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THE ROLE OF SOCIAL NETWORKING SITES IN ENHANCING CUSTOMER VOLUNTARY BEHAVIOR

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Abstract: The purpose of this research is to investigate the impact of the social networking sites in customer voluntary behaviour in the form of four dimensions (sportmanship behaviour, participation in creativity, assistance, and civilized behaviour). Social networking sites represent an interactive field in the digital environment through which data, information, opinions and suggestions are exchanged. As for the voluntary behaviour of the customer, it is the actions that the customer performs to improve his consumption of products as well as improve the environment in which he/ she lives the researcher sought to include in this research the two variables (social networking sites and customer voluntary behaviour) in a comprehensive framework in an attempt to study the nature of the relationship between these variables, through the opinions of a sample of citizens in Nineveh Governorate. The hypotheses were tested using statistical methods for the data collected through the questionnaire form. An electronic questionnaire was designed using the Google Form program and published via electronic platforms for the targeted sample, yield 5620 responses. The study showed there is a positive correlation between social networking sites and customer voluntary behaviour. Also, social networking sites have a positive effect on customer voluntary behaviour. The findings from this present research are expected to benefit the government and civil society organizations and the researchers that specialized in marketing studies.

Keywords: Social Networking Sites, Customer Voluntary Behavior, Participation in Creativity, Civilized Behavior, Nineveh

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Introduction

Strong competition and rapid changes in the business environment have led to an interest in customer voluntary behaviour. In marketing literature, the customer is considered an employee in the organization, and customers may commit to a variety of voluntary behaviours. Customers work as productive resources by creating suggestions for service development and providing suggestions to other customers. Purchasing other services, attending events that focus on the brand, and participating in brand communities, is a voluntary role that the customer performs and does not expect a reward from anyone for his contribution towards the voluntary behaviours that he provides to others (Hussein, 2022). The customer's volunteer behaviour is one of the vital topics that has been discussed. Great interest from marketing researchers because of its important role in the effectiveness of the organization's work and in improving the level of services it provides.

Social networking sites have formed open windows to the world in all its dimensions and have played a major role in life to enhance the culture of communication within a virtual, relational world governed by technology with its multimedia, so social networking sites have become among the mechanisms that the citizen (customer) relies on to pass. Also, Social networking sites have helped many customers find common ground with others via the Internet, making the world seem more interconnected and accessible. Social networking sites also play a major role in organizations' marketing strategies due to the enormous time that customers spend every day on social platforms and applications, as customers use the platforms to find other customers, interact with them, find out trends, and provide business and support to them, and through these sites, it is possible to enhance customer volunteer behaviour. The importance of the research stems from several basic matters, the most important of which are it addresses an important and contemporary topic, especially about social networking sites and the information they provide to people and customers. In addition, the importance of the research is highlighted by knowing the nature of the relationship between social networking sites and customer voluntary behaviour. Based on the importance of the subject of voluntary customer behaviour and the scarcity of what has been written about it at the local and Arab levels, this study posed the following research questions which are: a) Is there a correlation between social networking sites and customer voluntary behaviour? b) Do social networking sites affect customer voluntary behaviour?

Literature Review

Social Networking Sites

It is a term given to a group of sites on the Internet that appeared on the second generation of the Web, or what is known as the Web (Barreda, 2020), and allows communication between individuals in a virtual community environment that brings them together according to groups of interest or networks of affiliation (country, university, school, company) each. This is done through direct communication services, such as sending messages or viewing the personal files of others and knowing the news and information that it contains for display (Leite, 2024). It is a network of sites that is very effective in facilitating social life among a group of acquaintances and friends, and it also enables old friends to contact each other. After many years, they were also able to communicate visually and audio, exchange photos, and other capabilities that strengthened the social relationship

between them. (Manzoor, et.al, 2020), and it is defined as a group of sites linked on the Internet, which allow communication between people in different parts of the earth. As these sites shorten the distances between people; Which has made the world a small village, and each site has a set of characteristics that attract users to it. Recently, with the increase in the number of these sites, the competition between them has become great (Ansari, 2020), and (Cao, 2021) defined them as applications and websites. Which is used to communicate with others and disseminate information across the World Wide Web through computers or mobile phones. Social media also refers to any online communication tool that allows users to share and disseminate content across a wide range (Park, 2021), and it is worth noting that Social media content is created by a large number of users, reaching a few million, in contrast to the content available through traditional media, which is created by only a few people (Saroj, & Pal, 2020). It has been shown by (Palalic, et.al, 2021) as applications and websites that are used to communicate with others and disseminate information via the global Internet via computers or mobile phones and also refers to any communication tool via the Internet that allows users to share and disseminate content across a wide range.

Accordingly, social networking sites are considered a social structure consisting of an individual, individuals, or organizations connected through one or more known forms of ties, such as friendships, kinship, common interest, and knowledge exchange, according to the specific social context.

Social networking sites have spread a lot recently (Dwivedi, et.al, 2023), and although these sites were created for social communication between individuals (Men, et.al, 2020), their use has expanded to include political, economic, and social activities. Educational and exchange of information about political, economic and social events (Farivar & Richardson, 2021). Social networking sites are also necessary for the work of companies, as they are a modern and advanced means of creating value (Alaimo, 2020), as some indicators have emerged that indicate their great and accelerating importance over time.

Customer Voluntary Behavior

In the field of marketing , the customer's voluntary behaviour is the voluntary behaviour practised by the customer, which does not fall under the list of behaviours required for the successful delivery of the service. Rather, it is behaviour that serves the organization and improves the level and quality of the services it provides (AL-Rasool & Kadhim, 2013), and it has been explained by Researchers phenomenon within the framework of social exchange theory, which means that the customer shows commitment and personal connection to the organization in exchange for the positive behaviour the organization provides towards him (Al-Khafaji, Al-Taie, 2018).

Multiple concepts have been mentioned interchangeably about this phenomenon. (Choi, & Burnham, 2021) called it the voluntary behaviour of the customer, and it was also called (Aljarah & Alrawashdeh, 2020) the behaviour of customer citizenship, and it was also called (Al-Rasool & Kadhim, 2013) the voluntary behaviour of the customer. It was agreed (Abdou, et.al, 2022) that it represents the behaviour of the additional role of the customer, as distinguished from the behaviour of the internal role, which means the necessary behaviours for the customer to deliver the service,

such as (providing a description of their needs, paying wages, and following instructions). It is any effort made by an individual without achieving a financial return, to participate in shouldering his responsibilities towards society to contribute to solving its problems and achieving his ambitions. (Alhouz & Hasouneh, 2020).

Voluntary behaviour is positive and voluntary behaviour that is determined in advance through guidelines and is not distinguished through official reward systems. (Mitrega, et.al, 2022) adds that it is voluntary, self-behaviour that goes beyond official roles, is not linked to cash payment, is not subject to formal rules, seeks to achieve organizational goals, and represents the extent of The ability and willingness of customers to help the organization. (Abdou, et.al, 2022) defined customer voluntary behaviour as behaviours that support the performance and quality of the organization's products, in addition to the positive voluntary performance of customers, which is a decisive factor in the success of the organization's work. (Li, & Wei, 2021) indicated that they are behaviours that fall outside the role and expectations of what customers should do before, during, and after obtaining a product or service. For (Choi, 2022), believes that it is voluntary behaviour that provides exceptional value to the organization but is not necessary to create value for the organization. (Kim & Jang, 2023) stated that it is the willingness of customers to engage in voluntary and beneficial behaviors for the benefit of other customers or the organization, which goes beyond the requirements of providing services.

Participation in volunteer activities reflects multiple aspects of personality and interests (Alzaidi, & Iyanna, 2022), as it expresses a desire to help others and provide them with the necessary support (Chen, et.al, 2021), in addition to stimulating activity and effective participation in various activities. (Aslam, & Luna, 2021). Participants in these activities are also considered continuous learners, benefiting from education and gaining new experiences that benefit the development of their abilities and skills (Gong, et.al, 2022). In addition, volunteer activities fill the free time positively, enhancing the feeling of belonging to a specific cause or community. By interacting with other people involved in the activity, experiences are exchanged and efforts are directed towards achieving common goals more effectively. Religious motives cannot be ignored as they are a strong motivating factor for participation in volunteer activities, as volunteer work is considered a means of serving society and achieving the common good through religious values and beliefs (Moghadamzadeh,et.al,2020).

As for the dimensions of these behaviours, researchers differed in defining them, some of whom presented them as including (commitment and reporting problems) (Hussein, 2022), while (Mitrega, et.al, 2022) indicated that they include (promoting the organization, cooperation behaviour in... Production and participation in submitting proposals to develop the organization. Perhaps what was presented and agreed upon by (Yoon & Suh, 2003) and (AL-Rasool & Kadhim, 2013) represents the most common dimensions, especially since it reflects the dimensions of the customer's volunteer behaviours, which are sportsmanship behaviour, participation in creativity, assistance and civilized behaviour.

Sportsmanship behaviour: is a reflection of the customer's willingness to accept service problems and failures that occur at the moment the service is provided by employees. It also absorbs all negative information about the service and confronts it with great flexibility (AL-Rasool & Kadhim, 2013). If

the customer bears these problems and deals with them with sufficient flexibility, it may reduce the workload on employees and management and also means they can devote themselves to solving real work problems (Choi, et.al, 2022). This behaviour reduces the negative impact of information and incidental problems, in addition to encouraging the provision of feedback to the facility or organization about the customer's perception of justice in defective services and repair systems. (Mitrega, et.al, 2022), and sportsmanship is represented in activities such as not filing a complaint. Or raising major problems due to minor problems that may occur in the organization's products. This behaviour indicates the desire of customers to avoid procedures that may lead to unwanted tension within the organization and helps maintain an integrated atmosphere that guarantees the interests of the organization and the customer simultaneously (Sharif, & Sidi, 2021).

Participation in creativity is generated from the new logic of value creation, as customers are not viewed from one perspective, but rather the vision is on customers because they represent the human resource and the real wealth of the facility or organization and are relied upon to create and discover value (Yoon & Suh, 2003). Participating in creativity to create value is a more developed and broader behaviour than civilized behaviour. It not only listens to customers but also gives greater weight to the customer's voice and spreads the quality function to integrate with the process of exploring and creating value. (Alhouz, & Hasouneh, 2020), and this dimension refers to the shopper's desire to help the organization and its employees by providing useful information that the organization uses to improve its performance in the future. It demonstrates customer participation behaviours towards active and responsible participation in the growth and development of the organization. (Hussein, 2022)Assistance means the individual's desire to help and teach others, as well as observe other customers to ensure appropriate behaviour on their part (Aslam & Luna, 2021). In the field of customer behaviour, it is noted that there is well-integrated behaviour through cooperative behaviour (supportive of altruism) or participation in production. Customers can help during the service delivery process by supporting others and service providers (Zhu, et.al, 2021). Support is especially important for those who have a deep understanding of the potential difficulties during service delivery to customers. Customers are a valuable resource that helps establishments and organizations train customers who need help to obtain products, or even volunteer to support others in determining their needs, shopping, and teaching them how to use the product (AL-Rasool & Kadhim, 2013).

Civilized behaviour reflects the desire of individuals to truly and constructively integrate into the activities of the facility or organization and its informal activities, including research and other activities sponsored by the facility or organization. In the field of customer behaviour, customers represent inexhaustible resources of expertise rooted in experiences with a provider. Service (Kim & Jang, 2023). The customer commitment card or customer pledge reflects the value of the advice provided by customers to their peers, as well as communication by the customer with others related to showing their relationship with the organization and the extent of their connection to it. This allows the use of offensive strategies even if the facility or organization is in a defensive position. (AL-Rasool & Kadhim, 2013) Psychologists define behaviour as "a set of mental and cognitive processes that a person uses to perceive the events taking place around him and determine the mechanism of interaction with them, in addition to the physical responses and emotional states towards the stimulus to which the person is exposed (Chen, 2021). People express civilized behaviour in terms of behaviours that are consistent with the standards of logic and sound reason, with the general rules recognized by a

culturally and socially homogeneous society, with the general norms in that society, and with the rules of religion that regulate human behaviour (Gong, et.al, 2022), and civilized behaviour is a manifestation It is a manifestation of the awareness and progress of societies, and individuals are judged to be civilized or backwards through the behaviours they embody, which represent their awareness, culture, and degree of commitment to the standards and references that regulate the relationships and behaviour of members of society (Aljarah, 2020).

One of the civilized behaviours is that individuals abstain from smoking in narrow and public places, in hospitals, at work, in front of children, students, the sick, and the elderly, and meetings and gatherings. Abstinence is a civilized behaviour that indicates respect for others and their feelings and the preservation of public health and a clean environment, but in reality, it is the opposite. What we notice is In offices, public places, meetings, and homes, this indicates the weakness of this civilized behaviour, which is a sign of the sophistication of members of society and the sensitive human sensitivity towards others (Abdou, et.al, 2022).

Based on the research problem and its importance for achieving its goals, the research adopted the model below, which expresses the assumed relationship between the research variables, social networking sites and the customer's voluntary behaviour as a hypothetical model that can be adopted to investigate the research hypotheses according to the following Figure 1:

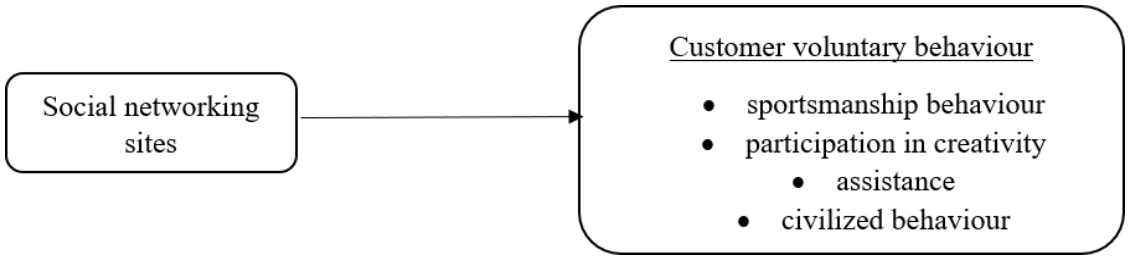


Figure 1: Proposed conceptual framework

Methodology

Sample and data collection

The questionnaire was subjected to tests of validity and reliability, and after completing the collection of the questionnaire forms and transcribing the data, the Cronbach coefficient (Cronbach Alpha) was used to determine the reliability of the measurement items in this research. It was found that the percentage of conformity in the answers of the research sample members reached the overall level. (82.3%), which is a percentage that demonstrates a good degree of reliability of the questionnaire compared to (Standard Alpha) (60%) for humanitarian studies (Afifi & Clark, 2003). It should also be noted that the aforementioned questionnaire was distributed to a random sample of citizens in Nineveh Governorate, yielding 5620 samples.

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Demographic profile and descriptive statistics

As illustrated in Table 1, most of the respondents the middle age groups and are limited to (20 - 40 years old), with some exceptions, which reached (9.1%) at the level of those above these ages. On the other hand, the predominant percentage regarding the educational level of the individuals surveyed were those who held a bachelor's degree, as their percentage constituted (63.3%).

Table 1: Demographic profile

Sex							
Female				Male			
%		Number		%		Number	
42.2		2370		57.8		3250	
Certificate (scientific qualification)							
Higher degree		Bachelor's		Preparatory school and below			
%	Number	%	Number	%	Number		
19.5	1100	63.3	3550	17.2	970		
Age							
50 and more		41-50		31-40		20-30	
%	Number	%	Number	%	Number	%	Number
2.3	120	6.9	390	20.2	1140	70.6%	3970

Table 2 displays the frequency distributions, percentages, means, and standard deviations for the social networking sites variable through the answers of the individuals surveyed to its indicators, as the overall agreement rate for the social networking sites variable was 54.71%. That is, the majority of individuals who were surveyed emphasized the use of social networking sites in the process of providing volunteer services to them. As for the individuals whose answers were in the negative direction, their percentage reached (17.34%), while the percentage of individuals who did not have an opinion or whose answer was neutral was (27.94%), so the preliminary analysis of the answers of the individuals surveyed confirms that these sites adopt volunteer work, with a mean of (3.430) and a standard deviation of (1.002).

Table 3 displays the frequency distributions, percentages, arithmetic means, and standard deviations of the customer's voluntary behaviour variable through the answers of the individuals surveyed to its indicators, as the overall agreement rate for the customer's voluntary behaviour variable was 57.27%. That is, the majority of individuals who were surveyed emphasized the adoption of voluntary behaviour towards others, while the percentage of individuals whose answers were in a negative direction was (30.43%), while the percentage of individuals who did not have an opinion or whose answer was neutral was (22.28%). Therefore, the preliminary analysis of the answers of the individuals surveyed confirms the desire of the individuals surveyed to assist in all its forms to others, with a mean of (3.200) and a standard deviation of (1.216)

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Table 2: Respondents' opinions regarding social networking sites

S.D	mean	Strongly agree		I agree		neutral		I do not agree		I strongly disagree		paragraph Variables
		%	N	%	N	%	N	%	N	%	N	
1.117	3.282	10.7	600	39.9	2240	25.3	1420	15.5	870	8.7	490	X1
1.040	3.437	11.4	640	45.4	2550	24.9	1400	12.3	690	6.0	340	X2
1.001	3.425	11.6	650	40.4	2270	32.4	1820	10.3	580	5.3	300	X3
1.011	3.439	12.3	690	41.5	2330	28.6	1610	13.2	740	4.4	250	X4
1.019	3.316	8.5	480	41.3	2320	29.4	1650	14.9	840	5.9	330	X5
0.964	3.476	9.8	550	48.4	2720	25.4	1430	12.5	700	3.9	220	X6
1.053	3.345	11.9	670	37.7	2120	28.5	1600	16.7	940	5.2	290	X7
1.005	3.459	10.7	600	46.8	2630	25.4	1430	11.9	670	5.2	290	X8
1.018	3.412	10.0	560	45.2	2540	26.9	1510	12.1	680	5.9	330	X9
0.937	3.468	9.4	530	46.6	2620	28.6	1610	11.9	670	3.4	190	X10
0.942	3.450	10.1	570	43.1	2420	32.0	1800	11.2	630	3.6	200	X11
0.968	3.452	10.7	600	44.0	2470	29.0	1630	12.6	710	3.7	210	X12
1.037	3.441	10.7	600	47.0	2640	24.7	1390	11.0	620	6.6	370	Y13
0.957	3.501	10.9	610	47.0	2640	27.6	1550	10.7	600	3.9	220	Y14
0.976	3.469	11.4	640	43.6	2450	30.1	1690	10.5	590	4.4	250	Y15
0.991	3.512	12.8	720	44.7	2510	28.3	1590	9.4	230	4.8	270	Y16
1.002	**3.430**	**10.8**		**43.91**		**27.94**		**12.29**		**5.05**		**Average**

Table 3: Respondents' opinions regarding customer voluntary behaviour

S.D	mean	Strongly agree		I agree		neutral		I do not agree		I strongly disagree		paragraph Variables
		%	N	%	N	%	N	%	N	%	N	
Sportsmanship Behavior												
1.151	3.101	7.8	440	36.8	2070	24.6	1380	19.2	1080	11.6	650	Y1
1.265	3.165	16.2	910	29.9	1680	19.4	1090	23.3	1310	11.2	630	Y2
1.166	3.282	13.9	780	35.8	2010	23.8	1340	17.8	1000	8.7	490	Y3
1.163	3.295	13.7	770	37.2	2090	22.6	1270	18.0	1010	8.5	480	Y4
1.079	3.016	7.1	400	28.5	1600	32.6	1830	22.6	1270	9.3	520	Y5
Participation in Creativity												
1.342	3.071	16.0	900	29.5	1660	16.4	920	21.7	1220	16.4	920	Y6
1.271	3.094	14.9	840	28.1	1580	21.4	1200	22.6	1270	13.0	730	Y7
1.246	3.291	16.7	940	35.2	1980	19.6	1100	17.4	980	11.0	620	Y8
1.450	2.870	18.7	1050	19.0	1070	17.3	970	20.6	1160	24.4	1370	Y9
1.377	2.969	16.4	920	25.1	1410	16.9	950	22.4	1260	19.2	1080	Y10
Assistance												
1.216	3.113	12.8	720	30.1	1690	24.6	1380	20.8	1170	11.7	660	Y11
1.180	3.268	15.1	850	33.3	1870	23.0	1290	20.6	1160	8.0	450	Y12
1.301	3.106	15.7	880	29.0	1630	20.3	1140	20.5	1150	14.6	820	Y13
1.190	3.261	14.2	800	34.7	1950	24.0	1350	17.1	960	10.0	560	Y14
1.216	3.298	17.1	960	32.7	1840	22.6	1270	18.1	1020	9.4	530	Y15
Civilized Behavior												
1.199	3.108	12.1	680	30.2	1700	25.4	1430	20.8	1170	11.4	640	Y16
1.101	3.450	16.0	900	39.0	2190	25.3	1420	13.5	760	6.2	350	Y17
1.105	3.341	13.2	740	37.9	2130	25.4	1430	16.9	950	6.6	370	Y18
1.150	3.402	15.7	880	39.5	2220	22.1	1240	14.9	840	7.8	440	Y19
1.157	3.507	18.5	1040	42.2	2370	18.3	1030	13.5	760	7.5	420	Y20
1.216	**3.200**	**14.59**		**32.68**		**22.28**		**19.11**		**11.32**		**Average**

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Data analysis and results

Correlation analysis

Based on Table 4, that there is a direct and significant correlation between the two variables of the study, in terms of the correlation coefficient value that reached (0.700) and the probability value (P-value) that reached (0.000), which is much less than (0.05). This result indicates that the use of social networking sites will enhance their volunteer behaviour.

Table 4: Correlation between social networking sites and customer voluntary behaviour

Correlations		Customer Voluntary Behavior
Social Networking Sites	Pearson Correlation	0.700**
	P-Value	0.000
	N	2248

The data of Table (5) reveal the availability of significant correlations between the social networking sites variable and the dimensions of the customer's voluntary behaviour variable. As for the strength of this relationship, it appears, based on the data of Table 7, to be on medium level, as the relationship between social networking sites and sportsmanship behaviour appeared to be an amount of (0.560) which is a significant value at a significance level of (0.000), which is less than the value of (0.05), which is the highest correlation, while the relationship between social networking sites and assistance appeared to be significant as it was the least correlated, in terms of the same coefficient whose value reached (0.471) at the moral level. Mentioned, that the value of the correlation between social networking sites and civilized behaviour was (0.543), while the value of the correlation between social networking sites and participation in creativity was (0.485).

Table 5: correlations between social networking sites and dimensions of customer voluntary behaviour

Correlations	Customer Voluntary Behavior			
	Sportsmanship Behavior	Participation in Creativity	Assistance	Civilized Behavior
Social Networking Sites	0.560**	0.485**	0.471**	0.543**

Hypotheses testing

Table (6) of the results of the regression analysis shows that there is a significant effect of the social networking sites variable as an independent variable on the customer's voluntary behaviour, after which it is a dependent variable. The calculated F value was (236.703), which is greater than its tabulated value of (3.84) at two degrees of freedom (1.372) and at a significance level (0.05). The value of the coefficient of determination (R2) was (38.9%). This means that the explained differences in the

customer's voluntary behaviour variable are explained by social networking sites and this is due to the influence of social networking sites combined, and the rest is due to random variables that cannot be controlled or are not included in the regression model at all. Following up on the value of the β1 coefficient of (0.569) and testing (T) for it, it was found that the calculated value of (T) was (15.385), which is a significant value and greater than its tabulated value of (1.645) at a significance level of (0.05) and two degrees of freedom (1.372), and this The result indicates that improving the customer's voluntary behaviour as an independent variable lies in social networking sites as a dependent variable.

Table 6: The relationship of influence between social networking sites and customer voluntary behaviour

Independent variable	Direction of the relationship	Dependent variable	Estimate	Std. Error	Confidence Interval 95%		R^2	F	P-value
social networking sites **X**	→	customer voluntary behaviour **Y**	1.855	0.137	1.585	2.124	38.9	236.703	0.000
			0.569	0.037	0.497	0.642			

Conclusions and Recommendations

Social networking sites help establish friendships by creating groups with different users, establishing friendships with them, and following other users by liking their posts and the content they share on their pages, as well as commenting on them and expressing different points of view Customer voluntary behaviour adds value to customers by increasing the sense of belonging and benefit, providing advice and advice to friends and relatives, and social interaction by helping others, dealing with employees respectfully, and helping employees and consumers without expecting any reward. The results of testing the correlation hypotheses indicated that there are positive significant correlations between the social networking sites variable and the customer's voluntary behaviour variable, which means that social networking sites represent a positive situation that governments and organizations can rely on to enhance customer voluntary behaviour.

For future recommendations, governments and civil society organizations should activate the supervisory role to reduce the negative effects on society that affect the general behaviour of citizens. The necessity of enhancing participation and interaction among members of society and enhancing the cooperative spirit and citizenship among people by spreading the slogan "one for all and all for one. The need for state institutions and civil society organizations to support groups that work to enhance the cooperative spirit and voluntary behaviour of individuals. Last but not least, governments and civil society organizations should organize cultural conferences and seminars that support individuals' contributions to society.

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Conflict of interest

The author declares that no financial, professional, or personal conflicts of interest influenced the conduct or publication of this study.

Data availability

Data supporting the findings of this study are available from the corresponding author upon request.

Ethics declaration

Formal ethics committee approval was not obtained for this study. All research activities were nevertheless undertaken in accordance with established ethical standards. Participants were informed about the purpose of the study, participation was voluntary, informed consent was obtained, and confidentiality and privacy were maintained throughout the research process.

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