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THE RELATIONSHIP BETWEEN COMPANY CHARACTERISTICS
AND DIGITAL TRUST: INSIGHTS FROM DIFFERENT INDUSTRIES

THE GRADUATE SCHOOL OF
NATURAL AND APPLIED SCIENCES
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DIGITAL TRUST: INSIGHTS FROM DIFFERENT INDUSTRIES

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Approval of the Graduate School of Natural and Applied Sciences, Atilim University.

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ABSTRACT

THE RELATIONSHIP BETWEEN COMPANY CHARACTERISTICS AND DIGITAL TRUST: INSIGHTS FROM DIFFERENT INDUSTRIES

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Trust is a requirement for conducting business. It depends on being transparent and trying to act consistently. This study purposes to investigate the association between company characteristics such as professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier, organization size and digital trust among employees in the company, with the goal of providing insights that can help companies build and maintain trust in the digital age. The study aims to identify the company characteristics that are most strongly associated with digital trust, and to explore the extent to which these characteristics influence employees' trust in the digital realm. The e-Trust Survey, which has ten components organized into three levels—technology, people, and process is used to gauge the degree of digital trust. 5329 people from 36 different countries completed the online survey for this study. The number of years of professional experience of the participants was collected and analyzed. There were 520 participants with less than 1 year of professional experience, 1098 participants with 1-3 years of professional experience, 2248 participants with 4-10 years of professional experience, 1006 participants with 11-20 years of professional experience, 369 participants with 21-30 years of professional experience, 73 participants with 31-40 years of professional experience and 15 participants with more than 40 years of professional experience. Munzel-Bruner analysis which is non-parametric alternative of MANOVA was conducted on the digital trust

components (priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use) with professional experience, employment status, professional position, organization role, organization form, company role and organization size company characteristics. While MANOVA analysis was conducted on industry sector, customer group, and industry sector supplier. Results revealed that professional experience, professional position, organization form, company role, industry sector, customer group, industry sector supplier and organization size are affecting factors on digital trust.

Keywords: Trust, Digital Trust, Company Characteristics.

ÖZ

ŞİRKET ÖZELLİKLERİ İLE DİJİTAL GÜVEN ARASINDAKİ İLİŞKİ: FARKLI SEKTÖRLERDEN GÖRÜŞLER.

Adewoye, Oyebola Temiloluwa
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Güven, iş yapmak için bir gerekliliktir. Şeffaf olmaya ve tutarlı davranmaya çalışmaya bağlıdır. Bu çalışma, şirket çalışanları arasında mesleki deneyim, istihdam durumu, mesleki pozisyon, organizasyon rolü, organizasyon formu, endüstri sektörü, şirket rolü, müşteri grubu, endüstri sektörü tedarikçisi, organizasyon büyüklüğü ve dijital güven gibi şirket özellikleri arasındaki ilişkiyi araştırmayı amaçlamaktadır, şirketlerin dijital çağda güven oluşturmaya ve sürdürmesine yardımcı olabilecek bilgiler sağlama hedefiyle. Çalışma, dijital güven ile en güçlü şekilde ilişkilendirilen şirket özelliklerini belirlemeyi ve bu özelliklerin çalışanların dijital dünyaya olan güvenini ne ölçüde etkilediğini araştırmayı amaçlamaktadır. Üç seviyede düzenlenen on bileşenden oluşan e-Güven Anketi— teknoloji, insanlar ve süreç dijital güvenin derecesini ölçmek için kullanılır. 36 farklı ülkeden 5329 kişi bu çalışma için çevrimiçi anketi tamamladı. Katılımcıların mesleki deneyim yılı sayısı toplanmış ve analiz edilmiştir. 1 yıldan az mesleki deneyime sahip 520, 1-3 yıl mesleki deneyime sahip 1098, 4-10 yıl mesleki deneyime sahip 2248, 11-20 yıl mesleki deneyime sahip 1006, 21-21-20 yıl mesleki deneyime sahip 369 katılımcı yer aldı. 30 yıllık mesleki deneyim, 31-40 yıllık mesleki deneyime sahip 73 katılımcı ve 40 yılı aşkın mesleki deneyime sahip 15 katılımcı. MANOVA'nın parametrik olmayan bir alternatifi olan Munzel-Bruner analizi, dijital güven bileşenleri (öncelik düzeyi yazılım kalitesi, donanım ve yazılım, elektronik cihazlar, bilgi sistemleri, yönetim ve diğer dahili varlıklar, BT ve veri desteği, harici varlıklar, veri koruma ve mahremiyet, kurumsal veri koruma ve mahremiyet, internet ve sosyal medya kullanımı) ile mesleki deneyim, çalışma durumu, mesleki pozisyon, organizasyon rolü, organizasyon şekli, şirket rolü

ve organizasyon büyüklüğü şirket özellikleri. Sanayi sektörü, müşteri grubu ve sanayi sektörü tedarikçisi üzerinde MANOVA analizi yapılırken. Sonuçlar, mesleki deneyim, mesleki konum, organizasyon şekli, şirket rolü, endüstri sektörü, müşteri grubu, endüstri sektörü tedarikçisi ve organizasyon büyüklüğünün dijital güveni etkileyen faktörler olduğunu ortaya koymuştur.

Anahtar Kelimeler: Güven, Dijital Güven, Şirket Özellikleri.



*To God, my lovely parents, my amazing fiancé and
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LIST OF SYMBOLS/ABBREVIATIONS

MANOVA Multivariate analysis of variance

GCPR

CHAPTER 1

INTRODUCTION

1.1. Introduction to Digital Trust

Trust in digital environments relates to users' confidence in the capability of People, Technology, and Processes to maintain a secure environment [1]. Trust is a requirement for conducting business. Whenever we interact with something digitally, Digital Trust is built by measuring and quantifying our expectations of the entity's claims and its behavior. Studies have generally indicated that trust has an impact on organizational performance and responsibility standards [2], workplace safety climate [3] and also organizational effectiveness [4]. Similarly, trust has a big impact on how employees make decisions [3].

Businesses need to address concerns with digital trust connected to "ethics and control of data access and usage, interaction over the Internet, digital risk resilience, and value generation in the digital age," according to Norbert [5]. As staff work across different locations and cultures, trust in information technology and data service centers becomes more important. Trust is essential in supply chains; as the significance of data protection increases, managing digital trust aspects at the workplace to create a digitally safe trust-based culture within the firm becomes a big challenge [6]. In a variety of scenarios, from straightforward chats and interpersonal encounters to cross-border interactions and commercial transactions, digital trust is altering how individuals act and understand other human behavior [6].

Safety, security, dependability, privacy, and data ethics are key drivers of digital trust. The survey of [7] also considers dependability, credibility, transparency, integrity, and security.

The main objective of this study is to evaluate employee digital trust, as well as each participant's opinion on his or her own perspective as a worker, attitude toward the employer, and behavior in society at large as well as how the company characteristics is related to Digital Trust. Insights will be gotten from different industries. The research is largely geared at evaluating digital trust in the workplace with a focus on people, technology, and process.

1.2. Background of the Problem

The need for trust is becoming a critical component of both corporate and personal use of technologies such as information and communication technologies (ICT), the Internet of Things, artificial intelligence (AI), virtual or augmented reality (VR/AR), blockchain, robots, and automation, etc with the adoption of digital technologies across all business sectors [8] .

For businesses where the partner will never be physically seen in real-life - working in virtual, digitally assisted international teams - managing digital trust components at the workplace to develop a digitally safe culture of trust within the company is a substantial challenge. Cross-cultural and time-zone collaboration among staff makes trust in data centers and IT assistance become crucial. The necessity of data security both inside the organization and while working with outside parties has increased because trust is essential in supply chains. For employees to adopt new digitalization technologies, a higher level of digital trust is required [6].

As a result, managers and academics alike find the concept of digital trust to be intriguing. The elements that determine digital trust are yet another intriguing idea. This study attempts to investigate how company characteristics affect digital trust in the context of prior research.

1.3. Statement of the Problem.

Trust is one of the key building blocks of any contact in contemporary society, which is both the easiest concept to define and the most difficult to put into practice. It depends on being transparent and trying to act consistently. The term "digital trust" (also known as "e-trust" or "online trust") refers to a positive and provable belief regarding the perceived dependability of a digital information source, which results in an intention to use that source [9].

As more companies engage in digital transactions with their customers, the level of trust between these parties becomes increasingly important. While previous studies have explored the relationship between various company characteristics and

consumer trust, there is a gap in the literature regarding the specific factors that influence digital trust. This study aims to investigate the association between company characteristics such as professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier, organization size and digital trust among employees in the company, with the goal of providing insights that can help companies build and maintain trust in the digital age. The data used in this study was gotten from previous research the "e-Trust Project," a global study on workplace digital trust done by Marcial and Launer [1]. It was from this data that the company characteristics were acquired from the questionnaires filled by the participants of the survey.

With the rapid growth of e-commerce and online transactions, digital trust has become a critical factor in the success of businesses. Prior research has highlighted the importance of trust in building customer loyalty, but little is known about how specific company characteristics, such as organization size, industry sector, and organization form impact digital trust. This study aims to fill this gap by examining the association between these company characteristics and digital trust among employees and to provide recommendations on how companies can improve their digital trustworthiness to enhance customer satisfaction and loyalty.

1.4. Purpose of the Study.

In this study, the main purpose is to assess digital trust among employees and to learn about their experiences as workers as well as how the company characteristics are related to digital trust. Specifically, the study aims to identify the company characteristics that are most strongly associated with digital trust, and to explore the extent to which these characteristics influence employees' trust in the digital realm. By providing insights into the factors that shape digital trust, this study aims to help companies better understand how to build and maintain trust in the digital age, and to enhance customer satisfaction and loyalty. The study's findings will be of interest to researchers, practitioners, and policymakers working in the fields of e-commerce, digital marketing, and consumer behavior.

1.5. Research Questions.

The following research questions were considered in this study:

- RQ1: Is there any significant difference between professional experience in terms of digital trust?
- RQ2: Is there any significant difference between employment status in terms of digital trust?
- RQ3: Is there any significant difference between professional position in terms of digital trust?
- RQ4: Is there any significant difference between organization role in terms of digital trust?
- RQ5: Is there any significant difference between organization form in terms of digital trust?
- RQ6: Is there any significant difference between virtual organization form in terms of digital trust?
- RQ7: Is there any significant difference between industry sector in terms of digital trust?
- RQ8: Is there any significant difference between company role in terms of digital trust?
- RQ9: Is there any significant difference between customer group in terms of digital trust?
- RQ10: Is there any significant difference between industry sector supplier in terms of digital trust?
- RQ11: Is there any significant difference between organization size in terms of digital trust?

CHAPTER 2

LITERATURE REVIEW.

This chapter will analyze and summarize the relevant literature in relation to the research questions outlined in Chapter One.

2.1. What is Digital Trust?

In the age of the digital economy, transactions between buyers and sellers are conducted online. E-vendors must increase their credibility in the eyes of clients who show a strong preference for uncertainty avoidance in order to minimize risks [10]. Studies have generally established that trust impacts organizational results, workplace safety climate, and responsibility standards as well as organizational performance. Similarly, trust has a big impact on how employees make decisions [1]. Every digital engagement is supported by digital trust, which is defined as the measurement and quantification of the expectation that a given entity is what it purports to be and will act accordingly [11]. Dmitry E. Kozhevnikov and Anton S. Korolev [12] defined Digital Trust as the relationship between a human and an autonomous intellectual agent that exists in a digital environment, in which a person trusts an agent to take care of his everyday requirements by making decisions on his behalf and at his expense in the digital environment.

Trust in digital environments relates to users' confidence in the capability of People, Technology, and Processes to maintain a secure environment [14]. From the people's perspective, the secret to successful collaboration and individual and organizational success in the digital workplace is building trusted relationships with others and with these tools [13]. Safety, security, dependability, privacy, and data ethics are specific factors that influence trust in digital environments [1].

KPMG created a straightforward model in order to give useful tips on how to enhance and show digital trust. The model identifies five essential qualities that organizations should prioritize: Reliability, Credibility, Transparency, Security and Integrity. If businesses prioritize these qualities, their customers' degree of digital trust in such businesses will increase [7].

As the various definitions depict, there are numerous ways to define digital trust,

each with a unique set of motivating factors. This study's main objective is to evaluate employee digital trust in relation to their perceptions of their own professional experiences, their attitudes toward the firm they work for, and their social conduct. This study specifically focuses on assessing digital trust in the workplace with a focus on people, technology, and process [14]. The framework created by Marcial and Launer [1] was employed as the foundation for this study. This framework was created with respect to a global study on workplace digital trust developed in association with educational institutions in Europe, the USA, Latin America, and Asia.

2.2. Company Characteristics.

There are various company characteristics that influence digital trust. However, this study will focus on the following company characteristics: professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier and organization size. This study aims to investigate the association between these company characteristics and digital trust among employees in the company, with the goal of providing insights that can help companies build and maintain trust in the digital age.

In any workplace digital transformation, employees are a crucial component. Employees may have varying levels of confidence in the digital revolution [1]. Consequently, productivity will rise as employee digital trust rises [17]. This study is concerned with how employees see digital trust.

This study will identify the company characteristics that are most strongly associated with digital trust, and explore the extent to which these characteristics influence employees' trust in the digital realm.

2.3. Previous Research On Digital Trust.

According to KPMG (Klynveld Peat Marwick Goerdeler) which explains digital trust from the perspective of the consumer, "It is a result that you can influence but not control, where confidence in your digital services drive customer loyalty, opening up a new type of relationship and enormous untapped potential" [7].

Dmitry E. Kozhevnikov and Anton S. Korolev [12] defined Digital Trust as the relationship between a human and an autonomous intellectual agent that exists in a digital environment, in which a person trusts an agent to take care of his everyday requirements by making decisions on his behalf and at his expense in the digital environment.

Digital trust is defined by Gartner [11] as the measurement and quantification of the expectation that a given entity is what it purports to be and will act accordingly. According to Joyce [14], Trust in digital environments relates to users' confidence in the capability of People, Technology, and Processes to maintain a secure environment. Digital trust is defined by Corritore et al.[15] as a confident anticipation that one's vulnerabilities won't be abused in an online situation of danger. An overview of previous research shows that most research have investigated Digital trust from the consumer's perspective and also from the online marketing perspective. There has not been any previous research that has studied the relationship between Digital Trust and Company Characteristics. This is the aspect this research is going to cover.

2.4. Theoretical Framework.

The framework adopted in this study is the framework for studying "Digital trust in the workplace" as offered by Marcial and Launer [1]. This framework was utilized as a foundation for developing the conceptual framework of this study. It is based on an input-output model found in the principles of information systems. The Forrester Social Technographics Ladder, Technology Adoption Theory, Management Theory, Information Systems Theory, the Software Quality Model, General Data Protection Regulation Principles, Digital Citizenship Principles, and Caldicott Principles are some of the other theories that were taken into account in this study [16].

The degree of digital trust is thus evaluated in terms of Technology, People, and Processes [16]. There are particular variables for each of these categories. Due to the fact that this study is assessing the relationship between company characteristics and digital trust, employment profile is taken into consideration as an input factor affecting trust [1]. This model initially suggests various connected aspects, covering important mechanisms of digital trust in the workplace.

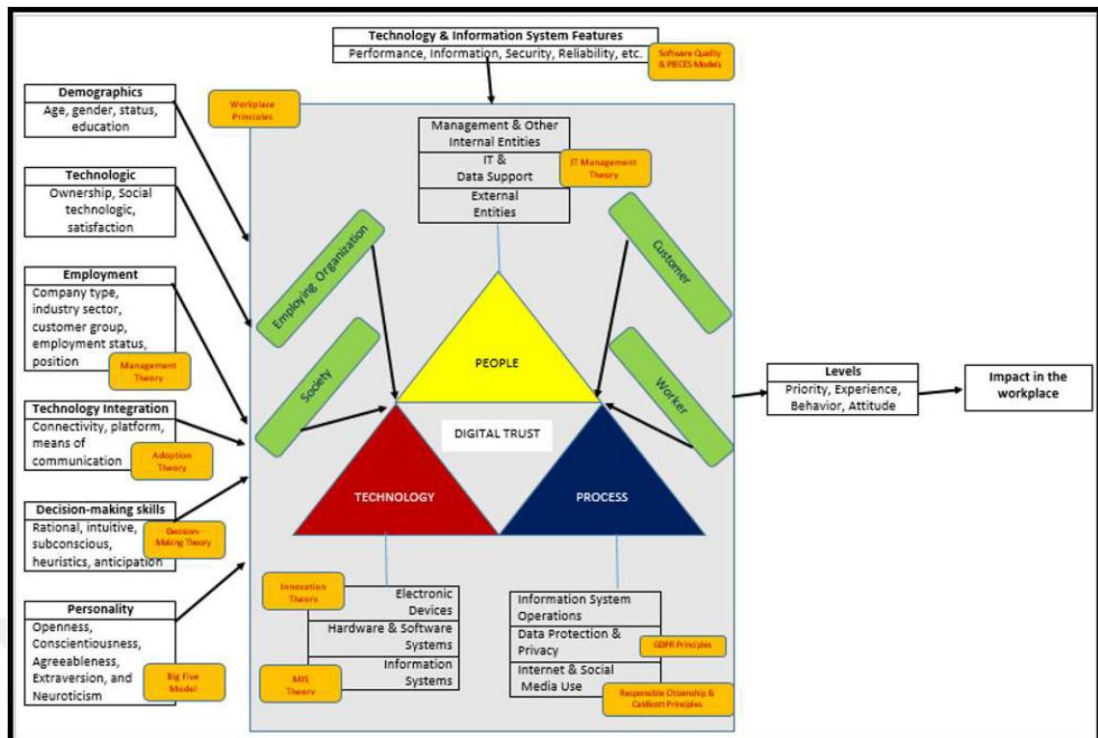


Figure 2.1 Theoretical Framework of the Study “Digital Trust in the Workplace”[1]

The conceptual framework of Marcial and Launer's study, "Digital Trust in the Workplace," is depicted in Figure 2.1. As can be seen from the framework, six interconnected variables were proposed as potential influences on the degree of digital trust. These include the respondents' demographic information, technological information, and employment history, use of technology, decision-making abilities, and personality type [1]. Due to the fact that this research is focusing on the company characteristics affecting digital trust, employees profile and company profile were taken into consideration in determining the independent variables for this study. The study's description of the employees covers their position, status, and the duration of their current employment. To ascertain whether these factors have an impact on digital trust, employees are also asked about the company's profile, including the type, form, and number of employees. These are the professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier, and organization size which are the company characteristics which are in turn the independent variables for this study.

On the other hand, the three levels which are technology, people, and process were

used to structure the survey questions for the Digital Trust project based on these theories and guiding principles. The 10 components that make up these three levels are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use. These are the digital trust components which serve as the dependent variables of this study.

Regarding technology, the use of electronic devices, hardware and software systems, and information systems in the workplace will be used to gauge the degree of digital trust. For the process, the use of the internet and social media, data privacy and protection practices, and information system operations will all be taken into consideration when determining the level of digital trust. The management and other internal entities of the organization, IT and data support, and external entities that have a direct impact on the functioning of the organization will all be considered in measuring the level of digital trust in terms of the people component [1].

2.5. Summary

Previous studies show that employees profile such as number of years of the current job, status, and position; and the company's profile such as type, form, and number of employees are some of the factors that affect digital trust. Company characteristics combine metrics from the employees profile and company profile. This study is aimed at taking into consideration the company characteristics that affect digital trust and the relationship that exists between these characteristics and digital trust. The following company characteristics: professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier and organization size were taken into consideration.

There is a need for more comprehensive research on the factors that influence digital trust. Therefore, the purpose of this study is to identify the effects of company characteristics including professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier, and organization size on digital trust.

It will be determined to what extent people, technology, and processes are trusted to provide a secure digital environment. It will be determined what factors will have an impact on employee perceptions of their own work experiences and digital trust. It will be determined what factors will have an impact on employee perceptions of their own work experiences and digital trust.

This study is anticipated to describe employee behavior, company characteristics and practices relevant to their job in the digital age.



CHAPTER 3

METHODOLOGY

The research methodology of this study outlines the following subheadings, the purpose of the study and the research questions, the design of the study, the study participants, the data collection procedures and instruments, and the data analysis.

3.1. Purpose of the Study and Research Questions

In this study, the main purpose is to assess digital trust among employees and to learn about their experiences as workers as well as how the company characteristics are related to digital trust. Specifically, the study aims to identify the company characteristics that are most strongly associated with digital trust, and to explore the extent to which these characteristics influence employees' trust in the digital realm.

Following is a collection of research questions based on these aims:

- RQ1: Is there any significant difference between professional experience in terms of digital trust?
- RQ2: Is there any significant difference between employment status in terms of digital trust?
- RQ3: Is there any significant difference between professional position in terms of digital trust?
- RQ4: Is there any significant difference between organization role in terms of digital trust?
- RQ5: Is there any significant difference between organization form in terms of digital trust?
- RQ6: Is there any significant difference between virtual organization form in terms of digital trust?
- RQ7: Is there any significant difference between industry sector in terms of digital trust?

- RQ8: Is there any significant difference between company role in terms of digital trust?
- RQ9: Is there any significant difference between customer group in terms of digital trust?
- RQ10: Is there any significant difference between industry sector supplier in terms of digital trust?
- RQ11: Is there any significant difference between organization size in terms of digital trust?

3.2. Design of the Study

One of the quantitative research approaches, causal-comparative research design, has been used in this study. Researchers examine the causes of, or consequences of diversity that exists between or within groups of individuals in causal-comparative research [19]. Eleven separate groupings that were made using employees data are used as independent variables in this study. These independent variables are professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier and organization size. Dependent variables are required to look for variations between groups. Digital trust is the primary dependent variable, but it also has ten components organized into three layers of technology, process, and people. The 10 components are priority level of software quality, hardware and software, electronic devices, information systems, management, and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use. Regarding technology, the use of electronic devices, hardware and software systems, and information systems in the workplace will be used to gauge the degree of digital trust. For the process, the use of the internet and social media, data privacy and protection practices, and information system operations will all be taken into consideration when determining the level of digital trust. The management and other internal entities of the organization, IT and data support, and external entities that have a direct impact on the functioning of the organization will all be considered in measuring the level of digital trust in terms of the people component [18].

3.3. Participants of the Study

Convenience sampling was used to select study participants [19]. This employs a non-random selection technique in which sample units are selected based on their ability to access the "e-Trust Project" [18]. Data for this study were gathered from the "e-Trust Project," a global study on workplace digital trust done by Marcial and Launer [18].

The total number of participants in this study was 5329, representing 36 nations.

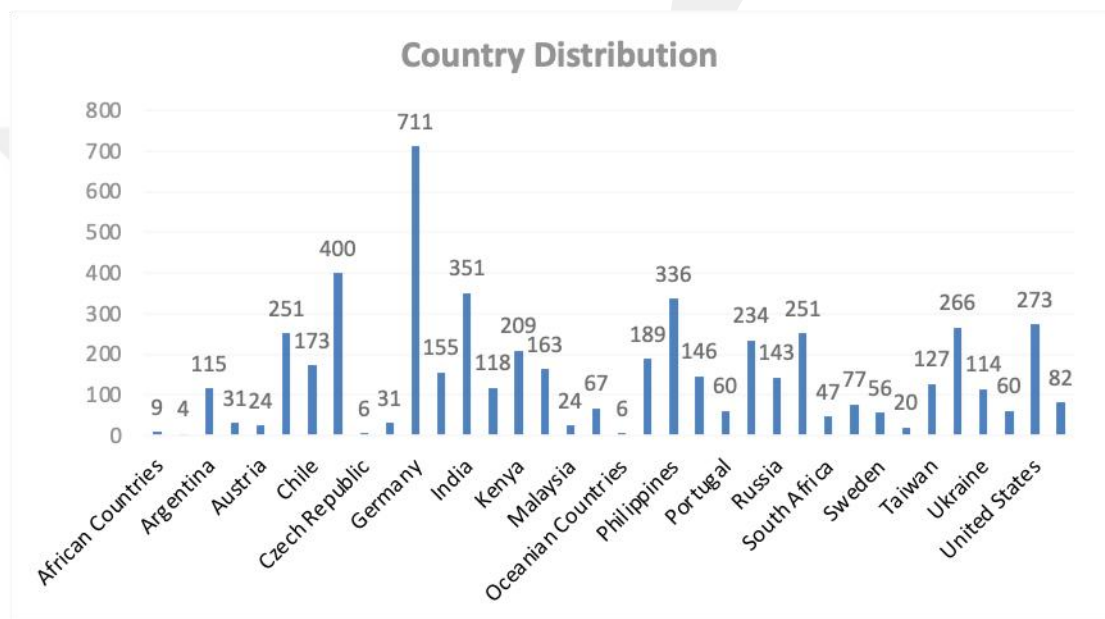


Figure 3.1: Country Distribution.

Figure 3.1 shows frequency distributions for each nation. Germany had the highest number of participants which is 711 participants. China had the second highest number of participants which is 400 participants. India had the third highest number of participants which is 351 participants. African Countries had the third least number of participants numbering 9 participants. Czech Republic and Oceanian countries had the second least number of participants numbering 6 participants. American Countries had the lowest number of participants which is 4 participants.

The ages of the participants ranged from 18 years old to 59 years old and older; 40 participants were 18 years old or younger, 1262 participants were between the age

range of 19-28, 1332 participants were between the age range of 29-38, 1590 participants were between the age range of 39-48, 966 participants were between the age range of 49-58 and 139 participants were 59 years old or older.

The number of years of professional experience of the participants was collected and analyzed. There were 520 participants with less than 1 year of professional experience, 1098 participants with 1-3 years of professional experience, 2248 participants with 4-10 years of professional experience, 1006 participants with 11-20 years of professional experience, 369 participants with 21-30 years of professional experience, 73 participants with 31-40 years of professional experience and 15 participants with more than 40 years of professional experience. The frequency distribution of the professional experience of the participants is shown in Figure 3.2 below.

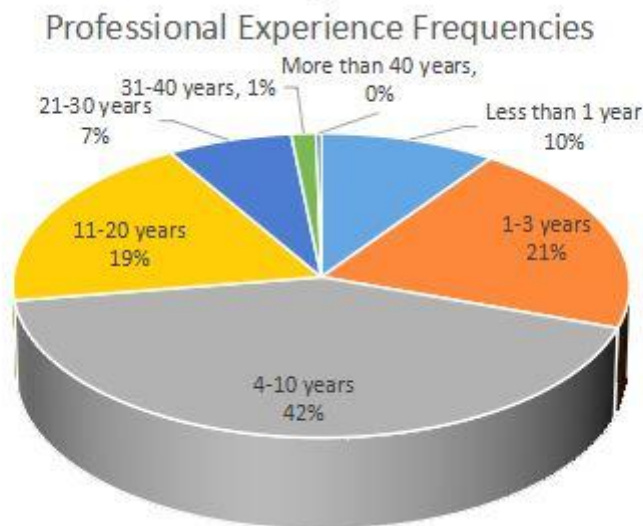


Figure 3.2: Professional Experience Distribution

The data of the professional status of the participants was collected and analyzed. There were 4785 participants with regular or permanent employment and there were 544 participants with probationary or temporary employment. The frequency distribution of the employment status of the participants is shown in Figure 3.3 below.

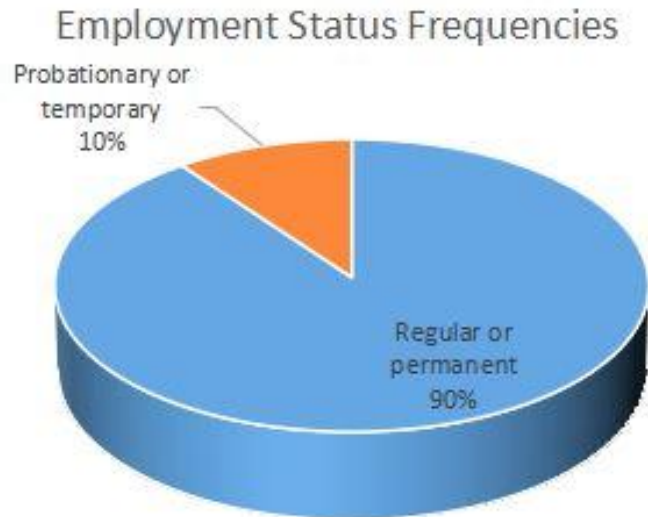


Figure 3.3: Employment Status Distribution

The data of the organization form of the participants was collected and analyzed. There were 1434 participants in virtual organizations and there were 3895 participants in non-virtual organizations. The frequency distribution of the organization form of the participants is shown in Figure 3.4 below.

Organization Form Frequency

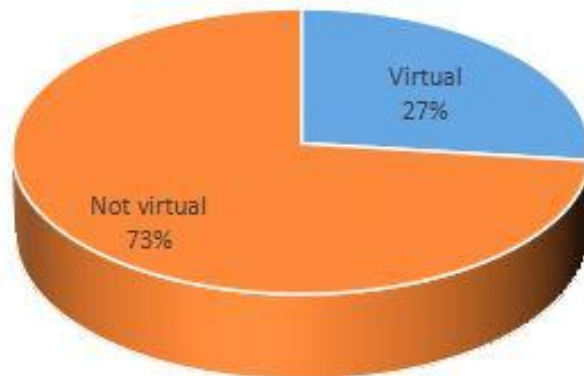


Figure 3.4: Organization Form Distribution

3.4. Data Collection Techniques and Tools.

Employees Profile questionnaire and Survey e-Trust [18] were used in this study. Employees Profile questionnaire comprises the following information professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier and organization size. All data was acquired using a mix of these questions that were included in an online survey.

Survey e-Trust: This is also known as Digital Trust survey. This survey, which emphasizes technology, people, and process in the workplace, is the result of extensive global research to understand digital trust. Schools from Latin America, Asia, the United States, and Europe have also collaborated on and taken part in this project. The project's coordinator and base of operations is a German higher education institution for applied sciences. It is being co-led by a Center of Excellence in IT Higher Education from the Philippines. It receives funding from the European Regional Development Fund. Survey eTrust for test-retest reliability and internal consistency was completed by a sample of 376 respondents from the following countries: Germany, the Philippines, China, Japan, South Korea, Paraguay, Russia, Brazil, Thailand, USA, and the United Kingdom. In both testing procedures, convenience sampling and quota were used [18]. The test-retest stability was demonstrated by the findings, which revealed that all e-Trust survey subscales had higher p-values than.05. Additionally, all survey e-Trust subscales showed good internal consistency. This survey covers 10 subscales under the three categories of technology, people, and process. These subscales are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use [18].

3.5. Data Analysis

Data collected was examined to identify the company characteristics that are most strongly associated with digital trust, and explore the extent to which these characteristics influence employees' trust in the digital realm. Data on professional

experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier and organization size were gathered.

This study used the non-parametric Munzel-Bruner analysis as against MANOVA since the multivariate normality and homogeneity of the error covariance matrices were violated [20, 21, 22]. Munzel-Bruner analysis was conducted on the digital trust components (priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use) with professional experience, employment status, professional position, organization role, organization form, company role and organization size company characteristics. Kruskal-Wallis H tests was conducted for follow-up analysis for more than two categories company characteristics (professional experience, professional position, organizational role, virtual organization form, organization size) and Mann-Whitney U tests was conducted for two-category company characteristics (employment status, organization form, company role). MANOVA analysis was conducted on industry sector, customer group and industry sector supplier company characteristics and Post-Hoc Tests Analysis was conducted for follow-up analysis for these three company characteristics.

CHAPTER 4

RESULTS

The study's findings are reported in this chapter in accordance with the study's research questions. The effect of each of the company characteristics which are professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier, organization size on digital trust components (priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use) are identified and explained in this chapter.

4.1. Digital Trust Components Across Professional Experience.

In order to examine digital trust components across number of years of professional experience, Munzel-Bruner analysis was conducted. Kruskal-Wallis analysis was conducted for follow-up for number of years of professional experience either less than 1 year, 1-3 years, 4-10 years, 11-20 years, 21-30 years, 31-40 years or more than 40 years on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.1: Relative effects of digital trust components across professional experience

Professional Experience	Frequency (n)	Priority Level of Software Quality (Technology)	Hardware and Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT and Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy (Processes)	Internet & Social Media Use (Processes)
less than 1 year	520	0.455	0.477	0.466	0.455	0.468	0.481	0.456	0.447	0.473	0.462
1-3 years	1098	0.512	0.498	0.492	0.484	0.498	0.495	0.480	0.452	0.484	0.463
4-10 years	2248	0.628	0.650	0.658	0.652	0.642	0.643	0.666	0.674	0.650	0.686
11-20 years	1006	0.489	0.521	0.538	0.546	0.549	0.530	0.545	0.492	0.532	0.500
21-30 years	369	0.487	0.475	0.483	0.512	0.510	0.483	0.512	0.501	0.502	0.471
31-40 years	73	0.489	0.478	0.482	0.510	0.502	0.476	0.505	0.512	0.496	0.475
more than 40 years	15	0.491	0.476	0.481	0.507	0.499	0.473	0.503	0.516	0.494	0.475

Table 4.2: Mean and standard deviations of each component of digital trust across professional experience.

Professional Experience	Priority Level of Software Quality (Technology)		Hardware & Software (Technology)		Electronic Devices (Technology)		Information Systems (Technology)		Management & other Internal Entities (People)		IT & Data Support (People)		External Entities (People)		Data Protection & Privacy (Processes)		Organizational Data Protection & Privacy (Processes)		Internet & Social Media use (Processes)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
less than 1 year	-.035	.416	.018	.610	-.004	.376		.433	-.019	.419	.004	.517	-.049	.398	-.092	.455	.006	.448	-.068	.456
1 - 3 years	.008	.409	.017	0.637	-.003	.391	-.023	.453	.004	.419	.016	.506	-.038	.398	-.063	.470	.011	.483	-.038	.484
4 - 10 years	.008	.531	.026	.883	.014	.637	.016	.618	.001	.600	.027	.750	.024	.564	.055	.703	.004	.718	.059	.713
11 - 20 years	-.009	.473	-.039	.854	-.002	.603	.011	.543	.012	.555	-.018	.728	.020	.500	-.027	.649	.001	.686	-.023	.641
21-30 years	-.036	.470	-.124	.855	-.087	.580	-.003	.502	.013	.495	-.109	.694	-.007	.473	.056	.591	-.056	.669	-.070	.604
31-40 years	.035	.459	-.011	.709	-.016	.468	-.037	.491	-.081	.486	-.089	.622	-.076	.464	-.040	.499	-.087	.583	-.109	.544
more than 40 years	.068	.433	-.038	.753	.056	.491	.053	.403	.020	.430	.019	.632	.108	.324	.105	.314	.004	.680	.110	.585

The results of Munzel-Bruner analysis showed that there is a significant main effect of professional experience on digital trust components. The findings are as follows : $F(11.59, 5329) = 28.88, p < .001$. Tables 4.1 and 4.2 are the results of the analysis of the components of digital trust across various years of professional experience. Due to the fact that the results gotten from the Munzel-Bruner analysis were significant, there was a need for follow-up. Follow-up was carried out with Kruskal-Wallis analysis and the results depict that there are significant differences in all digital trust components across the various years of professional experience.

For priority level of software quality component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=33.909, p<.01$; for hardware and software component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=31.961, p<.01$; for electronic devices component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=40.229, p<.01$; for information systems component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=41.211, p<.01$; for management and other internal entities component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=20.807, p<.01$; for IT and data support component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=26.482, p<.01$; for external entities component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=49.945, p<.01$; for data protection and privacy component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=61.324, p<.01$; for organizational data protection and privacy component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=21.507, p<.01$; for internet and social media use component, there are significant differences across the various years of professional experience and the results are $F(6, 5329)=48.344, p<.01$.

Data protection and privacy component has the highest significance level while Management and other internal entities component has the lowest significance level. The details of all of these components that have significant differences are represented in the following section.

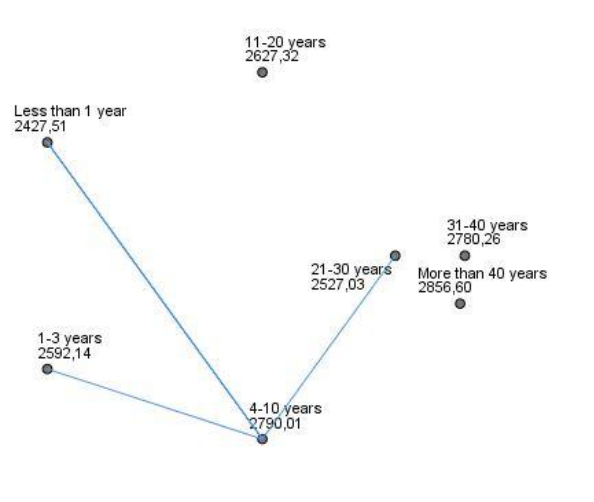


Figure 4.1. Pairwise comparisons of Professional Experience in Priority Level of Software Quality Component

In priority level of software quality component, professional experience have significant differences. Figure 4.1 shows the visual representation of groups' relation. The results depict that participants with less than 1 year of professional experience have significantly less priority level of software quality than participants with 4-10 years of professional experience (4-10 years: $H=-326.500$, $Z=-4.842$, $p<.01$) and participants with 21-30 years of professional experience have significantly greater priority level of software quality than participants with 4-10 years of professional experience (21-30 years: $H=262.981$, $Z=3.043$, $p<.05$) and participants with 1-3 years of professional experience have significantly greater priority level of software quality than participants with 4-10 years of professional experience (1-3 years: $H=-197.868$, $Z=-3.493$, $p<.05$).

Hence, the participants with 4-10 years of professional experience have significant difference with every significant pair in the pairwise comparison of professional experience in priority level of software quality.

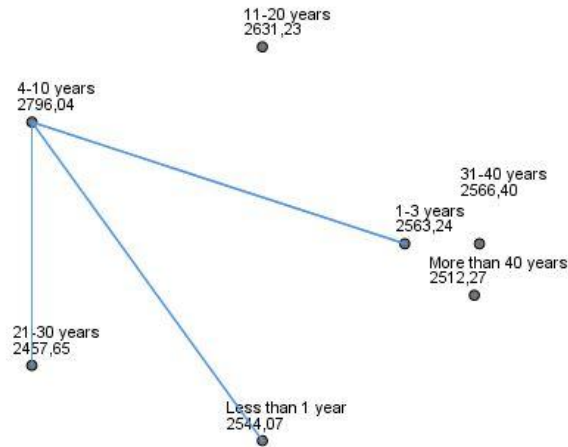


Figure 4.2. Pairwise comparisons of Professional Experience in Hardware and Software Component

In hardware and software component, professional experience have significant differences. Figure 4.2 shows the visual representation of groups' relation. The results depict that participants with 1-3 years of professional experience have significantly less level in hardware and software component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-232.801$, $Z=-4.110$, $p<.01$) and participants with 21-30 years of professional experience have significantly greater level in hardware and software component of digital trust than participants with 4-10 years of professional experience (21-30 years: $H=338.396$, $Z=3.916$, $p<.01$) and participants with less than 1 year of professional experience have significantly less level in hardware and software component of digital trust than participants with 4-10 years of professional experience. (4-10 years: $H=-251.975$, $Z=-3.366$, $p<.05$).

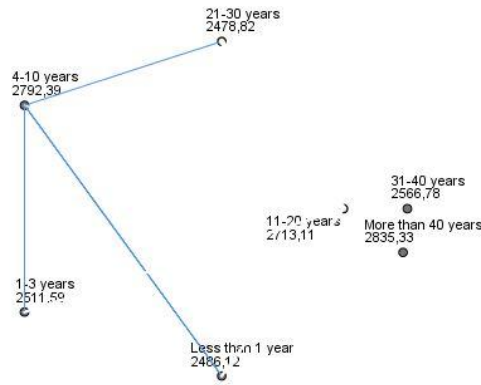


Figure 4.3. Pairwise comparisons of Professional Experience in Electronic devices Component

In electronic devices component, professional experience have significant differences. Figure 4.3 shows the visual representation of groups' relation. The results depict that participants with 1-3 years of professional experience have significantly less level in electronic devices component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-280.799$, $Z=-4.957$, $p<.01$) and participants with less than 1 year of professional experience have significantly less level in electronic devices component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-306.278$, $Z=-4.091$, $p<.01$) and participants with 21-30 years of professional experience have significantly greater level in electronic devices component of digital trust than participants with 4-10 years of professional experience (21-30 years: $H=313.576$, $Z=3.629$, $p<.01$).

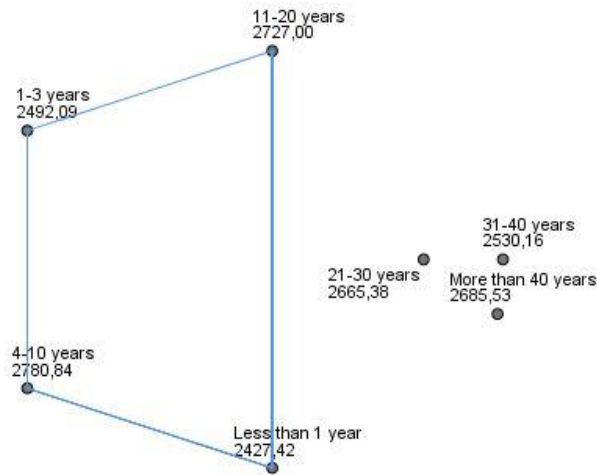


Figure 4.4. Pairwise comparisons of Professional Experience in Information Systems Component

In Information Systems component, professional experience have significant differences. Figure 4.4 shows the visual representation of groups' relation. The results depict that participants with less than 1 year of professional experience have significantly less level in information systems component of digital trust than participants with 11-20 years of professional experience (11-20 years: $H=-299.576$, $Z=-3.605$, $p<.01$) and participants with less than 1 year of professional experience have significantly less level in information systems component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-353.421$, $Z=-4.721$, $p<.01$) and participants with 1-3 years of professional experience have significantly less level in information systems component of digital trust than participants with 11-20 years of professional experience (11-20 years: $H=-234.905$, $Z=-3.498$, $p<.05$) and participants with 1-3 years of professional experience have significantly less level in information systems component of digital trust than participants with 4-10 years of professional experience. (4-10 years: $H=-288.750$, $Z=-5.098$, $p<.01$).

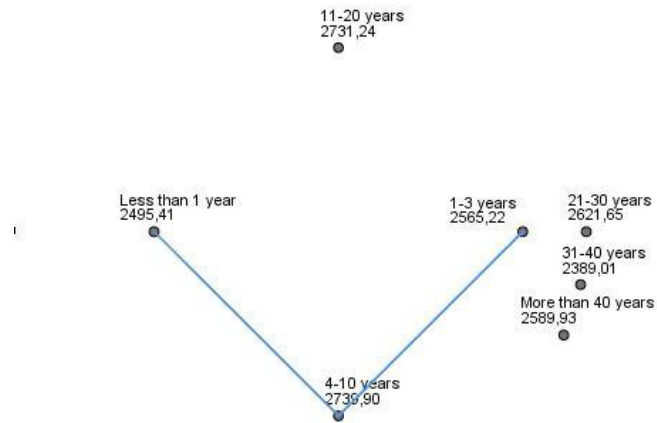


Figure 4.5. Pairwise comparisons of Professional Experience in Management and other internal entities Component

In Management and other internal entities component, professional experience have significant differences. Figure 5 shows the visual representation of groups' relation. The results depict that participants with less than 1 year of professional experience have significantly less level in management and other internal entities component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-244.488$, $Z=-3.266$, $p<.05$) and participants with 1-3 years of professional experience have significantly less level in management and other internal entities component of digital trust than participants with 4-10 years of professional experience. (4-10 years: $H=-174.676$, $Z=-3.048$, $p<.05$).

Hence, the participants with 4-10 years of professional experience have significant difference with every significant pair in the pairwise comparison of professional experience in management and other internal entities component.

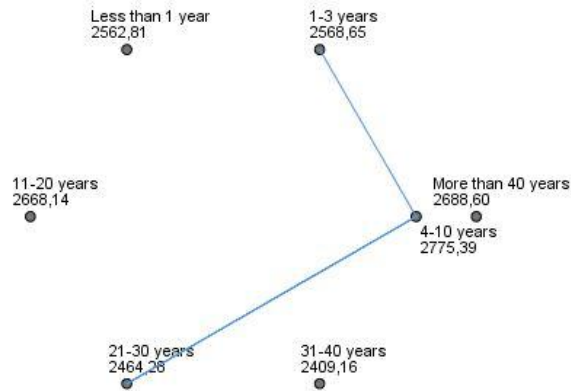


Figure 4.6. Pairwise comparisons of Professional Experience in IT and Data Support Component

In IT and data support component, professional experience have significant differences. Figure 4.6 shows the visual representation of groups' relation. The results depict that participants with 1-3 years of professional experience have significantly less level in IT and data support component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-206.748$, $Z=-3.650$, $p<.01$) and participants with 21-30 years of professional experience have significantly greater level in IT and data support component of digital trust than participants with 4-10 years of professional experience (21-30 years: $H=311.112$, $Z=3.600$, $p<.01$).

Hence, the participants with 4-10 years of professional experience have significant difference with every significant pair in the pairwise comparison of professional experience in IT and data support component.

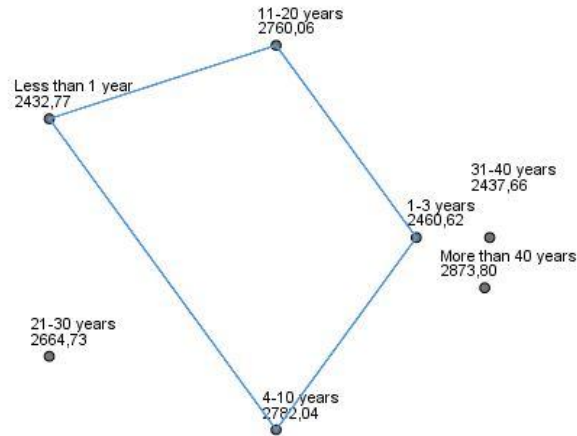


Figure 4.7. Pairwise comparisons of Professional Experience in External entities Component

In External entities component, professional experience have significant differences. Figure 4.7 shows the visual representation of groups' relation. The results depict that participants with less than 1 year of professional experience have significantly less level in external entities component of digital trust than participants with 11-20 years of professional experience (11-20 years: $H=-327.296$, $Z=-3.939$, $p<.01$) and participants with less than 1 year of professional experience have significantly less level in external entities component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-349.269$, $Z=-4.665$, $p<.01$) and participants with 1-3 years of professional experience have significantly less level in external entities component of digital trust than participants with 11-20 years of professional experience (11-20 years: $H=-299.441$, $Z=-4.460$, $p<.01$) and participants with 1-3 years of professional experience have significantly less level in external entities component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-321.413$, $Z=-5.674$, $p<.01$)

Hence, the participants with 4-10 years and 11-20 years of professional experience have significant difference with every significant pair in the pairwise comparison of professional experience in external entities component.

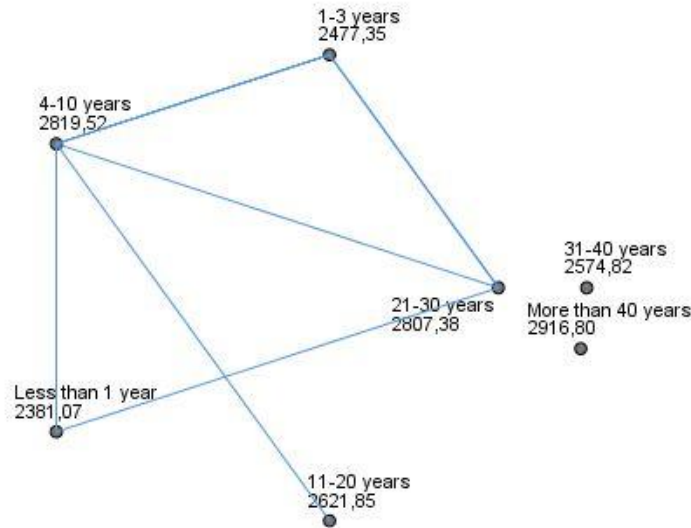


Figure 4.8. Pairwise comparisons of Professional Experience in Data protection and privacy Component

In Data protection and privacy component, professional experience have significant differences. Figure 4.8 shows the visual representation of groups' relation. The results depict that participants with less than 1 year of professional experience have significantly less level in data protection and privacy component of digital trust than participants with 21-30 years of professional experience (21-30 years: $H=-426.308$, $Z=-4.071$, $p<.01$) and participants with less than 1 year of professional experience have significantly less level in data protection and privacy component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-438.450$, $Z=-5.857$, $p<.01$) and participants with 1-3 years of professional experience have significantly less level in data protection and privacy component of digital trust than participants with 21-30 years of professional experience (21-30 years: $H=-330.021$, $Z=-3.565$, $p<.01$) and participants with 1-3 years of professional experience have significantly less level in data protection and privacy component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-342.163$, $Z=-6.041$, $p<.01$) and participants with 11-20 years of professional experience have significantly greater level in data protection and privacy component of digital trust than participants with 4-10 years of professional experience (11-20 years: $H=197.663$, $Z=3.387$, $p<.05$)

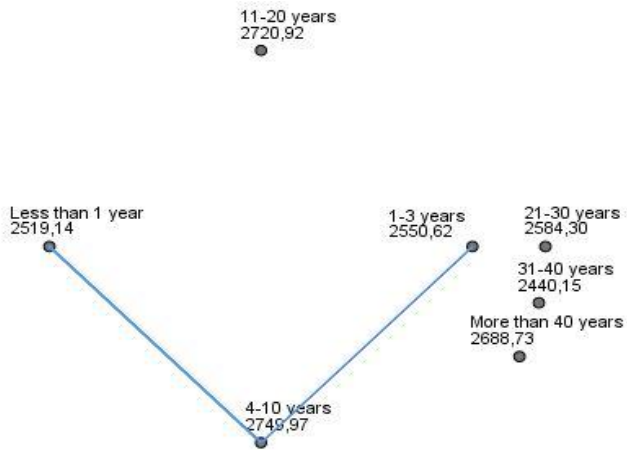


Figure 4.9. Pairwise comparisons of Professional Experience in Organizational data protection and privacy Component

In organizational data protection and privacy component, professional experience have significant differences. Figure 4.9 shows the visual representation of groups' relation. The results depict that participants with less than 1 year of professional experience have significantly less level in organizational data protection and privacy component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-230.382$, $Z=-3.083$, $p<.05$) and participants with 1-3 years of professional experience have significantly less level in organizational data protection and privacy component of digital trust than participants with 4-10 years of professional experience. (1-4 years: $H=-199.352$, $Z=-3.159$, $p<.01$).

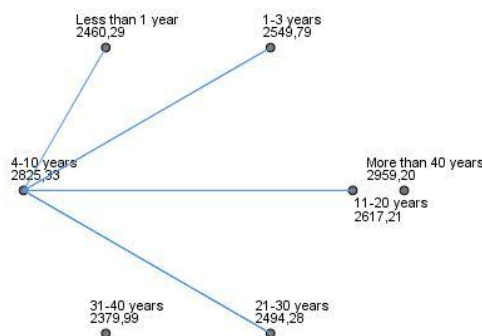


Figure 4.10. Pairwise comparisons of Professional Experience in internet and social media use Component

In internet and social media use component, professional experience have significant differences. Figure 4.10 shows the visual representation of groups' relation. The results depict that participants with less than 1 year of professional experience have significantly less level in internet and social media use component of digital trust than participants with 4-10 years of professional experience (4-10 years: $H=-365.032$, $Z=-4.876$, $p<.01$) and participants with 21-30 years of professional experience have significantly greater level in internet and social media use component of digital trust than participants with 1-4 years of professional experience (21-30 years: $H=331.043$, $Z=3.831$, $p<.01$) and participants with 11-20 years of professional experience have significantly greater level in internet and social media use component of digital trust than participants with 4-10 years of professional experience.(11-20 years: $H=208.115$, $Z=3.566$, $p<.01$) .

4.2. Digital Trust Components Across Employment Status.

In order to examine digital trust components across employment status, Munzel-Bruner analysis was conducted. There was no need for follow-up because the results gotten from the Munzel-Bruner analysis were non-significant.

Table 4.3: Relative effects of digital trust components across employment status

Employment Status	Frequency (n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy (Processes)	Internet & Social Media use (Processes)
Regular or permanent	4785	0.501	0.500	0.501	0.503	0.501	0.500	0.501	0.500	0.501	0.499
Probationary or temporary	544	0.505	0.503	0.503	0.504	0.503	0.502	0.503	0.503	0.503	0.503

Table 4.4: Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Employment Status

		Priority Level of Software Quality (Technology)		Hardware & Software (Technology)		Electronic Devices (Technology)		Information Systems (Technology)		Management & other Internal Entities (People)		IT & Data Support (People)		External Entities (People)		Data Protection & Privacy (Processes)		Organizational Data Protection & Privacy (Processes)		Internet & Social Media use (Processes)	
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Employment Status	Regular or permanent	.00	.49	-.01	.82	.00	.57	.00	.56	.0	.54	-.0	.69	.0	.51	.0	.63	.00	.66	.0	.64
	Probationary or temporary	.00	.44	.06	.65	.03	.41	-.01	.46	.0	.42	.0	.55	.0	.41	.0	.52	.04	.48	.0	.51

Results of Munzel-Bruner analysis revealed that there is a non-significant main effect of employment status on digital trust components. The findings are as follows: $F(1.92, 5329) = 0.18, p > .05$. Table 4.3 and Table 4.4 are the results of the analysis of the components of digital trust across employment status (regular or permanent; or probationary or temporary). Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up.

4.3. Digital Trust Components Across Professional Position.

In order to examine digital trust components across professional position, Munzel-Bruner analysis was conducted. Kruskal-Wallis analysis was conducted for follow-up for professional position either Top Management, Middle Management, First Level Management, Contributors or Self-employed on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.5: Relative effects of digital trust components across professional position

Professional Position	Frequency (n)	Priority Level of Software Quality (Technology)	Hardware and Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT and Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy (Processes)	Internet & Social Media Use (Processes)
Top Management	965	0.490	0.465	0.485	0.504	0.499	0.482	0.517	0.508	0.476	0.464
Middle Management	2013	0.556	0.594	0.598	0.605	0.593	0.583	0.609	0.614	0.577	0.604
First Level Management	1021	0.502	0.499	0.492	0.484	0.488	0.492	0.474	0.484	0.492	0.490
Contributors	1105	0.503	0.499	0.485	0.475	0.482	0.499	0.457	0.439	0.511	0.471
Self-employed	225	0.508	0.495	0.487	0.479	0.489	0.498	0.466	0.442	0.507	0.474

Table 4.6: Mean & Standard Deviations of each Relative Effects of Digital Trust Components across professional position

		Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use	
		M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation
		ea	n	ea	n	ea	n	ea	n	ea	n	ea	n	ea	n	ea	n	ea	n	ea	n
Professional position	Top Management	.00	.44	-.16	.95	-.08	.71	.02	.55	-.03	.63	-.10	.86	.03	.54	.01	.74	-.12	.82	-.09	.75
	Middle Management	-.04	.56	.02	.88	.01	.64	.01	.64	.00	.59	.01	.74	.03	.58	.08	.68	.00	.70	.09	.69
	First Level Management	.02	.42	.05	.65	.03	.39	-.01	.46	.01	.43	.03	.50	-.03	.40	-.03	.49	.03	.48	-.02	.51
	Contributors	.04	.39	.06	.64	.03	.38	-.01	.45	.01	.42	.05	.51	-.04	.40	-.02	.49	.08	.48	-.06	.48
	Self-employed	-.02	.46	.00	.66	.00	.41	-.04	.45	-.01	.41	-.02	.48	-.02	.38	-.06	.46	-.02	.49	-.01	.46

The results of Munzel-Bruner analysis showed that there is a significant main effect of professional position on digital trust components. The findings are as follows: $F(7.27, 5329) = 32.00, p < .001$. Tables 5 and 6 are the results of the analysis of the components of digital trust across professional position. Due to the fact that the

results gotten from the Munzel - Bruner analysis were significant, there was a need for follow-up. Follow-up was carried out with Kruskal - Wallis analysis and the results depict that there are significant differences in nine of the digital trust components which are hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use across the professional position. But there is a non-significant difference in priority level of software quality.

For hardware and software component, there are significant differences across professional position and the results are $F(4, 5329)=26.771, p<.01$; for electronic devices component, there are significant differences across professional position and the results are $F(4, 5329)=21.393, p<.01$; for information systems component, there are significant differences across professional position and the results are $F(4, 5329)=30.381, p<.01$; for management and other internal entities component, there are significant differences across professional position and the results are $F(4, 5329)=16.524, p<.01$; for IT and data support component, there are significant differences across professional position and the results are $F(4, 5329)=15.201, p<.01$; for external entities component, there are significant differences across professional position and the results are $F(4, 5329)=59.999, p<.01$; for data protection and privacy component, there are significant differences across professional position and the results are $F(4, 5329)=104.787, p<.01$; for organizational data protection and privacy component, there are significant differences across professional position and the results are $F(4, 5329)=18.696, p<.01$; for internet and social media use component, there are significant differences across professional position and the results are $F(4, 5329)=71.822, p<.01$.

Data protection and privacy component has the highest level of significance while IT and data support component has the lowest level of significance.

The details of all of these components that have significant differences are represented in the following section.

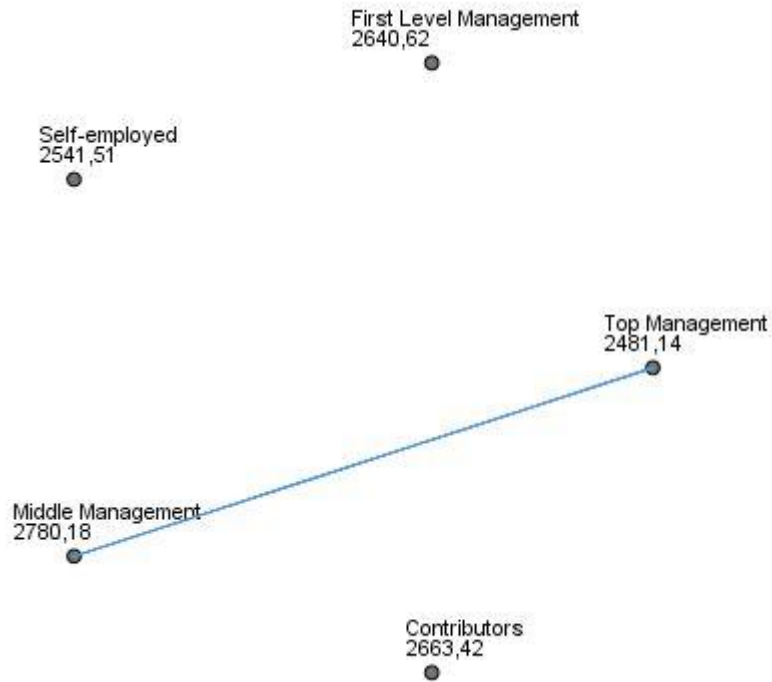


Figure 4.11. Pairwise comparisons of Professional Position in Hardware and Software Component

In hardware and software component, professional position have significant differences. Figure 4.11 shows the visual representation of groups' relation. The results depict that participants who are in the top management level of professional position have significantly less level in hardware and software component of digital trust than participants who are in the middle management level of professional position. (Middle management: $H=-299.036$, $Z=-4.964$, $p<.01$).

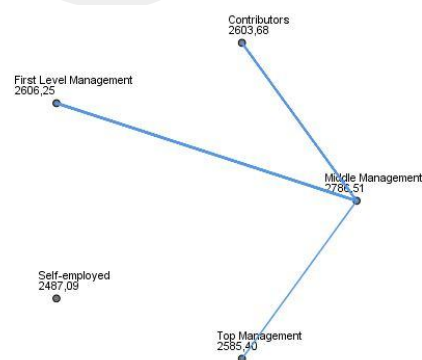


Figure 4.12. Pairwise comparisons of Professional Position in electronic devices Component

In electronic devices component, professional position have significant differences. Figure 4.12 shows the visual representation of groups' relation. The results depict that participants who are in the top management level of professional position have significantly less level in electronic devices component of digital trust than participants who are in the middle management level of professional position (Middle management: $H=-201.108$, $Z=-3.339$, $p<.01$). Participants who are in the contributors level of professional position have significantly greater level in electronic devices component of digital trust than participants who are in the middle management level of professional position (Contributors: $H=182.380$, $Z=3.174$, $p<.05$). Participants who are in the first level management level of professional position have significantly greater level in electronic devices component of digital trust than participants who are in the middle management level of professional position. (First level management: $H=180.255$, $Z=3.049$, $p<.05$).

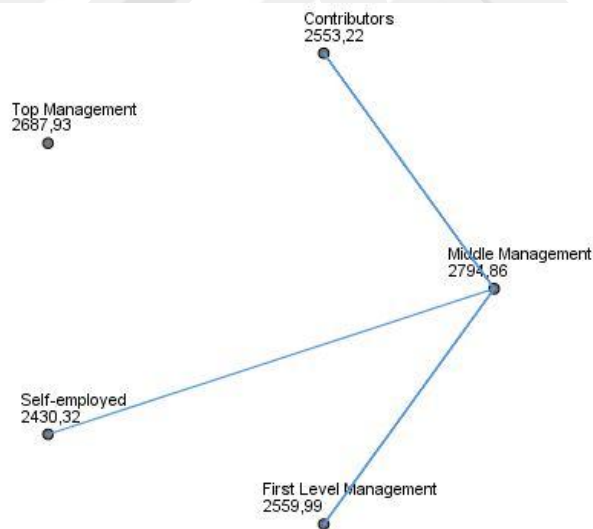


Figure 4.13. Pairwise comparisons of Professional Position in information systems Component

In information systems component, professional position have significant differences. Figure 4.13 shows the visual representation of groups' relation. The results depict that participants who are in the self-employed level of professional position have significantly greater level in information systems component of digital trust than

participants who are in the middle management level of professional position (Self-employed: $H=364.545$, $Z=3.371$, $p<.01$). Participants who are in the contributors level of professional position have significantly greater level in information systems component of digital trust than participants who are in the middle management level of professional position (Contributors: $H=241.640$, $Z=4.195$, $p<.01$). Participants who are in the first level management level of professional position have significantly greater level in information systems component of digital trust than participants who are in the middle management level of professional position (First level management: $H=234.871$, $Z=3.973$, $p<.01$).

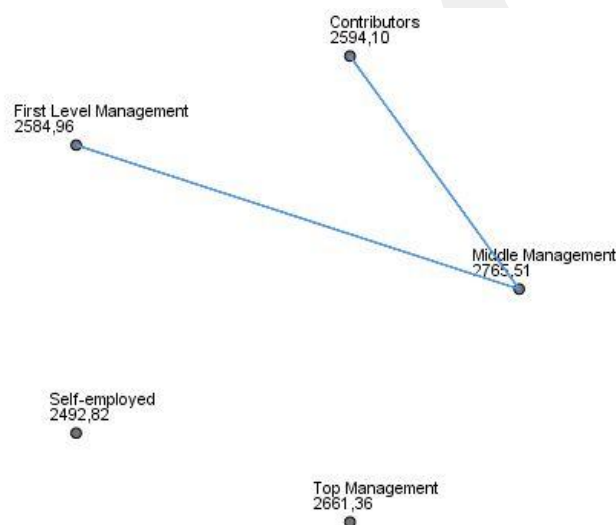


Figure 4.14. Pairwise comparisons of Professional Position in management and other internal entities Component

In management and other internal entities component, professional position have significant differences. Figure 4.14 shows the visual representation of groups' relation. The results depict that participants who are in the first level management level of professional position have significantly greater level in management and other internal entities component of digital trust than participants who are in the middle management level of professional position (First level management: $H=180.541$, $Z=3.054$, $p<.05$). Participants who are in the contributors level of professional position have significantly greater level in management and other

internal entities component of digital trust than participants who are in the middle management level of professional position (Contributors: $H=171.409$, $Z=2.976$, $p<.05$).

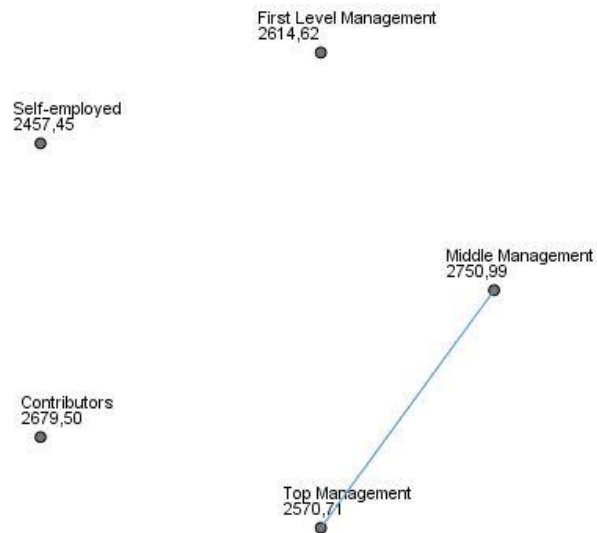


Figure 4.15. Pairwise comparisons of Professional Position in IT and data support Component

In IT and data support component, professional position have significant differences. Figure 4.15 shows the visual representation of groups' relation. The results depict that participants who are in the top management level of professional position have significantly less level in IT and data support component of digital trust than participants who are in the middle management level of professional position.(Middle management: $H=-180.278$, $Z=-2.993$, $p<.05$).

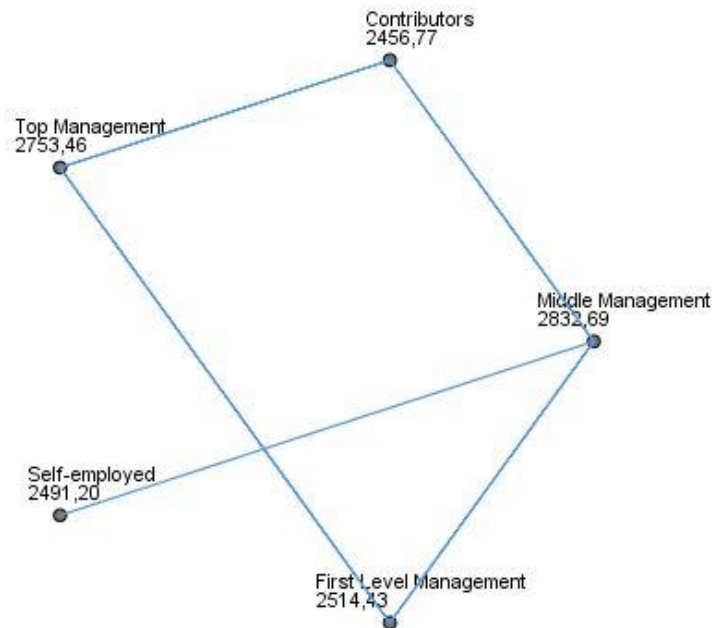


Figure 4.16. Pairwise comparisons of Professional Position in External entities Component

In external entities component, professional position have significant differences. Figure 4.16 shows the visual representation of groups' relation. The results depict that participants who are in the contributors level of professional position have significantly greater level in external entities component of digital trust than participants who are in the top management level of professional position (Contributors: $H=296.693$, $Z=4.377$, $p<.01$). Participants who are in the contributors level of professional position have significantly greater level in external entities component of digital trust than participants who are in the middle management level of professional position (Contributors: $H=375.926$, $Z=6.526$, $p<.01$). Participants who are in the self-employed level of professional position have significantly greater level in external entities component of digital trust than participants who are in the middle management level of professional position. (Self-employed: $H=341.489$, $Z=3.158$, $p<.05$). Participants who are in the first level management level of professional position have significantly greater level in external entities component of digital trust than participants who are in the top management level of professional position. (First level management: $H=239.027$, $Z=3.460$, $p<.01$). Participants who are in the first level management level of professional position have significantly greater level in external entities component of digital trust than

participants who are in the middle management level of professional position. (First level management: $H=318.260$, $Z=5.384$, $p<.01$).

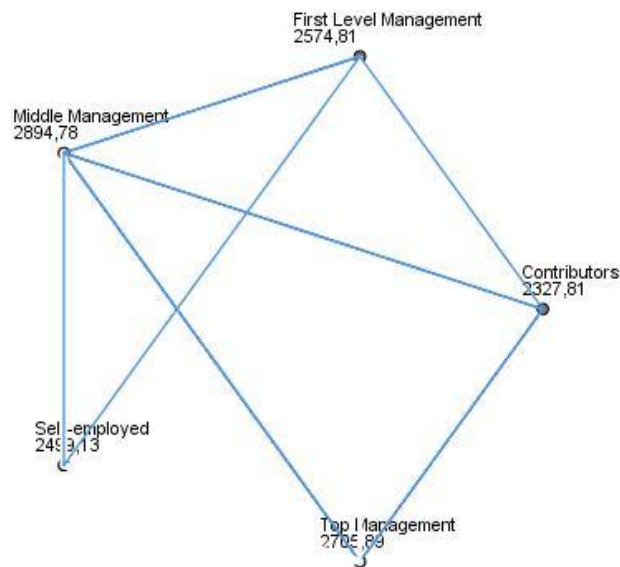


Figure 4.17. Pairwise comparisons of Professional Position in data protection and privacy component

In data protection and privacy component, professional position have significant differences. Figure 4.17 shows the visual representation of groups' relation. The results depict that participants who are in the contributors level of professional position have significantly greater level in data protection and privacy component of digital trust than participants who are in the first level management level of professional position (Contributors: $H=247.001$, $Z=3.698$, $p<.01$). Participants who are in the contributors level of professional position have significantly greater level in data protection and privacy component of digital trust than participants who are in the top management level of professional position (Contributors: $H=378.080$, $Z=5.578$, $p<.01$). Participants who are in the contributors level of professional position have significantly greater level in data protection and privacy component of digital trust than participants who are in the middle management level of professional position (Contributors: $H=566.969$, $Z=9.843$, $p<.01$). Participants who are in the self-employed level of professional position have significantly greater level in data protection and privacy component of digital trust than participants who are in the

middle management level of professional position. (Self-employed: $H=395.649$, $Z=3.658$, $p<.01$). Participants who are in the first level management level of professional position have significantly greater level in data protection and privacy component of digital trust than participants who are in the middle management level of professional position. (First level management: $H=319.968$, $Z=5.413$, $p<.01$). Participants who are in the top management level of professional position have significantly less level in data protection and privacy component of digital trust than participants who are in the middle management level of professional position. (Middle management: $H= -188.889$, $Z=-3.136$, $p<.05$).

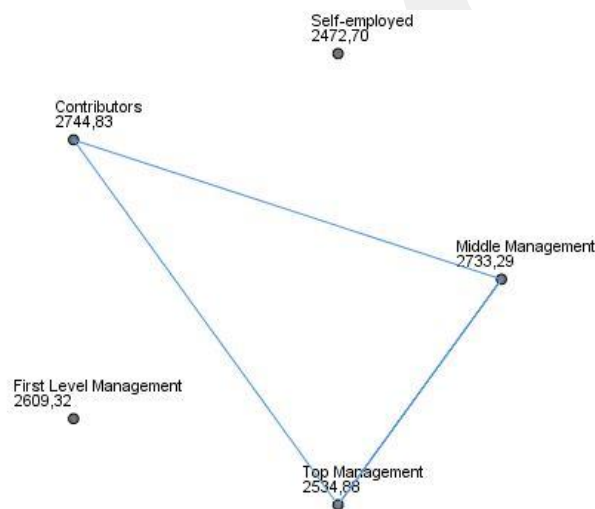


Figure 4.18. Pairwise comparisons of Professional Position in organizational data protection and privacy component

In organizational data protection and privacy component, professional position have significant differences. Figure 4.18 shows the visual representation of groups' relation. The results depict that participants who are in the top management level of professional position have significantly less level in organizational data protection and privacy component of digital trust than participants who are in the middle management level of professional position (Middle management: $H= -198.407$, $Z= -3.294$, $p<.05$). Participants who are in the top management level of professional position have significantly less level in organizational data protection and privacy component of digital trust than participants who are in the contributors level of professional position (Contributors: $H= -209.946$, $Z= -3.097$, $p<.05$).

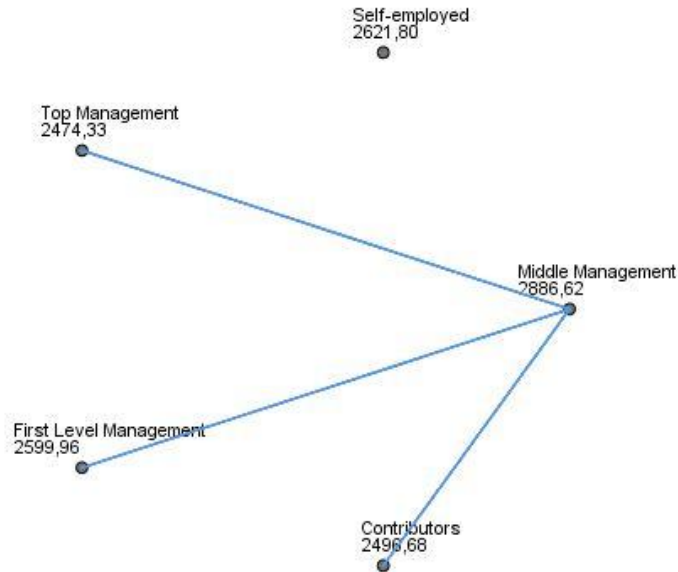


Figure 4.19. Pairwise comparisons of Professional Position in internet and social media component

In internet and social media component, professional position have significant differences. Figure 4.19 shows the visual representation of groups' relation. The results depict that participants who are in the top management level of professional position have significantly less level in internet and social media component of digital trust than participants who are in the middle management level of professional position (Middle management: $H= -412.293$, $Z= -6.844$, $p<.01$). Participants who are in the contributors level of professional position have significantly greater level in internet and social media component of digital trust than participants who are in the middle level of professional position (Contributors: $H= 389.944$, $Z= 6.770$, $p<.01$). Participants who are in the first level management level of professional position have significantly greater level in internet and social media component of digital trust than participants who are in the middle level of professional position (First level management: $H= 286.659$, $Z= 4.849$, $p<.01$).

4.4. Digital Trust Components Across Organizational Role.

In order to examine digital trust components across organizational role, Munzel-Bruner analysis was conducted. There was no need for follow-up because the results gotten from the Munzel-Bruner analysis were non-significant.

Table 4.7: Relative effects of digital trust components across organizational role.

Organizational Role	Frequency (n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy (Processes)	Internet & Social Media use (Processes)
Private	3386	0.5159567	0.5024673	0.5049261	0.5074272	0.5065145	0.5089669	0.5087956	0.4942089	0.5060834	0.5023964
Government	1309	0.5150691	0.5142782	0.5191832	0.5188152	0.5163269	0.5164140	0.5193260	0.5099986	0.5126561	0.5084192
Non-government	218	0.5156981	0.5134039	0.5192603	0.5176201	0.5165125	0.5162180	0.5173847	0.5066131	0.5159027	0.5090489
Semi-private and semi-government	343	0.5119141	0.5101859	0.5144229	0.5189630	0.5156946	0.5103186	0.5169190	0.5172335	0.5127524	0.5082067
Business with one person	76	0.5092398	0.5108900	0.5135984	0.5176603	0.5148917	0.5096391	0.5164781	0.5168545	0.5115119	0.5085334

Table 4.8: Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Organizational Role

		Priority Level of Software Quality (Technology)		Hardware & Software (Technology)		Electronic Devices (Technology)		Information Systems (Technology)		Management & other Internal Entities (People)		IT & Data Support (People)		External Entities (People)		Data Protection & Privacy (Processes)		Organizational Data Protection & Privacy (Processes)		Internet & Social Media use (Processes)	
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Organizational Role	Private	.02	.48	.08	.81	.01	.57	.02	.55	.01	.55	.02	.70	.02	.51	.06	.65	.01	.66	.01	.64
	Government	.06	.52	.03	.80	.00	.55	.05	.49	.05	.24	.06	.43	.05	.33	.04	.63	.01	.61	.02	.63
	Non-government	.02	.39	.00	.67	.00	.40	.04	.43	.02	.40	.01	.49	.03	.56	.01	.43	.06	.50	.01	.47
	Semi-private and semi-government	.00	.34	.01	.85	.00	.58	.03	.38	.01	.42	.02	.66	.03	.66	.08	.43	.08	.65	.01	.56
	Business with one person	.07	.46	.08	.71	.00	.47	.01	.52	.00	.47	.05	.76	.04	.63	.03	.42	.09	.47	.08	.46

Results of Munzel-Bruner analysis revealed that there is a non-significant main effect of organizational role on digital trust components. The findings are as follows :F (7.31, 5329) = 0.91, $p > .05$. Tables 4.7 and 4.8 are the results of the analysis of the components of digital trust across organizational role (Private; Government; Non-government; Semi-private and semi-government; or Business with one person). Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up.

4.5. Digital Trust Components Across Organization Form.

In order to examine digital trust components across organization form, Munzel-Bruner analysis was conducted. Mann-Whitney U analysis was conducted for follow-up for number of years of organization form either Virtual or Not Virtual on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.9 : Relative effects of digital trust components across organization form.

Organization Form	Frequency (n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy (Processes)	Internet & Social Media use (Processes)
Virtual	1434	0.4805744	0.5021829	0.5028979	0.4947627	0.4887242	0.4966533	0.5049852	0.5074816	0.4874329	0.5280145
Not Virtual	3895	0.5468928	0.5416673	0.5472771	0.5633839	0.5595216	0.5433891	0.5574823	0.5633103	0.5481985	0.5281964

Table 4.10: Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Organizational form

		Priority Level of Software Quality (Technology)		Hardware & Software (Technology)		Electronic Devices (Technology)		Information Systems (Technology)		Management & other Internal Entities (People)		IT & Data Support (People)		External Entities (People)		Data Protection & Privacy (Processes)		Organizational Data Protection & Privacy (Processes)		Internet & Social Media use (Processes)	
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Organization Form	Virtual	-.05	.53	-.01	.84	-.01	.61	-.03	.60	-.04	.58	-.02	.71	-.01	.54	.00	.66	-.04	.67	-.05	.64
	Not virtual	.02	.46	.00	.79	.01	.54	.01	.53	.01	.51	.01	.66	.00	.48	.00	.61	.01	.63	-.02	.51

The results of Munzel-Bruner analysis showed that there is a significant main effect of organization form on digital trust components. The findings are as follows : $F(1.79, 5329) = 22.74, p < .001$. Tables 4.9 and 4.10 are the results of the analysis of the components of digital trust across organization form. Due to the fact that the results gotten from the Munzel-Bruner analysis were significant, there was a need for follow-up. Follow-up was carried out with Mann-Whitney U analysis and the results depict that there are significant differences in two of the digital trust components which are priority level of software quality and internet and social media use. But there are non-significant differences in hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy across the organization form .

In priority level of software quality component, Not Virtual participants (mean rank=2703.11) have significantly higher level in priority level of software quality component of technology level of digital trust than Virtual participants (mean rank=2561.48), $U=2941161.000$, $Z=2.980$, $p<.01$.

In internet and social media use component, Virtual participants (mean rank=2814.29) have significantly higher level in internet and social media use component of processes level of digital trust than Not Virtual participants (mean rank=2610.04), $U=2578634.000$, $Z=-4.298$, $p<.01$.

4.6. Digital Trust Components Across Virtual Organization Form.

In order to examine digital trust components across virtual organization form, Munzel-Bruner analysis was conducted. Kruskal-Wallis analysis was conducted for follow-up for virtual organization form either Teleworker, Outsourcing employees/competencies, Completely virtual, Others or Not specified on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.11: Relative effects of digital trust components across virtual organizational form.

Virtual Organization Form	Frequency (n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy (Processes)	Internet & Social Media use (Processes)
Teleworker	608	0.4462090	0.4675330	0.4614669	0.4368166	0.4568487	0.4730395	0.4482115	0.4649096	0.4664367	0.4731890
Outsourcing employees	648	0.4431397	0.4485258	0.4447334	0.4496283	0.4487490	0.4435421	0.4654152	0.5179202	0.4390093	0.4886820
Completely virtual	1107	0.5171569	0.5333604	0.5472546	0.5599306	0.5515847	0.5305810	0.5642811	0.5156347	0.5304420	0.5349630
Others	284	0.4919335	0.4957526	0.4980442	0.5080259	0.5142455	0.4990368	0.5157352	0.5026934	0.4871770	0.4874679

TABLE 4.11 continued

Not specific	2667	0.6112548	0.6101434	0.6182825	0.6267752	0.6162252	0.6122016	0.6324662	0.6307991	0.6286264	0.6228190
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Table 4.12. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Virtual Organizational form

	Priority level of software quality component	Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use		
		Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation	Mean	Standard deviation	
If Virtual	Teleworker	-.05	.42	-.03	.67	-.04	.44	-.08	.46	-.04	.42	-.05	.46	-.04	.40	-.06	.49	-.05	.20	-.52
	Outsourcing employees/competencies	-.05	.41	-.07	.73	-.05	.48	-.05	.46	-.06	.45	-.09	.43	-.04	.41	-.05	.51	-.07	.50	-.53
	Completely virtual	-.03	.54	-.03	.93	-.06	.69	-.02	.63	-.02	.63	-.08	.80	-.01	.59	-.03	.73	-.06	.70	-.71

Table 4.12. continued

Others	.03	.4	-	.7	-	.4	-.01	.4	.00	.4	.0	.5	.0	.3	-	.4	-	.5	-	.55
		0	.0	.2	.02	.6		.4		.6	0	.9	0	.9	.02	.9	.0	.8	.1	
			2													5		0	0	
Not specified because I work on site in the company	.03	.4	.0	.8	.04	.5	.03	.5	.03	.5	.0	.6	.0	.5	.02	.6	.	.6	.	.64
		9	5	0		5		5		3	5	7	2	1		3	6	3	0	3

The results of Munzel-Bruner analysis showed that there is a significant main effect of virtual organization form on digital trust components. The findings are as follows : $F(7.12, 5314) = 34.81, p < .001$. Tables 4.11 and 4.12 are the results of the analysis of the components of digital trust across organization form. Due to the fact that the results gotten from the Munzel-Bruner analysis were significant, there was a need for follow-up. Follow-up was carried out with Kruskal-Wallis analysis and the results depict that there are significant differences in all digital trust components across the virtual organization forms.

For priority level of software quality component, there are significant differences across the virtual organization forms and the results are $F(4, 5314)=67.013, p<.01$; for hardware and software component, there are significant differences across the virtual organization forms and the results are $F(4, 5314)=43.170, p<.01$; for electronic devices component, there are significant differences across the virtual organization forms and the results are $F(4, 5314)=52.620, p<.01$; for information systems component, there are significant differences across the virtual organization forms and the results are $F(4, 5314)=72.456, p<.01$; for management and other internal entities component, there are significant differences across the virtual organization forms and the results are $F(4, 5314)=49.373, p<.01$; for IT and data support component, there are significant differences across the virtual organization forms and the results are $F(4, 5314)=42.147, p<.01$; for external entities component,

there are significant differences across the virtual organization forms and the results are $F(4, 5314)=40.678, p<.01$; for data protection and privacy component, there are significant differences across the virtual organization forms and the results are $F(4, 5314)=14.447, p<.01$; for organizational data protection and privacy component, there are significant differences across the virtual organization forms and the results are $F(4, 5314)=66.230, p<.01$; for internet and social media use component, there are significant differences across the virtual organization forms and the results are $F(4, 5314)=17.795, p<.01$.

Information systems component has the highest level of significance while data protection and privacy component has the lowest level of significance.

The details of all of these components that have significant differences are represented in the following section.

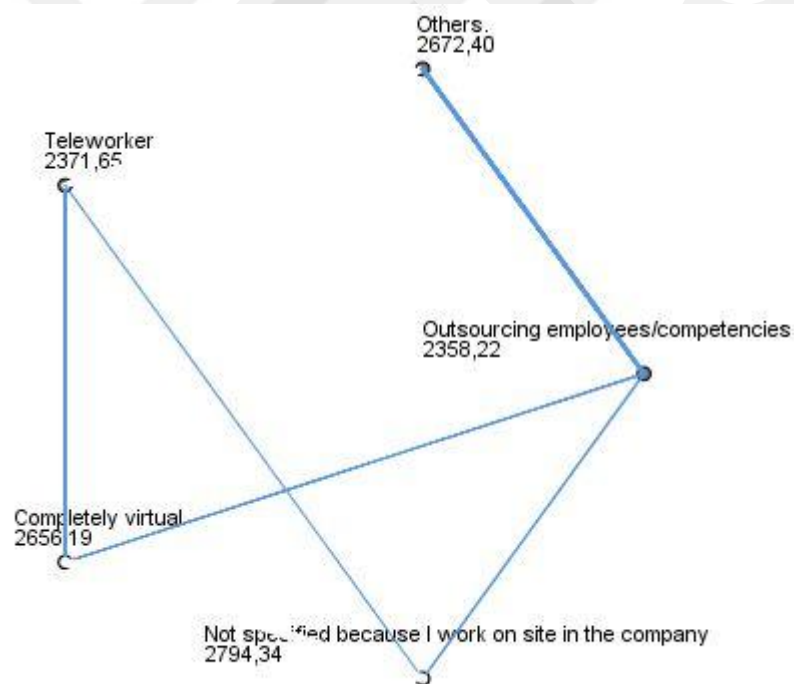


Figure 4.20. Pairwise comparisons of Virtual Organization Form in Priority Level of Software Quality Component

In priority level of software quality component, virtual organization form have significant differences. Figure 4.20 shows the visual representation of groups' relation. The results depict that participants who are outsourcing employees have

significantly less priority level of software quality than participants who are teleworkers (Teleworkers: $H=-297.974$, $Z=-3.927$, $p<.01$) and participants who are outsourcing employees have significantly less priority level of software quality than participants in the category Others (Others: $H=-314.181$, $Z=-2.878$, $p<.05$) and participants who are outsourcing employees have significantly less priority level of software quality than participants in the not specified category (Not specified: $H=-436.124$, $Z=-6.491$, $p<.01$) and participants who are teleworkers have significantly less priority level of software quality than participants who are completely virtual workers (Completely virtual: $H=-284.535$, $Z=-3.674$, $p<.01$) and participants who are teleworkers have significantly less priority level of software quality than participants in the not specified category (Not specified: $H=-422.685$, $Z=-6.131$, $p<.01$)

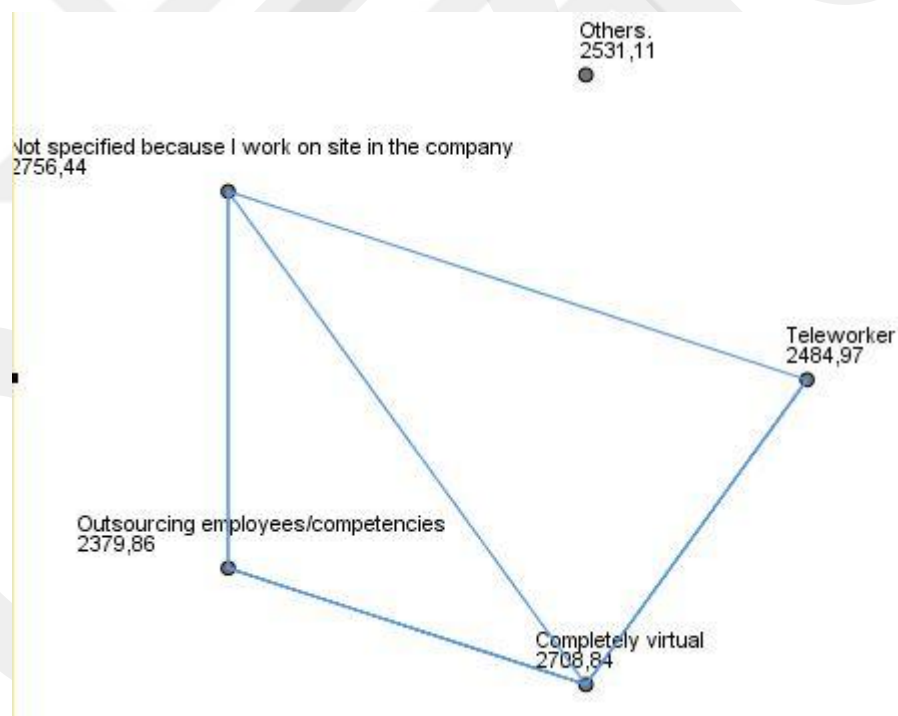


Figure 4.21. Pairwise comparisons of Virtual Organization Form in Hardware and Software Component

In hardware and software component, virtual organization form have significant

differences. Figure 4.21 shows the visual representation of groups' relation. The results depict that participants who are outsourcing employees have significantly less level in hardware and software component of digital trust than participants who are completely virtual workers (Completely virtual: $H=-328.973$, $Z=-4.335$, $p<.01$) and participants who are outsourcing employees have significantly less level in hardware and software component of digital trust than participants who are in the not specified category (Not specified: $H=-376.576$, $Z=-5.605$, $p<.01$) and participants who are teleworkers have significantly less level in hardware and software component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-223.866$, $Z=-2.891$, $p<.05$) and participants who are teleworkers have significantly less level in hardware and software component of digital trust than participants who are in the not specified category (Not specified: $H=-271.469$, $Z=-3.937$, $p<.01$)

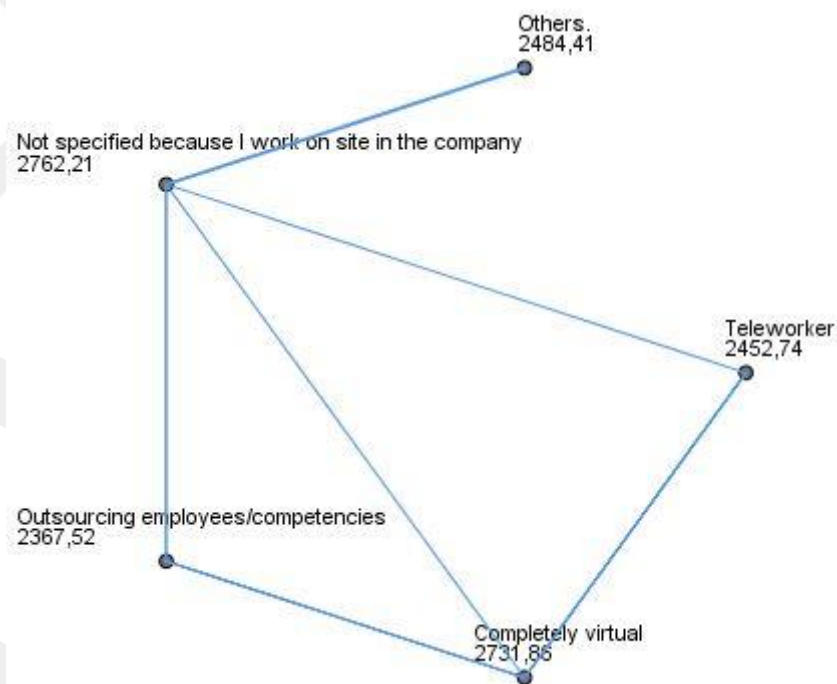


Figure 4.22. Pairwise comparisons of Virtual Organization Form in electronic Devices Component

In electronic devices component, virtual organization forms have significant differences. Figure 4.22 shows the visual representation of groups' relation. The results depict that participants who are outsourcing employees have significantly less

level in electronic devices component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-364.334$, $Z=-4.801$, $p<.01$). Participants who are outsourcing employees have significantly less level in electronic devices component of digital trust than participants who are in the not specified category (Not specified: $H=-394.683$, $Z=-5.874$, $p<.01$). Participants who are teleworkers have significantly less level in electronic devices component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-279.121$, $Z=-3.604$, $p<.01$). Participants who are teleworkers have significantly less level in electronic devices component of digital trust than participants who are in the not specified category (Not specified: $H=-309.470$, $Z=-4.489$, $p<.01$). Participants who are in the Others category have significantly less level in electronic devices component of digital trust than participants who are in the not specified category (Not specified: $H=-277.799$, $Z=-2.901$, $p<.05$).

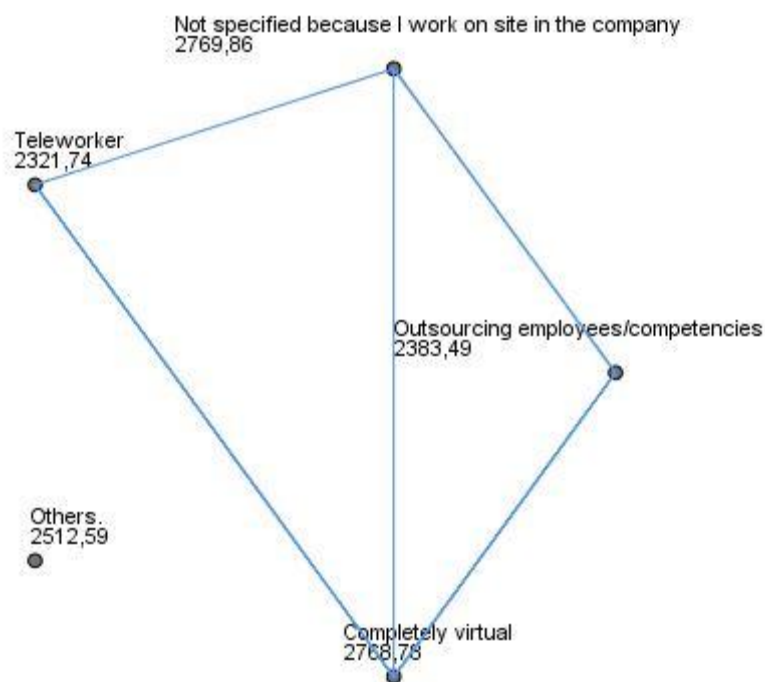


Figure 4.23. Pairwise comparisons of Virtual Organization Form in Information Systems Component

In Information Systems component, virtual organization forms have significant differences. Figure 4.23 shows the visual representation of groups' relation. The

results depict that participants who are teleworkers have significantly less level in information systems component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-447.038$, $Z=-5.773$, $p<.01$) and participants who are teleworkers have significantly less level in information systems component of digital trust than participants who are in the not specified category (Not specified: $H=-448.117$, $Z=-6.499$, $p<.01$) and participants who are outsourcing employees have significantly less level in information systems component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-385.293$, $Z=-5.077$, $p<.01$) and participants who are outsourcing employees have significantly less level in information systems component of digital trust than participants who are in the not specified category (Not specified: $H=-386.372$, $Z=-5.750$, $p<.01$).

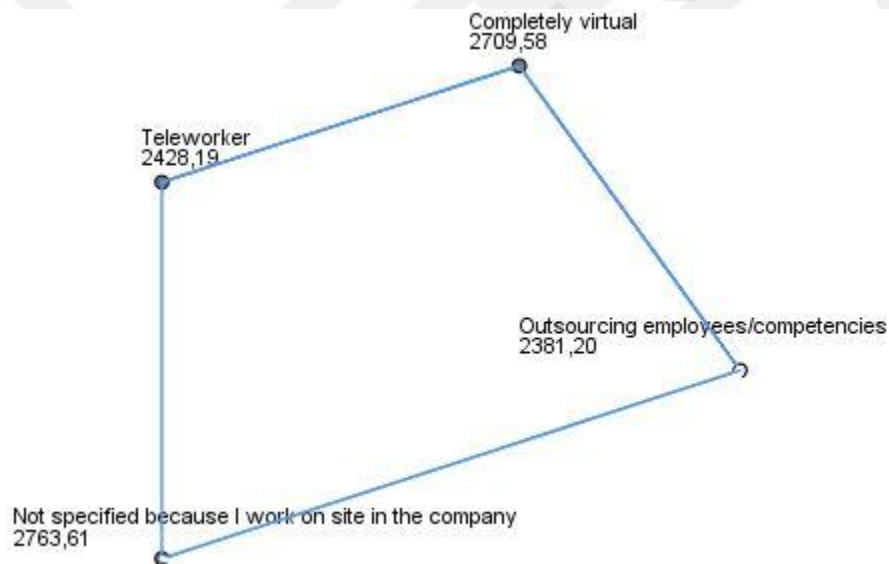


Figure 4.24. Pairwise comparisons of Virtual Organization Form in management and other internal entities Component

In management and other internal entities component, virtual organization forms have significant differences. Figure 4.24 shows the visual representation of groups' relation. The results depict that participants who are outsourcing employees have significantly less level in management and other internal entities component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-328.386$, $Z=-4.327$, $p<.01$). Participants who are outsourcing employees have significantly less level in management and other internal entities component of

digital trust than participants who are in the not specified category (Not specified: $H=-382.409$, $Z=-5.691$, $p<.01$). Participants who are teleworkers have significantly less level in management and other internal entities component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-281.387$, $Z=-3.634$, $p<.01$). Participants who are teleworkers have significantly less level in management and other internal entities component of digital trust than participants who are in the not specified category (Not specified: $H=-335.417$, $Z=-4.865$, $p<.01$).

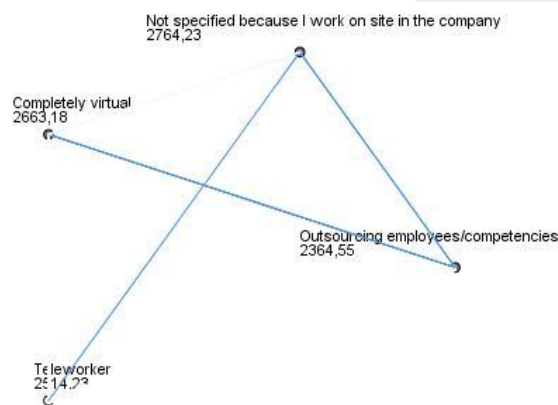


Figure 4.25. Pairwise comparisons of Virtual Organization Form in IT and data support Component

In IT and data support component, virtual organization forms have significant differences. Figure 4.25 shows the visual representation of groups' relation. The results depict that participants who are outsourcing employees have significantly less level in IT and data support component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-298.626$, $Z=-3.935$, $p<.01$). Participants who are outsourcing employees have significantly less level in IT and data support component of digital trust than participants who are in the not specified category (Not specified: $H=-399.683$, $Z=-5.948$, $p<.01$). Participants who are teleworkers have significantly less level in IT and data support component of digital trust than participants who are in the not specified category (Not specified: $H=-250.001$, $Z=-3.626$, $p<.01$).

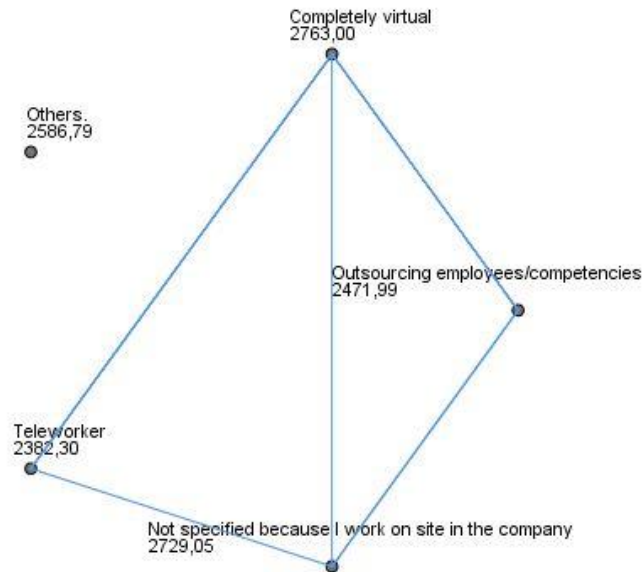


Figure 4.26. Pairwise comparisons of Virtual Organization Form in External entities Component

In external entities component, virtual organization forms have significant differences. Figure 4.26 shows the visual representation of groups' relation. The results depict that participants who are teleworkers have significantly less level in external entities component of digital trust than participants who are in the not specified category (Not specified: $H=-346.753$, $Z=-5.029$, $p<.01$). Participants who are teleworkers have significantly less level in external entities component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-380.707$, $Z=-4.916$, $p<.01$). Participants who are outsourcing employees have significantly less level in external entities component of digital trust than participants who are in the not specified category (Not specified: $H=-257.054$, $Z=-3.826$, $p<.01$). Participants who are outsourcing employees have significantly less level in external entities component of digital trust than participants who are completely virtual workers.(Completely virtual: $H=-291.009$, $Z=-3.835$, $p<.01$).

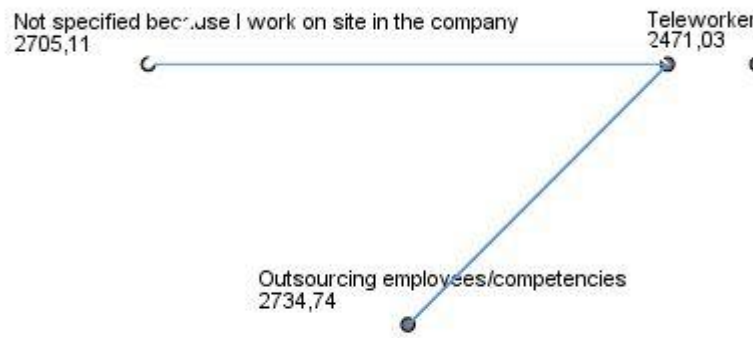


Figure 4.27. Pairwise comparisons of Virtual Organization Form in data protection and privacy component

In data protection and privacy component, virtual organization forms have significant differences. Figure 4.27 shows the visual representation of groups' relation. The results depict that participants who are teleworkers have significantly less level in data protection and privacy component of digital trust than participants who are in the not specified category (Not specified: $H=-234.081$, $Z=-3.395$, $p<.01$). Participants who are teleworkers have significantly less level in data protection and privacy component of digital trust than participants who are outsourcing employees (Outsourcing employees: $H=-263.715$, $Z=-3.044$, $p<.01$).

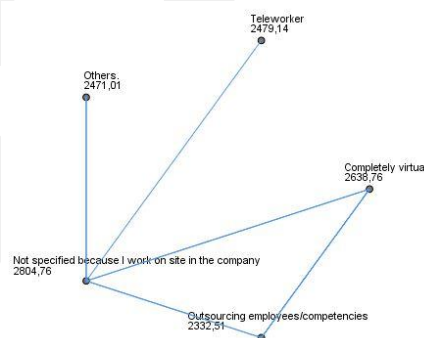


Figure 4.28. Pairwise comparisons of Virtual Organization Form in organizational data protection and privacy component

In organizational data protection and privacy component, virtual organization forms have significant differences. Figure 4.28 shows the visual representation of groups' relation. The results depict that participants who are outsourcing employees have significantly less level in organizational data protection and privacy component of digital trust than participants who are completely virtual workers.(Completely virtual: $H= -306.243$, $Z= -4.036$, $p<.01$). Participants who are outsourcing employees have significantly less level in organizational data protection and privacy component of digital trust than participants who are in the not specified category (Not specified: $H= -472.248$, $Z= -7.028$, $p<.01$). participants who are in the Others category have significantly less level in organizational data protection and privacy component of digital trust than participants who are in the not specified category (Not specified: $H= -333.752$, $Z= -3.485$, $p<.01$). Participants who are teleworkers have significantly less level in organizational data protection and privacy component of digital trust than participants who are in the not specified category (Not specified: $H= -325.616$, $Z= -4.723$, $p<.01$). Participants who are completely virtual workers have significantly less level in organizational data protection and privacy component of digital trust than participants who are in the not specified category (Not specified: $H= -166.005$, $Z= -3.026$, $p<.05$).

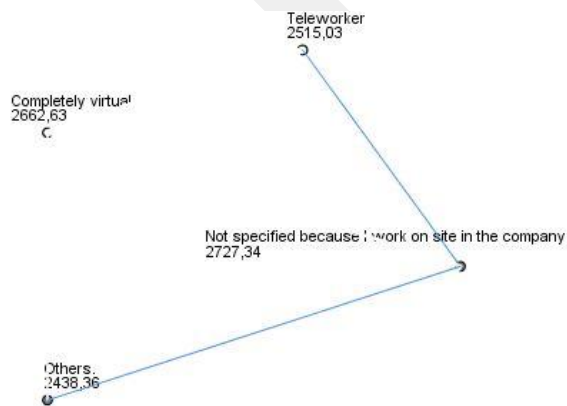


Figure 4.29. Pairwise comparisons of Virtual Organization Form in internet and social media component

In internet and social media component, virtual organization forms have significant differences. Figure 4.29 shows the visual representation of groups' relation. The results depict that participants who are in the Others category have significantly less level in internet and social media component of digital trust than participants who are in the not specified category (Not specified: $H = -288.977$, $Z = -3.018$, $p < .05$). Participants who are teleworkers have significantly less level in internet and social media component of digital trust than participants who are in not specified category (Not specified: $H = -212.315$, $Z = -3.079$, $p < .05$).

4.7. Digital Trust Components Across Industry Sector.

In order to examine digital trust components across industry sector, MANOVA analysis using SPSS was conducted. Post Hoc Tests analysis was conducted for follow-up for industry sector either Agriculture / Farming, Banking and Finance , Biotechnology or Pharmaceuticals or Chemicals | Agro renewable etc on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media.

Table 4.13: Frequency, Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Industry Sector.

		Pri orit y lev el of soft war e qual ity com pone nts - Tec hno logy		Har dw are and soft ware - Tec hno logy		Ele ctro nic de vices - Tec hno logy		Inf or mat ion sys tems - Tec hno logy		Man agem ent and oth er inter nal ent ities - Peo ple		IT and data sup port - Peo ple		Ext er nal ent ities - Peo ple		Data pro tecto ion and pri vacy - Pro ces ses		Org aniz atio nal data pro tecto ion and pri vacy - Pro ces ses		Inter net and soc ial me dia use - Pro ces ses	
Ind us try Sec tor	N	Me an	St d. D ev iat ion	Me an	St d. D ev iat ion	Me an	St d. D ev iat ion	Me an	St d. D ev iat ion	Me an	St d. D ev iat ion	Me an	St d. D ev iat ion	Me an	St d. D ev iat ion	Me an	St d. D ev iat ion	Me an	St d. D ev iat ion	Me an	St d. D ev iat ion
1, 0 0	6 1	- 0.0 497	0. 44 25 5	- 0.0 388	0. 59 72 5	0.0 060	0. 37 57 8	- 0.1 039	0. 42 13 9	- 0.0 651	0. 37 22 4	- 0. 05 28	0. 44 23 1	- 0. 05 44	0. 37 99 2	0. 17 6	0. 49 91 4	0.05 97	0. 42 10 7	- 0.0 21 7	0. 43 35 2
2, 0 0	1 7 1	- 0.0 533	0. 46 98 9	0.3 082	0. 89 17 4	- 0.1 820	0. 70 05 4	- 0.0 826	0. 59 56 4	- 0.1 482	0. 64 87 9	- 0. 22 04	0. 85 92 1	- 0. 08 51	0. 58 06 5	0.0 15 1	0. 70 10 8	0.21 00	0. 80 27 3	- 0.1 25 4	0. 69 78 8
3, 0 0	1 9 0	- 0.0 533	0. 46 65 8	- 0.0 733	0. 81 10 8	0.0 095	0. 57 29 1	- 0.0 332	0. 56 41 9	0.0 030	0. 57 06 9	- 0. 00 27	0. 70 96 0	0. 03 40	0. 49 24 5	- 0. 09 5	0. 66 73 4	0.00 37	0. 65 89 0	- 0.0 13 5	0. 67 74 9
4, 0 0	4 4 8	0.1 232	0. 35 00 7	0.0 885	0. 77 80 5	0.0 473	0. 58 63 7	0.1 060	0. 46 60 7	0.0 563	0. 53 33 1	0. 05 34	0. 73 09 0	0. 02 07	0. 48 56 2	- 0.1 43 8	0. 66 61 7	0.06 38	0. 69 54 0	- 0.0 16 7	0. 65 10 7
5, 0 0	7 0	0.0 049	0. 57 05 4	0.1 408	0. 80 82 9	0.0 995	0. 57 52 7	0.0 468	0. 61 26 6	0.0 605	0. 57 77 4	0. 10 00	0. 65 84 3	0. 13 97	0. 54 89 6	0.2 74 2	0. 63 49 2	0.09 39	0. 64 50 0	0.3 28 1	0. 63 80 2
6, 0 0	1 8 0	- 0.0 103	0. 46 02 8	- 0.2 287	0. 93 97 4	- 0.1 223	0. 66 20 0	- 0.0 798	0. 62 42 0	- 0.0 986	0. 63 93 3	- 0. 13 14	0. 81 57 6	- 0. 01 61	0. 55 69 0	- 0.0 16 0	0. 73 93 1	0.14 29	0. 75 97 4	- 0.1 31 7	0. 73 01 2

Table 4.13 continued

7,000	98	-0.0247	0.43790	0.1029	0.58006	0.0405	0.37419	-0.0046	0.43795	0.0232	0.39283	0.0249	0.51932	-0.0213	0.39543	-0.0164	0.52061	0.0465	0.44806	0.0527	0.48024
8,000	25	0.0503	0.35004	0.0737	0.59548	-0.0049	0.36558	-0.0281	0.43786	0.0346	0.44824	0.0892	0.50399	0.0627	0.39074	0.0893	0.40260	0.0527	0.49858	-0.0019	0.43319
9,000	85	-0.0035	0.48068	0.0046	0.72871	-0.0018	0.48340	-0.0492	0.52546	-0.0320	0.48026	-0.0062	0.56271	-0.0310	0.46574	0.0206	0.55653	-0.0090	0.3539	0.0055	0.56933
10,000	108	-0.2934	0.68562	-0.2559	0.97593	-0.2204	0.72501	-0.2626	0.74724	-0.2316	0.67350	-0.2043	0.77276	-0.1744	0.62940	-0.1114	0.68046	-0.2161	0.4313	0.0855	0.68781
11,000	68	-0.1133	0.44579	-0.1036	0.76083	-0.1022	0.48921	-0.1539	0.54583	-0.1498	0.49976	-0.1239	0.62180	-0.1614	0.50688	-0.0151	0.49845	-0.0444	0.5513	-0.1131	0.54805
12,000	129	-0.1230	0.50836	-0.0421	0.81080	-0.0490	0.57902	-0.0892	0.58963	-0.0637	0.56438	-0.0171	0.68061	-0.0165	0.53163	0.0051	0.63820	-0.0301	0.6199	0.0744	0.61294
13,000	41	0.0235	0.35195	0.0559	0.60718	0.0684	0.43343	-0.0556	0.47864	0.0109	0.48270	0.0836	0.54615	-0.0011	0.37663	-0.0616	0.58018	0.0508	0.55144	0.0208	0.57542
14,000	22	0.0143	0.45907	-0.0554	0.70010	-0.0097	0.42656	-0.0439	0.44917	-0.0011	0.43961	0.0094	0.53267	-0.0843	0.42425	-0.1440	0.50489	0.0218	0.52014	-0.1279	0.52530
15,000	137	0.0750	0.43284	0.1075	0.62775	0.0809	0.40622	0.0360	0.44400	0.0567	0.41061	0.0976	0.52654	0.0128	0.42104	-0.0049	0.51522	0.0893	0.52557	0.0069	0.58121
16,000	222	-0.2958	0.65614	-0.2471	0.97299	-0.2218	0.72484	-0.2472	0.74090	-0.2354	0.67390	-0.2471	0.82250	-0.1559	0.66196	-0.1679	0.68393	-0.2352	0.78510	-0.0936	0.72227

Table 4.13 continued

1 7, 0 0	2 7 1	0. 09 78	0.3 62 77	0. 14 33	0.5 56 69	0. 09 85	0.3 64 76	0. 06 94	0.4 15 67	0. 07 66	0.4 24 30	0. 12 55	0.5 15 52	- 0. 00 23	0.3 96 79	- 0. 13 70	0.4 67 37	0. 13 31	0.4 62 98	- 0. 03 76	0.5 04 58
1 8, 0 0	2 2 7	- 0. 04 07	0.6 28 09	- 0. 04 18	0.9 86 97	- 0. 02 24	0.7 33 00	0. 01 50	0.6 80 57	0. 00 04	0.6 51 42	- 0. 04 43	0.8 69 87	0. 06 93	0.6 08 22	0. 13 60	0.7 84 53	- 0. 06 19	0.8 30 39	0. 03 51	0.7 86 26
1 9, 0 0	9 9	- 0. 09 35	0.5 70 51	- 0. 05 01	0.8 32 26	- 0. 02 97	0.5 86 46	- 0. 03 84	0.6 14 38	- 0. 04 50	0.5 95 20	- 0. 02 64	0.6 94 70	- 0. 05 69	0.5 43 44	- 0. 06 81	0.6 01 50	- 0. 04 76	0.6 55 06	- 0. 03 70	0.6 28 73
2 0, 0 0	1 6 9	0. 05 75	0.4 11 28	0. 11 67	0.6 80 98	0. 02 31	0.4 72 09	0. 02 99	0.4 77 73	- 0. 00 59	0.4 68 84	- 0. 00 02	0.5 94 18	- 0. 00 88	0.4 59 17	0. 13 09	0.5 62 04	0. 02 82	0.5 55 96	0. 04 00	0.5 75 95
2 1, 0 0	5 9	0. 01 18	0.3 65 32	0. 13 71	0.5 85 95	0. 08 54	0.3 38 68	0. 02 64	0.4 40 72	0. 05 51	0.3 97 51	0. 10 65	0.4 40 91	0. 04 47	0.3 45 15	0. 01 61	0.4 92 26	0. 13 69	0.3 97 58	0. 12 22	0.4 01 63
2 2, 0 0	1 6 0	- 0. 03 93	0.4 78 53	- 0. 03 37	0.7 91 87	- 0. 00 69	0.5 36 89	- 0. 03 30	0.5 47 74	- 0. 01 81	0.5 29 52	0. 00 29	0.6 49 36	- 0. 01 52	0.4 94 43	- 0. 07 12	0.6 02 69	- 0. 00 57	0.6 11 19	0. 01 24	0.5 59 25
2 3, 0 0	5 5	0. 01 37	0.4 13 80	0. 11 43	0.6 62 19	0. 04 03	0.4 10 23	0. 04 03	0.4 35 55	0. 01 61	0.3 84 47	0. 04 72	0.4 37 27	0. 02 72	0.3 72 40	0. 14 30	0.5 03 17	0. 03 19	0.4 67 41	0. 09 55	0.5 32 53
2 4, 0 0	1 4 6	0. 05 36	0.5 11 69	0. 05 25	0.9 53 09	0. 06 59	0.6 92 96	0. 08 55	0.6 47 57	0. 05 64	0.6 52 65	0. 06 80	0.8 18 71	0. 13 59	0.5 99 35	0. 14 96	0.7 44 02	0. 05 07	0.7 72 01	0. 16 25	0.7 59 95
2 5, 0 0	4 2	- 0. 17 13	0.4 22 34	- 0. 00 71	0.5 08 70	- 0. 00 97	0.2 98 98	- 0. 10 01	0.3 84 13	- 0. 02 63	0.3 62 22	0. 06 77	0.4 23 34	0. 02 44	0.2 94 88	- 0. 12 35	0.4 71 56	- 0. 07 25	0.4 08 87	- 0. 01 76	0.3 74 07
2 6, 0 0	4 6 2	0. 03 93	0.4 05 71	0. 04 91	0.6 80 99	0. 02 33	0.4 28 34	0. 01 68	0.4 56 75	0. 03 03	0.4 56 62	0. 04 24	0.5 79 42	- 0. 03 10	0.4 23 28	- 0. 13 44	0.4 90 08	0. 07 84	0.5 32 77	- 0. 09 03	0.5 02 23

Table 4.13 continued

2 7, 0 0	7 9	0. 06 62	0.3 15 93	0. 49 82	0.5 40 41	0. 28 22	0.3 86 51	0. 29 84	0.3 52 15	0. 28 21	0.3 71 36	0. 26 69	0.5 79 76	0. 18 26	0.3 84 56	0. 39 66	0.5 31 12	0. 19 25	0.5 83 93	0. 18 41	0.5 87 52
2 8, 0 0	4 1	- 0. 00 58	0.7 78 81	0. 10 98	1.1 66 63	0. 09 20	0.8 46 10	0. 06 80	0.8 93 97	0. 07 83	0.8 18 22	0. 13 52	0.9 63 39	0. 15 67	0.8 25 64	0. 33 10	0.8 90 93	0. 09 73	0.8 94 34	0. 37 09	0.9 08 50
2 9, 0 0	4 4	- 0. 10 57	0.6 72 57	- 0. 39 29	1.2 52 01	- 0. 27 16	0.8 89 68	- 0. 03 19	0.7 73 21	- 0. 10 17	0.7 31 84	- 0. 32 93	1.0 15 78	- 0. 02 43	0.7 08 28	0. 14 68	0.7 84 13	- 0. 37 18	0.9 82 61	- 0. 12 99	0.8 82 09
3 0, 0 0	9 7	0. 05 00	0.3 14 03	0. 17 71	0.8 31 72	0. 17 29	0.5 21 89	0. 21 18	0.3 45 81	0. 22 04	0.4 00 19	0. 15 52	0.7 12 19	0. 19 08	0.3 16 86	0. 25 21	0.4 77 65	0. 10 18	0.7 27 08	0. 13 78	0.6 16 17
3 1, 0 0	1 1 9	- 0. 00 50	0.2 77 15	- 0. 52 29	0.9 77 01	- 0. 31 84	0.6 12 97	0. 03 72	0.2 96 09	0. 02 45	0.3 77 89	- 0. 32 96	0.7 05 75	- 0. 03 96	0.2 75 83	0. 15 03	0.3 81 20	- 0. 25 50	0.7 11 90	- 0. 29 32	0.5 30 32
3 2, 0 0	1 2	0. 03 38	0.3 38 92	- 0. 41 07	0.9 48 11	- 0. 29 13	0.7 34 12	0. 09 83	0.3 32 94	- 0. 22 23	0.6 06 02	- 0. 45 89	0.9 43 42	- 0. 03 67	0.4 36 60	0. 55 10	0.2 95 50	- 0. 32 28	0.7 51 61	- 0. 06 06	0.7 02 47
3 3, 0 0	6 8	0. 20 06	0.3 21 04	0. 27 42	0.7 57 85	0. 23 91	0.4 13 33	0. 29 85	0.3 75 24	0. 24 60	0.3 61 02	0. 17 37	0.5 73 27	0. 23 90	0.4 10 53	0. 47 27	0.5 21 20	0. 06 24	0.5 93 76	0. 20 21	0.6 69 31
3 4, 0 0	2 0	- 0. 49 87	0.8 85 91	- 0. 34 95	1.2 46 79	- 0. 32 17	0.9 47 92	- 0. 33 55	0.9 90 82	- 0. 27 32	0.9 07 87	- 0. 26 17	1.0 56 75	- 0. 20 03	0.9 11 45	0. 00 74	0.9 71 81	- 0. 28 68	1.0 27 67	0. 02 98	0.9 51 83
3 5, 0 0	4 8	0. 30 73	0.2 37 25	0. 74 36	0.2 06 20	0. 52 85	0.1 61 61	0. 49 36	0.2 07 17	0. 42 70	0.1 48 42	0. 58 02	0.2 12 95	0. 51 55	0.1 98 77	0. 77 73	0.2 13 58	0. 54 44	0.2 03 89	0. 84 71	0.2 06 29
3 6, 0 0	1 0	0. 50 70	0.2 46 33	0. 82 96	0.5 09 25	0. 68 66	0.3 23 52	0. 67 56	0.3 55 63	0. 61 43	0.3 03 16	0. 77 87	0.3 15 34	0. 71 24	0.2 57 39	0. 83 14	0.5 17 08	0. 71 73	0.2 95 25	1. 08 21	0.2 34 75
3 7, 0 0	1 1	0. 54 37	0.0 82 98	0. 98 21	0.0 63 37	0. 68 53	0.0 81 29	0. 71 12	0.0 68 78	0. 61 33	0.0 94 37	0. 80 93	0.0 72 00	0. 69 21	0.0 61 19	0. 98 45	0.0 74 10	0. 77 28	0.0 86 37	1. 05 31	0.0 80 74
3 8, 0 0	1 4	0. 38 98	0.2 37 81	0. 83 27	0.2 31 44	0. 57 00	0.1 41 47	0. 61 10	0.1 58 34	0. 51 47	0.1 60 12	0. 69 39	0.1 52 54	0. 58 28	0.1 76 64	0. 86 29	0.1 90 84	0. 68 03	0.1 66 14	0. 92 84	0.1 83 09
T ot al	5 3 1 8	- 0. 00 15	0.4 80 57	0. 00 06	0.8 03 37	0. 00 01	0.5 58 47	0. 00 03	0.5 46 28	0. 00 04	0.5 32 40	0. 00 05	0.6 75 46	0. 00 04	0.4 98 74	- 0. 00 02	0.6 19 59	0. 00 07	0.6 40 32	0. 00 01	0.6 27 38

The results of MANOVA analysis showed that there is a significant main effect of industry sector on digital trust components. The findings using Wilks's statistics are as follows : $\Lambda = 0.68$, $F(370, 50999) = 5.62$, $p = 0.000$. Table 4.13 is the result of the analysis of the components of digital trust across industry sector. Due to the fact that the results gotten from the MANOVA analysis were significant, there was a need for follow-up. Follow-up was carried out with Post Hoc Tests analysis using Scheffe and Dunnett C tests for multiple comparison.

The MANOVA was followed up with Post Hoc Tests analysis, which revealed some significance in the multiple comparison as follows.

For Priority level of software quality component; Banking and Finance is significantly related with Engineering | Electrical Products ($p = 0.001$), Banking and Finance is significantly related with Hotel or Restaurant ($p = 0.000$), Education / Academe is significantly related with Hotel or Restaurant ($p = 0.001$), Engineering | Electrical Products is significantly related with ICT, BPO, and Business Services ($p = 0.037$), Engineering | Electrical Products is significantly related with Chemicals | Agro renewable ($p = 0.032$), Healthcare | Hospitals, General Doctors, Rehabilitation others is significantly related with Hotel or Restaurant ($p = 0.043$), Hotel or Restaurant is significantly related with Manufacturing | Others ($p = 0.032$), Hotel or Restaurant is significantly related with Others ($p = 0.000$), Hotel or Restaurant is significantly related with Healthcare | Yoga, Sports, Wellness, etc ($p = 0.014$), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.003$), ICT, BPO, and Business Services is significantly related with Hotel or Restaurant ($p = 0.000$).

For Hardware and Software component; Agriculture / Farming is significantly related with Chemicals | Agro renewable ($p = 0.002$), Banking and Finance is significantly related with Spiritual professions (religion, churches, esotericism, etc.) ($p = 0.018$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Chemicals | Agro renewable ($p = 0.014$), Engineering | Electrical Products is significantly related with Chemicals | Agro renewable ($p = 0.035$), Hotel or Restaurant is significantly related with Public | Service (Fire Brigade, Police, etc.) ($p = 0.045$), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.005$), Public | Service (Fire Brigade, Police, etc.)

is significantly related with Banking and Finance ($p = 0.018$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Spiritual professions (religion,

churches, esotericism, etc.) ($p = 0.000$), Spiritual professions (religion, churches, esotericism, etc.) is significantly related with ICT, BPO, and Business Services ($p = 0.010$), Spiritual professions (religion, churches, esotericism, etc.) is significantly related with Chemicals | Agro renewable ($p = 0.000$).

For electronic devices component; Agriculture / Farming is significantly related with Chemicals | Agro renewable ($p = 0.004$), Engineering | Electrical Products is significantly related with Chemicals | Agro renewable ($p = 0.005$), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.000$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Spiritual professions (religion, churches, esotericism, etc.) ($p = 0.016$), Spiritual professions (religion, churches, esotericism, etc.) is significantly related with Chemicals | Agro renewable ($p = 0.000$).

For information systems component; Banking and Finance is significantly related with Hotel or Restaurant ($p = 0.003$), Engineering | Electrical Products is significantly related with Chemicals | Agro renewable ($p = 0.002$), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.000$), Healthcare | Yoga, Sports, Wellness, etc is significantly related with Hotel or Restaurant ($p = 0.032$).

For management and other internal entities component; Engineering | Electrical Products is significantly related with Chemicals | Agro renewable ($p = 0.044$), Hotel or Restaurant is significantly related with Public | Service (Fire Brigade, Police, etc.) ($p = 0.018$), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.004$).

For IT and Data Support component, Agriculture / Farming is significantly related with Chemicals | Agro renewable ($p = 0.031$), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.007$), Spiritual professions (religion, churches, esotericism, etc.) is significantly related with Chemicals | Agro renewable ($p = 0.003$).

For external entities component, Agriculture / Farming is significantly related with Chemicals | Agro renewable ($p = 0.021$), Education / Academe is significantly related with Chemicals | Agro renewable ($p = 0.020$), Engineering | Electrical Products is significantly related with Chemicals | Agro renewable ($p = 0.002$), Energy Utility is significantly related with Chemicals | Agro renewable ($p = 0.036$), Public | Administration is significantly related with Chemicals | Agro renewable ($p =$

0.011), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.000$), Others is significantly related with Chemicals | Agro renewable ($p = 0.033$).

For data protection and privacy component, Manufacturing | Aerospace is significantly related with Chemicals | Agro renewable ($p = 0.009$), Agriculture / Farming is significantly related with Chemicals | Agro renewable ($p = 0.002$), Manufacturing | Automotive and Shipbuilding is significantly related with Public | Service (Fire Brigade, Police, etc.) ($p = 0.017$), Manufacturing | Automotive and Shipbuilding is significantly related with Healthcare | Yoga, Sports, Wellness, etc ($p = 0.003$), Manufacturing | Automotive and Shipbuilding is significantly related with Chemicals | Agro renewable ($p = 0.000$), Banking and Finance is significantly related with Public | Service (Fire Brigade, Police, etc.) ($p = 0.028$), Banking and Finance is significantly related with Healthcare | Yoga, Sports, Wellness, etc ($p = 0.005$), Banking and Finance is significantly related with Chemicals | Agro renewable ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Chemicals | Agro renewable ($p = 0.002$), Construction is significantly related with Chemicals | Agro renewable ($p = 0.019$), Education / Academe is significantly related with Chemicals | Agro renewable ($p = 0.000$), Engineering | Electrical Products is significantly related with Chemicals | Agro renewable ($p = 0.000$), Manufacturing | Food Processing is significantly related with Chemicals | Agro renewable ($p = 0.013$), Public | Administration is significantly related with Chemicals | Agro renewable ($p = 0.000$), Healthcare | Hospitals, General Doctors, Rehabilitation others is significantly related with Chemicals | Agro renewable ($p = 0.008$), Hotel or Restaurant is significantly related with Public | Service (Fire Brigade, Police, etc.) ($p = 0.050$), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.000$), ICT, BPO, and Business Services is significantly related with Healthcare | Yoga, Sports, Wellness, etc ($p = 0.020$), ICT, BPO, and Business Services is significantly related with Chemicals | Agro renewable ($p = 0.000$), Engineering | Mechanical Products is significantly related with Chemicals | Agro renewable ($p = 0.003$), Retail | Stores is significantly related with Chemicals | Agro renewable ($p = 0.000$), Others is significantly related with Public | Service (Fire Brigade, Police, etc.) ($p = 0.039$), Others is significantly related with Healthcare | Yoga, Sports, Wellness, etc ($p = 0.007$), Others is significantly related with

Chemicals | Agro renewable ($p = 0.000$), Healthcare | Yoga, Sports, Wellness, etc is significantly related with Hotel or Restaurant ($p = 0.010$).

For organizational data protection and privacy component, Agriculture / Farming is significantly related with Chemicals | Agro renewable ($p = 0.035$), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.008$), Spiritual professions (religion, churches, esotericism, etc.) is significantly related with Chemicals | Agro renewable ($p = 0.027$).

For internet and social media use component, Manufacturing | Aerospace is significantly related with Chemicals | Agro renewable ($p = 0.033$), Agriculture / Farming is significantly related with Chemicals | Agro renewable ($p = 0.000$), Manufacturing | Automotive and Shipbuilding is significantly related with with Chemicals | Agro renewable ($p = 0.000$), Banking and Finance is significantly related with Chemicals | Agro renewable ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Chemicals | Agro renewable ($p = 0.000$), Construction is significantly related with Chemicals | Agro renewable ($p = 0.032$), Education / Academe is significantly related with Chemicals | Agro renewable ($p = 0.000$), Engineering | Electrical Products is significantly related with Chemicals | Agro renewable ($p = 0.000$), Energy Utility is significantly related with Chemicals | Agro renewable ($p = 0.001$), Manufacturing | Food Processing is significantly related with Chemicals | Agro renewable ($p = 0.023$), Public | Administration is significantly related with Chemicals | Agro renewable ($p = 0.000$), Healthcare | Hospitals, General Doctors, Rehabilitation others is significantly related with Chemicals | Agro renewable ($p = 0.002$), Hotel or Restaurant is significantly related with Chemicals | Agro renewable ($p = 0.000$), ICT, BPO, and Business Services is significantly related with Chemicals | Agro renewable ($p = 0.000$), Logistics | International is significantly related with Chemicals | Agro renewable ($p = 0.001$), Engineering | Mechanical Products is significantly related with Chemicals | Agro renewable ($p = 0.002$), Manufacturing | Others is significantly related with Chemicals | Agro renewable ($p = 0.003$), Retail | Stores is significantly related with Chemicals | Agro renewable ($p = 0.001$), Others is significantly related with Chemicals | Agro renewable ($p = 0.000$), Chemicals | Fossil Raw Materials (aluminum, gold, iron, coal, copper, silver, etc.) is significantly related with Chemicals | Agro renewable ($p = 0.013$), Spiritual professions (religion, churches, esotericism, etc.) is significantly related with Chemicals | Agro renewable ($p = 0.000$).

4.8. Digital Trust Components Across Company Role.

In order to examine digital trust components across company role, Munzel-Bruner analysis was conducted for each of the categories of company role which are Customer, Logistics Provider, Service Provider, Retailer or Distributor/Wholesaler etc on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

4.8.1 Digital Trust Components Across Company Role| Customer.

In order to examine digital trust components across company role| Customer, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Customer.

Table 4.14. Relative effects of digital trust components across Company Role| Customer.

Customer	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	4137	0.5008756	0.5032648	0.5059282	0.5079573	0.5067708	0.5037740	0.5103930	0.5144018	0.5012700	0.5092753
YES	1192	0.5148253	0.5133978	0.5138773	0.5175439	0.5155993	0.5126064	0.5161021	0.5107848	0.5135397	0.5068768

Table 4.15. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Customer

		Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use	
		Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Standard Deviation	
Company Role Customer	NO	.00	.48	.00	.83	.00	.58	.01	.55	.01	.54	.00	.70	.01	.51	.03	.64	.00	.67	.02	.65
	YES	-.01	.49	.01	.72	-.01	.47	-.04	.53	-.03	.49	.00	.58	-.05	.45	-.10	.51	.02	.55	-.06	.53

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Customer on digital trust components. The findings are as follows : $F(1.90, 5329) = 1.92, p > .05$. Tables 4.15 and 4.16 are the results of the analysis of the components of digital trust across Company Role| Customer. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up.

4.8.2 Digital Trust Components Across Company Role| Logistics Provider.

In order to examine digital trust components across company role| Logistics Provider, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Logistics Provider.

Table 4.16. Relative effects of digital trust components across Company Role| Logistics Provider.

Logistic Provider	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	4577	0.4987781	0.4986251	0.4988287	0.4989451	0.4995905	0.4992338	0.4973162	0.4966403	0.4984598	0.4973742
YES	752	0.5067111	0.5052485	0.5063773	0.5076083	0.5064978	0.5045670	0.5066079	0.5039784	0.5052116	0.5032366

Table 4.17. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Logistics Provider.

	Priority level of software quality component	Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use	
		Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
		Company	.47	.00	.80	.00	.55	.00	.54	.00	.53	.00	.67	.00	.49	.01	.61	.00	.63
Role Logistics Provider	.56	.01	.85	.00	.60	.01	.61	.01	.57	.00	.71	.02	.53	.04	.66	.00	.68	.03	.67

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Logistics Provider on digital trust components. The findings are as follows : $F(1.93, 5329) = 1.44, p > .05$. Tables 4.17 and 4.18 are the results of the analysis of the components of digital trust across Company Role| Logistics Provider. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, hence there was no need for follow-up.

4.8.3 Digital Trust Components Across Company Role| Service Provider.

In order to examine digital trust components across company role| Service Provider, Munzel-Bruner analysis was conducted.. Mann-Whitney U analysis was conducted for follow-up for categories of Company role| Service Provider either NO or YES on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.18. Relative effects of digital trust components across Company Role| Service Provider.

Service Provider	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities(People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	3004	0.5012079	0.5026021	0.5055626	0.5008019	0.5010545	0.5033793	0.5131870	0.5295599	0.5010900	0.5262679
YES	2325	0.5178344	0.5203001	0.5216966	0.5251763	0.5234851	0.5203860	0.5173795	0.4999610	0.5229772	0.5036499

Table 4.19. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Service Provider.

		Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use	
		Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Company	NO	.00	.48	.01	.80	.01	.56	.00	.55	.00	.53	.01	.67	.03	.50	.06	.63	.01	.64	.06	.64
Role Service Provider	YES	.00	.48	-	.80	-	.56	-	.54	-	.53	-	.68	-	.49	-	.59	-	.65	-	.60
	SE			.01		.01		.01		.01		.01		.03		.08		.01		.08	

The results of Munzel-Bruner analysis showed that there is a significant main effect of Company Role| Service Provider on digital trust components. The findings are as follows : $F(1.89, 5329) = 7.25, p < .001$. Tables 4.19 and 4.20 are the results of the analysis of the components of digital trust across Company Role| Service Provider. Due to the fact that the results gotten from the Munzel-Bruner analysis were significant, there was a need for follow-up. Follow-up was carried out with Mann-Whitney U analysis and the results depict that there are significant differences in three of the digital trust components which are external entities, data protection and privacy, and internet and social media use. But there are non-significant differences in priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support , organizational data protection and privacy across the Company Role| Service Provider .

In external entities component, NO participants (mean rank=2735.27) have significantly higher level in external entities component of people level of digital trust than YES participants (mean rank=2574.20), $U=3281048.500, Z=-3.790, p<.01$.

In data protection and privacy component, NO participants (mean rank=2822.52)

have significantly higher level in data protection and privacy component of processes level of digital trust than YES participants (mean rank=2461.47), $U=3018945.500$, $Z=-8.496$, $p<.01$.

In internet and social media use component, NO participants (mean rank=2804.98) have significantly higher level in internet and social media use component of processes level of digital trust than YES participants (mean rank=2484.14), $U=3071645.500$, $Z=-7.550$, $p<.01$.

4.8.4 Digital Trust Components Across Company Role| Retailer.

In order to examine digital trust components across company role| Retailer, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Retailer.

Table 4.20. Relative effects of digital trust components across Company Role| Retailer.

Retailer	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	4710	0.5028507	0.4991133	0.5002483	0.5021532	0.5015061	0.5005792	0.5009410	0.4997926	0.5004521	0.4983298
YES	619	0.5096649	0.5068305	0.5077802	0.5096092	0.5072134	0.5054112	0.5060338	0.5031059	0.5052909	0.4993349

Table 4.21. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Retailer.

		Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use	
		Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Company	N=10	.0	.47	.0	.80	.0	.56	.0	.54	.0	.53	.0	.68	.0	.49	.0	.62	.0	.64	.0	.63
Role Retailer	YES=7	-.0	.57	.0	.84	-.0	.59	-.0	.61	-.0	.57	-.0	.68	-.0	.54	.0	.62	-.0	.64	.0	.63

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Retailer on digital trust components. The findings are as follows: $F(1.95, 5329) = 0.93, p > .05$. Tables 4.21 and 4.22 are the results of the analysis of the components of digital trust across Company Role| Retailer. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, hence there was no need for follow-up.

4.8.5 Digital Trust Components Across Company Role| Distributor/Wholesaler.

In order to examine digital trust components across company role| Distributor/Wholesaler, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Distributor/Wholesaler.

Table 4.22. Relative effects of digital trust components across Company Role| Distributor/Wholesaler.

Distributor/Wholesaler	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	4640	0.5031360	0.5017265	0.5026631	0.5035625	0.5030358	0.5027453	0.5014682	0.5022095	0.5038328	0.5017161
YES	689	0.5060525	0.5041770	0.5056688	0.5062692	0.5057873	0.5030384	0.5063626	0.5043456	0.5041937	0.5039304

Table 4.23. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Distributor/Wholesaler.

	Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use		
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	

Table 4.23 Continued

Company Role Distributor/Wholesaler	NO	.46	.79	.55	.53	.52	.67	.49	.61	.63	.62
	YES	.60	.89	.63	.66	.61	.73	.58	.67	.70	.66

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Distributor/Wholesaler on digital trust components. The findings are as follows : $F(1.95, 5329) = 0.20, p > .05$. Tables 4.23 and 4.24 are the results of the analysis of the components of digital trust across Company Role| Distributor/Wholesaler. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, hence there was no need for follow-up.

4.8.6 Digital Trust Components Across Company Role| Manufacturer.

In order to examine digital trust components across company role| Manufacturer, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Manufacturer.

Table 4.24. Relative effects of digital trust components across Company Role| Manufacturer.

Manufacturer	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities(People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	4347	0.5002903	0.4996414	0.5013070	0.5028369	0.5013650	0.5005403	0.5007611	0.5043772	0.5001043	0.5009222
YES	982	0.5117922	0.5090802	0.5101252	0.5119228	0.5106327	0.5073977	0.5109868	0.5043574	0.5081967	0.5019160

Table 4.25: Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Manufacturer.

Compa ny	Role Manuf acturer	N	Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		inter net and social medi a use	
			M	Stan dard Devi ation	M	Stan dard Devi ation	M	Stan dard Devi ation	M	Stan dard Devi ation	M	Stan dard Devi ation	M	Stan dard Devi ation	M	Stan dard Devi ation	M	Stan dard Devi ation	M	Stan dard Devi ation	M	Stan dard Devi ation
			O	.0	.48	.0	.80	.0	.56	.0	.54	.0	.53	.0	.68	.0	.50	.0	.62	.0	.64	.0
Y	-	.50	.0	.80	.0	.56	-	.57	-	.55	.0	.67	.0	.51	-	.64	.0	.63	-	.63		
E	.0		1		0		.0		.0		0		0		.0		1		.0			
S	1						2		1					4					1			

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Manufacturer on digital trust components. The findings are as follows : $F(1.91, 5329) = 1.73, p > .05$. Tables 4.25 and 4.26 are the results of the analysis of the components of digital trust across Company Role| Manufacturer. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, hence there was no need for follow-up.

4.8.7 Digital Trust Components Across Company Role| Supplier.

In order to examine digital trust components across company role| Supplier, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Supplier.

Table 4.26. Relative effects of digital trust components across Company Role| Supplier.

Supplier	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	4384	0.5032025	0.5047947	0.5045277	0.5057753	0.5040116	0.5043565	0.5050325	0.5049800	0.5033860	0.5064562
YES	945	0.5128124	0.5088685	0.5102442	0.5111711	0.5096507	0.5063420	0.5093196	0.5039547	0.5081586	0.5017024

Table 4.27. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Supplier.

		Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		Internet and social media use	
		Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Company Role Supplier	NO	.00	.48	.00	.80	.00	.56	.00	.54	.00	.53	.00	.68	.00	.50	.00	.62	.00	.64	.00	.63
	YES	-.01	.50	.01	.80	.00	.56	-.02	.57	-.01	.55	.00	.67	.00	.51	-.04	.64	.01	.63	-.01	.63

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Supplier on digital trust components. The findings are as follows : $F(1.93, 5329) = 0.70, p > .05$. Tables 4.27 and 4.28 are the results of the analysis of the components of digital trust across Company Role| Supplier. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, hence there was no need for follow-up.

4.8.8 Digital Trust Components Across Company Role| Raw material supplier

In order to examine digital trust components across company role| Raw material supplier, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Raw material supplier.

Table 4.28. Relative effects of digital trust components across Company Role| Raw material supplier.

Raw material supplier	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy (Processes)	Internet & Social Media use (Processes)
NO	4883	0.5007052	0.5036593	0.5032460	0.5009561	0.5031238	0.5033712	0.5018862	0.4969465	0.5042297	0.5024385
YES	446	0.5032004	0.5031120	0.5032691	0.5032064	0.5023333	0.5015367	0.5023955	0.5038633	0.5016038	0.5021826

Table 4.29. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Raw material supplier.

		Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		Internet and social media use	
		Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Company Role Raw material supplier	NO	.00	.47	.02	.78	.01	.54	.00	.54	.01	.52	.01	.65	.01	.49	-.01	.61	.02	.62	.01	.62
	YES	-.04	.56	-.08	.97	-.04	.73	-.05	.65	-.01	.66	-.01	.86	-.06	.61	.06	.71	-.07	.81	-.08	.75

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Raw material supplier on digital trust components. The findings are as follows: $F(1.95, 5329) = 0.21, p > .05$. Tables 4.29 and 4.30 are the results of the analysis of the components of digital trust across Company Role| Raw material supplier. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, hence there was no need for follow-up.

4.8.9 Digital Trust Components Across Company Role| Teacher / trainer / researcher.

In order to examine digital trust components across company role| Teacher / trainer / researcher, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Teacher / trainer / researcher.

Table 4.30. Relative effects of digital trust components across Company Role| Teacher / trainer / researcher.

Teacher / trainer / researcher	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	4072	0.4976436	0.5032243	0.5026574	0.5046091	0.5020418	0.5045371	0.5044365	0.5013229	0.5015385	0.5078402
YES	1257	0.5160550	0.5102157	0.5150690	0.5179693	0.5159391	0.5115441	0.5163817	0.5066041	0.5111471	0.5012161

Table 4.31. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Teacher / trainer / researcher.

Company Role Teacher / trainer / researcher		Priority level of software quality component	Hardware and software	Electronic devices	Information systems	Management and other internal entities	IT and data support	External entities	Data protection and privacy	Organizational data protection and privacy	Internet and social media use
		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Teacher / trainer / researcher	NO	-.01	.00	.00	.01	.00	.00	.01	.00	.00	.01
	YES	.01	.00	.00	-.02	.00	-.01	-.02	.00	.01	-.04

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Teacher / trainer / researcher on digital trust components. The findings are as follows: $F(1.89, 5329) = 2.91, p > .05$. Tables 4.31 and 4.32 are the results of the analysis of the components of digital trust across Company Role| Teacher / trainer / researcher. Due to the fact that the results gotten from the Munzel-

Bruner analysis were non-significant, hence there was no need for follow-up.

4.8.10 Digital Trust Components Across Company Role| Government Official.

In order to examine digital trust components across company role| Government Official, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Government Official.

Table 4.32. Relative effects of digital trust components across Company Role| Government Official.

Government Official	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities(People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	4868	0.5003776	0.5004807	0.5021592	0.5024644	0.5016284	0.5016008	0.5047211	0.5017212	0.5012972	0.5057375
YES	461	0.5040217	0.5034922	0.5039506	0.5041156	0.5030318	0.5018076	0.5029908	0.5043311	0.5016460	0.5022989

Table 4.33. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role | Government Official.

	Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use		
	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	M	Standard Deviation	

Table 4.33 continued

Company Role Government Official	N	.48	.0	.80	.0	.56	.0	.54	.0	.53	.0	.68	.0	.50	.0	.62	.0	.64	.0	.63
	O	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
	Y	-.50	.0	.80	.0	.56	-.57	-.55	.0	.67	.0	.51	-.64	.0	.63	-.63	-.63	-.63	-.63	-.63
Official	E	.1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
	S	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Government Official on digital trust components. The findings are as follows: $F(1.92, 5329) = 0.15, p > .05$. Tables 4.33 and 4.34 are the results of the analysis of the components of digital trust across Company Role| Government Official. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, hence there was no need for follow-up.

4.8.11 Digital Trust Components Across Company Role| One-man service provider / freelancer / consultant / lawyer / doctor.

In order to examine digital trust components across company role| One-man service provider / freelancer / consultant / lawyer / doctor, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| One-man service provider / freelancer / consultant / lawyer / doctor.

Table 4.34. Relative effects of digital trust components across Company Role| One-man service provider / freelancer / consultant / lawyer / doctor.

One-man service provider	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
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Table 4.34 Continued

NO	5007	0.4996608	0.5008151	0.5006901	0.5018857	0.5011268	0.5013682	0.5011605	0.5007901	0.5009869	0.5007188
YES	322	0.5015385	0.5030023	0.5022860	0.5025050	0.5009505	0.5005362	0.5011863	0.5038026	0.5006491	0.5027539

Table 4.35. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| One-man service provider / freelancer / consultant / lawyer / doctor.

		Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use	
		Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Company Role	NO	.00	.48	.00	.81	.00	.57	.00	.55	.00	.54	.00	.69	.00	.51	.00	.63	.00	.65	.00	.64
One-man service provider	YES	.01	.45	.04	.63	.02	.40	-.02	.46	.01	.42	.01	.50	.00	.38	-.02	.50	.01	.50	-.01	.49

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| One-man service provider / freelancer / consultant / lawyer / doctor on digital trust components. The findings are as follows: $F(1.93, 5329) = 0.07$, $p > .05$. Tables 4.35 and 4.36 are the results of the analysis of the components of digital trust across Company Role| One-man service provider / freelancer / consultant

/ lawyer / doctor. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, hence there was no need for follow-up.

4.8.12 Digital Trust Components Across Company Role| Non-Governmental Organization (NGO) employee.

In order to examine digital trust components across company role| Non-Governmental Organization (NGO) employee, Munzel-Bruner analysis was conducted. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, there was no need for follow-up for company role| Non-Governmental Organization (NGO) employee.

Table 4.36. Relative effects of digital trust components across Company Role| Non-Governmental Organization (NGO) employee.

Non-Governmental Organization (NGO) employee	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy	Internet & Social Media use (Processes)
NO	5153	0.4993715	0.5003074	0.5004844	0.5003479	0.4995397	0.5002124	0.5007934	0.5016491	0.4991307	0.502130
YES	176	0.5002664	0.5023321	0.5017049	0.5016586	0.5019244	0.5012718	0.5016118	0.5003305	0.5015653	0.501194

Table 4.37. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Company Role| Non-Governmental Organization (NGO) employee.

		Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organizational data protection and privacy		internet and social media use	
		Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Company Role Non-Governmental Organization	N	.0	.48	.0	.81	.0	.56	.0	.55	.0	.54	.0	.68	.0	.50	.0	.62	.0	.64	.0	.63
	O																				
Governmental Organization	Y	.0	.38	.0	.76	.0	.46	.0	.44	.0	.44	.0	.59	-	.41	-	.50	.0	.58	-	.53
	E	6		0		0		1		5		1		.0		.0		7		.1	
	S												2		9					2	

The results of Munzel-Bruner analysis showed that there is a non-significant main effect of Company Role| Non-Governmental Organization (NGO) employee on digital trust components. The findings are as follows : $F(1.94, 5329) = 0.07, p > .05$. Tables 4.37 and 4.38 are the results of the analysis of the components of digital trust across Company Role| Non-Governmental Organization (NGO) employee. Due to the fact that the results gotten from the Munzel-Bruner analysis were non-significant, hence there was no need for follow-up.

The results of the analyses of the various categories of Company role showed that Company Role| Service Provider is the only category of Company role that has a significant main effect on digital trust components.

4.9. Digital Trust Components Across Customer Group.

In order to examine digital trust components across customer group, MANOVA analysis using SPSS was conducted. Post Hoc Tests analysis was conducted for follow-up for customer group either Agriculture / Farming, Banking and Finance , Biotechnology or Pharmaceuticals or Chemicals | Agro renewable etc on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.38. Frequency, Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Customer Group.

Customer Group	N	Priority level of software quality component		Hardware and software		Electronic devices		Information systems		Management and other internal entities		IT and data support		External entities		Data protection and privacy		Organization data protection and privacy		Internet and social media use	
		Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
1.0	59	-0.0854	0.4588	-0.0021	0.6017	0.0147	0.36648	-0.0845	0.43471	-0.0124	0.40278	0.0082	0.46673	0.0087	0.35155	-0.0984	0.47578	0.0369	0.41315	0.0248	0.44459
2.0	121	-0.1084	0.5679	0.1539	0.8839	-0.1374	0.61910	-0.1094	0.57730	-0.1056	0.55987	-0.1561	0.72272	-0.0896	0.53512	0.1196	0.62755	-0.1852	0.70364	-0.0682	0.65351
3.0	159	0.0175	0.3840	0.0794	0.7737	0.0502	0.50760	0.0538	0.48996	0.0631	0.48849	0.0707	0.62343	0.0241	0.41102	0.0141	0.55033	0.1157	0.60361	0.1364	0.60362
4.0	254	0.0524	0.4002	0.0780	0.6630	0.0231	0.42592	0.0280	0.45693	0.0056	0.44952	0.0485	0.53519	-0.0410	0.41548	-0.0939	0.51596	0.0440	0.55160	-0.0103	0.53701
5.0	88	-0.0282	0.6010	0.0752	0.8485	0.0689	0.60539	0.0240	0.64870	0.0508	0.59619	0.0891	0.68538	0.0920	0.56831	0.1976	0.65420	0.0592	0.64733	0.2764	0.65490
6.0	141	-0.1672	0.5680	0.3965	1.0019	-0.3104	0.73076	-0.1723	0.63748	-0.2321	0.65355	-0.3688	0.87156	-0.1560	0.59745	0.0150	0.66958	-0.3464	0.80574	0.2417	0.70923
7.0	145	0.0006	0.3792	0.1810	0.6089	0.2555	0.40232	0.0707	0.43063	0.0817	0.41278	0.1206	0.51331	0.0919	0.42782	0.1872	0.51797	0.1053	0.48490	0.2033	0.51997
8.0	37	-0.1127	0.4398	0.1037	0.5724	-0.0028	0.35991	-0.0941	0.41131	-0.0673	0.41997	0.0048	0.56661	0.0299	0.36115	0.0725	0.38606	0.0124	0.25309	0.0120	0.47141
9.0	687	-0.0005	0.9515	0.0128	0.7386	0.0098	0.50080	-0.0354	0.53787	-0.0227	0.48578	0.0045	0.57551	-0.0101	0.49061	0.0331	0.57564	0.0281	0.45588	0.0472	0.58468
10.0	120	-0.3661	0.6600	0.2753	0.9531	-0.2448	0.69231	-0.3248	0.71134	-0.2845	0.64773	-0.2613	0.48322	-0.2226	0.59893	0.1533	0.55771	0.2526	0.73871	0.1095	0.66892
11.0	66	-0.1133	0.4744	0.0153	0.7447	-0.0651	0.53099	-0.0528	0.56430	-0.0583	0.53974	-0.0626	0.66820	-0.0404	0.54000	0.0716	0.49687	0.0593	0.58897	0.0981	0.53133
12.0	257	0.0307	0.3410	0.1615	0.9000	-0.0871	0.67711	0.0126	0.57283	0.0527	0.62909	0.0955	0.83074	0.0488	0.55427	0.0462	0.72070	0.1065	0.76767	0.0389	0.71039
13.0	35	0.0135	0.3843	0.0791	0.5080	0.0670	0.38543	-0.0106	0.42894	0.0396	0.44463	0.1472	0.51237	0.0743	0.30289	0.0803	0.44179	0.0195	0.43835	0.0544	0.49017
14.0	167	0.0404	0.6712	0.0344	0.6880	0.0311	0.47039	-0.0001	0.52150	0.0159	0.50772	0.0451	0.61247	-0.0513	0.49456	0.1906	0.52052	0.0333	0.90666	0.0745	0.56982
15.0	136	0.0827	0.3888	0.0580	0.6140	0.0456	0.39997	-0.0016	0.41052	0.0266	0.41364	0.0539	0.54957	-0.0404	0.41169	0.0781	0.48813	0.0416	0.50736	0.0854	0.55536
16.0	103	-0.0307	0.4882	0.083	0.7705	0.0024	0.53771	-0.0017	0.53085	0.0009	0.51625	0.0144	0.61945	0.0402	0.50921	0.0586	0.59604	0.0122	0.59324	0.1211	0.59731
17.0	124	0.0216	0.1492	0.0924	0.5619	0.0698	0.35428	0.0159	0.38233	0.0414	0.41149	0.0709	0.50487	-0.0228	0.37181	0.1030	0.48702	0.0787	0.43615	0.0195	0.47639
18.0	102	-0.0737	0.5831	0.0654	0.8600	-0.0545	0.60730	-0.1072	0.63160	-0.1099	0.58194	-0.0916	0.70798	-0.0909	0.56089	0.0541	0.49986	0.0544	0.65941	0.0013	0.64596
19.0	93	-0.1015	0.5759	-0.1038	0.8716	-0.0810	0.64099	-0.0784	0.60812	-0.0968	0.62722	-0.0906	0.67255	-0.1033	0.54911	0.0366	0.39393	0.1638	0.71363	0.0577	0.64067
20.0	154	0.0601	0.5029	0.0992	0.7099	0.0523	0.53353	0.0506	0.61266	0.0539	0.55159	0.1160	0.63607	0.0773	0.54288	0.1436	0.66011	0.0855	0.58965	0.1455	0.65147
21.0	54	0.1084	0.2807	0.1356	0.6268	0.1061	0.36823	-0.0068	0.45435	0.0239	0.39800	0.0759	0.46969	0.0200	0.36662	0.1208	0.27322	0.452	0.71712	0.1069	0.43219
22.0	238	-0.0041	0.4407	0.0308	0.7561	0.0453	0.50311	0.0296	0.52373	0.0535	0.49338	0.0673	0.60659	0.0577	0.45436	-0.0565	0.61747	0.0304	0.57836	0.0356	0.56214
23.0	56	-0.0362	0.4468	0.0505	0.6582	0.0298	0.41474	0.0468	0.48525	0.0209	0.44532	0.0370	0.52101	0.0253	0.38943	-0.0166	0.43074	0.0777	0.43901	0.1664	0.43914

Table 4.38 continued

24	26	0.0	0.5	-	0.9	0.0	0.7	0.0	0.6	0.0	0.6	0.0	0.8	0.1	0.6	-	0.8	0.0	0.8	0.1	0.8
.0	7	20	425	0.0	959	50	434	34	939	49	844	69	896	00	291	0.0	567	43	369	08	188
		2	6	12	2	2	1	0	8	3	8	3	8	7	0	21	1	8	9	4	1
				3											3						
25	39	-	0.4	0.0	0.5	-	0.3	-	0.4	-	0.4	-	0.5	-	0.4	-	0.4	-	0.4	-	0.4
.0		0.1	712	19	836	0.0	895	0.0	947	0.1	504	0.1	492	0.1	495	0.0	535	0.0	526	0.0	372
		28	2	7	9	4	2	8	2	24	5	21	5	8	1	73	2	85	2	60	8
		0							0	0		1			3		6		6		
															2		9				
26	34	0.0	0.3	0.0	0.6	0.0	0.3	0.0	0.4	0.0	0.4	0.1	0.4	-	0.3	-	0.4	0.1	0.4	0.1	0.4
.0	3	82	766	99	212	72	631	49	188	87	055	10	924	0.0	702	0.1	473	0.1	615	0.1	752
		4	4	7	4	3	3	3	1	0	5	5	5	0.0	03	4	7	4	8	11	6
														2	2		9				
27	69	-	0.5	-	0.9	-	0.6	-	0.5	-	0.5	-	0.8	-	0.5	-	0.6	-	0.7	-	0.6
.0	8	0.0	177	0.1	471	0.0	815	0.0	857	0.0	988	0.1	145	0.0	421	0.1	736	0.0	903	0.1	838
		67	2	39	1	9	9	3	3	38	7	07	9	5	52	4	5	95	3	45	3
		8		8	7	5	7	5	6	6	3	3	2	2	2	0	0	1	1	1	
28	24	0.0	0.3	0.0	0.6	0.0	0.3	-	0.4	0.0	0.4	-	0.5	-	0.4	-	0.4	0.0	0.4	0.1	0.4
.0	1	79	922	51	447	30	955	0.0	640	02	464	0.0	384	0.0	009	0.0	659	0.0	677	0.1	819
		9	1	2	8	0	0	9	6	1	8	08	4	5	0	57	2	6	3	21	2
29	14	0.4	0.2	0.6	0.6	0.4	0.4	0.3	0.7	0.3	0.6	0.4	0.7	0.3	0.7	0.6	0.6	0.5	0.3	0.6	0.6
.0		11	521	52	928	90	733	77	023	30	307	60	418	38	437	11	311	59	591	90	187
		9	2	4	6	1	5	5	8	9	1	2	5	5	6	4	4	9	1	1	7
48	46	0.3	0.4	0.6	0.6	0.4	0.5	0.4	0.5	0.3	0.4	0.5	0.5	0.5	0.5	0.7	0.5	0.5	0.8	0.5	0.5
		02	875	88	483	90	087	76	379	98	679	79	566	06	013	91	701	10	571	21	467
		3	9	2	2	5	0	5	5	6	9	7	5	8	1	9	2	4	3	3	4
49	23	0.1	0.3	0.2	0.8	0.1	0.5	0.2	0.4	0.2	0.4	0.1	0.6	0.2	0.4	0.5	0.4	0.1	0.6	0.2	0.6
.0	8	16	896	06	555	59	544	80	447	10	497	46	626	25	259	31	542	12	225	75	594
		0	4	3	8	8	5	4	0	7	5	5	4	3	3	4	4	4	0	7	6
50	10	-	0.3	-	0.7	0.0	0.3	0.0	0.3	0.1	0.3	0.1	0.4	0.0	0.3	0.0	0.5	0.1	0.1	0.0	0.3
.0		0.0	906	0.1	312	02	255	90	482	36	761	60	447	0.0	625	0.0	690	0.1	656	0.0	193
		07	1	3	5	7	3	0	2	1	3	6	2	2	3	2	5	7	7	9	0
		5		6																	
T	52	-	0.4	-	0.8	-	0.5	-	0.5	-	0.5	-	0.6	-	0.4	-	0.6	-	0.6	-	0.6
ot	92	0.0	816	0.1	040	0.0	590	0.0	475	0.0	333	0.0	755	0.0	996	0.0	190	0.0	400	0.0	267
al		02	8	01	3	01	3	02	3	01	1	00	6	01	9	03	5	00	5	00	1
		9		5		1		0		1		7		7	1	2	2	2	7	7	

The results of MANOVA analysis showed that there is a significant main effect of customer group on digital trust components. The findings using Wilks's statistics are as follows : $\Lambda = 0.75, F(310, 50118.60) = 4.88, p = 0.000$. Table 4.38 is the result of the analysis of the components of digital trust across customer group. Due to the fact that the results gotten from the MANOVA analysis were significant, there was a need for follow-up. Follow-up was carried out with Post Hoc Tests analysis using Scheffe and Dunnett C tests for multiple comparison .

The MANOVA was followed up with Post Hoc Tests analysis, which revealed some significance in the multiple comparison as follows.

For Priority level of software quality component; Banking and Finance is significantly related with Engineering | Electrical Products ($p = 0.001$), Engineering | Electrical Products is significantly related with Education / Academe ($p = 0.001$), Engineering | Electrical Products is significantly related with Manufacturing | Food Processing ($p = 0.003$), Engineering | Electrical Products is significantly related with Public | Administration ($p = 0.013$), Engineering | Electrical Products is significantly related with Healthcare | Hospitals, General Doctors, Rehabilitation others ($p = 0.003$), Engineering | Electrical Products is significantly related with Manufacturing | Others ($p = 0.006$), Engineering | Electrical Products is significantly related with Retail | Stores ($p = 0.037$), Electrical Products is significantly related with

Manufacturing | Others ($p = 0.006$), Engineering | Electrical Products is significantly related with Wholesale | International ($p = 0.005$), Electrical Products is significantly related with Manufacturing | Others ($p = 0.006$), Engineering | Electrical Products is significantly related with others ($p = 0.000$), Electrical Products is significantly related with Manufacturing | Others ($p = 0.006$), Engineering | Electrical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.000$), Engineering | Electrical Products is significantly related with Private customers / End customers ($p = 0.000$).

For Hardware and Software component; Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Wholesale | National ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Private customers / End customers ($p = 0.013$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.021$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Wholesale | National ($p = 0.032$).

For Electronic Devices component; Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Others ($p = 0.025$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Wholesale | National ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Private customers / End customers ($p = 0.000$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.002$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Wholesale | National ($p = 0.019$).

For Information Systems component; Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Wholesale | National ($p = 0.016$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Private customers / End customers ($p = 0.000$), Education / Academe is significantly related with Private customers / End customers ($p = 0.001$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.000$), Engineering | Electrical Products is significantly related with Private customers / End customers ($p = 0.000$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Private customers / End customers ($p = 0.002$),

For Management and other internal entities component; Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Private customers / End

customers ($p = 0.001$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.004$), Engineering | Electrical Products is significantly related with Private customers / End customers ($p = 0.000$).

For IT and data support component; Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Others ($p = 0.011$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Wholesale | National ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Private customers / End customers ($p = 0.008$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.008$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Wholesale | National ($p = 0.042$).

For External Entities component; Agriculture / Farming is significantly related with Wholesale | National ($p = 0.021$), Banking and Finance is significantly related with Wholesale | National ($p = 0.025$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Wholesale | National ($p = 0.001$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Private customers / End customers ($p = 0.008$), Education / Academe is significantly related with Wholesale | National ($p = 0.024$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.000$), Engineering | Electrical Products is significantly related with Private customers / End customers ($p = 0.000$), Public | Administration is significantly related with Wholesale | National ($p = 0.037$), ICT, BPO, and Business Services is significantly related with Wholesale | National ($p = 0.030$), Engineering | Mechanical Products is significantly related with Wholesale | National ($p = 0.031$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Wholesale | National ($p = 0.004$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Private customers / End customers ($p = 0.004$), Chemicals | Raw Materials (Primary Chemicals, others) is significantly related with Wholesale | National ($p = 0.013$).

For Data Protection and Privacy component; Manufacturing | Aerospace is significantly related with Wholesale | National ($p = 0.003$), Manufacturing | Aerospace is significantly related with Private customers / End customers ($p = 0.009$), Manufacturing | Automotive and Shipbuilding is significantly related with Wholesale | National ($p = 0.000$), Manufacturing | Automotive and Shipbuilding is significantly related with Private customers / End customers ($p = 0.000$), Banking and Finance is

significantly related with Wholesale | National ($p = 0.000$), Banking and Finance is significantly related with Private customers / End customers ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Wholesale | National ($p = 0.002$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Private customers / End customers ($p = 0.000$), Education / Academe is significantly related with Wholesale | National ($p = 0.000$), Education / Academe is significantly related with Private customers / End customers ($p = 0.000$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.000$), Engineering | Electrical Products is significantly related with Private customers / End customers ($p = 0.000$), Energy Utility is significantly related with Wholesale | National ($p = 0.003$), Energy Utility is significantly related with Private customers / End customers ($p = 0.009$), Manufacturing | Food Processing is significantly related with Wholesale | National ($p = 0.001$), Manufacturing | Food Processing is significantly related with Private customers / End customers ($p = 0.000$), Public | Administration is significantly related with Wholesale | National ($p = 0.000$), Public | Administration is significantly related with Private customers / End customers ($p = 0.000$), Healthcare | Hospitals, General Doctors, Rehabilitation others is significantly related with Wholesale | National ($p = 0.000$), Healthcare | Hospitals, General Doctors, Rehabilitation others is significantly related with Private customers / End customers ($p = 0.000$), Hotel or Restaurant is significantly related with Wholesale | National ($p = 0.026$), Hotel or Restaurant is significantly related with Private customers / End customers ($p = 0.049$), ICT, BPO, and Business Services is significantly related with Wholesale | National ($p = 0.000$), ICT, BPO, and Business Services is significantly related with Private customers / End customers ($p = 0.000$), Logistics | International is significantly related with Wholesale | National ($p = 0.000$), Logistics | International is significantly related with Private customers / End customers ($p = 0.000$), Engineering | Mechanical Products is significantly related with Wholesale | National ($p = 0.002$), Engineering | Mechanical Products is significantly related with Private customers / End customers ($p = 0.001$), Real Estate Services is significantly related with Wholesale | National ($p = 0.002$), Real Estate Services is significantly related with Private customers / End customers ($p = 0.009$), Retail | Stores is significantly related with Wholesale | National ($p = 0.000$), Retail | Stores is significantly related with Private customers / End customers ($p = 0.000$),

Tourism (Hospitality & Leisure) is significantly related with Wholesale | National ($p = 0.038$), Wholesale | International is significantly related with Wholesale | National ($p = 0.000$), Wholesale | International is significantly related with Private customers / End customers ($p = 0.000$), Others is significantly related with Wholesale | National ($p = 0.000$), Others is significantly related with Private customers / End customers ($p = 0.000$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Wholesale | National ($p = 0.000$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Private customers / End customers ($p = 0.000$), Chemicals | Raw Materials (Primary Chemicals, others) is significantly related with Wholesale | National ($p = 0.000$), Chemicals | Raw Materials (Primary Chemicals, others) is significantly related with Private customers / End customers ($p = 0.000$).

For Organizational Data Protection and Privacy component; Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Others ($p = 0.001$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Wholesale | National ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Private customers / End customers ($p = 0.034$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.023$).

For Internet and Social Media Use component; Agriculture / Farming is significantly related with Wholesale | National ($p = 0.000$), Manufacturing | Automotive and Shipbuilding is significantly related with Wholesale | National ($p = 0.000$), Banking and Finance is significantly related with Wholesale | National ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Wholesale | National ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Private customers / End customers ($p = 0.001$), Education / Academe is significantly related with Wholesale | National ($p = 0.000$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.000$), Energy Utility is significantly related with Wholesale | National ($p = 0.001$), Manufacturing | Food Processing is significantly related with Wholesale | National ($p = 0.000$), Public | Administration is significantly related with Wholesale | National ($p = 0.000$), Healthcare | Hospitals, General Doctors, Rehabilitation others is significantly related with Wholesale | National ($p = 0.000$), ICT, BPO, and Business Services is significantly related with Wholesale | National ($p = 0.002$), Logistics |

International is significantly related with Wholesale | National ($p = 0.003$), Engineering | Mechanical Products is significantly related with Wholesale | National ($p = 0.000$), Retail | Stores is significantly related with Wholesale | National ($p = 0.000$), Wholesale | International is significantly related with Wholesale | National ($p = 0.007$), Others is significantly related with Wholesale | National ($p = 0.000$), Others is significantly related with Private customers / End customers ($p = 0.000$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Wholesale | National ($p = 0.000$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Private customers / End customers ($p = 0.000$), Chemicals | Raw Materials (Primary Chemicals, others) is significantly related with Wholesale | National ($p = 0.000$), Chemicals | Raw Materials (Primary Chemicals, others) is significantly related with Private customers / End customers ($p = 0.014$).

4.10. Digital Trust Components Across Industry Sector Supplier.

In order to examine digital trust components across industry sector supplier, MANOVA analysis using SPSS was conducted. Post Hoc Tests analysis was conducted for follow-up for customer group either Agriculture / Farming, Banking and Finance , Biotechnology or Pharmaceuticals

or Chemicals | Agro renewable etc on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.39. Frequency, Mean & Standard Deviations of each Relative Effects of Digital Trust Components across industry sector supplier.

		Pri ori ty lev el of s of t war e qual ity com pon ent	H ar dw ar e and soft war e	El ect r oni c de vi ces	In fo r ma ti on sys tem s	Ma n ag e m ent and oth er in ter nal ent itie s	I T and da ta sup port	Ex te r na l ent itie s	Da ta pro tec tion and pri va cy	Or ga ni za ti ona l da ta pro tec tion and pri va cy	in te r ne t and so ci al me dia use								
Ind us try Sec tor Sup plier	N	Mean	Std · De vi a tion	Mean	Std · De vi a tion	Mean	Std · De vi a tion	Mean	Std · De vi a tion	Mean	Std · De vi a tion	Mean	Std · De vi a tion	Mean	Std · De vi a tion				
1 · 0	9 1	- 0. 08 44	0 · 5 0 8 9 3	- 0. 1 1 7 3	0 · 6 7 3 9 9	- 0. 1 0 4 4	0 · 4 5 8 9 5	- 0. 16 79	0 · 5 0 2 3 1	- 0. 15 74	0 · 4 6 4 4 3	- 0 · 1 8 9 4	0 · 5 7 4 4 5	- 0. 1 3 6 0	0 · 4 2 0 3 7	- 0. 0 7 7 2 7 0	0 · 5 2 5 0 1	- 0 · 1 0 4 3	0 · 4 9 8 8 3

Table 4.39 continued

2 . 0	1 9 0	- 0. 02 85	0 . 5 1 7 9 3	- 0. 1 7 5 4 1	0 . 8 7 5 4 5	- 0. 1 1 4 4 1	0 . 6 3 2 3 9	- 0. 06 70	0 . 6 0 3 3 8	- 0. 08 63	0 . 5 7 9 0 8	- 0. 1 1 7 9 7	0 . 7 3 8 9 5	- 0. 0 3 9 9 5	0 . 5 4 1 4 5	0 . 0 7 9 0 2	- 0. 1 6 8 1 1	0 . 01 35 8	0 . 6 8 8 7 5	- 0. 0 5 9 1 1	0 . 6 6 2 1 1
3 . 0	1 4 6	- 0. 06 04	0 . 4 2 5 0 5	0 . 4 2 2 1	0 . 6 3 6 2 2	0 . 3 3 9 7 9	0 . 4 4 6 5 4 3	0 . 02 42	0 . 4 6 5 4 3	0 . 03 34	0 . 4 6 0 2 0	0 . 0 7 6 6 1 1	0 . 5 6 6 6 1 1	0 . 0 4 0 6 7 4	- 0. 1 5 0 3 8	0 . 4 8 3 7 0	0.0 02 7	0 . 5 1 0 1 9	0 . 0 4 1 6 2	0 . 5 4 2 2 2	
4 . 0	4 1 7	0. 11 68	0 . 3 7 0 0 7	0. 1 1 6	0 . 7 9 1 3 5	0. 0 6 0 7 2	0. 5 9 8 1 4	0. 11 22	0. 4 8 0 1 4	0. 05 34	0. 5 5 3 6 2	0. 0 6 0 7 2	0. 7 5 3 2 2	0. 0 2 7 9 1 5	- 0. 1 4 5 5 0	0. 6 8 1 5 5 0	0.0 53 3	0 . 7 2 1 3 1 0	- 0. 0 0 1 1 0	0 . 6 6 0 7 1	
5 . 0	7 1	0. 02 86	0 . 5 6 2 8 3	0. 2 5 2	0 . 8 1 3 7 7	0. 1 3 8	0. 5 7 2 5 2	0. 08 76	0. 6 2 5 7 2	0. 07 06	0. 5 8 5 6 3	0. 1 3 4 6 6	0. 6 6 7 9	0. 1 2 4 5 8	0. 2 5 5 8	0. 6 1 8 6 2	0.0 97 5	0 . 6 6 1 4 3	0 . 2 4 5 8 3	0 . 6 9 3 8 3	
6 . 0	2 0 8	- 0. 01 40	0 . 4 8 9 8 9	0. 2 5 1 7	0 . 8 9 2 3 6	- 0. 1 2 2 6	0 . 6 9 1 9 5	0. 07 12	0. 6 8 7 7	0. 10 09	0. 6 8 3 8	0. 0 1 5 0 7	0. 8 6 3 1	0. 0 4 9 7 5	- 0. 5 7 4 3	0. 0 7 2 3 3	0.1 43 6	0 . 7 9 0 2 6 4	- 0. 0 1 2 1 4	0 . 7 9 8 5	
7 . 0	1 2 4	- 0. 05 44	0 . 4 2 9 6 5	0. 3 3 1	0 . 5 7 8 3 6	0. 0 8 9 3 0	0. 3 5 8 3 0	0. 04 25	0. 4 2 0 8 2	0. 00 69	0. 3 8 6 1 7	0. 0 1 7 2	0. 4 5 3 6 6	0. 0 3 1 2 7	0. 3 7 9 2 7	0. 0 4 4 9 8	0.0 07 2	0 . 4 0 8 1 1	0 . 0 2 8 4 7 8	0 . 4 7 2 7 8	
8 . 0	2 5	0. 02 08	0 . 4 1 5 2 1	0. 2 5 1	0 . 4 9 0 4 1	0. 0 7 3 3 7 1	0. 0 4 3 3 7 1	- 0. 00 16	0. 4 5 1 2 2	0. 00 94	0. 4 0 0 5 5	0. 0 6 8 7 0 5	0. 4 9 7 0 5	- 0. 0 3 6 5 6	0. 1 0 8 9 7 5	0. 0 4 2 7 3 8	0.0 70 9	0 . 4 8 9 1 7	0 . 1 0 0 0 0 7	0 . 4 3 0 6 2	
9 . 0	6 5 3	- 0. 00 27	0 . 4 9 5 9 5	0. 4 5 4	0 . 7 2 6 5 5	0. 0 1 4	0. 4 9 5 0 4	0. 02 57	0. 5 3 4 3 8	0. 00 55	0. 4 7 2 6 1	0. 0 8 8 5 3	0. 5 7 6 5 3	0. 0 0 6 4 6	0. 4 7 7 6 8	0. 2 9 7 3 8	0.0 24 3	0 . 5 4 1 8 3	0 . 0 4 8 2 3	0 . 5 7 9 0	
1 0 . 0	1 4 2	- 0. 28 66	0 . 6 5 9 0 2	0. 3 5 3	0 . 9 3 4 2	- 0. 2 2 0	0. 6 7 5 0 4	- 0. 24 83	0. 6 9 0 1 5	0. 03 24	0. 6 3 8 7 5	0. 0 2 4 2 1	0. 7 4 0 7 6	0. 1 8 8 9 8	- 0. 3 5 1 2	0. 6 5 1 1 0	0.2 25 4	0 . 7 0 7 3	- 0. 0 1 0 0	0 . 6 5 0 0 3	

Table 4.39 continued

1 1 0	6 9 0	- 0. 16 21	0 5 2 0 4 2	- 0. 3 4 0 7	0 8 5 2 1 4	- 0. 2 9 6 7	0 6 3 7 0 5	- 0. 19 62	0 5 6 9 0	- 0. 26 26	0 5 6 2 4	- 0. 7 3 4 2	0 7 7 2 4	- 0. 2 4 1 2	0 5 1 2 2 8	0. 0 3 8 5 4	0 5 9 5 4 8	- 0.2 95 0	0 7 6 1 2 8	- 0. 7 2 4 1 9	0 6 2 4 8 6
1 2 0	1 8 4	- 0. 00 19	0 4 3 4 9 9	0. 5 4 2	0 7 8 2 1	- 0. 1 4 0 2	0 5 4 6	0. 03 08	0 4 9 2 6 2	0. 01 67	0 4 9 0 1 5	- 0. 0 9 1 7 3 6	0 6 9 0 0 6	0. 0 5 8 2 6	0. 0 6 9 4 2	0 5 9 9 4 2	- 0.0 22 4	0 6 5 4 0 2	0 6 4 7 0 2	0 0 4 7 8 5	0 5 4 2 5 4
1 3 0	2 8 0	- 0. 14 47	0 4 6 6 5 0	- 0. 1 9 1 9	0 6 3 2 7 3	- 0. 8 7 0 1 3	0 4 1 0 3 1	0. 24 43	0 4 9 7 0 5	0. 17 30	0 4 8 6 6 4	- 0. 0 9 0 4 9	0 5 3 0 4 9	0. 1 7 8 5 7	0 3 6 7 2	0. 0 4 8 3 1	- 0.1 10 4	0 4 7 1 6	0 7 9 8 2	0 0 5 8 2	0 4 2 2
1 4 0	3 1 8	0. 02 33	0 4 0 1 1 8	- 0. 0 1 8 2	0 8 1 5 0	- 0. 2 1 8 9	0 5 3 1 9 7	0. 02 90	0 4 6 5 2 6	0. 02 75	0 4 7 8 1 2	- 0. 0 5 2 9 5 0	0 6 5 6 2 0	0. 0 2 2 1 3 8	0. 0 4 8 5 4	0 5 4 5 5 4	- 0.0 28 3	0 6 3 0 8 4	0 1 0 8 6	0 5 1 3 3 0	
1 5 0	2 2 4	0. 04 84	0 3 6 9 6 3	0. 0 7 2 3 5	0 7 3 5 7	- 0. 8 9 4 3 5	0 4 7 4 3 5	0. 08 17	0 4 2 2 1 1	0. 09 33	0 4 2 4 2 0	- 0. 0 6 6 1 4 7	0 6 2 1 4 2	0. 0 2 9 3 2 9	0. 0 6 9 4 4 7	0 5 0 4 4 7	0.0 46 7	0 6 4 4 3 5	0 0 1 1 2 9	0 5 9 2 2 9	
1 6 0	1 0 0	- 0. 02 39	0 4 4 9 9 4	0. 0 9 5 9	0 7 6 1 9 9	- 0. 7 2 8 4 6	0 5 3 4 6	0. 03 69	0 4 9 5 9 2	0. 06 44	0 4 5 0 4 8	- 0. 1 1 0 5 8	0 5 9 7 3 2	0. 1 2 4 9 7 3 2	0. 0 2 4 0 1 6	0 5 6 5 2 6	0.0 26 0	0 5 6 4 8 9	0 1 7 8 4 0	0 5 8 4 0 0	
1 7 0	3 0 2	0. 08 39	0 3 7 1 7 7	0. 0 9 1 7	0 5 7 4 9 8	- 0. 7 3 7 8 6	0 3 7 7 8 6	0. 06 37	0 4 0 6 6 4	0. 06 67	0 4 1 9 0 7	- 0. 0 5 2 5 0	0 3 2 6	0. 0 0 6 2 5 8	0. 0 3 9 2 6 8	0 1 4 5 8 8	0.0 91 3	0 4 8 9 9 8	0 8 9 5 8	0 0 1 3 4 8	
1 8 0	1 3 1	- 0. 00 62	0 6 0 9 2	0. 1 3 7 5 7	0 8 2 1 3	- 0. 7 1 1 9 3	0 6 1 1 9 3	0. 05 02	0 5 2 5 3	0. 02 85	0 6 2 3 1	- 0. 0 8 4 0 0	0 6 9 0 1 0	0. 0 7 7 9 5	0. 0 6 9 4 0	0 5 6 1 0	0.0 47 0	0 6 0 4 6	0 1 9 7 6	0 4 7 1 3	
1 9 0	2 7 3	- 0. 05 70	0 5 6 0 6 9	- 0. 0 5 8 3 1 0	0 9 3 6 0	- 0. 0 3 1 0 5 0	0 7 2 0 5 0	0. 01 06	0 6 3 5 7 7	0. 00 66	0 5 1 5 7	- 0. 0 0 5 4 0 8	0 6 2 1 0 8	0. 0 3 5 9 3 4 4	0. 0 7 3 0 8 5 8	- 0.0 58 4	0 7 7 2	0 0 4 3	0 0 0 5 6	0 7 4 2	

Table 4.39 continued

2 0 0	2 7 0	0. 08 22	0 3 8 2 6 4	0 0 6 8 8 9	0 8 3 8 8 9	0 3 4 0	0 5 7 1 9 3	0. 03 44	0 5 6 5 3 0	0. 02 39	0 5 5 7 2 9	0 0 2 6 6	0 7 1 0 2 9	0. 0 6 4 9	0 5 1 9 5 7	0. 1 5 5 3	0 6 8 5 8 1	0.0 46 2	0 6 5 6 6 1	0 0 4 9 4 4	0 6 9 6 4 4
2 1 0	4 5 0	- 0. 04 98	0 4 6 4 0 9	0. 2 8 1 9 9	0 7 1 9 0 9	- 0. 2 0 7 3 0	0 4 2 9 3 0	- 0. 08 80	0 5 5 9 7	- 0. 05 61	0 4 7 8 4 2	- 0 0 3 0 6	0 5 3 0 8 6	- 0. 4 2 1 4 2	0 5 8 0 0 8	- 0. 1 2 1 0 4	0 5 4 1 0 4	- 0.0 01 4	0 5 4 0 7 5	- 0 0 2 6 6	0 4 2 7 4 8
2 2 0	1 5 9	- 0. 01 86	0 4 3 9 0 6	- 0. 8 2 1 2 2	0 4 1 9 5 9	- 0. 2 3 6 7 9	0 5 3 6 7 9	0. 00 76	0 5 0 0 0 4	0. 04 37	0 4 4 8 3	0 0 3 4 8 1	0 6 3 4 0 1	0. 0 2 1 3 2	0 4 5 8 0 6	0. 0 9 9 8 9	0 5 9 8 0 6	- 0.0 25 1	0 6 0 0 7 4	- 0 0 0 4 7 0	0 5 8 0 0 9
2 3 0	5 6 0	- 0. 00 10	0 4 3 9 0 1	0. 0 6 4 1 8	0 3 7 2 4 1	0. 3 2 4 4 1	0 3 7 4 1 3	0. 02 25	0 3 9 1 9 3	0. 03 51	0 3 5 3 3 8	0 0 4 7 7 4	0 6 6 7 4 7	0. 0 3 2 9 3 6	0 5 3 2 9 3 6	0. 0 9 9 9 9	0 4 1 9 6 8	0.0 03 0	0 4 5 2 3 5	- 0 1 2 7 9 2	0 0 5 7 8 8
2 4 0	2 6 8	- 0. 19 53	0 7 1 4 3	0. 1 8 3 6 4	0 1 7 2 8 2	- 0. 1 5 8 8 2	0 4 8 1 1 1	- 0. 15 47	0 5 0 1 1 4	0. 14 01	0 7 0 4 4 4	- 0 1 4 1 3 3	0 8 7 8 3 0	0. 0 7 8 8 7	0 6 7 4 7 0	- 0. 1 2 8 2 2	0 7 0 4 7 2	- 0.1 57 3	0 2 4 7 9 2	- 0 0 6 9 7 9	0 7 4 7 7 9
2 5 0	8 4 0	- 0. 05 90	0 4 6 4 7	0. 1 4 2 8 7	0 6 7 6 6 6	- 0. 3 6 8 3 6	0 3 8 9 9	- 0. 09 82	0 4 0 9 5 6	0. 09 22	0 3 7 5 6 8	0 0 6 3 0 9	0 1 1 0 7 9	0. 0 1 8 7 0 4	0 4 1 1 0 1	- 0. 2 5 1 1	0 4 5 1 1 1	0.0 60 7	0 2 8 6 0 0	- 0 1 8 3 8 8	0 3 7 8 8 8
2 6 0	2 5 9	0. 08 90	0 3 6 6 2	0. 9 1 0 4 1	0 6 3 5 4 1	0. 7 0 5 0 2	0 3 8 0 9 7	0. 04 20	0 4 1 9 7	0. 07 34	0 2 0 1 5 4	0 1 6 5 1 3	0 5 2 1 1 2	- 0. 0 3 0 2 6	0 3 9 0 3 1 6	- 0. 1 8 4 5 8	0 4 7 1 5 8	0.1 43 7	0 5 0 9 7 4	- 0 0 9 8 2 0	0 4 9 8 2 2
2 7 0	2 6 4	- 0. 00 17	0 4 6 7 2	0. 0 6 3 7 3	0 7 4 2 5 7	- 0. 0 3 4 2 7	0 4 1 4 2 7	- 0. 09 75	0 4 7 7 5	0. 05 27	0 5 0 7 3	0 5 5 0 4	0 3 7 0 4	0. 0 1 7 4 8	0 4 8 3 5 8	- 0. 0 6 6 8	0 4 6 1 8 8	0.0 13 0	0 4 6 4 8 8	- 0 1 2 7 2 6	0 9 8 8 2 6
2 8 0	4 0 0	0. 31 73	0 5 4 2 1 4	0. 6 7 4 7 7	0 7 4 1 7 4	0. 4 8 7 5 4	0 5 7 5 6	0. 45 06	0 6 3 5 0 3	0. 42 26	0 5 5 9 5 4	0 5 2 9 9 7	0 6 8 1 4 3	0. 4 8 5 6	0 6 2 3 9 6	0. 7 0 6 5 9 8	0 6 5 9 8 6	0.5 43 8	0 6 0 6 6 1	- 0 7 3 3 3	0 6 3 8 1 0

Table 4.39 continued

2 9 0	2 5 0	0. 27 75	0 4 5 4 5 6	0. 6 7 5 0	0 7 5 2 4 4	0. 4 7 3 3	0 4 3 9 4 0	0. 48 18	0 4 9 6 9 6	0. 42 01	0 4 1 3 4 3	0 5 4 2 9 6	0 4 6 9 6 9	0. 4 9 8 7	0 4 1 7 2 4	0. 6 7 9 4 8 0	0 4 4 6 8 0	0.4 94 6	0 4 6 7 0 1	0 7 8 9 9 3	0 4 3 7 9 3
3 0 0	3 4 0	0. 08 26	0 4 1 3 9 1	0. 3 2 7 2 1 6	0. 2 2 4 7 1	0 4 7 9 9 2	0. 24 39	0 4 0 6 0	0. 24 14	0 4 2 5 9 9	0 3 0 2 5 4 3	0 5 2 2 4 3	0. 3 3 3 4 2 9	0 3 6 4 3	0. 3 8 1 5 1	0 5 1 5 1	0.3 21 3	0 4 3 6 1 3 2	0 4 5 6 9 7	0 5 6 1 9 7	
3 1 0	2 7 0	0. 13 02	0 2 0 7 3 7	- 0. 4 3 4 9	1 0 9 5 3 9	- 0. 3 0 2 5 3 8	0 6 8 5 0 0	0. 23 21	0 2 0 5 0 0	0. 05 61	0 3 6 7 3 3	- 0 3 4 2 0	0 7 1 1 8 0	0. 1 2 6 5 8 2	0 0 4 5 3 8	0 5 4 5 3 8	- 0.1 87 5	0 6 6 9 1 6 8	- 0 1 5 6 7 9	0 6 3 5 9 9	
3 5 0	3 7 0	- 0. 38 39	0 7 4 7 1 7	- 0. 1 8 9 9 5 0	1 1 1 9 8 4 0	- 0. 1 9 3 8 3 1	0 8 3 2 3 4	- 0. 23 26	0 6 2 6 3 8	0. 17 12	0 7 8 2 6 8	- 0 1 5 3 0 7	0 9 2 6 7 9	0. 1 3 7 3 3	0 7 7 3 9 7	0 4 7 3 3	- 0.1 78 9	0 8 9 9 0 8	0 8 5 5 4	0 8 3 2 4	
4 8 0	4 4 0	0. 10 34	0 6 2 5 3 7	0. 4 9 1 0 9 5	0 8 9 0 9 6	0. 2 7 8 7 3 6	0 6 4 4 4	0. 26 29	0 7 0 4 4 4	0. 24 20	0 6 9 3 3	0 3 7 9 3 7	0 0 4 5 4 6	0. 3 7 2 5 3	0 6 2 5 2 3	0 7 2 8 2 3	0.3 25 1	0 7 1 0 0 2	0 6 1 5 4 0	0 6 9 0 6	
T o t a l	5 3 0 8	- 0. 00 28	0 4 8 1 2 8	- 0. 0 0 3 6 5	0 8 0 1 3 8	- 0. 0 0 1 8 1	0 5 8 6 6 1	- 0. 00 14	0 5 6 4 6 1	0. 00 08	0 5 2 6 8 0	- 0 0 5 1 6 5	0 6 7 0 8 8	0. 0 4 0 8 8	0 0 9 0 1 3 5	0 6 1 9 0 6 5	- 0.0 01 0	0 6 4 0 6 8	0 6 0 0 1 8	0 6 2 6 6 7	

The results of MANOVA analysis showed that there is a significant main effect of industry sector supplier on digital trust components. The findings using Wilks's statistics are as follows : $\Lambda = 0.76, F(320, 50401.64) = 4.49, p = 0.000$. Table 4.39 is the result of the analysis of the components of digital trust across industry sector supplier. Due to the fact that the results gotten from the MANOVA analysis were significant, there was a need for follow-up. Follow-up was carried out with Post Hoc Tests analysis using Scheffe and Dunnett C tests for multiple comparison .

The MANOVA was followed up with Post Hoc Tests analysis, which revealed some significance in the multiple comparison as follows.

For Priority level Of Software Quality component, Banking and Finance is significantly related with Engineering | Electrical Products ($p = 0.000$), Banking and Finance is significantly related with Wholesale | International ($p = 0.000$), Engineering | Electrical Products is significantly related with ICT, BPO, and Business Services ($p = 0.002$), Engineering | Electrical Products is significantly related with Manufacturing | Others ($p = 0.005$), Engineering | Electrical Products is significantly related with Others ($p = 0.003$), Engineering | Electrical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.018$), ICT, BPO, and Business Services is significantly related with Wholesale | International ($p = 0.025$), Manufacturing | Others is significantly related with Wholesale | International ($p = 0.048$), Wholesale | International is significantly related with Others ($p = 0.037$).

For Hardware and Software component, Engineering | Electrical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.042$).

For Electronic Devices component, Engineering | Electrical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.020$), Energy Utility is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.021$).

For Information Systems component, Banking and Finance is significantly related with Engineering | Electrical Products ($p = 0.038$), Engineering | Electrical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.012$).

For Management and Other Internal Entities component, Engineering | Electrical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.031$).

For External Entities component, Engineering | Electrical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.003$), Energy Utility is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.006$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.024$).

For Data Protection and Privacy component, Manufacturing | Aerospace is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.041$), Manufacturing | Automotive and Shipbuilding is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.001$), Manufacturing | Automotive and Shipbuilding is significantly related with Wholesale | National ($p = 0.030$), Banking and Finance is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Banking and Finance is significantly related with Wholesale | National ($p = 0.005$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.012$), Education / Academe is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.036$), Engineering | Electrical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.002$), ICT, BPO, and Business Services is significantly related with Wholesale | National ($p = 0.011$), Engineering | Mechanical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.013$), Wholesale | International is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Wholesale | International is significantly related with Wholesale | National ($p = 0.017$), Other manufacturing is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.001$), Others is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Others is significantly related with Chemicals | Fossil Raw Materials (aluminum, gold, iron, coal, copper, silver, etc.) ($p = 0.044$), Others is significantly related with Wholesale | National ($p = 0.002$).

For Internet and Social Media Use component, Manufacturing | Aerospace is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.004$), Agriculture / Farming is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.002$), Banking and Finance is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.002$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Chemicals | Fossil Raw Materials (aluminum, gold, iron, coal, copper, silver, etc.) ($p = 0.026$),

Chemicals | Glass, Ceramics, Plastics, Paper, others is significantly related with Wholesale | National ($p = 0.012$), Education / Academe is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.012$), Engineering | Electrical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.001$), Engineering | Electrical Products is significantly related with Wholesale | National ($p = 0.039$), Energy Utility is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Energy Utility is significantly related with Chemicals | Fossil Raw Materials (aluminum, gold, iron, coal, copper, silver, etc.) ($p = 0.014$), Energy Utility is significantly related with Wholesale | National ($p = 0.012$), Public | Administration is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Public | Administration is significantly related with Chemicals | Fossil Raw Materials (aluminum, gold, iron, coal, copper, silver, etc.) ($p = 0.023$), Public | Administration is significantly related with Wholesale | National ($p = 0.008$), Healthcare | Hospitals, General Doctors, Rehabilitation others is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.009$), ICT, BPO, and Business Services is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), ICT, BPO, and Business Services is significantly related with Wholesale | National ($p = 0.036$), Engineering | Mechanical Products is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.007$), Manufacturing | Others is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.030$), Retail | Stores is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.016$), Wholesale | International is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Wholesale | International is significantly related with Wholesale | National ($p = 0.039$), Other manufacturing is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.006$), Others is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Others is significantly related with Chemicals | Fossil Raw Materials (aluminum, gold, iron, coal, copper, silver, etc.) ($p = 0.035$), Others is significantly related with Wholesale | National ($p = 0.017$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Chemicals | Raw Materials (Primary Chemicals, others) ($p = 0.000$), Public | Service (Fire Brigade, Police, etc.) is significantly related

with Chemicals | Fossil Raw Materials (aluminum, gold, iron, coal, copper, silver, etc.) ($p = 0.017$), Public | Service (Fire Brigade, Police, etc.) is significantly related with Wholesale | National ($p = 0.006$).

4.11. Digital Trust Components Across Organization Size.

In order to examine digital trust components across organization size, Munzel-Bruner analysis was conducted. Kruskal-Wallis analysis was conducted for follow-up for organization size either Small enterprise, Medium-sized company, Large enterprise, Small group or Large group on each dependent variable which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

Table 4.40 Relative effects of digital trust components across organization size

Organization Size	Frequency(n)	Priority Level of Software Quality (Technology)	Hardware & Software (Technology)	Electronic Devices (Technology)	Information Systems (Technology)	Management & other Internal Entities (People)	IT & Data Support (People)	External Entities (People)	Data Protection & Privacy (Processes)	Organizational Data Protection & Privacy (Processes)	Internet & Social Media use (Processes)
Small enterprise	1378	0.4868346	0.4597744	0.4629189	0.4532823	0.4653073	0.4635961	0.4647351	0.4671713	0.4601381	0.4719036
Medium-sized company	2300	0.5071038	0.5190687	0.5156914	0.5294093	0.5246964	0.5187039	0.5182655	0.5229631	0.5206881	0.5098220

Table 4.40 continued

Large enterprise	945	0.5218669	0.5245635	0.5318949	0.5443686	0.5340639	0.5250359	0.5495218	0.5595905	0.5290519	0.5355864
Small group	386	0.5359972	0.5319556	0.5396300	0.5455012	0.5316793	0.5280021	0.5442035	0.5438489	0.5309488	0.5328714
Large group	320	0.5425350	0.5459066	0.5567115	0.5585303	0.5467132	0.5429211	0.5591696	0.5387447	0.5477503	0.5412953

Table 4.41. Mean & Standard Deviations of each Relative Effects of Digital Trust Components across Organizational size

Priority level of software quality component	Hardware software	Electronic devices	Information systems	Management and other internal entities	IT and data support	External entities	Data protection and privacy	Organizational data protection and privacy	social media use
Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Deviation	Deviation	Deviation	Deviation	Deviation	Deviation	Deviation	Deviation	Deviation	Deviation
Standard deviation	Standard deviation	Standard deviation	Standard deviation	Standard deviation	Standard deviation	Standard deviation	Standard deviation	Standard deviation	Standard deviation

Table 4.41 continued

Orga nizat ion Size	Sm all ent erp rise	. 0 0 3	.42 . 0 0	- . 0 0	.61 0 0	. 0 0	.35 . 0 4	- . 0 1	.41 . 0 1	- . 0 1	.37 . 0 1	- . 0 3	.44 . 0 5	- . 0 1	.35 . 0 1	- . 0 4	.39 . 0 4	- . 0 4	.37 . 0 4		
	Me diu m- siz ed co mp any	- . 0 2	.48 . 0 2	. 0 0	.81 . 0 2	- . 0 2	.56 . 0 2	. 0 0	.55 . 0 0	. 0 0	.53 . 0 0	. 0 0	.69 . 0 2	- . 0 0	.50 . 0 0	. 0 0	.62 . 0 1	- . 0 1	.66 . 0 1	- . 0 1	.64 . 0 1
	Lar ge ent erp rise	- . 0 4	.60 . 0 4	- . 0 4	.99 . 0 4	- . 0 4	.75 . 0 1	- . 0 4	.71 . 0 4	- . 0 5	.70 . 0 5	- . 0 5	.86 . 0 2	. 0 1	.66 . 0 1	. 0 5	.78 . 0 5	- . 0 5	.82 . 0 5	. 0 5	.80 . 0 6
	Sm all gro up	. 1 4	.40 . 1 1	. 1 1	.87 . 1 1	. 1 1	.62 . 4 0	. 1 0	.52 . 0 0	. 1 0	.56 . 0 0	. 1 0	.77 . 1 1	. 0 7	.52 . 0 7	. 0 0	.74 . 1 0	. 0 0	.73 . 0 8	. 0 8	.77 . 0 8
	Lar ge gro up	. 4 0	.38 . 0 0	. 1 0	.78 . 0 0	. 1 0	.54 . 6 7	. 0 7	.53 . 0 7	. 0 1	.53 . 1 1	. 0 1	.67 . 8 0	. 0 2	.47 . 2 0	. 0 1	.67 . 1 1	. 0 1	.65 . 0 1	. 0 1	.66 . 0 1

The results of Munzel-Bruner analysis showed that there is a significant main effect of organization size on digital trust components. The findings are as follows : $F(6.56, 5329) = 16.78, p < .001$. Tables 4.39 and 4.40 are the results of the analysis of the components of digital trust across organization size. Due to the fact that the results gotten from the Munzel-Bruner analysis were significant, there was a need for follow-up. Follow-up was carried out with Kruskal-Wallis analysis and the results depict that there are significant differences in all the digital trust components which

are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use across the organization size.

For priority level of software quality, there are significant differences across organization size and the results are $F(4, 5329)=46.437, p<.01$; for hardware and software component, there are significant differences across organization size and the results are $F(4, 5329)=54.230, p<.01$; for electronic devices component, there are significant differences across organization size and the results are $F(4, 5329)=63.885, p<.01$; for information systems component, there are significant differences across organization size and the results are $F(4, 5329)=78.413, p<.01$; for management and other internal entities component, there are significant differences across organization size and the results are $F(4, 5329)=45.927, p<.01$; for IT and data support component, there are significant differences across organization size and the results are $F(4, 5329)=45.430, p<.01$; for external entities component, there are significant differences across organization size and the results are $F(4, 5329)=60.482, p<.01$; for data protection and privacy component, there are significant differences across organization size and the results are $F(4, 5329)=84.414, p<.01$; for organizational data protection and privacy component, there are significant differences across organization size and the results are $F(4, 5329)=56.016, p<.01$; for internet and social media use component, there are significant differences across organization size and the results are $F(4, 5329)=32.676, p<.01$.

Data protection and privacy component has the highest level of significance while internet and social media use component has the lowest level of significance.

The details of all of these components that have significant differences are represented in the following section.

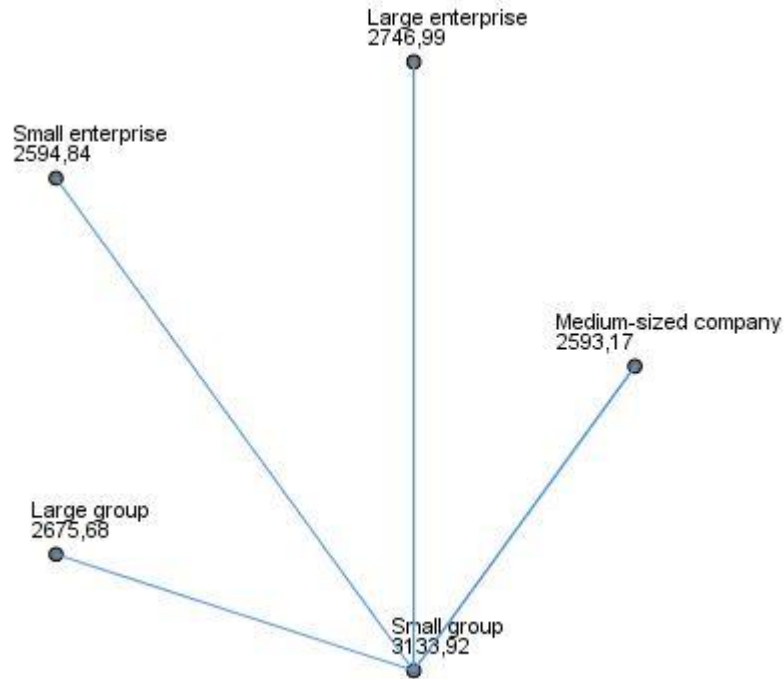


Figure 4.30. Pairwise comparisons of organization size in Priority Level of Software Quality Component

In priority level of software quality component, organization size have significant differences. Figure 4.30 shows the visual representation of groups' relation. The results depict that participants in medium-sized company have significantly less priority level of software quality than participants in small group (small group: $H=-540.754$, $Z=-6.390$, $p<.01$) and participants in small enterprise have significantly less priority level of software quality than participants in small group (small group: $H=-539.078$, $Z=-6.084$, $p<.01$) and participants in large group have significantly greater priority level of software quality than participants in small group (Large group: $H=458.242$, $Z=3.940$, $p<.01$) participants in large enterprise have significantly less priority level of software quality than participants in small group (small group: $H=-386.934$, $Z=-4.164$, $p<.01$).

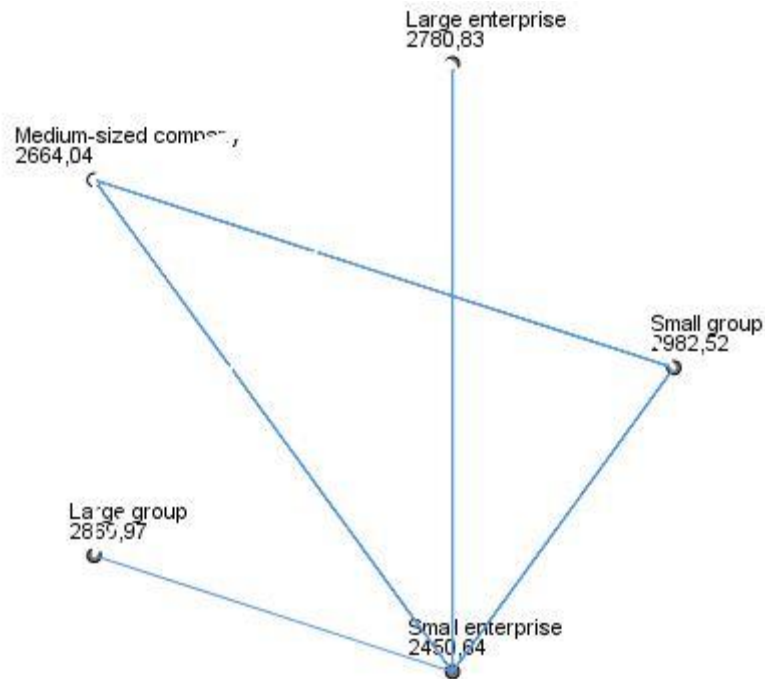


Figure 4.31. Pairwise comparisons of organization size in Hardware and software Component

In hardware and software component, organization size have significant differences. Figure 4.31 shows the visual representation of groups' relation. The results depict that participants in small enterprise have significantly less hardware and software component than participants in medium-sized company (medium-sized company: $H=-213.398$, $Z=-4.072$, $p<.01$) and participants in small enterprise have significantly less hardware and software component than participants in large enterprise (large enterprise: $H=-330.190$, $Z=-5.081$, $p<.01$) and participants in small enterprise have significantly less hardware and software component than participants in large group (Large group: $H=-419.331$, $Z=-4.392$, $p<.01$) participants in small enterprise have significantly less hardware and software component than participants in small group (small group: $H=-531.880$, $Z=-6.003$, $p<.01$) and participants in medium-sized company have significantly less hardware and software component than participants in small group (small group: $H=-318.483$, $Z=-3.764$, $p<.01$)

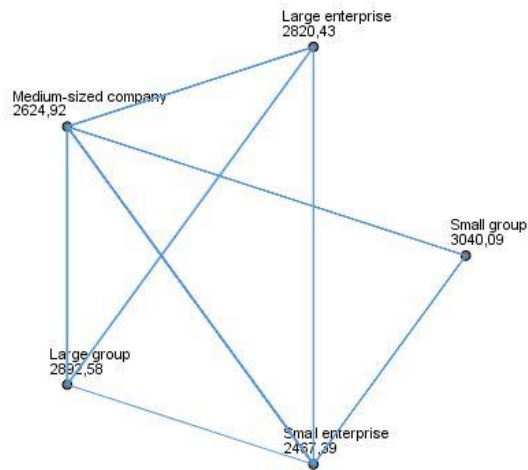


Figure 4.32. Pairwise comparisons of organization size in Electronic Devices Component

In electronic devices component, organization size have significant differences. Figure 4.32 shows the visual representation of groups' relation. The results depict that participants in small enterprise have significantly less electronic devices component than participants in medium-sized company (medium-sized company: $H=-157.522$, $Z=-3.006$, $p<.05$) and participants in small enterprise have significantly less electronic devices component than participants in large enterprise (large enterprise: $H=-353.032$, $Z=-5.433$, $p<.01$) and participants in small enterprise have significantly less electronic devices component than participants in large group (Large group: $H=-425.190$, $Z=-4.454$, $p<.01$) participants in small enterprise have significantly less electronic devices component than participants in small group (small group: $H=-572.698$, $Z=-6.464$, $p<.01$) and participants in medium-sized company have significantly less electronic devices component than participants in large enterprise (large enterprise: $H=-195.510$, $Z=-3.298$, $p<.05$) and participants in medium-sized company have significantly less electronic devices component than participants in large group (large group: $H=-267.668$, $Z=-2.916$, $p<.05$) and participants in medium-sized company have significantly less electronic devices component than participants in small group (small group: $H=-415.177$, $Z=-4.906$, $p<.01$)

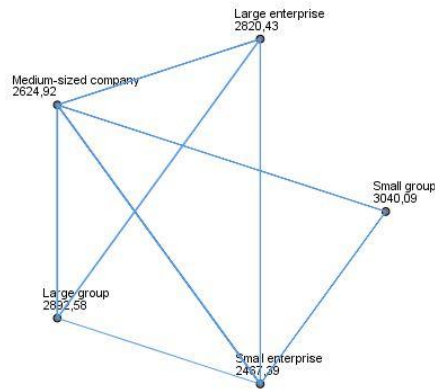


Figure 4.33. Pairwise comparisons of organization size in Information Systems Component

In information systems component, organization size have significant differences. Figure 4.33 shows the visual representation of groups' relation. The results depict that participants in small enterprise have significantly less information systems component than participants in medium-sized company (medium-sized company: $H=-237.694$, $Z=-4.535$, $p<.01$) and participants in small enterprise have significantly less information systems component than participants in large group (large group: $H=-365.102$, $Z=-3.824$, $p<.01$) and participants in small enterprise have significantly less information systems component than participants in large enterprise (Large enterprise: $H=-435.413$, $Z=-6.701$, $p<.01$) participants in small enterprise have significantly less information systems component than participants in small group (small group: $H=-652.091$, $Z=-7.360$, $p<.01$) and participants in medium-sized company have significantly less information systems component than participants in large enterprise (large enterprise: $H=-197.719$, $Z=-3.326$, $p<.01$) and participants in medium-sized company have significantly less information systems component than participants in small group (small group: $H=-414.397$, $Z=-4.897$, $p<.01$)

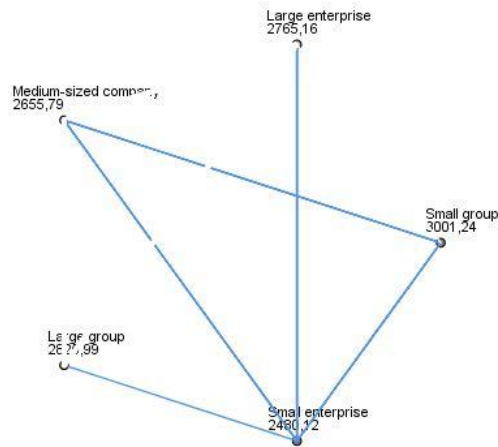


Figure 4.34. Pairwise comparisons of organization size in Management and other internal entities Component

In management and other internal entities component, organization size have significant differences. Figure 4.34 shows the visual representation of groups' relation. The results depict that participants in small enterprise have significantly less management and other internal entities component than participants in medium-sized company (medium-sized company: $H=-175.664$, $Z=-3.352$, $p<.01$) and participants in small enterprise have significantly less management and other internal entities component than participants in large enterprise (large enterprise: $H=-285.033$, $Z=-4.386$, $p<.01$) participants in small enterprise have significantly less management and other internal entities component than participants in large group (large group: $H=-345.838$, $Z=-3.623$, $p<.01$) and participants in small enterprise have significantly less management and other internal entities component than participants in small group (small group: $H=-521.116$, $Z=-5.882$, $p<.01$) and participants in medium-sized company have significantly less management and other internal entities component than participants in small group (small group: $H=-345.452$, $Z=-4.082$, $p<.01$)

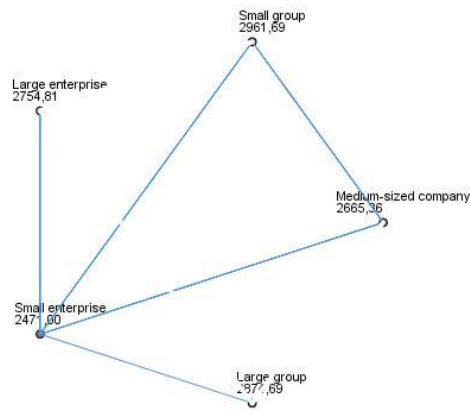


Figure 4.35. Pairwise comparisons of organization size in IT and Data Support Component

In IT and data support component, organization size have significant differences. Figure 4.35 shows the visual representation of groups' relation. The results depict that participants in small enterprise have significantly less IT and data support component than participants in medium-sized company (medium-sized company: $H=-194.359$, $Z=-3.708$, $p<.01$) and participants in small enterprise have significantly less IT and data support component than participants in large enterprise (large enterprise: $H=-283.805$, $Z=-4.368$, $p<.01$) participants in small enterprise have significantly less IT and data support component than participants in large group (large group: $H=-483.684$, $Z=-4.228$, $p<.01$) and participants in small enterprise have significantly less IT and data support component than participants in small group (small group: $H=-490.691$, $Z=-5.538$, $p<.01$) and participants in medium-sized company have significantly less IT and data support component than participants in small group (small group: $H=-296.332$, $Z=-3.502$, $p<.01$)

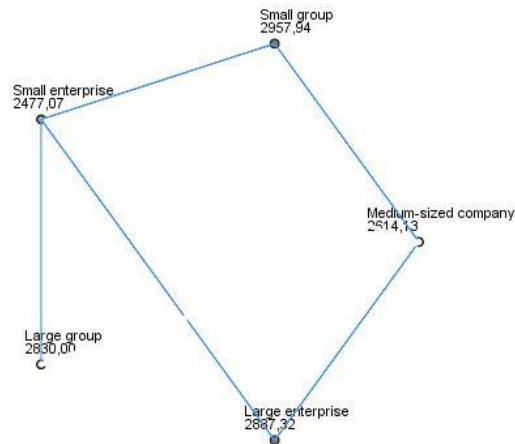


Figure 4.36. Pairwise comparisons of organization size in External Entities Component

In external entities component, organization size have significant differences. Figure 4.36 shows the visual representation of groups' relation. The results depict that participants in small enterprise have significantly less external entities component than participants in large group (large group: $H=-352.927$, $Z=-3.697$, $p<.01$) and participants in small enterprise have significantly less external entities component than participants in large enterprise (large enterprise: $H=-410.245$, $Z=-6.313$, $p<.01$) participants in small enterprise have significantly less external entities component than participants in small group (small group: $H=-480.862$, $Z=-5.427$, $p<.01$) and participants in medium-sized company have significantly less external entities component than participants in large enterprise (large enterprise: $H=-273.188$, $Z=-4.596$, $p<.01$) and participants in medium-sized company have significantly less external entities component than participants in small group (small group: $H=-343.805$, $Z=-4.063$, $p<.01$)

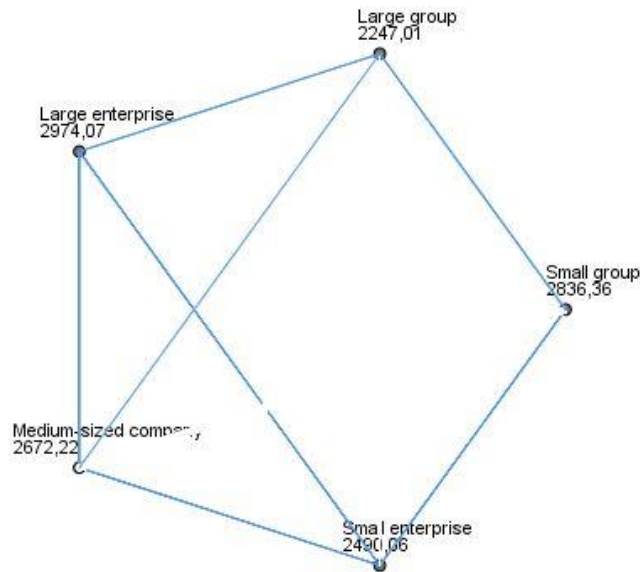


Figure 4.37. Pairwise comparisons of organization size in Data Protection and Privacy Component

In data protection and privacy component, organization size have significant differences. Figure 4.37 shows the visual representation of groups' relation. The results depict that participants in large group have significantly greater data protection and privacy component than participants in medium-sized company (large group: $H=425.212$, $Z=4.632$, $p<.01$) and participants in large group have significantly greater data protection and privacy component than participants in small group (large group: $H=598.348$, $Z=5.067$, $p<.01$) and participants in large group have significantly greater data protection and privacy component than participants in large enterprise (Large group: $H=727.055$, $Z=7.307$, $p<.01$) participants in small enterprise have significantly less data protection and privacy component than participants in medium-sized company (medium-sized company: $H=-182.168$, $Z=-3.476$, $p<.01$) and participants in small enterprise have significantly less data protection and privacy component than participants in small group (small group: $H=-346.304$, $Z=-3.909$, $p<.01$) and participants in small enterprise have significantly less data protection and privacy component than participants in large enterprise (large enterprise: $H=-484.011$, $Z=-7.449$, $p<.01$) and participants in medium-sized company have significantly less data protection and privacy component than participants in large enterprise (large enterprise: $H=-301.843$, $Z=-5.078$, $p<.01$)

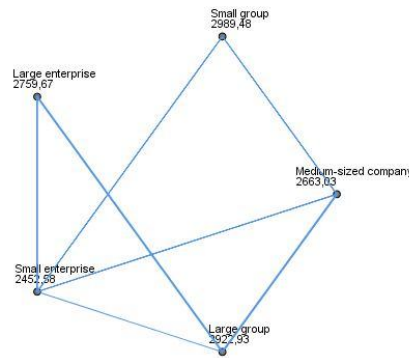


Figure 4.38. Pairwise comparisons of organization size in Organizational Data Protection and Privacy Component

In organizational data protection and privacy component, organization size have significant differences. Figure 4.38 shows the visual representation of groups' relation. The results depict that participants in small enterprise have significantly less organizational data protection and privacy component than participants in medium-sized company (medium-sized company: $H=-210.456$, $Z=-4.016$, $p<.01$) and participants in small enterprise have significantly less organizational data protection and privacy component than participants in large enterprise (large enterprise: $H=-307.091$, $Z=-4.726$, $p<.01$) and participants in small enterprise have significantly less organizational data protection and privacy component than participants in large group (Large group: $H=-470.349$, $Z=-4.927$, $p<.01$) participants in small enterprise have significantly less organizational data protection and privacy component than participants in small group (small group: $H=-536.906$, $Z=-6.060$, $p<.01$) and participants in medium-sized company have significantly less organizational data protection and privacy component than participants in large group (Large group: $H=-259.893$, $Z=-2.831$, $p<.05$) and participants in medium-sized company have significantly less organizational data protection and privacy component than participants in small group (small group: $H=-326.450$, $Z=-3.858$, $p<.01$).

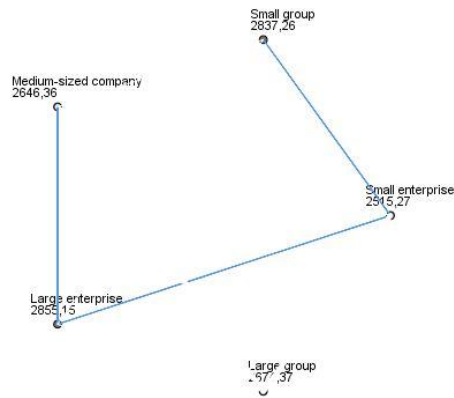


Figure 4.39. Pairwise comparisons of organization size in Internet and Social Media Use Component

In internet and social media use component, organization size have significant differences. Figure 4.39 shows the visual representation of groups' relation. The results depict that participants in small enterprise have significantly less internet and social media use component than participants in small group (small group: $H=-321.985$, $Z=-3.634$, $p<.01$) and participants in small enterprise have significantly less internet and social media use component than participants in large enterprise (large enterprise: $H=-339.879$, $Z=-5.231$, $p<.01$) and participants in medium-sized company have significantly less internet and social media use component than participants in large enterprise (large enterprise: $H=-208.788$, $Z=-3.512$, $p<.01$).

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1. DISCUSSION

The main purpose of this study is to assess the impact of company characteristics, especially professional experience, employment status, professional position, organization role, organization form, virtual organization form, industry sector, company role, customer group, industry sector supplier and organization size on digital trust. In order to examine the relationship between company characteristics and level of digital trust, descriptive research methodology, which is one of the quantitative research methods, has been employed. The independent variables of this study are company characteristics which are professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier and organization size. The dependent variables of this study are levels of digital trust under 10 components which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use.

For the analysis of collected data, Munzel-Bruner analysis which is the non-parametric alternative of MANOVA was conducted on the components of digital trust across each company characteristics (professional experience, employment status, professional position, organization role, organization form, company role and organization size). While MANOVA analysis was conducted on industry sector, customer group and industry sector supplier. For follow-up analysis, Kruskal-Wallis H tests, Mann-Whitney U tests and Post Hoc Test Analysis were applied.

According to the results of this study, professional experience is a significant affecting factor on level of digital trust. When each component was examined separately, results showed that there are significant differences in all digital trust

components, which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use, across years of professional experience. In order to investigate professional experience differences, follow-up analysis revealed that participants with years of professional experience lesser than 4-10 years have less level of significance in each of the component of digital trust. Therefore, it can be said that level of digital trust increases with years of professional experience. Since digital trust increases with years of professional experience , it can be said that productivity will increase as employee digital trust increases [17]. Due to the fact that the workers have spent a number of years in the organization, they have increased level of digital trust.

Professional Position is the third independent variable of this study. Results revealed that professional position is also an affecting factor on level of digital trust. Also, there are significant differences between professional position in nearly all components of digital trust. Results depict that there are significant differences in nine of the digital trust components which are hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use across the professional position. But there is a non-significant difference in priority level of software quality. When each components were considered, different components have different comparisons. Participants who are in the top management level of professional position have less level of significance than participants who are in the middle management level of professional position in hardware and software component, electronic devices, IT and data support, organizational data protection and privacy and internet and social media components of digital trust . In addition, participants who are in the contributors level of professional position have higher level of significance than participants who are in the middle management level of professional position in electronic devices, information systems, management and other internal entities, external entities, data protection and privacy and internet and social media components of digital trust. This is in accordance with the findings from Kuanchin et

al's study which is a piece of convincing proof that trusting behaviors in the digital environment are influenced by the social context, which includes IT professionals and managers, as well as by an individual's tendency [21]. The individual tendencies of the participants especially those in the middle management level and contributors level have determined their level of digital trust.

Organization form is the fifth independent variable of this study. Results revealed that organization form is also an affecting factor on level of digital trust. The results depict that there are significant differences in two of the digital trust components which are priority level of software quality and internet and social media use. But there are non-significant differences in hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy across the organization form. When each components were considered, Not Virtual participants have higher level of significance than Virtual participants in priority level of software quality component of technology level of digital trust. In internet and social media use component, Virtual participants have higher level of significance than Not Virtual participants in internet and social media use component of processes level of digital trust. This is in accordance with the findings from Dave E. Marcial et al's study which determined that employees feel confidence, which depends on a number of factors, that their workplaces protect their privacy and data [22]. Non virtual participants have higher level of digital trust than participants that work virtually in the technology level of digital trust because they are confident in the fact that their workplace protects their privacy and data.

Virtual organization form is the sixth independent variable of this study. Results revealed that virtual organization form is also an affecting factor on level of digital trust. The results depict that there are significant differences in all digital trust components across the virtual organization forms which are priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use. When each components were considered, different components have

different comparisons. Participants who are outsourcing employees have less level of significance than participants who are completely virtual workers in hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities and organizational data protection and privacy component of digital trust. The findings of Jonathan C. Schöppl's survey indicates that in order to lead a virtual team, trust-building skills particularly those related to social and digital media are crucial [23]. Completely virtual workers have a high level of digital trust because they have attained a level of trust in the information systems and they feel safe to work from anywhere.

Company Role is the eighth independent variable of this study. Results revealed that company role is also an affecting factor on level of digital trust. There are various categories of company role which are Customer, Logistics Provider, Service Provider, Retailer or Distributor/Wholesaler, Retailer, Distributor/Wholesaler, Manufacturer, Supplier, Raw material supplier, Teacher / trainer / researcher, Government Official, One-man service provider / freelancer / consultant / lawyer / doctor, Non-Governmental Organization (NGO) employee. The results depict that there are significant differences in just one of the categories of company role which is Service Provider. There are significant differences in three of the digital trust components which are external entities, data protection and privacy, and internet and social media use. But there are non-significant differences in priority level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, organizational data protection and privacy across the Company Role| Service Provider. In external entities component, participants who are not service providers have higher level of significance than participants who are service providers. In data protection and privacy component, participants who are not service providers have higher level of significance than participants who are service providers. In internet and social media use component, participants who are not service providers have higher level of significance than participants who are service providers. Hence, service providers have higher level of digital trust than non-service providers.

Organization Size is the eleventh independent variable of this study. Results revealed that organization size is also an affecting factor on level of digital trust. The results

depict that there are significant differences in all digital trust components across organization size which are level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use. When each components were considered, different components have different comparisons. Participants in small enterprise have lesser level of significance than participants in medium-sized company in hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, data protection and privacy and organizational data protection and privacy components of digital trust. According to Tsothe Zhghenti and Vakhtang Chkareuli [24], Large organizations enjoy high levels of digital trust, making it easier for them to provide digital products to customers. The larger the size of the organization, the higher the level of digital trust.

Industry Sector, Customer Group and Industry Sector Supplier are affecting factors on level of digital trust. The results depict that there are significant differences in all digital trust components across industry sector, customer group and industry sector supplier which are level of software quality, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy, internet and social media use. When each components were considered, different components have different comparisons. Hence, industry sector, customer group and industry sector supplier have a relationship with digital trust

Employment status and Organizational role are non-significant factors on the components of digital trust. Hence, there are no significant differences between employment status and organizational role respectively in terms of digital trust.

5.2. Implications For Practice

An overview of previous research shows that most research have investigated digital trust from the consumer's perspective and also from the online marketing perspective. There has not been any previous research that has studied the relationship between Digital Trust and Company Characteristics. Previous studies show that employees profile such as number of years of the current job, status, and position; and the company's profile such as type, form, and number of employees are some of the factors that affect digital trust. Company characteristics combine metrics from the employees profile and company profile. This study took into consideration the company characteristics that affect digital trust and the relationship that exists between these characteristics and digital trust. The following company characteristics: professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier and organization size were taken into consideration. This study did a more comprehensive research on the factors that influence digital trust. This study has identified the company characteristics that have significant effects on digital trust. This research has determined to what extent people, technology, and processes are trusted to provide a secure digital environment. From this research, employers can be able to determine what factors have an impact on employee perceptions of their own work experiences and digital trust. Employee privacy and safeguarding information for external stakeholders with varied degrees of sensitivity are major issues that the digitalization has raised for both internal and external stakeholders and this study has looked into this by identifying the company characteristics that affect digital trust [6].

5.3. Recommendation For Future Research

This research has taken into consideration the company characteristics that affect digital trust and the relationship that exists between these characteristics and digital trust with insights gotten from different industries. Future research should focus on having even number of participants for each independent variables which are professional experience, employment status, professional position, organization role, organization form, industry sector, company role, customer group, industry sector supplier and organization size. This will ensure that the same method of analysis will

be used for all the independent variables such that the accuracy of the comparisons would not be in doubt. Furthermore, scholars that want to do a research on the association that exists between digital trust and company characteristics can focus on the company characteristics that do not have a significant relationship with digital trust and the results of their findings can prove the reason why these variables are non-significant factors on the components of digital trust. More sophisticated digital trust is required to guarantee that staff members accept new digitization technology [6].

5.4. CONCLUSION

In conclusion, this study investigated the affecting factors on digital trust and found that professional experience, professional position, organization form, virtual organization form, industry sector, company role, customer group, industry sector supplier and organization size are significantly affecting factors on digital trust. Employees' levels of confidence in the digital transformation may vary. According to the Global State of Digital Trust Survey and Index 2018, consumers, corporate executives, and security experts all have varied levels of digital trust [20]. Therefore, productivity will increase as employee digital trust increases [17].

The insights from this study can help companies build and maintain trust in the digital age. If companies give importance to these company characteristics, they can improve their employees level of digital trust in their organizations and this will have an impact on employee perceptions of their own work experiences and digital trust. This study will also help companies better understand how to enhance customer satisfaction and loyalty.

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