Exploring the Dynamics of Antecedents to Customer Identification with a Service Firm: An Abstract

Min-Hsin Huang, Zhao-Hong Cheng, and I-Chun Chen

Abstract Enhancing the customer-company identification (CCI) has become an important relationship marketing strategy for marketers since a customer with a high level of identification with a service firm is more likely to show various supportive behaviors which can promote the financial success of the firm. This paper examines the dynamics of customer-company identification (CCI) and its antecedents in the service context. Two focal drivers of CCI are tested, namely, corporate social responsibility (CSR) and service quality (SQ). A longitudinal study based on panel data of 213 customers from the restaurant chain was conducted over a 1-year period. By employing latent growth curve modeling, this study finds that the mean level of CCI increases significantly over time. More importantly, although CSR relates positively to the change rate of CCI, SQ does not contribute to CCI growing over time. Results of this study provide new insights into managerial implications about how to invest in customer-company relationship in the long run.

References Available Upon Request

M.-H. Huang (✉) • Z.-H. Cheng • I.-C. Chen
National Sun Yat-Sen University, Kaohsiung, Taiwan
e-mail: minhsin@faculty.nsysu.edu.tw; maddux@url.com.tw;
rachel_mariana_tw@yahoo.com.tw

© Academy of Marketing Science 2017
P. Rossi (ed.), *Marketing at the Confluence between Entertainment and Analytics*, Developments in Marketing Science: Proceedings of the Academy of Marketing Science, DOI 10.1007/978-3-319-47331-4_169