

**Impact of Value Co-Creation Behavior on Customer Loyalty with
mediation role of Customer Trust of Rural Customers in FMCGs
Sector**



By:

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M.PHIL (MS) (2017-2019)**

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DEDICATION

To my Late Mother and Grand Parents.

Declaration of Authentication

*I, **SALMAN SARWAR** MPhil (MS) Student in the Department of Management Sciences, Bahria University, Islamabad, certify that the research work presented in this thesis is to the best of my knowledge my own. All sources used and any help received in the preparation of this dissertation have been acknowledged. I hereby declare that I have not submitted this material, either in whole or in part, for any other degree at this or other institution.*

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Abstract

Organization now a days giving high weightage to customer co-creation behavior as a key success factor in their innovation and value chain processes. For a firm, Loyalty of their customers is the necessary element if they want to grow in long term. This research examines the value co-creation behavior and its effect on loyalty toward the organization along with its both dimension's, participation behavior and citizenship behavior. This empirical study establishes this relationship with the mediating role of customers trust. Rural sector and customer standpoint are the prime focus of this. This study collected the data from 405 true respondents and used Preacher and Hayes process mediation in SPSS as well factor analysis in Smart PLS. The main contributions stem from a better knowledge of the antecedents of loyalty by incorporating a variable not previously studied: value co-creation behavior. This study also offers a contribution to the research field of value co-creation because, despite a growing interest in the topic, little knowledge exists on the effects or consequences of this construct.

Keywords: Customer Co creation behavior, citizenship, participation, Customer Trust, Customer Loyalty, Rural

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