

# Experiencing the Experience: Psychodynamics of Customer Citizenship Behavior (CCB)

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## Abstract

This article explores the role of psychodynamic factors: conscious, preconscious, and unconscious mind towards Customer Citizenship Behavior (CCB) emphasizing the motives and desires of a particular product or service at shopping malls. All these empirical phenomena are regurgitated by developing a conceptual model. The proposed model is shown to be consistent with influential multi-attribute Fishbein model (Smith, Terry, Manstead, & Louis, 2008). The survey yielded 64 completed and valid questionnaires. Furthermore, this study explores the consumer attitude formation at conscious mind as a predisposition to behave in a consistently favorable composite of a customer's beliefs, feelings, and behavioral intentions towards product or service within the context of marketing. The empirical results also determine the cross cultural dimensions in preconscious mind, which exert a positive influence on the psychological motivations toward a product or service. Implications for practitioners and researchers are also addressed in this study, and suggestions made for future research.

**Key words:** Customer Citizenship Behavior; Psychodynamics: conscious, preconscious, and unconscious mind

## 1. Introduction

Over the past decade, consumer relationship has undergone a prominent change. Leon G. Schiffman and Leslie Lazar (2007) state consumer behavior as “the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.” In reality, consumer relationship is more than just satisfaction (Trout 2000 p33). Particularly as services are produced and consumed simultaneously, the fundamental interaction between service providers and customers is highly significant to performance (Kelley, Donnelly, Skinner 1990; Zeithaml, Parasuraman, and Berry 1990). In today's marketing environment, the priority goes to value- and retention- focused marketing strategy rather than traditional marketing concept (Leon & Lazar 2007 p26). Customer Citizenship Behavior (hereinafter referred to as CCB) continues to be a popular research in marketing as both practitioners and academics show considerable attention. Unlike customer participation behavior, CCB is positive, voluntary, helpful, constructive behaviors enacted towards the firm and other customers (Bove et al. 2008, Gruen 1995). Theorists have approached consumer personality in a variety of ways. As personality develops continuously over time, few studies emphasize on the dual influence of heredity and early childhood experiences (Loughry, Maryanne 2001) and others stressed on environmental and social influences determining consumer behavior (Hanna Kim, Eun-Jung Lee, Won-Moo Hur 2012). The aim of this study is to explore the psychodynamic factors: conscious, preconscious, and unconscious mind towards CCB approach emphasizing the motives and desires of a particular product or service. The purpose of this research is thus to examine the role of psychodynamics in CCB.

### 1.1 Objectives

- Role of conscious mind towards attitude formation
- Impact of cross cultural dimensions in preconscious mind
- Influence of unconscious mind as a psychological motivator

## **2. Theoretical Background and Hypotheses**

In order to enhance company's global competitiveness continually, much of the recent literature concentrates on managing customers' as human resources (Bettencourt, 1997; Groth, 2005). In recent years, research has emerged concerning customer citizenship behavior. Similar to employees, customers may demonstrate voluntary behavior which is not demanded of them, but however helps the organization (Groth, 2005).

### *2.1 Consumer Attitude*

An attitude is a general evaluation of a product or service formed over time (Solomon, 2008). Lars Perner (2010) determines consumer attitude formation as a predisposition to behave in a consistently favorable or unfavorable composite of a consumer's beliefs, feelings, and behavioral intentions toward some a product or service within the context of marketing. The attitude is formed as the result of a positive or negative personal experience. Maybe outside influences of other individuals persuaded the consumer's opinion of a product or service. Attitudes are relatively enduring (Oskamp & Schultz, 2005, p 8). The value-communicative function is applied when a consumer is basing their attitude regarding a product or service on central values. The reflection that a product or service has on the consumer is the main concern of an individual embracing the value expressive function (Solomon, 2008).

### *2.2 Conscious Mind*

The ego-defensive function is apparent when a consumer feels that the consumption of a product or service might compromise their self-image. Furthermore, the ego-defensive attitude is hard to change. The ego-defensive attitude is a way for individuals deny their own disconcerting aspects (Narayan, 2010). A marketer must step gently when conceiving a message strategy for a consumer with an attitude based on the ego-defensive function. An experiment constructed asking participants to choose between a series of apartments with different characteristics, but distracted one group to stop them thinking consciously about their decision (Dijksterhuis, 2004). The group allowed considering consciously making better decisions when compared to unconscious considerations. Characteristics of the attitude object are the attributes. The influential multi-attribute Fishbein model uses three components of attitude – salient beliefs, object-attribute linkages, and the measurement of importance for the attribute. Anticipated consumer behavior can be used to enhance the Fishbein model (Smith, Terry, Manstead, & Louis, 2008).

### *2.3 Cross Cultural Preconscious Mind*

Determination of culture diverges from the very comprehensive seeing it as the tailor-made component of the environment (Herskovitz, 1955); extremely centered as 'culture is a shared meaning system' (Shweder and LeVine, 1984, p 110). Groeschl and Doherty (2000, p.14) suggest that culture is complex to define: "Culture consists of several elements of which some are implicit and others are explicit. Most often these elements are explained in terms such as behavior, values, norms, and basic assumptions." Cross-cultural research has experienced little focus on values as a centrally held, enduring belief that guides judgments over specific situations and beyond the immediate goals (Leidner and Kayworth, 2006). Values refer to relationships among classes that are characterized by conceptual affective components and involve a preference for a certain type of action (Karahanna, et al, 2005).

### *2.4 Unconscious Psychological Motivation*

Unconscious thought has led to better choices most of the time without cognition. Participants in a study were asked to think concerning the reasons for their decisions went on to make worse choices (Wilson & Schooler, 1991). Later studies found that consciously contemplating about a guileful conclusion tended to intercede with cognitive accomplishing and confuse the differences between choices (Tordesillas & Chaiken, 1999). Four separate experiments searching for the fabled power of unconscious thought pointed towards the same conclusion: "In stark contrast to the claims in the literature and the media we found very little evidence of the superiority of unconscious though for complex decisions." (Newell et al., 2009; p.19).

## 2.5 Hypotheses

Following hypotheses are developed after reviewing the extant literature on CCB:

- H<sub>1</sub>: Conscious mind will increase the attitude formation on CCB
- H<sub>2</sub>: Preconscious mind and cross cultural inducement will be significant
- H<sub>3</sub>: Influence of unconscious mind will exert a positive influence on psychological motivations
- H<sub>4</sub>: Attitude formation will be strongly related to Preconscious mind
- H<sub>5</sub>: Psychological motivations will be strongly related to Preconscious mind
- H<sub>6</sub>: Attitude formation has a positive effect on CCB
- H<sub>7</sub>: Cross cultural activities have a positive effect on CCB
- H<sub>8</sub>: Psychological motivations will be strongly related to CCB

## 2.6 Conceptual Model

The conceptual framework of this research is presented in Figure I:

## 3. Research Methodology and Research Strategies

### 3.1 Subject and Procedure

The Advanced Learner's Dictionary of Current English, Oxford (1952, p.1069) defines research as “*a careful investigation or inquiry specifically through the search for new facts in any branch of knowledge.*” In this research, various steps that are generally adopted in studying the research problems were analyzed. The approach applied in this study was Qualitative Approach. Subjective assessment of opinions, behaviors, and attitudes were discussed, and the adopted technique for sampling was non probability sampling. For more precise investigation by developing working hypotheses, the exploratory research study was habituated for this study. Convenience random sampling was accustomed to select the potential unbiased respondent into the sample.

An inductive method was used by reviewing the existing literature (Solomon, 2008; Lars Perner, 2010; Oskamp & Schultz, 2005; Narayan, 2010; Dijksterhuis, 2004; Smith, Terry, Manstead, & Louis, 2008; Shweder and LeVine, 1984; Leidner and Kayworth, 2006; Karahanna, et al, 2005; Wilson & Schooler, 1991; Tordesillas & Chaiken, 1999; Newell et al., 2009; p.19). This was followed by structured questionnaire, observation method and through direct interview. The initial part of the questionnaire comprises the demographic factors of the respondents and the later part of the questionnaire deals with psychodynamics of CCB. Customers of Shopping Malls in Chennai were personally interviewed (n=89) and asked to recall any helpful, kind, considerate or thoughtful customer citizenship behavior (critical incident) they had received. After eliminating/revising double-barreled, ambiguous, and leading statements (Churchill, 1979), 64 behaviors remained. Secondary data collection is done through catalogues & brochures, journals and articles, magazines, newspapers, and other sources of published information.

### 3.2 Analysis Methods

From the relevant literature, wherever possible, all of the item scales were adopted and modified to fit the psychodynamics context. Service quality scale and information quality scale were adapted from Delone and Mclean. Initially the study was pilot tested and reviewed for clarity by faculty and doctoral students. All items were rated on seven-point, Likert-type scales anchored at “strongly disagree” (1), “strongly agree” (7), and “neither agree nor disagree” (3). Empirical assessment of the above conceptual model was done through partial least squares (PLS) regression analysis as the primary statistical technique, specifically using XLSTAT<sup>®</sup>.

## 4. Data Analysis and Findings

The conceptual model was tested by using bootstrapping analysis in the PLS method. The bootstrapping analysis was

done with 50 re-samples, and path coefficients were re-estimated using each of these re-samples. In order to assess the discriminant validity, the square root of the Average Variance Extracted for each construct should be greater than the correlations between constructs, that is, the off-diagonal elements in Table 3 (Fornell and Lacker). The highest correlation between any pair of constructs was 0.74 (unconscious mind and between attitude formation). This was lower than the lowest square root of Average Variance Extracted 0.59 (0.76 for customer citizenship behavior). Hence, demonstrating sufficient psychometric properties for all of the measures, the criterion of discriminant validity was satisfied.

## 5. Results and Conclusion

The majority of the shoppers were female (56%). Shopping traditionally has not been a significant role for males in India. Furthermore, most shoppers in malls were younger adults between 25 and 30 years old, accounting for 33% of the surveyed customers. These age group customers are more centripetal of new products and more interested in exploring new retail strategies compared to older age groups (Babin et al., 1994). Findings suggest that the conscious mind will induce the customers towards the attitude formation. As culture has an emotional value, preconscious mind was significant towards CCB. The influence of the unconscious mind was positively significant with CCB as a psychological motivation. The proactive customer citizenship behavior among the shopping mall customers can be enhanced by an attitude formation with a cross cultural behavioral change enhancing the conscious mind towards the product or service.

The results of this study demonstrate that CCB can be applied to explicate psychological behavior towards the shopping malls. Although this study provides useful insights, there are several limitations worth addressing. Future research should be conducted keeping in mind the limitations of this study. First, the results must be viewed in accordance with the fact that the sample was limited to shopping malls in Chennai. Furthermore, the majority of its members are female, resulting in the survey subjects being 36 females and 28 males, bringing into question the generalizability of our findings. Future studies could improve the generalizability of our findings by examining our research model, thereby balancing the influence of gender and context concerns. By continuing to draw on the theory and findings of related studies as we proposed, we believe the resulting increased richness of models and interpretations would significantly advance our understanding of the important phenomenon of CCB.

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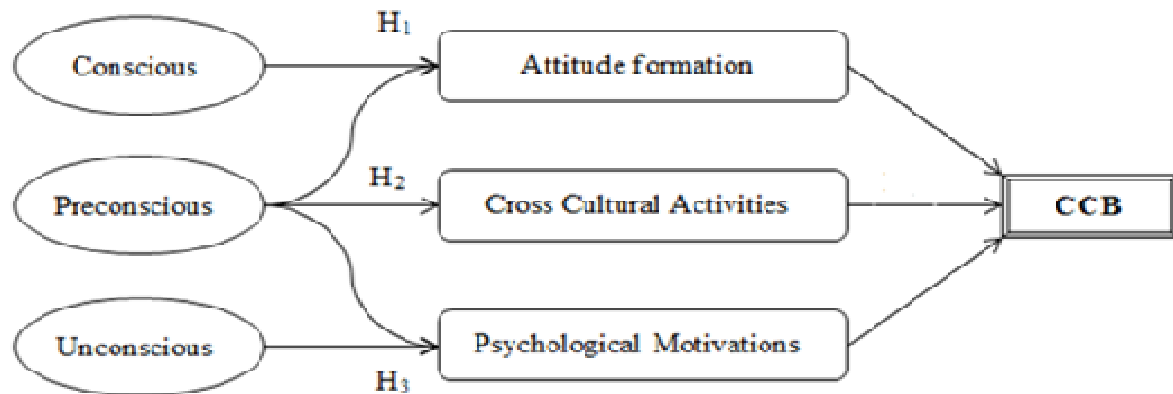


Figure 1: Conceptual Model

Table 1: Sample characteristics

MEASURES	(N=64)
Gender	
Male	28 (44%)
Female	36 (56%)
Age	
≤ 24	6 (9%)
25 – 30	21 (33%)
31 – 35	18 (28%)
36 – 40	14 (22%)
≥ 40	5 (8%)
Salary (pm)	
< 10,000	7 (11%)
10,001 – 15,000	11 (17%)
15,001 – 20,000	23 (36%)
20,001 – 25,000	13 (20%)
> 25,001	10 (16%)
Shopping Experience (yrs)	
0 – 1	12 (19%)
2 – 3	24 (38%)
4 – 5	16 (25%)
5 – 6	8 (13%)
> 6	4 (6%)

Table 2: Results of Factor Analysis

MEASURES	ITEMS	AVERAGE VARIANCE EXTRACTED
Conscious Mind (CM)	3	0.69
Preconscious Mind (PCM)	3	0.67
Unconscious Mind (UCM)	3	0.71
Attitude Formation (AF)	4	0.73
Cross Cultural Activities (CC)	4	0.72
Psychological Motivations (PM)	4	0.68
Customer Citizenship Behavior (CCB)	6	0.59

Table 3: Correlation between variables

	MEAN	SD	CM	PCM	UCM	AF	CC	PM	CCB
CM	5.8	0.97	0.83						
PCM	5.7	0.96	0.72	0.82					
UCM	6.1	0.97	0.61	0.66	0.83				
AF	5.9	0.98	0.62	0.69	0.74	0.85			
CC	5.8	1.07	0.58	0.65	0.62	0.67	0.84		
PM	6.1	0.99	0.70	0.68	0.69	0.71	0.73	0.82	
CCB	6.0	1.10	0.57	0.61	0.45	0.56	0.59	0.64	0.76

*\*The shaded numbers are in the diagonal row are the square roots of the average variance extracted*