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TRUST ME, I'M A BANKER: ANALYSING THE ISSUE OF TRUST BETWEEN BANKS, MEDIA AND CUSTOMERS

Abstract:

The main aim of this research project is to investigate the hegemonic and post hegemonic arrangement regarding trust and power in order to establish whether the concept of 'trust' between banks, customers and the media is a viable construct. In order to fully analyse this research area the issue of trust will be examined with relevant theories. The theories that will be chosen will be hegemony and posthegemony with the focus on power distribution. While looking into these theories and applying them to the research question other theories may emerge as relevant for example understanding consumer behaviour in this area from a new perspective will give important insights to banking and other financial institutions looking to rebuild trust with their customers.

There is a clear knowledge gap after analysing literature and this investigation has the potential to fill that gap. In order to fill this gap 'trust' must be defined. After developing the new definition of trust applicable to the question at hand, the thesis will examine primary data, such as interviews with customers and media articles.

After analysing all the literature at hand what was found was that many articles on trust is that even though there are a large database regarding trust in various fields within business there is little research when analysing trust in the banking sector let alone the types of trust that is relevant and important for the banking sector.

Keywords:

Trust, Hegemony, Media