

Customer Experience, Trust, and Platform Identification in Social Commerce Customer Citizenship Behaviour

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ABSTRACT

Purpose – This study aims to analyse the influence of Customer Experience on Customer Citizenship Behaviour (CCB) amongst social commerce users in Indonesia, both directly and via Trust and Customer–Platform Identification. The model explains the relational and identity mechanisms that associate with transactional buyers into voluntary contributors to the platform.

Design/methodology/approach – The study employed an explanatory quantitative survey of 240 social commerce users selected via purposive sampling. Respondents were aged 17 or over and had carried out at least two transactions in the past six months. The model was tested using Partial Least Squares Structural Equation Modelling with SmartPLS 4.2.9.

Finding/Results – Customer Experience has a positive effect on Trust, Customer–Platform Identification and CCB. Trust enhances Customer–Platform Identification and CCB, whilst Customer–Platform Identification enhances CCB. The model explains 70.9% of the variation in CCB. Trust and Customer–Platform Identification explain distinct but interconnected indirect pathways between Customer Experience and Customer Citizenship Behaviour, including complementary specific mediation effects and an additional sequential indirect pathway.

Originality/Value – This study expands upon existing research into social commerce, which generally focuses on purchase intention, repurchase and loyalty. Its novelty lies in the integration of experiential marketing, Commitment-Trust Theory and Social Identity Theory to explain CCB through two distinct yet complementary mediators.

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1. Introduction

Social media has transformed digital commerce from a transaction-centred activity into an environment combining communication, entertainment, community, and user participation. This transformation has given rise to social commerce, where social media technologies support interaction and contribution in buying and selling processes (Liang & Turban, 2011; Zhou et al., 2013). Customers can now search for products, watch live streams, read reviews, ask questions, share experiences, and interact with sellers and other users. This development is particularly relevant in Indonesia. The e-Conomy SEA 2025 report estimates that Indonesia's digital economy will approach USD100 billion in 2025, with video commerce representing an important driver of growth (Google, 2025). The increasing role of audiovisual content, reviews, direct interaction, and digital communities means that customer value is increasingly created through participation rather than transactions alone.

Customer participation can generate value for other users and the platform. Reviews can reduce uncertainty, peer responses can provide information, and recommendations can strengthen platform reputation (Fradkin et al., 2021; M. Zhang et al., 2017). However, interaction does not automatically create strong customer relationships. Information asymmetry, misleading reviews, data-security concerns, and discrepancies between digital representations and actual products remain relevant risks. Because social commerce involves platforms, sellers, creators, payment systems, logistics providers, and other users, customers must evaluate not only the product but also the reliability of the wider platform environment (Paul & Nikolaev, 2021).

These conditions make Customer Citizenship Behaviour (CCB) an important outcome. CCB refers to voluntary customer actions that go beyond transactional requirements and benefit the organisation or other customers (Groth, 2005; Yi & Gong, 2013). It includes behaviours such as helping, advocacy, feedback, and tolerance. Unlike loyalty, which primarily concerns continued use or repurchase, CCB captures customers' willingness to contribute time, knowledge, and effort to the wider service ecosystem.

Despite growing interest in CCB, social-commerce research continues to focus heavily on purchase intention, repurchase, engagement, and loyalty. These outcomes explain why customers continue to transact, but they do not fully explain why some customers voluntarily help other users, provide feedback, recommend a platform, or support service recovery (Men et al., 2024; Mitrega et al., 2022). Customer Experience is a relevant starting point because it encompasses sensory, emotional, cognitive, behavioural, and relational responses throughout the customer journey (Lemon & Verhoef, 2016; Schmitt, 1999). Yet a positive experience alone may not explain why some customers become active contributors while others remain passive.

This study therefore examines two complementary mechanisms. First, Trust represents relational security: customers' belief that the platform is competent, concerned about users, and acts with integrity (Mayer et al., 1995). Positive experiences can provide evidence of reliability and reduce uncertainty, consistent with Commitment-Trust Theory (Morgan & Hunt, 1994). Second, Customer-Platform Identification represents identity-based belonging. Drawing on Social Identity Theory, identification reflects the extent to which the platform becomes psychologically meaningful to the customer's self-concept (Tajfel & Turner, 2004). Trust and identification are conceptually distinct: Trust concerns whether the platform is

reliable and safe to depend on, whereas identification concerns whether the platform and its community are meaningful to the customer.

The study addresses three gaps. First, it positions CCB as the primary behavioural outcome rather than another transactional outcome. Second, it integrates Customer Experience, Trust, and Customer–Platform Identification in one explanatory model, thereby distinguishing relational-security and identity-based mechanisms. Third, it consistently focuses on the platform as the object of Trust and Identification rather than conflating platform relationships with trust in sellers or product brands. The contribution is therefore theoretical rather than geographical: the Indonesian setting provides an empirical context for examining how experiential, relational, and identity-based factors are associated with voluntary customer contribution.

The study empirically examines 240 social-commerce users in Indonesia using PLS-SEM. It tests the relationships between Customer Experience, Trust, Customer–Platform Identification, and CCB, including the specific mediating roles of Trust and Customer–Platform Identification. The study aims to contribute to research on digital customer relationships by explaining how favourable platform experiences are associated with voluntary behaviours that support the social-commerce ecosystem.

2. Literature Review and Hypothesis Development

2.1. Social Commerce and Customer Citizenship Behaviour

Social commerce combines electronic transaction functions with social interaction, reviews, recommendations, communities and user-generated content (Hajli, 2015; K. Z. K. Zhang & Benyoucef, 2016). These characteristics position customers as both buyers and sources of information, as well as creators of value. User contributions can reduce uncertainty, enrich information, and help platforms build active communities. Social features transform the product evaluation process from an individual decision into one influenced by collective experience. Platforms thus act as both facilitators of transactions and managers of social spaces where information, norms, and reputation are shaped.

In this context, CCB constitutes extra-role behaviour undertaken voluntarily and providing additional benefits to the platform or other customers (Groth, 2005). This construct differs from the participation required to complete a transaction and differs from loyalty, which is primarily reflected in repeat usage. CCB demonstrates active contributions that go beyond the customer's personal interests. A systematic review indicates that CCB has antecedents related to organisational resources, relationship quality, identity congruence, and inter-customer relationships (Mitrega et al., 2022). This makes social commerce an appropriate context in which to examine its formation.

2.2. Customer Experience in Social Commerce

Customer experience is a subjective and multidimensional response that is formed throughout a customer's interactions before, during and after a purchase (Becker & Jaakkola, 2020; Lemon & Verhoef, 2016). In social commerce, the experience is shaped by visuals, videos, information, ease of transaction, direct communication, security, reviews, and interaction with the community. The experience is not merely the presence of features, but rather how customers

interpret stimuli at every stage of their journey. The same features can result in different experiences because users' needs, knowledge and expectations vary.

This study utilises the five dimensions of experiential marketing: sense, feel, think, act and relate (Schmitt, 1999). 'Sense' relates to audiovisual stimuli; 'feel' to emotions; 'think' to the process of understanding and evaluating information; 'act' to the ease of taking action and participating; whilst 'relate' concerns social connectedness. These five dimensions form a comprehensive assessment of the platform. In a live stream, all five dimensions can manifest simultaneously through product presentation, emotional atmosphere, explanations that prompt evaluation, opportunities for action, and interaction with the community. A multidimensional approach is therefore more appropriate than assessing the experience solely on the basis of ease of use.

2.3. Trust as Relational Mechanism

Trust is the willingness to accept vulnerability based on the expectation that the other party will act competently and not harm the customer's interests (Mayer et al., 1995). In digital transactions, trust is important because customers rely on payment systems, data protection, refund policies and platform oversight. Trust becomes particularly important when customers cannot inspect products or oversee the entire process directly. Customers must assess whether the platform is capable of regulating sellers, safeguarding payments, and resolving disputes fairly.

The object of trust in this study is the social commerce platform. Trust is measured through ability, benevolence, and integrity: the ability to operate the system, concern for users' interests, and consistency between promises and actions. According to Commitment-Trust Theory, trust reduces uncertainty, strengthens cooperation, and supports relationships that extend beyond one-off transactions (Morgan & Hunt, 1994). This focus avoids conflating trust in the platform system with trust in specific sellers. Whilst the two may influence one another, they have distinct responsibilities and sources of evaluation.

2.4. Customer–Platform Identification as Identity Mechanism

Customer–Platform Identification is the psychological bond that customers feel with a platform. This construct is adapted from consumer–company identification, whereby an organisation's identity helps customers define themselves (Ahearne et al., 2005; Bhattacharya & Sen, 2003; Fatma et al., 2022). Identification differs from brand recognition, satisfaction or frequency of use in that it emphasises a sense of belonging to the platform. Identification is not the same as frequent use resulting from promotion or a lack of alternatives. A new identity-based relationship emerges when the platform's values and community hold significance for how customers view themselves.

In this study, identification is reflected in a sense of belonging, attachment, shared values, and self-definition. Social Identity Theory explains that individuals tend to assist group members and support organisations that are perceived as part of their identity (Tajfel & Turner, 2004). The platform's spaces for interaction, community and values make this mechanism relevant to social commerce. These four dimensions explain the relationship between feelings of acceptance, emotional attachment, alignment of values, and the use of the platform as part of self-definition. Healthy identification still allows for criticism, as support is not synonymous with uncritical defence.

2.5. Customer Citizenship Behaviour

CCB is a form of customer value co-creation that is not mandatory in the delivery of services (Yang et al., 2023; Yi & Gong, 2013; Yin et al., 2025). Feedback takes the form of constructive suggestions and criticism; advocacy takes the form of recommendations and positive support; helping takes the form of assistance to other users; whilst tolerance takes the form of patience with service disruptions that remain within reasonable limits. Bettencourt (1997) and Groth (2005) regard customers as partners who can contribute to service quality and productivity. However, the voluntary nature of these actions must be maintained so that the platform does not shift service responsibilities onto users.

These four dimensions offer distinct yet complementary benefits. Feedback aids improvement, advocacy strengthens reputation, helping supports the community, and tolerance allows room for service recovery. Consequently, CCB describes the quality of customer relationships at a higher level than mere repeat purchases. Advocacy differs from paid promotion as it stems from personal decisions, whilst tolerance does not encompass acceptance of fraud, privacy breaches or repeated failures. These boundaries are essential to ensure that CCB continues to be understood as constructive support.

2.6. Hypotheses Development

Customer Experience provides direct evidence regarding the platform's capability, concern for users, and consistency. Clear information, straightforward processes, secure payments, and reliable problem resolution reduce uncertainty and provide customers with a basis for judging whether the platform can be relied upon. Social-commerce characteristics such as information quality, communication, transaction security, reviews, and recommendations have also been shown to reinforce Trust (Hajli, 2015; Kim & Park, 2013). Repeated positive experiences further shape expectations regarding future transactions, whereas serious inconsistencies between promises and outcomes may undermine Trust (Shah & Susilo, 2022). In line with Commitment-Trust Theory, favourable experiences should therefore strengthen customers' confidence in the platform (Morgan & Hunt, 1994).

Meanwhile, customer Experience may also shape how customers psychologically relate to the platform. Sensory, emotional, cognitive, behavioural, and particularly relational experiences allow users to become familiar with the platform's character, values, and community. When these experiences correspond with customers' self-image and preferred social environment, the platform is more likely to become integrated into their self-concept (Bhattacharya & Sen, 2003). Social interaction within social commerce can further strengthen psychological closeness and contributory behaviour (Men et al., 2024). Thus, experience does not only provide functional evaluations; it can also create the social meaning required for Customer-Platform Identification.

Furthermore, trust and Customer-Platform Identification represent theoretically distinct mechanisms, but they are not completely independent. Trust reflects whether the platform is perceived as reliable, secure, and worthy of dependence, whereas identification reflects whether the platform becomes psychologically meaningful to the customer. Evidence from platform-based services also indicates an interconnection between Trust, customer-company identification, and Customer Citizenship Behaviour (Su et al., 2025). Identification places the platform closer to the customer's self-concept and therefore involves greater psychological

attachment. Customers are less likely to identify with a platform that they regard as dishonest, unsafe, or incapable of protecting users (Ahearne et al., 2005).

Trust can therefore function as a relational enabling condition for identification. By reducing uncertainty and defensive attitudes, Trust makes customers more willing to embrace the platform's values, symbols, and community. This logic is consistent with Social Identity Theory, which suggests that individuals are more likely to identify with organisations or groups perceived positively and capable of supporting their self-concept (Tajfel & Turner, 2004). Empirical evidence from platform-based services also indicates that Trust can strengthen customer-company identification (Su et al., 2025). Accordingly, Trust is expected to facilitate a deeper identity-based relationship with the platform.

Similarly, Trust may also directly encourage Customer Citizenship Behaviour. CCB requires customers to devote time, information, and effort without guaranteed immediate rewards. Customers are more likely to make such contributions when they believe that the platform is worthy of support and will not exploit their vulnerability. Commitment-Trust Theory suggests that Trust facilitates cooperation and reduces defensive behaviour in relational exchanges (Morgan & Hunt, 1994). Relationship quality has likewise been associated with customer citizenship behaviours such as helping, recommendation, and constructive participation (Bove et al., 2009; Gong & Yi, 2021).

On the other hand, customer-Platform Identification provides a different motivational basis for CCB. Customers who identify with a platform are more likely to perceive the interests of the platform and its users as relevant to their own social identity (Ahearne et al., 2005; Mandl & Hogreve, 2020). A sense of belonging can therefore encourage helping, advocacy, feedback, and tolerance because supporting the platform or other users becomes a way of supporting a group with which the customer psychologically identifies.

Social Identity Theory suggests that individuals tend to support groups they perceive as part of their self-concept (Tajfel & Turner, 2004). In digital communities, shared identity can reduce psychological distance between users and make information sharing and helping behaviour more meaningful. Previous research also shows that community or company identification can strengthen various forms of CCB, including when service failures occur (Mandl & Hogreve, 2020; Su et al., 2025). Customer-Platform Identification is therefore expected to provide an identity-based motivation for voluntary contribution.

Customer Experience can also influence CCB directly. Positive experiences provide customers with favourable emotions, knowledge, and familiarity that can be immediately translated into reviews, recommendations, assistance, or feedback. Sensory, affective, intellectual, and behavioural experiences have been associated with CCB across brand, application, and retail contexts (Le et al., 2024; PhamThi & Ho, 2024; Xie et al., 2017).

Although Customer Experience can directly generate CCB, favourable experiences do not necessarily result in voluntary contribution when users remain uncertain about the platform. Experience may first need is consistent with trust by demonstrating that the platform is reliable, secure, and responsible. Once this relational security has been established, customers become more willing to reciprocate through behaviours that benefit the platform and other users.

Previous research identifies relationship quality as an important antecedent of CCB (Mitrega et al., 2022), while Customer Experience has been shown to influence citizenship behaviour through customer–brand relationship mechanisms (Xie et al., 2017). In this study, Trust represents the specific relational mechanism through which favourable experience can be transformed into extra-role contribution. An engaging experience that does not create confidence in platform governance may generate short-term transactions, but it is less likely to encourage sustained voluntary support.

Customer Experience may also generate CCB through Customer–Platform Identification. Positive experiences allow users to recognise the platform’s values, community, and symbolic characteristics. When these experiences are consistent with customers’ self-concept, they may foster attachment, shared values, and a stronger sense of belonging. Identification subsequently changes the motivation for contribution: customers no longer contribute only because a particular transaction was satisfactory, but because they wish to support a social environment with which they psychologically identify.

Customer–company identification has been associated with supportive customer responses (Ahearne et al., 2005), while community identification has been linked with CCB (Mandl & Hogreve, 2020). Identification therefore provides an identity-based pathway through which individual experience can be translated into contribution to the wider platform ecosystem. Thus, the hypotheses proposed in this study as follow:

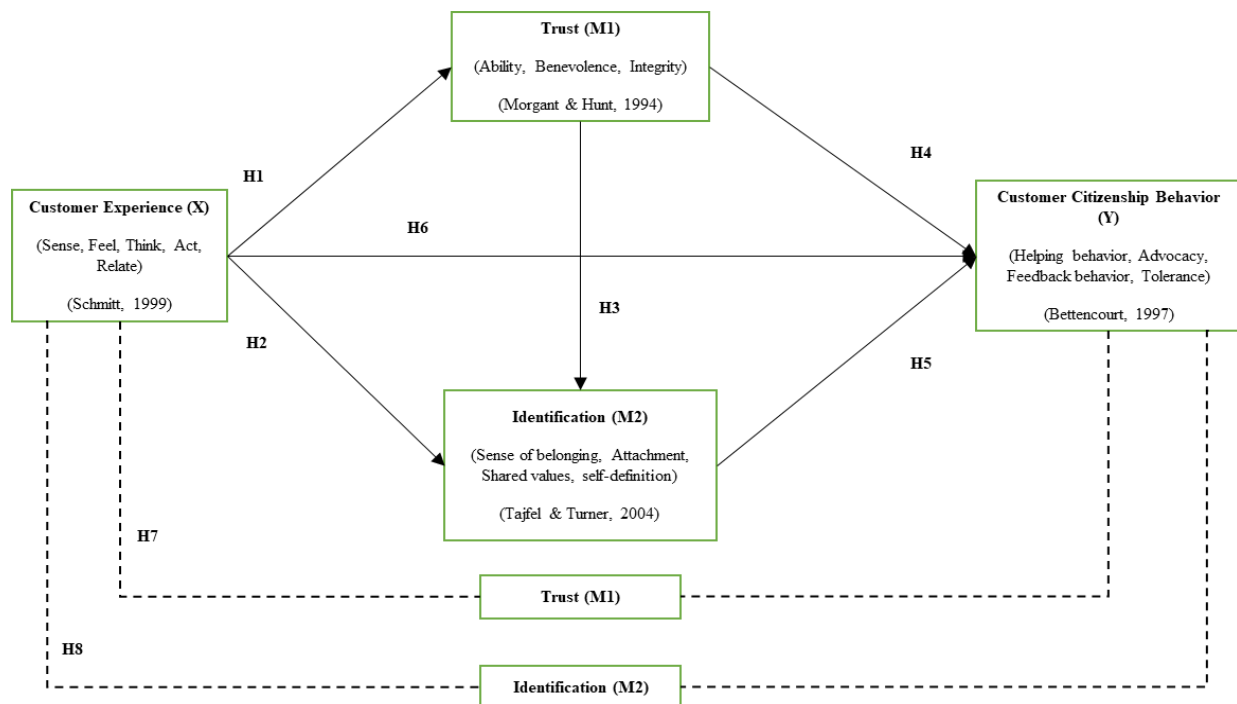
- H1: Customer experience has a positive effect on trust amongst social commerce users.
- H2: Customer experience has a positive effect on customer–platform identification amongst social commerce users.
- H3: Trust has a positive effect on customer–platform identification amongst social commerce users.
- H4: Trust has a positive effect on customer citizenship behaviour amongst social commerce users.
- H5: Customer–platform identification has a positive effect on customer citizenship behaviour amongst social commerce users.
- H6: Customer experience has a positive effect on the customer citizenship behaviour of social commerce users.
- H7: Trust positively mediates the effect of customer experience on the customer citizenship behaviour of social commerce users.
- H8: Customer–platform identification positively mediates the effect of customer experience on the customer citizenship behaviour of social commerce users.

Taken together, H7 and H8 represent two theoretically distinct specific indirect mechanisms: a relational route through Trust and an identity-based route through Customer–Platform Identification. However, these mechanisms should not be interpreted as completely independent parallel mediators. H3 explicitly links Trust with Customer–Platform Identification, implying that relational security may also facilitate identity-based belonging. Accordingly, the complete structural model allows Customer Experience to influence CCB

directly, through Trust, through Customer–Platform Identification, and through a potential sequential process in which Trust strengthens identification.

Because the formal mediation hypotheses of this study focus on the specific roles of Trust and Customer–Platform Identification, no additional hypothesis is formulated for the sequential pathway. Nevertheless, the sequential indirect effect is examined as an additional specific indirect-effect analysis to ensure that the interpretation of mediation remains consistent with the complete theoretical and structural architecture of the model. Figure 1 presents the conceptual model of this study.

Figure 1. Research Conceptual Model



2.7. Conceptual Justification of Reflective–Reflective Hierarchical Constructs

In this study, Customer Experience, Trust, Customer–Platform Identification, and Customer Citizenship Behaviour are conceptualised as reflective–reflective hierarchical constructs. This specification follows the conceptual nature of the constructs, where lower-order dimensions represent manifestations of a broader underlying concept rather than independent formative components.

Customer Experience reflects experiential responses that emerge simultaneously through sensory, emotional, cognitive, behavioural, and relational evaluations (Schmitt, 1999). Similarly, Trust represents an underlying perception of platform trustworthiness expressed through ability, benevolence, and integrity (Mayer et al., 1995; Susilo et al., 2023). Customer–Platform Identification reflects a psychological connection manifested through belonging, attachment, shared values, and self-definition (Bhattacharya & Sen, 2003). Finally, Customer Citizenship Behaviour represents a general tendency toward voluntary customer contribution expressed through helping, advocacy, feedback, and tolerance (Yi & Gong, 2013).

Therefore, although these dimensions are conceptually distinguishable, they are theoretically interconnected manifestations of broader psychological constructs. The hierarchical approach enables the model to retain dimensional richness while examining relationships among higher-order theoretical concepts.

3. Methodology

3.1. Research Design

This study uses a quantitative explanatory design to examine relationships among Customer Experience, Trust, Customer–Platform Identification, and Customer Citizenship Behaviour (CCB). The unit of analysis is social-commerce users in Indonesia. Data were collected online in June 2026 using a cross-sectional design because all constructs were measured at one point in time.

3.2. Population and Sample

Because the social-commerce user population could not be precisely defined, non-probability purposive sampling was employed. Respondents had to be at least 17 years old, have used social-commerce features, and have completed at least two transactions during the previous six months. A total of 240 responses were obtained and, after screening for eligibility, completeness, duplicate responses, and response patterns, all 240 cases were retained for analysis.

3.3. Measurement and Data Collection

The questionnaire used a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Customer Experience was measured with 15 items covering sense, feel, think, act, and relate (Schmitt, 1999). Trust was measured with nine items covering ability, benevolence, and integrity (Mayer et al., 1995). Customer–Platform Identification was measured with 12 items covering sense of belonging, attachment, shared values, and self-definition (Ahearne et al., 2005; Bhattacharya & Sen, 2004). CCB was measured with 12 items covering helping, advocacy, feedback, and tolerance (Yi & Gong, 2013).

The four constructs were specified as reflective–reflective hierarchical component models (HCMs). At the lower-order level, indicators reflect their respective dimensions, while the lower-order dimensions represent the broader constructs. The higher-order constructs were estimated using an embedded two-stage approach in SmartPLS 4.2.9. Latent-variable scores for the lower-order components obtained in the first stage were used as indicators of the corresponding higher-order constructs in the second stage (Sarstedt et al., 2019). All items were adapted to the social-commerce context with a consistent platform referent. Trust and Customer–Platform Identification referred specifically to the platform rather than individual sellers or product brands.

Ethical procedures were incorporated into the online survey. Respondents received information about the study purpose, voluntary participation, confidentiality, and research use of the responses before entering the questionnaire. Participation required informed consent. Data were accessed only by the research team and reported in aggregate form.

3.4. Data Analysis

Data were analysed using PLS-SEM with SmartPLS 4.2.9. Because of the hierarchical specification, the measurement model was assessed at both lower- and higher-order levels. Assessment included indicator loadings, AVE, Cronbach's alpha, composite reliability, and HTMT. Loadings of approximately 0.708 or higher, AVE above 0.50, and reliability above 0.70 were used as general guidelines (Hair & Alamer, 2022). Discriminant validity was primarily assessed at the higher-order construct level because the structural model examines relationships among aggregated multidimensional constructs. Cross-loadings and the Fornell–Larcker criterion were used as supplementary checks.

The structural model was assessed using inner VIF, R^2 , adjusted R^2 , Q^2 , f^2 , and path coefficients. Bootstrapping at a 5% significance level with 95% confidence intervals was used to test direct and indirect effects. VIF values below 5 were considered indicative of the absence of problematic collinearity, while f^2 values of approximately 0.02, 0.15, and 0.35 were interpreted as small, moderate, and large effects, respectively. Q^2 values above zero indicated predictive relevance.

Mediation was assessed through bootstrapped specific indirect effects. H7 tested Customer Experience → Trust → CCB, and H8 tested Customer Experience → Customer–Platform Identification → CCB. The pathways Trust → Customer–Platform Identification → CCB and Customer Experience → Trust → Customer–Platform Identification → CCB were examined as additional indirect effects rather than formal hypotheses. Because users represented several platforms, the results are interpreted as aggregate relationships across the sampled social-commerce environments rather than platform-invariant effects.

4. Result and Discussion

4.1. Respondent Profile

Prior to model testing, responses were screened for completeness of answers, age criteria, transaction experience, potential duplicates and response patterns. Following this screening, a total of 240 responses were used in the analysis. Table 1 summarises the demographic characteristics of the respondents, including gender, age, occupation, expenditure, primary social-commerce platform, and transaction frequency. The respondent profile indicates that the sample was predominantly represented by age between 36–45 years old about 75 respondents, with instagram shopping being the most frequently used social-commerce platform. Regarding transaction frequency during the previous six months, most respondents reported have transaction 4–6 times at online platform, indicating that the participants had sufficient recent experience to evaluate the platform used as the reference for this study.

Table 1. Respondent Profile

Characteristic	Category	Frequencies	Percentages (%)
Gender	Male	136	56.7
	Female	104	43.3
Age	Between 17–25 Years old	49	20.4
	Between 26–35 Years old	61	25.4
	Between 36–45 Years old	75	31.3
	Above 46 Years old	55	22.9

Characteristic	Category	Frequencies	Percentages (%)
Occupation	Student	39	16.3
	Entrepreneur/ Profesional	52	21.7
	Private Sector	101	42.1
	Civil Servant / TNI / Polri	46	19.2
	Housewife	1	0.4
	Village Official	1	0.4
E-commerce shopping expenditure	Less than Rp500.000	49	20.4
	Rp500.000 – Rp1.000.000	93	38.8
	Rp1.000.001 – Rp2.500.000	67	27.9
	More than Rp2.500.000	31	12.9
Platform	Shopee Live / Shopee Video	61	25.4
	TikTok Shop	38	15.8
	Tokopedia Play	28	11.7
	Facebook Marketplace	52	21.7
	Instagram Shopping	61	25.4
Six-month transaction frequency	2–4 times	83	34.6
	5–10 times	98	40.8
	More than 10 times	59	24.6

Source: Processed Data, 2026

4.2. Measurement Model

All indicators have an outer loading above 0.70. The AVE values range from 0.613 to 0.723, whilst Cronbach's alpha and the composite reliability of all constructs exceed 0.70. These results indicate adequate convergent validity and internal consistency. Reliability values approaching or slightly exceeding 0.95 should still be noted, as they may indicate content overlap between some items. To address this concern, item-level redundancy was examined through outer loadings, conceptual similarity among indicators, and the consistency of lower-order dimensions with their established theoretical definitions. Although some dimensions demonstrate strong empirical associations, each dimension was retained because it captures a theoretically meaningful aspect of the broader construct. Thus, the indicators adequately explain their respective constructs, and the constructs explain more than half of the variance in the indicators. No indicators need to be eliminated based on loadings alone. Table 2 presents the results of the convergent validity and reliability assessment.

Table 2. Convergent Validity and Reliability

Construct	Outer loading	Cronbach's α	Composite reliability	AVE
Customer Experience	0,724–0,824	0,955	0,960	0,613
Trust	0,821–0,867	0,952	0,959	0,723
Customer–Platform Identification	0,805–0,858	0,959	0,964	0,688
Customer Citizenship Behaviour	0,758–0,820	0,943	0,950	0,614

Source: Processed Data, 2026

Discriminant validity at the higher-order construct level was assessed using the HTMT criterion. All higher-order HTMT values were below the conservative threshold of 0.90, with the highest value of 0.815 observed between Customer Experience and Customer Citizenship Behaviour. The Fornell–Larcker criterion and cross-loading assessment also indicated that indicators demonstrated stronger relationships with their respective constructs. These results support empirical distinction among the four aggregated constructs. Thus, the four constructs can be empirically distinguished. These values are significant because Customer Experience, Trust, Identification and CCB are theoretically related but should not measure the same concept. These results provide a basis for further evaluation of structural relationships.

Because the four principal constructs were specified as reflective–reflective hierarchical component models, the higher-order measurement model was also assessed separately. Following the embedded two-stage procedure described in the Methodology, the lower-order component scores were used to estimate their relationships with the corresponding higher-order constructs. Table 3 presents the resulting higher-order loadings and bootstrap confidence intervals.

Table 3. Assessment of the Higher-Order Measurement Model

Higher-order construct	Lower-order component	Loading	95% CI
Customer Experience	Sense	0.923	[0.886, 0.950]
	Feel	0.925	[0.880, 0.956]
	Think	0.931	[0.896, 0.954]
	Act	0.923	[0.873, 0.957]
	Relate	0.909	[0.857, 0.945]
Trust	Ability	0.928	[0.891, 0.951]
	Benevolence	0.96	[0.943, 0.971]
	Integrity	0.959	[0.939, 0.972]
Customer–Platform Identification	Sense of Belonging	0.946	[0.910, 0.970]
	Attachment	0.943	[0.904, 0.967]
	Shared Values	0.955	[0.932, 0.968]
	Self-definition	0.931	[0.887, 0.958]
Customer Citizenship Behaviour	Feedback	0.94	[0.916, 0.963]
	Helping	0.945	[0.916, 0.966]
	Advocacy	0.944	[0.912, 0.965]
	Tolerance	0.928	[0.847, 0.970]

Notes: Detailed reliability, convergent validity, and discriminant validity assessments for the lower-order components are provided in Appendix A.

Because the model employs reflective–reflective hierarchical component models, additional assessment was conducted at the lower-order component level. Appendix A reports the reliability and convergent validity statistics of each lower-order dimension. All lower-order components demonstrated acceptable internal consistency and convergent validity, with composite reliability values above 0.70 and AVE values above 0.50. These results support the multidimensional specification of Customer Experience, Trust, Customer–Platform Identification, and Customer Citizenship Behaviour.

As shown in Table 3, all lower-order components loaded strongly on their respective higher-order constructs, with loadings ranging from 0.909 to 0.960, and all bootstrap confidence

intervals excluded zero. These results support the hierarchical representation of Customer Experience, Trust, Customer–Platform Identification, and Customer Citizenship Behaviour. Importantly, the hierarchical specification indicates that each higher-order construct is represented through theoretically distinguishable dimensions. However, some lower-order dimensions demonstrate high empirical proximity, which is expected given their shared conceptual domain. Therefore, dimensional validity was interpreted by considering theoretical definition, higher-order loadings, convergent validity, and the overall hierarchical measurement structure rather than relying exclusively on a strict separation criterion among lower-order facets.

At the same time, the very high internal-consistency coefficients reported at the lower-order measurement stage warrant caution regarding possible item redundancy. Reliability coefficients approaching 0.95 should therefore not be interpreted automatically as evidence of superior measurement quality. The hierarchical specification helps preserve theoretically distinct dimensional coverage—for example, sense, feel, think, act, and relate for Customer Experience and helping, advocacy, feedback, and tolerance for CCB—but it does not by itself eliminate the possibility that some item wording may overlap. Accordingly, the high reliability values are interpreted together with content coverage and the higher-order dimensional structure rather than as stand-alone evidence of measurement quality.

The higher correlations observed among several lower-order components should be interpreted within the logic of reflective–reflective hierarchical modelling. For example, dimensions such as ability, benevolence, and integrity represent theoretically interconnected manifestations of trustworthiness rather than completely independent psychological domains. Similarly, sense, feel, think, act, and relate constitute interconnected experiential responses, while helping, advocacy, feedback, and tolerance represent complementary forms of customer citizenship behaviour. Therefore, elevated HTMT values among some lower-order components indicate conceptual proximity within a broader construct domain rather than a failure of discriminant validity at the theoretical level examined in the structural model. Table 4 reports the HTMT values among the higher-order constructs.

Table 4. Heterotrait–Monotrait Ratio

Construct	CCB	Customer Experience	C–P Identification	Trust
Customer Citizenship Behaviour	—			
Customer Experience	0,815	—		
Customer–Platform Identification	0,795	0,735	—	
Trust	0,745	0,694	0,720	—

Source: Processed Data, 2026

The assessment of discriminant validity was primarily conducted at the higher-order construct level because the theoretical model examines relationships among aggregated multidimensional constructs. The lower-order component assessment is provided as

supplementary information. The complete HTMT matrix among lower-order components is provided in Appendix A.

4.3. Structural Model

The model explains 43.9% of the variation in Trust, 58.4% of the variation in Customer–Platform Identification, and 70.9% of the variation in CCB. All Q^2 values are above zero, indicating predictive relevance. Customer Experience has a large effect on Trust, a moderate effect on identification and CCB, whilst Trust has a small direct effect on CCB. The small difference between R^2 and adjusted R^2 suggests that the model’s explanatory power remains relatively stable after taking the number of predictors into account. The high R^2 value for CCB indicates that the three main predictors account for a large proportion of the variation in voluntary behaviour. Figure 2 presents the PLS-SEM model estimation results and summarises the estimated relationships among Customer Experience, Trust, Customer–Platform Identification, and Customer Citizenship Behaviour. Table 5 summarises the explanatory power, predictive relevance, and effect sizes of the structural model.

Table 5. Structural Model Assessment: R^2 , Adjusted R^2 , Q^2 , and f^2

Panel A: Endogen Construct	R^2	Adjusted R^2	Q^2
Trust	0,439	0,436	0,427
Customer–Platform Identification	0,584	0,580	0,487
Customer Citizenship Behaviour	0,709	0,706	0,592
Panel B: Relationship	f^2	Category	
Customer Experience → Trust	0,781	High	
Customer Experience → C–P Identification	0,262	Medium	
Trust → C–P Identification	0,213	Medium	
Customer Experience → CCB	0,248	Medium	
C–P Identification → CCB	0,150	Medium	
Trust → CCB	0,075	Low	

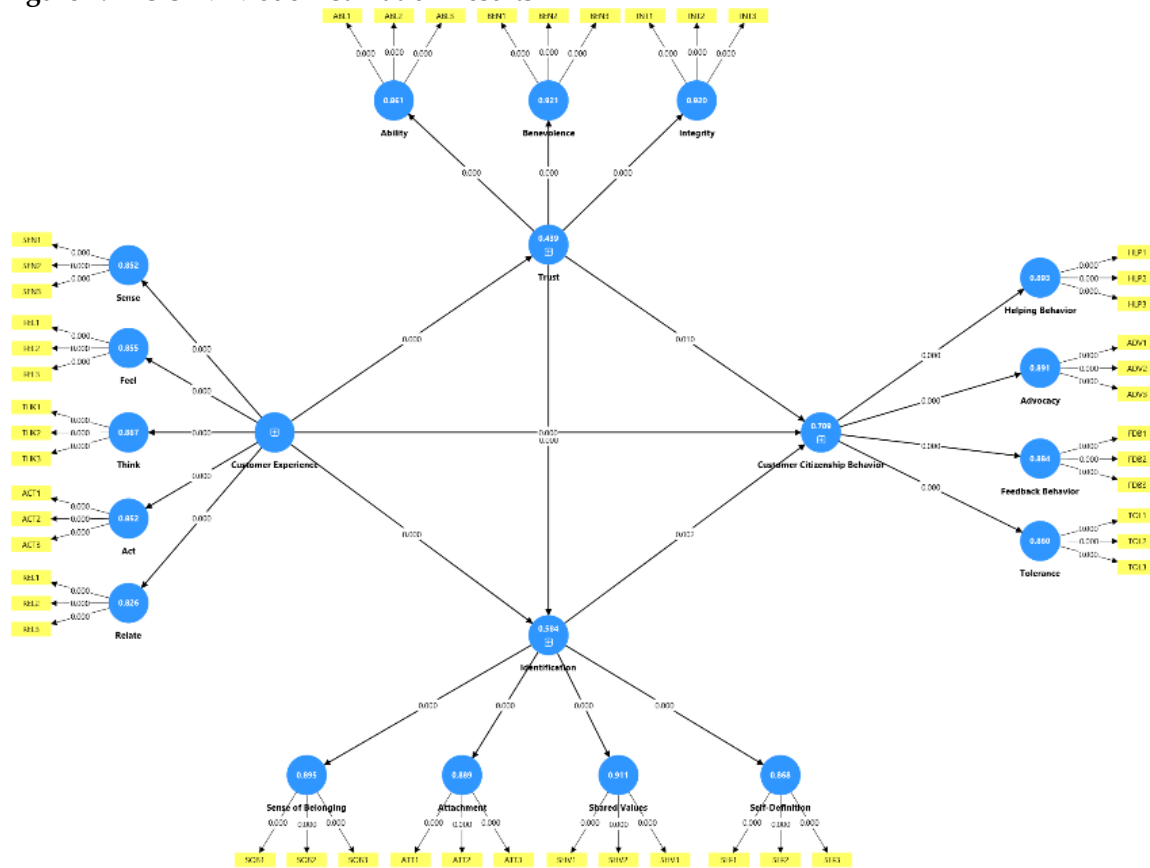
Source: Processed Data, 2026

Prior to evaluating the structural relationships, collinearity among predictor constructs was assessed using the inner Variance Inflation Factor (VIF). The results indicate that all inner VIF values were below the conservative threshold of 5.00, suggesting that multicollinearity does not pose a concern in the structural model (Hair & Alamer, 2022). Specifically, the VIF values ranged from 1.000 to 2.403, indicating that the predictor constructs provide sufficiently independent explanations of the endogenous constructs. Table 6 reports the results of the inner VIF assessment of the structural model.

Table 6. Inner VIF Assessment of the Structural Model

Predictor Construct	Endogenous Construct	Inner VIF
Customer Experience	Trust	1
Customer Experience	Customer–Platform Identification	1.781
Customer Experience	Customer Citizenship Behaviour	2.248
Trust	Customer–Platform Identification	1
Trust	Customer Citizenship Behaviour	2.16
Customer–Platform Identification	Customer Citizenship Behaviour	2.403

Figure 2. PLS-SEM Model Estimation Results



All six direct effects were supported. The largest coefficient was that of Customer Experience on Trust ($\beta = 0.662$), followed by Customer Experience on Customer–Platform Identification ($\beta = 0.441$) and CCB ($\beta = 0.403$). Trust enhances identification ($\beta = 0.397$) and CCB ($\beta = 0.217$), whilst identification enhances CCB ($\beta = 0.323$). These results indicate that Customer Experience acts as the primary antecedent, whilst Trust and identification account for the quality of the relationship formed following the experience.

4.4. Mediating Analysis

The mediation analysis initially examined the two hypothesised specific indirect effects. Customer Experience had a significant indirect effect on CCB through Trust ($\beta = 0.144$, 95% CI [0.045, 0.301]), supporting H7. Customer Experience also had a significant indirect effect on CCB through Customer–Platform Identification ($\beta = 0.142$, 95% CI [0.034, 0.301]), supporting H8. Because the direct effect of Customer Experience on CCB remained positive and significant, both pathways indicate complementary partial mediation.

The structural relationship between Trust and Customer–Platform Identification also implies additional indirect mechanisms. Trust had a significant indirect effect on CCB through Customer–Platform Identification ($\beta = 0.128$, 95% CI [0.056, 0.242]). More importantly, the sequential indirect effect Customer Experience $\rightarrow$ Trust $\rightarrow$ Customer–Platform Identification $\rightarrow$ CCB was also significant ($\beta = 0.085$, 95% CI [0.034, 0.163]).

These findings indicate that the mediation architecture is not adequately described as purely parallel. Trust and Customer–Platform Identification operate as distinct but connected psychological mechanisms. Customer Experience can generate CCB through relational

security or identity-based belonging separately, while part of the effect also follows a sequential process in which positive experiences strengthen Trust, Trust facilitates Identification, and Identification subsequently promotes citizenship behaviour.

Accordingly, the overall model is best interpreted as combining complementary direct effects, specific mediating mechanisms, and an additional sequential indirect pathway. H7 and H8 remain the formal mediation hypotheses, whereas the sequential effect provides additional evidence regarding how the relational and identity mechanisms interact within the broader theoretical architecture. Table 7 presents the results of the direct-effect hypothesis tests.

Table 7. Hypothesis testing results. CE = Customer Experience; CPI = Customer–Platform Identification. CCB = Customer Citizenship Behaviour.

H	Relationship	β /effect	t	p	95% CI	Decision
H1	CE → Trust	0,662	8,985	<0,001	0,485; 0,789	Supported
H2	CE → CPI	0,441	4,503	<0,001	0,217; 0,597	Supported
H3	Trust → CPI	0,397	4,207	<0,001	0,259; 0,612	Supported
H4	Trust → CCB	0,217	2,590	0,010	0,075; 0,413	Supported
H5	CPI → CCB	0,323	3,118	0,002	0,142; 0,536	Supported
H6	CE → CCB	0,403	4,347	<0,001	0,216; 0,565	Supported

Source: Processed Data, 2026

All confidence intervals are above zero and consistent with the direction of the hypotheses. Beyond statistical significance, the pattern of effect sizes indicates substantive differences between the pathways. Customer Experience → Trust has the largest effect in the model ($\beta = 0.662$; $f^2 = 0.781$), whilst the direct effect of Trust → CCB is relatively smaller ($\beta = 0.217$; $f^2 = 0.075$). Customer–Platform Identification exerts a greater direct influence on CCB ($\beta = 0.323$; $f^2 = 0.150$). This pattern suggests that Trust primarily functions as an upstream relational enabling condition, whilst identification is more closely linked to the motivation to make voluntary contributions. Table 8 presents the specific indirect effects examined in the mediation analysis.

Table 8. Specific Indirect Effects

Jalur	Efek	95% CI	Status
CE → Trust → CCB (H7)	0,144	0,045; 0,301	Significant
CE → CPI → CCB (H8)	0,142	0,034; 0,301	Significant
Trust → CPI → CCB	0,128	0,056; 0,242	Significant
CE → Trust → CPI → CCB	0,085	0,034; 0,163	Significant

H7 is supported because the indirect effect of Customer Experience → Trust → CCB, amounting to 0.144 with a confidence interval of [0.045; 0.301], does not include zero. H8 is also supported because the effect of Customer Experience → Customer–Platform Identification → CCB amounts to 0.142 with a confidence interval of [0.034; 0.301]. As the direct effect of CE → CCB remains significant and all effects are positive, both mechanisms exhibit a pattern of complementary partial mediation.

However, additional results indicate that the mediation structure is not entirely parallel. Trust also exerts an indirect effect on CCB via Customer–Platform Identification, amounting to 0.128 [0.056; 0.242]. Furthermore, the sequential path Customer Experience → Trust → Customer–Platform Identification → CCB was significant at 0.085 [0.034; 0.163]. These findings suggest

that relational security and identity-based belonging can operate both independently and sequentially.

The sum of the three specific indirect effects of Customer Experience on CCB via Trust, Customer–Platform Identification, and the sequential pathway is 0.371. The direct effect of Customer Experience on CCB remains at 0.403. This pattern indicates that experience has a strong direct pathway to CCB, but a significant portion of its influence is also mediated through the psychological mechanisms of relationship and identity.

Consequently, the model is best understood as a combination of complementary direct, parallel-specific, and sequential indirect mechanisms, rather than as a pure parallel mediation model. H7 and H8 remain the formal hypotheses of the study, whilst the sequential pathway is used as a supplementary analysis to clarify the psychological processes implied by the structural model.

4.5. Discussion

The findings reveal a pattern that is theoretically more important than the individual support for H1–H8. Overall, the findings indicate a set of structural relationships consistent with the proposed association between concrete platform experience, relational security, identity-based belonging, and Customer Citizenship Behaviour. Because the data are cross-sectional, these relationships should not be interpreted as demonstrating a temporal psychological sequence. These stages do not necessarily operate as a single mandatory sequence because Customer Experience retains a significant direct effect on CCB. However, the mediation results indicate that relational and identity-based mechanisms provide additional explanations for why users move beyond transactional participation and become voluntary contributors to the platform ecosystem.

First, Customer Experience functions as the primary experiential foundation of the model. Its effect on Trust is the strongest structural relationship ($\beta = 0.662$; $f^2 = 0.781$), while Customer Experience also has the largest direct effect on CCB among its three immediate predictors ($\beta = 0.403$). This pattern suggests that digital customer relationships are grounded primarily in what users actually experience rather than solely in platform reputation or security claims. Clear information, reliable transaction processes, secure payments, consistent fulfilment, quality interactions, and effective service recovery provide experiential evidence from which customers evaluate whether the platform deserves their confidence. This interpretation is consistent with Commitment-Trust Theory, which positions Trust as a central mechanism for reducing uncertainty and supporting cooperative relationships (Morgan & Hunt, 1994), as well as social-commerce studies demonstrating the importance of information quality, transaction security, communication, reviews, and social interaction in trust formation (Hajli, 2015; Kim & Park, 2013).

The strength of this relationship is particularly meaningful in social commerce because users depend on multiple interconnected actors, including platforms, sellers, content creators, payment systems, and logistics providers. Decisions are also formed through digitally mediated cues such as videos, reviews, livestreams, and user-generated content. Under these conditions, favourable Customer Experience provides evidence that the wider system functions as expected and reduces relational uncertainty. Customer Experience should therefore be understood not merely as an antecedent of satisfaction or repurchase, but as a

resource that can enable customers to create value for others (Susilo, 2020; Susilo et al., 2022, 2026). Previous studies similarly show that customer or brand experience can extend beyond conventional transactional outcomes and contribute to citizenship behaviours through stronger customer–brand relationships (Le et al., 2024; PhamThi & Ho, 2024; Xie et al., 2017). In this sense, a favourable experience not only encourages customers to stay and buy, but also increases their willingness to help, advocate, provide feedback, and tolerate reasonable service failures.

Second, the comparative pattern of coefficients clarifies the different psychological functions of Trust and Customer–Platform Identification. Customer–Platform Identification has a stronger direct relationship with CCB ($\beta = 0.323$; $f^2 = 0.150$) than Trust ($\beta = 0.217$; $f^2 = 0.075$). This difference suggests that Trust is an important condition for voluntary contribution, but it is not its strongest immediate motivational driver. Trust primarily reduces vulnerability and provides confidence that the platform is competent, dependable, and unlikely to act opportunistically. A user may therefore trust a platform sufficiently to transact while still remaining a relatively passive customer. This interpretation is consistent with the relational role assigned to Trust in Commitment-Trust Theory (Morgan & Hunt, 1994).

Customer–Platform Identification, by contrast, appears to provide a motivation that is more proximally related to citizenship behaviour. When customers perceive the platform and its community as relevant to their self-concept, the interests of the platform and other users become more psychologically meaningful. Drawing on Social Identity Theory, individuals tend to favour and support groups that contribute positively to their social identity (Tajfel & Turner, 2004). Consumer–company identification similarly explains why customers may move beyond economic exchange and develop supportive relationships with organisations that are meaningful to the self (Ahearne et al., 2005; Bhattacharya & Sen, 2003). The present findings therefore suggest a useful conceptual distinction: Trust indicates that “this platform is safe and reliable for me,” whereas identification indicates that “this platform and its community matter to me.” The latter provides a stronger identity-based reason for helping other users, advocating for the platform, and providing constructive feedback.

This interpretation is consistent with evidence that community identification can promote Customer Citizenship Behaviour and buffer customers’ responses to service failure (Mandl & Hogreve, 2020). It also accords with recent platform research showing that customer–company identification plays a meaningful role in translating Trust into citizenship behaviour (Su et al., 2025). Importantly, the stronger effect of identification should not be interpreted as evidence that Trust is unimportant. Rather, Trust appears to function more as an enabling relational condition, whereas identification provides a more immediate identity-based motivation for voluntary contribution.

Third, the positive relationship between Trust and Customer–Platform Identification ($\beta = 0.397$) demonstrates that the two mechanisms are distinct but not completely parallel. Trust appears to provide relational security that facilitates the development of identification. Customers are unlikely to incorporate a platform into their self-concept when they continue to question its security, integrity, or responsibility towards users. Once such uncertainty is reduced, however, customers may become more receptive to the platform’s values, community, and symbolic meaning. This interpretation is theoretically consistent with the idea that organisational identification is more likely to develop when an organisation possesses

positively evaluated attributes that make association with it psychologically attractive (Bhattacharya & Sen, 2003).

The additional indirect-effect analysis strengthens this interpretation. Trust has a significant indirect effect on CCB through Customer–Platform Identification ($\beta = 0.128$; 95% CI [0.056, 0.242]). This result suggests that part of Trust’s contribution to citizenship behaviour occurs not because Trust directly motivates customers to help or advocate, but because it creates the relational security necessary for stronger identification to emerge. This finding extends the interpretation of Trust from a direct antecedent of supportive behaviour to an upstream condition that can facilitate a deeper psychological relationship with the platform, consistent with the trust–identification mechanism identified by Su et al. (2025).

The additional sequential indirect analysis is consistent with the proposed interconnection between relational security and identity-based belonging. Customer Experience significantly influences CCB through the sequence Customer Experience $\rightarrow$ Trust $\rightarrow$ Customer–Platform Identification $\rightarrow$ CCB ($\beta = 0.085$; 95% CI [0.034, 0.163]). This additional effect does not replace the two hypothesised mediation pathways. Instead, it indicates that favourable experiences can also generate citizenship through a gradual psychological development: the observed pattern is consistent with a theoretically proposed sequence in which favourable Customer Experience is associated with Trust, Trust is associated with Customer–Platform Identification, and Identification is subsequently associated with CCB. Given the cross-sectional design, however, this finding should not be interpreted as evidence of temporal psychological progression.

Fourth, the two hypothesised specific indirect effects are remarkably similar in magnitude. The effect through Trust is 0.144, whereas the effect through Customer–Platform Identification is 0.142. This numerical similarity should not be interpreted as statistical equivalence because no formal comparison between the two indirect effects was conducted. Nevertheless, the pattern indicates that Customer Experience can be translated into CCB through two substantively different psychological routes of relatively similar magnitude. Trust provides customers with the relational confidence required to support the platform, whereas identification provides a sense of belonging that gives such support personal and social meaning.

These findings complement research linking customer experience with citizenship behaviour through relationship mechanisms (Le et al., 2024; PhamThi & Ho, 2024; Xie et al., 2017). They also clarify that CCB is not equivalent to loyalty: loyalty concerns continued use or repurchase, whereas CCB involves voluntary contributions that benefit the platform or other customers (Groth, 2005; Yi & Gong, 2013). The two specific indirect effects are similar in point estimate (0.144 through Trust and 0.142 through Customer–Platform Identification), but no statistical comparison was conducted; therefore, they should not be interpreted as equivalent.

Overall, the findings support an integrated explanation in which Customer Experience is associated with CCB through experiential, relational, and identity-based mechanisms. Trust represents relational confidence, while Customer–Platform Identification represents the social meaning and belonging that can motivate voluntary contribution. The additional sequential indirect effect is consistent with the interconnection of these mechanisms, but the cross-sectional design does not establish temporal psychological development.

5. Conclusion and Suggestion

The findings show that Customer Experience is positively associated with Trust, Customer–Platform Identification, and Customer Citizenship Behaviour (CCB). Trust and Customer–Platform Identification are also positively associated with CCB, with Identification showing a stronger direct association with CCB than Trust. The model explains 70.9% of the variance in CCB. The two hypothesised indirect effects are significant and similar in point estimate: 0.144 through Trust and 0.142 through Customer–Platform Identification. These estimates should not be interpreted as statistically equivalent because no formal comparison was conducted. An additional sequential indirect effect of 0.085 is also significant and is consistent with an interconnection between relational-security and identity-based mechanisms. Because the study is cross-sectional, the findings represent structural associations consistent with the proposed model rather than evidence of temporal psychological development.

The study contributes by positioning CCB as an outcome beyond transactional continuity and by integrating experiential, relational, and identity perspectives within a social-commerce framework. Customer Experience provides the experiential foundation, Trust represents relational security, and Customer–Platform Identification represents identity-based belonging. The study therefore integrates established theoretical perspectives rather than claiming to modify Commitment-Trust Theory or Social Identity Theory.

The practical implications suggest three priorities. First, platforms should manage customer experience across information, transaction security, fulfilment, service recovery, and interaction quality. Second, trustworthy governance should be supported through seller verification, data protection, transparent policies, and effective dispute resolution. Third, platforms can facilitate community identity through peer interaction, recognition of useful contributions, and constructive feedback. These recommendations are suggested by the observed relationships and should not be interpreted as experimentally established causal requirements.

6. Limitations and Future Research

The study is limited by its cross-sectional design, purposive sampling, self-reported data, and single-source questionnaire. Common-method variance cannot therefore be completely ruled out, and causal or temporal inferences should be avoided. The sample also combines several social-commerce platforms, so the findings represent aggregate relationships across the sampled environments rather than platform-invariant effects. Future studies should employ longitudinal or multi-wave designs, multi-source data, and sufficiently large platform-specific samples. Further research could distinguish trust in platforms from trust in sellers and examine moderators such as perceived risk, privacy concerns, platform familiarity, and community quality.

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Declaration of AI and AI-assisted technologies in the writing process

During the preparation of this manuscript, the authors used ChatGPT (OpenAI) to assist with language editing, structural refinement, and drafting of selected textual passages. AI tools were not used to collect or analyse the research data or to determine the statistical results. All AI-assisted content was reviewed, verified, and revised by the authors, who take full responsibility for the final manuscript and its conclusions.

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Appendix A. Lower-Order Component Measurement Assessment

Because the research model employs reflective–reflective hierarchical component models (HCMs), additional assessment was conducted at the lower-order component level. This appendix reports the reliability and convergent validity assessment of each lower-order dimension underlying Customer Experience, Trust, Customer–Platform Identification, and Customer Citizenship Behaviour.

The results demonstrate that all lower-order components achieved acceptable internal consistency reliability and convergent validity. Composite reliability values exceeded the recommended threshold of 0.70, while Average Variance Extracted (AVE) values exceeded 0.50, indicating that each dimension adequately represents its respective construct domain (Hair & Alamer, 2022). These findings support the multidimensional specification adopted in this study. Table A1 presents the reliability and convergent validity results for the lower-order components.

Table A1. Reliability and Convergent Validity of Lower-Order Components

Higher-order construct	Lower-order component	Cronbach's Alpha	Composite Reliability	AVE
Customer Experience	Sense	0.76	0.862	0.676
	Feel	0.819	0.892	0.734
	Think	0.799	0.882	0.713
	Act	0.817	0.891	0.732
Trust	Relate	0.832	0.899	0.749
	Ability	0.879	0.925	0.805
	Benevolence	0.879	0.926	0.806
	Integrity	0.874	0.922	0.799
Customer–Platform Identification	Sense of Belonging	0.816	0.891	0.731
	Attachment	0.85	0.909	0.769
	Shared Values	0.856	0.912	0.776
	Self-definition	0.887	0.93	0.816
Customer Citizenship Behaviour	Helping	0.781	0.873	0.696
	Advocacy	0.77	0.867	0.685
	Feedback	0.796	0.881	0.711
	Tolerance	0.78	0.872	0.694

The lower-order HTMT matrix is reported transparently to demonstrate the relationships among dimensions; however, these values are not interpreted as equivalent to discriminant assessment among theoretically independent constructs because the lower-order dimensions form components of higher-order reflective constructs.

	Sense	Feel	Think	Act	Relate	Ability	Benevo	Integri	Belong	Attach	Shared	Self-de	Helpin	Advoca	Feedba	Tolarar
Sense	–															
Feel	0.845	–														
Think	0.806	0.874	–													
Act	1.028	0.87	0.98	–												
Relate	1.018	0.834	0.995	0.981	–											
Ability	0.696	0.63	0.676	0.679	0.68	–										
Benevo	0.68	0.655	0.683	0.716	0.687	0.938	–									
Integri	0.754	0.75	0.738	0.744	0.747	0.939	1.03	–								
Sense d	0.762	0.847	0.749	0.778	0.853	0.662	0.769	0.767	–							
Attach	0.699	0.674	0.703	0.703	0.71	0.669	0.778	0.759	1.077	–						
Shared	0.781	0.8	0.806	0.679	0.729	0.627	0.723	0.706	1.036	1.004	–					
Self-de	0.775	0.837	0.749	0.684	0.705	0.626	0.736	0.705	0.962	0.933	1.007	–				
Helping	1.025	1.072	0.999	0.816	0.967	0.739	0.779	0.72	0.743	0.79	0.762	0.813	–			
Advoca	0.887	0.89	0.875	0.803	0.816	0.706	0.794	0.816	0.827	0.819	0.829	0.852	1.105	–		
Feedba	0.838	0.839	0.822	0.772	0.802	0.642	0.713	0.776	0.82	0.713	0.791	0.813	1.084	1.105	–	
Tolarar	0.825	1.036	0.765	0.869	0.838	0.728	0.795	0.787	0.808	0.775	0.843	0.77	1.082	1.067	1.036	–