


An Investigation into the Factors Affecting Natural Essential Oil Sales Via E-Marketplaces to Improve the Perceived Trust of Small and Medium-Sized Enterprises (SMEs)

 [0000-0002-5686-3505] Ahmed Muayad Younus ^{1*}, [0000-0003-0121-306X] Mohanad Abumandil ²,
Ramzi Tarazi³, [0000-0003-1703-4912]

¹Postgraduate Centre, (PGC), Limkokwing University, Cyberjaya, Malaysia

²Faculty Of Hospitality, Tourism and Wellness UMK, Malaysia, ³Excelsia College, Sydney, Australia

Abstract

By trading on electronic marketplaces, small and medium-sized enterprises (SMEs) involved in the manufacturing of Essential Oils can overcome market accessibility barriers (e-marketplaces). However, trust is a hurdle that SMEs must overcome to trade successfully on e-marketplaces. The business sector poses a particular set of challenges in terms of trust and electronic marketplaces. It is challenging for SMEs in the business sector to provide the level of product quality assurance that their consumers want. Trust established between buyers and sellers during the initial phases of e-marketplace engagement might pave the way for future trust in an e-marketplace vendor. The purpose of this study was to determine the effect of initial trust, trust evolution, trust in the electronic market, and trust in personal relationships on Small and Medium-Sized Enterprises selling Essential Oils. Thus, the data were collated, coded, and evaluated in this study. The respondents' demographic information was evaluated using a statistical software. Additionally, to generate conclusions using frequencies and percentages. The coefficient of correlation Pearson's correlation coefficient is used to determine the relationship between two variables.

Keywords: Strategic Management, Development, Perceived Trust Small and Medium Enterprises, E-Marketplaces

Introduction

The practicality of electronic markets (Online-market) for business-to-business electronic trade is gaining traction (Spinellis, & Katsigannis, 2011; Standing, Standing, & Love, 2010; Troung & Bhuiyan, 2011). Small and medium enterprises (SMEs) are thought to benefit from e-marketplaces since they can obtain better access to a larger buyer market and possibly sell their products abroad. Despite the ostensible benefits, SMEs in developing nations' agricultural sectors are slow to adopt e-marketplaces (Dlodlo & Dhurup, 2010; ECDC, 2015; Isabirye et al., 2015). The delayed adoption of e-marketplaces by SMEs in the Essential Oils industry in South Africa (ECDC, 2015) is due to a lack of information about the elements that influence customers' trust in e-marketplaces sellers (Effah, 2014; Park & Kang, 2014). Given that consumers of agricultural products are frequently worried about product quality, face-to-face contacts while purchasing agricultural produce play an important role (Heinrich, 2015; Koh, Fichman, & Kraut, 2012; Mbatha, 2013). As a result, one of the most important yet difficult challenges that SMEs in the essential oils business must consider if they are to succeed on e-marketplaces is developing trust (Kim & Ahn, 2007; Perogianni, 2003; Tams, 2012). Research on trust and information technology is gaining popularity (Kaur & Madan, 2013). However, the literature shows a bias toward factors influencing trust when buying standardised commodities on established e-commerce platforms like eBay (Pi, Liao, & Chen, 2012) or factors influencing trust when buying standardised commodities on established e-commerce platforms like eBay (Pi, Liao, & Chen, 2012). (Ried, Hubert, & Kenning, 2010). Furthermore, research is skewed toward countries with a strong economy (Kaur & Madan, 2013). When SMEs from underdeveloped countries are compared, little is known about the characteristics that influence trust.

e-marketplaces for selling agricultural products While it is widely acknowledged that the Internet is expected to level the playing field between large corporations and small businesses, trading in essential oils presents a unique set of trust challenges because the decision to trust a seller is often based on a physical inspection of the product, which is difficult to incorporate when trading online. When a seller who is unfamiliar with the customer tries to persuade the buyer to make an initial purchase from them, the problem becomes even larger. This study investigates the elements that influence SMEs' trust in e-marketplaces where they sell essential oils. The goal of this study is to provide a paradigm that essential oil producers (SMEs) might use to improve their credibility among potential purchasers in e-marketplaces. The following is the structure of the paper. The section "Trust and e-Marketplaces" delves into the topic of e-marketplace trust. The section "Theoretical Framework" discusses the theoretical framework as well as the identification of trust factors proposed in the literature. The method is described in the section "Research Method." The research findings are presented in the section "Research Findings." The section "A Proposed Model for Enhancing Trust in e-Marketplaces" elaborates on a proposed trust model as well as the findings. seller is frequently reached after a personal inspection of the product, which is difficult to incorporate while trading online. When a seller who is unfamiliar with the customer tries to persuade the buyer to make an initial purchase from them, the problem becomes even larger. This study investigates the elements that influence SMEs' trust in e-marketplaces where they sell essential oils. The goal of this study is to provide a paradigm that essential oil producers (SMEs) might use to improve their credibility among potential purchasers in e-marketplaces. The following is the structure of the paper. The section "Trust and e-Marketplaces" delves into the topic of e-marketplace trust. The section "Theoretical Framework" discusses the theoretical framework as well as the identification of trust factors proposed in the literature. The method is described in the section "Research Method." The research findings are presented in the section "Research Findings." The section "A Proposed for Enhancing Trust in e-Marketplaces" findings. The study's primary purpose was to determine the effect of Perceived Trustworthiness on in Small and Medium-Sized Enterprises (SMEs) for Essential Oils (Muayad, A. (2021). The study's specific sub-objectives were as follows:

- To Examine the Influence of Cognitive Trusting on The Small and Medium Enterprises for Essential Oils
- To Determine the Influence of Institutional Trusting on Small and Medium Enterprises for Essential Oils
- To Establish the Impact of Calculative Trusting Base on Small and Medium Enterprises for Essential Oils
- To Determine How Personality Trusting Base on The Small and Medium Enterprises for Essential Oils

Electronic Marketplaces

Georgiadou (2007) define trust as "the glue" that holds dynamic interactive connections together, such as those between buyers and sellers. Within the setting of e-marketplaces, a complicated trusting relationship between buyers, sellers, and the e-marketplace provider frequently develops in a trilateral fashion (Chen & Chien, 2013). This results in a commodity trade relationship that is characterised by uncertainty, vulnerability, and reliance (Hong & Cho, 2011). Thus, a trusting relationship entails one organization's desire to rely on another, believing that the latter will act fairly and dependable (Chang & Wong, 2010). SME producers of essential oils that participate in e-marketplaces are thus governed by the rules and policies established by the e-marketplace operator. Additionally, e-marketplace providers integrate certifications for verified suppliers into their platforms, facilitating the establishment of a trusted relationship between the selling SME and prospective purchasers (Tan, & Shafaghi, 2011). Providers of e-marketplaces contract with third-party businesses that provide services for validating sellers on e-marketplaces (Pavlou, Tan, & Gefen, 2003). This frequently comes at an additional cost to vendors who seek to establish a reputation for trustworthiness. As

such, trust can also be defined as an organization's conviction that favourable conditions exist to facilitate positive outcomes (Pavlou, 2005). That is, it is a conviction that one entity is honourable, does not aim to exploit opportunities unfairly, and will try to meet its responsibilities (Chang & Wong, 2010).

Theoretical Framework

This study examines the factors that contribute to the reduction of uncertainty when a prospective buyer of Essential Oils analyses the seller's trustworthiness. In an e-marketplace, trust is crucial in the interpersonal relationship between a buyer and vendor. On e-marketplaces, uncertainty between seller and buyer fosters a lack of confidence between the two sides. According to the URT, uncertainty is unpleasant and has a detrimental effect on interpersonal interactions (Berger & Calabrese, 1975). For example, Bente, Baptist, and Leuschner (2011) discover that complete information on an e-commerce platform can increase a seller's trust. This finding complements the proposition that when two parties meet, they undergo a process of uncertainty reduction comprised of three phases: the entry, personal, and exit phases. The purpose of these phases is to alleviate mutual uncertainty and establish a foundation for trust. Communication is critical in decreasing uncertainty caused by mismatches between experiences and expectations or when relationships change (Kramer, 1993). Berger and Calabrese (1975) offered passive, active, and interactive ways for reducing uncertainty during the entering and personal phases. These tactics are designed to exert influence over factors affecting Small and Medium-Sized Enterprises. In the Case of Essential Oils.

Table 1. Previous studies on essential oil Strategies Affecting Trust

Factors	Diminutions	Definition of Diminutions
Cognitive trusting base	Reputation	Trust belief depends on the trustee's reputation. For example, good reputation will positively influence a trustor's trusting beliefs. Good reputation can be arrived at by giving buyers feedback generation, making follow-ups, and being transparent and competent Li (2004); Li et al. (2008); Piderit (2012)
	Perceived control in a situation	Trust belief is based on the extent to which a trustor believes s/he has control over the encounter. Such control may arise from having access to relevant knowledge about the trustee Li (2004); Li et al. (2008); Piderit (2012)
Institutional trusting base	Organization-situational normality	Individuals are likely to develop trust beliefs if they believe that governing standards put in place are operated with integrity in a benevolent and competent conduct Li (2004); Li et al. (2008); McKnight et al. (2002)
	Technology- situational normality	Trust emanating from the fact that the trustor believes technologies are employed with integrity in a benevolent and competent manner Li (2004); Li et al. (2008); McKnight et al. (2002)
Calculative trusting base	Technology- structural assurance	This relates to the availability of technical structures on system procedures and third-party certifications meant to promote trusting beliefsLi (2004); Li et al. (2008); McKnight et al. (2002)
	Organization- structural assurance	Individuals can access organizational policies, regulations, and norms that could influence their initial trusting beliefs Li (2004); Li et al. (2008); McKnight et al. (2002)
	Positive/negative outcomes	Trusting beliefs are developed depending on results after calculating the strength of the positive and negative motivational consequences and their likelihood of occurrence Li (2004); Li et al. (2008); McKnight et al. (2002)
	Cost/benefit violation	The decision to trust is based on the calculated amount of punishment for violating trust against the rewards for preserving trust Li (2004); Li et al. (2008); McKnight et al. (2002)
	Perceived risk Moral integrity and promise fulfillment	The trust decision is influenced by anticipated risks, their likelihood, and impact Li (2004); Li et al. (2008); McKnight et al. (2002)

Personality trusting base	Perceived willingness to customize	Trust belief that is based on the likelihood of the seller to fulfill the requirements of a buyer. Li (2004); Li et al. (2008); McKnight et al. (2002) Therefore, a trustee (seller) should include information that expresses willingness to keep promises on the e-marketplace Li (2004); Li et al. (2008); McKnight et al. (2002)
	Trustor's propensity	This describes a trusting belief that emanates from a trustee's willingness to go the extra mile and customize products or services according to the requirements of the trustor Li (2004); Li et al. (2008); McKnight et al. (2002)
	Faith in humanity	The general willingness to trust others. Trustor's propensity influences the level of trust that a party has to instill in another party before considering the characteristics of the trustee The extent to which an organization believes that others are trustworthy One stands a chance to achieve better outcomes by dealing with people as though they are well-meaning and reliable
	Trusting stances	

Buyers conduct due diligence on the seller information offered on the e-marketplace platform at the entry phase to eliminate uncertainties when they engage in human connection via the platforms (Kramer, 1993). Passive strategies, which entail acquiring knowledge about a target through unobtrusive observations, can aid in reducing uncertainty during the entry phase. Positive interactions at the entry phase are crucial because they entice buyers into the personal phase. If a buyer is not convinced to enter the personal phase, he or she will abandon all hopes of purchasing from a SME selling on e-marketplaces. The initial trust formation and evolution of trust models are used to discover entrance phase trust characteristics that could be used as passive techniques for influencing purchasers on e-marketplaces. The initial trust development and evolution of trust models help explain how trust influences individuals' and organisations' trusting actions, beliefs, attitudes, and intentions when they use technology for decision-making. based on prior experience, interaction outcomes, and actions. Thus, the evolution of trust model describes, among other things, the elements that contribute to the trust lifetime (Huang & Wilkinson, 2013). Additionally, the model illustrates how to maintain and increase trust (Jones & George, 1998). According to the evolution of trust, suppliers, and buyers each have their own set of interpretive schemes that define their interactions in an e-marketplace. As such, this trust evolution process would see parties modify their perceptions in response to trust structures implemented in e-marketplaces until a mutual agreement on the presence or absence of trust is reached. The degree to which two parties' values, attitudes, moods, and emotions are congruent or comparable determines the nature of the perception adjustments (Jones & George, 1998). As such, one may argue that the evolution of the trust model is characterised by a process of fostering initial trust, stabilising trust, and dissolving trust (Kim, Xu, & Koh, 2004). This is critical for SME producers of essential oils wishing to influence confidence in e-marketplaces. As such, this study employs the evolution of trust to shed light on the elements that influence initial trust and its sustainability in e-marketplaces. The personal phase is defined by communicators revealing opinions, views, values, and other personally identifiable information (Berger & Calabrese, 1975). During this phase, active and interactive communication tactics are utilised to increase buyers' institutional trust and to foster new experiences with e-marketplaces, which might result in progressive trusting beliefs, attitudes, and intents (May 2013). Sellers can use active communication tactics to provide opportunities for purchasers to communicate directly with the seller. This can be assisted using computer-mediated technologies such as Skype (an interactive technique) (Berger & Calabrese, 1975; Tenzek, 2013), instant

chats, e-mail, and phone conversations. Trust is projected to remain relatively stable throughout the personal phase, preventing buyers from entering the exit phase. If, however, confidence is not constant and purchasers continue to have difficulty trusting the vendor, they may proceed to the exit phase. This viewpoint implies that it is critical for essential oil producing SMEs to incorporate an interactive session with prospective clients on their platforms.

Research Model and Hypothesis Development

Many conceptual models have been developed to help researchers better understand the factors that influence small and Medium Enterprises for Essential Oils including Cognitive Trusting Base, Institutional Trusting Base, Calculative Trusting Base, and Personality Trusting Base. An earlier study was conducted to demonstrate the various variables that affect in (Small and Medium-Sized Enterprises) For Essential Oils.

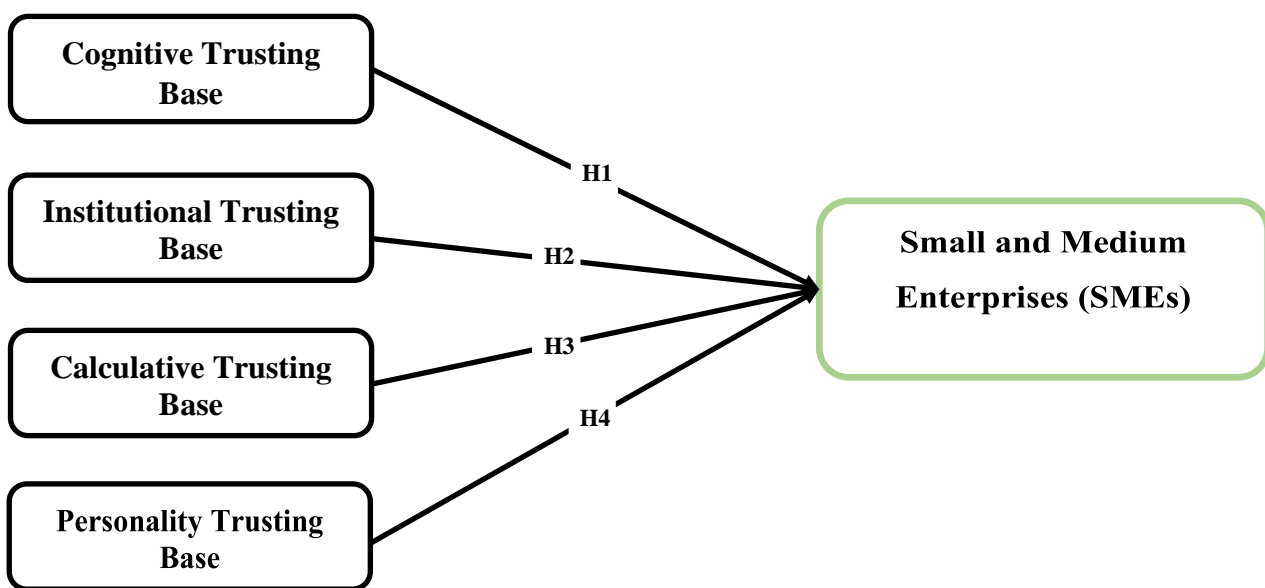


Figure 1 Research Model

H1: Cognitive Trusting Base has a significant positive effect on Small and Medium Enterprises for Natural Essential Oils. Li (2004) Li et al. (2008)

H2: Institutional Trusting Base has a significant positive effect on Small and Medium Enterprises for Natural Essential Oils. McKnight et al. (2002)

H3: Calculative Trusting Base has a significant positive effect on Small and Medium Enterprises for Natural Essential Oils. McKnight et al. (2002)

H4: Personality Trusting Base has a significant positive effect on Small and Medium Enterprises for Natural Essential Oils. Li et al. (2008)

Table 2: Description of the research variables

Independent Variable	Dependent Variable
Cognitive Trusting Base	Small and Medium Enterprises (SMEs)
Institutional Trusting Base	
Calculative Trusting Base	
Personality Trusting Base	

Materials and Methods

The study used a quantitative research design to examine the effect of perceived trustworthiness on small and medium-sized businesses selling Essential Oils in Singapore. (Muayad, A. M. 2021, and Mohammad (2013) asserts that a quantitative research technique seeks answers and predictions that can be generalized to other individuals, organizations, and locations. The concepts that underpin quantitative research techniques include objectives, the study's independence from the researcher, and the use of deductive reasoning (Ihantola and Kihn, 2014; Peersman, 2014). Quantitative research data are often numerical in nature and are interpretable using statistics (Babbie, Mouton, 2015). The research employs facts that are structured in a way that they can be converted to numbers or that can be instantly converted to numbers. Thus, the quantitative research strategy entailed amassing data that could be quantified and subjected to statistical analysis to support or refute alternative knowledge statements. The study's objective was to create, confirm, or validate correlations and to produce generalizations that aided in the development of theory (Field, 2015). Not only was the study conducted independently of the researcher, but the data were also used to scientifically quantify reality. The quantitative research approach's purpose was to quantify the data using statistical measurements as a control technique that eliminated biased and confounding variables. Additionally, the quantitative approach's objective was to identify potentially significant, random correlations between interpretative, independent variables and their effects dependent variable using a substantial number of cross-sectional data (Braun and Clarke, 2012). As such, the quantitative research technique was developed with the objective of generating precise and generalizable statistical conclusions the survey study method elicited data on previous and intended behaviours, beliefs, attitudes, and sentiments, as well as other descriptive questions, regarding the influence of Perceived Trustworthiness on Small and Medium-Sized Essential Oils Businesses. Additionally, the survey's major purpose was to collect data for population-wide mainstreaming, allowing for the consolidation of acquired data among SMEs corporate entities (Gorsuch, 2015). As Root and Hancock (2015) note, survey research is a rigorous approach that can assist in removing bias from the study process and producing replicable results. Additionally, the survey method did not require any behavioural control and was primarily focused on current events relating to the influence of perceived trustworthiness on small and medium-sized businesses selling Essential Oils (Muayad, A. M. 2021). The researcher can determine the statistician's reliability of the sample results using the survey approach (Brandenburg, Seuring, 2014, and). Additionally,

the survey research approach was frequently straightforward and allowed for the collecting of data in an economically feasible manner. Notably, the survey study approach affords the researcher greater control over the research process. Additionally, questionnaires are the most often used research design in the study of Perceived Trustworthiness. Taking these advantages into consideration, the researcher's survey and research design were a perfect match for the research resources available.

Data Collection

Pernecky (2016) defines a population as a larger group of all individuals from which a sample is drawn. Essential Oils of Four Small and Medium-Sized Enterprises in Singapore. The study's objective was to collect data on seventy-five employees of Singapore's SMEs. This data analysis technique makes use of Path Analysis or path analysis to emphasise the necessity of studying the direct effect, the aggregate effect, and the interplay of endogenous and exogenous variables.

Table 3. Population of the study, Malaysia Companies, Number of Respondents

No.	Companies	Number of Employee'	No.	Companies	Number of Employee'
1	Natural Essential Oils (SMEs). A	15	3	Natural Essential Oils (SMEs). F	20
2	Natural Essential Oils (SMEs). B	20	4	Natural Essential Oils (SMEs). G	20
Total		75			

Within each identified stratum, a simple random sample approach was subsequently utilised (SMEs). By randomly selecting a sample with the same probability as any other feasible sample, random sampling protected survey research from selection bias (Mugenda, 2013). Additionally, a basic random sample was used because each member of the population had an equal chance of being chosen, with the probability of selecting each organisation hanging around 0.9. Additionally, this would improve the quality of the data and provide a more accurate portrayal of the overall population.

Results and Discussion

This section presents and analyses primary data obtained during fieldwork on the influence of perceived trustworthiness on SMEs in the manufacturing industry in Singapore. The quantitative data collected is tabulated and analysed using descriptive, correlation, and analytical statistical methods. This is followed by an examination of the respondents' demographic information and a comparison of the findings to the study objectives. The section finishes with a Pearson correlation analysis of the relationship between several Perceived Trustworthiness factors and organisational success. PLS, SPSS was used to analyse all primary data. A total of 75 questionnaires were distributed, 75 of which were completed and correctly returned (Ahmed, A. M., & Younis, H. 2021).

Demographic of Respondents

Table 4 Participants Demographics Information

	Items	numbers		Items	numbers
Gender	Male	50	Current position	manager (C)	10
	Female	25		managers (B)	13
Age	More than 50	10		Director (A)	27
	40 – less than 50	20		Director (A4)	10
	30 – less than 40	25		Director (A3)	15
	Less than 30	5		Experience Years	More than 15 years
Academic qualification	Diploma	20	10 – less than 15 years		19
	B.Sc.	10	5 – less than 10 years		22
	Master	15	Less than 5 years		18
	Ph.D.	30			

The researcher evaluated the demographic characteristics of the respondents to grasp the logic behind their questionnaire responses. The demographic information collected from respondents included their gender, age, level of education, and length of service with the organisation. The following sections go into additional detail about each of these. According to the findings of the study, most respondents were under the age of 40. According to these figures, Singaporean firms are dominated by individuals in their twenties and thirties.

Thus, it may be argued that SMEs can improve their perceived trustworthiness. Additionally, the over-40 age groups comprised economically active persons who were preoccupied Essential Oils SMEs and business success (Albright, Winston, and Zappe, 2010). Additionally, personnel over the age of 40 in SMEs are mature persons, allowing us to make educated judgements about the impact of on Essential Oils SMEs.

Qualifications of Respondents

According to Figure 3, most survey respondents held an undergraduate degree or higher. This showed that the majority of Singapore's Essential Oils SMEs were sufficiently educated to comprehend the issues and concepts associated with the impact of perceived trustworthiness on SMEs Essential Oils. This finding corroborates Jim and Edmunds' (2015) and Mashimba's (2018) assertions that higher-educated employees are more successful because they possess more knowledge and modern skills, increasing their awareness of the reality of issues relating to the impact of perceived trustworthiness on Essential Oils SMEs. The respondents to the survey were asked to declare their degree of schooling (Younus, A. M., & Younis, H 2021).

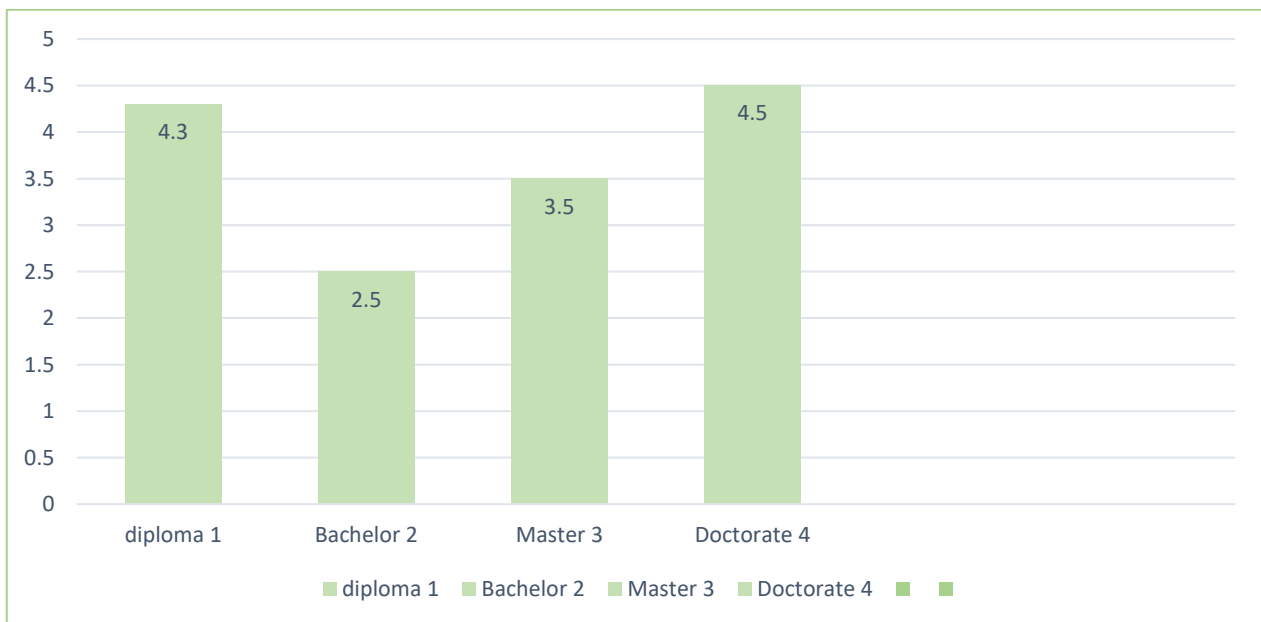


Figure 2. Qualifications of Respondents Survey

According to the numbers above, most respondents (67 percent) have been employed by their firms for at least six years. This revealed that most employees under research have appropriate experience and a working understanding of perceived trustworthiness in the context of SMEs Essential Oils. Submitted by Mishra and Banerjee (2017).

Path Analysis

In this inquiry, the coefficient of determination will be computed. The overall coefficient of determination of 0.99 indicates that the model can account for 99.0% of the variation in data or information, with the remaining 1% explained by other variables not included in the model or by human error. According to the preceding explanation, the model utilised in this study has been validated as a viable analytical instrument capable of establishing the assumptions provided.

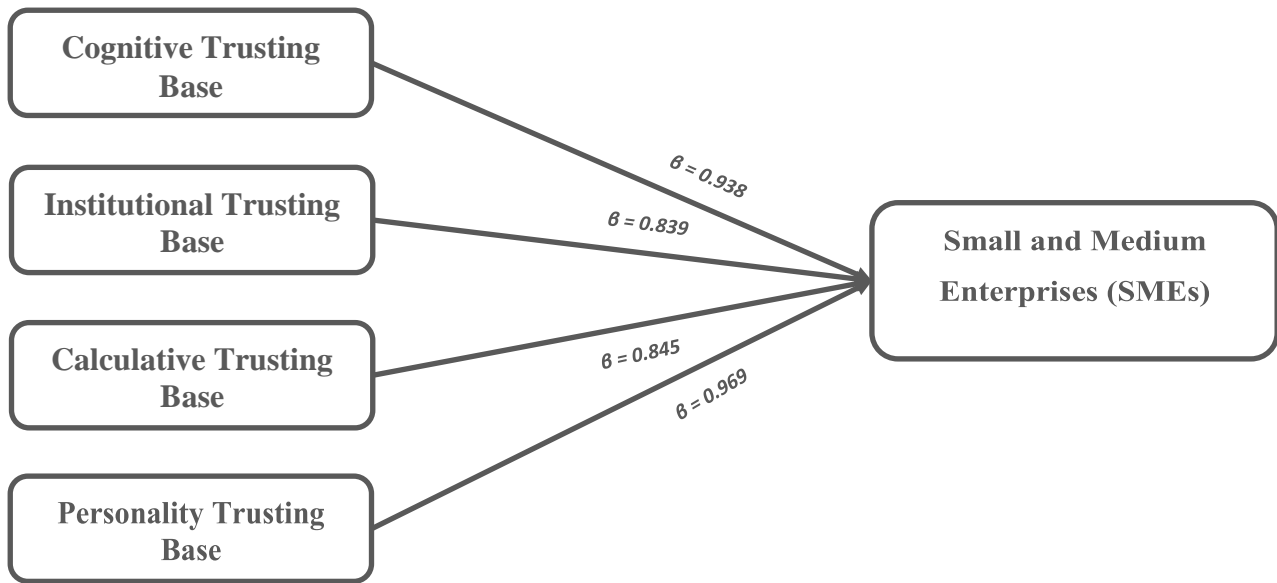


Figure 3 Path Analysis Results

The following table summarises the findings of this study's path analysis:

Table 5 Summary of Path Analysis Results

Variable	Direct Effect	Total Effect
Cognitive Trusting Base (CTB) ➔ Small and Medium Enterprises (SMEs)	0.938	0.938
Institutional Trusting Base (ITB) ➔ Small and Medium Enterprises (SMEs)	0.839	0.839
Calculative Trusting Base (CTUB) ➔ Small and Medium Enterprises (SMEs)	0.845	0.838
Personality Trusting Base (PTB) ➔ Small and Medium Enterprises (SMEs)	0.969	0.969

The summary table below summarizes the findings of the preceding route analysis. While the overall score of 0.938 shows that Cognitive Trusting Base has a direct impact on SMEs Essential Oils. This is the result of the total score of 0.966, indicating that the variable 0.839 Institutional Trusting Base has a direct impact on SMEs Essential Oils. This figure is smaller than the overall value of 0.956, which corresponds to the 0.845 direct impact of the Calculative Trusting Base variable on SMEs Essential Oils. This demonstrates that the variable 0.969 Personality Trusting Base has a significant impact on SMEs Essential Oils.

Hypothesis Test

Table 6 The Effecting of Organizational Culture, Management Support and Knowledge Management on Employee Performance

Variable	Regression Coefficient	T value	P Value
Cognitive Trusting Base (CTB) Small and Medium Enterprises (SMEs)	0.938	1.417	0.096
Institutional Trusting Base (ITB) Small and Medium Enterprises (SMEs)	0.839	2.256	0.012
Calculative Trusting Base (CTUB) Small and Medium Enterprises (SMEs)	0.845	3.334	0.018
Personality Trusting Base (PTB) Small and Medium Enterprises (SMEs)	0.969	2.441	0.094
R = 0.9889			
R Square (R2) = 0.976			

Cognitive Trusting Base has a beta coefficient of a t value of 1.417, and a p-value of 0.096, all of which are higher than $p < 0.05$ (= 5%), according to the second hypothesis test in the table above. As a result, SMEs Essential Oils are influenced by Cognitive Trusting Base. The Institutional Trusting Base has a coefficient of performance of 0.838, a t value of 2.256, and a p-value of 0.012. Because this number is smaller than 0.05 (= 5%), Institutional Trusting Base has a significant effect on SMEs Essential Oils. The Calculative Trusting Base has a coefficient of 0.845, a t value of 3.334, and a p-value of 0.018. Because this number is smaller than 0.05 (= 5%), Institutional Trusting Base has a significant effect on SMEs Essential Oils. The Personality Trusting Base has a coefficient of performance of 0.969, a t value of 2.441, and a p-value of 0.094. Because this number is smaller than 0.05 (= 5%), Institutional Trusting Base has a significant effect on SMEs Essential Oils. This variable's value is less than 0.05 (= 5%), suggesting that it has a significant effect on SMEs Essential Oils.

Finding

Examining the Relationship Between Cognitive Trusting Base, Institutional Trusting Base, Calculative Trusting Base, Personality Trusting Base and Essential Oils Small and Medium Enterprises. Regression coefficients for the following:

Cognitive Trusting Base culture factors has discernible impact on Essential Oils Small and Medium Enterprises, as measured by 0.096 with a probability level higher than 0.05. As a result of the study's results, Essential Oils Small and Medium Enterprises will upgrade in the absence of a Cognitive Trusting Base. This finding is inversely linked to Mariam's study, which shows that Cognitive Trusting Base has a significant impact on Essential Oils Small and Medium Enterprises [22].

Institutional Trusting Base. The Variable has a regression coefficient of 0.012 and a probability value of less than or equal to 0.05, suggesting that raising the Institutional Trusting Base Variable improves Essential Oils Small and Medium Enterprises.

Calculative Trusting Base. The Variable has a regression coefficient of 0.018 and a probability value of less than or equal to 0.05, suggesting that raising the Calculative Trusting Base Variable improves Essential Oils Small and Medium Enterprises.

Personality Trusting Base. The Variable has a regression coefficient of 0.094 and a probability value of less than or equal to 0.05, suggesting that raising the Cognitive Trusting Base culture and Institutional Trusting Base Variables improves Small and Medium Enterprises. This indicates that in Ireland, Institutional Trusting Base and Calculative Trusting Base have a significant effect on employee performance. study supports this finding, showing that Personality Trusting Base has a significant effect on Essential Oils Small and Medium Enterprises.

- Examining the effect of the factors of cognitive trusting base, institutional trusting base, calculative trusting base, personality trusting base relationship between the variables of the study.
- Contributes by combining variables in four factors (cognitive trusting base, institutional trusting base, calculative trusting base, personality trusting base) to essential oils small and medium enterprises.
- This Study also has a methodological contribution by measuring the complexity of trustworthiness.

Table 5 Hypotheses Testing -Final result

Hypothesis statement	Significant. (+/-)	Decision
H1: Cognitive Trusting Base has a significant positive effect on Essential Oils Small and Medium Enterprises.	+ Significant	supported
H2: Institutional Trusting Base has a significant positive effect on Essential Oils Small and Medium Enterprises..	+ Significant	supported
H3: Calculative Trusting Base has a significant positive effect on Essential Oils Small and Medium Enterprises..	+ Significant	supported
H4: Personality Trusting Base has a significant positive effect on Essential Oils Small and Medium Enterprises.	+ Significant	supported

Table 6 Summary of Description of relationship

Item	Variables	Result
1.	Cognitive Trusting Base has a positive relationship on Essential Oils Small and Medium Enterprises	POSITIVE
2.	Institutional Trusting Base a positive relationship on Essential Oils Small and Medium Enterprises	POSITIVE
3.	Calculative Trusting Base has a positive relationship on Essential Oils Small and Medium Enterprises	POSITIVE
4.	Personality Trusting Base has a positive relationship on Essential Oils Small and Medium Enterprises	POSITIVE

Conclusion

The following findings are derived from the study's research and discussion:

Essential Oils Small and Medium Enterprises in Singapore. This demonstrates that as a Cognitive Trusting Base Essential on Oils Small and Medium Enterprises usually suffers as well. Therefore, corporate culture is primarily accountable. A descriptive statistical study of Cognitive Trusting features, Institutional Trusting Base, and Essential Oils Small and Medium Enterprises reveals that most Singapore Enterprise workers are proactive in performing organizational sustainability duties and actions. Personality Trusting Base capacity to adopt corporate culture effectively is well acknowledged. By utilizing an organization's size and performance, Institutional Trusting Base is one approach for attaining better work outputs. At the Singapore Enterprise, it turns out that Institutional Trusting Base and managerial assistance have a substantial effect on staff performance. Cognitive Trusting Base has effect on Essential Oils Small and Medium Enterprises. Furthermore, Calculative Trusting Base has a significant effect on staff performance. Essential Oils Small and Medium Enterprises has a major effect on the Singapore Enterprise's staff performance. These findings indicate that improving work happiness improves Essential Oils Small and Medium Enterprises. Job satisfaction influences Essential Oils Small and Medium Enterprises because of corporate culture and knowledge management. Essential Oils Small and Medium Enterprises becomes the most critical component to evaluate and prioritize for top management, since it allows workers to achieve their job objectives. Trustworthiness has a positive impact on Essential Oils Small and Medium Enterprises. Therefore, this study determines the effect of Cognitive Trusting Base, Institutional Trusting Base, Calculative Trusting Base, Personality Trusting Base in Essential Oils Small and Medium in Singapore. Importance and the utilization of TRUST factors in Small and Medium Enterprises. The result shows that Cognitive Trusting Base, Institutional Trusting Base, Calculative Trusting Base, Personality Trusting Base of all Essential Oils Small and Medium Enterprises.

ACKNOWLEDGMENT

The authors want to express his appreciation to Madam Suha Mohamed Ismail for her support, as well as to Dr Muayad Younus Amjed al-Zehhawi for his aid, guidance, and advice.

CONFLICTS OF INTEREST

The authors have no conflicts of interest to declare.

REFERENCES

- Allen, M., Preiss, R., Gayle, B., & Burrell, N. (2001). *Interpersonal communication research: Advances through meta-analysis*. London: Taylor and Francis e-Library.
- Baxter, P., & Jack, S. (2008). Qualitative case study methodology: Study design and implementation for novice researchers. *The Qualitative Report*, 13(4), 544-559.
- Bente, G., Baptist, O., & Leuschner, H. (2011). To buy or not to buy: Influence of seller photos and reputation on buyer trust and purchase behavior. *International Journal of Human-Computer Studies*, 70, 1-13.
- Berger, C., & Calabrese, R. (1975). Some explorations in initial interaction and beyond: Towards a developmental theory of interpersonal communication. *Human Communication Theory*, 1, 99-112.
- Chang, H. H., & Wong, K. H. (2010). Adoption of e-procurement and participation of e-marketplace on firm performance: Trust as a moderator. *Information and Management*, 47, 262-270. doi:10.1016/j.im.2010.05.002
- Chen, Y. H., Wu, J. J., Lu, I. R. R., & Chien, S. H. (2013). *Exploring impact of e-marketplace reputation and reference group on trust of e-marketplace*. Taiwan: National Council of Taiwan.
- Chong, W. K., Tadjouddine, E. M., Tan, B. L., & Shafaghi, M. (2011). On developing interoperable B2B e-commerce models for SMEs. Paper presented at the 2010 International Conference on E-Business, Management and Economics (pp. 243-248), IACS IT Press, Hong Kong.
- Delina, R., Vajda, V., & Bednar, P. (2011). Trusted operational scenarios: Trust building mechanisms and strategies for electronic marketplaces. *Information Society Technology*, 1, 78.
- Dlodlo, N., & Dhurup, M. (2010). Barriers to e-marketing adoption among small and medium enterprises (SMEs) in the Vaal triangle. *Acta Commercii*, 10(1), 164-180.
- ECDC. (2015). ECDC your one step of destination for development and investment within the Eastern Cape. Eastern Cape Development Corporation (ECDC). Retrieved from <http://www.ecdc.co.za/ecdc/index.asp>. Accessed on May 07, 2015.
- Effah, J. (2014). Formation and failure of an e-marketplace pioneering in a developing country. *The Electronic Journal of Information Systems in Developing Countries*, 61(1), 1-15.
- Heinrich, M. (2015). Quality and safety of herbal medical products: Regulations and the need for quality assurance along the value chains. *British Journal of Clinical Pharmacology*, 80(1), 62-66.
- Hong, I. B., & Cho, H. (2011). The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces. *International Journal of Information Management*, 31(5), 469-479. doi:10.1016/j.infomgt.2011.02.001
- Huang, Y., & Wilkinson, I. F. (2013). The dynamic and evolution of trust in business relationships.

- Industrial Marketing Management*, 42(3), 455–465. doi:10.1016/j.ind.marman.2013.02.016 Isabirye, N., Flowerday, S., Nanavati, A., & van Solms, R. (2015). Building trust in rural agricultural e-marketplace: A user requirements perspective. *Electronic Journal of Information Systems in Developing Countries*, 70(4), 1–20.
- Jones, G., & George, J. (1998). The experience evolution of trust: The implications for cooperating and team work. *The Academy of Management Review*, 23(3), 531–546.
- Kaur, B., & Madan, S. (2013). Factors influencing trust in online shopping: An Indian customer's perspective. *European Journal of Business and Management*, 5(29), 132–138.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision model in electronic commerce: The role of trust, risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. doi:10.1016/j.dss.2007.07.001
- Kim, H. W., Xu, Y., & Koh, J. (2004). A comparison of online trust building factors between potential customers and repeat customers. *Journal of the Association for Information Systems*, 5(10), 392–420.
- Kim, M. S., & Ahn, J. H. (2007). Management of trust in the e-marketplace: The role of the buyer's experience in building trust. *Journal of Information Technology*, 22(2), 119–132. doi:10.1057/palgrave.jit.2000095
- Koh, T. K., Fichman, M., & Kraut, R. (2012). Trust across borders: Buyer-supplier trust in global B2B e-marketplace. *Information Systems Research*, 22(8), 38–59.
- Korner, U., & Goffin, K. (2007). Manager's perception of learning in new product development. *International Journal of Operations and Production Management*, 27(1), 1–18.
- Kramer, M. W. (1993). Communication and uncertainty reduction during job transfer: Leaving and joining processes. *Communication Monographs*, 60(3), 178–198.
- Li, X. (2004). The formation of trust in a national ID system: A trust model based on TRA/TPB. Unpublished thesis, Washington State University, Washington, DC, United States.
- Li, X., Hess, T. J., & Valacich, J. S. (2008). Why do we trust new technology? A study of initial trust formation with organisational information systems. *Journal of Strategic Information Systems*, 17(1), 39–71. doi:10.1016/j.jsis.2008.01.001
- Loukis, E., Spinellis, D., & Katsigannis, A. (2011). Barriers to the adoption of B2B e-marketplaces by large enterprises: Lessons learnt from the Hellenic Aerospace Industry. *Information Systems Management Journal*, 28(2), 130–146. doi:10.1080/10580530.2011.562129
- May, A., & Tenzek, K. (2013). Application of uncertainty reduction theory in computer mediated communication. *Qualitative Research Reports in Communication*, 12(3), 27–33.
- Mayer, R., Davis, J., & Schoorman, F. (1995). An integrative model of organisational trust. *The Academy of Management Review*, 20(3), 709–734.
- Mbatha, B. (2013). Exploring the potential of electronic commerce tools in South Africa. *Information Development*, 29(1), 10–23. doi:10.1177/0266666912452270
- McKnight, D. H., Cummings, L. R., & Chervany, N. L. (1998). Initial trust formation in new organisational relationships. *Academy of Management Review*, 23(3), 473–490.

- McKnight, H., Choundhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334-359.
- McKnight, D. H. (2005). Trust in information technology. In G. B. Davis (Ed.), *The Blackwell encyclopedia of management*, Vol. 7: *Management information systems* (pp. 329–331). Malden, MA: Blackwell.
- Mthente. (2012). *Analysis of the needs, status and performance of small and medium businesses in Agriculture, manufacturing, ICT and tourism sectors in South Africa*. Pretoria: Small Enterprise Development Agency (SEDA).
- Ojukwu, D., & Georgiadou, E. (2007). Towards improving inter-organisational trust amongst SMEs: A case study from developing countries. Proceedings of the 9th International Conference on Social Implications of Computers in Developing Countries (pp. 1-14), Sao Paulo, Brazil.
- Park, S., & Kang, J. (2014). Factors influencing electronic commerce adoption in developing countries: The case of Tanzania. *Journal of Business Management*, 45(2), 83-96.
- Pavlou, P., Tan, Y. H., & Gefen, D. (2003). Institutional trust and familiarity in online interorganizational relationships. *International Journal of Electronic Commerce*, 36(7), 1-13.
- Perogianni, M. (2003). B2B internet trading platforms: Opportunities and barriers for SMEs. *Enterprise Directorate-General European Commission*, 1-36.
- Pi, S., Liao, H., & Chen, H. (2012). Factors that affect consumers' trust and continuous adoption of online financial services. *International Journal of Business and Management*, 7(9), 108–119. doi:10.5539/ijbm.v7n9p108
- Piderit, R. (2012). *A model of enhancing trust in Singapore automotive supply chains through information technology*. Port Elizabeth: Department of Information Technology, Nelson Mandela Metropolitan University.
- Ratnasingam, P., Gefen, D., & Pavlou, P. A. (2005). The role of facilitating conditions and institutional trust in electronic marketplaces. *Journal of Electronic Commerce in Organizations*, 3(3), 69-82.
- Ried, R., Hubert, M., & Kenning, P. (2010). Are there any neural gender differences in online trust? An fMRI study on the perceived trustworthiness of eBay offers. *MIS Quarterly*, 34(2), 397-428.
- Standing, S., Standing, C., & Love, P. E. (2010). A review of research on e-marketplaces 1997-2008. *Decision Support Systems*, 49(1), 41-51. doi:10.1016/j.dss.2009.12.008
- Tams, S. (2012). Towards holistic insights into trust in electronic markets: Examining the structure of the relationship between vendor trust and its antecedents. *Information Systems E-business Management*, 10(1), 149-160. doi:10.1007/s10257-010-0154-0
- Truong, D., & Bhuiyan, M. (2011). Electronic marketplaces: A cross-industry comparison. *International Journal of Management & Information Systems*, 15(2), 9-21.
- Yin, R. (2014). *Case study research: Design and methodology*. London: SAGE Publications.
- Ahmed, A. M., & Younis, H. (2021). FACTORS AFFECTING THE ADOPTION OF BLOCKCHAIN TECHNOLOGY FOR THE DEVELOPMENT OF AUSTRALIAN LOGISTICS. *Design Engineering*, 9133-9141.
- Muayad, A. M. (2021). Resilient Features Of Organizational Culture In Implementation Of Smart Contract Technology Blockchain In Iraqi Gas And Oil Companies. *International Journal for Quality Research*, 15(2), 435.
- Younus, A. M., & Younis, H. (2021). Conceptual Framework of Agile Project Management, Affecting Project Performance, Key: Requirements and Challenges. *International Journal of Innovative Research in Engineering & Management (IJIREM)* ISSN, 2350-0557.

Muayad, A. (2021). The Impact of Agile Risk Management Utilization in Small and Medium (Smes) Enterprises. International Journal of Scientific Research and Engineering Development, 4(3).

Appendix

Factors	Diminutions	Items	Source
Cognitive trusting base	Reputation ceived control in a situation	Trust belief depends on the trustee’s reputation. For example, good reputation will positively influence a trustor’s trusting beliefs. Good reputation can be arrived at by giving buyers feedback generation, making follow-ups, and being transparent and competent. Trust belief is based on the extent to which a trustor believes s/he has control over the encounter. Such control may arise from having access to relevant knowledge about the trustee.	Li (2004); Li et al. (2008); Piderit (2012)
Institutional trusting base	Organization- situational normality Technology- situational normality	Individuals are likely to develop trust beliefs if they believe that governing standards put in place are operated with integrity in a benevolent and competent conduct. Trust emanating from the fact that the trustor believes technologies are employed with integrity in a benevolent and competent manner.	Li (2004); Li et al. (2008); McKnight et al. (2002)
Calculative trusting base	Technology- structural assurance Organization- structural assurance Positive/negative Cost/benefit violation Perceived risk Moral integrity and promise fulfillment	This relates to the availability of technical structures on system procedures and third-party certifications meant to promote trusting beliefs Individuals can access organizational policies, regulations, and norms that could influence their initial trusting beliefs. Trusting beliefs are developed depending on results after calculating the strength of the positive and negative motivational consequences and their likelihood of occurrence. The decision to trust is based on the calculated amount of punishment for violating trust against the rewards for preserving trust. The trust decision is influenced by anticipated risks, their likelihood, and impact Trust belief that is based on the likelihood of the seller to fulfill the requirements of a buyer. –	Li (2004); Li et al. (2008); McKnight et al. (2002)
Personality trusting base	Perceived willingness to customize Trustor’s propensity Faith in humanity	Therefore, a trustee (seller) should include information that expresses willingness to keep promises on the e-marketplace. This describes a trusting belief that emanates from a trustee’s willingness to go the extra mile and customize products or services according to the requirements of the trustor. The general willingness to trust others. Trustor’s propensity influences the level of trust that a party has to instill in another party before considering the characteristics of the trustee.	Li et al. (2008); McKnight et al. (2002)

	Trusting stances	The extent to which an organization believes that others are trustworthyOne stands a chance to achieve better outcomes by dealing with people as though they are well-meaning and reliable	
--	------------------	--	--