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## EFFECT OF SOCIAL TRUST ON THE CONSUMPTION PATTERN OF NATIONAL PRODUCT

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### ABSTRACT

*The subject of this research is to investigate the role of social trust on the consumption pattern of national product, and the purpose of this investigation is to assess the relationship between the consumption pattern of national product and the indicators of social trust. The theoretical framework of this research is in the form of Anthony Giddens and Erik Erikson's theories. The data collection method was assessed as survey and through a questionnaire, and the statistical population of case study was individuals from 18 to 40 years old in the city of Isfahan, among whom 385 people (137 females and 248 males) have been selected randomly. The investigation of the validity and reliability of questionnaire have been analyzed by using Cronbach's alpha, construct validity, and Bartlett's Sprite test. Four hypotheses were developed on the basis of subject, after which the hypotheses were analyzed by SPSS software. The results indicate that there is a significant relationship between the social trust of the consumption pattern of national product, and by improving the social trust based on behavior, the behavior based on consumption pattern is also improved and vice versa.*

**Keywords:** Social Trust, Civil Interpersonal Trust, Generalized Trust, Institutional Trust, Fundamental Trust, Consumption, National Product

### INTRODUCTION

Trust is one of the concepts that has been expanding and developing over one or two recent decades in the field of social sciences. Naturally, different researchers have looked at it from various viewpoints and explained and described the reasons for people's trust and participation in the development plans, their promotion and enhancement, and the consequences and effects of reducing and weakening it. Meanwhile, some like Fukuyama have focused more on the economic aspects, and some others like Robert Putnam have paid more attention to its political dimensions. Sociologists such as Giddens have paid much attention to its sociological dimensions; although there are many similarities and closeness between trust and confidence, it can be said that trust involves individual determinants among numerous choices and alternatives that an individual chooses one of them, while confidence is a normal and commonplace expectation, because trust entails the difficult task of assessing the abilities of others to perform the desired actions. Therefore, anything or any factor that facilitates our judgment about trusting others has a major social value. In this way, trust in the relationship among humans and their actions is manifested, especially in that group of actions that have orientation towards the future, and that is a kind of qualitative relationship that, in Colman's words, facilitates the power to act.

Due to its importance in modern society, consumption is considered to be the indicator of the establishment and governance of new lifestyle (in contrast to or in the continuation of traditional

lifestyle). In addition, the type of consumption or different patterns of consumption also indicate the modes and prevalence of lifestyles types and it creates a kind of making boundary between different types of identities.

According to Giddens: "Lifestyle is a coherent set of all behaviors and activities of a particular person in the flow of daily life" (Giddens, 1998).

With the advent of advertisements in the arena of economic and production relations, a new form of values and attitudes was formed in the capitalist system, which resulted in the development of consumption and the importance of social dignity along with quantitative criteria and indicators in the consumerism.

Modernity affects even the people who live in the most possible traditional residential places living outside the advanced section of world. In the recent decade, social structures, such as the production system, that makes sense in the context of identity, have been disappeared (Chavoshian, 2002).

But it should be considered that the trust and participation of people in the developmental programs and national productions is considered as a prerequisite and a key for the existence of each society, for the success of that country in the economic, cultural and social arenas.

## RESEARCH THEORETICAL FRAMEWORK



Trust is a vital element and a consistency source of community. The pure relationship is subjected to mutual trust, and mutual trust in turn, has a close relationship with intimacy. In order to create trust, one must both trust other people and, at least, be trustworthy within the desired relationship limitation (Azadarmaki, 1998). In investigating social deviations and issues, trust is an important category, and the root of many issues and deviations in a society can be found in distrusting of people to each other and distrusting the political structure of society. Distrusting the political structures of society leads to weakening of social commitment and fading of social and national identity. Moreover, distrust is gradually being drawn to the level of interpersonal relationship, and results in social isolation. Trust is the central concept of sociological classical viewpoints as well as the central axis of modern social capital theories and the context of interactions and social relationship. The results of many studies at the country level indicate relative level reduction of this variable among different social classes (Azadarmaki, 2004: 100). The historical conditions and the creation of a vertical and authoritarian power resulting from the continuation of a tyrannical regime in Iran have created conditions that can be regarded as the "Political Culture of Nationality". In the political culture of nationality, the behaviors of people are the combination of opportunism, passivity, retreat, covert protest, and fear. Such a culture weakens the ability of individuals to cooperate and trust each other (Azadarmaki, 2004: 105). Between the two groups of classical and contemporary theories, the classical theories tend more to the social structure and contemporary opinions tend more to the social relationship and communication (Alesina, 2003). Distrust and suspicion have an effective and decreasing influence on social relationship and ties, and this provides a suitable field for social isolation of individuals (Chalabi, 2004: 28). With an increase in distrust and suspicion that indicates uncertainty and one's reliance on others, the feelings of inability and loneliness are reinforced (Knack, 1997). Social isolation, as it was said, is one of the most important consequences of social distrust. Social isolation can be known as the lack of communication and loosening of links among people with each other and with the society. Social isolation deprives individuals from

informal and formal participation in the society, and reduces social exchanges and social attachment, and prevents a permanent and stable exchange of thoughts and feelings from the whole to one person and from one person to the whole. (Nglehart, 1990) It weakens or cuts off warm asymmetric relationship and exchanges and discourse relationship. It prevents the feeling of participation in warm, intimate, and humanitarian relationship. It denies the appropriate opportunities for living together, working together, experimenting with each other and being together, making the long, lasting, and deep relationship impossible. The mentioned cases can have different consequences, such as loneliness feeling, inability feeling, social hopelessness and reduction of tolerance (Chalabi, 2002: 10).

The theoretical topics introduced about trust can be divided into three categories: micro level, intermediate level, and macro level. At the micro level, which is focused on interpersonal trust or trusting familiar individuals, the goal is to investigate and analyze micro and individual factors. At the intermediate level, the general and generalized trust to the general public and to intermediary groups and small organizations and institutions is investigated. The higher and extended the amount of people's needs is, the level of their actions becomes wider and more extensive. This level of trust has a very important impact on social relationship and interactions and has the ability to regulate social communication and relationship (Raiser, 2001).

At macro level, with emphasis on the social structure of society, the social trust is studied. The experts in the investigation and analysis of social trust have focused their level of study on social structure and conceptualized trust as a feature of social relations or the characteristic of the social system and in general as a collective characteristic (Ojaghlu & Zahedi, 99, 2005). The concept of social trust is seen in the thoughts of many classical sociologists such as Emile Durkheim, Georg Simmel, Fredinand Tonnies, Max Weber, etc., as well as contemporary sociologists such as Talcott Parsons, Anthony Giddens, Claus Offe, Piotr z Ttomka, James Coleman, Francis Fukuyama, Robert Putnam.

According to Prosak (2001), one of the dimensions that can help us explain social capital better is trust. This trust is the result of social interactions existing in social groups, associations and activities. Especially if this trust is transferred from the individual level to the social level, it is considered as a valuable asset. Increasing mutual trust in a system can considerably increase efficiency, and some experts of management science know its value for an organization higher than information.

Erik Erikson pays attention to fundamental trust, which is the trust due to faith and belief. He believes religion as an effective factor in building trust and believes that trust is the cornerstone of the realization of religion (Sztompka, 1999).

According to Parsons, social trust depends on some social functions. Now, if a society loses its functions, a crisis of meaning comes about. When a kind of structural and functional crisis is created in the society, the existing social balance and order is disturbed and people suffer skepticism. This is seen by people like Anthony Giddens and Alrish as a risky world or a perilous society in the modern or even postmodern world.

According to Anthony Giddens, societies need a concept of trust to advance. The concept of trust does not simply mean trusting a particular person, but includes larger organizations and institutions, such as specialized systems, in a way that such relationship has never existed in such a width and extension in the past. Trust is related to the binding of time and place. The



results of Giddens research in the UK indicate that social trust has three dimensions of fundamental trust, mutual interpersonal trust, and abstract trust.

Theoreticians such as Giddens also differentiate between two kinds of trust: trusting certain individuals and trusting individuals or abstract systems; abstract trust involves awareness of the peril and trusted person. So, while an actor can easily judge about the ratio of trust value to a particular person, based on information related to the history of that person, his motives and competences about (generalized) trust value to others, can have the ideas and beliefs (Shareapour, 2001, 104).

Consumption has become an inevitable part of today's human life (Buckcock, 2002). Veblen is one of the first who has theorized about consumption. Paul de Mauguio believes that the works of Veblen, and after him, Bourdieu can be known as the starting point of any discussion about the patterns of consumption and lifestyle (Fazeli, 2003).

In general, Veblen has been asking throughout his thoughts to show how intellectual habits come about as a result of life habits. He continuously emphasized on the affiliation of intellectual styles to the social organizations. Veblen believes that "the plan of life governing human beings, determined according to their social and occupational positions, shapes their intellectual habits and behavior" (Couser, 2000).

Also, Pierre Bourdieu, the sociologist with undoubtedly the highest readers, talks about consumption and lifestyle, and uses a network of core concepts that ultimately cannot be talked about their priority and posteriori. The seven main concepts that help understanding his ideas about lifestyle are: field, capital, character or habitual, action, symbol, class, and initiative. This point should be noted that some similarities are observed between them and other concepts. In Bourdieu's view, society is represented as a social space, this social space that is the place of an endless and severe competition, and some differences emerge in the course of these competitions, provides the necessary material and framework for social existence (Wacquant, 2000). Bourdieu shows the different lifestyles by the "social space" concept.

The main legacy of Bourdieu's thought for the sociology of consumption and the analysis of lifestyles is the analysis of the combination of capital types to explain consumption patterns and the classification base of initiatives and cultural consumption. On the other hand, Bourdieu's emphasis on the modeling of consumption practices, which is the result of manner requirements, has also inspired research techniques about lifestyle patterns (Fazeli, 2003).

Bourdieu's general position for consumption category is revealed with the distinctive phrase of the book: "the new economy asks for a social world in which people will be evaluated based on their capacity for consumption as much as they are evaluated according to their capacity in production" and "the modern economy of ascetic ethics neglects production and accumulation in favor of pleasurable ethics of consumption". He considered consumption as one of the main elements of the modern social world and analyzed it as an independent variable, and not just a function of economic factors. He brought consumption incentives to something beyond conscious actions for rivalry (according to Veblen) and distinction (according to Simmel). Consumption, especially cultural consumption, is something more than meeting the biological needs, and in addition to financial constraints, other structures such as manner and class initiative also restrict consumption (Fazeli, 2003).



### *Research History and Theoretical Literature*

In general, none of the previous empirical researches has specifically addressed the role of social trust impact on the consumption pattern of national product, but here some researches that have studied social trust and consumption are mentioned briefly:

A research entitled as "Social Trust and Factors Influencing on it" by Mehdi Amir Kafi has been conducted at Tehran Shahid Beheshti University in 1995, that while investigating different definitions of trust and its main forms, has examined the factors affecting the interpersonal trust. Mehdi Amir Kafi in his research defines trust as a person's good speculation towards other people of community, which expands and facilitates the social relations of an individual with other people of society. The researcher has enjoyed the six representations of honesty, sharing, clarity, cooperative tendencies, assurance and trusting to measure the concept of mutual interpersonal trust.

Another study entitled as "Investigating the Adaptation of Social Trust in Two Areas of Culture and Politics" by Afsaneh Kamali has been conducted in Tehran University in 2003, that investigates and identifies dimensions, levels and factors affecting trust, and compares social trust in the field of culture and politics, and the impact of developmental levels of the provinces of country on the dimensions and ratio of social trust. Using the Giddens conceptual framework on trust, the researcher performs her study and by using two indicators of sincerity and faithfulness in the form of nine items of the main family, spouse, relatives, friends, acquaintances, those living in the same neighborhood, tribe, and clan, fellow citizens, colleagues and neighbors, investigates interpersonal trust. Also, by using interactive analysis, she extracts mutual interpersonal trust in three dimensions of trusting others who are far away, family trust, and trusting others who are close, and on this basis trusting others who are far away is regarded as the important and major interpersonal trust aspect.

A study entitled as "Investigating the Causes of Student's Tendency towards Consuming Foreign Products" has been performed by Siavash Gheibi Hajivar in 2011. The purpose of this article is to identify the causes of tendency towards the garment brands of Turkey as a foreign product compared with national garment among the students of East Azerbaijan province. The research finding firstly confirmed the tendency of students to consume Turkish clothing compared to the national clothing, and secondly, by exploiting a conceptual model, it was shown that the individual characteristics of consumer (the consumer's desire to be unique) and the quality of the Turkish garment (received quality and emotional or exciting value) impact on the consumer's desire to buy Turkish clothing.

Theoreticians like Erikson, Coleman, Blave, Johnson, and Christopher from the perspective of micro theories have investigated and analyzed the concept of trust; all these theoreticians consider trust as an individual characteristic, influenced by individual actions. This viewpoint in the micro state is divided into two main tendencies:

- A. Trust is a learning-based tendency formed on the early childhood, and even affects the people's future life.
- B. Trust is a tendency for sociability that is not influenced by the inner personality of individuals and their initial experiences, but it is influenced by the reflections of others' actions in face-to-face interactions and it is the result of the life experiences of people's adult age (Uslaner, 2003).



Wei and Pan (1999) have done a study entitled as "Mass Media and Consumerism Values in China". They have sought to answer these questions that what are the value orientations of consumerism attached to Chinese individualism?

They found three constant consumerism value orientations which are: luxury consumption, passion for self-flourishing, and worshipping the western lifestyle. Those who are younger, educated, and had better status financially are likely to have these values, that has been related to reading consumption magazines and being exposed to foreign advertisements.

## **DEFINITION OF CONCEPTS:**

### ***Social Trust***

Trust is the person's willingness to take risk in a social position, that this desire for a sense of confidence is based on the point that others have acted in the way they are supposed to, and will take supporting method (Chalabi, 2002). In fact, social trust implies socially acquired and verified commitments and expectations that individuals feel about each other and to the organizations and institutions related to their social life, and it is associated with the generalized relationship. Regarding research literature and conceptual definition of social trust, in this research, social trust has been raised with four levels: interpersonal trust, generalized trust, institutional trust, and fundamental trust.

Interpersonal trust is the result of direct and face-to-face relationship among the members of community, and the direct coexistence between the interactors is among its characteristics. Generalized trust can be defined as: Having good speculation toward people in the society, regardless of their belonging to ethnic and tribal groups; so it should be said that in generalized trust, interaction and communication from an inside group to between groups level is promoted. An institutional trust reflects the optimism and confidence of individuals in the performance of institutions and social groups. Fundamental trust is an attitude towards oneself and the world around which is resulted from personal experiences and trust resulting from faith and belief (Chalabi, 1996)

### ***Consumption Pattern:***

The consumption pattern which means institutionalizing the correct method of using the resources of country, improves living standards and reduces costs and is the basis for the spread of justice. On the other hand, the requirement for optimum consumption, in addition to the scientific advancements resulting from the promotion of technology in the design and construction of optimum equipments and instruments in accordance with global standards, also provides the opportunity to distribute resources properly, and consequently, advancement in other sectors that have less been considered. Hence, the logical connection of naming of the first year of Development and Justice Decade as the "Reform of the Consumption Pattern" becomes more apparent.

Reforming the consumption pattern requires creating sustainable culture, and this in turn requires solutions that all people in the society feel the necessity of consumption reform behaviors and this reform gradually become institutionalized and is changed into a sustainable behavior and ultimately a culture in all areas of consumption. Reforming the consumption pattern at two levels of "producing product" and "consuming product" can be investigated (Azad Armaki, 2004).



## RESEARCH METHOD

The method of data collection in this research has been carried out both in the library and in the field mode. Theoretical information and theories were gathered through documentation and library, and data collection was performed by field or survey method and through questionnaire. Considering the fact that in this research, the effect of social trust on the consumption pattern of national product is investigated, so the analysis unit in this research is people from 18 to 40 years old of the city of Isfahan whose dispersion was carried out with regard to different economic and cultural levels, and in determining sample size, the Cochran's formula was used to select 385 people. The demographic data of 385 participants in this research included qualitative variables of gender, age, marital status and educational level, that the qualitative variables of study included levels of change, number and the frequency percentage. This research has 37 questions and its response scale is of Likert's five options type which is: totally disagree (1), disagree (2), I have no idea (3), agree (4), totally agree (5). The questionnaire has five components of: "interpersonal trust-based behavior", "generalized trust-based behavior", "institutional and civil trust-based behavior", "fundamental trust-based behavior", and "behavior based on consumption pattern".

After setting the questionnaire and having obtained conscious consent and explaining about the goals of research work, the respondents were asked to fill the questionnaire and the statistical SPSS software was used to analyze the data.

Cronbach's alpha method was used to measure the trust of questionnaire and its reliability, and the Cronbach's alpha value of questionnaire was obtained 0.875, indicating a high reliability of this questionnaire.

To assess the validity of questionnaire, structural validity and Bartlett's Sprite test have been used. The kmo index of questionnaire was greater than 0.7, hence, the structural validity holds for the questionnaire.

### *Research Hypotheses*

1. There is a relationship between personal trust and the consumption of national product.
2. There is a relationship between generalized trust and the consumption of national product.
3. There is a relationship between institutional and civil trust and the consumption of national product.
4. There is a relationship between fundamental trust and the consumption of national product.

## RESEARCH FINDINGS

The main purpose of this research is to investigate the effect of social trust on the consumption pattern of national product, so here we analyze the collected data and use inferential statistics. The descriptive and demographic findings of 385 participants in this research are as follows:

**Table 1: Descriptive Indicators of the Studied Variables**

Variable	Variable Levels	Frequency	Frequency Percent
Gender	Female	137	35.6
	Male	248	64.4
Age	Less than 20 years old	23	6



	Between 20 to 30 years old	153	39.7
	More than 30 years old	209	54.3
Marital Status	Single	146	37.9
	Married	239	62.1
Educational Level	Lower than diploma or diploma	120	31.2
	Bachelor	206	31.2
	Master and higher	59	15.3

**Table 2: Descriptive Characteristics of Questionnaire Components**

Component	Questions No.	Number of Questions	Mean	Standard Deviation	Minimum	Maximum
Interpersonal trust-based behavior	1 to 4	4	4.07	0.39	3	5
Generalized trust-based behavior	5 to 13	9	3.71	0.41	2.44	4.78
Institutional and civil trust-based behavior	14 to 18	5	2.74	0.54	1.4	4.6
Fundamental trust-based behavior	19 to 21	3	3.75	0.58	2	5
Behavior based on consumption pattern	22 to 37	16	3.24	0.62	1.75	4.69

### *Investigating the Normality of Study Variables*

Before starting the statistical tests and inferring from the data, we investigate the distribution normality of the main research variables (mean scores of the components). Given the fact that the sample size of this research is high, we can use the parametric test (Pearson Correlation) in its analysis.

### *Inferential Analysis and Investigating Research Hypotheses*

#### *Investigating the relationship between interpersonal trust and the consumption pattern of national product*

In this section, we investigate the relationship between interpersonal trust and the consumption pattern of national product. For this purpose, we obtain the correlation between the scores of these two components. Since the sample size is high, we use the Pearson correlation coefficient. The result of this analysis can be observed in the following table.

**Table 3: The Results of Hypothesis 1**

Hypothesis	Pearson's Correlation Coefficient	P-Value
There is a significant relationship between interpersonal trust and the consumption pattern of national product	0.101	0.048

Since P-value is less than 0.05, the relationship between interpersonal trust and the consumption pattern of national product is statistically significant and the hypothesis "relationship between interpersonal trust and the consumption pattern of national product" at 5% significance level is confirmed. In other words, interpersonal trust has a considerable effect on the consumption pattern of national product.

The positive correlation coefficient is a sign of direct relationship between these two components, that is, by improving interpersonal trust-based behavior, the behavior based on the consumption pattern of national product also improves and vice versa.

#### *Investigating the relationship between generalized trust and the consumption pattern of national product*

In this section, we investigate the relationship between generalized trust and the consumption pattern of national product. For this purpose, we obtain the correlation between the scores of

these two components. Since the sample size is high, we use the Pearson correlation coefficient. The following table shows the result of this analysis.

**Table 4: The Results of Hypothesis 2**

Hypothesis	Pearson's Correlation Coefficient	P-Value
There is a significant relationship between generalized trust and the consumption pattern of national product	0.121	0.017

Since P-value is less than 0.05, the relationship between generalized trust and the consumption pattern of national product is statistically significant and the hypothesis "relationship between generalized trust and the consumption pattern of national product" at 5% significance level is confirmed. In other words, generalized trust has a considerable effect on the consumption pattern of national product.

The positive correlation coefficient is a the sign of direct relationship between these two components, that is, by improving generalized trust-based behavior, the behavior based on the consumption pattern of national product also improves and vice versa.

***Investigating the relationship between institutional and civil trust and the consumption pattern of national product***

In order to investigate the relationship between institutional and civil trust and the consumption pattern of national product, we obtain the correlation between the scores of these two components. Since the sample size is high, we use the Pearson correlation coefficient. The following table shows the result of this analysis.

**Table 5: The Results of Hypothesis 3**

Hypothesis	Pearson's Correlation Coefficient	P-Value
There is a significant relationship between institutional and civil trust and the consumption pattern of national product	0.289	0.000

Since P-value is less than 0.05, the relationship between institutional and civil trust and the consumption pattern of national product is statistically significant and the hypothesis "relationship between institutional and civil trust and the consumption pattern of national product" at 5% significance level is confirmed. In other words, institutional and civil trust has an important effect on the consumption pattern of national product. The positive correlation coefficient is the sign of direct relationship between these two components, that is, by improving institutional and civil trust-based behavior, the behavior based on the consumption pattern of national product also improves, and vice versa.

***Investigating the relationship between fundamental trust and the consumption pattern of national product***

To assess the relationship between fundamental trust and the consumption pattern of national product, we obtain the correlation between the scores of these two components. Since the sample size is high, we use the Pearson correlation coefficient. The following table shows the result of this analysis.



**Table 6: The Results of Hypothesis 4**

Hypothesis	Pearson's Correlation Coefficient	P-Value
There is a significant relationship between fundamental trust and the consumption pattern of national product	0.421	0.000

Since P-value is less than 0.05, the relationship between fundamental trust and the consumption pattern of national product is statistically significant and the hypothesis "relationship between fundamental trust and the consumption pattern of national product" at 5% significance level is confirmed. That is, fundamental trust has considerable effect on the consumption pattern of national product.

The positive correlation coefficient is the sign of direct relationship between these two components, that is, by improving fundamental trust-based behavior, the behavior based on the consumption pattern also improves, and vice versa.

#### *Investigating Two Indicators of Trust and Behavior Based on Consumption Pattern in the Demographic Variable of Gender:*

Independent t-test has been used to investigate these two indicators in the gender of respondents.

**Table 7: Investigating of Trust and Behavior Based on Consumption Pattern with Gender**

Research Variables	Group	Number	Mean	F Test	Significance Level	T Test	Significance Level	Mean Difference
Behavior based on consumption pattern	Female	137	2.931	0.644	0.423	0.287	0.774	0.024
	Male	248	2.907					
Trust	Female	137	3.535	0.635	0.426	2.891	0.004	0.133
	Male	248	3.402					

According to the above table, in the variable of behavior based on the consumption pattern, the mean is almost close to each other and since the significance level related to the f-test is more than 0.05 and equal to 0.423, the result of the variances of two groups is equal with each other, and since the significance level related to t-test is equal to 0.744 and it is more than 0.05, hence there is no significant difference between male and female groups in the desired indicator.

In the trust variable, the mean of women's group is higher than that of men, and since the significance level of the f-test is more than 0.05 and it is equal to 0.426, hence the variance of two groups is equal to each other and as the significance level of the t-test is equal to 0.004 and it is less than 0.05, hence, there is a significant difference between the two groups of women and men in the desired indicator, and trust in women is more than men.

#### *Investigating Two Indicators of Trust and Behavior Based on Consumption Pattern in Demographic Variable of Education:*

ANOVA test was used to investigate these two indicators in the education of respondents.

**Table 8: Investigating of Trust and Behavior Based on Consumption Pattern with Education**

Research Variables	Groups	Number	Mean	F Test	Significance Level	Result
Behavior based on consumption pattern	Lower than diploma or diploma	120	2.881	0.618	0.539	They do not have significant difference
	Bachelor	206	2.956			
	Master and higher	59	2.848			

Trust	Lower than diploma or diploma	120	3.411	0.688	0.503	They do not have significant difference
	Bachelor	206	3.465			
	Master and higher	59	3.475			

According to the above table, since the significance level of the f-test for both variables is greater than 0.05, we conclude that there is no significant difference between the education groups in the two desired indicators and the mean of indicators is located at one level.

## CONCLUSION:

Social trust is regarded as one of the key concepts in the field of sociology and one of the important dimensions of social capital. But the rotation of social concepts from the field of hard concepts towards soft concepts in the developed world has made considering this concept much more serious in the recent decade. If the trust that is the source of cooperation can be safeguarded and it can be made active, the quality of social order and the efficiency resulting from the use of power, money, and knowledge tools can be greatly enhanced. Trust results from the ratio of confidence and assuring individuals, people, patterns, structure and social roles, and the consuming national product creates appropriate structures, prevents unemployment, encourages and persuades domestic investment, economic prosperity, and the prevention of brain drain, the development of creativity and innovation, and ultimately, the country's economic growth and development.

In this research, the relationship between the consumption pattern of national product with the indicators of interpersonal trust, generalized trust, institutional and civil trust, and fundamental trust was evaluated, and considering the obtained results of statistical analysis, we conclude that:

- 1) The relationship between people (interpersonal trust or trusting familiar individuals, including family, friends, neighbors, etc.) and the consumption pattern of national product is statistically significant. That is, interpersonal trust has a considerable effect on the consumption pattern of national product.
- 2) The relationship of generalized trust (trust to the general public and the intermediary groups and small organizations and institutions) and the consumption pattern of national product are statistically significant; and by the improvement of generalized trust-based behavior, the behavior based on consumption pattern also improves, and vice versa.
- 3) The relationship of institutional and civil trust (government, public agencies, etc.) and the consumption pattern of national product are statistically significant and by the improvement of institutional and civil trust-based behavior, the behavior based on consumer pattern also improves, and vice versa.
- 4) The relationship of fundamental trust (trust derived from faith and belief) and the consumption pattern of national product are statistically significant, meaning that fundamental trust has a considerable effect on the consumption pattern of national product.
- 5) The gender of people tested was evaluated with social trust and the behavior based on consumption pattern, that there is a significant relationship between gender and behavior based on social trust between two women and men groups, and trust in women is more than men, but there is no significant difference between gender and the behavior based on consumption pattern, and both groups of women and men act similarly.



- 6) The level of education of people tested was evaluated with the behavior based on social trust and the behavior based on consumption pattern, that there is no significant relationship between education level and the behavior based on social trust, and also the relationship between the level of education and the behavior based on consumption pattern is also insignificant, that is, the education level of individuals does not affect their trust and consumption patterns.

The research results indicates that creating trust in the society increases the consumption of national product, that one of the most important results of consuming national product is economic prosperity, employment creation and the use of national thinkers and experts inside the country. The study of education planning in order to promote and improve the level of trust should start from the members of the smallest unit composing society, that is, the family, and expand to other components that compose the society. It should be considered that the creation of trust infrastructure requires a lot of time and cost, but its results on the quality of society is very visible and impressive. Social trust is considered to be the largest capital of any society and creates motivation to grow, develop and improve society sustainably. The administrations and organizations to increase the level of social trust should increase monitoring their various sectors and subsets and offer higher quality services, that responding to the needs of the people of community is the basis of creating a sense of people's trust to the agencies and organizations. Developing, explaining and advertising the national Islamic teachings by the scholars and creating a good sense in people can be an appropriate and effective solution to improve and promote the level of trust. Investment and the support of development and research units at all levels of production, distribution, and services and creating innovation and desirable quality of national products and regarding the creation of competitive advantages can considerably help national products consumption pattern reform, that undoubtedly using modern tool of advertising to realize this point has considerable role.

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