

# ANTECEDENTS OF CUSTOMER PARTICIPATION AND CUSTOMER CITIZENSHIP BEHAVIOUR

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## Abstract

*Two types of customer behaviour in the process of service delivery are customer participation behaviour, defined as expected and required behaviours necessary for the successful production and delivery of the service, and Customer citizenship behaviour, defined as voluntary and discretionary behaviours that are not required for the successful production and delivery of the service but that, in the aggregate, help the service organization overall. This study is an attempt to look into the drivers of customer participation behaviour, and customer citizenship behaviour. Three antecedent variables considered in the study are customer socialization, relationship age, and customer's perceived support from the company.*

*The results establish a positive relationship between Customer organizational socialization and Customer Participation. The results further indicate a more favourable relation between Customer socialization and customer citizenship behaviour. The more aware a consumer becomes, higher is the degree of citizenship behaviour he exhibits. The customer perceived company support also showed a positive relationship with customer citizenship behaviour. When a consumer perceives the company is providing adequate support for service consumption, he may be more loyal and efficient. The findings have important managerial implications. Positive relationship between customer participation and customer organizational socialization indicates that to increase customer participation, managers may look at ways to increase customer socialization.*

*Keywords:* Customer Participation, Customer Citizenship Behaviour, Customer Socialization