The Impact of the social support on customer satisfaction and citizenship behavior in online brand communities (Case Study: Online Retail in Iran)

seyed mojtaba seyedi*,

Abstract The symptoms of customer's citizenship behavior include giving positive feedback to the company, suggestions, and helping other customers. On the other hand, compared with other customers, companies also support their customers with information and emotion that this information and emotional supports have a positive effect on customer satisfaction. Therefore, the present study examines the effect of social support on customer satisfaction and citizenship behavior in online brand. The research method is descriptive-survey and its purpose is applied, and the method of data collection is field and its tool is a questionnaire. In the current study, the survey population was all those who had at least one successful shopping experience with Digikala, Bamilo, and Zanbil sites with their account. By considering the total number of statistical population and according to the Cochran formula, the sample size is 418 people. And a non-probability sampling method was available. Data were analyzed by using SPSS software version 20 and smart pls 2. The obtained results of this study showed that the main model of research is well-fitted and the results of the hypotheses show that, customer satisfaction on affects feedback, Recommendations & helping other customers. The results also showed that informational and emotional supports affects customer satisfaction. Finally, results showed that Support source (customers vs. firms) does not modify the relationship between information and emotional support and customer satisfaction. Keywords: Social protection, Information support, Emotional support, Customer satisfaction, Customer citizenship behavior.

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