

# Trust Transfer Theory

# Trust Transfer Theory

## Intro

### Doney & Cannon

Doney, P.M. and Cannon, J.P. (1997) An Examination of the Nature of Trust in Buyer-Seller Relationships. Journal of Marketing, 61, 35-51.



Patricia M. Doney and Joseph P. Cannon

## An Examination of the Nature of Trust in Buyer-Seller Relationships

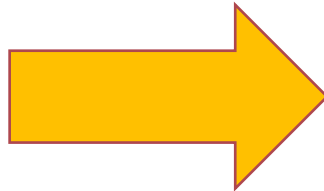
The authors integrate theory developed in several disciplines to determine five cognitive processes through which industrial buyers can develop trust of a supplier firm and its salesperson. These processes provide a theoretical framework used to identify antecedents of trust. The authors also examine the impact of supplier firm and salesperson trust on a buying firm's current supplier choice and future purchase intentions. The theoretical model is tested on data collected from more than 200 purchasing managers. The authors find that several variables influence the development of supplier firm and salesperson trust. Trust of the supplier firm and trust of the salesperson (operating indirectly through supplier firm trust) influence a buyer's anticipated future interaction with the supplier. However, after controlling for previous experience and supplier performance, neither trust of the selling firm nor its salesperson influence the current supplier selection decision.

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# Trust Transfer Theory

## Concept

Trust transfer occurs when a person (the trustor) bases his or her trust in a target (the trustee) on his or her trust in some other related targets



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# Trust Transfer Theory

## Concept

Trust transfer may work through two different process

1. Cognitive process
2. Communication process

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# Trust Transfer Theory

## Concept

### 1. Cognitive process

: trust in an entity can be transferred to an unknown target based on knowledge of the relationship between the target and the trusted entity

: Option 1. trust transfer may occur when the trustor experiences similarity and interaction between the target and the trusted entity

: Option 2. trust may be transferred when the target and the trusted party are contextually related

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# Trust Transfer Theory

Concept

## 2. Communication process

: transfer may occur when the trustor is influenced by the experience of related others through communication and the social interaction

: people can obtain secondhand information about a target during this process

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# Trust Transfer Theory

Pros & Cons

## Strong Point

- With the universalization of SNS use, we are getting more influenced by others
- We can explain why people trust something that are not directly related to themselves

## Weak Point

- No specific variables
- No explicit flow of trust (e.g. Two-Step Flow Theory)