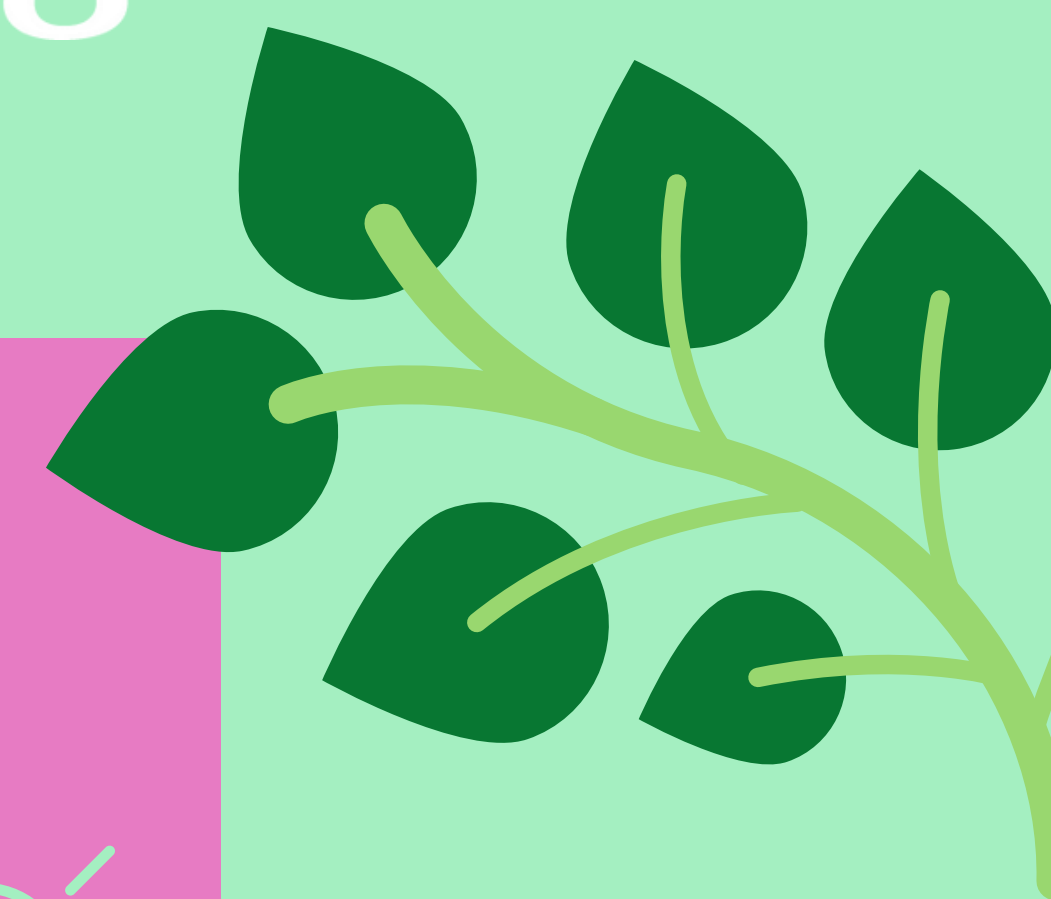


Trust mechanisms related to perceived transparency and legitimacy of sustainable versus non-sustainable firms

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INTRODUCTION

- Importance of trust due to consumer skepticism
- Three trust mechanisms ~ Mayer et al (2015)
- Transparency ~ Greenwashing and legitimacy
- 2 firm types included to see effects of being sustainable and transparent on the concepts studied

OBJECTIVE

Find out the impact of perceived transparency on perceived legitimacy and the effect of the three factors of trustworthiness (benevolence, integrity and ability) on the relationship.



LITERATURE REVIEW



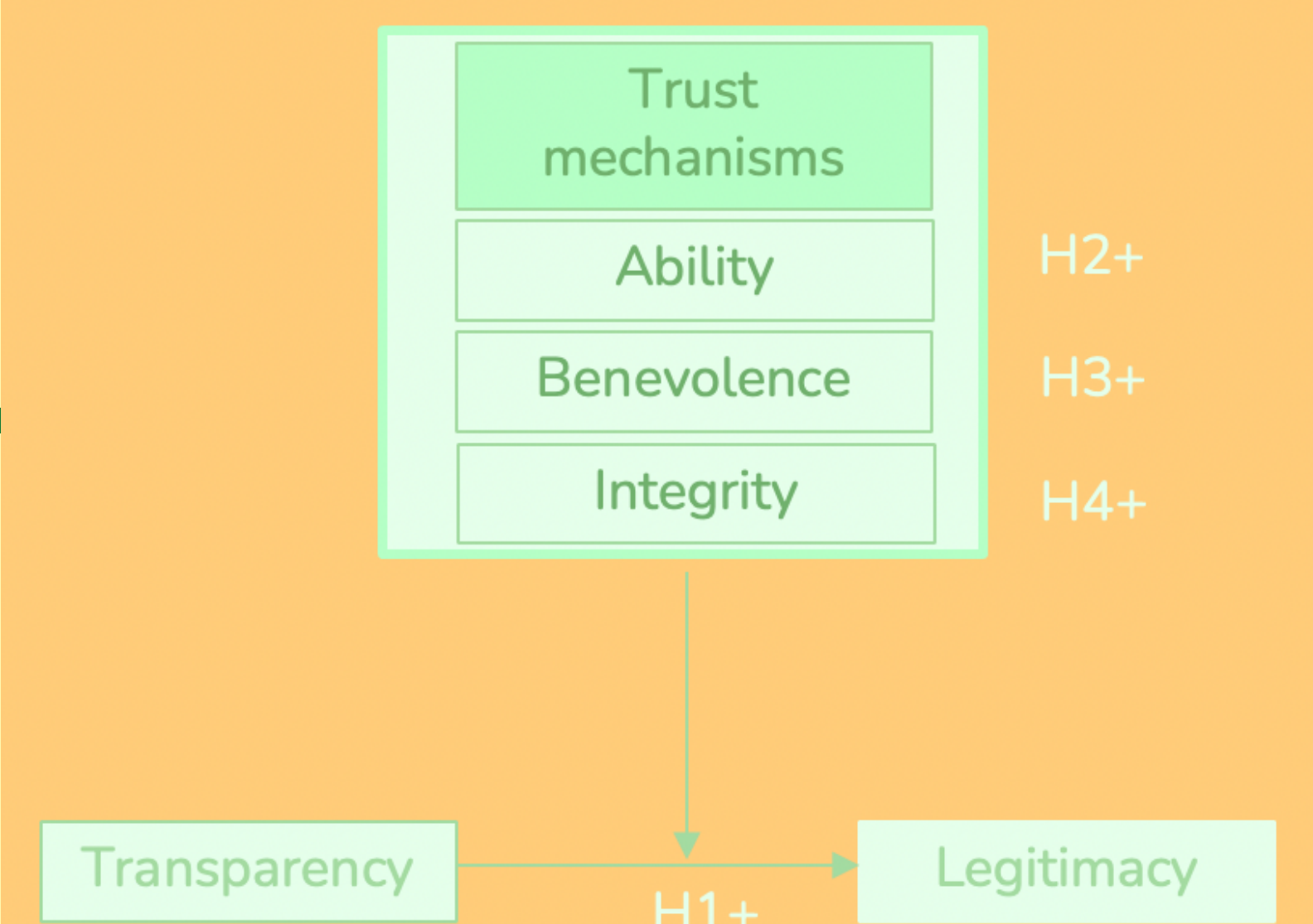
LEGITIMACY

- Generalised and collective perception
- 3 dimensions (pragmatic, moral, cognitive) Thomas & Lamm (2012)

TRANSPARENCY

- Information disclosure and consumer skepticism Dapko (2012)
- Transparency tied to trust, helps in managing reputation and image Adeline et al. (2012)

Research Framework

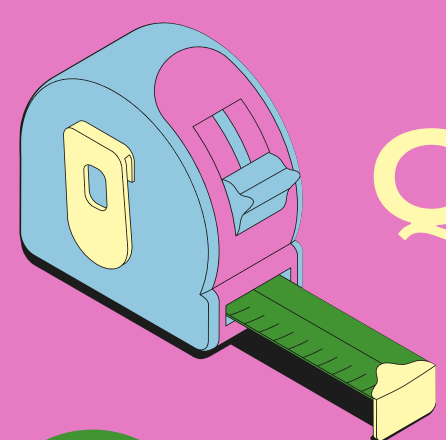


GREENWASHING

- Which green marketing initiatives are reliable?
- Attributional processes can lead to skeptical attributions

TRUST

- Importance of trust due to increasing skepticism
- Framework by Mayer et al. (1995)
- Three factors of trustworthiness (ability, benevolence and integrity)



Quantitative

METHODS

Qualitative



- ✓ Online survey
- ✓ Final sample of 1056 (528 for sustainable group, 528 for non-sustainable group)
- ✓ Non-hierarchical linear regression with SPSS

- ✓ Six semi-structured interviews
- ✓ Requirements: +25, physically active, user of apps and social media
- ✓ Open coding, otter.ti, atlas.ti.



FINDINGS & CONCLUSIONS

- Transparent companies operate with different mechanisms than non-transparent companies
- Strong correlation between transparency and legitimacy, higher for the non-transparent group
- Trust mechanisms have weak and inconclusive results
- Trust mechanisms enhance the relationship between transparency and legitimacy better in the transparent group
- Disparities between coefficients of benevolence, integrity and ability
- Consumer skepticism and propensity to trust impact trust decision
- Simplicity can increase trustworthiness but also enhance skepticism

LIMITATIONS

- Propensity to trust not accounted for
- Attribution problem due to naming
- Analysis of evolution of relationships not carried out
- Consumer-company perspective only
- Generalizability issue (quantitative)

FURTHER RESEARCH

- Propensity to trust as a moderator in other models (and look at further models)
- Extension of period of data collection
- Look at other relationships other than customer-company

