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ATILIM UNIVERSITY

AN INVESTIGATION OF THE RELATIONSHIP BETWEEN DECISION-MAKING AND DIGITAL TRUST

THE GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES
OF
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BENGİSU TÜRKSOY

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ABSTRACT

AN INVESTIGATION OF THE RELATIONSHIP BETWEEN DECISION-MAKING AND DIGITAL TRUST

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In the development of the digital age, the trust individuals experience on online platforms has taken on a more critical role than ever before. In this context, the concept of "digital trust," arising as a result of the integration of human emotions and technology, holds significant importance in today's world. Furthermore, individuals' intuitive decision-making abilities play a crucial role. The primary objective of this study is to examine the impact of the relationship between decision-making and digital trust. In detail, the research investigated whether there is a correlation between decision-making and digital trust based on levels of the Social Technographic Ladder. Additionally, the study explored whether there is a relationship between decision-making and digital trust based on industry sectors. Lastly, the research examined the relationship between decision-making and digital trust concerning gender in industry sectors. The data analyzed in the study were gathered from 5329 participants across 36 different countries, using the e-Trust Survey tool to measure digital trust levels. This survey includes ten components to assess digital trust levels and presents participants with questions across three levels. Spearman's correlation coefficient was employed to examine the collected data and evaluate the relationship between decision-making and the dimensions of digital trust. The results of the research revealed a strong relationship between decision-making components such as unconscious thinking, quick decisions, and digital trust. Additionally, a significant correlation was observed between intuitive decision-making and digital trust levels.

Furthermore, it was noted that individuals' roles on the Social Technographic Ladder influenced their digital trust levels.

Keywords: Digital trust, decision-making, intuitive decision-making, industry sector,

ÖZ

KARAR VERME İLE DİJİTAL GÜVEN ARASINDAKİ İLİŞKİNİN İNCELENMESİ

Türksoy, Bengisu
Yüksek Lisans, Yazılım Mühendisliği
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Dijital çağın gelişimiyle birlikte, insanların online platformlarda duydukları güven, her zamankinden daha kritik bir role ev sahipliği yapmaktadır. Bu bağlamda, insan duygularının ve teknolojinin entegrasyonunun bir sonucu olarak ortaya çıkan "digital trust" kavramı, günümüzde büyük bir öneme sahiptir ve bireylerin karar alma yetenekleri de kritik bir rol oynamaktadır. Bu çalışmanın temel amacı, karar alma ile dijital güven arasındaki ilişkinin etkisini incelemektir. Detaylı olarak, Sosyal Teknolojik Merdiven seviyelerine dayanarak, karar alma ile dijital güven arasında bir ilişkinin olup olmadığı araştırılmıştır. Ayrıca, endüstri sektörlerine dayanarak, karar alma ile dijital güven arasında bir ilişkinin olup olmadığı incelenmiştir. Son olarak, endüstri sektörlerinde cinsiyetle ilişkilendirilerek, karar alma ile dijital güven arasındaki ilişki incelenmiştir.

Çalışmada incelenen veriler, dijital güven seviyelerini ölçmek için kullanılan e-Güven Anketi aracılığıyla 36 farklı ülkede 5329 katılımcıdan elde edilmiştir. Bu anket, dijital güven düzeyini değerlendirmek amacıyla on farklı bileşeni içermektedir ve katılımcılara üç seviye altında sorular yöneltilmiştir. Toplanan verileri incelemek ve karar alma ile dijital güven boyutları arasındaki ilişkiyi değerlendirmek için Spearman'ın korelasyon katsayısı kullanılmıştır. Araştırmanın sonuçlarına göre, bilinçaltı düşünme ve hızlı kararlar gibi karar alma bileşenleri ile dijital arasında güçlü bir ilişki olduğu ortaya çıkmıştır. Bunun yanı sıra, sezgisel karar alma ile dijital güven düzeyi arasında anlamlı bir ilişki olduğu ve bireylerin Sosyal Teknolojik Merdiven üzerindeki rollerinin, dijital güven seviyelerini etkilediği gözlemlenmiştir.

Anahtar Kelimeler: Dijital güven, karar alma, sezgisel karar verme, sanayi sektörü

To my dearest family, my greatest blessing in life: Mom, Dad, and our dog Goofy.

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LIST OF SYMBOLS/ABBREVIATIONS

ICT	Information and communication technology
LGBT-Q	Lesbian, gay, bisexual, transgender and queer
CPS	Cyber-physical systems
TAM	Technology Acceptence model
PLS-SEM	Partial Least Squares Structural Equation Modeling
PLS-MGA	Partial Least Squares Multigroup Analysis
BNs	Bayesian Network

CHAPTER 1

INTRODUCTION

The word "trust" generally has behavioral connotations to people. In the past, this concept was entirely about human relations, but today it has moved elsewhere with the development of technology. The concept of trust is now also included as "digital trust" in our increasingly digital world. In an environment where e-commerce has become so widespread, the concept of digital trust is very important. There is also a decision-making mechanism in people's behaviours. In this section of the study, the background and statement of the problem, purpose of the study and research questions are given as an introduction.

1.1. Background of the Problem

These days, technology plays a significant role in all aspect of human life, including business. Customers only need to use a device to access the internet in order to get the desired item; they are not required to leave their home or visit a store. Digital trust is a new challenge brought on by the conversion of traditional consumer spending patterns to digital ones [1]. Strong faith in someone's dependability, honesty, competence, or something else is referred to as digital trust [2]. People go about their daily lives making decisions in a variety of situations [1]. One of these is to make intuitive decisions. As Matzler, Mooradian and Mary explained, what we refer to as intuitive decision-making is actually the lightning-fast recognition of patterns, which is a process that frequently occurs subconsciously. This quality is particularly crucial when making complicated decisions [3].

People make decisions many times in their daily lives. This is also the same in the technology world. When using online sites, they make decisions based on many situations. According to Patterson, J. Pierce, S. Boydstun, M. Ramsey & Shannan, Tripp and Bell, intuitive decision-making is predicated on the identification of situational patterns [1]. The concepts of decision-making, and digital trust also have a place in the industry sector. Gaining digital trust via Industry 4.0 technologies can be crucial in encouraging open innovation [2]. Digital trust and intuitive decision-making terms show itself in many sectors such as management, information, automotive and gaming. A study conducted by Eranda, Metelko, Roblek and Meško stated that [4] the quantitative research's findings demonstrate that, in making critical decisions, respondents frequently follow their intuition (79.3% of respondents base their decisions on intuition).

There are not many studies that combine digital trust, decision-making and the industry sector. There have been separate studies on these topics, but there are not many studies or articles investigating these three topics together. Therefore, in this article, these three can be combined in order to reach a conclusion.

1.2. Statement of the Problem

We unknowingly apply the diagnosis of "intuitive decision-making" in every aspect of our lives. An area where this definition can be explained well is chess, which is a complex game. According to the experiment discussed by Matzler and Mooradian in their article, they were asked to return 25 randomly shuffled pieces to their original state after a few seconds of observation in a position that occurred at any time while playing chess. The amateur player positioned only 6 tiles correctly, but the master player positioned all 25 tiles correctly. In the second phase of the experiment, 25 stones were randomly placed on the game board in a position formed by arranging random stones, with or without ignoring the rules of the game. While amateur players again positioned 6 tiles correctly, this time the master player positioned only 6 tiles correctly. The reason for this is that master players have determined potential future positions in their minds at the time of the position. They cannot determine a pattern in their minds in a random position. According to the conclusion from this, as they say in the article, the ability to spot patterns quickly and often without conscious thought is what we refer to as intuitive decision-making. This quality is particularly crucial when making complicated decisions [3].

In today's information age, information security has gained great importance. Measuring and validating digital trust and trustworthiness is important in the field of security of information. Digital trust will become more and more important as cloud computing, mobile platforms, and cyber-physical systems (CPS) become more widely used [5]. It can be argued that the efficacy of digital trust validation and assessment mechanisms forms the basis of secure and trusted computing [6].

Industry 4.0, also known as the fourth industrial revolution, presents an important and worthwhile chance to speed up technological and social innovations. Digital trust is one of the many benefits that technological advancements bring. The experiment described in Mubarak and Petraite's article involved the use of a closed-ended survey to gather cross-country data from 324 electrical and electronics companies located in three major Asia-Pacific countries: Malaysia, Indonesia, and Thailand. The study's findings, which were derived from the implementation of PLS-SEM and PLS-MGA, indicate that industry 4.0 technologies and digital trust together have a noteworthy positive impact on a business's open innovation [2].

In the articles found, it can be seen that digital trust, intuitive decision-making and industry sectors are discussed separately with their importance key points such as explanation of digital trust in e-commerce world, decision-making mechanism in people's behaviour and the place of these terms in industry. It was intended to write an article in which these three terms are together, interrelated and intertwined.

1.3. Purpose of the Study

The main purpose of this study is to examine the relationship between decision-making and digital trust and also analyze this relationship in different industry sectors. The effect of gender on intuitive decision-making and digital trust will be investigated.

1.4. Research Questions

- RQ1: Is there any relationship between decision-making and digital trust?
- RQ2: Is there any relationship between decision-making and digital trust based on levels of Social Technographic Ladder?

- RQ3: Is there any relationship between decision-making and digital trust based on industry sectors?
- RQ4: Is there any relationship between decision-making and digital trust based on gender in industry sectors?

CHAPTER 2

LITERATURE REVIEW

In this section, a literature review will be made in line with the questions in Chapter 1. Definition of trust and digital trust, definition of decision-making, significance of decision-making in industry sectors and a detailed explanation of theoretical framework of the current study are presented respectively. Finally, a summary is given.

2.1. Definition of Trust and Digital Trust

The concept of trust has captured the interest of academics across diverse fields since the 1950s. Though "trust" is being studied by academics from all fields, the term has no unified meaning. Different research fields and perspectives lead to different definitions of trust among scholars [7]. Deutsch defines trust as having faith in an affiliated partner's ability and intention as well as their ability to become whatever the affiliated partner desires [8]. According to Lewis and Weigert [9], there are three distinct processes that can be used to explain trust: cognitive, emotional, and behavioural. They emphasized that an intellectual procedure that identifies individuals and institutions that are reliable forms the basis of the growth of trust.

In conclusion, while the study of trust has made significant strides, the absence of a universally accepted definition highlights the complexity and multidimensionality of the concept. Critical evaluation of various perspectives is crucial for advancing our understanding of trust and its implications in different contexts.

Scholars currently lack a consensus on what constitutes digital trust [7]. Mubarak and Petraite [2] define digital trust as stakeholders' faith in actors, technologies, and processes to create a trustworthy and secure business network. They discovered that open innovation is greatly enhanced by digital trust. Also, a firm's open innovation and digital trust are mediated by realized absorptive capacity, potential absorptive capacity, and technological orientation. According to Kozhevnikov and Korolev [10], the relationship between an individual and an independent intelligence agent operating in a digital environment is referred to as digital trust. People who trust an agent in the world of digital technology do so because they believe the agent can conduct business on the principal's behalf as well as meet the principal's everyday needs. The digital environment's limitless transaction frequency means that any attempt to maximize the relationship between buyers and sellers will eventually cause the transaction concept to become unclear. In this setting, determining an agent is the transaction rather than the fact that there is a transaction at all. So, as digital society develops, digital trust emerges. It is a topic that cannot be avoided in the digital age. It originated from conventional interpersonal and institutional trust and has been widely utilized online [7].

To sum up, while the discussions on digital trust offer valuable insights into its various dimensions and implications, critical evaluation prompts scholars to refine and validate their frameworks, provide concrete examples, and explore potential drawbacks or challenges associated with the evolving concept of digital trust in the contemporary digital age.

According to Marcial, Arcelo, Montemayor and Launer's paper [11], information technology is essential to the management and administration of education. Determining digital trust in educational institutions is the goal of this paper since information technology plays a crucial role in forming trust in the workplace. The purpose of this article is to measure the degree of digital trust that educational institutions have in their hardware, software, and people. To fulfill this purpose, a survey questionnaire was conducted on the online platform using the Marcial-Launer Digital Trust in the Workplace Questionnaire. Survey details came from 878 academic institutions and were evaluated. To predict the respondents' level of digital trust based on their profiles, a multiple regression analysis was performed. With a mean score of 2.92, the results show that people in academic workplaces have an average amount of confidence in technological products, hardware and software systems, information systems, and people with knowledge of technology. The findings also indicate differences in the degree of digital trust while demonstrating a significant relationship between sociodemographics, employment profiles, and technological profiles. The degree of digital trust in the academic sector was significantly predicted by factors such as age, financial status, and satisfaction with connectivity. This leads to the conclusion that academic institutions' use of information technology—including its hardware, software, and personnel—can be reasonably trusted [11].

In conclusion, the study contributes valuable insights into the state of digital trust in academic institutions and the factors influencing it. However, a critical evaluation suggests opportunities for refining the research methodology, exploring the subjective nature of trust, and considering contextual factors. The study's findings offer a foundation for further research and discussions on the role of information technology in fostering trust within educational settings.

As discussed by Marcus and Lauren their paper, 10 labels for digital trust components are discussed. (1) For "Technology", these are (a) priority level of software quality component with TechTrust data, (b) hardware and software with HardSoft data, (c) Electronic devices with device data, (d) information sources with InfoSystems data. (2) For "People", these are (a) Management and other internal entities with management data, (b) IT and data support with supporter data, (c) External entities with externals data. Lastly (3) for "Processes", these are (a) Data protection and privacy with Protection data, (b) Organizational data protection and privacy with OrdDataPro data, (c) Internet and social media use with internetSocial data [12].

2.2. Definition of Decision-Making

Making decisions based on the foundation of a decision maker's intuition, prior knowledge, and experience is a qualitative description of intuitive decision-making [13]. Since there is currently a dearth of literature on intuitive decision-making, it is evident that fuzzy mathematics techniques form the foundation of most intuitive decisions. In addition, some Chinese academics refer to intuitive decision-making as "the direct-sensory decision-making" and examine this process of decision-making as a point of reference [14], [15]. Making decisions intuitively is just an empiricism, not a subjective assumption. It is strongly correlated with elements like decision makers' emotional memory, cognitive style, experience, knowledge, and efficacy of decision-making. There can be no intuitive decision-making without experience [13].

Complexity diagram, task characteristics and environmental uncertainty factors are three primary factors that affect the effectiveness of intuitive decision-making [13]. So, making decisions intuitively is a fast-cognitive process that matches patterns stored in memory and makes snap decisions based on familiarity while being sensitive to emotional factors. There is no denying the benefits of this decision-making process, but it may be especially vulnerable to cognitive bias. The interview transcripts revealed that bias, pattern matching/holistic processing, and gut feel were the three primary traits of intuitive decision-making [16].

In conclusion, the text offers valuable insights into the qualitative nature of intuitive decision-making, incorporating factors such as experience, knowledge, and emotional memory.

In Wißner, Hammer, Kurdyukova and André's [17] paper they present their model which is based on Bayesian Networks that trust management system and mechanism for automatic decision-making. They initialize and validate the networks and show how they can be used to generate adaptation decisions in changing social contexts, all based on empirical data collected in an online and in-person (live) study. With the help of Bayesian Networks, we can intuitively model the relationship between trust and its dimensions [17]. So, this statement proven by Bayesian Networks which that "accurate choices regarding adaptation that promote user trust and align with user preferences."

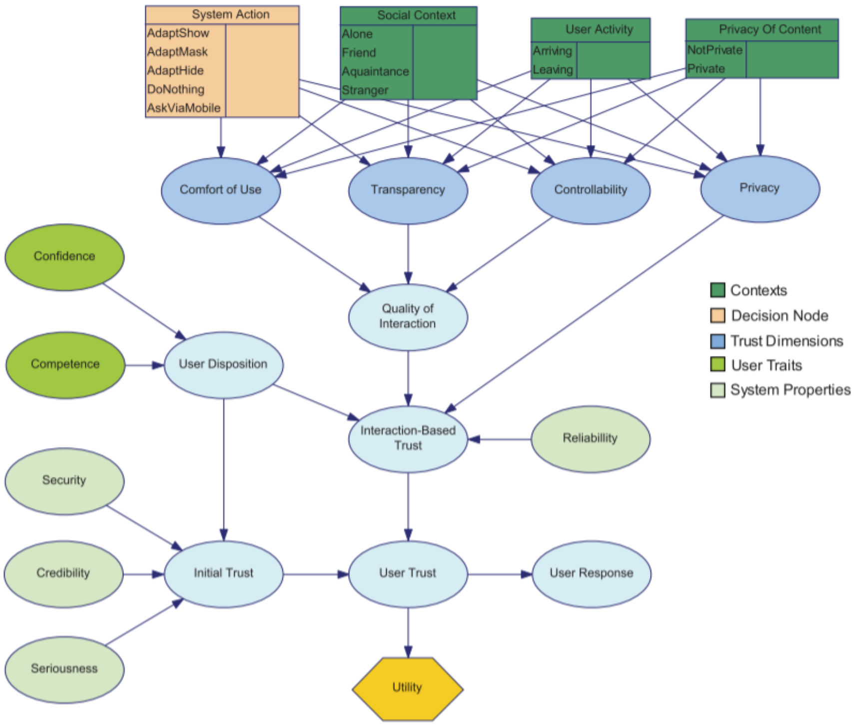

Figure 2.1 Bayesian Networks "Trust-based Decision-making for the Adaptation of Public Displays in Changing Social Contexts" [17]

We are able to make predictions based on conditional probabilities thanks to Bayesian Networks model. We are able to predict using conditional probabilities, which represent the likelihood that the value of the child variable will be given the value of the parent variables [17]. They outlined an automatic decision-making mechanism for adaptive public displays in the Wißner, Hammer, Kurdyukova and André's journal. The mechanism, which seeks to preserve user trust, is based on an empirically supported Bayesian network. One kind of probabilistic graphical model that encodes probabilistic relationships among variables is the Bayesian Network (BN) [18]. BNs have a number of benefits, including the ability to handle missing data, identify causal relationships, and integrate data with past knowledge [19]. They participate in tasks such as updating probabilities, evaluating contradicting data, and figuring out the best course of action [20].

This study demonstrates how to strengthen the concept of intuitive decision-making by utilizing the analytical power provided by Bayesian Networks to validate adaptation decisions in response to changes in social contexts. The research illustrates how these decisions can be generated in a manner that enhances trust and aligns with user preferences. Therefore, it is understood that Bayesian Networks can play a significant role in strengthening the relationship between intuitive decision-making and digital trust.

There are many categorizations in the literature for intuitive decision-making. According to Glöckner and Witteman [21], intuition is of great importance when making a judgment or making a decision about a subject. This critical situation has been of interest to many decision researchers and has become their focus. This situation encouraged them to research this issue and create a varius model. Glöckner and Witterman wanted to create an innovative model that was different from the existing models. The reason for this is that they argue that the concept of intuition is not a homogeneous concept. They think that detailed processes related to intuition need to be further investigated before making clearer arguments in any research. That's why they requested categorization. Already existing models about intuition are summarized. They [21] suggested categorization under four headings. These are (a) simple learning-retrieval processes-based associative intuition, (b) confirming intuition through comparisons with models or exemplars, (c) accumulative intuition predicated on the spontaneous gathering of evidence, and (d) constructive intuition that is built upon the creation of mental models. Their goals are to elucidate the connection between emotion and intuition and to formulate a broad theory regarding the circumstances in which intuition will guide one toward sound decisions and those in which it will not [21].

This study provides a framework to categorize and understand various approaches in the literature regarding decision-making. decision-making holds critical importance in understanding how decisions of an individual or a system are shaped based on factors such as prior experiences, emotional memory, knowledge, and learning processes.

In Ju, Junwen and Chenglin paper [22], in order to do a quantitative analysis of intuitive decision-making, they tried to develop an evaluation model. The reason why they wanted to develop this model is that it is difficult to measure the accuracy of the results of intuitive decision-making and to follow the process. Therefore, they studied this evaluation model based on the systematic analysis of intuitive decision-making theory, which will inspire the accuracy of the results of intuitive decision-making to become more quantified. This paper [22] includes mathematical calculations and attempts to quantify intuitive decision-making. Also, they try to explained intuitive decision-making under the emotional memory title. The experience of decision-makers leaving the signs in their own mental space is referred to as emotional memory. These signals will intensify and become clearer when a comparable circumstance occurs. Scientific studies on the neural system have demonstrated that emotional memory influences decision-making quality. Mistakes are the source of emotional memory, which develops from experience and memory [22]. An expert decision-maker can demonstrate intuitive decision-making by directing his emotions to a specific point when faced with a dilemma. Even though he might not remember the exact event and how it happened, he can still feel the same emotions when similar circumstances arise years later. According to this example, they want to summarize the model of intuitive decision-making [22].

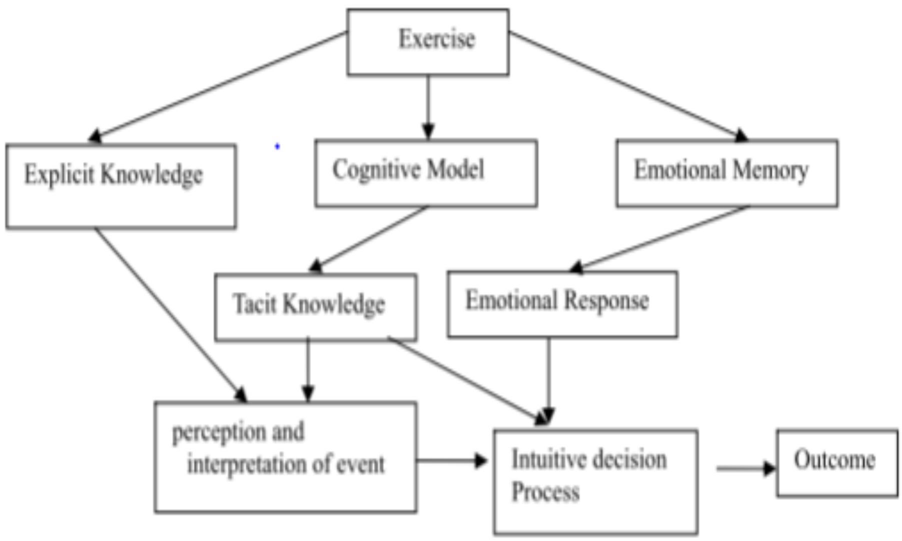

Figure 2.2 Intuitive decision-making model "Intuitive Decision Theory Analysis and the Evaluation Model" [22]

Digital trust is a concept where users tend to have confidence in a digital environment. This sense of trust can be based on previous experiences, positive or negative memories, and users' interactions with digital services. Therefore, a user, when making decisions on a digital platform, can transfer the sense of trust obtained from their previous experiences by using emotional memory. This suggests that digital trust can be integrated into the intuitive decision-making process and shape users' attitudes towards digital environments. Hence, such quantitative analyses can be valuable for a better understanding and improvement of digital trust and user experience.

According to Edward journal paper [23], there are six sorts for decision-making which are modifications of current theories of decision-making. These are, (a) rational decisions, (b) intuitive decisions, (c) emotional decisions, (d) uncontious thinking, (e) quick decisions and (f) anticipation/pra-cognition. These terms are trust varies by decision-making skills. Even though they have a hypotheis about these six decision-making categories according to the industry sector. Banker, analitical doctors,farmer are rational decisions. Managers, doctors intuitive decisions. Nursing, hotels emotional decisions. Chemicals, manufacturing uncontious thinking. Police, fireman quick decisions and yoga teachers, meditating people are anticipation/pra-cognition. According to Launer and Marcial [24] this study serves as a foundation for upcoming investigations into digital intuition.

2.3. Significance of Decision-Making in Industry Sectors

Decision-making term is especially important for managers. According to Erenda, Roblek & Mesko article [25], they wanted to learn the importance of the term intuitive decision-making, especially for managers and within the Slovenian automotive industry. Since their goal was to ascertain how behavioral competencies and emotional intelligence of managers affected instinctive decision-making, they aligned with this research [25]. This is their aims about this study. While doing this, a quantitative approach was used. Data was obtained using a survey. The structure used in this survey is (1.) demography, (2.) emotional intelligence (SSEIT–Schutte Self-report Emotional Intelligence Test), (3.) decision-making styles (GDMS–General Decision-Making Style), and (4) intuitiveness (AIM Survey–Agor Intuitive Management Survey) [25].

Additionally, the model was created using the Pajek version 3 program, and statistical data analysis was done using a program called SPSS version 21 and Microsoft Excel version 2007. As a result of the survey, the answers of the participants revealed that 79.3% of the participants are guided by their intuition when making important decisions. It was also revealed that there were differences in terms of gender. Women are more likely to make intuitive decisions than men. There is also a difference according to the degree of leadership, where those with the least leadership experience think they are not led intuitively, while survey respondents think they are led intuitively [25]. Therefore, behavioral competencies and emotional awareness do not significantly influence intuitive decision-making, according to the study outcomes. Furthermore, studies show that higher levels of education and years of leadership experience correlate with increased intuitiveness. Research is of great importance for the Slovenian automotive industry. This model, which is related to intuitive decision-making with middle and senior managers, can be used to improve company management and administration and has made a great contribution to both the automotive and other industry sectors [25]. These findings indicate that the process of intuitive decision-making is shaped by the level of education and leadership experience.

According to Ramesh, Rao and Shashi [26] the computer application system known as data-warehousing is what turns an organization's traditional intuitive decision-making process into an informed one. It gives managers quick access to important information on various selected dimensions. The adaptability offered by data warehouses for OLAP (Online Analytical Processing) applications gives its users a clear advantage over those who use the more conventional approach of looking through static reports to make decisions. Any industry faces numerous obstacles in the development and implementation of a suitable data-warehousing solution, but the manufacturing industry sector is particularly difficult due to its intricate procedures and substantial capital expenditures [26]. Ramesh, Rao and Shashi [26] argue that since large investments are made in the manufacturing industry with heavy machinery and equipment, there should be a conscious decision-making mechanism instead of intuitive decision-making. They described how to use a "data warehouse" as a tool to help with informed decision-making. The foundational data for the data warehouse is created through the use of OLAP (Online Analytical Processing). It is a prerequisite that must be met in order to provide the managers with sufficient and accurate information. In the literature, while intuitive decision-making is of great importance in critical decisions for some, more quantitative decision-making concepts come to the fore for others.

This paper, which argues against always making intuitive decisions, is indicative of the diversity of opinions in the literature, highlighting that there is not always a consensus on the appropriateness of the same conditions.

The concept of intuitive decision-making is also discussed for finance/banking, which is another industry sector. According to Hensman and Sadler's paper [27], In recent years, there has been a noticeable surge in interest in the phenomenon of intuition in business and management. Despite notable theoretical advancements, empirical research on the subject has not kept up with the growing interest. By using in-depth informal interviews with seasoned executives from a FTSE-100 bank, they investigated the phenomenon of intuitive decision-making in the banking and finance industry. Participants' trust in intuition was measured using pen-ended questioning, qualitative data collection through interviews, organizational contextual factors (team dynamics, organizational structure, etc.) and individual factors (participant's trust and experience) [27]. As a result of that, they provide a conceptual framework and a typology of intuitive and contextual "signalling" based on their findings, which serve as a foundation for useful suggestions and possible avenues for further research into this crucial area of managerial cognition and decision-making behavior [27].

This study emphasizes practical knowledge and sector-specific factors in the realm of intuitive decision-making, drawing attention to the significance of this decision-making process in the finance/banking sector.

According to research of Khatri and Alvin [28] ,with the questionnaire method, data was obtained from senior managers in the United State. The industry sectors of these managers are computer, banking and utility industry. Thanks to this collected data, the aim is to discover how often intuitive processing is used in organizational decision-making. In line with what is written in most papers, it is written that intuition develops in line with experiences and that all good and bad experiences come together. In Khatri and Alvin research [28], they used questionnaire to collect quantitive data and it includes three measures such as (1) intuitive synthesis, (2) environmental instability and (3) organizational performance. 1530 surveys in total were mailed one-by-one to the chief executive officers and other senior officials of 433 companies that were chosen at random from the banking, computer, and utility sectors. Businesses were chosen from among the nine states in the northeast region of the United States. The study sample consisted of all businesses in the computer and utility sectors with annual sales of more than $10 million. With assets ranging from 50 million to 350 million, national and stet commercial banks were included in the sample for the banking sector. As a result, banks that were too big or too small were not included [28]. Also the average experinece level of respondents is 14 years in the currenct company and 21 years in the industry sector. Average of age is 46 years of those responding. Lastly, Female respondents made up 20% of the sample. The average experience ratings for banks, computer companies, and utilities were 5.61, 5.66, and 5.29 on a seven-point scale, accordingly. The correlation between high mean scores and low standard deviations, particularly among banks and computer companies, suggests that respondents place a high value on experience in making strategic decisions. In a comparable manner, the mean scores for banks, computer businesses, and utilities on the judgment variable remained 4,99, 5.30, and 4.46, respectively. The average score for gut instincts among computer companies was 5.55, which is extremely high. All of the aforementioned data point to the frequent use of intuitive synthesis in decision-making by senior managers [28]. As a result, the importance of intuitive decision-making becomes clear for many industry sectors.

It highlights the crucial role of decision-making in different industry sectors, particularly its frequent application by senior managers. The insights gained contribute to a better understanding of decision-making processes, emphasizing the significance of intuition in influencing strategic choices. These findings have implications for organizational performance within the examined sectors.

2.4. Theoretical Framework

The "Digital Trust at the Workspace" study discussed by Marcial and Launer [24] is forms the theoretical framework of this study. In that work, Marcial and Launer [24], in order to include decision-making styles as an element that affect digital trust, they examined Rational Choice Theory, Game Theory, Decision-Making under uncertainty, Risk Management, Change Management, and Media Richness Theory, as a result of this examination they used decision-making as 6 styles. These are: rational decisions, intuitive decisions, emotional decisions, unconventional thinking, quick decisions and anticipation/pra-cognition. In Launer's "Coding for the questionnaire" document [29], there are survey sentences regarding that intuitive decision-making section. [29][24].

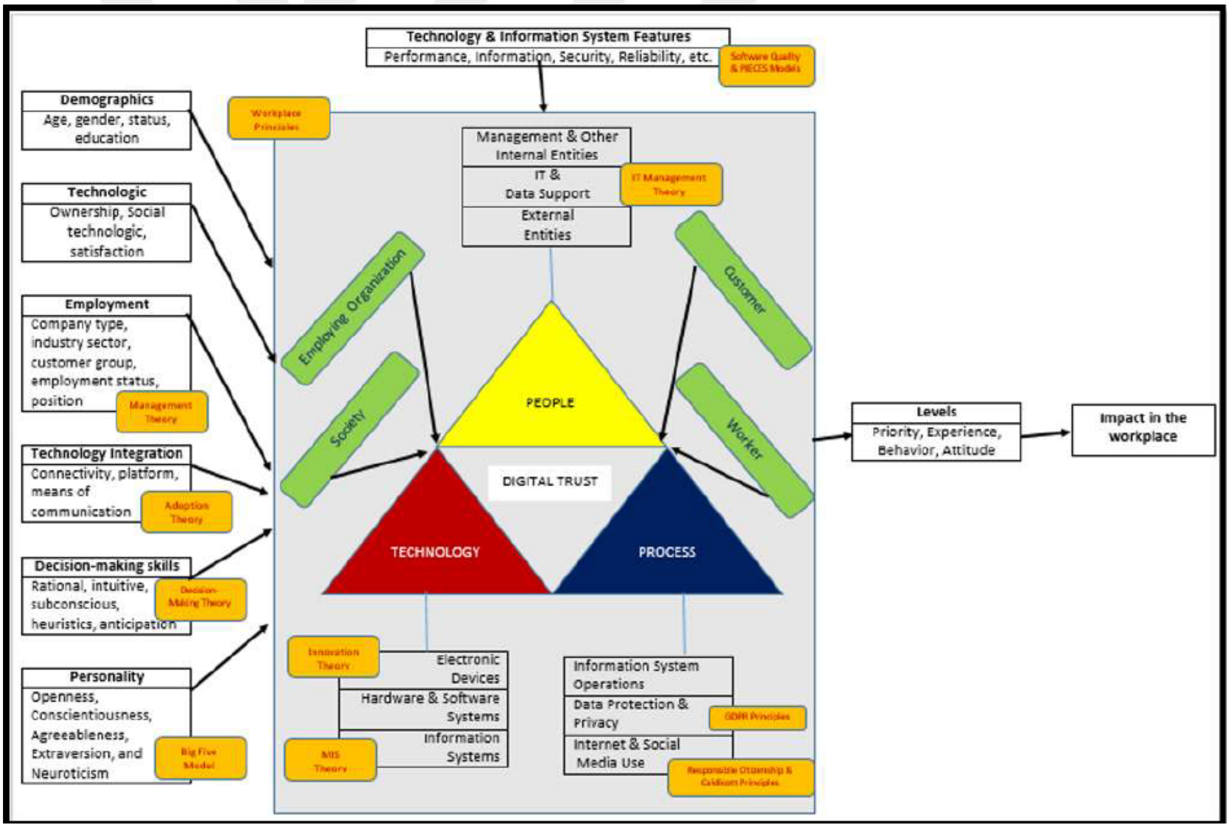

Figure 2.3 Theoretical Framework of the Study "Digital Trust in the Workplace" [24]

The theoretical framework for digital trust survey created by Marcial and Launer[24] in “Digital Trust in the Workplace” research is illustrated in Figure 2.1. People, technology and process are 3 different phases of digital trust’s questionnaire. In this extended core model, there are 10 different components for these 3 phases. For people: management, IT & data support, external entities. For technology: electronic devices, hardware & software, information systems and priority level of software quality components. For process: operations, data protection, internet & social media use.

Intuitive decision-making part and digital trust part of the “Digital Trust in the Workplace” research creates the main purpose of this study. Also, sectors of the participants and their Social Technologic Ladder are used in order to examine different contexts for examining the relationship between intuitive decision-making and digital trust.

2.5. Summary

When various papers from the literature are read and analysed, it turns out that each study has its own results. There are many different perspectives and research papers, especially when the topics of trust, digital trust, decision-making are discussed. While the concept of trust has been around for a long time in the literature, the concept of digital trust has been encountered with the growth and diversification of technology. This concept, which is included in many fields, has been considered as the most important and popular value of technology. Following the concept of digital trust, people's decision-making mechanisms have begun to be addressed. It is also available in the literature that decision-making is used in many areas and has different types. The importance and rules of intuitive decision-making, which is one of these different types, are mentioned in the literature. Finally, decision-making is discussed intertwined with many various industrial areas. However, there are lack of existing research that discuss the concepts of digital trust, decision-making and industry sectors together.

CHAPTER 3

METHODOLOGY

This chapter includes subsections titled, that provide an explanation of the research methodology used in the study. These are, Purpose of the Study and Research Questions, Design of the Study, Participants of the Study, Data Collection Procedures and Instruments, and Data Analysis.

3.1. Purpose of the Study and Research Questions

The main purpose of this study is to examine the impact of the relationship between decision-making and digital trust. Deeply, in detail, it was investigated whether there was a relationship between decision-making and digital trust based on levels of Social Technographic Ladder [30]. Additionally, it was investigated whether there was a relationship between decision-making and digital trust based on industry sectors. The last purpose of this study that was to investigate whether there was a relationship between decision-making and digital trust, based on relationship between gender in industry sectors.

The following list of research questions is based on these objectives:

- RQ1: Is there any relationship between decision-making and digital trust?
- RQ2: Is there any relationship between decision-making and digital trust based on levels of Social Technographic Ladder?
- RQ3: Is there any relationship between decision-making and digital trust based on industry sectors?
- RQ4: Is there any relationship between decision-making and digital trust based on gender in industry sectors?

3.2. Design of the Study

In this study, a quantitative research methodology called descriptive research design was employed. This type of research design analyses the potential impacts of individual differences among a group of people [31]. In this study, there is one grouping as independent variable which is decision-making. It includes six different headings such as rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition. Industry sector, gender and Social Technographic Ladder groupings are used just for creating cases to examine relationship between decision-making and digital trust.

Data were obtained for men and women in the industry sectors discussed to analyse relationship between decision-making and digital trust. In addition, according to supplier industry sector which are Agriculture/Farming, Manufacturing/Automotive and Shipbuilding, Banking and Finance, Chemicals, Construction, Education/ Academe, Engineering/Electrical Products, Manufacturing/Food Processing, Public/Administration, Healthcare/Hospitals, General Doctors, Rehabilitation others, ICT, BPO, and Business Services, Logistics/International, Engineering/Mechanical Products, Manufacturing/Others, Retail/Stores, Wholesale/International, Other (it has been provided by users), Public/Service (Fire Brigade, Police, etc) were used as cases. In order to analyze the variations between the groups, a dependent variable is additionally needed. The study's dependent variable is digital trust, which is comprised of 10 components categorized into 3 levels: 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.

3.3. Participants of the Study

The present study has utilized the convenience sampling [31] method for the purpose of participant selection. Units were chosen for the sample in a non-random manner according to how easily they could access the "e-Trust Project" [12]. The data used in this study comes from the "e-Trust Project," a study on digital trust in the workplace that was conducted by Marcial and Launer [12]. The participants in this study include 5329 individuals worldwide, representing 36 different nations (Figure 3.1). There are 470 LGBT-Q individuals, 2670 male, and 2189 female participants in terms of gender distribution. The participants' ages range from 18 to 59; 40 are 18 years old or younger, 1262 are between the ages of 19 and 28, 1332 are between the ages of 29 and 38, 1590 are between the ages of 39 and 48, 966 are between the ages of 49 and 58, and 139 are 59 years old or older. There are, according to the social technographic ladder roles, the majority of participants identify as either Spectators (1399) or Creators (1316). In addition, Figure 3.2 lists 290 Collectors, 787 Joiners, 534 Conversationalists, 566 Critics, and 326 Inactives. Finally, When considering the distribution of people in sectors, the data is as follows: Agriculture/Farming (190 people), Manufacturing/Automotive and Shipbuilding (146 people), Banking and Finance (417 people), Chemicals (208 people), Construction (124 people), Education /Academe (653 people), Engineering/Electrical Products (142 people), Manufacturing/Food Processing (184 people), Public/Administration (318 people), Healthcare/Hospitals , General Doctors , Rehabilitation others (224 people), ICT , BPO and Business Services (302 people), Logistics/International (131 people), Engineering/Mechanical Products (273 people), Manufacturing/ Others (270 people), Retail/Stores (159 people), Wholesale/International (268 people), Other (it has been provided by users) (259 people), Public/Service (Fire Brigade, Police, etc.) (264 people) (Figure 3.3).

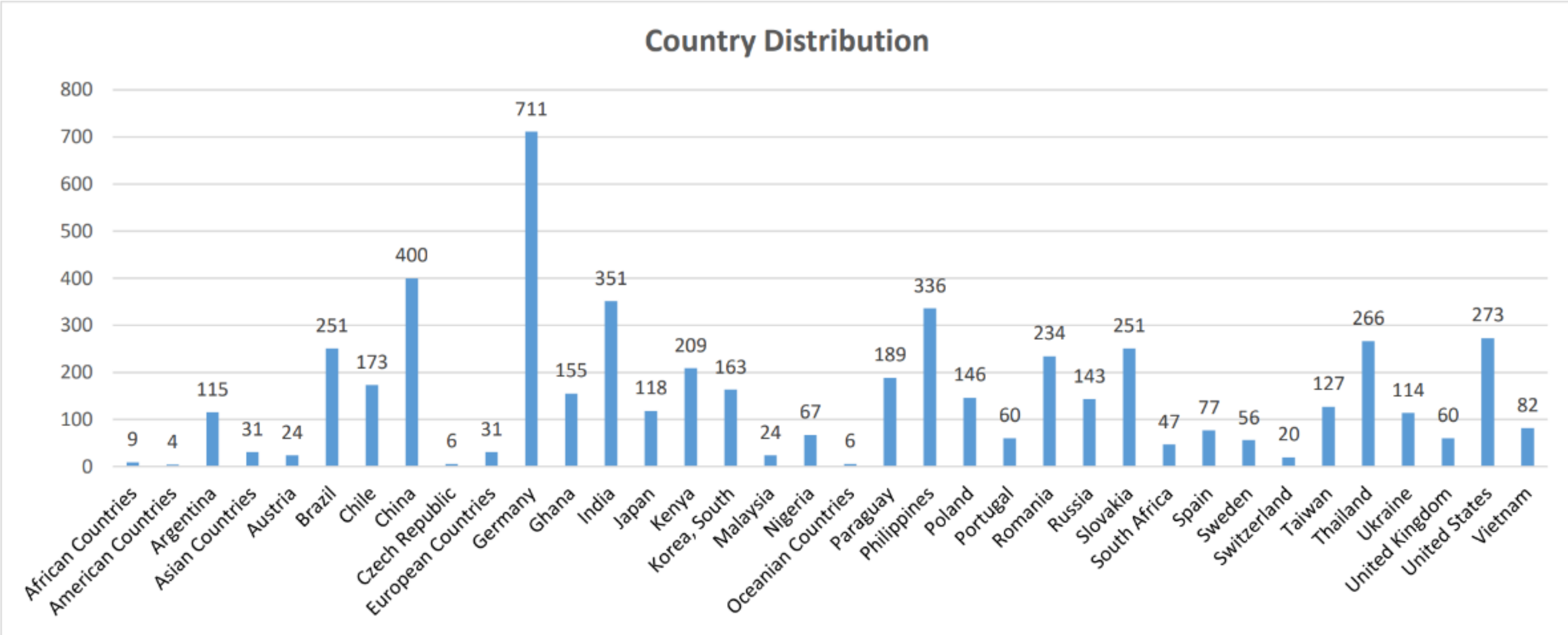

Figure 3.1 Country Distribution

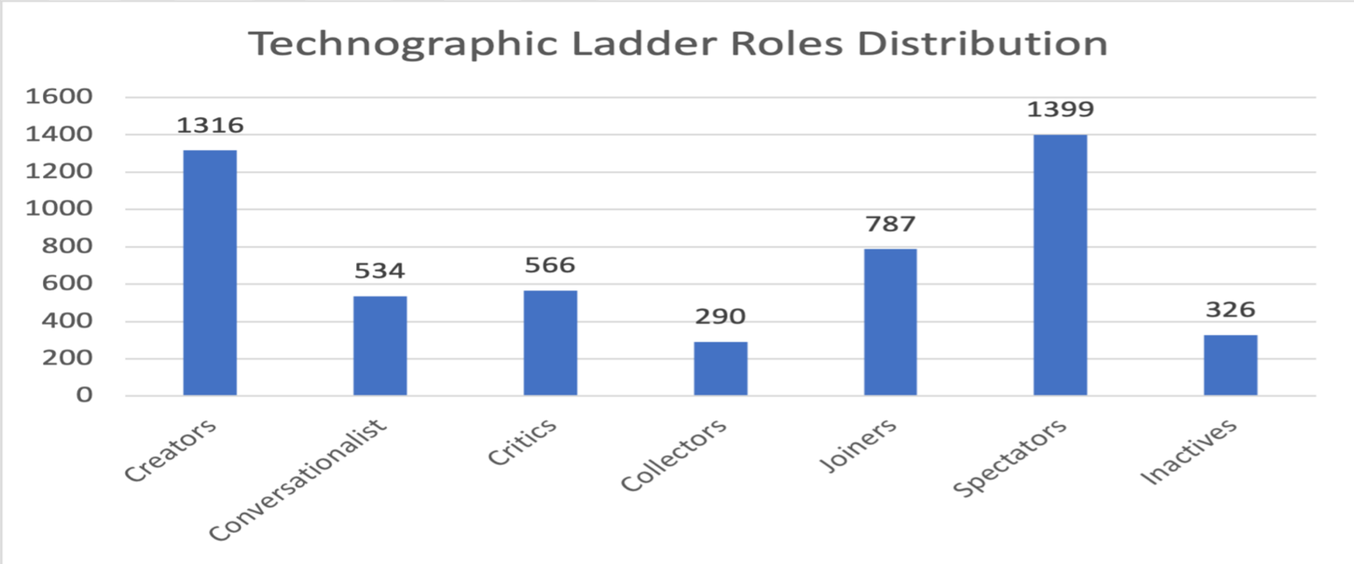

Figure 3.2 Technographic Ladder Roles Distribution

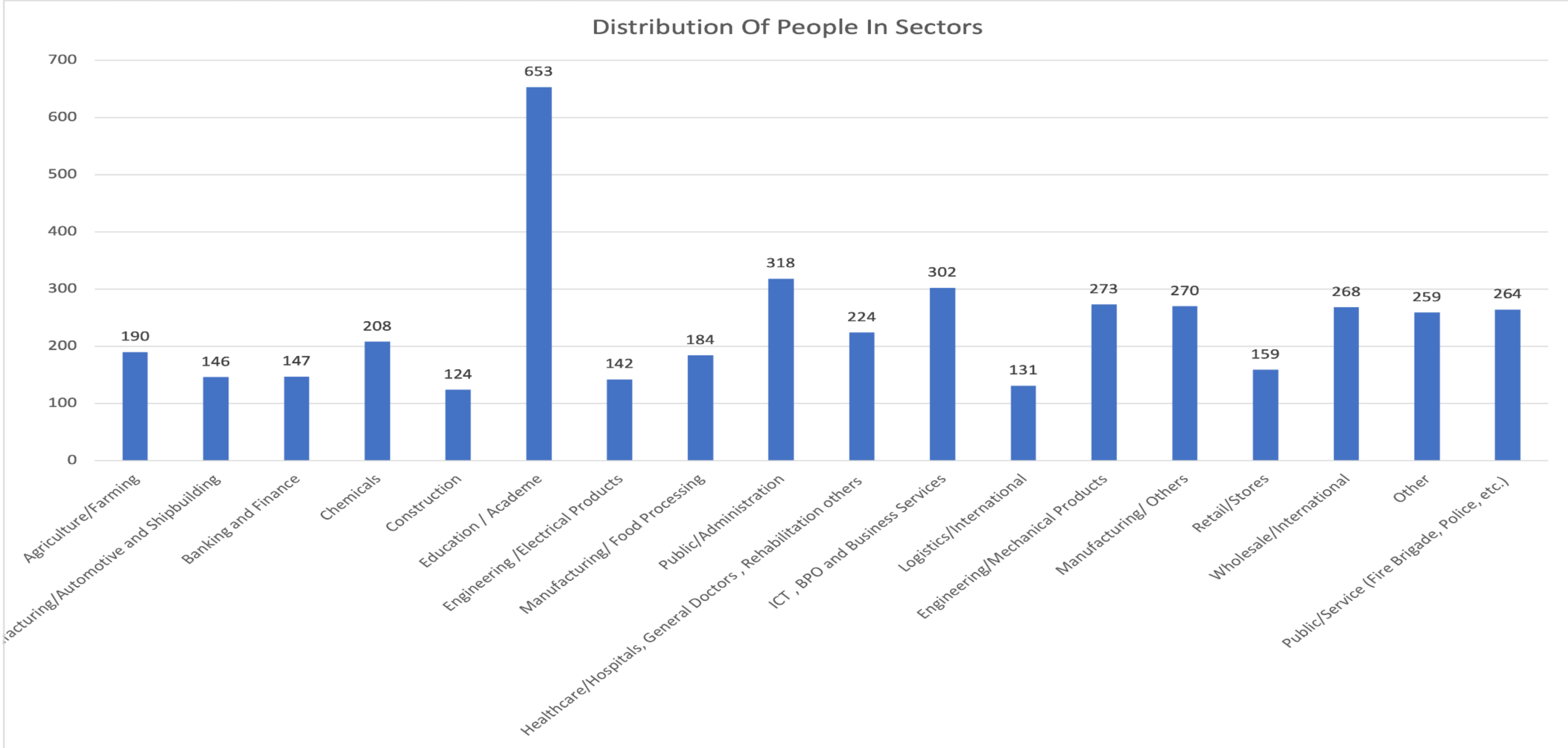

Figure 3.3 Distribution Of People In Sectors

3.4. Data Collection Procedures and Instruments

In this study, the Survey e-Trust [12] the Social Technographic Ladder [30] , decision-making questions, supplier industry sector and gender were used as the components of this study's questionnaire. In this questionnaire, there are questions about decision-making of people which related to 6 different categories such as rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions and anticipation/pra-cognition. In addition of that, there was a question about people's level on social technographic ladder. Also, there are a questionnarie about supplier indusry sector and their gender relations. In the section about social technographic ladders, the possible answers are as follows, creators, conversationalist, critics, collectors, joiners, spectators and inactives. In additon, the possible answers of the question which is related to industry sectors are Agriculture/Farming, Manufacturing/Automotive and Shipbuilding, Banking and Finance, Chemicals, Construction, Education / Academe, Engineering /Electrical Products, Manufacturing/ Food Processing, Public/Administration, Healthcare/Hospitals, General Doctors, Rehabilitation others, ICT, BPO, and Business Services, Logistics/International, Engineering/Mechanical Products, Manufacturing/ Others, Retail/Stores, Wholesale/International, Other (it has been provided by users), Public/Service (Fire Brigade, Police, etc). Lastly, for the decision-making related questions, there is a range that shifts from strongly disagree to strongly agree. These questions are combined to produce an online survey, from which all the data has been gathered.

The Social Technographics Ladder: It is a classification scheme that groups individuals based on their social computing behaviors [30]. Seven distinct positions are transitioning from Creators to Inactives. Figure 3.4 provides thorough explanations of each position.

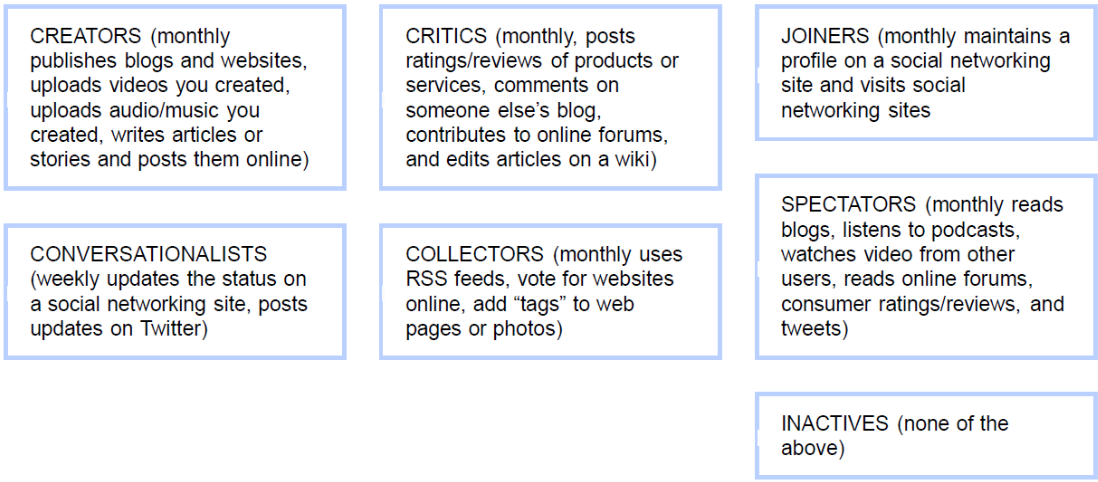

Figure 3.4 Roles and Their Explanations on Social Technographic Ladder [9]

Survey e-trust: It is a tool designed to measure digital trust in the workplace at three distinct levels: technology, people, and process. It is based on a worldwide research study. Schools from Latin America, Asia, Europe, and the United States of America are also included in this project. The project's co-leader is a Center of Excellence in IT Higher Education from the Philippines, while the project's headquarters is an applied sciences higher education institution in Germany. The project has been funded by the European Regional Development Fund [12]. A total of 376 respondents from the United States, the United Kingdom, the Philippines, China, Japan, South Korea, Paraguay, Russia, Brazil, Thailand, and the United States of America answered the test-retest reliability survey via the e-Trust. It is discovered that every survey subscale has a p-value greater than.05, indicating test-retest consistency. This survey is divided into three levels: people, process, and technology. There are ten components listed under these three levels. These 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 [12].

Decision-Making: It has a categorization sentences to measure which plays a role in employee. It based on Lanuer and Marcial study [24]. When it comes to issues about decision-making, the spectrum goes from strongly disagree to strongly agree. All of the data has been collected using an online survey created by combining these questions.

3.5. Data Analysis

Spearmen's correlation coefficient is used to analyse the collected data in order to examine the correlation between dimensions of decision-making and digital trust. the Spearman correlation is a statistical tool for evaluating the direction and strength of monotonic correlations between two variables. It is based on the rankings of the data and does not presume a linear relationship, in contrast to Pearson correlation, which evaluates linear relationships. Also, Spearman's correlation is a more reliable indicator of the relationship between continuous variables since it is less susceptible to outliers [32]. In light of these explanations and because of the violation of the assumptions of parametric tests, Spearmen's correlation is preferred for this study to examine the relation between decision-making and digital trust. In the study, decision-making answers are collected according to the Strongly disagree/Strongly agree scale, Industry sector, gender and Social Technographic Ladder groupings were used for separating participants into cases. Each cases evaluated separately to examine relationship between decision-making and digital trust for different sectors, genders and social technographic ladders.

CHAPTER 4

RESULTS

In this section, the results of the study are presented according to the research question of the study. The relationship between decision-making and digital trust 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) and the difference between the industries explained separately. In order to reveal the correlation between twenty two answers about decision-making and digital trust components, Spearmen's correlation coefficient is used.

4.1. Digital Trust Components Across 6 Decision-Making Components Correlation

Spearman's rho analysis was conducted to explore digital trust components across six different decision-making components such as rational decisisons, intuitive decisions, emotional decisions, uncontios thinking, quick decisions and anticipation/pra-cognition.

Table 4.1 Correlation of digital trust components across decision-making components

Decision-Making	N	Priority level of software quality component-Technology	Hardware and software-Technology	Electronic devices-Technology	Information systems-Technology	Management and other internal entities-People	IT and data support-People	External entities-People	Data protection and privacy-Process	Organizational data protection and privacy-Process	Internet and social media use-Process
Rational decisions	5286	,263**	,276**	,297**	,263**	,279**	,290**	,253**	,006	,296**	,232**
Intuitive decisions	5296	,116**	,032*	,040**	,110**	,066**	,033*	,091**	,211**	,041**	,047**
Emotional decions	5198	,037**	-,025	-,020	,024	-,003	-,027	,038**	,245**	-,028*	,037**
Uncontious thinking	5272	,157**	,135**	,160**	,150**	,135**	,150**	,176**	,148**	,143**	,206**
Quick decisions	5266	,118**	,220**	,222**	,202**	,184**	,188**	,234**	,194**	,181**	,276**
Anticipation /Pra-cognition	5189	,040**	,026	,021	,039**	,021	,013	,047**	,157**	,016	,093**

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.1. According to this result, rational decision is significantly correlated with all the components of technology level of digital trust which are priority level of software quality, r = .263, hardware and software, r = .276, electronic devices, r = .297, and information systems, r = .263. It is also significantly correlated with management and other internal entities, r = .279, IT and data support, r = .290, external entities, r = .253 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .296, and Internet and social media use, r = .232 components of process level of digital trust.

The study did discover, however, that the process level of digital trust's data security and privacy component is not substantially connected with rational decisions. To sum up, there is a considerable correlation between rational decisions and every aspect of digital trust, with the exception of data protection and privacy.

According to this result, intuitive decision is significantly correlated with all the components of technology level of digital trust which are priority level of software quality, r = .116, hardware and software, r = .032, electronic devices, r = .040, and information systems, r = .110. It is also significantly correlated with management and other internal entities, r = .066, IT and data support, r = .033, external entities, r = .091 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .211, organizational data protection and privacy, r = .041, and Internet and social media use, r = .047 components of process level of digital trust.

Briefly, all components considerable correlation between intuitive decision and digital trust.

In light of this outcome, emotional decision is significantly correlated with 1 of the components of technology level of digital trust which are priority level of software quality, r = .037. It is also significantly correlated with external entities, r = .038, components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .245, organizational data protection and privacy, r = .-028, and Internet and social media use, r = .037 components of process level of digital trust.

According to the results, 3 components of technology level of digital trust components are not substantially connected with emotional decision such as hardware and software, electronic devices and information systems. In addition, management and other internal entities and IT and data support components are not substantially connected with emotional decision. As a result of that, there is a considerable correlation between emotional decision and every aspect of digital trust, with the exception of hardware and software, electronic devices, information systems, management and other internal entities and IT and data support.

According to Table 4.1, uncontious thinking is significantly correlated with all the components of technology level of digital trust which are priority level of software quality, r = .157, hardware and software, r = .135, electronic devices, r = .160, and information systems, r = .150. It is also significantly correlated with management and other internal entities, r = .135, IT and data support, r = .150, external entities, r = .176 components of people level of digital trust. Lastly, uncontious thinking is significantly related to data protection and privacy, r = .148, organizational data protection and privacy, r = .143, and Internet and social media use, r = .206 components of process level of digital trust.

Briefly, all components considerable correlation between uncontious thinking and digital trust.

Based on this outcome, quick decision is significantly correlated with all the components of technology level of digital trust which are priority level of software quality, r = .118, hardware and software, r = .220, electronic devices, r = .222, and information systems, r = .202. It is also significantly correlated with management and other internal entities, r = .184, IT and data support, r = .188, external entities, r = .234 components of people level of digital trust. Lastly, quick decision is significantly related to data protection and privacy, r = .194, organizational data protection and privacy, r = .181, and Internet and social media use, r = .276 components of process level of digital trust.

Briefly, all components considerable correlation between quick decisions and digital trust.

In light of this outcome, anticipation/pra-cognition is significantly correlated with 2 of the components of technology level of digital trust which are priority level of software quality, r = .040 and information systems r = .039. It is also significantly correlated with external entities, r = .047 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, r = .157 and Internet and social media use, r = .093 components of process level of digital trust.

According to the results, 2 components of technology level of digital trust components are not substantially connected with anticipation/pra-cognition such as hardware and software and electronic devices. In addition, management and other internal entities and IT and data support components are not substantially connected with anticipation/pra-cognition. Finally, organizational data protection and privacy component is not substantially connected with anticipation/pra-cognition. As a result of that, there is a considerable correlation between connected with anticipation/pra-cognition and every aspect of digital trust, with the exception of hardware and software, electronic devices, management and other internal entities, IT and data support and organizational data protection and privacy.

4.2. Digital Trust Components Across Decision-Making for Industry Sector Suppliers

Spearman's rho analysis was conducted to explore digital trust components across decision-making for 18 different industry sector suppliers which are Agriculture/Farming, Manufacturing/Automotive and Shipbuilding, Banking and Finance, Chemicals, Construction, Education/Academe, Engineering /Electrical Products, Manufacturing/ Food Processing, Public/Administration, Healthcare/Hospitals, General Doctors, Rehabilitation others, ICT, BPO, and Business Services, Logistics/International, Engineering/Mechanical Products, Manufacturing/Others, Retail/Stores, Wholesale/International, Other (it has been provided by users), Public/Service (Fire Brigade, Police, etc).

4.2.1. Agriculture/Farming Sector Analyses with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for agriculture/farming sector.

Table 4.2 Agriculture/ Farming Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component-Technology	Hardware and software-Technology	Electronic devices-Technology	Information systems-Technology	Management and other internal entities-People	IT and data support - People	External entities-People	Data protection and privacy-Process	Organizational data protection and privacy-Process	Internet and social media use-Process
Rational decisions	190	,111	,220**	,220**	,211**	,230**	,201**	,219**	,020	,211**	,155*
Intuitive decisions	189	,086	-,085	-,113	-,035	-,103	-,106	-,084	-,108	-,113	-,109
Emotional decions	187	,146*	-,102	-,100	-,035	-,061	-,087	-,048	,176*	-,086	-,067
Uncontious thinking	190	,201**	,040	,068	,131	,091	,041	,102	,226**	,059	,062
Quick decisions	187	,138	,059	,057	,045	,047	,038	,038	-,052	,014	-,034
Anticipation /Pra-cognition	187	,093	,094	,084	,106	,084	,070	,036	-,007	,088	,104

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.2. According to this result, rational decision is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .220, electronic devices, r = .220, and information systems, r = .211. It is also significantly correlated with management and other internal entities, r = .230, IT and data support, r = .201, external entities, r = .219 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .211, and Internet and social media use, r = .155 components of process level of digital trust.

The study did discover that priority level of software quality component of technology level of digital trust is not significantly correlated with rational decision. In addition, the process level of digital trust's data protection and privacy component is not substantially connected with rational decision. To sum up, there is a considerable correlation between rational decision and every aspect of digital trust, with the exception of priority level of software quality and data protection and privacy.

The 4.2 table's study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with intuitive decision. As a result, there is not considerable correlation between intuitive decision and every aspect of digital trust.

According to Table 4.2, emotional decision is significantly correlated with 1 of the components of technology level of digital trust which is priority level of software quality component, r = .146. It is also significantly correlated with 1 component of process level of digital trust which is data protection and privacy, r = .176.

The investigation did find that hardware and software, electronic devices and information systems of technology level of digital trust is not significantly correlated with emotional decision. In addition, the people level of digital trust's management and other internal entities, IT data support and external entities components is not substantially connected with emotional decision. Lastly, the processes level of digital trust's organizational data protection and privacy and internet and social media components are not substantially connected with emotional decision. As a result, there is a considerable correlation between emotional decision and every aspect of digital trust, with the exception of hardware and software, electronic devices, information systems for technology component, management and other internal entities, IT data support and external entities for people component also organizaitonal data protection and privacy and internet and social media for processes components.

In light of this outcome, uncontious thinking is significantly correlated with 1 of the components of technology level of digital trust which is priority level of software quality, r = .201. It is also significantly correlated with data protection and privacy, r = .226 component of process level of digital trust.

According to the results, 3 components of technology level of digital trust components are not substantially connected with uncontious thinking such as hardware and software, electronic devices and information systems. In addition, management and other internal entities, IT and data support and external entities components are not substantially connected with uncontious thinking. Finally, organizational data protection and privacy, internet and social media components are not substantially connected with uncontious thinking. As a result of that, there is a considerable correlation between connected with uncontious thinking and every aspect of digital trust, with the exception of hardware and software, electronic devices and information systems, management and other internal entities, IT and data support and external entities, organizational data protection and privacy, internet and social media.

The 4.2 table’s study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with quick decisions. As a result, there is not considerable correlation between quick decisions and every aspect of digital trust.

The 4.2 table’s study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with anticipation/pra-cognition. As a result, there is not considerable correlation between anticipation/pra-cognition and every aspect of digital trust.

4.2.2. Manufacturing/Automotive and Shipbuilding Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine the relationship between 6 decision-making components and digital trust for manufacturing/automotive and shipbuilding sector.

Table 4.3 Manufacturing/Automotive and Shipbuilding Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	145	,288**	,325**	,340**	,389**	,380**	,373**	,351**	-,095	,328**	,309**
Intuitive decisions	145	,032	-,054	-,079	,027	,019	,007	-,012	,146	,032	,003
Emotional decions	143	-,086	-,207*	-,294**	-,160	-,235**	-,267**	-,134	-,396**	-,204*	-,085
Uncontious thinking	145	,113	,157	,260**	,285**	,304**	,265**	,300**	,037	,236**	,401**
Quick decisions	143	,066	,103	,054	-,015	,064	,005	,081	,273**	,099	,188*
Anticipation /Pra-cognition	146	-,024	,002	-,117	-,112	-,107	-,091	-,065	,461**	-,055	,055

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.3. According to this result, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .288 hardware and software, r = .325, electronic devices, r = .340, and information systems, r = .389. It is also significantly correlated with management and other internal entities, r = .380, IT and data support, r = .373, external entities, r = .351 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .328, and Internet and social media use, r = .309 components of process level of digital trust.

To sum up, study did discover that data protection and privacy component of processes level of digital trust is not significantly correlated with rational decision.

The 4.3 table's study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with intuitive decision. As a result, there is not considerable correlation between intuitive decision and every aspect of digital trust.

According to Table 4.3, emotional decision is significantly correlated with 2 of the components of technology level of digital trust which are hardware and software, r = .-207 and electronic devices, r = .-294. It is also significantly correlated with 2 components of people level of digital trust which is management and other internal entities, r = .-235 and IT and data support, r = .-267 . Finally, it is significantly correlated with 2 components of processes level of digital trust which is data protection and privacy, r = .-396 and organizational data protection and privacy, r = .-204.

The investigation found that priority level of software quality component and information systems of technology level of digital trust is not significantly correlated with emotional decision. In addition, the people level of digital trust's external entities components is not substantially connected with emotional decision. Lastly, the processes level of digital trust's internet and social media components are not substantially connected with emotional decision. As a result, there is a considerable correlation between emotional decision and every aspect of digital trust, with the exception of priority level of software quality component and information systems for technology component, external entities for people component also internet and social media use for processes components.

In light of this outcome, uncontious thinking is significantly correlated with 2 of the components of technology level of digital trust which are electronic devices, r = .260 and information systems, r = .285. It is also significantly correlated with management and other internal entities , r = .304, IT and data support, r = .265 and external entities components, r = .300. Finally, uncontious thinking is significantly correlated with organizational data protection and privacy, r = .236 and internet and social media use, r = .401 component of process level of digital trust.

According to the results, 2 components of technology level of digital trust components are not substantially connected with uncontious thinking such as priority level of software quality components and hardware and software. Finally, organizational data protection and privacy, component are not substantially connected with uncontious thinking. As a result of that, there is a considerable correlation between connected with uncontious thinking and every aspect of digital trust, with the exception of priority level of software quality components and hardware and software and data protection and privacy.

In light of this outcome, quick decisions are significantly correlated with just 2 of the components of processes level of digital trust which is data protection and privacy, r = .273 and internet and social media use, r.= .188.

According to the results, none of the components of technology and people level of digital trust components are not substantially connected with quick decisions. In addition, organizational data protection and privacy is not substantially connected with quick decisions. As a result of that, there is a considerable correlation between connected with quick decisions and every aspect of digital trust, with the exception of priority level of software components, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support and external entities, organizational data protection and privacy.

In light of this outcome, anticipation/pra-cognition is significantly correlated with just 1 of the components of processes level of digital trust which is data protection and privacy, r = .461.

As a result, component of technology level, people level of digital trust is not significantly correlated with anticipation/pra-cognition. In addition, organizational data protection and privacy, internet and social media use are not substantially connected with anticipation/pra-cognition. To sum up, there is a considerable correlation between connected with anticipation/pra-cognition and every aspect of digital trust, with the exception of priority level of software components, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support and external entities, organizational data protection and privacy, internet and social media use.

4.2.3. Banking and Finance Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine the relationship between 6 decision-making components and digital trust for banking and finance sector.

Table 4.4 Banking and Finance Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	416	,321**	,488**	,500**	,494**	,477**	,468**	,435**	-,352**	,459**	,361**
Intuitive decisions	415	-,054	-,135**	-,157**	-,070	-,140**	-,163**	-,103*	,320**	-,123*	-,125*
Emotional decions	411	-,052	-,286**	-,313**	-,262**	-,317**	-,329**	-,260**	,463**	-,315**	-,202**
Uncontious thinking	411	,106*	,159**	,137**	,145**	,111*	,134**	,146**	,015	,129**	,186**
Quick decisions	414	,130**	,268**	,324**	,321**	,279**	,266**	,336**	-,114*	,284**	,374**
Anticipation /Pra-cognition	405	,052	-,032	-,070	-,047	-,108*	-,101*	-,031	,304**	-,100*	,019

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.4. According to this result, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .321, hardware and software, r = .488, electronic devices, r = .500, and information systems, r = .494. It is also significantly correlated with management and other internal entities, r = .477, IT and data support, r = .468, external entities, r = .435 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .-352, organizational data protection and privacy, r = .459, and internet and social media use, r = .361 components of process level of digital trust.

Briefly, all components considerable correlation between rational decision and digital trust.

According to Table 4.4, intuitive decision is significantly correlated with 2 of the components of technology level of digital trust which are hardware and software, r = .-135, electronic devices, r = .-157. It is also significantly correlated with management and other internal entities, r = .-140, IT and data support, r = .-163, external entities, r = .-103 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .-320, organizational data protection and privacy, r = .-123, and internet and social media use, r = .-125 components of process level of digital trust.

The investigation found that priority level of software quality component and information systems of technology level of digital trust is not significantly correlated with intuitive decisions. As a result, there is a considerable correlation between intuitive decisions and every aspect of digital trust, with the exception of priority level of software quality component and information systems for technology components.

Each component's result is displayed in Table 4.4. According to this result, emotional decision is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .-286, electronic devices, r = .-313 and information systems, r = .-262. It is also significantly correlated with management and other internal entities, r = .-317, IT and data support, r = .-329, external entities, r = .-260 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .463, organizational data protection and privacy, r = .-315, and Internet and social media use, r = .-202 components of process level of digital trust.

The investigation found that priority level of software quality component of technology level of digital trust is not significantly correlated with emotional decision-making . As a result, there is a considerable correlation between emotional decision-making and every aspect of digital trust, with the exception of priority level of software quality components for technology components.

In light of this outcome, uncontious thinking is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .106, hardware and software, r = .159, electronic devices, r = .137 and information systems, r = .145. It is also significantly correlated with management and other internal entities , r = .111, IT and data support, r = .134 and external entities components, r = .146. Finally, uncontious thinking is significantly correlated with organizational data protection and privacy, r = .129 and internet and social media use, r = .186 component of process level of digital trust.

According to the results, organizational data protection and privacy, component are not substantially connected with uncontious thinking. As a result of that, there is a considerable correlation between connected with uncontious thinking and every aspect of digital trust, with the exception of organizational data protection and privacy.

According to this result, quick decision is significantly correlated with all the components of technology level of digital trust which are priority level of software quality, r = .130, hardware and software, r = .268, electronic devices, r = .324, and information systems, r = .321. It is also significantly correlated with management and other internal entities, r = .279, IT and data support, r = .266, external entities, r = .336 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .-114, organizational data protection and privacy, r = .284, and Internet and social media use, r = .374 components of process level of digital trust.

Briefly, all components considerable correlation between quick decision and digital trust.

In light of this outcome, anticipation/pra-cognition is significantly correlated with 2 of the components of people level of digital trust which are management and other internal entities , r = .-108 and IT and data support, r = .-101.In addition anticipation/pra-cognition is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .304 and Organizational data protection and privacy, r = .-100 .

As a result, component of technology level of digital trust is not significantly correlated with anticipation/pra-cognition. In addition, external entities are not substantially connected with anticipation/pra-cognition. Also, internet and social media use is not substantially connected with anticipation/pra-cognition To sum up, there is a considerable correlation between connected with anticipation/pra-cognition and every aspect of digital trust, with the exception of priority level of software quality components, hardware and software, electronic devices, information systems, external entities and internet and social media use.

4.2.4. Chemicals, Glass, Ceramics, Plastics, Paper and Others Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine the relationship between 6 decision-making components and digital trust for chemicals, glass, ceramics, plastics and others sector.

Table 4.5 Chemicals Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	208	,113	,295**	,332**	,246**	,305**	,330**	,248**	-,254**	,335**	,333**
Intuitive decisions	208	,067	-,062	-,076	,006	-,042	-,072	-,014	,208**	-,092	-,157*
Emotional decions	204	,012	-,119	-,114	-,104	-,106	-,115	-,089	,248**	-,112	-,112
Uncontious thinking	206	,358**	,236**	,293**	,349**	,298**	,301**	,289**	,048	,292**	,271**
Quick decisions	205	-,062	,129	,108	,030	,088	,075	,117	-,051	,088	,046
Anticipation /Pra-cognition	202	-,036	,056	,021	,012	,023	,008	,030	,167*	,022	,025

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.5. According to this result, rational decision is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .295, electronic devices, r = 332, and information systems, r = .246. It is also significantly correlated with management and other internal entities, r = .305, IT and data support, r = .330, external entities, r = .248 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .-254, organizational data protection and privacy, r = .335, and Internet and social media use, r = .333 components of process level of digital trust.

To sum up, there is a considerable correlation between connected with rational decision and every aspect of digital trust, with the exception of priority level of software quality components.

According to this result, intuitive decision is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .208 and internet and social media use, r = .-157 components of process level of digital trust.

The investigation found that technology level and people level of digital trust is not significantly correlated with intuitive decisions.. In addition, organizational data protection and privacy is not significantly correlated with intuitive decisions. As a result, there is a considerable correlation between intuitive decisions and every aspect of digital trust, with the exception of priority level of software quality component, hardware and software, electronic devices, information systems, manegement and other internal entities, IT and data support, external entities and organizational data protection and privacy.

According to Table 4.5, emotional decision is significantly correlated with 1 of the components of processes level of digital trust which is data protection and privacy, r = .248.

The investigation found that technology level and people level of digital trust is not significantly correlated with emotional decision-making. In addition, organizational data protection and privacy and internet and social media use are not significantly correlated with emotional decision-making. As a result, there is a considerable correlation between emotional decision-making and every aspect of digital trust, with the exception of priority level of software quality component, hardware and software, electronic devices, information systems, manegement and other internal entities, IT and data support, external entities and organizational data protection and privacy and internet and social media use.

In light of this outcome, uncontious thinking is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .358, hardware and software, r = .236, electronic devices, r = .293 and information systems, r = .349. It is also significantly correlated with management and other internal entities , r = .298, IT and data support, r = .301 and external entities components, r = .289. Finally, uncontious thinking is significantly correlated with organizational data protection and privacy, r = .292 and internet and social media use, r = .271 component of process level of digital trust.

According to the results, organizational data protection and privacy, component are not substantially connected with uncontious thinking. As a result of that, there is a considerable correlation between connected with uncontious thinking and every aspect of digital trust, with the exception of data protection and privacy.

As a result of Table’s 4.5, there is not considerable correlation between connected with quick decisions and every aspect of digital trust.

. According to this result, anticipation/pra-cognition is significantly correlated with 1 of the components of processes level of digital trust which is data protection and privacy, r = .167.

The investigation found that technology level and people level of digital trust is not significantly correlated with emotional decision. In addition, organizational data protection and privacy and internet and social media use are not significantly correlated with anticipation/pra-cognition. As a result, there is a considerable correlation between anticipation/pra-cognition and every aspect of digital trust, with the exception of priority level of software quality component , hardware and software, electronic devices, information systems, manegement and other internal entities, IT and data support, external entities and organizational data protection and privacy and internet and social media use.

4.2.5. Construction Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine the relationship between 6 decision-making components and digital trust for construction sector.

Table 4.6 Construction Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	124	,323**	,167	,132	,157	,102	,122	,043	-,015	,156	-,072
Intuitive decisions	123	,255**	,297**	,364**	,416**	,374**	,317**	,348**	,255**	,326**	,361**
Emotional decions	123	,159	,286**	,259**	,266**	,254**	,268**	,302**	,432**	,288**	,361**
Uncontious thinking	123	,070	,026	,024	,005	-,015	,042	,002	,140	-,020	,172
Quick decisions	122	,072	,327**	,345**	,261**	,285**	,373**	,411**	,412**	,230*	,518**
Anticipation /Pra-cognition	121	,003	,077	,048	,038	,055	,113	,149	,262**	,048	,308**

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.6. According to this result, rational decision is significantly correlated with 1 of the components of technology level of digital trust which is priority level of software quality components, r = .323.

To sum up, there is a considerable correlation between rational decision and digital trust just for priority level of software quality components.

According to this result, intuitive decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .255, hardware and software, r = .297, electronic devices, r = .364, and information systems, r = .416. It is also significantly correlated with management and other internal entities, r = .374, IT and data support, r = .317, external entities, r = .348 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .255, organizational data protection and privacy, r = .326, and Internet and social media use, r = .361 components of process level of digital trust.

Briefly, there is considerable correlation between intuitive decision and all components of digital trust.

According to Table 4.6, emotional decision is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .286, electronic devices, r = 259, and information systems, r = .266. It is also significantly correlated with management and other internal entities, r = .254, IT and data support, r = .268, external entities, r = .302 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .432, organizational data protection and privacy, r = .288, and Internet and social media use, r = .361 components of process level of digital trust.

To sum up, there is a considerable correlation between emotional decision and every aspect of digital trust, with the exception of priority level of software quality components.

As a result of Table’s 4.6, there is not considerable correlation between connected with uncontious thinking and every aspect of digital trust.

Also this result shows that, quick decision is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .327, electronic devices, r = 345, and information systems, r = .261. It is also significantly correlated with management and other internal entities, r = .285, IT and data support, r = .373, external entities, r = .411 components of people level of digital trust. Finally, quick decisions is significantly related to data protection and privacy, r = .412, organizational data protection and privacy, r = .230, and Internet and social media use, r = .518 components of process level of digital trust.

To sum up, there is a considerable correlation between connected with quick decisions and every aspect of digital trust, with the exception of priority level of software quality components.

In light of this outcome, anticipation/pra-cognition is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .262 and internet and socail media, r = .308.

As a result, component of technology level and people level of digital trust is not significantly correlated with anticipation/pra-cognition. In addition, organizational data protection and privacy is not substantially connected with anticipation/pra-cognition To sum up, there is a considerable correlation between connected with anticipation/pra-cognition and every aspect of digital trust, with the exception of priority level of software quality components, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support external entities and organizational data protection and privacy.

4.2.6. Education/Academe Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine the relationship between 6 decision-making components and digital trust for education/academe sector.

Table 4.7 Education/Academe Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	646	,478**	,480**	,543**	,475**	,498**	,510**	,506**	,411**	,510**	,487**
Intuitive decisions	651	,433**	,397**	,437**	,490**	,449**	,404**	,460**	,400**	,382**	,368**
Emotional decions	641	,388**	,457**	,495**	,505**	,480**	,467**	,560**	,550**	,476**	,533**
Uncontious thinking	649	,343**	,451**	,506**	,471**	,444**	,443**	,527**	,531**	,409**	,538**
Quick decisions	644	,335**	,491**	,535**	,485**	,454**	,458**	,555**	,536**	,455**	,573**
Anticipation /Pra-cognition	637	,342**	,455**	,498**	,499**	,458**	,461**	,551**	,524**	,425**	,579**

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.7. According to this result, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .478, hardware and software, r = .480, electronic devices, r = .543, and information systems, r = .475. It is also significantly correlated with management and other internal entities, r = .498, IT and data support, r = .510, external entities, r = .506 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .411, organizational data protection and privacy, r = .510, and Internet and social media use, r = .487 components of process level of digital trust.

Briefly, all components considerable correlation between rational decision and digital trust.

According to Table 4.7, intuitive decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .433, hardware and software, r = .397, electronic devices, r = .437, and information systems, r = .490. It is also significantly correlated with management and other internal entities, r = .449, IT and data support, r = .404, external entities, r = .460 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .400, organizational data protection and privacy, r = .382, and Internet and social media use, r = .368 components of process level of digital trust.

Briefly, all components considerable correlation between intuitive decision and digital trust.

According to this table, emotional decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .388, hardware and software, r = .457, electronic devices, r = .495, and information systems, r = .505. It is also significantly correlated with management and other internal entities, r = .480, IT and data support, r = .467, external entities, r = .560 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .550, organizational data protection and privacy, r = .476, and Internet and social media use, r = .533 components of process level of digital trust.

Briefly, all components considerable correlation between emotional decision and digital trust.

. According to Table 4.7, uncontious thinking is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .343, hardware and software, r = .451, electronic devices, r = .506, and information systems, r = .471. It is also significantly correlated with management and other internal entities, r = .444, IT and data support, r = .443, external entities, r = .527 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = .531, organizational data protection and privacy, r = .409, and Internet and social media use, r = .538 components of process level of digital trust.

Briefly, all components considerable correlation between uncontious thinking and digital trust.

Table 4.7 also shows that quick decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .335, hardware and software, r = .491, electronic devices, r = .535, and information systems, r = .485. It is also significantly correlated with management and other internal entities, r = .454, IT and data support, r = .458, external entities, r = .555 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .536, organizational data protection and privacy, r = .455, and Internet and social media use, r = .573 components of process level of digital trust.

Briefly, there is considerable correlation between quick decisions and all components of digital trust.

’According to this result, anticipation/pra-cognition is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .342, hardware and software, r = .455, electronic devices, r = .498, and information systems, r = .499. It is also significantly correlated with management and other internal entities, r = .458, IT and data support, r = .461, external entities, r = .551 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, r = .524, organizational data protection and privacy, r = .425, and Internet and social media use, r = .579 components of process level of digital trust.

Briefly, there is considerable correlation between anticipation/pra-cognition and all components of digital trust.

4.2.7. Engineering/Electrical Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine the relationship between 6 decision-making components and digital trust for engineering/electrical sector.

Table 4.8 Engineering/Electrical Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component – Technology	Hardware and software – Technology	Electronic devices – Technology	Information systems – Technology	Management and other internal entities – People	IT and data support – People	External entities – People	Data protection and privacy – Process	Organizational data protection and privacy – Process	Internet and social media use – Process
Rational decisions	138	,546**	,689**	,667**	,604**	,600**	,623**	,552**	,528**	,634**	,567**
Intuitive decisions	141	,402**	,328**	,391**	,467**	,462**	,398**	,447**	,420**	,405**	,410**
Emotional decions	136	,433**	,436**	,464**	,468**	,451**	,454**	,456**	,478**	,427**	,426**
Uncontious thinking	139	,550**	,550**	,553**	,529**	,527**	,505**	,507**	,612**	,519**	,554**
Quick decisions	142	,473**	,510**	,549**	,544**	,535**	,530**	,532**	,476**	,575**	,630**
Anticipation /Pra-cognition	140	,445**	,548**	,508**	,526**	,469**	,500**	,476**	,549**	,501**	,581**

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.8. According to this result, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .546, hardware and software, r = .689, electronic devices, r = .667, and information systems, r = .604. It is also significantly correlated with management and other internal entities, r = .600, IT and data support, r = .623, external entities, r = .552 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .528, organizational data protection and privacy, r = .634, and Internet and social media use, r = .567 components of process level of digital trust.

Briefly, there is considerable correlation between rational decision and all components of digital trust.

According to this result, intuitive decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .402, hardware and software, r = .328, electronic devices, r = .391, and information systems, r = .467. It is also significantly correlated with management and other internal entities, r = .462, IT and data support, r = .398, external entities, r = .447 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .420, organizational data protection and privacy, r = .405, and Internet and social media use, r = .410 components of process level of digital trust.

Briefly, there is considerable correlation between intuitive decision and all components of digital trust.

According to Table 4.8, emotional decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .433, hardware and software, r = .436, electronic devices, r = .464, and information systems, r = .468. It is also significantly correlated with management and other internal entities, r = .451, IT and data support, r = .454, external entities, r = .456 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .478, organizational data protection and privacy, r = .427, and Internet and social media use, r = .426 components of process level of digital trust.

Briefly, There is considerable correlation between emotional decision and all components of digital trust.

According to this result, uncontious thinking is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .550, hardware and software, r = .550, electronic devices, r = .553, and information systems, r = .529. It is also significantly correlated with management and other internal entities, r = .527, IT and data support, r = .505, external entities, r = .507 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = .612, organizational data protection and privacy, r = .519, and Internet and social media use, r = .554 components of process level of digital trust.

Briefly, there is considerable correlation between uncontious thinking and all components of digital trust.

Table 4.8 also shows that quick decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .473, hardware and software, r = .510, electronic devices, r = .549, and information systems, r = .544. It is also significantly correlated with management and other internal entities, r = .535, IT and data support, r = .530, external entities, r = .532 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .476, organizational data protection and privacy, r = .575, and Internet and social media use, r = .630 components of process level of digital trust.

Briefly, there is considerable correlation between quick decision and all components of digital trust.

According to this result, anticipation/pra-cognition is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .445, hardware and software, r = .548, electronic devices, r = .508, and information systems, r = .526. It is also significantly correlated with management and other internal entities, r = .469, IT and data support, r = .500, external entities, r = .476 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, r = .549, organizational data protection and privacy, r = .501, and Internet and social media use, r = .581 components of process level of digital trust.

Briefly, there is considerable correlation between anticipation/pra-cognition and all components of digital trust.

4.2.8. Manufacturing/Food Processing Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine the relationship between 6 decision-making components and digital trust for manufacturing/food sector.

Table 4.9 Manufacturing/Food Processing Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technolog y	Electronic devices - Technolog y	Information systems - Technology	Managemen t and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizationa l data protection and privacy - Process	Internet and social media use - Process
Rational decisions	182	,337**	,329**	,290**	,301**	,312**	,226**	,286**	,140	,271**	,181*
Intuitive decisions	183	-,046	-,121	-,021	-,068	-,116	-,077	-,015	-,028	-,065	-,018
Emotional decions	182	-,020	,026	,113	,056	,088	,105	,136	,050	,097	,174*
Uncontious thinking	182	,128	,077	,119	,161*	,128	,106	,276**	,125	,092	,135
Quick decisions	184	,077	,057	,049	,105	,030	,008	,194**	,308**	-,002	,114
Anticipation /Pra-cognition	178	,044	,219**	,203**	,087	,104	,154*	,049	,037	,170*	,204**

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.9. According to this result, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .337, hardware and software, r = .329, electronic devices, r = .290, and information systems, r = .301. It is also significantly correlated with management and other internal entities, r = .312, IT and data support, r = .226, external entities, r = .286 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .271, and Internet and social media use, r = .181 components of process level of digital trust.

As a result of that, there is a considerable correlation between rational decision and every aspect of digital trust, with the exception of data protection and privacy.

The 4.9 table's study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with intuitive decisions. As a result, there is not considerable correlation between intuitive decision and every aspect of digital trust.

According to Table 4.9, emotional decision is significantly correlated with just 1 of the components of processes a level of digital trust which is internet and social media use, r = .174.

The 4.9 table's study shows that component of technology level, people level of digital trust is not significantly correlated with intuitive decisions. As a result, there is just for internet social media use considerable correlation between intuitive decision and digital trust.

According to this result, uncontious thinking is significantly correlated with just 1 of the components of technology level of digital trust which is information systems, r = .161. In addition, uncontious thinking is significantly correlated with just 1 of the components of people level of digital trust which is external entities, r = .276.

The 4.9 table's study shows that component of technology level and people level of digital trust is significantly correlated with uncontious thinking. As a result, there is just for information systems and external entities considerable correlation between uncontious thinking and digital trust.

According to Table 4.9, quick decisions is significantly correlated with 1 of the components of people level of digital trust which is external entities, r = .194. In addition, quick decisions is significantly correlated with 1 of the components of processes level of digital trust which is data protection and privacy, r = .308.

The 4.9 table's study shows that component of technology level of digital trust is not significantly correlated with quick decisions. As a result, there is just for external entities and data protection and privacy considerable correlation between quick decisions and digital trust.

According to this result, anticipatipon/ pra-cognition is significantly correlated with 2 of the components of technology level of digital trust which are hardware and software, r = .219 and electronic devices, r = .203, It is also significantly correlated with IT and data support, r = .154 components of people level of digital trust. Finally, anticipatipon/ pra-cognition is significantly related to organizational data protection and privacy, r = .170, and Internet and social media use, r = .204 components of process level of digital trust.

To sum up, study did discover that priority level of software quality components, information systems, management and other internal entities, external entities and data protection and privacy component of digital trust is not significantly correlated with anticipatipon/ pra-cognition.

4.2.9. Public/Administration Sector Analyses with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for public/administration sector.

Table 4.10 Public/Adminstration Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	315	,237**	-,014	,056	-,002	,007	,074	-,035	-,286**	,120*	-,016
Intuitive decisions	314	,051	,177	,098	,236**	,196**	,066	,211**	,432**	,043	,116*
Emotional decions	285	-,014	,209	,147	,213**	,196**	,117*	,254**	,497**	,076	,238*
Uncontious thinking	311	,081	-,264**	-,199**	-,202**	-,191**	-,155**	-,101	-,180**	-,104	-,128*
Quick decisions	312	,091	,485**	,443**	,414**	,369**	,402**	,369**	,440**	,319**	,441**
Anticipation /Pra-cognition	294	,064	-,308**	-,271**	-,257**	-,217**	-,240**	-,141*	-,113	-,181**	-,128*

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.10. According to this result, rational decision is significantly correlated with 1 of the components of technology level of digital trust which is priority level of software quality components, r = .237. In addition, rational decision is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .-286 and organizational data protection and privacy, r = .120.

As a result, there is just for priority level of software quality components, data protection and privacy and organizational data protection and privacy considerable correlation between rational decision and digital trust.

In light of this outcome, intuitive decision is significantly correlated with 1 of the components of technology level of digital trust which isinformation systems, r = .236. In addition, it is also significantly correlated with management and other internal entities, r = .196, external entities, r = .211. Finally, intuitive decision is significantly correlated with data protection and privacy, r = .432 and internet and social media use, r = .116 component of process level of digital trust.

The study did discover that priority level of software quality component, hardware and software and electronic devices of technology level of digital trust is not significantly correlated with intuitive decision. In addition, the people level of digital trust's IT and data support component is not substantially connected with intuitive decision. Finally, the process level of digital trust's organizational data protection and privacy component is not substantially connected with intuitive decision.

In light of Table 4.10, emotional decision is significantly correlated with 1 of the components of technology level of digital trust which isinformation systems, r = .213. In addition, it is significantly correlated with management and other internal entities, r = .196, IT and data support, r = .117 and external entities, r = .254. Finally, emotional decision is significantly correlated with data protection and privacy, r = .497 and internet and social media use, r = .238 component of process level of digital trust.

The study did discover that priority level of software quality component, hardware and software and electronic devices of technology level of digital trust is not significantly correlated with emotional decision. Finally, the process level of digital trust's organizational data protection component is not substantially connected with emotional decision.

In light of this outcome, uncontious thinking is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .-264, electronic devices, r = .-199 and information systems, r = .-202. In addition, it is significantly correlated with management and other internal entities , r = .-191, IT and data support, r = .-155. Finally, uncontious thinking is significantly correlated with data protection and privacy, r = .-180 and internet and social media use, r = .-128 component of process level of digital trust.

The study did discover that priority level of software quality component of technology level of digital trust is not significantly correlated with uncontious thinking. Also, the people level of digital trust's external entities and the process level of digital trust's organizational data protection component is not substantially connected with uncontious thinking.

Table 4.10 also shows that quick decision is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .485, electronic devices, r = .443 and information systems, r = .414. In addition, it is significantly correlated with management and other internal entities , r = .369, IT and data support, r = .402 and external entities, r = .369. Finally, quick decision is significantly correlated with data protection and privacy, r = .440, organizational data protection and privacy, r = .319 and internet and social media use, r = .441 component of process level of digital trust.

The study did discover that priority level of software quality component of technology level of digital trust is not significantly correlated with quick decision. To sum up, there is a considerable correlation between quick decision and every aspect of digital trust, with the exception of priority level of software quality component.

In light of this table, anticipation/pra-cognition is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .-308, electronic devices, r = .-271 and information systems, r = .-257. In addition, it is significantly correlated with management and other internal entities , r = .369, IT and data support, r = .402 and external entities, r = .369. In addition, anticipation/pra-cognition is significantly correlated with management and other internal entities, r = .-217, IT data support, r = .-240 and external entities, r = .-141. Finally, anticipation/pra-cognition is significantly correlated with organizational data protection and privacy, r = .-181 and internet and social media use, r = .-128 component of processes level of digital trust.

The study did discover that priority level of software quality component of technology level of digital trust is not significantly correlated with anticipation/pra-cognition. Also data protection and privacy is not significantly correlated with anticipation/pra-cognition.

4.2.10. Healthcare Sector Analyses with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for healthcare sector.

Table 4.11 Healthcare Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	224	,106	-,062	-,089	-,204**	-,159*	-,006	-,125	-,190**	,016	,018
Intuitive decisions	223	,135*	,224**	,256**	,363**	,341**	,231**	,367**	,358**	,227**	,188**
Emotional decions	207	,150*	,246**	,335**	,421**	,403**	,297**	,422**	,455**	,232**	,311**
Uncontious thinking	222	,046	-,112	-,169*	-,284**	-,229**	,093	-,240**	-,154*	-,101	-,025
Quick decisions	223	,045	,293**	,307**	,349**	,317**	,269**	,359**	,344**	,287**	,324**
Anticipation /Pra-cognition	204	,054	,023	-,008	-,010	-,022	-,024	,031	,059	-,041	-,008

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.11. According to this result, rational decision is significantly correlated with 1 of the components of technology level of digital trust which is information systems, r = .-204. In addition, rational decision is significantly correlated with 1 of the components of people level of digital trust which is management and other internal entities, r = .-159. Finally, rational decision is significantly correlated with 1 of the components of processes level of digital trust which is data protection and privacy, r = .-190.

As a result, there is just for information systems, management and other internal entities and data protection and privacy, considerable correlation between rational decision and digital trust.

According to Table 4.11, intuitive decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .135, hardware and software, r = .224, electronic devices, r = .256, and information systems, r = .363. It is also significantly correlated with management and other internal entities, r = .341, IT and data support, r = .231, external entities, r = .367 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .358, organizational data protection and privacy, r = .227, and Internet and social media use, r = .188 components of process level of digital trust.

Briefly, all components considerable correlation between intuitive decision and digital trust.

According to this result, emotional decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .150, hardware and software, r = .246, electronic devices, r = .335, and information systems, r = .421. It is also significantly correlated with management and other internal entities, r = .403, IT and data support, r = .297, external entities, r = .422 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .455, organizational data protection and privacy, r = .232, and Internet and social media use, r = .311 components of process level of digital trust.

Briefly, all components considerable correlation between emotional decision and digital trust.

In light of this outcome, uncontious thinking is significantly correlated with 2 of the components of technology level of digital trust which are electronic devices, r = .-169 and information systems, r = .-284. In addition, it is significantly correlated with management and other internal entities , r = .-229, external entities, r = .-240. Finally, uncontious thinking is significantly correlated with data protection and privacy, r = .-154 component of process level of digital trust.

The study did discover that priority level of software quality components and hardware and software component of technology level of digital trust is not significantly correlated with uncontious thinking. Also, the people level of digital trust's IT and data support and the process level of digital trust's organizational data protection component and internet and social media use components are not substantially connected with uncontious thinking.

In light of Table 4.11, quick decision is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .293, electronic devices, r = .307 and information systems, r = .349. In addition, it is significantly correlated with management and other internal entities , r = .317, IT and data support, r = .269 and external entities, r = .359. Finally, quick decision is significantly correlated with data protection and privacy, r = .344, organizational data protection and privacy, r = .287 and internet and social media use, r = .324 component of process level of digital trust.

The study did discover that priority level of software quality component of technology level of digital trust is not significantly correlated with quick decision. To sum up, there is a considerable correlation between quick decision and every aspect of digital trust, with the exception of priority level of software quality component.

The 4.11 table’s study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with anticipation/pra-cognition. As a result, there is not considerable correlation between anticipation/pra-cognition and every aspect of digital trust.

4.2.11. ICT, BPO, and Business Services Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for ICT, BPO and business services sector.

Table 4.12 ICT, BPO and Business Service Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	298	,234**	,245**	,253**	,217**	,223**	,204**	,195**	-,007	,237**	,095
Intuitive decisions	301	,092	-,010	,008	,073	,020	-,012	,118*	,169**	-,002	,089
Emotional decions	297	,033	-,121*	-,025	,022	,013	-,049	,033	,313**	-,041	,132*
Uncontious thinking	299	,073	,067	,120*	,104	,100	,122*	,155**	,168**	,094	,281*
Quick decisions	300	,068	,025	,032	,039	,014	-,002	,043	,187**	,028	,187**
Anticipation /Pra-cognition	298	,025	-,012	,005	,063	-,012	-,073	,042	,363**	-,053	,103

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.12. According to this result, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .234, hardware and software, r = .245, electronic devices, r = .253, and information systems, r = .217. It is also significantly correlated with management and other internal entities, r = .223, IT and data support, r = .204, external entities, r = .195 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .237 component of process level of digital trust.

The study did discover that data protection and privacy and internet and social media use component of prosses level of digital trust is not significantly correlated with rational decision.

According to Table 4.12, intuitive decision is significantly correlated with 1 of the components of people level of digital trust which is external entities r = .118. In addition, intuitive decision is significantly correlated with 1 of the components of processes level of digital trust which is data protection and privacy, r = .169

As a result, there is just for external entities and data protection and privacy components considerable correlation between intuitive decision and digital trust.

According to this result, emotional decision is significantly correlated with 1 of the components of technology level of digital trust which is hardware and software, r = .-121. In addition, emotional decision is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .313 and internet and social media, r = .132

To sum up, there is just for hardware and software, data protection and privacy and internet and social media components considerable correlation between emotional decision and digital trust.

According to this result, uncontious thinking is significantly correlated with 1 of the components of technology level of digital trust which is electronic devices, r = .120.

In addition, uncontious thinking is significantly correlated with 2 of the components of people level of digital trust which are IT data and support, r = .122 and external entities, r = .155. Lastly, uncontious thinking is significantly correlated with 2 of the components of technology level of digital trust which are data protection and privacy, r = .158 and internet and social media, r = .281.

According to the results, 3 components of technology level of digital trust components are not substantially connected with uncontious thinking such as priority level of software quality component, hardware and software and information systems. In addition, management and other internal entities component is not substantially connected with uncontious thinking. Finally, organizational data protection and privacy component is not substantially connected with uncontious thinking. As a result of that, there is a considerable correlation between connected with uncontious thinking and every aspect of digital trust, with the exception of priority level of software quality component, hardware and software and information systems, management and other internal entities and organizational data protection and privacy.

According to Table 4.12, quick decision is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .187 and internet and social media, r = .187

To sum up, there is just for data protection and privacy and internet and social media components considerable correlation between quick decision and digital trust.

According to this result, anticipation/pra-cognition is significantly correlated with just 1 of the components of processes level of digital trust which is data protection and privacy, r = .363.

To sum up, there is just for data protection and privacy component considerable correlation between anticipation/pra-cognition and digital trust.

4.2.12 Logistics/International Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for logistic/international sector.

Table 4.13 Logistic/International Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	128	,691**	,771**	,806**	,808**	,812**	,816**	,777**	,556**	,773**	,702**
Intuitive decisions	131	,009	,035	,076	,044	,072	,093	,059	,018	,095	,015
Emotional decions	130	,050	,099	,082	,082	,062	,083	,048	,132	,083	,023
Uncontious thinking	131	,554**	,721**	,738**	,707**	,727**	,743**	,759**	,654**	,664**	,754**
Quick decisions	129	,030	,050	,065	,023	,048	,021	,072	,073	,015	,087
Anticipation /Pra-cognition	125	-,076	,003	-,017	-,018	-,015	-,011	,022	,145	-,011	,021

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.13. According to this result, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .691, hardware and software, r = .771, electronic devices, r = .806, and information systems, r = .808. It is also significantly correlated with management and other internal entities, r = .812, IT and data support, r = .816, external entities, r = .777 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = . 556, organizational data protection and privacy, r = .773, and Internet and social media use, r = .702 components of process level of digital trust.

Briefly, all components considerable correlation between rational decision and digital trust.

The 4.13 table's study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with intuitive decision. As a result, there is not considerable correlation between intuitive decision and every aspect of digital trust.

The 4.13 table's study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with emotional decisions. As a result, there is not considerable correlation between emotional decisions and every aspect of digital trust.

According to Table 4.13, uncontious thinking is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .554, hardware and software, r = .721, electronic devices, r = .738, and information systems, r = .707. It is also significantly correlated with management and other internal entities, r = .727, IT and data support, r = .743, external entities, r = .759 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = . 654, organizational data protection and privacy, r = .664, and Internet and social media use, r = .754 components of process level of digital trust.

Briefly, there is considerable correlation between uncontious thinking and all components of digital trust.

The 4.13 table’s study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with quick decisions. As a result, there is not considerable correlation between quick decisions and every aspect of digital trust.

The 4.13 table’s study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with anticipation/pra-cognition. As a result, there is not considerable correlation between anticipation/pra-cognition and every aspect of digital trust.

4.2.13. Engineering/Mechanical Products Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for engineering/mechanical sector.

Table 4.14 Engineering/Mechanical Products Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	273	,296 **	,436 **	,436 **	,420 **	,455 **	,438 **	,404 **	-,064	,410 **	,395 **
Intuitive decisions	273	,029	-,179**	-,133*	,086	-,131*	-,127*	-,098	,155*	-,104	-,111
Emotional decions	270	-,096	-,322**	-,314**	-,249**	-,299**	-,292**	-,256**	,188**	-,294**	-,298**
Uncontious thinking	269	,201**	,219**	,249**	,280**	,255**	,223**	,287**	,112	,207**	,273**
Quick decisions	272	,135*	,127*	,150*	,131*	,157**	,142*	,143*	-,051	,135*	,149*
Anticipation /Pra-cognition	272	-,033	-,185**	-,202**	-,164**	-,201**	-,192**	-,243**	,129*	-,193**	-,184**

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.14. According to this result, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .296, hardware and software, r = .436, electronic devices, r = .436, and information systems, r = .420. It is also significantly correlated with management and other internal entities, r = .455, IT and data support, r = .438, external entities, r = .404 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .410 and internet and social media use, r = .395 component of process level of digital trust.

The study did discover that data protection and privacy component of prosses level of digital trust is not significantly correlated with rational decision.

According to Table 4.14, intuitive decision is significantly correlated with 2 of the components of technology level of digital trust which are hardware and software, r = .-179, electronic devices, r = .-133. It is also significantly correlated with management and other internal entities, r = .-131, IT and data support, r = .-127, external entities, r = .-098 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .155 component of processes level of digital trust.

The study did discover that priority level of software quality components and information systems component of technology level of digital trust is not significantly correlated with intuitive decision. Also, external entities from people level of digital trust, organizational data protection and privacy and internet and social media use component from processes level of digital trust is not significantly correlated with intuitive decision.

According to this result, emotional decision is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .-322, electronic devices, r = .-314, and information systems, r = .-249. It is also significantly correlated with management and other internal entities, r = .-299, IT and data support, r = .-292, external entities, r = .-256 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .188, organizational data protection and privacy, r = .-294, and internet and social media use, r = .-298 component of process level of digital trust.

The study did discover that priority level of software quality component of technology level of digital trust is not significantly correlated with emotional decision.

According to Table 4.14, uncontious thinking is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality component, r = .201, hardware and software, r = .219, electronic devices, r = .249, and information systems, r = .280. It is also significantly correlated with management and other internal entities, r = .255, IT and data support, r = .223, external entities, r = .287 components of people level of digital trust. Finally, uncontious thinking is significantly related to organizational data protection and privacy, r = .207, and internet and social media use, r = .273 component of process level of digital trust.

The study did discover that data protection and privacy component of processes level of digital trust is not significantly correlated with uncontious thinking.

Table 4.14 also shows that, quick decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality component, r = .135, hardware and software, r = .127, electronic devices, r = .150, and information systems, r = .131. It is also significantly correlated with management and other internal entities, r = .157, IT and data support, r = .142, external entities, r = .143 components of people level of digital trust. Finally, quick decision is significantly related to organizational data protection and privacy, r = .135, and internet and social media use, r = .149 component of process level of digital trust.

The study did discover that data protection and privacy component of processes level of digital trust is not significantly correlated with quick decision.

According to this table, anticipation/pra-cognition is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .-185, electronic devices, r = .-202, and information systems, r = .-164. It is also significantly correlated with management and other internal entities, r = .-201, IT and data support, r = .-192, external entities, r = .-243 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, r = .129, organizational data protection and privacy, r = .-193, and internet and social media use, r = .-184 component of process level of digital trust.

The study did discover that priority level of software quality component of technology level of digital trust is not significantly correlated with anticipation/pra-cognition.

4.2.14. Manufacturing/Others Products Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for manufacturing/others sector.

Table 4.15 Manufacturing/ Others Products Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component – Technology	Hardware and software – Technology	Electronic devices – Technology	Information systems – Technology	Management and other internal entities – People	IT and data support – People	External entities – People	Data protection and privacy – Process	Organizational data protection and privacy – Process	Internet and social media use – Process
Rational decisions	269	,138*	,261**	,292**	,260**	,289**	,273**	,228**	,162**	,271**	,227**
Intuitive decisions	267	-,056	-,211**	-,194**	-,185**	-,186**	-,154*	-,108	,194**	-,163**	-,113
Emotional decions	265	-,316**	-,456**	-,436**	-,423**	-,387**	-,386**	-,337**	-,048	-,399**	-,378**
Uncontious thinking	268	-,092	-,183**	-,127*	-,096	-,092	-,105	-,051	-,006	-,097	-,152*
Quick decisions	267	,323**	,405**	,350*	,354**	,300**	,311**	,336**	,333**	,301**	,458**
Anticipation /Pra-cognition	269	-,166**	-,104	-,134*	-,120*	-,112	-,106	-,115	-,087	-,126*	-,030

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.15. According to this result, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .138, hardware and software, r = .261, electronic devices, r = .292, and information systems, r = .260. It is also significantly correlated with management and other internal entities, r = .289, IT and data support, r = .273, external entities, r = .228 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .162, organizational data protection and privacy, r = .271, and Internet and social media use, r = .227 components of process level of digital trust.

Briefly, there is considerable correlation between rational decision and all components of digital trust.

According to Table 4.15, intuitive decision is significantly correlated with 3 of the components of technology level of digital trust which are hardware and software, r = .-211, electronic devices, r = .-194, and information systems, r = .-185. It is also significantly correlated with management and other internal entities, r = .-186, IT and data support, r = .-154 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .194, organizational data protection and privacy, r = .-163 components of process level of digital trust.

The study did discover that priority level of software quality component of technology level of digital trust is not significantly correlated with intuitive decision. Also, external entities and internet and social media use components are not significantly correlated with intuitive decision.

According to this result, emotional decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality component, r = .-316, hardware and software, r = .-456, electronic devices, r = .-436, and information systems, r = .-423. It is also significantly correlated with management and other internal entities, r = .-387, IT and data support, r = .-386, external entities, r = .-337 components of people level of digital trust. Finally, emotional decision is significantly related to organizational data protection and privacy, r = .-399 and internet and social media, r = .-378 component of process level of digital trust.

The study did discover that data protection and privacy component of technology level of digital trust is not significantly correlated with emotional decision.

In light of this outcome, uncontious thinking is significantly correlated with 2 of the components of technology level of digital trust which are hardware and software, r = .-183 and electronic devices, r = .-127. It is also significantly correlated with internet and social media, r = .-152 component of process level of digital trust.

According to the results, 2 components of technology level of digital trust components are not substantially connected with uncontious thinking such as priority level of software quality component and information systems. In addition, management and other internal entities, IT and data support and external entities components are not substantially connected with uncontious thinking. Finally, organizational data protection and privacy, data protection and privacy components are not substantially connected with uncontious thinking. As a result of that, there is a considerable correlation between connected with uncontious thinking and every aspect of digital trust, with the exception of priority level of software quality component, information systems, management and other internal entities, IT and data support and external entities, organizational data protection and privacy, data protection and privacy.

According to Table 4.15, quick decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = 323, hardware and software, r = .405, electronic devices, r = .350, and information systems, r = .354. It is also significantly correlated with management and other internal entities, r = .300, IT and data support, r = .311, external entities, r = .336 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .333, organizational data protection and privacy, r = .301, and Internet and social media use, r = .458 components of process level of digital trust.

Briefly, for all components of digital trust there is considerable correlation with quick decision.

In light of Table 4.15, anticipation/pra-cognition is significantly correlated with 3 of the components of technology level of digital trust which are priority level of software quality component, r = -166, electronic devices, r = .-134 and information systems, r = .-134 . It is also significantly correlated with organizational data protection and privacy, r = .-126 component of process level of digital trust.

According to the results, 1 components of technology level of digital trust component is not substantially connected with anticipation/pra-cognition which is hardware and software. In addition, management and other internal entities, IT and data support and external entities components are not substantially connected with anticipation/pra-cognition. Finally, data protection and privacy and internet and social media use are not substantially connected with anticipation/pra-cognition.

4.2.15. Retail/ Stores Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for retail/stores sector.

Table 4.16 Retail/Stores Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	159	-,021	-,059	-,007	-,084	-,129	-,010	-,090	-,191*	-,038	-,054
Intuitive decisions	157	,126	,089	,130	,323**	,254**	,116	,275**	,400**	,190*	,216**
Emotional decions	157	,194*	,105	,202*	,352**	,326**	,162*	,307**	,388**	,293**	,323**
Uncontious thinking	157	-,078	-,051	-,087	-,181*	-,243**	-,159*	-,119	-,009	-,163*	-,084
Quick decisions	158	-,042	-,022	,020	,011	-,007	,009	,020	,009	-,024	,024
Anticipation /Pra-cognition	157	,174*	,209**	,251**	,355**	,355**	,213**	,357**	,452**	,299**	,361**

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.16. In light of this outcome, rational decision is significantly correlated with just data protection and privacy, r = .-191 component of process level of digital trust.

In light of this outcome, intuitive decision is significantly correlated with 1 of the components of technology level of digital trust which is information systems, r = .323 . It is also significantly correlated with management and other internal entities, r = .254, external entities, r = .275 components of people level of digital trust. Lastly, intuitive decision is significantly correlated with all of the components of processes level of digital trust which are data protection and privacy, r = .400, organizational data protection and privacy, r = .190 and internet and social media use, r = .216.

According to the results, 3 components of technology level of digital trust component is not substantially connected with intuitive decision such as priority level of software quality components, hardware and software and electronic devices. In addition, IT and data support component is not substantially connected with intuitive decision.

In light of Table 4.16, emotional decision is significantly correlated with 3 of the components of technology level of digital trust which are priority level of software quality components, r = .194, electronic devices, r = .202 and information systems, r = .352. It is also significantly correlated with management and other internal entities, r = .326, IT and data support, r = .162, external entities, r = .307 components of people level of digital trust. Lastly, emotional decision is significantly correlated with all of the components of processes level of digital trust which are data protection and privacy, r = .388, organizational data protection and privacy, r = .293 and internet and social media use, r = .323.

According to the results, 1 components of technology level of digital trust component is not substantially connected with emotional decision which is hardware and software.

In light of this outcome, uncontious thinking is significantly correlated with 1 of the components of technology level of digital trust which is information systems, r = .-181 . It is also significantly correlated with management and other internal entities, r = .-243, IT and data support, r = .-159 components of people level of digital trust. Lastly, uncontious thinking is significantly correlated with 1 of the components of processes level of digital trust which is organizational data protection and privacy, r = .-163.

According to the results, 3 components of technology level of digital trust components are not substantially connected with uncontious thinking which are priority level of software quality components, hardware and software and electronic devices. Also, external entities component from people level of digital trust are not substantially connected with uncontious thinking. Finally, data protection and privacy, internet and social media use components from processes level of digital trust are not substantially connected with uncontious thinking.

The 4.16 table's study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with quick decisions. As a result, there is not considerable correlation between quick decisions and every aspect of digital trust.

According to Table 4.16, anticipation/pra-cognition is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .174, hardware and software, r = .209, electronic devices, r = .251, and information systems, r = .355. It is also significantly correlated with management and other internal entities, r = .355, IT and data support, r = .213, external entities, r = .357 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, r = .452, organizational data protection and privacy, r = .299, and Internet and social media use, r = .361 components of process level of digital trust.

Briefly, there is considerable correlation between anticipation/pra-cognition and all components of digital trust.

4.2.16. Wholesale/International Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for wholesale/international sector.

Table 4.17 Wholesale/International Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	265	,247**	,176**	,199**	,161**	,212**	,219**	,175**	,114**	,229**	,158**
Intuitive decisions	268	,018	-,002	,004	,046	,002	,001	,040	,052	,015	,004
Emotional decions	264	,004	-,070	-,057	,007	-,043	-,046	,008	,024	-,052	-,052
Uncontious thinking	267	,292**	,267**	,264**	,272**	,262**	,295**	,249**	,209**	,266**	,240**
Quick decisions	266	-,019	,045	,013	,007	-,028	,015	,036	,067	,001	,054
Anticipation /Pra-cognition	266	,154*	,098	,108	,125*	,161**	,113	,148*	,240**	,111	,178**

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.17. According to this table, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .247, hardware and software, r = .176, electronic devices, r = .199, and information systems, r = .161. It is also significantly correlated with management and other internal entities, r = .212, IT and data support, r = .219, external entities, r = .175 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .114, organizational data protection and privacy, r = .229, and Internet and social media use, r = .158 components of process level of digital trust.

Briefly, there is considerable correlation between rational decision and all components of digital trust.

The 4.17 table's study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with intuitive decisions. As a result, there is not considerable correlation between intuitive decisionsand every aspect of digital trust.

The 4.17 table's study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with emotional decision. As a result, there is not considerable correlation between emotional decision and every aspect of digital trust.

According to Table 4.17, uncontious thinking is significantly correlated with all of the components of technology level of digital trust which are priority level of software quality components, r = .292, hardware and software, r = .267, electronic devices, r = .264, and information systems, r = .272. It is also significantly correlated with management and other internal entities, r = .262, IT and data support, r = .295, external entities, r = .249 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = .209, organizational data protection and privacy, r = .266, and Internet and social media use, r = .240 components of process level of digital trust.

Briefly, there is considerable correlation between uncontious thinking and all components of digital trust.

The 4.17 table's study shows that component of technology level, people level and processes level of digital trust is not significantly correlated with quick decision. As a result, there is not considerable correlation between quick decision and every aspect of digital trust.

In light of Table 4.17, anticipation/pra-cognition is significantly correlated with 2 of the components of technology level of digital trust which are priority level of software quaility components, r = .154 and information systems, r =.125. It is also significantly correlated with management and other internal entities, r = .161 and external entities, r = .148 components of people level of digital trust. Lastly, anticipation/pra-cognition is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .240 and internet and social media, r = .178.

According to the results, 2 components of technology level of digital trust components are not substantially connected with anticipation/pra-cognition which are hardware and software and electronic devices. Also, IT and data support component from people level of digital trust are not substantially connected with anticipation/pra-cognition. Finally, organizational data protection and privacy from processes level of digital trust are not substantially connected with anticipation/pra-cognition.

4.2.17. Other (specified by participants) Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for other (specified by participants) sector. Those mentioned in Others are multi-sector companies, such as Amazon, all sectors, Broad (IT, Creative Arts, Law), Business, Chemicals, Cloud Service, Communication, Computer Technology, Drivers, education, familie, general, government, insurance and bank. Various fields have been mentioned.

Table 4.18 Other Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	257	,215**	,156*	,199**	,210**	,183**	,146*	,132*	-,002	,140*	,062
Intuitive decisions	272	,161**	-,020	-,004	,137*	,070	,016	,127*	,147*	,074	,112
Emotional decions	252	-,003	-,038	-,019	,076	-,010	-,054	,103	,150*	-,088	,114
Uncontious thinking	254	,137*	-,018	-,027	,070	-,041	-,055	,011	,161*	-,049	,136*
Quick decisions	253	-,035	,030	,041	,087	,102	,046	,136*	,134*	-,033	,177**
Anticipation /Pra-cognition	253	,005	,037	,033	,051	,018	-,027	,019	,129*	-,035	,180**

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.18. In light of this outcome, rational decision is significantly correlated with all of the components of technology level of digital trust which are priority level of software quaility components, r = .215, hardware and software, r = .156, electronic devices, r = .199 and information systems, r = .210. It is also significantly correlated with management and other internal entities, r = .183, IT data and support, r = .146 and external entities, r = .132 components of people level of digital trust. Lastly, rational decision is significantly correlated with 1 of the components of processes level of digital trust which is organizational data protection and privacy, r = .140.

To sum up, 2 components of processes level of digital trust components are not substantially connected with a rational decision which are data protection and privacy and internet and social media use.

In light of Table 4.18, intuitive decision is significantly correlated with 2 of the components of technology level of digital trust which are priority level of software quaility components, r = .161 and information systems, r = .137. It is also significantly correlated with external entities, r = .127, component of people level of digital trust. Lastly, intuitive decision is significantly correlated with 1 of the components of processes level of digital trust which is data protection and privacy, r = .147.

To sum up, 2 components of technology level of digital trust components are not substantially connected with a intuitive decision which are hardware and software and electronic devices. Also, management and other internal entities and IT data and support components are not substantially connected with a intuitive decision for people level of digital trust. Lastly, organizational data protection and privacy and internet and social media use are not substantially connected with a intuitive decision for processes level of digital trust.

In light of this outcome, emotional decision is significantly correlated with just 1 of the components of processes level of digital trust which is data protection and privacy, r = .150.

Table 4.18 also shows that uncontious thinking is significantly correlated with 1 of the components of technology level of digital trust which is priority level of software quaility components, r = .137.It is also significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .161 and internet and social media use, r = .136.

To sum up, 3 components of technology level of digital trust components are not substantially connected with a uncontious thinking which are hardware and software, electronic devices and information systems. Also, for people level there is not substantially connected with a uncontious thinking. Lastly, organizational data protection and privacy is not substantially connected with a uncontious thinking for processes level of digital trust.

In light of Table 4.18, quick decision is significantly correlated with 1 of the components of people level of digital trust which is external entities, r = .136.It is also significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .134 and internet and social media use, r = .177.

To sum up, none of the components of technology level of digital trust components are substantially connected with a quick decision which are priority level of softwarequality compponets, hardware and software, electronic devices and information systems. Also, for people level there is not substantially connected with a uncontious thinking. Lastly, organizational data protection and privacy is not substantially connected with a quick decision for processes level of digital trust.

Table 4.18 also shows that anticipation/pra-cognition is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .129 and internet and social media use, r = .180.

To sum up, none of the components of technology and people level of digital trust components are substantially connected with a anticipation/pra-cognition. In addition, organizational data protection and privacy is not substantially connected with a anticipation/pra-cognition for processes level of digital trust.

4.2.18. Public/Service Sector Analysis with 6 Decision-Making Context Factors

Spearman was used to examine relationship between 6 decision-making components and digital trust for public/service sector.

Table 4.19 Public/Service Sector Analyses with Decision-Making Context Factors

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	262	,345**	,224**	,320**	,279**	,268**	,257**	,236**	,193**	,247**	,193**
Intuitive decisions	264	,139*	-,017	,043	,094	,085	,046	,088	,069	,087	,095
Emotional decions	258	-,008	,049	,097	,140*	,145*	,147*	,207**	,159*	,094	,237**
Uncontious thinking	263	,114	,135*	,219**	,187**	,192**	,218**	,249**	,217**	,222*	,300**
Quick decisions	261	,052	,117	,123*	,135*	,073	,129*	,190**	,207**	,090	,234**
Anticipation /Pra-cognition	257	-,007	-,030	,002	,077	,053	,062	,166**	,212**	,001	,159*

Ns=not significant (p>.05), *p<.05, **p<.01

Each component's result is displayed in Table 4.19. As a result, rational decision is significantly correlated with all components of technology level, people and processes level of digital trust.

As a result, intuitive decision is significantly correlated with just 1 of the components of technology level of digital trust which is priority level of software quality components, r = .139.

To sum up, just 1 component from technology level is substantially connected with a intuitive decision. In addition, none components of people and processes level of digital trust components are substantially connected with a intuitive decision.

As a result, emotional decision is significantly correlated with just 1 of the components of technology level of digital trust which is information systems , r = .140. In addition, emotional decision is significantly correlated with all of the components of people level of digital trust which are management and other internal entities, r = .145, IT and data support, r = .147 and external entities, r = .207. Finally, emotional decision is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .159 and internet and social media use, r = .237.

To sum up, just 1 component from technology level is substantially connected with emotional decision. In addition, all component from people level is substantially connected with emotional decision. Finally, just data protection and privacy and internet and social media use substantially connected with emotional decision.

According to Table 4.19, uncontious thinking is significantly correlated with 3 of the components of technology level of digital trust which are, hardware and software, r = .135, electronic devices, r = .219, and information systems, r = .187. It is also significantly correlated with management and other internal entities, r = .192, IT and data support, r = .218, external entities, r = .249 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = .217, organizational data protection and privacy, r = .222, and internet and social media use, r = .300 components of processes level of digital trust.

Briefly, there is considerable correlation between uncontious thinking and digital trust components except priority level of software quality components.

Table 4.19 also shows that quick decision is significantly correlated with 2 of the components of technology level of digital trust which is electronic devices, r = .123 and information systems , r = .135. In addition, quick decision is significantly correlated with 2 of the components of people level of digital trust which are IT and data support, r = .129 and external entities, r = .190. Finally, quick decision is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .207 and internet and social media use, r = .234.

To sum up, 2 component from technology level is not substantially connected with quick decision which are priority level of software quality components and hardware and software. In addition, management and other internal entities is not substantially connected with quick decision. Finally, organizational data protection and privacy is not substantially connected with quick decision.

According to Table 4.19, anticipation/pra-cognition is significantly correlated with 1 of the components of people level of digital trust which is external entities, r = .166. In addition, anticipation/pra-cognition is significantly correlated with 2 of the components of processes level of digital trust which are data protection and privacy, r = .212 and internet and social media use, r = .159.

To sum up, none component from technology level is not substantially connected with anticipation/pra-cognition. In addition, management and other internal entities and IT and data support are not substantially connected with anticipation/pra-cognition. Finally, organizational data protection and privacy is not substantially connected with anticipation/pra-cognition.

4.3. Analysis of the Relationship Between Decision-Making and Digital Trust of Different Roles of Technographic Ladder

Spearman’s rho analysis was conducted to explore 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, and internet and social media use across 6 different decision-making components such as rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions and anticipation/pra-cognition for different roles of technographic ladder.

4.3.1. Analysis of the Relationship Between Decision-Making and Digital Trust for Creators According to Technographic Ladder

Table 4.20 Creators According to Technographic Ladder

Decision-Making	N	Priority level of software quality component-Technology	Hardware and software-Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	1326	,156**	,192**	,193**	,181**	,188**	,189**	,185**	,087**	,196**	,176**
Intuitive decisions	1329	,079**	0,032	0,048	,059*	0,048	0,035	0,050	,076**	0,033	0,022
Emotional decions	1312	-0,029	-,077**	-,073**	-,056*	-0,051	-,078**	-,058*	-0,010	-,083**	-,095**
Uncontious thinking	1327	,131**	,152**	,168**	,150**	,157**	,159**	,172**	,100**	,164**	,162**
Quick decisions	1329	,093**	,134**	,138**	,109**	,101**	,127**	,133**	,153**	,132**	,168**
Anticipation /Pra-cognition	1316	-0,033	-,104**	-,103**	-,075**	-,081**	-,116**	-,093**	-0,025	-,112**	-,118**

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were creators in the technographic ladder in Table 4.20. According to results, it is significantly correlated with priority level of software quality components r = .156, hardware and software r = .192, electronic devices, r = .193, and information systems, r = .181. It is also significantly correlated with management and other internal entities, r = .188, IT and data support, r = .189, external entities, r = .185 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy r = .087 organizational data protection and privacy, r = .196, and Internet and social media use, r = .176 components of process level of digital trust.
Analyzes between intuitive decision and digital trust were made for those who were creators in the technographic ladder in Table 4. 20. According to results, it is significantly correlated with priority level of software quality components r = .079 and information systems r = .059. It is also significantly correlated with data protection and privacy r = .076.

To sum up for analyzes between intuitive decision and digital trust were made for those who were creators in the technographic ladder, hardware and software, electronic devices, management and other internal entities, IT and data support, external entities, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between emotional decision and digital trust were made for those who were creators in the technographic ladder in Table 4. 20. According to results, it is significantly correlated with hardware and software r = .-077, electronic devices, r = .-073, and information systems, r = .-056. It is also significantly correlated with IT and data support, r = .-078, external entities, r = .-058 components of people level of digital trust. Finally, emotional decision is significantly related to organizational data protection and privacy, r = .-083, and Internet and social media use, r = .-095 components of process level of digital trust.

To sum up for analyzes between emotional decision and digital trust were made for those who were creators in the technographic ladder, priority level of software quality components, management and other internal entities, data protection and privacy use are not significantly correlated.

Analyzes between uncontious thinking and digital trust were made for those who were creators in the technographic ladder in Table 4.20. According to results, it is significantly correlated with priority level of software quality components r = .131, Hardware and software r = .152, electronic devices, r = .168, and information systems, r = .150. It is also significantly correlated with management and other internal entities, r = .157, IT and data support, r = .159, external entities, r = .172 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = .100, organizational data protection and privacy, r = .164, and Internet and social media use, r = .162 components of process level of digital trust.
Analyzes between quick decisions and digital trust were made for those who were creators in the technographic ladder in Table 4. 20 According to results, it is significantly correlated with priority level of software quality components r = .093, hardware and software r = .134, electronic devices, r = .138, and information systems, r = .109. It is also significantly correlated with management and other internal entities, r = .101, IT and data support, r = .127, external entities, r = .133 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .153, organizational data protection and privacy, r = .132, and Internet and social media use, r = .168 components of process level of digital trust.
Analyzes between anticipation/pra-cognition and digital trust were made for those who were creators in the technographic ladder in Table 4.20 According to results, it is significantly correlated with hardware and software r = .-104, electronic devices, r = .-103, and information systems, r = .-075. It is also significantly management and other internal entities, r = .-081, IT and data support, r = .-116, external entities, r = .-093 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to organizational data protection and privacy, r = .-112, and Internet and social media use, r = .-118 components of process level of digital trust.

To sum up for analyzes between anticipation/pra-cognition and digital trust were made for those who were creators in the technographic ladder, priority level of software quality components, data protection and privacy are not significantly correlated.

4.3.2. Analysis of the Relationship Between Decision-Making and Digital Trust for Conversationalist According to Technographic Ladder

Table 4.21 Conversationalist According to Technographic Ladder

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	544	,291**	,289**	,337**	,266**	,329**	,308**	,283**	-0,060	,318**	,229**
Intuitive decisions	543	,159**	-0,003	-0,025	,102*	0,015	-0,042	0,069	,270**	-0,022	-0,004
Emotional decions	532	,119**	-0,023	-0,032	0,085	-0,005	-0,054	,092*	,392**	-0,059	0,054
Uncontious thinking	544	,179**	,205**	,277**	,228**	,244**	,271**	,306**	,094*	,201**	,299**
Quick decisions	539	,124**	,174**	,169**	,148**	,111**	,125**	,204**	,180**	,109*	,195**
Anticipation /Pra-cognition	534	,150**	0,003	-0,002	0,022	-0,021	-0,017	0,041	,326**	-0,039	0,063

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were conversationalist in the technographic ladder in Table 4.21. According to results, it is significantly correlated with priority level of software quality components r = .291, hardware and software r = .289, electronic devices, r = .337, and information systems, r = .266. It is also significantly correlated with management and other internal entities, r = .329, IT and data support, r = .308, external entities, r = .283 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .318, and Internet and social media use, r = .229 components of process level of digital trust.

To sum up for analyzes between rational decision and digital trust were made for those who were conversationalist in the technographic ladder, data protection and privacy use is not significantly correlated.

Analyzes between intuitive decision and digital trust were made for those who were conversationalist in the technographic ladder in Table 4.21. According to results, it is significantly correlated with priority level of software quality components r = .159 and information systems r = .102. It is also significantly correlated with data protection and privacy r = .270 .

To sum up for analyzes between intuitive decision and digital trust were made for those who were conversationalist in the technographic ladder, hardware and software, electronic devices, management and other internal entities, IT and data support, external entities, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between emotional decision and digital trust were made for those who were conversationalist in the technographic ladder in Table 4.21. According to results, it is significantly correlated with priority level of software quality components, r = .119. It is also significantly external entities, r = .092 component of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .392 component of process level of digital trust.

To sum up for analyzes between emotional decision and digital trust were made for those who were conversationalist in the technographic ladder, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between uncontious thinking and digital trust were made for those who were conversationalist in the technographic ladder in Table 4.21. According to results, it is significantly correlated with priority level of software quality components r = .179, hardware and software r = .205, electronic devices, r = .277, and information systems, r = .228. It is also significantly correlated with management and other internal entities, r = .244, IT and data support, r = .271, external entities, r = .306 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = .094, organizational data protection and privacy, r = .201, and Internet and social media use, r = .299 components of process level of digital trust. Analyzes between quick decisions and digital trust were made for those who were conversationalist in the technographic ladder in Table 4.21. According to results, it is significantly correlated with priority level of software quality components r = .124, hardware and software r = .174, electronic devices, r = .169, and information systems, r = .148. It is also significantly correlated with management and other internal entities, r = .111, IT and data support, r = .125, external entities, r = .204 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .180, organizational data protection and privacy, r = .109, and Internet and social media use, r = .195 components of process level of digital trust.
Analyzes between anticipation/pra-cognition and digital trust were made for those who were conversationalist in the technographic ladder in Table 4.21. According to results, it is significantly correlated with priority level of software quality components, r = .150. It is significantly related to data protection and privacy, r = .326, component of process level of digital trust.

To sum up for analyzes between anticipation/pra-cognition and digital trust were made for those who were conversationalist in the technographic ladder, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy and Internet and social media use are not significantly correlated.

4.3.3. Analysis of the Relationship Between Decision-Making and Digital Trust for Critics According to Technographic Ladder

Table 4.22 Critics According to Technographic Ladder

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	572	,369**	,422**	,459**	,415**	,446**	,455**	,442**	,256**	,440**	,441**
Intuitive decisions	574	,381**	,286**	,301**	,339**	,321**	,273**	,326**	,391**	,314**	,277**
Emotional decions	563	,273**	,260**	,273**	,305**	,267**	,229**	,321**	,514**	,272**	,349**
Uncontious thinking	573	,285**	,377**	,381**	,355**	,360**	,369**	,397**	,372**	,370**	,446**
Quick decisions	571	,306**	,431**	,438**	,457**	,423**	,374**	,451**	,517**	,409**	,493**
Anticipation /Pra-cognition	566	,229**	,280**	,284**	,257**	,253**	,275**	,307**	,419**	,306**	,401**

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were critics in the technographic ladder in Table 4.22. According to results, it is significantly correlated with priority level of software quality components r = .369, hardware and software r = .422, electronic devices, r = .459, and information systems, r = .415. It is also significantly correlated with management and other internal entities, r = .446, IT and data support, r = .455, external entities, r = .442 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .256, organizational data protection and privacy, r = .440, and Internet and social media use, r = .441 components of process level of digital trust.

Analyzes between intuitive decision and digital trust were made for those who were critics in the technographic ladder in Table 4.22. According to results, it is significantly correlated with priority level of software quality components r = .381, hardware and software r = .286, electronic devices, r = .301, and information systems, r = .339. It is also significantly correlated with management and other internal entities, r = .321, IT and data support, r = .273, external entities, r = .326 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .391, organizational data protection and privacy, r = .314, and Internet and social media use, r = .277 components of process level of digital trust.

Analyzes between emotional decision and digital trust were made for those who were critics in the technographic ladder in Table 4.22. According to results, it is significantly correlated with priority level of software quality components r = .273, hardware and software r = .260, electronic devices, r = .273, and information systems, r = .305. It is also significantly correlated with management and other internal entities, r = .267, IT and data support, r = .229, external entities, r = .321 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .514, organizational data protection and privacy, r = .272, and Internet and social media use, r = .349 components of process level of digital trust.

Analyzes between uncontious thinking and digital trust were made for those who were critics in the technographic ladder in Table 4.22. According to results, it is significantly correlated with priority level of software quality components r = .285, hardware and software r = .377, electronic devices, r = .381, and information systems, r = .355. It is also significantly correlated with management and other internal entities, r = .360, IT and data support, r = .369, external entities, r = .397 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = .372, organizational data protection and privacy, r = .370, and Internet and social media use, r = .446 components of process level of digital trust.

Analyzes between quick decisions and digital trust were made for those who were critics in the technographic ladder in Table 4.22. According to results, it is significantly correlated with priority level of software quality components r = .306, hardware and software r = .431, electronic devices, r = .438, and information systems, r = .457. It is also significantly correlated with management and other internal entities, r = .423, IT and data support, r = .374, external entities, r = .451 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .517, organizational data protection and privacy, r = .409, and Internet and social media use, r = .493 components of process level of digital trust.

Analyzes between anticipation/pra-cognition and digital trust were made for those who were critics in the technographic ladder in Table 4.22. According to results, it is significantly correlated with priority level of software quality components r = .229, hardware and software r = .280, electronic devices, r = .284, and information systems, r = .257. It is also significantly correlated with management and other internal entities, r = .253, IT and data support, r = .275, external entities, r = .307 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, r = .419, organizational data protection and privacy, r = .306, and Internet and social media use, r = .401 components of process level of digital trust.

4.3.4. Analysis of the Relationship Between Decision-Making and Digital Trust for Collectors According to Technographic Ladder

Table 4.23 Collectors According to Technographic Ladder

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	294	,315**	,169**	,240**	,216**	,217**	,233**	,233**	-,132*	,251**	,268**
Intuitive decisions	295	0,049	0,099	0,048	,168**	0,078	0,029	0,108	,374**	0,035	0,013
Emotional decions	283	0,002	0,024	-0,042	0,039	-0,024	-0,065	0,020	,418**	-0,041	-0,034
Uncontious thinking	294	,140*	-,120*	-0,046	0,024	-0,031	-0,034	0,047	-0,003	-0,041	0,049
Quick decisions	294	,204**	,509**	,455**	,449**	,433**	,429**	,407**	,143*	,423**	,420**
Anticipation /Pra-cognition	290	-0,078	-,139*	-,160**	-,152**	-,192**	-,162**	-,143*	,137*	-,165**	-0,066

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were collectors in the technographic ladder in Table 4.23. According to results it is significantly correlated with priority level of software quality components r = .315, hardware and software r = .169, electronic devices, r = .240, and information systems, r = .216. It is also significantly correlated with management and other internal entities, r = .217, IT and data support, r = .233, external entities, r = .233 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .-132 , organizational data protection and privacy, r = .251, and Internet and social media use, r = .268 components of process level of digital trust.
Analyzes between intuitive decision and digital trust were made for those who were collectors in the technographic ladder in Table 4.23. According to results, it is significantly correlated with information systems, r = .168. It is also significantly correlated with data protection and privacy, r = .374.

To sum up for analyzes between intuitive decision and digital trust were made for those who were collectors in the technographic ladder, priority level of software quality components, hardware and software, electronic devices, management and other internal entities, IT and data support, external entities, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between emotional decision and digital trust were made for those who were collectors in the technographic ladder in Table 4.23. According to results, it is significantly correlated with data protection and privacy, r = .418.

To sum up for analyzes between emotional decision and digital trust were made for those who were collectors in the technographic ladder, priority level of software quality components, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between uncontious thinking and digital trust were made for those who were collectors in the technographic ladder in Table 4.23. According to results, uncontious thinking is significantly correlated with priority level of software quality components r = .140 and hardware and software, r = .-120.

To sum up for analyzes between uncontious thinking and digital trust were made for those who were collectors in the technographic ladder, electronic devices, information systems, management and other internal entities, IT and data support, external entities, data protection and privacy, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between quick decisions and digital trust were made for those who were collectors in the technographic ladder in Table 4.23. According to results, it is significantly correlated with priority level of software quality components $r = .204$, hardware and software $r = .509$, electronic devices, $r = .455$, and information systems, $r = .449$. It is also significantly correlated with management and other internal entities, $r = .433$, IT and data support, $r = .429$, external entities, $r = .407$ components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, $r = .143$, organizational data protection and privacy, $r = .423$, and Internet and social media use, $r = .420$ components of process level of digital trust.

Analyzes between anticipation/pra-cognition and digital trust were made for those who were collectors in the technographic ladder in Table 4.23. According to results, anticipation/pra-cognition is significantly correlated with hardware and software, r = .-139, electronic devices, r = .-160, and information systems, r = .-152. It is also significantly correlated with management and other internal entities, r = .-192, IT and data support, r = .-162, external entities, r = .-143 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, $r = .137$, organizational data protection and privacy, r = .-165 components of process level of digital trust.

To sum up for analyzes between anticipation/pra-cognition and digital trust were made for those who were collectors in the technographic ladder, priority level of software quality components and internet and social media use are not significantly correlated.

4.3.5. Analysis of the Relationship Between Decision-Making and Digital Trust for Joiners According to Technographic Ladder

Table 4.24 Joiners According to Technographic Ladder

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technolog y	Electronic devices - Technolog y	Information systems - Technology	Managemen t and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizationa l data protection and privacy - Process	Internet and social media use - Process
Rational decisions	800	,328**	,292**	,295**	,269**	,258**	,285**	,257**	-,082*	,312**	,245**
Intuitive decisions	800	0,040	-0,011	-0,017	0,052	-0,003	-0,030	0,033	,221**	-0,027	-0,029
Emotional decions	787	-0,062	-0,040	-0,047	-0,032	-0,053	-0,062	-0,019	,300**	-0,062	0,020
Uncontious thinking	797	,111**	0,015	0,026	0,008	-0,009	0,013	0,053	,143**	0,025	,120**
Quick decisions	798	,124**	,246**	,251**	,262**	,225**	,202**	,276**	,099**	,210**	,307**
Anticipation /Pra-cognition	780	0,036	,126**	,115**	,096**	,085*	,103**	,090*	,135**	,105**	,211**

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were joiners in the technographic ladder in Table 4.24. According to results, it is significantly correlated with priority level of software quality components r = .328, hardware and software r = .292, electronic devices, r = .295, and information systems, r = .269. It is also significantly correlated with management and other internal entities, r = .258, IT and data support, r = .285, external entities, r = .257 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .-082 , organizational data protection and privacy, r = .312, and Internet and social media use, r = .245 components of process level of digital trust.
Analyzes between intuitive decision and digital trust were made for those who were joiners in the technographic ladder in Table 4.24. According to results, it is significantly correlated with data protection and privacy, r = .221.

To sum up for analyzes between intuitive decision and digital trust were made for those who were joiners in the technographic ladder, priority level of software quality components, hardware and software, electronic devices, information sysyems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between emotional decision and digital trust were made for those who were joiners in the technographic ladder in Table 4.24. According to results, it is significantly correlated with data protection and privacy, r = .300.

To sum up for analyzes between emotional decision and digital trust were made for those who were joiners in the technographic ladder, priority level of software quality components, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between uncontious thinking and digital trust were made for those who were joiners in the technographic ladder in Table 4.24. According to results, it is significantly correlated with priority level of software quality components r = .111 which is one of the components of technology level of digital trust. In addition, data protection and privacy r = .143 and internet and social media use, r = .120 are significantly correlated.

To sum up for analyzes between uncontious thinking and digital trust were made for those who were joiners in the technographic ladder, electronic devices, information systems, management and other internal entities, IT and data support, external entities and organizational data protection and privacy are not significantly correlated.

Analyzes between quick decisions and digital trust were made for those who were joiners in the technographic ladder in Table 4.24. According to results, it is significantly correlated with priority level of software quality components r = .124, hardware and software r = .246, electronic devices, r = .251, and information systems, r = .262. It is also significantly correlated with management and other internal entities, r = .225, IT and data support, r = .202, external entities, r = .276 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .099, organizational data protection and privacy, r = .210, and Internet and social media use, r = .307 components of process level of digital trust.

Analyzes between anticipation/pra-cognition and digital trust were made for those who were joiners in the technographic ladder in Table 4.24. According to results, it is significantly correlated with hardware and software r = .126, electronic devices, r = .115, and information systems, r = .096. It is also significantly correlated with management and other internal entities, r = .085, IT and data support, r = .103, external entities, r = .090 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, r = .135, organizational data protection and privacy, r = .105 and internet and social media use, r = .211 components of process level of digital trust.

To sum up for analyzes between anticipation/pra-cognition and digital trust were made for those who were joiners in the technographic ladder, priority level of software quality components is not significantly correlated.

4.3.6. Analysis of the Relationship Between Decision-Making and Digital Trust for Spectators According to Technographic Ladder

Table 4.25 Spectators According to Technographic Ladder

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	1410	,277**	,350**	,366**	,320**	,350**	,355**	,259**	-,078**	,358**	,241**
Intuitive decisions	1415	,088**	-,058*	-0,044	,057*	-0,005	-0,023	0,033	,209**	-0,007	-0,003
Emotional decions	1395	,060*	-0,050	-0,027	0,015	-0,011	-0,010	,066*	,330**	-0,039	,065*
Uncontious thinking	1397	,140**	,101**	,127**	,135**	,100**	,121**	,127**	,168**	,111**	,191**
Quick decisions	1399	,054*	,163**	,144**	,109**	,112**	,108**	,183**	,161**	,093**	,254**
Anticipation /Pra-cognition	1375	0,052	,113**	,088**	,114**	,098**	,084**	,139**	,221**	,083**	,194**

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were spectators in the technographic ladder in Table 4.25. According to results, it is significantly correlated with priority level of software quality components r = .277, hardware and software r = .350, electronic devices, r = .366, and information systems, r = .320. It is also significantly correlated with management and other internal entities, r = .350, IT and data support, r = .355, external entities, r = .259 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .-078 , organizational data protection and privacy, r = .358, and Internet and social media use, r = .241 components of process level of digital trust.

Analyzes between intuitive decision and digital trust were made for those who were spectators in the technographic ladder in Table 4.25. According to results, it is significantly correlated with priority level of software quality components r = .088, hardware and software r = .-058 and information sysyems, r = .057. It is significantly correlated with data protection and privacy, r = .209.

To sum up for analyzes between intuitive decision and digital trust were made for those who were spectators in the technographic ladder, electronic devices, management and other internal entities, IT and data support, external entities, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between emotional decision and digital trust were made for those who were spectators in the technographic ladder in Table 4.25. According to results, emotional decision is significantly correlated with priority level of software quality components r = .060. It is significantly correlated with external entities, r = .066. Finally, it is significantly correlated with data protection and privacy, r = .300 and internet and social media use, r = .065.

To sum up for analyzes between emotional decision and digital trust were made for those who were spectators in the technographic ladder, hardware and software, electronic devices, information systems, management and other internal entities, IT and data support, organizational data protection and privacy are not significantly correlated.

Analyzes between uncontious thinking and digital trust were made for those who were spectators in the technographic ladder in Table 4.25. According to results, it is significantly correlated with priority level of software quality components r = .140, hardware and software r = .101, electronic devices, r = .127, and information systems, r = .135. It is also significantly correlated with management and other internal entities, r = .100, IT and data support, r = .121, external entities, r = .127 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = .168, organizational data protection and privacy, r = .111, and Internet and social media use, r = .191 components of process level of digital trust. Analyzes between quick decisions and digital trust were made for those who were spectators in the technographic ladder in Table 4.25. According to results, it is significantly correlated with priority level of software quality components r = .054, hardware and software r = .163, electronic devices, r = .144, and information systems, r = .109. It is also significantly correlated with management and other internal entities, r = .112, IT and data support, r = .108, external entities, r = .183 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .161, organizational data protection and privacy, r = .093, and Internet and social media use, r = .254 components of process level of digital trust.

Analyzes between anticipation/pra-cognition and digital trust were made for those who were spectators in the technographic ladder in Table 4.25. According to results, anticipation/pra-cognition is significantly correlated with hardware and software r = .113, electronic devices, r = .088, and information systems, r = .114. It is also significantly correlated with management and other internal entities, r = .098, IT and data support, r = .184, external entities, r = .139 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, r = .221, organizational data protection and privacy, r = .083 and internet and social media use, r = .194 components of process level of digital trust.

To sum up for analyzes between anticipation/pra-cognition and digital trust were made for those who were spectators in the technographic ladder, priority level of software quality components is not significantly correlated.

4.3.7. Analysis of the Relationship Between Decision-Making and Digital Trust for Inactives According to Technographic Ladder

Table 4.26 Inactives According to Technographic Ladder

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	340	,301**	,306**	,377**	,203**	,224**	,333**	,232**	-0,016	,240**	,196**
Intuitive decisions	340	0,081	-0,105	-0,044	,114*	0,106	-0,032	0,100	,240**	0,035	0,093
Emotional decions	326	0,072	-,130*	-0,073	0,052	0,045	-0,058	0,016	,274**	0,034	,139*
Uncontious thinking	340	,224**	,188**	,190**	0,096	0,060	,126*	0,085	,171**	,115*	,263**
Quick decisions	336	,168**	,212**	,267**	,207**	,157**	,219**	,190**	0,094	,168**	,259**
Anticipation /Pra-cognition	328	0,020	-0,068	-0,021	,131*	0,087	0,007	,133*	,223**	0,058	,165**

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were inactives in the technographic ladder in Table 4.26. According to results, it is significantly correlated with priority level of software quality components r = .301, hardware and software r = .306, electronic devices, r = .377, and information systems, r = .203. It is also significantly correlated with management and other internal entities, r = .224, IT and data support, r = .333, external entities, r = .232 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .240, and Internet and social media use, r = .196 components of process level of digital trust.

To sum up for analyzes between rational decision and digital trust were made for those who were inactives in the technographic ladder, data protection and privacy is not significantly correlated.

Analyzes between intuitive decision and digital trust were made for those who were inactives in the technographic ladder in Table 4.26. According to results, it is significantly correlated with information sysyems, r = .114. It is significantly correlated with data protection and privacy, r = .240.

To sum up for analyzes between intuitive decision and digital trust were made for those who were inactives in the technographic ladder, priority level of software quality components, hardware and software, electronic devices, management and other internal entities, IT and data support, external entities, organizational data protection and privacy and internet and social media use are not significantly correlated.

Analyzes between emotional decision and digital trust were made for those who were inactives in the technographic ladder in Table 4.26. According to results, it is significantly correlated with hardware and software r = .-130. It is significantly correlated with data protection and privacy, r = .274 and internet and social media use, r = .139.

To sum up for analyzes between emotional decision and digital trust were made for those who were spectators in the technographic ladder, priority level of software quality components, electronic devices, information systems, management and other internal entities, IT and data support, external entities, organizational data protection and privacy are not significantly correlated.

Analyzes between uncontious thinking and digital trust were made for those who were inactives in the technographic ladder in Table 4.26. According to results, it is significantly correlated with priority level of software quality components r = .244, hardware and software r = .188, electronic devices, r = .190. It is also significantly correlated with , IT and data support, r = .126. Finally, uncontious thinking is significantly related to data protection and privacy, r = .171, organizational data protection and privacy, r = .115, and Internet and social media use, r = .263 components of process level of digital trust.

To sum up, uncontious thinking and digital trust were made for those who were inactives in the technographic ladder, information systems, management and other internal entities and external entities are not significantly correlated.

Analyzes between quick decisions and digital trust were made for those who were inactives in the technographic ladder in Table 4.26. According to results, it is significantly correlated with priority level of software quality components r = .168, hardware and software r = .212, electronic devices, r = .267, and information systems, r = .207. It is also significantly correlated with management and other internal entities, r = .157, IT and data support, r = .219, external entities, r = .190 components of people level of digital trust. Finally, quick decision is significantly related to organizational data protection and privacy, r = .168, and Internet and social media use, r = .259 components of process level of digital trust.

To sum up for analyzes between quick decisions and digital trust were made for those who were inactives in the technographic ladder, data protection and privacy is not significantly correlated.

Analyzes between anticipation/pra-cognition and digital trust were made for those who were inactives in the technographic ladder in Table 4.26. According to results, it is significantly correlated with information systems, r = .131. It is also significantly correlated with external entities, r = .133 components of people level of digital trust. Finally, anticipation/pra-cognition is significantly related to data protection and privacy, r = .223 and internet and social media use, r = .165 components of process level of digital trust.

To sum up for analyzes between anticipation/pra-cognition and digital trust were made for those who were inactives in the technographic ladder, priority level of software quality components, hardware and software, electronic devices, management and other internal entities, IT and data support, organizational data protection and privacy are not significantly correlated.

4.4. Gender Analyses for Industry Sectors

Spearman's rho analysis was conducted to explore digital trust components across 6 decision-making components for 4 industry sector supplier components to reveal gender differentiation.

4.4.1. Female Analyses for the Agriculture/Farming Industry Sector

Spearman's correlation coefficient was used to examine the relationship between decision-making and digital trust for females in the agricultural sector.

Table 4.27 Female Analyses for Agriculture/Farming Industry

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	84	0,211	,281**	,279*	,268*	,278*	,289**	,245*	,263*	,306**	,316**
Intuitive decisions	84	0,052	-0,015	-0,020	0,006	-0,007	-0,039	-0,002	0,002	-0,006	-0,142
Emotional decions	83	0,209	0,113	0,174	0,167	0,209	0,194	,216*	0,113	0,189	0,113
Uncontious thinking	84	,270*	0,188	,222*	,258*	,253*	0,212	,240*	,293**	,247*	,286**
Quick decisions	81	0,007	-0,009	0,019	-0,015	0,003	-0,031	-0,005	-0,156	-0,065	-0,155
Anticipation /Pra-cognition	84	0,204	0,009	0,089	0,149	0,115	0,066	0,083	0,162	0,105	0,010

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were female shown in Table 4.27. According to results, it is significantly correlated with hardware and software r = .281, electronic devices, r = .279, and information systems, r = .268. It is also significantly correlated with management and other internal entities, r = .278, IT and data support, r = .289, external entities, r = .245 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy r = .263, organizational data protection and privacy, r = .306, and Internet and social media use, r = .316 components of process level of digital trust.

Briefly, there is not significantly correlated with priority level of software quality components.

Analyzes between intuitive decision and digital trust were made for those who were female shown in Table 4.27. According to results, there is not significantly correlation between intuitive decision and digital trust.
Analyzes between emotional decision and digital trust were made for those who were female shown in Table 4.27. According to results, there is significantly correlated with external entities, r = .216 component of people level of digital trust.

Briefly, there is just significantly correlation for external entities.

Analyzes between uncontious thinking and digital trust were made for those who were female shown in Table 4.27. According to results, it is significantly correlated with priority level of software quality components, r = .222 electronic devices, r = .279, and information systems, r = .258. It is also significantly correlated with management and other internal entities, r = .253, external entities, r = .245 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy r = .293, organizational data protection and privacy, r = .247, and Internet and social media use, r = .286 components of process level of digital trust.

Briefly, there is not significantly correlated with hardware and software, IT and data support.

Analyzes between quick decision and digital trust were made for those who were female shown in Table 4.27. According to results, it is not significantly correlation between quick decision and digital trust.

Analyzes between anticipation/pra-cognition and digital trust were made for those who were female shown in Table 4.27. According to results, it is not significantly correlation between anticipation/pra-cognition and digital trust.

4.4.2. Male Analyses for the Agriculture/Farming Industry Sector

Spearman's correlation coefficient was used to examine the relationship between decision-making and digital trust for males in the agricultural sector.

Table 4.28 Male Analyses for Agriculture/Farming Industry Sector

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	91	0,104	0,203	,227*	,218*	,248*	0,199	,252*	-0,140	0,199	0,090
Intuitive decisions	90	-0,025	-,237*	-,271**	-0,181	-,267*	-,237*	-,227*	0,142	-,254*	-0,187
Emotional decions	89	-0,011	-,382**	-,399**	-,317**	-,360**	-,369**	-,340**	0,202	-,326**	-,293**
Uncontious thinking	91	0,133	-0,109	-0,084	0,017	-0,035	-0,090	-0,018	0,162	-0,066	-0,125
Quick decisions	91	,305**	0,129	0,103	0,119	0,109	0,106	0,079	-0,031	0,090	0,050
Anticipation /Pra-cognition	89	-0,130	0,043	0,011	-0,004	0,017	0,000	-0,036	-0,159	0,043	0,065

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were male shown in Table 4.28. According to results, it is significantly correlated with electronic devices, r = .227, and information systems, r = .218. It is also significantly correlated with management and other internal entities, r = .248, external entities, r = .252 components of people level of digital trust.

Briefly, there is not significantly correlated with priority level of software quality components, hardware and software, IT and data support, data protection and privacy, organizational data protection and privacy and internet and social media use.

Analyzes between intuitive decision and digital trust were made for those who were male shown in Table 4.28. According to results, it is significantly correlated with hardware and software, r = .-237, electronic devices, r = .-271. It is also significantly correlated with management and other internal entities, r = .-267, IT and data support, r = .-237 and external entities, r = .-227. Lastly, intuitive decision is significantly related to organizational data protection and privacy, r = .-254.

Briefly, there is not significantly correlated with priority level of software quality components, information systems, data protection and privacy, and internet and social media use.

Analyzes between emotional decision and digital trust were made for those who were male shown in Table 4.28. According to results, it is significantly correlated with hardware and software, r = .-382, electronic devices, r = .-399 and information systems, r = .-317. It is also significantly correlated with management and other internal entities, r = .-360, IT and data support, r = .-369, external entities, r = .-340 component of people level of digital trust. Lastly, emotional decision is significantly related to organizational data protection and privacy, r = .-326 and internet and social media use, r = .-293.

Briefly, there is not significantly correlated with priority level of software quality components and data protection and privacy.

Analyzes between uncontious thinking and digital trust were made for those who were male shown in Table 4.28. According to results, there is not significantly correlation between uncontious thinking and digital trust.

Analyzes between quick decision and digital trust were made for those who were male shown in Table 4.28. According to results, it is significantly correlated with priority level of software quality components, r = .305 component of technology level of digital trust.

Briefly, there is just significantly correlation for priority level of software quality components.

Analyzes between anticipation/pra-cognition and digital trust were made for those who were male shown in Table 4.28. According to results, it is not significantly correlation between anticipation/pra-cognition and digital trust.

4.4.3. Female Analyses for the Education/Academe Industry Sector

Spearman's correlation coefficient was used to examine the relationship between decision-making and digital trust for females in the education/academe sector.

Table 4.29 Female Analyses for Education/Academe Industry Sector

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	328	,399**	,326**	,389**	,321**	,357**	,400**	,414**	,314**	,413**	,385**
Intuitive decisions	330	,341**	,287**	,305**	,386**	,294**	,279**	,355**	,282**	,262**	,237**
Emotional decions	321	,305**	,338**	,362**	,347**	,313**	,331**	,424**	,441**	,373**	,422**
Uncontious thinking	327	,262**	,360**	,402**	,366**	,353**	,353**	,427**	,414**	,326**	,447**
Quick decisions	324	,279**	,410**	,434**	,396**	,329**	,338**	,475**	,491**	,323**	,490**
Anticipation /Pra-cognition	320	,256**	,301**	,351**	,367**	,320**	,332**	,442**	,397**	,298**	,482**

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were female shown in Table 4.29. According to results, it is significantly correlated with priority level of software quality components, r = .399, hardware and software r = .326, electronic devices, r = .389, and information systems, r = .321. It is also significantly correlated with management and other internal entities, r = .357, IT and data support, r = .400, external entities, r = .414 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy r = .314, organizational data protection and privacy, r = .413, and Internet and social media use, r = .385 components of process level of digital trust.

Analyzes between intuitive decision and digital trust were made for those who were female shown in Table 4.29. According to results, it is significantly correlated with priority level of software quality components, r = .341, hardware and software r = .287, electronic devices, r = .305, and information systems, r = .386. It is also significantly correlated with management and other internal entities, r = .294, IT and data support, r = .279, external entities, r = .355 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy r = .282, organizational data protection and privacy, r = .262, and Internet and social media use, r = .237 components of process level of digital trust.

Analyzes between emotional decision and digital trust were made for those who were female shown in Table 4.29. According to results, it is significantly correlated with priority level of software quality components, r = .305, hardware and software r = .338, electronic devices, r = .362, and information systems, r = .347. It is also significantly correlated with management and other internal entities, r = .313, IT and data support, r = .331, external entities, r = .424 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy r = .441, organizational data protection and privacy, r = .373, and Internet and social media use, r = .422 components of process level of digital trust.

Analyzes between uncontious thinking and digital trust were made for those who were female shown in Table 4.29. According to results, it is significantly correlated with priority level of software quality components, r = .262, hardware and software r = .360, electronic devices, r = .402, and information systems, r = .366. It is also significantly correlated with management and other internal entities, r = .353 IT and data support, r

= .353, external entities, r = .427 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy r = .414, organizational data protection and privacy, r = .326, and Internet and social media use, r = .447 components of process level of digital trust.

Analyzes between quick decision and digital trust were made for those who were female shown in Table 4.29. According to results, it is significantly correlated with priority level of software quality components, r = .279, hardware and software r = .410, electronic devices, r = .434, and information systems, r = .396. It is also significantly correlated with management and other internal entities, r = .329, IT and data support, r = .338, external entities, r = .475 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy r = .491, organizational data protection and privacy, r = .323, and Internet and social media use, r = .490 components of process level of digital trust.

Analyzes between anticipation/pra-cognition and digital trust were made for those who were female shown in Table 4.29. According to results, it is significantly correlated with priority level of software quality components, r = .256, hardware and software r = .301, electronic devices, r = .351, and information systems, r = .367. It is also significantly correlated with management and other internal entities, r = .320, IT and data support, r = .332, external entities, r = .442 components of people level of digital trust. Finally, anticipation /pra-cognition is significantly related to data protection and privacy r = .397, organizational data protection and privacy, r = .298, and Internet and social media use, r = .482 components of process level of digital trust.

4.4.4. Male Analyses for the Education/Academe Industry Sector

Spearman’s correlation coefficient was used to examine the relationship between decision-making and digital trust for males in the education/academe sector.

Table 4.30 Male Analyses for Education/Academe Industry Sector

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	200	,345**	,372**	,453**	,353**	,376**	,395**	,323**	,178*	,362**	,382**
Intuitive decisions	202	,315**	,187**	,243**	,330**	,323**	,219**	,197**	0,134	,164*	,146*
Emotional decions	201	,187**	,182**	,214**	,297**	,277**	,258**	,315**	,258**	,232**	,281**
Uncontious thinking	203	,187**	,165*	,243**	,182**	0,123	,169*	,206**	,257**	0,133	,265**
Quick decisions	202	,154*	,286**	,350**	,244**	,244**	,287**	,328**	,211**	,331**	,381**
Anticipation /Pra-cognition	198	,196**	,269**	,297**	,250**	,251**	,288**	,323**	,268**	,216**	,359**

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were male shown in Table 4.30. According to results, it is significantly correlated with priority level of software quality components, r = .345, hardware and software r = .372, electronic devices, r = .453, and information systems, r = .353. It is also significantly correlated with management and other internal entities, r = .376, IT and data support, r = .395, external entities, r = .323 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy r = .178, organizational data protection and privacy, r = .362, and Internet and social media use, r = .382 components of process level of digital trust.

Analyzes between intuitive decision and digital trust were made for those who were male shown in Table 4.30. According to results, it is significantly correlated with priority level of software quality components, r = .315, hardware and software r = .187, electronic devices, r = .243, and information systems, r = .330. It is also significantly correlated with management and other internal entities, r = .323, IT and data support, r = .219, external entities, r = .197 components of people level of digital trust. Finally, intuitive decision is significantly related to organizational data protection and privacy, r = .164, and Internet and social media use, r = .146 components of process level of digital trust.

Briefly, there is not significantly correlated with data protection and privacy.

Analyzes between emotional decision and digital trust were made for those who were male shown in Table 4.30. According to results, it is significantly correlated with priority level of software quality components, r = .187, hardware and software r = .182, electronic devices, r = .214, and information systems, r = .297. It is also significantly correlated with management and other internal entities, r = .277, IT and data support, r = .258, external entities, r = .315 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy r = .258, organizational data protection and privacy, r = .232, and Internet and social media use, r = .281 components of process level of digital trust.

Analyzes between uncontious thinking and digital trust were made for those who were male shown in Table 4.30. According to results, it is significantly correlated with priority level of software quality components, r = .187, hardware and software r = .165, electronic devices, r = .243, and information systems, r = .182. It is also significantly correlated with IT and data support, r = .169, external entities, r = .206 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy r = .257 and Internet and social media use, r = .265 components of process level of digital trust.

Briefly, there is not significantly correlated with management and other internal entities and organizational data protection and privacy.

Analyzes between quick decision and digital trust were made for those who were male shown in Table 4.30. According to results, it is significantly correlated with priority level of software quality components, r = .154, hardware and software r = .286, electronic devices, r = .350, and information systems, r = .244. It is also significantly correlated with management and other internal entities, r = .244, IT and data support, r = .287, external entities, r = .328 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy r = .211, organizational data protection and privacy, r = .331, and Internet and social media use, r = .381 components of process level of digital trust.

Analyzes between anticipation/pra-cognition and digital trust were made for those who were male shown in Table 4.30. According to results, it is significantly correlated with priority level of software quality components, r = .196, hardware and software r = .269, electronic devices, r = .297, and information systems, r = .250. It is also significantly correlated with management and other internal entities, r = .251, IT and data support, r = .288, external entities, r = .323 components of people level of digital trust. Finally, anticipation /pra-cognition is significantly related to data protection and privacy r = .268, organizational data protection and privacy, r = .216, and Internet and social media use, r = .359 components of process level of digital trust.

4.4.5. Female Analyses for the Public Industry Sector

Spearman's correlation coefficient was used to examine the relationship between decision-making and digital trust for females in the public sector.

Table 4.31 Female Analyses for Public Industry Sector

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	98	,528**	,349**	,339**	,419**	,420**	,278**	,215*	-0,099	,320**	0,021
Intuitive decisions	98	0,103	0,057	0,024	0,097	0,048	0,037	0,172	,289**	0,006	0,121
Emotional decions	96	0,029	0,091	0,166	0,101	0,126	0,189	,313**	,409**	0,154	,258*
Uncontious thinking	96	0,191	-0,071	0,016	0,166	0,112	0,024	0,104	0,174	0,091	0,043
Quick decisions	97	-0,056	,244*	,249*	0,135	0,172	,299**	,255*	,301**	0,090	,493**
Anticipation /Pra-cognition	93	0,180	0,001	0,059	0,144	0,163	0,041	,224*	,257*	0,156	-0,017

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were female shown in Table 4.31. According to results, it is significantly correlated with priority level of software quality components, r = .528, hardware and software r = .349, electronic devices, r = .339, and information systems, r = .419. It is also significantly correlated with management and other internal entities, r = .420, IT and data support, r = .278, external entities, r = .215 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .320 component of process level of digital trust.

Briefly, there is not significantly correlated with data protection and privacy and internet and social media use.

Analyzes between intuitive decision and digital trust were made for those who were female shown in Table 4.31. According to results, data protection and privacy r = .289 which is a component of process level of digital trust is significantly related with intuitive decision.

Briefly, there is just significantly correlation for data protection and privacy.

Analyzes between emotional decision and digital trust were made for those who were female shown in Table 4.1. According to results, one of the components of people level of digital trust which is external entities, r = .313 is is significantly related to decision-makings. In addition, data protection and privacy r = .409 and internet and social media use, r = .258 which are the components of process level of digital trust are significantly related with emotional decision

Briefly, there is just significantly correlation for external entities, data protection and privacy and internet and social media use.

Analyzes between uncontious thinking and digital trust were made for those who were female shown in Table 4.31. According to results, there is not significantly correlation between uncontious thinking and digital trust.

Analyzes between quick decision and digital trust were made for those who were female shown in Table 4.31. According to results, it is significantly correlated with hardware and software, r = .244 and electronic devices, r = .249. It is also significantly correlated with IT and data support, r = .299 and external entities, r = .255 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy r = .301, and Internet and social media use, r = .493 components of process level of digital trust.

Briefly, it is not significantly correlated with priority level of software quality components, information systems, management and other internal entities, organizational data protection and privacy.

Analyzes between anticipation /pra-cognition and digital trust were made for those who were female shown in Table 4.31. According to results, external entities, r = .224 components of people level of digital trust is significantly correlated. In addition, anticipation /pra-cognition is significantly related to data protection and privacy r = .257 component of process level of digital trust.

Briefly, there is just significantly correlation for external entities and data protection and privacy.

4.4.6. Male Analyses for the Public Industry Sector

Spearman's correlation coefficient was used to examine the relationship between decision-making and digital trust for males in the public sector.

Table 4.32 Male Analyses for Public Industry Sector

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	202	0,043	-0,131	-0,046	-0,136	-0,133	-0,006	-0,104	-,329**	0,032	-0,035
Intuitive decisions	201	0,059	,191**	0,087	,252**	,216**	0,041	,168*	,431**	0,041	0,071
Emotional decions	174	-0,002	,241**	0,130	,217**	,217**	0,092	,195**	,453**	0,055	,208**
Uncontious thinking	200	-0,016	-,378**	-,314**	-,341**	-,302**	-,246**	-,171*	-,288**	-,193**	-,211**
Quick decisions	200	,180*	,579**	,522**	,552**	,458**	,449**	,424**	,505**	,382**	,421**
Anticipation /Pra-cognition	187	-,244**	-,466**	-,467**	-,484**	-,423**	-,411**	-,334**	-,310**	-,354**	-,219**

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were male shown in Table 4.32. According to results, it is significantly correlated with data protection and privacy r = .-329 components of process level of digital trust.

Briefly, there is just significantly correlation for data protection and privacy.

Analyzes between intuitive decision and digital trust were made for those who were male shown in Table 4.32. According to results, intuitive decision is significantly correlated with hardware and software, r = .191 and information systems, r = 252. It is also significantly correlated with management and other internal entities, r = .216 and external entities, r = .168. Lastly, intuitive decision is significantly related to data protection and privacy, r = .431.

Briefly, it is not significantly correlated with priority level of software quality components, electronic devices, IT and data support and organizational data protection and privacy.

Analyzes between emotional decision and digital trust were made for those who were male shown in Table 4.32. According to results, emotional decision is significantly correlated with hardware and software, r = .241 and information systems, r = .217. It is also significantly correlated with management and other internal entities, r = .217, external entities, r = .195 component of people level of digital trust. Lastly, emotional decision is significantly related to data protection and privacy, r = .453 and internet and social media use, r = .208.

Briefly, it is not significantly correlated with priority level of software quality components, electronic devices, IT and data support and organizational data protection and privacy.

Analyzes between uncontious thinking and digital trust were made for those who were male shown in Table 4.32. According to results, uncontious thinking is significantly correlated with hardware and software r = .-378, electronic devices, r = .-314, and information systems, r = .-341. It is also significantly correlated with management and other internal entities, r = .-302, IT and data support, r = .-246, external entities, r = .-171 components of people level of digital trust. Finally, uncontious thinking is significantly related to data protection and privacy, r = .-288, organizational data protection and privacy, r = .193 and internet and social media use, r = .-211 components of process level of digital trust.

Briefly, there is not significantly correlated with priority level of software quality components.

Analyzes between quick decision and digital trust were made for those who were male shown in Table 4.32. According to results, quick decision is significantly correlated with priority level of software quality components, r = .180, hardware and software r = .579, electronic devices, r = .522, and information systems, r = .552. It is also significantly correlated with management and other internal entities, r = .458, IT and data support, r = .449, external entities, r = .424 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy r = .505, organizational data protection and privacy, r = .382, and Internet and social media use, r = .421 components of process level of digital trust.

Analyzes between anticipation /pra-cognition and digital trust were made for those who were male shown in Table 4.32. According to results, anticipation/pra-cognition is significantly correlated with priority level of software quality components, r = .-244, hardware and software r = .-466, electronic devices, r = .-467, and information systems, r = .-484. It is also significantly correlated with management and other internal entities, r = .-423, IT and data support, r = .-411, external entities, r = .-334 components of people level of digital trust. Finally, anticipation /pra-cognition is significantly related to data protection and privacy r = .-310, organizational data protection and privacy, r = .-354, and Internet and social media use, r = .-219 components of process level of digital trust.

4.4.7. Female Analyses for the Banking/Finance Industry Sector

Spearman's correlation coefficient was used to examine the relationship between decision-making and digital trust for females in the banking/finance sector.

Table 4.33 Female Analyses for Banking/Finance Industry Sector

Decision-Making	N	Priority level of software quality component - Technology	Hardware and software - Technology	Electronic devices - Technology	Information systems - Technology	Management and other internal entities - People	IT and data support - People	External entities - People	Data protection and privacy - Process	Organizational data protection and privacy - Process	Internet and social media use - Process
Rational decisions	169	,273**	,295**	,321**	,319**	,313**	,303**	,292**	-0,058	,295**	0,074
Intuitive decisions	168	0,125	0,108	0,106	0,094	0,086	0,124	0,129	0,058	,165*	0,112
Emotional decions	166	0,013	-0,023	-0,056	-0,037	-0,107	-0,091	-0,042	,288**	-0,092	0,075
Uncontious thinking	167	0,102	,169*	,156*	0,105	0,151	,179*	0,120	0,077	,152*	,230**
Quick decisions	168	0,020	,157*	,196*	,161*	0,141	0,144	,225**	-0,026	,163*	,345**
Anticipation /Pra-cognition	163	0,087	0,133	0,113	0,074	0,002	0,044	0,116	,205**	0,034	,196*

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were female shown in Table 4.33. According to results, rational decision is significantly correlated with priority level of software quality components, r = .273, hardware and software r = .295, electronic devices, r = .321, and information systems, r = .319. It is also significantly correlated with management and other internal entities, r = .313, IT and data support, r = .303, external entities, r = .292 components of people level of digital trust. Finally, rational decision is significantly related to organizational data protection and privacy, r = .295 component of process level of digital trust.

Briefly, there is not significantly correlated with data protection and privacy and internet and social media use.

Analyzes between intuitive decision and digital trust were made for those who were female shown in Table 4.33. According to results, it is significantly related to organizational data protection and privacy r = .165 one of the components of process level of digital trust.

Briefly, there is just significantly correlation for organizational data protection and privacy.

Analyzes between emotional decision and digital trust were made for those who were female shown in Table 4.33. According to results, it is significantly related to data protection and privacy r = .288 one of the components of process level of digital trust.

Briefly, it is just significantly correlation for data protection and privacy.

Analyzes between uncontious thinking and digital trust were made for those who were female shown in Table 4.33. According to results, uncontious thinking is significantly related with hardware and software, r = .169 and electronic devices, r = .156. It is also significantly correlated with IT and data support, r = .179 component of people level of digital trust. Finally, uncontious thinking is significantly related to organizational data protection and privacy r = .152 and Internet and social media use, r = .230 components of process level of digital trust.

Briefly, it is not significantly correlated with priority level of software quality components, information systems, management and other internal entities, external entities, data protection and privacy.

Analyzes between quick decision and digital trust were made for those who were female shown in Table 4.33. According to results, quick decision is significantly related with hardware and software, r = .157, electronic devices, r = .196 and information systems, r = .161 . It is also significantly correlated with external entities, r = .225 component of people level of digital trust. Finally, quick decision is significantly related to organizational data protection and privacy r = .163 and Internet and social media use, r = .345 components of process level of digital trust.

Briefly, it is not significantly correlated with priority level of software quality components, information systems, management and other internal entities, IT and data support,data protection and privacy.

Analyzes between anticipation /pra-cognition and digital trust were made for those who were female shown in Table 4.33. According to results, anticipation /pra-cognition is significantly related to data protection and privacy r = .205 and internet and social media use, r = .196 components of process level of digital trust.

Briefly, it is just significantly correlation for data protection and privacy internet and social media use.

4.4.8. Male Analyses for the Banking/Finance Industry Sector

Spearman's correlation coefficient was used to examine the relationship between decision-making and digital trust for males in the banking/finance sector.

Table 4.34 Male Analyses for Banking/Finance Industry Sector

Decision-Making	N	Priority level of software quality component-Technology	Hardware and software-Technology	Electronic devices-Technology	Information systems-Technology	Management and other internal entities-People	IT and data support -People	External entities-People	Data protection and privacy-Process	Organizational data protection and privacy-Process	Internet and social media use-Process
Rational decisions	218	,384**	,614**	,625**	,616**	,583**	,589**	,542**	-,515**	,573**	,541**
Intuitive decisions	218	-0,024	-,290**	-,313**	-,187**	-,278**	-,327**	-,261**	,489**	-,282**	-,265**
Emotional decions	217	-0,129	-,416**	-,443**	-,377**	-,422**	-,434**	-,382**	,539**	-,420**	-,356**
Uncontious thinking	215	,137*	,205**	,175*	,209**	,150*	,176**	,189**	-0,056	,180**	,206**
Quick decisions	217	,238**	,359**	,419**	,434**	,391**	,376**	,427**	-,189**	,393**	,429**
Anticipation /Pra-cognition	214	0,024	-0,113	-,166*	-0,118	-,166*	-,161*	-0,129	,348**	-,168*	-0,084

Ns=not significant (p>.05), *p<.05, **p<.01

Analyzes between rational decision and digital trust were made for those who were male shown in Table 4.34. According to results, rational decision is significantly related with priority level of software quality components, r = .384, hardware and software r = .614, electronic devices, r = .625, and information systems, r = .616. It is also significantly correlated with management and other internal entities, r = .583, IT and data support, r = .589, external entities, r = .542 components of people level of digital trust. Finally, rational decision is significantly related to data protection and privacy, r = .-515, organizational data protection and privacy, r = .573 and internet and social media use, r = .541 components of process level of digital trust.

Analyzes between intuitive decision and digital trust were made for those who were male shown in Table 4.34. According to results, intuitive decision is significantly related with hardware and software r = .-290, electronic devices, r = .-313, and information systems, r = .-187. It is also significantly correlated with management and other internal entities, r = .-278, IT and data support, r = .-327, external entities, r = .-261 components of people level of digital trust. Finally, intuitive decision is significantly related to data protection and privacy, r = .-489, organizational data protection and privacy, r = .-282 and internet and social media use, r = .-265 components of process level of digital trust.

Briefly, it is not significantly correlated with priority level of software quality components.

Analyzes between emotional decision and digital trust were made for those who were male shown in Table 4.34. According to results, emotional decision is significantly related with hardware and software r = .-416, electronic devices, r = .-443, and information systems, r = .-377. It is also significantly correlated with management and other internal entities, r = .-422, IT and data support, r = .-434, external entities, r = .-382 components of people level of digital trust. Finally, emotional decision is significantly related to data protection and privacy, r = .539, organizational data protection and privacy, r = .-420 and internet and social media use, r = .-356 components of process level of digital trust.

Briefly, it is not significantly correlated with priority level of software quality components.

Analyzes between uncontious thinking and digital trust were made for those who were male shown in Table 4.34. According to results, uncontious thinking is significantly related with priority level of software quality components, r = .137, hardware and software r = .359, electronic devices, r = .419, and information systems, r = .434. It is also significantly correlated with management and other internal entities, r = .391, IT and data support, r = .376, external entities, r = .427 components of people level of digital trust. Finally, uncontious thinking is significantly related to organizational data protection and privacy, r = .180 and internet and social media use, r = .206 components of process level of digital trust.

Briefly, it is not significantly correlated with data protection and privacy.

Analyzes between quick decision and digital trust were made for those who were male shown in Table 4.34. According to results, quick decision is significantly related with priority level of software quality components, r = .238, hardware and software r = .614, electronic devices, r = .625, and information systems, r = .616. It is also significantly correlated with management and other internal entities, r = .583, IT and data support, r = .589, external entities, r = .542 components of people level of digital trust. Finally, quick decision is significantly related to data protection and privacy, r = .-189, organizational data protection and privacy, r = .393 and internet and social media use, r = .429 components of process level of digital trust.

Analyzes between anticipation /pra-cognition and digital trust were made for those who were male shown in Table 4.34. According to results, anticipation /pra-cognition is significantly related with electronic devices, r = .-166. It is also significantly correlated with management and other internal entities, r = .-166, IT and data support, r = .-161 components of people level of digital trust. Finally, anticipation /pra-cognition is significantly related to data protection and privacy, r = .348, organizational data protection and privacy, r = .-168 components of process level of digital trust.Briefly, it is not significantly correlated with priority level of software quality components, hardware and software, information systems, external entities, internet and social media use.

CHAPTER 5

DISCUSSION AND CONCLUSION

The main purpose of this study is to analyse the relationship between decision-making and digital trust. In a more detailed manner, this study aims to examine relationships between 6 decision-making concepts and 10 digital trust concepts. This research was then continued by analyzing the relationships between decision-making and digital trust components for the supplier industry. Additionally, the purpose of this study is to compare participant differences in terms of digital trust based on their position on the Social Technographic Ladder [30]. One of the quantitative research methodologies, descriptive research methodology, has been used to investigate the relationship between decision-making and degree of digital trust. The following are the independent variables in this study:

- decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions and anticipation/prä-cognition.
- people's level on Social Technographic Ladder such as creators, conversationalists, critics, collectors, joiners, spectators, or inactives.
- type of supplier industry sectors such as Agriculture/Farming, Manufacturing/Automotive and Shipbuilding, Banking and Finance, Chemicals, Construction, Education / Academe, Engineering /Electrical Products, Manufacturing/ Food Processing, Public/Administration, Healthcare/Hospitals, General Doctors, Rehabilitation others, ICT, BPO, and Business Services, Logistics/International, Engineering/Mechanical Products, Manufacturing/ Others, Retail/Stores, Wholesale/International, Other (it has been provided by users), Public/Service (Fire Brigade, Police, etc)
- gender distribution in industrial sectors as men and women.

The study's dependent variable is a level of digital trust below 10 components, which is divided into three categories with 10 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.

In order to analyse the gathered data, spearman rho analyse which is correlation coefficient computed based was employed on 10 components of digital trust across the decision-making components (rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition.).

5.1. Decision-Making Components Correlation

The association between the six decision-making components and the digital trust components was determined using Spearmen's correlation coefficient. Results show that intuitive decision, uncontious thinking and quick decisions are significantly correlated with 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, and internet and social media use.

In addition, rational decision is significantly correlated with eight 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, organizational data protection and privacy, and internet and social media use.

Emotional decision is significantly correlated with five digital trust components which are priority level of software quality, external entities, data protection and privacy, organizational data protection and privacy, and internet and social media use.

Finally anticipation/pra-cognition is significantly correlated with five digital trust components which are priority level of software quality, information systems, external entities, data protection and privacy, and internet and social media use. According to the survey results generated through a quantitative approach, it has been revealed that 79.3% of the participants are guided by their intuition when making significant decisions [25]. In addition, intuition develops based on experiences and that all good and bad experiences come together, especially in the computer, banking, and service sectors [28].

To sum up, digital trust components that measure intuitive decisions, uncontious thinking, and quick decision are strongly correlated. According to Rational Choice Theory, it provides a foundational framework for understanding decision-making processes across various disciplines, emphasizing the rational pursuit of self-interest as a guiding principle. In conclusion, the increasing use of technology can be analyzed through the lens of Rational Choice Theory, where individuals make decisions to adopt and utilize technology based on a rational evaluation of costs, benefits, and the pursuit of maximizing their overall utility. This framework helps understand the decision-making process behind the widespread adoption of technology in various aspects of modern life. This outcome can be connected to the TAM (Technology Acceptance Model) [33] . When deciding which technologies to adopt, consumers are mostly influenced by two factors: (1) perceived usefulness is "the degree to which a person believes that using a particular system would enhance their job performance", (2) perceived ease-of-use is the degree to which a person believes that using a particular system would be free from effort" [33]

5.2. Across Industry Sector Supplier

According to result of the possible answers of the questions, it consists of 18 industry sector supplier data sets with numbers over 100 such as Agriculture/Farming (190 people), Manufacturing/Automotive and Shipbuilding (146 people), Banking and

Finance (417 people), Chemicals (208 people), Construction (124 people), Education/Academe (653 people), Engineering /Electrical Products (142 people), Manufacturing/ Food Processing (184 people), Public/Administration (318 people), Healthcare/Hospitals , General Doctors , Rehabilitation others (224 people), ICT , BPO and Business Services (302 people), Logistics/International (131 people), Engineering/Mechanical Products (273 people), Manufacturing/ Others (270 people), Retail/Stores (159 people), Wholesale/International (268 people), Other (it has been provided by users) (259 people), Public/Service (Fire Brigade, Police, etc.) (264 people). According to average score for gut instincts [28] among computer companies was 5.55 so it might be the cause of this result for banking and computer businesses and management. In addition, data warehouses for OLAP applications may affect manufacturing industry sector in aspect to turns an organization's traditional intuitive decision-making processes. In literature, although intuitive decision-making holds significant value in crucial decision-making processes for certain contexts, other sectors like the manufacturing industry prioritize more quantitative decision-making concepts [26]. Finally, according to literature the derived model can be employed to enhance company management, specifically in the realm of intuitive decision-making associated with middle and senior managers, thereby making substantial contributions to the Slovenian automotive industry [25].

Certainly, the correlation between digital trust and decision-making components can be utilized in determining credit scores in the banking and finance sectors, where the concept of intuitive decision-making is studied [27]. This approach acknowledges the potential relationship between the level of digital trust and the effectiveness of decision-making processes, especially in contexts that involve assessing creditworthiness. The integration of digital trust metrics into decision-making models may offer valuable insights and contribute to more informed and reliable credit assessments.

As a result of correlation of the decision-making and digital trust components via industry sectors:

For agriculture/farming sector there is significant correlation between some of decision-making components which are rational decisions, emotional decisions, uncontious thinking and digital trust components.

For manufacturing / automotive and shipbuilding sector there is significant correlation between some of decision-making components which are rational decision, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For banking and finance sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For chemicals sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For construction sector there is significant correlation between some of decision-making components which are rational decisions, intuitive decisions, emotional decisions, quick decisions, anticipation/pra-cognition and digital trust components.

For education/academe sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For engineering/electrical Products sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For manufacturing/food processing sector there is significant correlation between some of decision-making components which are rational decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For public/administration sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For healthcare/hospitals sector there is significant correlation between some of decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions and digital trust components.

For ICT, BPO and Business Services sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For logistics/international sector there is significant correlation between some of decision-making components which are rational decisions, uncontious thinking and digital trust components.

For engineering/mechanical products sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For manufacturing/others sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For retail/stores sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For wholesale/international sector there is significant correlation between some of decision-making components which are rational decision, uncontious thinking, anticipation/pra-cognition and digital trust components.

For other (it has been provided by users) sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

For public/service sector there is significant correlation between all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions, anticipation/pra-cognition and digital trust components.

The similarities and differences among the results may be attributed to the specific needs, organizational structures, and customer expectations of each sector. For instance, manufacturing sectors often require quick decisions and planning based on anticipation/pra-cognition, while the finance sector may focus more on rational and swift decision-making. These differences suggest that each sector evaluates the elements of digital trust in different ways, impacting how these elements influence their decision-making processes.

5.3. Level on Social Technographic Ladder

According to Spearman’s rho investigation results, decision-making components are significantly impacted by digital trust components according to people’s level on the Social Technographic Ladder [30]. It is discovered that all digital trust components significantly differ depending on the social technographic ladder level. As it is thoroughly described in this study's “” section, for relationship between decision-making and digital trust of creators, there are just rational decision, uncontious thinking and quick decisions fully significantly correlated. Others are partly correlated. For conversationalist, there are just uncontious thinking and quick decisions fully significantly correlated with digital trust. Others are partly correlated. For critics, all decision-making components significantly correlated with digital trust components. For collectors, there are just rational decisions and quick decisions fully significantly correlated. Others are partly correlated. For joiners, there are just rational decisions and quick decisions fully significantly correlated. Others are partly correlated. In addition, for spectators, there are just rational decisions, uncontious thinking and quick decisions fully significantly correlated with digital trust components. Others are partly correlated. Lastly, for inactives, there are not fully significantly correlation between decision-making and digital trust components. There are just partly correlations.

5.4. Gender Distribution For Industry Supplier

Gender is the independent variable of this study. It is analyzed with use Spearman’s correlation for components of digital trust and some industry sector suppliers which are agriculture industry sector, education industry sector, public industry sector and banking industry sector in terms of female and male gender. According to the analysis, there are significant differences for digital trust components across gender distribution.

For agriculture industry sector female and male analyses, there are not fully significant correlation for decision-making and digital trust components, there are just partial relations.

For education industry sector female analyses, there are fully significant correlation for all decision-making components which are rational decisions, intuitive decisions, emotional decisions, uncontious thinking, quick decisions and anticipation/pra-cognition. When male analyses is examined for education industry sector, rational decisions, emotional decisions, quick decisions and anticipation/pra-cognition seems as a fully significantly correlated.

In addition for public industry sector female analyses, there are not fully significant correlation for decision-making and digital trust components. Otherwise, when male analyses is examined for public industry sector, quick decisions and anticipation/pra-cognition seems as a fully significant correlated with digital trust components.

On the other hand for banking industry sector female analyses, there are not fully significant correlation. Otherwise, when male analyses is examined for banking industry sector, rational decisions and quick decisions seems as a fully significant correlated with digital trust components.

As a result of that there are differences between relationship between decision-making and digital trust components according to industry sector supplier via gender distrubition. According to the survey results created through a quantitative approach, differences have been identified concerning gender and leadership experience. It has been observed that women tend to make more intuitive decisions compared to men [25]. To enhance success in the industry, action can be taken based on survey results like these to establish a gender-balanced distribution of roles and responsibilities between men and women.

5.5. Summary

This study's primary goal is to investigate the relationship between digital trust and decision-making. The possibility of a connection between digital trust and decision-making based on Social Technographic Ladder levels was thoroughly and in-depth examined [30]. Furthermore, based on industry sectors, the possibility of a connection between decision-making and digital trust was explored. The final goal of the research was to determine whether gender differences in industry sectors were related to intuitive decision-making and digital trust. As a result of that, there is a strong relationship in digital trust components across intuitive decisions, uncontious thinking and quick decisions. In addition, when considering the industry sector, correlations are observed among various decision-making components. On the other hand, this study demonstrated the substantial main effects of people's position on the Social Technographic Ladder[30] on their degree of digital trust relation with decision-making. Lastly, the results indicate that correlation components vary based on the gender distributions in different industry sectors.

5.6. Implications for Practice

It should be noted that the concepts of decision-making and digital trust play significant roles not only in the emerging e-commerce driven by advancing technology but also in the industry sector. People make decisions in a range of circumstances as they go about their daily lives [1]. In addition, thanks to technology, people consistently experience the concept of digital trust on online platforms. The intuitive decisions individuals make in their daily lives further underscore the importance of this research. Consequently, through this study, individuals will be able to learn which decision-making mechanisms interact more with specific digital trust concepts and their implications in various industry sectors for each gender.

5.7. Recommendation for Future Research

For future research aiming to enhance our understanding of the factors influencing the level of digital trust, employing datasets that enable researchers to analyze these factors from diverse perspectives would be beneficial. After examining the relationship between decision-making and digital trust, analyses conducted with various sectors revealed distinct outcomes. By conducting separate studies for the desired industry sector and establishing correlations with specific genders, it is possible to determine which decision-making components contribute to increased efficiency in the industry sector.

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