

Studying Effective Factors of Social Trust on Banking System Case study: Saderat Bank in Mazandaran Province

Mohammad Goya¹
Ghourban Ali Ebrahimi^{*2}

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Abstract

Gaining customer confidence in financial institutions is one of the key factors for the success of these firms in the competition arena. Trust sustains economic and social action, and without it no secure interaction can be formed. The purpose of this study was to identify the factors affecting customers' social trust in the system of Export Bank (Saderat) of Mazandaran Province. The research method was survey and data was collected by questionnaire. The statistical population includes all customers aged 15 years and over in Export Banks residing in provincial cities. The method is multi-stage cluster sampling and the sample size is 384 according to Cochran formula.

The findings show that the average social trust in the bank is high among 40% of people. There is a positive and direct relationship between social responsibility, bank interest rates, immunity of cash deposits and customer communication channels, and social trust in the bank. Independent variables account for 55.6% of the variance and changes in social trust in the export bank. The greatest impacts are social responsibility variables, bank-related factors, and bank ownership on social trust in export banks.

Keywords: Social trust, Social responsibility, Bank interest rate, Deposit money, security, and Export Bank.

1. Introduction

Economic development is among the most important goals followed by countries; and, most of government authorities try to pave the way for economic growth. Among organizations playing effective role in economic development, reference could be made to banks. Banks' roles as economy and business driver; generator of wealth; and, provider of services for local,

¹. Department of sociology, Babol Branch, Islamic Azad University, Babol, Iran, m.gooya@gmail.com

². Department of Sociology, Mazandaran University, Babolsar, Iran. (corresponding author) ghorbanaliebrahimi@gmail.com

national, and international communities are critical and cannot be denied. Considering great responsibility of banks in economic development of communities either nationally or internationally; they have more responsibilities compared to other enterprises active in the field of industry and economy. Meanwhile, their responsibility directly affects responsive performance of other enterprises. In general, banks attract liquidity and grant loans; so, they are capable of playing more effective role in economic growth and development of the country as well as realization of goals set by five-year planning perspective of the government (Saidi, 2009).

In order for banks to develop more, a social component called trust or institutional trust is needed. Social trust is one of the key concepts of sociology and one of the important aspects of human relationships; and, it makes the ground ready for cooperation among society members. That is, many experts including Lohmann and Alport consider trust as a factor to increase social actions and relationships. Trust as a social phenomenon is rooted in structures, patterns and roles, institutions, and social relations. Trust as a concept means to be ensured against the other party's motivations and intensions. So, trust means sincerity in actions and talks of the other party. According to Anthony Giddens, trust is relying on nature or properties of somebody or something, and/or correctness of what he says (Amir Kafi, 2001:11). Trust has relationship with such concepts as empathy, reciprocation, respect, integration, forbearance, and brotherhood (Newton, 2001:203). Social trust or generalized trust is our trust in other people such as family members, peer group, neighbors, government, and social organizations (Gleiser, 2000; Newton, 2001; Deli, 2002). Social trust as a phenomenon facilitates social relations. In fact, trust is a positive attitude towards an outside person or thing; and, it explains how we evaluated those phenomena we are facing with. Trust has different dimensions and has to be considered as a social category learned through sociability (Abbaszadeh, 2004: 269). According to Inglehart, relatively low levels of trust would be most probably resulted in a person not to accept existing structure and to suffer from anomie or social alienation (Inglehart, 1999: 88). One of the social aspects dealt with in present research is social trust in banking system. Banks are secure and safe places for people to keep their cash assets in; and, they act as

the most important centers for collection of cash assets through provision of various types of accounts proportionate to what different people at different times are in need of.

As referred to before, trust is of different aspects. Some thinkers such as Anthony Giddens considering it to have three aspects of basic trust, generalized trust, and abstract or institutional trust. In the study, researcher is going to study institutional trust; because, he wants to study peoples' trust in such economic institutions as Saderat Bank in Mazandaran Province. Peoples' trust in Saderat Bank can lead to economic action in people. R. Inglehart believes that trust is resulted in continuous economic, political, social, and cultural action; and, no interaction takes place without it (Inglehart, 2003:125). Social trust in Saderat Bank is in fact a kind of institutional trust people have in economic organizations and financial and banking institutions.

Every bank requires to keep current customers and to attract new customers so that its range of customers would be expanded. It goes without saying that, this policy would be implemented through promotion of trust level against bank's performance. One of the characteristics of reliability that surely has to be taken into consideration is its characteristic of communicability to other people. That is, when people observe trust of acquaintances and their trustees in a certain bank; they will also be encouraged to put their trust on that bank and become a customer of it. On the contrary, when acquaintances and trustees lose their trust in a certain bank; other related people will become hesitant whether to trust in that bank or not (Ghelich, 2015). Having different branches in farthest parts of the country, banks simply collect inactive savings and provide them to owners of industries, farmers, and traders; and, they play considerable role in economic growth and development. This is why; apparently main role in economic activities are played by production factors such as capital, work, and technology. However, numerous banking advantages in terms of attracting savings and granting loans provides banks with special status in terms of society's economic progress. That is, according to some experts in economic growth and development, one of the reasons for third world countries not to develop is lack of efficient and healthy monetary and banking institutes. Existence of efficient banking system causes society's

economy to show appropriate reactions against economic crises and fluctuations and to continuously direct society towards full employment and public welfare. This will not happen except for when people find trust in the banking system.

As shown by the results from research performed by M.Pahlavan (2006), social trust level is low among people in Mazandran. In other researches performed by Rafipour (1999), Ministry of Islamic Guidance (2002), Mazand Consulting Engineers (2008), Chalabi (1996), Heidarabadi (2010), Amirshahi, Siahtiri, and Ravanbod (2009), Mohseni Tabrizi (2009), Aghaie, Taghavi Far, and Rajabzadeh (2012), Sharepour et al. (2013), Shafeie (2017), and Mohammad Karimi and Ghaffari (2018), trust has gone under a downward trend. Experimental and field observations also based on views provided by members of Saderat Bank in Mazandaran Province shows reduction of peoples' trust in bank; and, during recent years decrease has been made in accounts opened by people in the bank. The reason for people showing no interest in opening account in banks could be high inflation rate in society and low interests on deposits provided by banks, compared to economic inflation growth. However, low trust level in communities is to the extent that some scholars such as Robert Putnam (1995) present theory of trust decline. So, social trust and its low level in Mazandaran Province can be set forth as a social problem and present study is trying to recognize, analyze, and explain social factors having effect on social trust in Saderat Bank in Mazandaran Province. So, for better review of social trust in economic institutions such as Saderat Bank, trust level in Mazandaran Province has to be studied so that a better sociological analysis would be possible. Social trust is a clear problem; however, its different aspects are not clear. The author tries to identify ambiguous points regarding the research subject. So, it wants to answer this question that "What are those factors having effect on customers' trust in Saderat Bank in Mazandaran Province; and, to what extent each of these factors affect social or institutional trust in Saderat Bank?"

2.Review of Literature

Experts have taken micro, average, and macro levels of social trust into consideration. Some of them have tried to consider institution-based and society-based approaches. In some studies from inside the country like those performed by Mansourian and Ghodrati (2009), Sharepour (2009), contrast of the two approaches have been clearly studied in experimental way. However, among experts, reference could be made to views provided by Putnam and Zetumka in terms of the two society-based and institution-based approaches. Institutionalists consider trust to be resulted from quality of institutions' performance and not from associative life. Best analysis in relation to society-based and institution-based approaches towards trust can be found in theories provided by Rothstein and Stole. They divide trust-related theories into two categories: society-based and institution-based approaches. The approach presented by Fukuyama and Putnam towards trust is put under society-based approach (Putnam, 2001; Fukuyama, 2006).

Upon the institution-based approach, institutions existing in society are considered as main factors of trust creation and destruction. Here, main emphasis is put on efficient institutions guaranteeing contracts between people and punishing those people violating the contracts, due to their efficiency and observation of justice. So, it is concluded by people that other citizens do not betray their trust and are trustable due to existence of efficient legal institutions (Mansourian and Ghodrati, 2009). When men recognize that upon misuse of their trust, there would be no more people or places to take refuge in; naturally, they will be suspicious and pessimistic (Sharepour, 2010). So, in institution-based theory, institutions and their performance regarding guaranteeing trust and showing support against betrayal of trust will be taken into consideration, in addition to their efficiency in creating trust and preventing trust declination.

Trust and cooperation have been cited by P. Zetumka as one of the basic assumptions in coping with global evolutions, with consideration of globalization and dynamic process of mutual global dependency; and, he has paid more attention to trust and the risk coming after it (Abbaszadeh, 2004:272). According to Zetumka, trust emerges in the context of human actions with their most important characteristics of them being orientation

towards future. The less would be our control over future actions; the more we would be in need of trust. Trusting means betting on uncertain future and uncontrollable actions taken by people; and, it is always involved with risk. According to him, trust levels are considered as layers beginning from the most objective relations between family members and continuing to the most abstract relations such as trusting in social order, efficiency of the system, and etc. (Zetumka, 2007:79). So, trust in bank is critical and necessary for performance of economic activities and mutual actions between people and bank.

From Giddens's point of view, today's societies need to understand concept of trust to make progress. Concept of trust does not only mean trusting in a certain person; instead, it includes bigger organizations and institutions, as well as specialized systems. That is, these types of relations have not been previously so expanded. Trust is related to the binding between time and location.

According to R. Putnam, social trust is the most important component of social capital; and, cooperative cooperation easily takes place, where there is a basic storage of social capital in form of rules of exchange and networks of civil commitment. Social capital indicates some kinds of social organization as trust, rules, and networks that can facilitates society's efficiency through proper actions. Self-motivated cooperation will be facilitated through social capital (Azkia and Ghaffari, 2005: 308).

Trust has been studied from different aspects and according to different perspectives. It became clear that many factors including social, political, economic, cultural, and psychological factors interfere with social trust; however, none of existing theories by their own are capable of comprehensively studying and analyzing those phenomena reviewed in present research. However, integrated approach creates this opportunity to study the subject from different sociological aspects and makes comprehensive analysis and explanation possible. In present research, integrated approach has been used as theoretical framework of the study. As stated in theoretical and experimental foundations, social trust in Saderat Bank in Mazandaran Province is not caused by one reason and experts have dealt with the subject from

different aspects and have stated different causes. Some of them have taken micro level and some of the other average level of social trust into consideration. To explain social trust or institutional trust (trusting in such institutions as Saderat Bank) in present research, different theories provided by scholars in sociological fields have been used. With an overview on theories presented, trust and its related theories can be considered in three micro, average, and macro levels. In each of these levels, different theories can be placed that trust from certain perspectives into consideration.

In micro level, trust is set forth as personal trait and emphasis is put on feelings, emotions, and individual values; and, in studying trust, theories of personality and individual variables are taken into consideration. Based on this perspective, trust is close to such concepts as cooperation, honesty, loyalty, sincerity, hope, and compersion. Those theorists as Coleman, Ericsson, Pitter M. Blaw, Johnson, and etc. have dealt with concept of trust through micro theories. Micro theorists have chosen micro analysis level and action level of study to analyze trust meaning and concept. Trust by all of these theorists is considered as a personal trait affected by actions taken by people. According to Coleman (1998), trust's structure and system includes two important roles played by who trusts and those who are trusted and show trustable behaviors under certain condition. Actor in the system can be person, group, organization, institution, and/or society. Actors in the system are aiming at creating interactive environment based on mutual trust. Individuals and society are affected by function of the system; and, important effect of social trust is creation of social security through actors' sense of tranquility and optimism towards each other.

In macro level, trust is conceptualized as characteristics of social relations and/or social system, and in general as a collective feature. Such theorists as Spencer, Zimmel, Parsons, Inglehart, Putnam, Fukuyama, Lohman, and etc. have tried to study social trust with emphasising on society's social structure. All of them have selected macro analysis to study trust. Also, they have focused on social structure in studying and analyzing trust concept.

Among micro and macro theories, such theorists as Giddens have rejected any type of reductionism in studying concept of trust; and, they have integrated

micro and macro levels of analysis as well as action and structure levels of study to review and analyze the concept of trust. According to Giddens, in pre-modern societies, trust is some kind of apparel adherence based on co-presence; whereas, in modernity era and modern world of today, situation differs. Non-personal trust in anonymous others is resulted from progressive nature of abstract systems. Main aspect of trust in modernity era is non-apparent adherence to find meaning in specialized systems (Ritzer, 2007: 768). It has to be noted that theoretical support of hypotheses in the research include some experimental backgrounds of the research, as well as macro theories regarding social trust such as theories presented by Giddens and Putnam, in addition to institution-based perspectives regarding trust.

Research Hypotheses are:

1. There is a significant relationship between size of the bank and level of social trust in Saderat Bank in Mazandaran Province.
2. There is a significant relationship between reduction of bank interest rate on deposits and level of social trust in Saderat Bank.
3. There is a significant relationship between inviolability and security of cash deposits of people and level of social trust in Saderat Bank in Mazandaran Province.
4. There is a significant relationship between type of ownership of banks and level of social trust in Saderat Bank.
5. There is a significant relationship between communication channels through websites and social networks and social trust in Saderat Bank of Mazandaran Province.
6. There is a significant relationship between social accountability and social trust in Saderat Bank.
7. There is a significant relationship between bank-related factors and level of social trust in Saderat Bank.

3. Methods

This research has been performed as a survey; and, data has been collected through questionnaire. Statistical population includes all customers (male and female) of Saderat Bank in Mazandaran Province being 15 years old and higher

and residing in the cities of Mazandaran province. According to census statistics from 2016, research population in age ranges higher than 15 residing in urban areas in Mazandaran province have been equal to 1897238 individuals; and, the number in five centers from which research samples have been collected (Behshahr, Sari, Babol, Babolsar, and Noshahr) has been equal to 700250 individuals. Multistage cluster sampling has been used as sampling method. At first stage, from among cities in Mazandaran Province, five cities of Behshahr, Sari, Babol, Babolsar, and Noshahr have been selected. At second stage, only capital cities (five cities) of the above cities have been selected. At this stage, some of the urban areas of these cities and rural areas have been eliminated. At third stage, from among each selected city, a number of urban areas, neighborhoods and streets have been selected. Also, based on ratio of population of each city, numbers of samples have been specified. So, multistage cluster random quota sampling has been used as the sampling method. Selection of people in concerned regions took place as follows: primarily cities have been divided into several main regions and in each region a number of houses have been taken into consideration. However, from among these people, those having active account in Saderat Bank as fixed and key customers have been selected.

Validity of the research has been verified through face validity and reference made to experts, as well as exchange of thoughts with them. To measure reliability, Cronbach's alpha has been used. Minimum and maximum alpha values have been obtained as 0.720 and 0.886, showing correlation and consistency among items related to variables being appropriated and acceptable. In other words, the research is reliable and trustable. Dependent variable of social trust in Saderat Bank's alpha value has been 0.886 which is high and its items have had internal consistency. Since coefficients' values in the questionnaire have been higher than 0.70, it could be concluded that research tool is valid and reliable.

According to the results, dependent variable of social trust in bank at significance level of upper than 0.05 is normal. Value obtained from Kolmogorov-Smirnov test has been 1.250 at significance level of 0.088. In terms of other independent variables also, values of Kolmogorov-Smirnov test

and their significance level shows normality of data in terms of research population.

Table 1: Cronbach's alpha values and normality of variables

Variables	Number of items	Cronbach's alpha	Smirnov Kolmogorov test	Significance level
Social Trust in Export Bank	20	0.886	1.250	0.088
Bank size	6	0.784	1.355	0.077
Interest rate	5	0.779	1.259	0.085
Safety and security of cash deposits	7	0.720	1.109	0.090
Type of Bank Ownership	5	0.738	1.069	0.142
Communication channels	8	0.733	1.157	0.123
Bank Related Factors	11	0.835	1.293	0.080
Social Responsibility	15	0.760	1.207	0.109

4. Findings

Studying variables showed that dependent variable of social trust in bank has been measured by 20 items. In total, about 10.4% of respondents consider social trust in bank to be of very low level. About 23.4% of respondents consider social trust in bank to be very high. Also, about 17.4% consider inviolability and security of cash deposits to be at very low level. About 18.5%, 26%, 19.8%, and 18.2% of respondents also respectively consider inviolability and security of cash deposits equal to low, average, high and very high. About 10.7% of respondents consider bank ownership effectiveness on trust in bank as very low; and, 17.4%, 20.6%, 22.4%, and 28.9% of respondents respectively consider effectiveness of bank ownership on trust in bank to be low, average, high, and very high. In total, about 3.9% of respondents consider social accountability level to be very low; and, about 12% of respondents consider it as low. Social accountability has been considered to be average, high, and very high by respectively about 36.7%. 27.1% and 20.3% of respondents.

Table 2: Distribution of Respondents by Social Trust to the Bank

Amount of social trust in the bank	Abundance	Percent
Very little	40	10.4
Low	90	23.4
Medium	101	26.3
Much	71	18.5
Too much	82	21.4
Total	384	100

Considering measurement level of variables and normality test of data, Pearson Correlation Coefficient has been used. Pearson correlation coefficient

between size of the bank and level of social trust in Saderat Bank has been 0.095 at significance level of 0.064. As far as significance level in terms of correlation coefficient is higher than 5%; there is no significant relationship between the two variables of bank size and level of social trust in Saderat Bank. In terms of other variables, there had been positive and significant correlation between social accountability and trust in Saderat Bank. For example, Pearson correlation coefficient between social accountability and level of social trust in Saderat Bank has been 0.760 at significance level of zero. As far as this significance level in terms of correlation coefficient is lower than 5%; there is significant relationship between the two variables of social accountability and level of social trust in Saderat Bank. So, H₀ is rejected and H₁ is confirmed. However, this relationship is positive and direct. That is, the more would be social accountability; the more would be social trust of people in Saderat Bank. On the contrary, lower social accountability would be resulted in reduction of social trust in Saderat Bank.

Table 3: Pearson correlation coefficient between variables and social trust in the bank

Variables	Correlation coefficient	Significance level	Test result
Bank size	0.095	0.064	Lack of significant correlation and confirmation H ₀
Interest rate	0.158	0.002	Significant positive correlation and rejection H ₀
Safety and security of cash deposits	0.251	0.000	Significant positive correlation and rejection H ₀
Bank Ownership	0.738	0.000	Significant positive correlation and rejection H ₀
Communication channels	0.116	0.023	Significant positive correlation and rejection H ₀
Social Responsibility	0.760	0.000	Significant positive correlation and rejection H ₀
Bank Related Factors	0.256	0.000	Significant positive correlation and rejection H ₀

To study and test research hypotheses, multivariate regression analysis has been applied in addition to correlation coefficient so that changes in dependent variable of social trust in Saderat Bank would be predicted through dependent variables and share of each of them in explaining dependent variable would be explained.

Table 4. Summary of Multivariate Regression Results

R	R ²	R ^{2adj.}	Std. Error	Durbin-Watson	F	Sig.
0.745	0.556	0.550	7.499	1.760	94.5	0.000

In the model summary table, R (coefficient of multiple correlation) i.e. correlation coefficient between set of independent variables and dependent variable is equal to 0.745, showing high correlation coefficient. Coefficient of determination (R²) is equal to 0.556 showing that a set of independent variables predicts and explains 55.6% of variance and changes of dependent variable of social trust in Saderat Bank which is a proper value. Remaining part of changes in the research dependent variable (44.4) known as root mean square error (e²) is affected by variables outside the model. Standard error has been estimated to be 7.499 and indicative of prediction power of regression equation; and, it would be better for the value to be lower which is relatively appropriate in the research. One of the important assumptions regarding regression analysis is independence of errors from each other (difference between real and predicted values by regression equation), studied through Durbin-Watson Test. As far as in the model the value is within the range of 1.5 to 2.5; this shows independence of errors from each other. The results from Durbin-Watson test shows independence of data from each other as being equal to 1.76.

Another important assumption in regression analysis is lack of the above colinearity relationship between independent variables; because, coefficient of determination (R²) would be fakely increased by it. This coefficient of determination has been measured through tolerance and VIF statistics, in the above table of regression’s impact factors. As far as tolerance value of independent variables is close to one and their VIF is lower than 2; lack of colinearity existing between independent variables is shown.

Table 5: Regression coefficient values of social trust in export bank

variable	Regression coefficient	Beta	T test	Significance level	Tolerance	VIF
Constant	46.521		16.146	0.000		
Safety and security of cash deposits	0.169	.0810	1.431	0.153	0.563	1.754

Interest rate	-0.360	-0.143	-2.744	.006	0.491	1.319
Bank size	.1600	.0560	0.566	0.572	0.721	1.260
Social Responsibility	0.732	.509	20.144	0.000	0.772	1.296
Communication channels	-0.159	-0.073	-0.750	0.454	0.824	1.083
Bank Ownership	1.931	0.760	19.591	0.000	0.780	1.282
Bank Related Factors	0.932	0.657	18.314	0.000	0.522	1.256

Values of regression coefficients show that most of independent variables except for inviolability and security of cash deposits, communication channels and size of the bank are significant at higher than 99% level. In table of regression's impact factor all effects of main variables except for inviolability and security of cash deposit, communication channels, and size of the bank are significant. Constant value (46.521) is y-intercept and shows value of dependent variable with no interference of independent variables (when independent variables are equal to zero). Based on Beta values also which regression coefficients have been standardized; determination and comparing relative share of each of variables in explaining variance and changes of dependent variable would become possible. Maximum beta value among significant variables respectively belongs to variables of bank ownership, factors related to bank, and social accountability. Therefore, based on obtained beta for bank ownership, it can be suggested that against one unit increase in standard deviation of bank ownership, standard deviation in dependent variable would be increased equal to 0.760 (social trust level in Saderat Bank).

To study level and path of direct and indirect effects of independent variables in the research on dependent variable, false relationships between variables (how much of available relationship in the research is resulted from concerned independent variable and how much is resulted from variables outside analytical model), and compatibility of theoretical model of research with a set of data, path analysis has been used. After computation of direct and indirect as well as overall effects of all of independent variables on final dependent variable of the research i.e. social trust in Saderat Bank, it would be observed that maximum direct effect i.e. beta coefficient of regression analysis is related respectively to variables of social accountability and bank-related

factors. Also, maximum indirect effect is respectively related to variables of bank ownership and social accountability. Maximum overall effect on social trust in Saderat Bank is also respectively related to variables of social accountability, bank-related factors and bank ownership.

Table 6: Direct, Indirect and Total Impacts of the Main Independent Variables on the Dependent Variable

Variables	Direct	Indirect	Total
Safety and security of cash deposits	0	0.19	0.19
Interest rate	0	0.19	0.19
Bank size	0	-0.15	-0.15
Social Responsibility	0.15	0.24	0.75
Communication channels	-0.15	0	-0.15
Bank Ownership	0	0.55	0.55
Bank Related Factors	0.66	0	0.66
Total	1.02	1.02	2.04

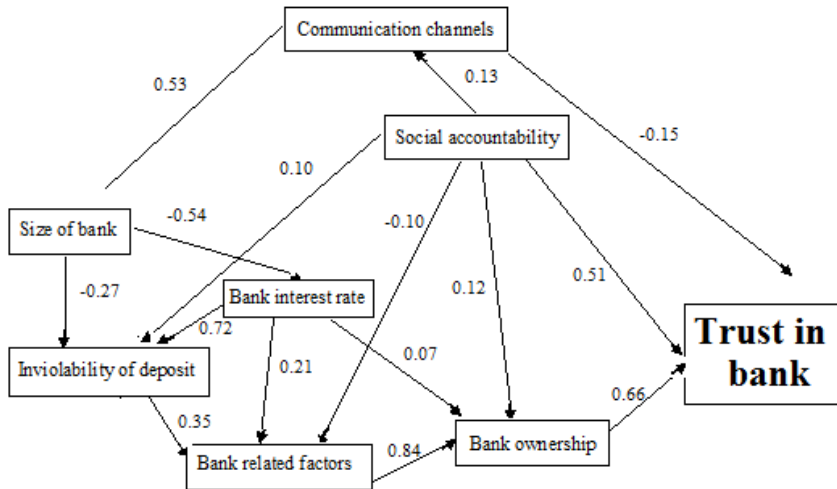


Figure 1: Path analysis model of social trust level in Saderat Bank

5. Conclusion

Social trust is one of the main problems; today’s communities are facing with. In terms of economic issues also, taking trust into consideration is of high importance. Especially in such countries like Iran where some banks and financial and credit institutions have become bankrupted during recent years and/or have experienced embezzlement and bribery; peoples’ trust in banks is of much importance. According to Ronald Inglehart, trust causes continuous

economic, political, social, and cultural action; and, no reliable interaction would be occurred without it (Inglehart, 2003: 125). Social trust in Saderat Bank is in fact a type of institutional trust placed by people in economic institutions and financial and banking institutions. Undoubtedly, attracting customers' trust in financial institutions is one of the basic factors for success of these enterprises in competitive world; and, for the same reason, many of these institutions have chosen trust as the core of their advertisement activities. Trust is required for service marketing so that the relationship between customers and those who provide services would be maintained; because, mostly before experiencing a service in reality, customers are forced to make purchase decisions. One of the methods to attract and keep customers in the banking field is creating trust in them towards services rendered by banks. According to Amirshahi, Siahtiri, and Ravan Bod (2009), as far as main and real products provided to customers in all of the banks are somehow similar; being distinguished from competitors is much required. One of the methods through which banks can achieve this goal is strengthening long term relationship with key customers and taking advantage of their trust. As a result, trust of people in banks including Saderat Bank in Mazandaran Province can lead to peoples' economic actions. So, the research has been performed to the aim of identifying effective factors on increase and decrease of customers' social trust in Saderat Bank's system in Mazandaran Province.

In the research, no significant relationship has been found between size of the bank and trust in Saderat Bank; however, in some of the researches effect of size of the bank and number of its branches have been considered in creation of loyalty and trust in bank. In identification of effective factors in creation of customer's loyalty and trust in bank, reference has been made by Dastranj and Haghgoo (2014) to size of bank and/or number of its branches all over the city; and, these are considered as one of the ten important factors in creating customer's loyalty and trust in banks. Size of bank is very important for Basel Committee on Banking Supervision and other regulatory international organizations in the world. Banks classified into big and small categories can have different behaviors and regulating them can be also different on behalf of banking supervisors. According to the results from research performed by

Shahchera and Noorbakhsh (2016), mutual relationship exists between size of bank and stable banking performance in banking network of the country. Bank managers can put emphasis on more importance of size of banks as an effective factor on banking performance stability, with consideration of mutual relationship between size of the bank and stability of banking performance. Related results in the research are in line with those of research performed by Dastranj and Haghgoo (2014).

Pearson correlation coefficient between level of inviolability and security of cash deposits of people and their social trust level in bank is equal to 0.251, at zero significance level. The more would be inviolability and security of cash deposits of people; the more would become their social trust level in bank. Vice versa, the less would be inviolability and security level of cash deposits of people; the less would become social trust of them in banks. As shown by Saied Nia and Abdollahi (2011), inviolability and security of cash deposits of people are effective on their level of social trust. It was found by Nasri and Charofdin (2012) that banks have to improve security and privacy so that peoples' personal and financial information would be protected; and, this would be leading to increase in users' trust. Also, the results from studies performed by Cheol-ho Yoon (2010) showed that inviolability and security of cash deposits, bank efficiency, and stable financial system have considerable effect on customers' trust, both in terms of highly experienced customers and those with low level of experience. The results obtained from reviewing the relationship between inviolability and security of peoples' cash deposits and social trust in bank in the research have been in line with those of research performed by Cheol-ho Yoon (2010), Said Nia and Abdollahi (2011), Kim et al. (2008), and Nasri and Charofdin (2012). One of the most important methods of increasing peoples' trust in Saderat Bank in Mazandaran Province is that people would be relieved about inviolability of their cash deposits. Peoples' trust in their deposits safely kept in banks would be resulted in their increase of trust and loyalty in bank.

According to the results, Pearson correlation coefficient between communication channels and social trust level in bank is 0.116, at significance level of 0.023. So, there is a significant relationship between the two variables

of communication channels and social trust in banks. In identification of factors having effect on creation of loyalty and trust of customers in bank, reference has been made by Dastranj and Haghgoo (2014) to creation of communication channels through websites and social networks, as well as emails between bank and customers; and, this was considered as one of the ten factors of creating peoples' loyalty and trust in banks. The results from studies performed on the relationship between communication channels through websites and social networks and level of social trust in bank in present research have been in line with those of research performed by Dastranj and Haghgoo (2014). Effectiveness of a bank is always subjected to obtaining more financial resources through creating trust in bank. So, it is suggested that financial resources of banks would be increased, through correct management, working capitals, and gaining fixed customers' trust, and attracting new customers via systematic advertisement and using new technologies. Therefore, social media have to consider themselves as guardian of clear-sighted citizens; choose the subjects impartially and accept their concerns and propositions.

Pearson correlation coefficient between social accountability level and level of social trust in Saderat Bank is equal to 0.760, at zero significance level. As far as significance level in correlation coefficient is lower than 5%; there is a significant relationship between the two variables of social accountability and social trust in Saderat Bank. The more would be social accountability; the more would become their social trust in Saderat Bank. Social responsibility is an important stimulus in taking society into consideration more as the main beneficiary of organizational activities. In the study performed by Delves Salmons et al. (2017) on about 800 bank customers, effects of two dimensions of ethical and humanitarian social accountability on loyalty have been reviewed; and, it was concluded that ethical responsibilities have been effective on loyalty through trusting. In research performed by Mojoudi et al. (2014) titled "Studying effect of organization's social accountability on customers' loyalty (Pasargad Bank in Ahvaz)", it was found that social responsibility of an enterprise has positive and direct effect on quality of perceived services and satisfaction.

Also, the results have been indicative of positive relationship existing between satisfaction and behavioral as well as attitudinal loyalty of bank customers. The results provided about company's social responsibility and quality of rendered services by this research can be used by bank managers. The results from research performed by Soroush (2014) shows that firstly, these three variables have strengthening relationship with each other. So, promotion of public trust in society has to be considered as important so that compersion behaviors that guarantee creation of a righteous society would be increased. Secondly, prevalence of honesty and frankness in social relations can help accountability and trust-based behaviors, in addition to increasing social capital.

Therefore, effort has to be made in order for these types of values to be strengthened. The results from studying the relationship between social accountability and level of social trust in bank in present research is in line with those of researches performed by Mahnani (2018), Soroush (2014), Delves Salmons et al. (2017), Iman and Jalalian (2010), Yazdanpanah and Hekmat (2014), and Mojoudi et al. (2014). As far as there is positive relationship between social accountability and performance of banks; all economic, social, and cultural sectors have to be coordinated for optimization of social accountability and movement towards sustainable development.

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