

RESEARCH ON THE INFLUENCE OF SOCIAL E-COMMERCE SERVICE QUALITY AND UGC QUALITY ON CUSTOMER CITIZENSHIP BEHAVIOR

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ABSTRACT. *With the rapid development of mobile Internet and the comprehensive popularization of mobile intelligent terminals, social e-commerce is booming. However, the problem of user churn rate in social e-commerce is quite prominent. It is very important to stimulate customer's citizenship behavior for expanding new users and developing existing users. Therefore, from the perspective of relationship quality, this paper explores the influence mechanism of social e-commerce service quality and UGC quality on customer citizenship behavior. Through deduction, it is found that relationship quality between members and social e-commerce and the relationship quality between members play a mediating role in the influence process of service quality and UGC quality on customer citizenship behavior. This study provides theoretical support for further research on customer citizenship behavior.*

Keywords: Social e-commerce, Service quality, UGC quality, Relationship quality, Customer citizenship behavior

1. **Introduction.** Social e-commerce is a new derivative model of e-commerce. Social e-commerce can spread and share the content of goods with the help of microblog, wechat and other network social platforms, or build e-commerce into a comprehensive platform integrating shopping and social networking. According to statistics, the transaction scale of social e-commerce accounts for 19.4% of the total online retail scale in 2019, and there is a trend of continued growth in the future¹. Social e-commerce mode has broken the previous shopping mode, and consumers' recognition of social e-commerce is increasing. The number of social e-commerce participants continued to grow.

Social e-commerce will have an impact on users from two aspects. On the one hand, it is the subjective feeling that the service quality of the platform brings to users; on the other hand, it is the subjective feeling that the quality of user-generated content brings to users. In addition, because social e-commerce users are diversified in terms of geography and background, the organization and regulation of social e-commerce are weak. Relationship is an important link to maintain and promote the development of social e-commerce. The quality of the relationship plays a very important role in the continuous operation of social e-commerce. As a general concept, relationship quality can better explain the non-purchasing behavior of members in the community compared to examining individuals alone. Existing studies mostly explore its role from the perspective of service quality or UGC quality. And the existing research rarely involves relationships. Therefore, this article integrates service quality and UGC quality from a platform perspective. From the perspective of relationship quality, this article explores the internal mechanism that

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affects customer citizenship behavior in the context of social e-commerce. First, this article systematically reviews relevant research on customer citizenship behavior. Secondly, this article introduces relationship quality and deduces the influence mechanism of customer citizenship behavior. Finally, deduce the influence path of social e-commerce service quality and UGC (user-generated content) quality on customer citizenship behavior. This article not only enriches the theoretical research on customer citizenship behavior, but also provides a scientific basis for promoting the healthy operation of social e-commerce.

2. Literature Review of Customer Citizenship Behavior.

2.1. Definition of customer citizenship behavior. The concept of customer citizenship behavior comes from the field of organizational behavior. Organ believed that organizational citizenship behavior is a free choice behavior that is not formally recognized by the organization's reward system but will promote organizational effectiveness [1]. Gruen introduced the concept of citizenship behavior into the field of marketing [2]. Groth first proposed and explained customer citizenship behavior. He believes that this is a voluntary behavior of customers that does not need to be motivated by the company's formal rewards. Customer citizenship behavior is not necessary for the service delivery process, and is generally conducive to improving the efficiency and effectiveness of service enterprises [3]. Domestic scholars Chen et al. gave the definition of customer citizenship behavior a dynamic relationship attribute from the perspective of relationship marketing [4]. In summary, this article believes that customer citizenship behavior is a voluntary behavior of customers that is not necessary for the service delivery process. The actions taken by customers to fully exercise their rights are conducive to improving the efficiency and effectiveness of service enterprises.

2.2. Dimensions of customer citizenship behavior. The dimensional research of customer citizenship behavior has different measurement models in different situations and different theoretical backgrounds. Groth divided customer citizenship behavior into three-dimensionality of recommendation behavior, help behavior, and feedback behavior in the context of e-commerce [3]. Fan started from the perspective of the direct beneficiary of the behavior. He summarized the dimensions of customer citizenship behavior as toward the enterprise, toward other consumers, and toward corporate employees [5]. Zhang et al. further refined customer citizenship behavior in the context of virtual communities. They divided it into seven dimensions, including support, feedback, tolerance and supervision, response to help, sharing, and support according to the business and customer oriented [6]. Groth's three-dimensional division research has been recognized and used by most scholars. Scholars conduct extended research based on different theories or perspectives. Therefore, this article also uses Groth's three-dimensional division of customer citizenship behavior.

2.3. Related research on the influence mechanism of customer citizenship. Scholars' research on the antecedent variables of customer citizenship behavior mainly focuses on three aspects: corporate factors, customer behavior factors and customer psychological factors.

At the level of corporate factors, many scholars have found that corporate social responsibility has a positive impact on customer citizenship behavior [6-11]. The study of Bartikowski and Walsh found that a positive company reputation will increase the possibility of customers taking favorable behaviors towards service companies [12]. Lin et al. believed that front-line employees who actively discover consumer needs and quickly answer questions can stimulate customers' beneficial behaviors for the company. That is, organizational citizenship behavior will promote the generation of customer citizenship behavior [13].

At the level of customer behavior factors, customers' own behavior and interaction between customers are important factors that affect customer citizenship behavior. Xie et al. proved that virtual brand community interaction positively affects customer citizenship behavior [14]. Zhang used online self-media as the context and found that actively interacting online reference groups significantly positively affect customer citizenship behavior [15]. Therefore, encouraging customers to actively participate in the service process can promote the generation of other customers' citizenship behavior.

At the level of customer psychological factors, Gruen studied consumers' perceptions of relationship marketing psychology and behavioral results. He found that the psychology of consumer commitment, satisfaction and trust helps them produce citizenship behavior [2]. Yi and Gong found that the citizenship behavior of employees will affect the citizenship behavior of customers after they produce psychological states such as satisfaction and promise [16]. It is not difficult to find that satisfaction and trust, as an important dimension of relationship quality, have received extensive attention in the field of customer citizenship behavior research. Moreover, this article enriches the research context of CCB. This article concretes the online context to social e-commerce.

3. Deduction of Factors Affecting Customer Citizenship Behavior.

3.1. Definition of basic concepts.

3.1.1. *Social e-commerce service quality.* Social e-commerce service quality refers to the results of social e-commerce consumers' evaluation and judgment on the service level and quality of products and platforms. Essentially, it is a judgment between consumers' expectations and their actual perception of service quality. The SiteQual scale was proposed by Yoo and Donthu. This is the first e-commerce service quality scale [17]. Parasuraman et al. proposed E-S-Qual, a website core service quality scale. E-S-Qual includes four dimensions of efficiency, reliability, fulfillment, and privacy [18]. Based on the online shopping process of consumers, Bauer and others analyzed each link in the consumer transaction process one by one. Then they proposed the eTransQual scale. The scale contains five: functional design, fun, process, reliability and responsiveness [19]. After sorting out the above scales, we can get some dimensions that appear in multiple scales, such as ease of use, reliability, safety, and responsiveness. Social e-commerce places more emphasis on social experience. E-commerce platforms consider customers and strive to meet customer requirements. The platform tries to make the service process full of friendship. Therefore, increasing empathy is the fifth dimension of social e-commerce service quality.

3.1.2. *Social e-commerce UGC quality.* UGC is a general term for user-generated content, which is essentially a kind of information. The maturity of the Internet and the popularization of mobile terminals have transformed users from information receivers to publishers. This also allows users to participate in the content creation of social e-commerce platforms. The importance of these contents is no less than that of advertisements and product information published on the platform. In social e-commerce, UGC quality has always been the object of research by scholars McKinney and others believe that easy understanding, reliability, and usefulness are the three criteria for high information quality. Easier to understand means that the information is clearly distinguished. Reliability refers to the credibility and accuracy of information. Usefulness refers to the role of information for users in making high-quality decisions [20]. Chen proposed two-dimensional standards for information quality, including information and accuracy. Informationality refers to the degree of adequacy, timeliness and usefulness of information. Accuracy refers to the degree of accuracy, credibility, and consistency of information [21]. In the study of

Moore's, the standards of information quality include accuracy, content, form, and timeliness [22]. To sum up, UGC quality consists of two dimensions: information quality and interaction quality.

3.1.3. Relationship quality. The research on relationship quality is mostly used in the field of relationship marketing. Relationship marketing is the marketing method adopted by social e-commerce. Gao regarded the quality of relationship as the establishment of a certain connection between buyers and sellers in order to protect their own needs [23]. In addition, Tan believed that relationship quality is a certain connection determined by online customers with online merchants in order to meet their own needs [24]. In the past, scholars regarded relationship quality as some kind of connection or evaluation. Relationship quality is an evaluation of reality. This evaluation depends on the degree to which the relationship between the social e-commerce platform and the user meets their respective needs although the academic circles have not uniformly divided the dimensions of relationship quality.

Scholars at home and abroad have not reached a consensus on the division of relationship quality dimensions. Crosby et al. believed that relationship quality consists of two dimensions: satisfaction and trust. Satisfaction is an emotional state, a subjective evaluation of the interaction process between users and the platform; trust refers to the degree of trust that users have in the platform's honesty and kindness. They believed that commitment is the expectation of the parties to the transaction to maintain a good relationship. Commitment should be included in the trust dimension [25]. Chang et al. used satisfaction, trust and commitment to measure the quality of the relationship between an enterprise and its customers [26]. Although there is no unified opinion on the dimension of relationship quality in academia, the dimensions of satisfaction and trust are generally recognized.

3.2. Deduction of influencing mechanism model of customer citizenship behavior.

3.2.1. Relationship between social e-commerce service quality and customer citizenship behavior. The perceived service quality in consumer experience will directly or indirectly affect customer behavior. Perceived service quality is the direct or indirect variable of antecedents of consumer behavior tendency. In existing research, most scholars explore the influence path of customer citizenship behavior from the perspective of customer satisfaction. For example, Zang found that service quality has an impact on customer satisfaction, and then on customer citizenship behavior [27]. Ning believed that customer perceived service climate has a significant positive impact on customer citizenship behavior intention through the indirect effect of positive emotion and customer satisfaction [28].

3.2.2. Relationship among UGC quality and customer citizenship behavior. The interaction on social e-commerce can meet the needs of users for interpersonal communication. Based on the theory of social exchange, the platform meets the social needs of users, and users will give back positive attitudes and behaviors. Among them, knowledge sharing is also a civic behavior. Yang once pointed out that communication and interaction in virtual community will promote members' knowledge sharing behavior in virtual community [29]. Fan divides customer participation into three dimensions: responsible behavior, information sharing and interpersonal interaction. Empirical research shows that interpersonal interaction not only has an indirect impact on customer citizenship behavior through customer satisfaction, but also has a direct impact on customer citizenship behavior.

3.2.3. *Social e-commerce service quality positively influences relationship quality.* The better service quality provided by social e-commerce platform can improve members' satisfaction with the platform, and promote members to actively participate in the activities of social e-commerce platform. Research by Han et al. showed that service quality is an important factor affecting customer trust and customer satisfaction [30]. Pang and Xue studied the influencing factors of customer trust in e-commerce environment, and the results showed that technical factors were the direct influencing factors of customer trust in e-commerce environment [31]. The satisfactory service quality can promote the trust between users and the platform and between users. As users participate in the platform interaction, they will have a better impression on other users, and then have more frequent interaction with other users, thus strengthening the trust of other users. Good service quality is conducive to maintaining the quality of relationship between users, platforms and users.

3.2.4. *Social e-commerce UGC quality positively influences relationship quality.* The social e-commerce platform attracts users directly with the help of UGC. Users' evaluation of the information released by other users on the social e-commerce platform will have an impact on their behavior. If the quality of UGC on the social e-commerce platform is uneven, and there is often useless information or frequent interaction that cannot meet the needs, it is bound to cause user dissatisfaction. The user's criterion of information persuasion depends on the quality of UGC. High interactivity represents the initiative of users in information search, while high interactive quality can make users find more concentrated and deep information. The real and high interactive quality UGC can reduce the information search time of users, meet their demand for accurate information of commodities, and thus can be used for other purposes users generate satisfaction emotions, and then extend this emotion to the entire social e-commerce platform. Moreover, UGC is essentially a kind of knowledge sharing behavior, and the emergence of this behavior requires the existence of a high degree of trust between the two parties. When the interactive quality of user generated content is higher, the communication is more frequent and intimate, and the trust between users and platform users is higher. The high quality of UGC is also very important to maintain the quality of relationship between users and platforms.

3.2.5. *Relationship quality positively influences customer citizenship behavior.* Based on social exchange theory, relationship quality often has a decisive impact on the quantity and quality of information and resource exchange between the two sides in the process of interaction. Therefore, relationship quality also plays a decisive role in the quantity and quality of information exchange among members on the social e-commerce platform. The higher the relationship quality between users and social e-commerce platforms and other members, the more likely it is to generate customer citizenship behavior. Zhao and Yu [33] believed that close relationship can promote mutual trust and mutual benefit and social behavior. When a user is in a very satisfied social e-commerce platform, after gaining benefits from the social e-commerce platform, in order to compensate the platform or other users, it is easier to generate behaviors that are beneficial to the social e-commerce platform or other users, such as recommending to other users, providing feedback and helping other users. Bettencourt proposed that the commitment and satisfaction of customers to the enterprise will make them more willing to abide by the rules of the enterprise, and at the same time, they will work more cooperatively with employees [32]. Therefore, in theory, good relationship quality can promote customer citizenship behavior.

3.2.6. *The mediating role of relationship quality.* Based on the theory of social exchange, Bettencourt confirmed that when customers feel the support of enterprises, they will affect their civic behaviors such as cooperation and participation [32]. However, Rosenbaum and Massiah [34] confirmed that the support of other customers will have the same effect.

Good social e-commerce service quality and UGC quality provide guarantee for users to experience a platform with high information quality and friendly service. When users feel the high-quality benefits, they are more inclined to maintaining the friendly and harmonious relationship with the platform and other users to generate the idea of return, which is conducive to the user to generate customer citizenship behavior. Social e-commerce provides better service quality, supervises UGC quality, ensures the positive development trend of the platform to the greatest extent, creates good subjective feelings for social e-commerce users, brings satisfaction and trust to users, promotes users to establish stable and lasting relationship with platform and other users, and finally stimulates customer citizenship behavior of users. From users' perception of service quality and UGC quality to citizenship behavior, relationship quality plays a mediating role.

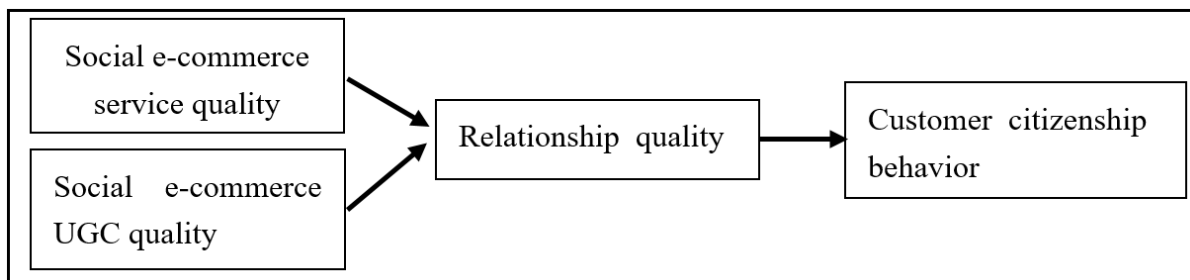


FIGURE 1. Deduction model

4. Conclusions. From the perspective of relationship quality, this study theoretically deduces the influence path of social e-commerce service quality and UGC quality on customer citizenship behavior. The theoretical contributions of this paper are mainly reflected in the following aspects: first, little literature has been involved in the research of customer citizenship behavior in the context of social e-commerce. Based on previous studies and combined with the characteristics of social e-commerce, this paper puts forward the dual antecedents of service quality and UGC quality of social e-commerce, puts relationship quality and customer citizenship behavior into the research framework. Secondly, this paper introduces relationship quality into the research of social e-commerce, and divides the relationship quality into two aspects: platform-user relationship quality and user-user relationship quality, which provides a new perspective for the study of the behavior of social e-commerce members.

Customer behavior depends on different scenarios. Future research on customer citizenship behavior may be discussed separately for different scenarios. In addition, there may be other conduction factors.

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