



# The Impact of Digital Communication on Customer Loyalty through the Relationship between Brand and Customer, and Customer Citizenship Behavior

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## ABSTRACT

Digital communication plays an important role in enhancing customer loyalty. From there, customers are attached to the brand, and are willing to buy and repeat purchasing behavior. The objective of this research examines the impact of digital communication on customer loyalty through customer citizenship behavior, the relationship between brand and customer. Using the survey method, the research collected 324 valid samples for analysis. Research results show that digital communication has a positive influence on relationship between brand and customer, and customer citizenship behavior. The relationship between brand and customer, and customer citizenship behavior have a positive influence on customer loyalty. From there, the research offers managerial implications to enhance customer loyalty.

**Keywords:** Digital Communication, Relationship between Brand and Customer, Customer Citizenship Behavior, Customer Loyalty

**JEL Classifications:** M300, M310, M370

## 1. INTRODUCTION

Digital communication falls within the field of marketing and is a crucial part of communication management. Digital communication is considered to be one of the critical factors leading to success in communication management. Numerous organizations have initiated the utilization of a variety of digital communication platforms, encompassing organizational websites, mobile messaging applications, and blogs, in order to engage and interact with both existing and potential customers, employees, and other relevant stakeholders (Sharp et al., 2024).

The rapid expansion of digital communication, which refers to the exchange of information through electronic or digital media between businesses and consumers, is noteworthy. In contrast to conventional communication methods, digital communication enables enhanced interactions or dialogues between the sender and the receiver (Shankar and Malthouse, 2007). Instances of

digital communication encompass online display advertising, both organic and paid search advertising, mobile communication, and word of mouth communication via social media platforms (Shankar et al., 2022).

The heterogeneity in the execution of digital marketing communication by multinational corporations has escalated, frequently in the absence of a definitive trajectory grounded in substantial strategic insights. A considerable degree of ambiguity exists in international markets, where the paths to purchase and service delivery options are disparate (Nam and Kannan, 2020). Communication channels, internet access, and retail formats are vastly different between emerging and developed markets. The need for better insights into what we know and what we don't in the digital marketing communication domain is revealed by the challenges marketers face in developing effective digital communication strategies across markets (Shankar et al., 2022).

Businesses and consumers use digital or electronic media to communicate. During the process of digital communication, Brand is transferred value and experience; and customers should be knowledgeable about the brand and perceive the organization's brand. The relationship between brand and customer is formed through digital communication. Because, media platforms are used for interactions to share information about products, services, and brand experiences (Thota, 2018; Oliveira et al., 2023). Digital communication should stem from the organization's administrative tasks. Moreover, it is important that the message about brand be associated with the digital communication of the organization. Therefore, digital communication plays a significant role in the relationship between brand and customer.

Businesses and consumers can use varied digital media and devices to create, share, and evaluate different types and styles of content to achieve a range of digital communication goals. Providing and seeking information are two of the goals, to forming customer citizenship behavior. Customer feedback is helpful for business operations of retailers. In addition, they have attracted a pool of customers to visit and experience (Chakraborty and Biswal, 2024).

Digital communication has grown in influence over traditional communication. Digital communication benefits have been made more relevant by the disruptions caused by the pandemic. More than 80% of consumers are more open to firms' digital communication and digital experiences after the covid-19 pandemic (Shankar et al., 2022). Changes in perception of digital experiences, digital communications, e-commerce and remote work could spur more digital cross-border interactions, creating opportunities for firms to enhance customer loyalty. Digital communication factors can influence buying behavior, which has been proven by previous literature studies (Samson et al., 2014; Panigoro et al., 2023).

Some researchers have proven that there is the relationship between brand and customer behavior (Kootenaie and Kootenaie, 2021) and customer citizenship behavior affects customer loyalty (Chakraborty and Biswal, 2024). However, there is a lack of research proving that digital communication simultaneously affects relationship between brand and customer, customer citizenship behavior and customer loyalty. Panigoro et al. (2023) emphasize that digital communication is necessary for all business areas, building branding, customer relationship, purchase and sales. In the digital era, the importance of digital communication is increasingly recognized, because it directly affects customer behavior (Meesilapavikka, 2016; Panigoro et al., 2023). To continue this research direction, this paper aims to examine how digital communication influences relationship between brand and customer, and customer citizenship behavior. Consequently, relationship between brand and customer, and customer citizenship behavior influence customer loyalty.

## 2. LITERATURE REVIEW

### 2.1. The SOR Theory

The SOR theory, established as a behavioral psychological framework, was first introduced by Mehrabian and Russel in 1974 and later revised by Jacoby in 2002 (Salem and Alanadoly, 2024;

Naqvi et al., 2021). This S-O-R model has found application across various disciplines, offering insights into how different stimuli within an environment operate and how humans respond to them (Kim et al., 2024; Badu-Baiden et al., 2022; Wei et al., 2023). It clarifies the interrelation among three essential components of customer behavior: stimulus (S), organism (O), and response (R). The theory posits that diverse external "stimuli" impact customers' internal emotional and cognitive states - collectively termed the "organism" - which in turn results in specific behavioral "responses" in the marketplace (Cham et al., 2021; Lin et al., 2020).

The S-O-R theory provides a foundational framework for constructing the conceptual model and examining the hypothesized relationships in this study. External factors, categorized as stimuli, are beyond the control of customers and have been noted to elicit alterations in both cognitive and affective states, as well as to influence perceptions. This finding is relevant to the design characteristics of technologies or the implications of technology that affect consumer behavior within the online environment (Salem and Alanadoly, 2024; Gu et al., 2023). This research considers digital communication as a stimulating factor that creates consumer cognition and affection. Conversely, the organism encompasses internal mechanisms including cognition, affect, and activation, which serve as intermediaries between external stimuli and the subsequent responses of customers (Salem and Alanadoly, 2024; Kuo and Chen, 2023). In this research, the relationship between brand and customer, and customer citizenship behavior are considered two factors that express consumers' emotions with the stimulation of digital communication. Finally, the response component signifies the behavioral outcomes, which may be either positive or negative, elicited by stimuli and shaped by the organism (Liang and Lim, 2021; Mostafa and Kasamani, 2021). In this research, customer loyalty is considered a factor that represents the consumer's response to consumer cognition and affection.

This research uses the sor theory to consider digital communication as a stimulating factor to create consumer cognition and affection such as the relationship between brand and customer, and customer citizenship behavior. From there, the relationship between brand and customer, and customer citizenship behavior predict customer loyalty.

### 2.2. Digital Communication and Customer Loyalty

Communication constitutes a methodological approach pertaining to the transference of messages from one entity to another through a variety of communication modalities. The communicator refers to the entity that disseminates information, whereas the communicant denotes the entity that receives said information. An interaction between two entities serves as a quintessential illustration of communication. The primary entity is recognized as the communicator, while the subsequent entity encompasses the communicator, general populace, targeted demographic, or audience. The substance transmitted within the communication process is designated as the message, and the mediums employed to facilitate the transmission of the message are referred to as channels. A specific category of communication is classified as digital communication (Maulidyah et al., 2024). Digital

communication can be defined as the mechanism through which messages or information are conveyed from one communicator to another utilizing digital platforms. The attributes of digital communication exhibit significant divergence from those of traditional communication. The foremost distinction lies in the manner in which information is synthesized, packaged, and presented. Digital communication is markedly more expedient and user-friendly. Furthermore, various technological features that enable messages to be packaged and disseminated in innovative and engaging manners render digital communication considerably superior in terms of message attractiveness (Firmansyah and Solihat, 2022; Maulidyah et al., 2024).

Customers' loyalty can be conceptualized as an individual's propensity to engage in repeated transactions with a particular brand. Post the COVID-19 pandemic, over 80% of consumers exhibit an increased receptiveness to digital offerings and experiences presented by firms (Shankar et al., 2022). The proliferation of communication technologies, coupled with evolving perceptions regarding digital experiences, digital communications, e-commerce, and remote work, may catalyze a rise in digital cross-border interactions, thereby creating avenues for firms to bolster customer loyalty. Various digital communication factors have been demonstrated to affect purchasing behavior, as substantiated by prior scholarly studies on digital communication (Samson et al., 2014; Panigoro et al., 2023). Digital communication plays an important role in enhancing customer loyalty. Therefore, the following hypothesis can be proposed:

Hypothesis H1: Digital communication positively influences customer loyalty.

### 2.3. Digital Communication and the Relationship Between Brand and Customer

In the context of digital communication, brands convey value and experiential attributes; consequently, customers must possess a comprehensive understanding of the brand and develop a perception of the organization's branding. The connection between the brand and the customer is established through digital communication. This is due to the utilization of media platforms for interactions aimed at disseminating information pertaining to products, services, and brand experiences (Thota, 2018; Oliveira et al., 2023). Digital communication should be integrated into the organizational administrative framework. Furthermore, it is imperative that the messaging surrounding the brand be aligned with the organization's digital communication efforts. As such, digital communication assumes a pivotal role in the relationship between brand and customer. From these arguments, the following hypothesis can be proposed:

Hypothesis H2: Digital communication positively influences the relationship between brand and customer.

### 2.4. Digital Communication and Customer Citizenship Behavior

Diverse digital media and devices facilitate the capacity for businesses and consumers to generate, disseminate, and assess various forms and styles of content in pursuit of a multitude of digital communication objectives. These objectives encompass a spectrum that ranges from the provision and solicitation of

information to the cultivation of customer citizenship behavior. Customers have provided valuable feedback to retailers, which has proven advantageous for their operational frameworks. Additionally, they have successfully attracted customers to engage and experience their offerings (Chakraborty and Biswal, 2024). From these arguments, the following hypothesis can be proposed: Hypothesis H3: Digital communication positively influences customer citizenship behavior.

### 2.5. The Relationship between Brand and Customer, and Customer Loyalty

The relationship between brand and customer can yield favorable outcomes for both entities. As posited by Fournier (1998), the consumer-brand relationship constitutes a psychological connection. In a similar vein, Aggarwal (2004) asserted that customers typically engage with companies in a manner analogous to their social (personal) interactions, suggesting that the same interactive principles governing their interpersonal relationships may be applicable to their brand affiliations (Aggarwal, 2004; Oliveira et al., 2023).

Brands are recognized as among the most significant marketing assets. Central to marketing endeavors are elements such as positioning, marketing communications, customer relations, and profitability. The brand serves as a reflection of the quality associated with products and services. Recently, extensive research focusing on the consumer-brand relationship has emerged, revealing that individuals often ascribe quasi-human attributes to brands, thereby influencing their relationship as if they were engaging with another human being within a societal framework (Ihnatenko et al., 2020; Kootenaie and Kootenaie, 2021). Consequently, these relationships entail reciprocal exchanges between the brand and consumers through a series of mirrored actions, which yield numerous advantages for both parties (Cortez and Johnston, 2020; Kootenaie and Kootenaie, 2021). From there, customer loyalty is formed. Along with this point of view, Kootenaie and Kootenaie (2021) have proven that there is the relationship between brand and customer behavior, including customer loyalty. Therefore, the following hypothesis is proposed: Hypothesis H4: Relationship between brand and consumer positively influences customer loyalty.

### 2.6. Customer Citizenship Behavior and Customer Loyalty

Gruen (1995, p. 461) delineated customer citizenship behavior as "helpful, constructive gestures exhibited by customers that are valued or appreciated by the firm, but not related directly to enforceable or explicit requirements of the individual's role." This definition posits that customer citizenship behavior is discretionary and voluntary in nature. Customer citizenship is characterized by voluntary and constructive prosocial behavior demonstrated by customers towards a brand or corporation. This encompasses participation in dialogue, collaboration, and interaction that foster favorable outcomes (Salem and Alanadoly, 2024; Gong et al., 2022). This behavior is elucidated via the lens of social exchange theory, wherein customers exhibit supportive behaviors towards a brand as a form of reciprocation for the high-quality products or experiences they have previously received (van Tonder and Petzer, 2020). Salem

and Alanadoly (2024) and Saeed et al. (2021) have corroborated that customer citizenship facilitates interactions, contributing to sustained profitability and value, as consumers play a pivotal role in the sustainable development of the brand or corporation.

Customer loyalty is achieved when consumers engage in repeated purchases from brands through customer citizenship behavior. A pronounced level of consumer citizenship behavior within e-commerce is evidenced by the dissemination of positive reviews, making recommendations, propagating favorable word-of-mouth communication through social networks, assisting other consumers by sharing instructions, links, or information, and exhibiting tolerance when expectations are unmet (Salem and Alanadoly, 2024; Abdelaziz and Saad, 2022; Türkdemir et al., 2023). According to findings from prior studies, Wang et al. (2021) assert that customer loyalty is achieved through customer citizenship behavior. From these arguments, the following hypothesis can be proposed:

Hypothesis H5: Customer citizenship behaviour positively influences customer loyalty.

### 3. METHODS

The research method used in this study is a mixed-methods approach, with the main emphasis on quantitative research. Specifically, the research process was conducted in two stages: (1) qualitative research and (2) quantitative research. In stage 1, the author inherited scales from previous studies (the Digital communication scale includes 5 observed variables inherited from Murphy and Sashi [2018], the relationship between brand and customer scale includes 5 observed variables inherited from Oliveira et al. [2023], the customer citizenship behaviour scale includes 3 observed variables inherited from Chakraborty and Biswal [2024], and the customer loyalty scale includes 3 observed variables inherited from Chakraborty and Biswal [2024]). Subsequently, group interview techniques were used to adjust the observed variables to measure the variables in the research model. The results of this stage of the research helped construct a questionnaire used for the survey in stage 2.

In stage 2, applying a convenience sampling method, the study conducted a survey among customers in the fast-moving consumer goods industry in Vietnam. Data collection lasted for 2 months. The authors distributed 520 questionnaires and received 342 responses, of which 306 valid responses were included in the analysis. Details of the research sample are presented in Table 1. The results of the quantitative research are presented in section 4 below.

### 4. RESEARCH RESULTS

According to the results in Table 1, the survey respondents consisted of 124 males, accounting for 40.52%, and 182 females, accounting for 59.48%. The majority of respondents were aged between 41 and 50 years old (accounting for 28.43%) and between 31 and 40 years old (accounting for 26.47%). The majority of respondents reported an income of <10 million VND (accounting for 28.1%) and between 10 and 20 million VND (accounting for 32.3%).

To ascertain the reliability of the variables, the study employed measurement indicators through the cronbach's alpha coefficient and average variance extracted (AVE) (Table 2). Consequently, the cronbach's alpha values exceed the threshold of 0.7. The scales utilized in the model are deemed reliable, with no potential for overlap. The cronbach's alpha values for the variables range from 0.817 (customer loyalty) to 0.877 (relationship between brand and consumer), exhibiting variations of 0.836 (customer citizenship behavior) and 0.868 (digital communication). The AVE values are consistently above the threshold of 0.5. These figures are encouraging and indicate that the measures have attained the requisite reliability.

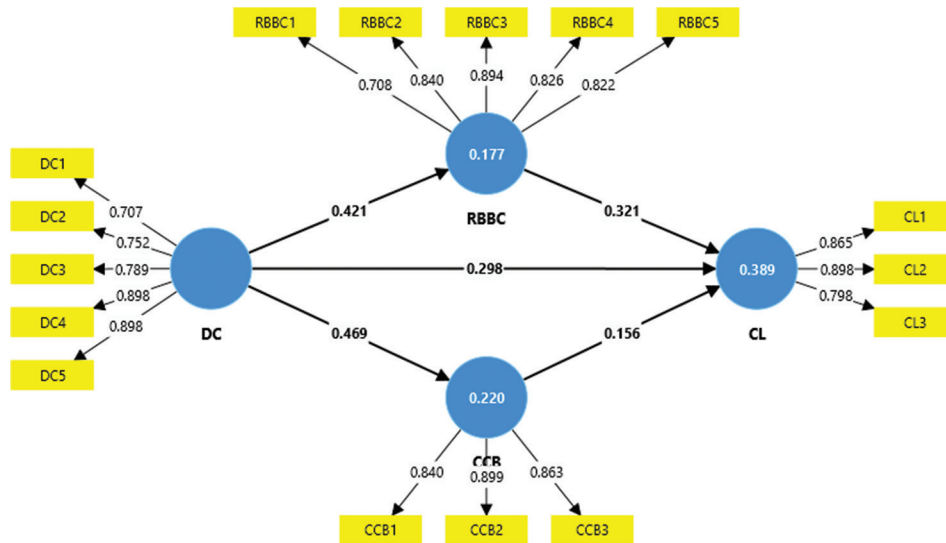
The discriminant validity of the measurement scale was assessed through an examination of the distinctness and unrelation among the factors. Table 2 reveals that the discriminant validity is highly satisfactory, with all values falling below the threshold of 0.9, specifically ranging from 0.598 or lower. Consequently, all factors are deemed to meet the criteria for discriminant validity.

The research uses the outer loadings from the variance-covariance matrix to assess the validity of the measurement scale. It is possible that the measurement variable converges with the underlying construct it seeks to measure if the outer loadings are high. If outer loadings have low values, it may suggest that the measurement variable contributes less to capturing the overall shared information and may need to be reconsidered or removed from the measurement model. The research found that the outer loading values ranged from 0.707 to 0.899 (Table 3). This shows that the convergence values are ensured.

The reliability, convergence, and discriminant validity of the measurement scale were assessed and deemed satisfactory subsequent to the analysis and statistical examination of the gathered data. These findings supported the use of the measurement scales and research concepts in the validation of the study's hypotheses.

Testing multicollinearity between independent variables is needed before testing the structural model. In cases of collinearity or multicollinearity, the regression coefficients and P-values for significant effects may be distorted. According to Hair et al. (2019), a VIF value of <3 suggests that there are no multicollinearity issues in the research model. In the proposed research model, following the tests, all VIF values were below 3, with the highest value being for the relationship between customer citizenship behaviour and customer loyalty (1.476). Consequently, it can be inferred that multicollinearity issues are unlikely to occur.

The statistical significance of the impact of a relationship, as gauged by its path coefficient, is contingent upon its standard error. Research assesses this significance by utilizing the P-value for each path coefficient within the structural model. A commonly accepted significance level of 5% (0.05) is employed as a benchmark for comparison. An examination reveals that all P-values in the model fall below this threshold, thereby indicating that all relationships demonstrate statistical significance.



**Table 1: Descriptive statistics of the research sample**

Criterion	Frequency	Percent	Valid percentage	Cumulative percentage
Gender				
Male	124	40.52	40.52	40.52
Female	182	59.48	59.48	100
Total	306	100	100	
Age				
From 18 to 30 years old	65	21.24	21.24	21.24
From 31 to 40 years old	81	26.47	26.47	47.71
From 41 to 50 years old	87	28.43	28.43	76.14
Above 50 years old	73	23.86	23.86	100.0
Total	306	100	100	
Income per month				
<10 millions VND	86	28.1	28.1	28.1
From 10 to 20 millions VND	98	32.03	32.03	60.13
From 20 to 30 millions VND	69	22.55	22.55	82.68
More than 30 billions VND	53	17.32	17.32	100
Total	306	100	100	

Source: Author’s research results

**Table 2: The results of measuring the reliability of the scale, extracting the average variance extracted, and discriminant validity**

Research variable	Cronbach’s alpha coefficient	Average variance extracted (AVE)	Discriminant validity		
			CCB	CL	DC
Customer citizenship behaviour (CCB)	0.836	0.753			
Customer loyalty (CL)	0.817	0.731	0.535		
Digital communication (DC)	0.868	0.660	0.548	0.598	
Relationship between brand and consumer (RBBC)	0.877	0.673	0.571	0.598	0.484

Source: Analysis results from SmartPLS 4.0 software

The estimated results of the model in Table 4 show that the relationships: DC with CL, DC with RBBC, DC with CCB, RBBC with CL, and CCB with CL all have  $P < 0,05$ , indicating that these relationships are statistically significant. Therefore, it can be concluded that hypotheses H1, H2, H3, H4, and H5 are all accepted.

The evaluation of the structural model is a key criterion in the PLS-SEM method, and it is recommended to use the coefficient of determination ( $R^2$ ) for evaluation. The significance of  $R^2$  increases with the value, usually between 0 and 1. Values such as 0.75, 0.50, and 0.25 are considered substantial, moderate, and

weak, respectively (Hair et al., 2019). So, based on the results in Table 5, endogenous latent variables have an average predictive ability. Therefore, the relationships in the research model exhibit an explanation level suitable for the impact of digital communication, relationship between brand and consumer, customer citizenship behaviour on customer loyalty.

## 5. DISCUSSION

The research results have confirmed that the research model is suitable for market data, and all five hypotheses in the research

model are accepted. This means that digital communication has a positive impact on relationship between brand and consumer, customer citizenship behaviour, and customer loyalty. The relationship between brand and consumer, and customer citizenship behaviour also have a positive impact on customer loyalty. From these conclusions, several managerial implications can be drawn:

First, digital communication has a positive impact on Customer loyalty ( $\beta = 0.298$ ;  $P = 0.000$ ). Digital communication plays a crucial role in developing customer loyalty. Effective digital communication provides customers with a sense of openness and honesty, attracting them emotionally to establish unique connections and emotions with the brand, thereby fostering customer loyalty. Therefore, enterprises in the fast-moving consumer goods industry in Vietnam need to recognize the importance of digital communication and develop appropriate digital communication programs to generate customer loyalty.

Secondly, digital communication positively influences the relationship between brand and consumer ( $\beta = 0.421$ ;  $P = 0.000$ ). Digital communication is essential for developing the relationship between brand and consumer as the utilization of media platforms for interactions aimed at disseminating information pertaining to products, services, and brand experiences (Oliveira et al., 2023). Digital communication influences consumers' perceptions, thus enhancing the relationship between brand and consumer. The research results help enterprises in the fast-moving consumer goods industry in Vietnam recognize that digital communication positively influences The relationship between brand and consumer, which in turn affects customer loyalty.

**Table 3: Evaluation results of outer loadings**

Observed variables	CCB	CL	DC	RBBC
CCB1	0.840			
CCB2	0.899			
CCB3	0.863			
CL1		0.865		
CL2		0.898		
CL3		0.798		
DC1			0.707	
DC2			0.752	
DC3			0.789	
DC4			0.898	
DC5			0.898	
RBBC1				0.708
RBBC2				0.840
RBBC3				0.894
RBBC4				0.826
RBBC5				0.822

Source: Author's research results

**Table 4: The results of testing the significance level of the path coefficients**

Hypothesis	Relationship	Original sample	Sample mean	Standard deviation	t-value	P-value	Result
H1	DC -> CL	0.298	0.296	0.057	5.203	0.000	Accept
H2	DC -> RBBC	0.421	0.423	0.052	8.135	0.000	Accept
H3	DC -> CCB	0.469	0.470	0.054	8.629	0.000	Accept
H4	RBBC -> CL	0.321	0.324	0.059	5.458	0.000	Accept
H5	CCB -> CL	0.156	0.156	0.069	2.270	0.023	Accept

Source: Results derived from the analysis using SmartPLS 4.0 software

Thirdly, digital communication positively influences customer citizenship behaviour ( $\beta = 0.469$ ;  $P = 0.000$ ). Effective digital communication ensures that customers are connected to achieve consumption goals, with a sense of efficient mutual support. Additionally, digital communication have attracted customers to engage and experience the offerings of the company (Chakraborty and Biswal, 2024), thereby leading customers to citizenship behaviour. The research findings help enterprises in the fast-moving consumer goods industry in Vietnam understand that digital communication positively influences customer citizenship behaviour, which in turn affects customer loyalty.

Fourthly, the relationship between brand and consumer positively influences customer loyalty ( $\beta = 0.321$ ;  $P = 0.000$ ). This finding is similar to the research result of Kootenaie and Kootenaie (2021) when assuming that there is the relationship between brand and customer behavior. The more customers understand about the brand, the more open they are to brand-related information, leading to a more positive attitude towards the brand. With a clear understanding of the brand essence, customers tend to embrace brand values and emotionally connect with the brand. From there, customer loyalty is formed. Enterprises in the fast-moving consumer goods industry in Vietnam need to recognize the role of the relationship between brand and consumer, and take measures to develop the relationship between brand and consumer, thereby contributing to customer loyalty.

Fifthly, customer citizenship behaviour positively influences customer loyalty ( $\beta = 0.156$ ;  $P = 0.023$ ). This finding is also similar to the research result of Chakraborty and Biswal (2024). Customers who engage with customer citizenship behaviour will have a positive attitude towards the organizational brand and become more loyal to it. This provides a basis for enterprises in the fast-moving consumer goods industry in Vietnam to focus on improving customer citizenship behaviour.

Sixthly, the research results show that digital communication influences customer loyalty directly and positively. Furthermore, digital communication also affects customer loyalty through the relationship between brand and consumer, and customer citizenship behaviour. From these research findings, managerial implications for enterprises in the fast-moving consumer goods industry in Vietnam can be drawn as follows: Enterprises need to have effective digital communication to foster customer loyalty. When customers receive effective digital communication, they gain the relationship between brand and consumer, and customer citizenship behaviour. Consequently, customers understand, love, and appreciate the company's brand. This motivates customers to make recommendations, propagate favorable word-of-

**Table 5: The results of evaluating the coefficient of determination R-square, R-square adjusted coefficient**

Construct	R-square	R-square adjusted
CL	0.389	0.383
CCB	0.220	0.218
RBBC	0.177	0.175

Source: Results derived from the analysis using SmartPLS 4.0 software

mouth communication through social networks. To implement effective digital communication, enterprises in the fast-moving consumer goods industry in Vietnam can utilize various methods such as communication through online communication tools, communication via customers' smartphones, communication through video channels, and communication through outdoor events...

## 6. CONCLUSION

The results of the research have both practical value and theoretical significance in the field of consumer behavior research. In terms of theory, all hypotheses have been proposed and successfully tested. This not only confirms their correctness but also proves that these theoretical concepts can be applied effectively in the modern context, especially in the field of digital communication. The research has provided additional insights into consumer loyalty in the digital era, in which consumer behavior is influenced not only by internal factors but also by digital communication. This shows that, in addition to traditional research on customer behavior, research in the context of digital communication is also needed, because the shift to the digital environment has changed the way customers interact with brand. Furthermore, aspects such as customer citizenship behavior and customer-brand relationship are also highlighted, showing that customer loyalty is influenced by the relationship and citizenship behavior that digital communication creates. This opens up many new avenues of research, such as a deeper understanding of how digital interaction can strengthen or weaken consumer loyalty, as well as the influence of marketing campaigns on digital platforms to other social factors.

In the current context, most users use mobile devices to interact and access information. This is not merely a trend but has become an essential part of their daily lives. Therefore, researching and understanding consumer behavior on the digital platform becomes extremely important for businesses. This research result not only reflects the trend of using technology but also shows that businesses need to adjust their digital communication strategies to suit the needs and habits of consumers. First, businesses need to develop digital media campaigns that can attract and retain customers. Creating quality, engaging and relevant content on mobile platforms not only helps increase brand presence but also encourages consumers to participate more actively with brand activities. When customers feel attached and interact regularly with the brand, they will easily transform into customer citizenship behaviour. Second, researching customer behavior on digital platforms also allows businesses to recognize customers' real needs and desires. In the digital age, customers can provide immediate feedback through social networking platforms, mobile applications or websites. Businesses that are aware of

this will take advantage of valuable information from customers to improve products, services and communication strategies. This not only strengthens the relationship between brand and consumer but also creates long-term value for both parties. Finally, this research also brings profound practical implications about customer loyalty. When businesses create the relationship between brand and consumer, and customer citizenship behavior, this not only builds trust but also motivates customers to become brand advocates. Loyal customers not only consume more, but are also likely to become active evangelists for the brand with friends and family, thereby creating a positive customer ecosystem that helps businesses grow sustainably.

In conclusion, as the results show, digital communication has a strong direct impact on the relationship between brand and consumer as well as customer citizenship behaviour, thereby enhancing customer loyalty. This study contributes literature on the relationship between digital communication, the relationship between brand and consumer, customer citizenship behaviour and customer loyalty.

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