

# **THE RELATIONSHIPS BETWEEN TRUSTING BELIEFS, TRUSTING INTENTIONS AND TRUST-RELATED BEHAVIORS: THE CASE OF ONLINE SOCIAL COMMUNITIES**

Chun Meng Tang  
JCU Singapore, Singapore  
chunmeng.tang@jcu.edu.au

Govindan Marthandan  
Multimedia University, Malaysia  
marthandan@mmu.edu.my

---

## **ABSTRACT**

Built on social networking sites and managed by individuals, groups or companies, online social communities allow people to post, read or forward information such as photos, videos, messages, comments and so on within or across communities. Just as they are a great medium for people to share information today, the communities are stacked with information that is fabricated, exaggerated or partly true. Following the proposition that there are relationships between trusting beliefs, trusting intentions and trust-related behaviors, the objective of this study is to examine students' trust in the information they read in online social communities and their resultant trust-related behaviors. Trusting beliefs is conceptualized as a second-order construct, manifested by three first-order constructs; i.e. competence, benevolence and integrity. Also a second-order construct, trusting intentions is manifested by two first-order constructs; i.e. willingness to depend and subjective probability of depending. Trust-related behaviors are posting comments or forwarding information. We operationalized the constructs with newly developed scales, collected responses from university students, and tested both measurement and structural models using the partial least squares (PLS) approach.

**Keywords:** Trusting Beliefs, Trusting Intentions, Trust-Related Behaviors, Social Networking, Online Social Communities

---