

The Motivations Behind Consumer-to-Consumer Citizenship Behaviour in Networks of Strong and Weak Ties: A Qualitative Analysis

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Abstract

Consumer networks are one of the most critical marketing assets. They provide a deep understanding of consumers' needs, allowing practitioners to trace strategies to increase brand loyalty. Consumers can help build long-term relationships by acting as companies' advocates, known as consumer-to-consumer citizenship behaviour (C2C-CB). However, the role of networks' tie strength in shaping this behaviour has been underexplored. Based on the social network theory and data obtained through netnography and in-depth interviews, this research addresses this gap by proposing a theoretical framework for C2C-CB. We show that C2C-CB in strong ties is motivated by emotional connectedness, sense of community, and empathy. In contrast, self-efficacy, self-promotion, and self-enhancement motivate helping behaviour in weak ties networks. Social comparison, self-construal, and social identity threat might interfere in the relationship between tie strength and C2C-CB. This research provides relevant insights for developing effective strategies in consumer networks composed of strong and weak ties.

Track: Digital Marketing & Social Media