

Brand Loyalty and Customer Citizenship Behaviour among Mobile Phone Users

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ABSTRACT

Customers' voluntary behaviors play a vital role in enhancing a company's competitive advantage. This study aims to identify the factors that influence Customer Citizenship Behavior (CCB) among smartphone users. Specifically, the study examines the relationships between brand trust, brand love, brand loyalty, and CCB. The sample comprised students from Universiti Teknologi MARA (UiTM), and data were gathered using an online questionnaire. A total of 294 valid responses were obtained and analyzed using the Statistical Package for the Social Sciences (SPSS). Correlation analyses were conducted to examine the relationships among the study variables. The findings revealed that brand trust and brand love influence brand loyalty. Brand loyalty also is positively associated with CCB. These results provide valuable insights for marketers to foster customers' voluntary supportive behaviors toward their brands, thereby strengthening their competitive advantage in the smartphone industry.

Keywords: Brand trust, Brand love, Brand loyalty, Customer Citizenship Behavior

INTRODUCTION

Nowadays, mobile phone industry is highly competitive. Major brands continuously compete to attract and retain customers through innovative features, superior customer experiences, and effective social media marketing strategies. The advance of social media such as Facebook, YouTube and TikTok indirectly emerged as a strategic platform for companies to strengthen customer relationships, enhance brand engagement, and foster long-term loyalty among users. In fact, consumers rely on social media for product reviews, recommendations, and brand-related information before buy preferred mobile phone brand (Chevalier & Mayzlin, 2006; Tang, 2024). Therefore, understanding consumer behaviors in online environments has become a main concern for both researchers and practitioners. In the context of social media, brand loyalty plays significant role in encouraging customer citizenship behavior (CCB). Customer who loyal with the brand tend to actively interact with brand content, participate in brand communities, disseminate product-related information, and recommend brands to others through positive electronic word-of-mouth (Suban, Abdinagoro, & Farah, 2025; Irawan, Keni, & Wilson, 2025).

Moreover, CCB has become increasingly valuable because consumers can easily influence large audiences through online reviews, comments, content sharing, and brand advocacy activities. Positive customer-generated content can significantly enhance brand visibility, credibility, and reputation among potential customers (Niu, 2024; Kumar, Suriakala, Nair, Krishnaprasad, & Deepak, 2025). In fact, customers who demonstrate high levels of brand loyalty are more likely to engage in CCB because they develop stronger emotional attachment and commitment toward the brand. They engage in voluntary behaviours such as advocacy, recommendations, feedback provision, and help other customers (Yi, & Gong, 2013; Moywaywa, Nkaabu, & Huka, 2024). However, there still lack of research that examining the relationship between brand loyalty and CCB among

mobile phone users. The existing literature has focused on traditional service settings, while technology products and social media contexts have received less attention. Therefore, understanding whether brand loyalty can stimulate CCB among mobile phone users on social media is both theoretically and practically important as an idea to companies sustain in the market

LITERATURE REVIEW

Customer Citizenship Behavior (CCB): Customer Citizenship Behaviour (CCB) describes as discretionary, uncompensated actions buyers take to support a brand or its community, such as recommending products, helping other users, and providing feedback (Groth, 2005; Yi & Gong, 2013). CCB is highly valuable to companies (Garrouch & Ghali, 2023). The rise of digital platforms and social media has heightened its impact, and enabling consumers to influence other customer opinion and brand selection (Tran, 2025). This behavior is important in mobile phone industry, where tech consumers constantly share insights on software, hardware features, and user experiences across virtual forums (Méndez-Lazarte et al., 2025; Wang, Jantan, & Wang 2024). Ultimately, fostering CCB is a crucial goal for mobile brands in order to build strong consumer relationships for long term period.

Brand Trust: Brand trust is a critical factor in fostering brand loyalty among smartphone users. Trust refers to consumers' willingness to rely on a brand based on the belief that it is reliable, honest, and capable of delivering on its promises (Chaudhuri & Holbrook, 2001). In a fiercely competitive marketplace, establishing this trust is essential for brands aiming to secure enduring customer retention. Because smartphones are high-involvement goods, consumers engage in rigorous pre-purchase evaluations of features like technological innovation, product quality, and brand reputation. Consequently, trust acts as a primary determinant of a consumer's ultimate dedication and preference for a specific smartphone brand. Previous studies have consistently reported a positive relationship between brand trust and brand loyalty among mobile phone users (Firdausiah, Sunaryo, & Sumiati, 2024; Cahyani & Setyaning, 2026). In fact, customers who perceive a smartphone brand as reliable and trustworthy tend to demonstrate stronger loyalty and long-term commitment toward the brand (Ng, Li, & Li, 2024; Tarigan, & Yobeanto, 2025). Based on this statement, its clearly indicates that developing and sustaining brand trust is essential for smartphone company to strengthen customer loyalty and achieve a sustainable competitive advantage. Therefore, the following hypothesis is proposed:

H1: There is a significant relationship between brand trust and brand loyalty

Brand Love: Brand love refers to the deep emotional attachment and passionate affection that satisfied consumers develop toward a particular brand (Carroll & Ahuvia, 2006). Consumers who experience strong brand love often view the brand as an important part of their self-concept and are more inclined to establish enduring relationships with it. In the highly competitive smartphone market, emotional connections with a brand can significantly influence consumers' purchasing decisions and post-purchase behaviors. Previous studies have shown that consumers with higher levels of brand love are more likely to engage in positive word-of-mouth communication, advocate for the brand, and maintain favorable attitudes (Bae & Kim, 2023; Firdausiah et al., 2024; Widiyantoro & Kuswati, 2024). Furthermore, brand love has been associated with stronger repurchase intentions and greater commitment to the brand over time. Consumers who develop deep emotional attachment toward a brand are more likely to remain loyal, repeatedly purchase its products, and sustain long-term relationships with the brand despite competing alternatives (Amoroso, Lim, & Ogawa, 2024; Lattifia, Widagda, Giantari, & Seminari, 2025). Consequently, brand love is expected to positively influence brand loyalty among mobile phone users. Therefore, the following hypothesis is proposed:

H2: There is a significant relationship between brand love and brand loyalty

Brand Loyalty: Brand loyalty refers to a customer's strong commitment, emotional attachment, and consistent preference for a particular brand, leading to repeated purchases despite the presence of competing alternatives (Keller, 2014). Nowadays, customers action is a critical determinant of business success. This is due loyal customers not only engage in repeat purchasing behavior but also voluntarily behaviors that benefit the brand, commonly referred to as Customer Citizenship Behavior (CCB). Previous studies have identified brand loyalty as a significant antecedent of CCB (Moywaywa et al., 2024; Pham & Ho, 2024). In fact, loyal customers are

more likely to provide constructive feedback, advocate for the brand through positive word-of-mouth, and assist other consumers by sharing product-related information and experiences. Such voluntary behaviours reflect customer citizenship behaviour, which emerges when customers develop strong loyalty and commitment toward a brand (Irawan et al., 2025; Suban et al., 2025). These behaviors are particularly evident among mobile phone users. Customer who loyal with the brand often help others to resolve product-related issues or offer recommendations to choose the best smartphone brand. This relationship is explained by Social Exchange Theory (Blau, 1964), which proposes that customers who perceive satisfactory value and positive experiences from a brand are likely to reciprocate through voluntary behaviors that benefit the organization. Consequently, loyal customers tend to contribute beyond their purchasing role by participating in actions that enhance the brand's reputation and support other consumers. Based on the existing literature, brand loyalty can be considered an important driver of CCB. Therefore, the following hypothesis is proposed:

H3: There is a significant relationship between brand loyalty and CCB

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

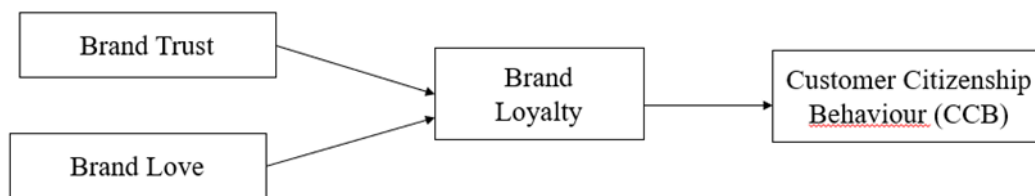


Figure 1: Conceptual Framework Factor Influence Customer Citizenship Behaviour

RESEARCH METHODOLOGY

Sampling

This study involved 350 students from Universiti Teknologi Mara. Data were collected through online questionnaires and distributed via WhatsApp groups using a random sampling approach. Respondents were selected randomly based on WhatsApp member lists to ensure that the survey was fairly distributed among participants. However, only 294 completed questionnaires were returned and used for data analysis. The data were analyzed using the Statistical Package for the Social Sciences (SPSS) to conduct reliability testing, descriptive analysis, pearson correlation, and multiple regression analysis. In terms of measurement, the questionnaire was adapted from previous studies. The construct of brand trust was adapted from Delgado-Ballester (2004), brand love form Carroll and Ahuvia (2006), brand loyalty from Keller (2001) and CCB from Groth (2005). Respondents were asked to indicate their level of agreement using a 7-point Likert scale ranging from 1 (Disagree) to 7 (Strongly Agree).

FINDINGS AND DISCUSSION

A total of 249 respondents participated in this study by completing the questionnaire through random sampling. The demographic profile of the respondents is presented in Table 1 below.

Table 1: Demographic Profile of the Respondents

Item		Frequency (n=294)	Percentage (%)
Gender	Female	163	55.4
	Male	131	44.6

Age	18-24	294	100.0
Level of Study	Diploma	294	100.00
Mobile Phone Brand Name	Samsung	89	30.3
	Xiaomi	39	13.3
	Apple	92	31.3
	Oppo	5	1.7
	Others	69	23.5
Mobile phone duration	Less than 1 years	68	23.1
	1-3 years	147	50.0
	4-6 years	79	26.9

Table 1 shows that the sample consists of 55.4% female and 44.6% male students participating in this study. All respondents are diploma students (100%), with an age range of 18 to 24 years (100%). Regarding smartphone brands, the most commonly used brands are Apple (31.3%), Samsung (30.3%), Oppo (1.7%), Xiaomi (13.3%), and other brands (23.5%). In terms of usage duration, the majority of respondents (50.0%) have been using their smartphones for 1 to 3 years.

Table 2: Descriptive Analysis for Research Variables

Item	Mean	Standard Deviation
Brand loyalty	5.78	0.620
Brand Trust	5.79	0.691
Brand love	5.78	0.620
Customer Citizenship Behavior	5.89	0.697

Table 2 illustrates descriptive analysis for research variables. The mean for brand loyalty (5.78), brand trust (5.79), brand love (5.78) and customer citizenship behavior (5.89). This result shows the high level of respondent agreement across all variables.

Table 3: Pearson Correlation Result

Research Variable	R-Value	P- value	Decision
Brand love → brand loyalty	0.911	0.001	H1 is supported
Brand Trust → brand loyalty	0.956	0.001	H2 is supported
loyalty → CCB	0.599	0.001	H3 is supported

* Correlation is significant at the 0.05 level (2-tailed)

A correlation analysis was conducted to investigate the relationships between the studied variables. The findings of this study indicate that all investigated variables share a positive correlation with Customer Citizenship Behaviour (CCB). The R-value for brand love is ($r = 0.911$, $p < 0.05$), trust ($r = 0.956$, $p < 0.05$), and loyalty ($r = 0.599$, $p < 0.05$). This indicates that all these variables show a strong relationship with CCB. These findings indicate that respondents who exhibit higher levels of trust and emotional attachment toward a mobile phone brand are more likely to demonstrate stronger loyalty. The customer who loyal with brand also voluntary engage in CCB.

Brand love is important predictor that influence loyalty among mobile phone uses. In the mobile phone industry, brand love is particularly important because smartphones are highly visible and personally meaningful products that consumers use daily. Major smartphone manufacturers, including Apple and Samsung, successfully cultivate deep emotional bonds with their audience by leveraging cutting-edge designs, dedicated brand communities, and prestige. Consequently, when users form a profound psychological attachment and enthusiasm for a specific brand, they exhibit higher retention rates. This intense brand loyalty drives them to consistently repurchase from the company and actively advocate for it, even when rival products are readily accessible (Chebab & Boukerch, 2025; Ul Hassan, Khan, Mansoor, & Jamil, 2026). Recent studies also indicates that social media engagement enhances brand love, and increases brand loyalty among consumers (Nugraha, 2024; Maulina, 2026). These findings suggest that consumers who emotionally connect with a brand are more likely to maintain long-term relationships and resist switching to competing brands.

Brand trust also prominent factors that influence loyalty behaviour among the customers. In online context, trust encourages consumers to actively interact with brands on social media by liking, commenting, sharing content, and participating in online discussions. Customer who trusts a brand, are more willing to engage with its social media activities because they perceive the brand as credible and authentic (Menon, 2024; Ali, 2025). In fact, when consumers perceive a brand as trustworthy, they are more likely to remain loyal even when competitors offer attractive alternatives (Monfort, Villagra, & Sánchez-Herrera, 2025). This is in line with previous studies who argue that with brand trust is important predictors to influence brand loyalty (Larasati 2025; Saktiana, 2025). These findings suggest that mobile phone brands can enhance customer loyalty by ensuring transparent communication, delivering reliable information, and consistently fulfilling brand promises via social media platforms.

Lastly, this study also revealed that brand loyalty has a significant positive relationship with customer citizenship behavior (CCB). This suggests that customers who are loyal to a brand are more likely to engage in voluntary behaviors that benefit the brand beyond their purchasing activities. Such behaviors include recommending the brand to others, providing constructive feedback, assisting other customers, defending the brand against criticism, and participating in brand-related activities on social media platforms. This is in line with previous studies who found that brand loyalty had a strong positive and significant effect on CCB (Moywaywa et al., 2024; Tran, 2025; Le, Kim, & Park, 2024). The study revealed that customers who maintain stronger relationships with brands are more willing to engage in advocacy, helping behavior, feedback provision, and tolerance toward service failures. These findings suggest that loyal customers often perceive themselves as partners of the brand and voluntarily contribute to the brand's success.

CONCLUSION

Ultimately, this research enriches the growing body of literature on consumer behavior by offering empirical validation of the positive interplay between brand love, brand trust, brand loyalty, and customer citizenship behavior (CCB) in the mobile sector. These insights are highly valuable for scholars and marketing practitioners to illustrating how cultivating consumer loyalty can stimulate discretionary behaviors that drive long-term brand expansion and sustainability in today's digital landscape. However, his study only focuses on CCB among students at Universiti Teknologi Mara. Therefore, the result cannot be generalized to other mobile phone users in Malaysia. Collecting data through social media platforms like Facebook may improve the generalizability of findings within the Malaysian context. Future studies may incorporate additional constructs such as customer satisfaction, perceived value, brand engagement, or brand experience to provide a more comprehensive understanding of consumer behavior.

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