From this experience, I felt happy with the firm".	0.896		
Civic Virtue (CV)	"I actively express opinions that are not required but that help the functioning of this online support community".	0.813	0.673	0.86
	"I actively attend functions that are not required but that help improve the image of this online support community".	0.73		
	"I keep abreast of changes/developments in this online support community".	0.908		
Emotional support (ES)	"Some people were on my side with me to face the difficulty".	0.858	0.764	0.928
	""Some people comforted and encouraged me to face the difficulty."	0.891		
	"Some people listened to me talk about my private feelings about the difficulty".	0.860		
	"Some people expressed interest and concern in my well-being".	0.886		

Informational support(IS)	"Some people offered me suggestions to solve the problem".	0.820	0.918	0.738
	"Some people gave me information to help me overcome the problem".	0.853		
	"Some people helped me discover the course and provided me with suggestions to solve the problem".	0.896		
	"Some people told me the way to solve the problem".	0.866		
Sportsmanship(SPO)	I do not consume a lot of time complaining about trivial matters in this online support community".	0.849		0.913
			0.778	
	"I do not try to find fraud with what this online support community is doing".	0.923		
	"I tolerate minor imperfections in this online support community".	0.873		
Social Support(SS)	"There is a special person who is around when I am in need".	0.887	0.915	0.783

Above table no.1 shows the values of each item after deleting questions of Altruism, Courtesy and Customer Satisfaction that have a value of less than 0.7, rest of all items meet the threshold value which is more than 0.7, so we move to further analysis.

Convergent and Discriminant validity is also tested by reliability analysis. All the values of Average Variance Extracted (AVE) are more than 0.5 (Table No1.), that meet the criterion of convergent validity recommended by Fornell-Larcker (1981). All Latent Variables comprehend considerable variance with its own indicators than with any other Latent Variables (Table No.2) that meet the criterion of Discriminant validity suggested by Fornell-Larcker (1981).

Table No.2 Fornell - Larcker Criterion/ correlation

	AL	CON	COU	CS	CV	ES	IS	SPO
AL	**0.925**							
CON	-0.076	**0.754**						
COU	0.789	-0.124	**0.924**					
CS	0.120	0.385	0.118	**0.792**				
CV	0.044	0.331	0.050	0.648	**0.820**			
ES	0.646	-0.106	0.345	0.126	0.050	**0.874**		
IS	0.214	0.520	0.159	0.721	0.465	0.198	**0.859**	
SPO	0.246	0.310	0.203	0.670	0.475	0.237	0.704	**0.882**

Structural model

R^2 value is defined as the amount of variance in the construct in the question that is being described by the model (Chin W., 2010). The R^2 of altruism, courtesy, conscientiousness, customer satisfaction, civic virtue and sportsmanship is 0.897, 0.315, 0.895, 0.630, 0.420, and 0.650 respectively (**Fig no.3**)
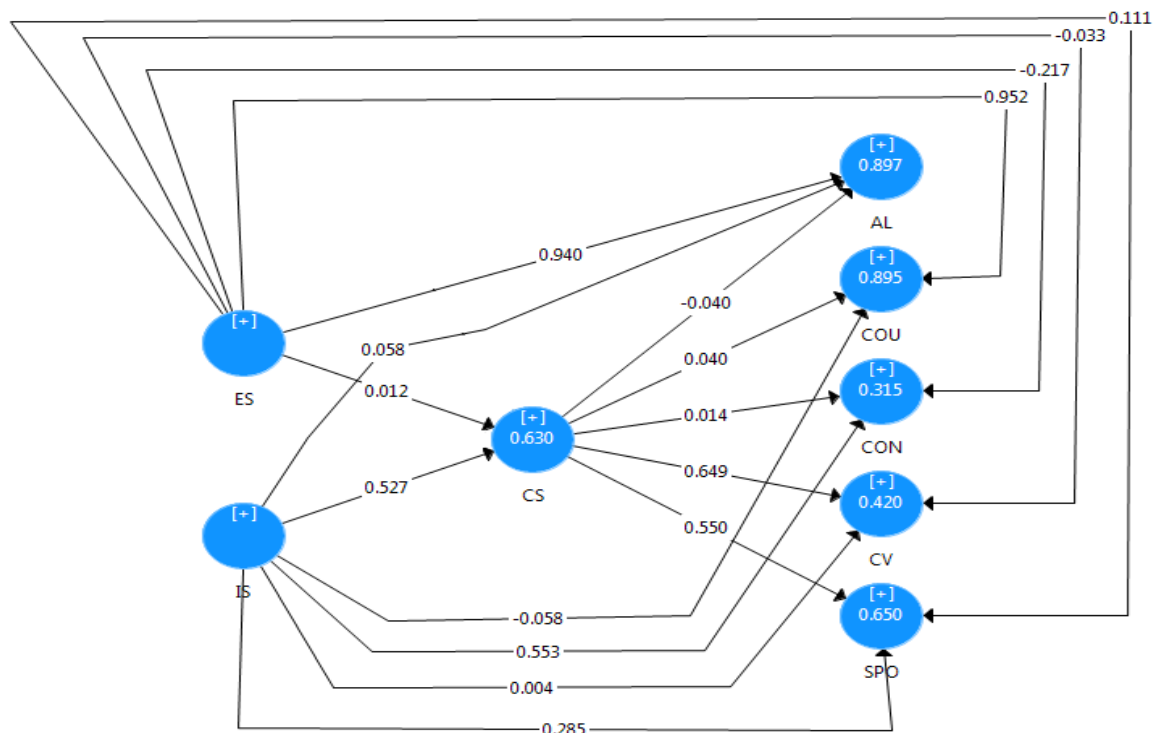

Fig No.3: Path Coefficient

Table No. 3: Bootstrapping Direct Hypotheses

	Original Sample (O)	Sample Mean (M)	T Statistics (|O/STDEV|)	P Values
ES -> AL	0.940	0.939	**135.227**	**0.000**
ES -> CON	-0.217	-0.217	**4.721**	**0.000**
ES -> COU	0.952	0.951	**133.618**	**0.000**
ES -> CV	-0.033	-0.033	0.944	0.346
ES -> SPO	0.111	0.113	**3.545**	**0.000**
IS -> AL	0.058	0.059	**2.327**	**0.020**
IS -> CON	0.553	0.559	**10.076**	**0.000**
IS -> COU	-0.058	-0.059	**2.331**	**0.020**
IS -> CV	0.004	0.005	0.071	0.944
IS -> SPO	0.285	0.281	**6.200**	**0.000**
ES ->CS	0.012	0.010	0.385	0.701
IS -> CS	0.527	0.521	**12.815**	**0.000**
CS -> AL	-0.040	-0.041	1.675	0.095
CS -> CON	0.014	0.016	0.238	0.812
CS -> COU	0.040	0.040	1.646	0.100
CS -> CV	0.649	0.650	**13.320**	**0.000**
CS -> SPO	0.550	0.552	**14.009**	**0.000**

Table no. 3 shows that emotional support has a positive effect on altruism (T=135.227, P=0.00), conscientiousness (T=4.721, P=0.00), courtesy (T=133.618, P=0.00), and sportsmanship (T=3.545, P=0.00). As we hypothesized that emotional support has positive effect on altruism, conscientiousness, courtesy and sportsmanship, H₁(a), H₁(b), H₁(c) and H₁(e) is supported. While, emotional support has no effect on civic virtue (T=0.944, P=0.348) and customer satisfaction (T=0.385, P=0.701), so H₁(d) and H₃ (a) is rejected.

Similarly, Informational support has a positive effect on altruism (T=2.327, P=0.02), conscientiousness (T=10.076, P=0.00), courtesy (T=2.3331, P=0.20), sportsmanship (T=6.200, P=0.00) and customer satisfaction (T=12.815, P=0.00). As we hypothesized that Informational support has positive effect on altruism, conscientiousness, courtesy, sportsmanship and customer satisfaction, H₂(a), H₂(b), H₂(c), H₂(e) and H₃ (b) is supported. While, Informational support has no effect on civic virtue (T=0.071, P=0.944) so H₂(d) is rejected.

While, customer satisfaction has a positive effect on civic virtue (T=13.320, P=0.00) and sportsmanship (T=14.009, P=0.00) so, H₄ (d) and H₄ (e) is accepted. Whereas, customer satisfaction has a no effect on altruism (T=1.675, P=0.095), conscientiousness (T=0.238, P=0.812), courtesy (T=1.646, P=0.100) so H₄ (a), H₄ (b), H₄ (c) are rejected.

Mediation Hypotheses Sobel Test

Mediation relationships have a great importance in building and testing theory. It helps to explain our theoretical models Leavitt, Mitchell, & Peterson, (2010)and also deals with the basic issue of the relationship of two constructs. Sobel test is named for the researcher "Sobel", he derived a standard error in 1982. Sobel test is well known method and it is referred for testing mediation and has been used to test the significance of the indirect effect (Sobel, 2013; 1982). In this study, mediation role of customer satisfaction between social support and customer citizenship behaviour has been tested.

Table no.4: T-values, Std. Error, P-values

Hypotheses	Test Statistic	Std. Error	P-value
ES>CS>AL	-7.81315573	0.00006143	0. 0000000
ES>CS>COU	7.81315573	0.00006143	0. 0000000
ES>CS>CON	4.13331974	0.00004065	0.00003576
ES>CS>CV	7.99650145	0.00097393	0. 0000000
ES>CS>SPO	7.99694667	0.00082531	0. 0000000
IS>CS>AL	-36.02223839	0.00058519	0. 0000000
IS>CS>COU	36.02223839	0.00058519	0. 0000000
IS>CS>CON	4.8267762	0.00152856	0.00000139
IS>CS>CV	188.72053353	0.00181233	0.000000
IS>CS>SPO	194.85954531	0.00148748	0.0000000

The above **Table No. 4** shows that customer satisfaction is mediator between emotional support and conscientiousness (T=4.133, P=0.00), emotional support and courtesy (T=7.813, P=0.00), emotional support and civic virtue (T=7.996, P=0.00), emotional support and sportsmanship (T=7.996, P=0.00) and it also mediate the relationship between Informational support and conscientiousness (T=4.826, P=0.00), Informational support and courtesy (T=36.022, P=0.00), Informational support and civic virtue (T=188.720, P=0.00), Informational support and sportsmanship (T=194.859, P=0.00). So, as we hypothesized H$_5$ (b), H$_5$ (c), H$_5$ (d), H$_5$ (e) and H$_6$ (b), H$_6$ (c), H$_6$ (d), H$_6$ (e) are accepted whereas customer satisfaction do not significantly mediate the relationship of emotional support and altruism (T= -7.813, P=0.00) and informational support and altruism (T=-36.022, P=0.00), so H$_5$ (a) and H$_6$ (a) are rejected.

DISCUSSION

Customer satisfaction positively influence the CCB of civic virtue and sportsmanship. While Altruism, courtesy and consicenteousness is not influenced by customer satisfaction. So the results shows that when customers are satisfied they exhibit civic virtue and sportsmanship. Customers help other customers and don't creat problems for other members of the online communities. These results are consistant with the previous study. Previous studies had proved that in different context, customer satisfaction is an significant predictor of CCB (Anaza, 2014 ; Zhu et al., 2016; Chiu et al., 2015).Informational support by firms and customers has positive effect on customer satisfaction. According to Hesse et .,al (2005) when customer need information about specific product they trust on the information provided by the professionals. Hence informational support on time, influnce customer satisfaction. Whereas, emotional support has no significant impact on customer satisfaction because firms and customers has buyer and seller relationship. When customers have no negative emotions to the product they are looking for social support then they considere emotional support from firms as a marketing technique. These results are consistant with the previouse study Zhu et al., (2016); Y. Chen & Xie, (2008)Which shows that informational support from firm and other customers positively influence customer satisfaction and emotional support from firms and customers has no significant impact on customer satisfaction in online brand communities.

Informational and Emotional support has a positive impact on Altruism, Conscientiousness, Courtesy and Sportsmanship. When customers get informational and emotional support during the product problem they exhibit CCB by helping other customers Groth, (2005) ; Zhu et al., (2016) showing courtesy, Conscientiousness and sportsmanship. According to Chiu et al., (2015) Altruism and coourtesy are the behaviour that benefits other customers and consicentious and sportsmanship good for the benefits of organization. So, it indicates that customers perform behavior which is binificial for the online community when they exchange social support in online communities.

When customers get emotional and informational support from firms and other customers they become satisfied. When customers are satisfied with the support they are provided by, then they show customer citizenship behaviour. Customer citizenship behaviour is the reaction of satisfaction which they get after receiving the informational and emotional support. The results are similar with the perivious study in other context Anaza, (2014; Zhu et al., (2016) shows that emotional support and informational support have impact on customer citizenship behaviour through customer satisfaction.

CONCLUSION, IMPLICATION, LIMITATION

With respect to theoratical implication, this study is first in Pakistan that test the effect of social support on customer citizenship behaviour in online communities. Some previous studies conducted in traditional way about the influence of social support on customer citizenship behaviour. However very limited studies can be found about the impact of social support on CCB in online brand communities.

With respect to practicle implications, this study proves that CCB can be determined by the social support in online brand communities. It shows to the companies that social support effect to drive the CCB in online communities. This study provide insight to companies to establish online brand communities to enhance their business.

There are some limitations associated with this study that are nescessary to disscus here for the future research. First of all the sample size is very limited. We distribute 500 questionairre but 402 questionairre are responded.

Secondly, the data is collected only from the users of online brand communities of clothing and electronics, other types of online communities can also be adressed in future research.Finnaly, this research use customer satisfaction as mediator other other psycological variables like trust, loyalty and word of mouth can also be adresses in future research.

Authors Contribution:

Idea was generated by Ahsan Nazir, manuscript and technique was written by Maryam Shahzadi and Sidra Usmani, data collection and technique was generated by Usman Zafar, while all work was done in the supervision of Dr Asif Mehmood.

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Appendix

ABBERIVATION

VARRIABLES	Abbreviation
Altruism	AL
Conscientiousness	CON
Courtesy	COU
Customer satisfaction	CS
Civic Virtue	CV
Emotional support	ES
Informational support	IS
Sportsmanship	SPO
Social Support	SS

Table: Outer Loading Values before deleting:

	AL	CON	COU	CS	CV	ES	IS	SPO	SS
AL1	0.549								
AL2	0.892								
AL3	0.907								
CON1		0.734							
CON2		0.777							
CON3		0.750							
COU1			0.897						
COU2			0.896						
COU3			0.500						

CS1				**0.789**					
CS2				**0.677**					
CS3				**0.895**					
CV1					**0.813**				
CV2					**0.731**				
CV3					**0.908**				
ES1						**0.859**			
ES2						**0.891**			
ES3						**0.861**			
ES4						**0.885**			
IS1							**0.826**		
IS2							**0.851**		
IS3							**0.894**		
IS4							**0.864**		
SPO1								**0.849**	
SPO2								**0.923**	
SPO3								**0.872**	
SS1									**0.887**
SS2									**0.853**
SS3									**0.908**
SS4									**-0.084**

Table .Cross Loading Values

	AL	CON	COU	CS	CV	ES	IS	SPO	SS
AL2	**0.922**	-0.055	0.700	0.160	0.081	0.858	0.224	0.225	0.029
AL3	**0.928**	-0.085	0.758	0.064	0.001	0.891	0.174	0.230	0.011
CON1	-0.079	**0.734**	-0.142	0.253	0.236	-0.116	0.323	0.236	0.260
CON2	-0.104	**0.778**	-0.102	0.194	0.142	-0.109	0.295	0.158	0.236
CON3	-0.011	**0.749**	-0.053	0.379	0.329	-0.034	0.502	0.280	0.376
COU1	0.705	-0.082	**0.922**	0.159	0.099	0.860	0.167	0.222	0.087
COU2	0.752	-0.146	**0.926**	0.060	-0.006	0.886	0.127	0.153	-0.093
CS1	0.064	0.289	0.112	**0.791**	0.540	0.093	0.582	0.582	0.458
CS2	0.121	0.218	0.131	**0.674**	0.379	0.133	0.410	0.498	0.405
CS3	0.107	0.386	0.057	**0.896**	0.594	0.087	0.687	0.726	0.618
CV1	0.038	0.244	0.063	0.518	**0.813**	0.054	0.387	0.353	0.286
CV2	0.034	0.177	0.043	0.416	**0.730**	0.041	0.248	0.312	0.224
CV3	0.036	0.364	0.022	0.632	**0.908**	0.031	0.476	0.482	0.406
ES1	0.922	-0.055	0.700	0.160	0.081	**0.858**	0.224	0.225	0.029

ES2	0.928	-0.085	0.758	0.064	0.001	**0.891**	0.174	0.230	0.011
ES3	0.705	-0.082	0.922	0.159	0.099	**0.860**	0.167	0.222	0.087
ES4	0.752	-0.146	0.926	0.060	-0.006	**0.886**	0.127	0.153	-0.093
IS1	0.297	0.277	0.277	0.530	0.300	0.303	**0.820**	0.547	0.344
IS2	0.157	0.481	0.070	0.687	0.487	0.120	**0.853**	0.615	0.507
IS3	0.116	0.490	0.070	0.621	0.383	0.098	**0.896**	0.630	0.392
IS4	0.187	0.510	0.155	0.627	0.411	0.181	**0.866**	0.620	0.437
SPO1	0.339	0.242	0.305	0.597	0.345	0.341	0.637	**0.849**	0.446
SPO2	0.206	0.348	0.136	0.715	0.478	0.181	0.702	**0.923**	0.570
SPO3	0.108	0.221	0.102	0.721	0.429	0.111	0.517	**0.873**	0.534
SS1	0.013	0.350	0.011	0.567	0.310	0.013	0.455	0.532	**0.887**
SS2	0.009	0.303	0.000	0.530	0.316	0.005	0.377	0.500	**0.858**
SS3	0.035	0.411	-0.021	0.584	0.391	0.008	0.473	0.527	**0.909**