

Explaining the Behavioral Trust in Food Industry of Guilan Province in the form of a causal model

Adel Karami Eyourigh*,

Today, in the context of interactions and business practices between organizations, trust is a social mechanism with many social, political, economic, and psychological functions that plays an important role in this field. The aim of this study was to Explaining the Behavioral Trust in Food Industry of Guilan Province in the form of a causal model. The methods of this research was descriptive and functional. The population of this research were managers of food industry in Guilan province and the number of samples with using Cochran formula of limited considered 139 people. To gathering information and data questionnaire was used field and analyzed by SPSS and SmartPLS2 software. According to the results of the data analysis, ten hypotheses were confirmed and three hypotheses were rejected. That is, the hypothesis test showed that the reputation of the organization had an impact on the calculative trust. Also, the relationship between conflict resolution and empathy with cognitive trust was confirmed. The findings also showed the effect of shared values on affective trust. Also, the relationship between dimensions of trust variables (including calculative trust, cognitive trust and affective trust) was confirmed. Concerning the emergence of behavioral trust (including the relationship investments and confidential communication), the results showed that the affective trust has greatest impact. But the impact of calculative trust and cognitive trust on the relationship investments was not confirmed. Also, the relationship between communications with cognitive trust was not confirmed.

Keywords : Calculative trust, Cognitive trust, Affective trust, Relationship investments, Confidential communication

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