A Classification of Brand Pride Using Trust and Commitment

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Abstract

Pride of something is an inherent feeling. In the attempt to bond customers and employees to the company, pride seems to play an interesting role, often resulting in strong relationships. Despite the strong inherent feeling pride forms it has not yet reached marketing and behavioral research. In this paper we therefore classify a specific form of pride, i.e. brand pride, using the constructs trust and commitment. In addition, this paper presents several propositions in relation to these constructs and based on recent branding literature. The article ends by suggesting directions for further research in order to increase research on this important topic.

Keywords: Brand pride, trust, commitment, branding, behavior

1. Introduction

Today companies have to face several challenges. Due to the rising competitive pressure, every firm has to fight for its customers (Pickton, Masterson, 2010). An effective method to meet this challenge is the strategy of customer oriented marketing, which relevance has been discussed for several years (Grönroos, 1994). Most of the customers are well informed and aware of the brands which they take into their potential choice set. It is important for them that the benefits promised through the manufacturer's marketing actions can be fulfilled by the local retailer, because when buying the product the customer stays in interaction with the retailer. To keep it short: The manufacturer interacts with the retailer, while the retailer interacts with the customer (Buttle, 2009). The retailer's job is to exceed the expectations and to do his best in order to fulfill the customer's individual demand. The personal relationship between the retailer and its customers can build up brand loyalty (Aaker, 1996). For that, it is important for retailers to employ brand committed staff who is able to transmit the marketing message to the customer. Brand committed employees who are proud of their company perform better and communicate the marketing message more correctly and credibly than not brand committed employees.

The customer does not only buy the product, he or she also wants to be treated individually and use the offered services. Thus, to make the shopping experience exciting and unique for the customer, employees have to be enthusiastic about the brand they are representing. Therefore, the positioning and the content of the brand should be communicated primarily by the staff (Riesenbeck, Perrey, 2008). Thus the question arises on how to build up and boost brand pride and commitment on the employee's side. Do brand loyal employees have a different behavior and different attitudes? Do these employees perform better and therefore contribute to the company's success? Does (brand) committed staff hold on to its employer even in times of financial crises? What role does branding play in these cases? Our paper starts thus addressing trust and commitment as influencing and building constructs for an employee brand pride construct. We show how these constructs theoretically influence each other and present a first classification of brand pride using them. In addition this paper presents some propositions which can be used as a base for further (empirical) studies in brand pride.

II. The Construct of Trust

Trust is a construct one can find in every action. Whether one trusts in a hairdresser's skill or whether one trusts the chef who has cooked a meal in a restaurant; trust is following us in almost every daily situation. Trust is needed to make a complex buying decision, e. g. buying a car, because it reduces the risk of a buying failure. However trust is not only applicable to people, but also to organizations, products and brands (Ganesan, Hess, 1997).

1.1   Trust in Different Disciplines

Although in some studies a definition of trust is given, a general definition of the construct trust has not been set up. The definitions differentiate for diverse research fields. Morgan and Hunt (1991, p. 23) for instance describe trust as "a willingness to rely on an exchange partner in whom one has confidence." Table 1 gives an overview about trust and its different research fields. The roots of research in trust can be found in social science and psychological literature, where intrapersonal (trust in yourself) and interpersonal (trust in other persons) trust are differentiated (e. g. Deutch, 1958, Erikson, 1968).

Insert Table (1) about here.

1.2   Trust in the Field of Economics

Trust research in economics has started in the 1980s. The current literature is aware of the great importance of trust in business relations. Although there are numerous definitions, no common definition has been found yet. Some see trust as a kind of behavior, some see in trust a desired behavior and others see trust as an expectation to a transaction partner (Ganesan, Hess, 1997). Despite all these different approaches, it can be assumed that parties that trust each other act in the other parties' interest honestly and benevolently (Cater, Zabkar, 2008). Trust is therefore an important part in personal relationships, because it contributes to constructive and cooperative problem solving (Black, 2008).Trust can be viewed from different perspectives. Four different perspectives can be identified in the literature and are incorporated in the following definition of trust:

> "Trust is one party's willingness to be vulnerable to another party based on the belief that the latter party is (a) competent, (b), open, (c) concerned and (d) reliable." (Kramer, Tyler, 1995)

Trust is built from past experiences. It gives security in complex situations, but also reflects the fact of uncertainty and vulnerability (Jones, George, 1998). Hand,Wilson & Dant (1993) found that buyer and seller in the B2B-sector see trust as the most important factor for a business relationship. To be competitive on the market, it is of main importance to be a trustful partner (Morgan, Hunt, 1994). The necessity for trust is due to the supplier-client-relations, as these are characterized through lack of information, uncertainty and a high degree of risk (Mayer, Davis & Schoorman, 1995). Trust is about the readiness to take risk (Mayer, Davis & Schoorman, 1995). Usually trust is defined as a multidimensional construct (e.g., Ganesan 1994, Kumar, Scheer, & Steenkamp, 1995). In addition, different views on trust exist throughout the literature. Trust in a person or in an institution can be distinguished. In this article we focus on a relationship between a person and an organization. Furthermore trust can be defined as the belief that the business partner acts in the other partner's interest (Wilson, 1995). Trust is built by the belief that a party is reliable and credible.

This belief is accompanied by characteristics like consequence, competence, fairness, honesty, responsibility, helpfulness and benevolence. Trust in a company is dependent on the expectations of positive results and actions. Hence, Moorman, Deshpande & Zaltman (1993), describe that trust implies two perspectives; behavior and expectation. In sum, it should be noted that trust is a special kind of attitude that provokes a certain behavior (McAllister, 1995). Trust in a business relationship is built by three different factors. Firstly trust based on characteristics is built, because persons in a business relationship act similar. Secondly process based trust is a result of good experiences that business partners had. The third factor is institutional trust which is built when business partners can show certificates or are members of certain institutions (McAllister, 1995).

2   Commitment as a Multidimensional Construct

Similar to the construct of trust, the roots of commitment research cannot be found in economic science. Commitment-research has its roots in the social psychology research field (Mowday, Steers & Porter, 1979). However, research in this field is limited to the relationship of two persons. Organizational psychology extends the understanding of commitment and tries to explain the interrelation between a person and an organization. In business relation research, the organizational understanding is widened by focusing on the commitment of two organizations. A more special focus is set on research between industrial manufacturers and retailing firms (e. g. Joshi, 2010, Vázquez, Iglesias & Álvarez-González, 2005). A widely known multi-dimensional model for commitment research was designed by Allen and Meyer (1990). They distinguish three different components of commitment: affective, normative and calculatory or continuance commitment. The affective component deals with the emotional commitment. The normative component relies on the feeling of responsibility, while the rational component takes into account the costs of breaking up a business relationship (Allen, Meyer, 1990). All three components can operate simultaneously and do not exclude themselves (Allen, Meyer, 1990).

Bansal, Irving & Taylor (2004) found, that the three-dimensional concept of commitment is statistically predominant to other constructs.In the B2B-sector commitment is of great importance, too. The business partners agree on the importance of relationships and put effort in holding up these relationships for a long time (Tellefsen, 2002). Commitment accounts for improvements of relationships. If business partners feel committed they are ready to cooperate and respect each other's goals, to swap information and to solve problems together. This respectively achieves better results and profits for both partners. Commitment in the B2B-sector depends on two factors: Firstly from the partner's satisfaction and secondly from the results of the business relations (Tellefsen, 2002). B2B-companies that focus on long-term business-relations are more profitable in the long run, especially in the service sector, and long-term business-relations correlate with the profitability of these companies (Tsiros, Ross & Mittal, 2009). Furthermore, commitment includes the acceptance of an organization's goals and culture, the willingness to put up enormous efforts and the wish to belonging to an organization and stay there (Morgan, Hunt, 1994).To sum up, commitment-research distinguishes between attitude- and behavioral-oriented approaches. These approaches have been evolved to a multi-dimensional construct. The focus in this article is set on the multi-dimensional construct of commitment, because this reflects the different characteristics of the construct better than the one-dimensional perspective. The three components by Allen and Meyer (1990) are examined now in more detail.

2.1   Affective, Normative and Continuance Commitment

Affective commitment deals with a demand-based relationship to an organization. (Bansal, Irving & Taylor, 2004). It aims at an emotional relation, the identification with the organization and the wish to be part of it. Mowday et al. (1979) define affective commitment as the relative strength of personal identification with the organization and as certain participation. This affective power binds the partners because of their demand. Trust and satisfaction can be a motor for that kind of bond (Bansal, Irving & Taylor, 2004). The affective commitment is characterized by a positive identification with goals and magnitudes of an object and by an emotional bond. Furthermore it describes the wish for membership due to positive feelings like loyalty and belonging (Allen, Meyer, 1990). A good example for affective commitment is the relationship of a hair dresser and its customer (Price, Arnould, 1999). A person feels a positive emotional relation because of its positive experiences. This positive emotion can be caused by the satisfaction about an object (Allen, Meyer, 1990). Affective commitment is based on the identification with common values and norms and the involvement in a business relation. Affective committed people continue business relations, because they like their business partner and enjoy working together. They feel loyalty and a certain kind of binding to their partner (Cater, Zabkar, 2008).

The construct of *normative commitment* describes a feeling of responsibility and the feeling of responsibility about an organization (Bansal, Irving & Taylor, 2004, p. 236). The message: "It would be wrong to break up the relationship", shows the moral character of the construct. This normative power binds a person due to its perceived responsibility (Bansal, Irving & Taylor, 2004). The business partners stay and work together, because they feel they should. This dimension of commitment contains a psychological component that shows the moral responsibility to the business relation. This moral responsibility is enhanced through social norms and values. Hence the construct influences some positive patterns for an object. It is desired to keep up the business relation and to contribute to a positive and profitable business relationship (Bansal, Irving & Taylor, 2004). The normative component can be explained by three reasons: First, because of the high satisfaction about the business relationship, second because of the business partner's interest in the wishes and demands of his partner, loyalty can result from responsible behavior. Third, maintaining relationships and showing a loyal attribute is socially respected, which means that social norms and values are exercised (Allen, Meyer, 1990).

Continuance commitment describes the cost based binding. People feel forced to stay in a relationship, because they have to. This is comparable with being "jailed" in a relationship (Bansal, Irving & Taylor, 2004). This construct refers to a cost-benefit analysis that motivates people to maintain the relationship. Therefore the person must hold on to the relationship, because breaking it up would be too costly (Meyer, Allen, 1997). People think that they cannot quit the relationship, because this would cause too high economic, social or psychological costs (Bansal, Irving & Taylor, 2004). Continuance commitment is therefore often called calculatory commitment. Crucial for the development of the calculatory commitment are the switching costs that arise when a relationship is broken up (Morgan, Hunt, 1994). The person would, for example experience high losses, when he or she would stop the relationship. Due to this dimension of commitment being not emotional, but rational, the person is just committed to an object, the possible monetary losses, whichwould arise when quitting the relationship. This kind of commitment could lead to negative emotions. This may result in a reduction of motivation and recommendation about the relationship. Calculatory commitment involves a rather negative motivation to continue a relationship, because the partner is forced to keep it.

This constraint goes along with higher costs or lack of alternatives and makes a business relationship a necessity (Bansal, Irving & Taylor, 2004).

2.2   Research of Commitment in Business Relationships

To get an overview about the current state of research, this paragraph aims to outline some important commitment components. One of the first models about commitment in business relations was done by Wilson and Mummalaneni (1986). They describe an accordance of demands and wishes of both business partners as an assumption for all business relationships. If a business relationship turns out to be positive and the demands of both parties are satisfied, satisfaction is built and more investments are done. Commitment is stronger the higher satisfaction is and the higher investments are. Commitment has a positive influence on a business relationship and supports investments and influences a relationship's duration positively (Wilson, Mummalaneni, 1986).Anderson and Weitz (1992) focus on commitment in business relationships. They examine the antecedences of commitment between manufacturers of industrial goods and their retailing firms and develop a model that views commitment as a mutual, self-energizing process.

The manufacturer's commitment is perceived by the retailer and this enforces his commitment. However, this process is not the only reason for commitment. Idiosyncratic investments also enforce commitment and show the willingness to stay in long-term relationships. The model shows the self-enforcing process as well as the impact of specific investments (Anderson, Weitz, 1992).Morgan and Hunt (1994) focus their research on the constructs commitment and trust. In their work, the antecedences as well as the impact-factors are examined. Trust is the elementary condition for the development of commitment in that model. It contains the willingness to expose oneself to the business partner and creates vulnerability. Morgan/ Hunt (1994) develop a model (see Figure 1) that explains the creation of commitment through the factors relationship termination costs, expected benefits of the relationship, conform norms, values, and trust. Similarly commitment provokes compliancy and cooperation and makes the option of changing a business partner less attractive.

Figure 1 about here.

3   Brand Pride

To define the term brand pride, first of all the definitions of pride and brand should each be given to derive a useful definition of brand pride.

3.1   The Construct Pride

Pride belongs, just like anger, fear, and happiness to the elemental emotions. They are inborn and cannot be learned. Pride is a spontaneous, nonverbal expressed emotion. Pride distinguishes from other basic emotions through a more complex structure and its self-evaluation. Students feel proud after a good exam, children feel proud, when they are praised by their parents. Pride is a motor of human activity: the wish to reach something, the ambition for power and status, successful children, etc. Pride has its source in subjective knowledge, to be something special, be recognized and to have performed an amazing work or at least have been a part of it. Pride mostly goes along with a higher self-respect and is an emotion that is of particular importance for human necessities like status and acceptance (Tracy, Robins, 2007).

Depending on the research direction, different definitions of pride can be found. For instance sociology research has another understanding of pride than economical or psychological research. However a common characteristic can be identified in all research segments. Pride is based on a cognitive comparison between a performed and an expected performance of an activity. If a performance is higher than expected, it is perceived as a success. This success enables a positive emotion and the person is proud (Thomas, et al., 1999, Verbeke, Belschak & Bagozzi, 2004).Pride is an emotion that is of great importance for understanding human's behavior. It can be derived by two factors: Self-evaluation and the opinion of other persons. Pride represents the belief that someone is competent and positively perceived. Furthermore pride can enhance self-control and can lead to a non-conform behavior of humans (Arnett, Laverie & McLance, 2002). To what extent pride is observed, dependents on two factors (Thomas, et al., 1999):

- The comparison with the own performance in the past ("Now I can do it better than before")
- The comparison of the own performance with other persons ("I can do it better than someone other")
  Pride especially appears, when a person reaches or overcomes the social standards and expectations.

These standards can be affected by other persons. Pride can be created, when a closely attached person gives feedback for work performed (Verbeke, Belschak & Bagozzi, 2004). An individual can also be proud of a group, when it is strongly committed to that group (Ellemers, Kortekaas & Outwerkerk, 1999). Both pride and the expectation to that feeling are essential. Pride is an emotional peak, which is perceived by performance and success (Katzenbach, 2003a).

A proud employee is more involved and motivated to work. Employees, who are proud of their company are more committed and feel more comfortable with their work. Thus the work performance is better (Verbeke, Belschak & Bagozzi, 2004). Monetary stimuli cannot motivate an employee as much as an emotional fulfillment can do. Pride is therefore also called a co-product of a company's success (Katzenbach, 2003a). Feelings of pride make people more self-confident, creative, flexible, and altruistic (Verbeke, Belschak & Bagozzi, 2004). Hence it can build up an organizational reactivity and generate strategic advantages and better performance (Katzenbach, 2003b). The so called "inner pride" can be seen as a powerful motivator. Employees for instance are proud of how they work, what they do and for whom they work.

Further, pride enhances teamwork, as the colleagues treat each other respectfully (Katzenbach, 2003b). To be proud of an organization results from a specific perception and from individual experiences which are made with the organization. Pride is created by the belief that the own action can contribute to the organization's success (Arnett, Laverie & McLance, 2002). In their study, Arnett et al. (2002) found that there is a connection between pride about the organization and positive employee behavior in the hotel industry. Another study conducted by Verbeke et al. (2004) shows that pride increases organization conform behavior, self-confidence, and employee motivation. Employees with a high degree of pride perceive their organization as an important, meaningful, effective, and rewarding part of society. Therefore such emotions like pride go along with high-quality services and motivated employees (Arnett, Laverie & McLance, 2002).

3.2　　The Construct Brand

The definitions of the term brand are numerous, as brands are defined by different perspectives of research and the development of brands has been dynamic (Kapferer, 2007). In business economics goods are called brand products when they have a constant quality, variety and design. Brand products initiate stable brand recognition in the customers' mind. In terms of competition law, a brand product is a commodity, which is ensured to be of constant quality by the supplier. The article or the package must have a feature/USP, which marks its origins. A brand product ensures the manufacturer a monopoly position on the market, because it can generate higher profits through the brand. If a homogenous product can be positioned as unique, a good can be called brand product. Through brands, companies want to differentiate themselves from competition (Mercer, 1995). Because today products are quite similar regarding their quality, an additional benefit for the customer has to be generated through the brand (Hermann, Henneberg & Landwehr, 2010). Apart of the material part of branding, a brand is mostly immaterial and only eminent in the customer's mind (Kapferer, 2007). Moreover, brands increase a company's value (Court et al., 1999, Rodrigues, 2007). Today not only products can be brands or branded, but also services, persons, a medium or companies. Brands do not only contain a functional level, but also an emotional part (Zambardino, Goodfellow, 2007).

Brands offer a customer the possibility to demonstrate an individual style and help the customer in buying decisions, because they contain information about products und minimize the risk of a buying failure (Kapferer, 2007). Summing up, brands can be described as a personal belief about companies and products (Zambardino, Goodfellow, 2007). A brand is characterized by an affective (customer's perception of a brand), a cognitive (subjective knowledge) and a conative (consumer acceptance) criterion (Balasubramanian, 2006). This brand identity can build customer trust, but only if a long-term, consequent identity of a brand is communicated. Trust makes a customer loyal to the company and brand loyal (Kim, Morris & Swait, 2008). Brands help us in daily situations, because they provide us with information about products and make a buying decision easier through minimized buying risk (Kapferer, 2007). Therefore precious time for a decision process can be saved and information can be better handled. In general, a brand has four functions (Schmidt, 2007):

- Function to build trust: Brands build trust and help to minimize buying risk, as they communicate constant quality
- Function of differentiation: Companies can enhance their products' attractiveness by differentiation through a brand
- Function of price saving: Most customers are ready to pay higher prices for brand products, therefore the brand product is more price-stable
- Function of integration: Brands can build excitement and help to build a brand conform behavior

Brand loyal customers are ready to pay higher prices, because they see the unique value of a brand and there is no substitute for them (Chaudhuri, Holbrook, 2001). The willingness to pay is averagely 40 % higher compared to manufacturer brands (Esch, et al., 2006). The uniqueness of a product can be supported by the trustworthiness of a brand. In the same way brand loyalty leads to a more stable demand, as the same consumers will always demand the same brand, independent of situational constraints (Chaudhuri, Holbrook, 2001).

3.3   Brand Pride as a Positive Emotion

The remarks for the constructs pride and brand make it possible to elaborate them to the term brand pride. Brand pride presents a positive emotion of a brand. The pride of a brand is based on the brand's perceived success. Pride of a brand is perceived, if the attributes satisfy or even overcome the requirements or expectations of a brand (Verbeke, Belschak & Bagozzi, 2004). Brand pride is therefore perceived, when the attributes of a brand are evaluated better in comparison to other brands or compared to the past. A special sense of price can be expected, if a brand overcomes the social standards and expectations. Figure 2 shows the building process of brand pride.

Figure 2 about here.

4   Propositions

The affective commitment reflects the emotional commitment to an organization. Therefore this commitment binds employees to an organization. The more an individual trusts, the more it will have a positive feeling. Hence, the more one trusts a business partner or an organization, the better the feeling about a business relationship and emotional commitment will be. Studies have shown (Bansal, Irving & Taylor, 2004) that trust in an organization positively affects emotional commitment. Trust is a pre-stage, or an assumption for commitment and successful relationships. It is based on past behavior and allows for commitment in the future. In a relationship, in which both parties trust each other, short-term profit will be denied for long-term success. If a party feels committed to another, it is vulnerable. Therefore people will only feel committed to organizations, if they have trust in them. Through trust, the motivation to maintain a relationship is more important to companies, as the participants feel committed (affective dimension).

The calculatory reasons are put more into the background (continuance commitment). Relationships that have a higher trust level are continued more probably, because the parties like each other and enjoy their collaboration. If the trust level is rather low, partners will more likely control each other and build their collaboration on more cost-based factors like profit and loss. When the trust level rises, the reasons for holding a business relationship because of continuance commitment will be less. Furthermore there is a positive connection between trust and normative commitment. If collaboration is established and trust is rising, the parties will feel a higher moral commitment. The more you trust a business partner, the more it is wished to hold on this relationship (Cater, Zabkar, 2008). The following three propositions P1, P2 and P3 can be derived from trust and the three dimensions of commitment:

P1: The stronger the trust in a business partner is, the higher affective commitment will be.
P2: The stronger the trust, the stronger will be normative commitment (positive).
P3: The stronger the trust, the stronger will be continuance commitment (negative).

Bansel et al. (2004) found out that affective commitment has a positive influence on normative commitment. The persons that want to continue a business relationship because of positive experiences feel some kind of obligation to do that. In other words, persons can feel committed to an organization, when they have made positive experiences with that organization (Bansal, Irving & Taylor, 2004, Cater, Zabkar, 2008). Thus, we propose

P4: The stronger affective commitment, the more normative commitment is existing.

Pride of a brand is shown, if one's expectations are met or have been exceeded. If someone is proud of a brand, he will feel emotionally committed. Because affective commitment describes the emotional commitment with an object, the individual, who is proud of a brand, will identify more with a company. Therefore a high brand pride will have a positive influence on affective commitment. Persons, who feel affectively committed, will feel more morally bond to an organization. The more proud someone is of a brand, the more he or she will stay loyal to that brand, as he or she feels morally bond. The continuance commitment has a negative influence on brand pride. This construct implies that someone is forced to stay to an organization, because switching costs are too high or there is a lack of alternatives. Persons with high continuance commitment will feel no pride.Contrary, persons with high brand pride will not stay with a brand because of lack of alternatives; instead they just want that only brand. Summing up, the following propositions can be derived:

P5: Affective commitment and brand pride influence each other. The higher affective commitment, the higher is brand pride, and vice versa.
P6: Normative commitment and brand pride influence each other. The higher normative commitment, the higher is brand pride.
P7: Continuance Commitment and brand pride influence each other negatively.

Branding stands in positive interrelation with brand pride. Branding contains not only all actions that contribute to a brand identity, but also employer branding efforts. Through employer-branding it shall be assured that employees of an organization behave brand conform and act in terms of the company's philosophy. These employees know the brand's characteristics and how to communicate those externally. If they know the brand's characteristics and act brand conform, a link to the brand is made. Only promises that can be met should be communicated in order not to disappoint customers' and employees' expectations. As pride is built when expectations are exceeded, brand pride is mainly built when at least the expectations have been met. A representative business building, comfortable working circumstances and monetary incentives can contribute to that good feeling and the employee will be proud to be part of the company and the brand. Hence it can be assumed that employees will be more engaged, when they feel comfortable working for a company. A positive feeling can in turn lead to brand pride. These thoughts can be derived to the following proposition:

P8: Branding influences brand pride. The higher the extent of branding, the higher the brand pride.

5   Conclusion and Future Research

In this paper we have attempted to build a bridge between the concepts of trust, commitment and brand pride and thereby gaining more insight into the latter construct. Undoubtedly trust and commitment have strongly influenced recent research. With the development and conceptualization of brand pride presented here, a further strong construct in behavioral employee research is found which needs thorough further examination and development. Therefore, a few suggestions for further research on this topic should be made.First, all our propositions related to brand pride need empirical testing. Although we are quite aware of the literature regarding the relationships between trust and commitment, an examination of the role of pride should enhance the understanding of this construct and the interaction between them. Furthermore, an empirical approach would allow finding different items in order to measure (brand) pride properly.

Second, our approach to brand pride was based on the branding discussion in the literature but limited to the background of trust and commitment. Similar to recent discussion on brand behavior or behavioral branding several other related behavioral constructs can form different expressions of brand pride.Last, we have presented a possible process on how brand pride arises. With regard to other behavioral constructs, brand pride can be formed by other processes or other mediating or moderating factors as well. This paper is one of the first papers on brand pride. Based on the propositions here, further examination of (brand) pride in different research contexts would provide another fruitful research area.

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Table 1: Trust in different scientific disciplines (see Rousseau, 1999; Deutch, 1958; Erikson, 1968; Ganesan and Hess, 1997; McAllister, 1995; Fang, 2008)

Psychology	Distinction between intrapersonal trust and interpersonal trust; trust is understood as a personality variable, as a situative phenomenon, as something with relational character
Sociology	Trust is a mechanism to reduce social complexity and is understood as a social resource; international trust (trust of the population in their own society
Economics	Approaches of the Principal-Agent-Theory; trust as a risk reducing factor; U.S. Consumer Confidence Index; consumer trust
Business administration (general)	Trust in labor relations; differentiation in intra- and interorganizational trust; Corporate Governance
Marketing	Branding trust, Pricing trust, characteristics of trust, trust in distribution channels, trust in promotion

Figure 1: A Model of Relationship Marketing (Morgan, Hunt, 1994)
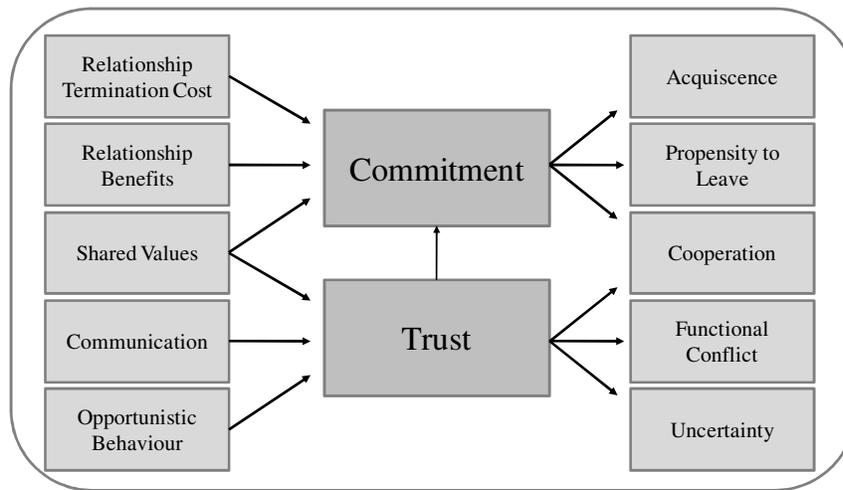
Figure 2: Building process of brand pride