

**THE IMPACT OF SERVICE BRAND ATTACHMENT ON
CUSTOMER CITIZENSHIP BEHAVIOR: THE MEDIATING
ROLE OF PERCEIVED VALUE**



By:

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Reg. No: EU/IS/2014/MS/46

Index No: MS- 1696



Project Report
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**A project report submitted to the Faculty of Commerce and Management,
Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the
Degree of Bachelor of Business Administration (BBA) Specialization in
Marketing Management**

DEPARTMENT OF MANAGEMENT

ABSTRACT

Service industry is makeup a large part of Sri Lankan economy. Cellular telephone operators in telecommunication industry fast growing industry to contribute service industry. In Sri Lankan context, a far lack of empirical studies have been conducted the impact of service brand attachment on customer citizenship behavior and clarify the role of perceived value within selected cellular telephone operators in telecommunication industry.

This study attempts to fill this knowledge gap. The objective of this study is to identify the level of service brand attachment, customer citizenship behavior, and perceived value, relationship among those variables and impact of service brand attachment on customer citizenship behavior and mediating effect of perceived value within selected cellular telephone operators in telecommunication industry. To achieve these objectives data was collected from 405 cellular mobile telephone subscribers using structured questionnaire. The five Likert point scale was used which ranging from “Strongly agree” to “Strongly disagree.” Convenience sample method used to make sampling framework of the study and also qualitative research approach used this study. The data were analyzed by using descriptive, correlation analyses, simple regression, and multiple regression analysis using IBM SPSS Statistics 22.

The results show that service brand attachment, customer citizenship behavior, and perceived value are in high level and identified that, there is strong positive relationship among variables. Service brand attachment significantly impact on customer citizenship behavior and perceived value partially mediate between service brand attachment and customer citizenship behavior within selected cellular telephone operators in telecommunication industry. This result shows the significance of perceived value and suggest that service executives should strengthen customers, perceived value of service brand to enhance customer citizenship behavior.

Keywords: Service Brand Attachment, Customer Citizenship Behavior, Perceived Value

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