



EMPLOYEE BRAND CITIZENSHIP BEHAVIOR IN THE NIGERIA TELECOMMUNICATION SECTOR

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ABSTRACT

Employee's brand-consistent behaviors are argued to play important roles in brand building. Organizations particularly service brands have realized the importance of employees in the delivery of the brand promise to meet customer expectations. In the paper employee brand-consistent behavior is argued to be both in-role and extra-role behaviors. Specifically, the focus of the paper is on the extra-role behaviors employees' exhibit in order to achieve brand goals, and such behavior is termed as brand citizenship behavior. The purpose of the paper is to examine the level of employee's brand citizenship behaviors of Nigeria telecommunication, how exhibiting such behaviors by employees can help the operators to effectively deliver the brand promise to customers. The paper conclude that the problem facing the telecommunication operators in Nigeria, can be solve if the management of the companies encourage positive brand behaviors specifically brand citizenship behaviors.

Keywords: Internal branding, Brand citizenship behavior, organizational brand citizenship behaviors.