

















	0.00		
Business growth	.658*	0.719*	1
	0.00	0.001	

\*\*Correlation is significant at the 0.01 level (1-tailed)

The results in table 6 show a positive correlation between business communication ( $r = 0.658$ ) and is significant at 0.01. This shows that the different forms of business communication including vertical, horizontal or downward communication, have a great impact on the growth of a business. The results also showed a positive correlation between business trust and business growth( $r = 0.905$ ) is this was significant at 0.01. This was a clear indication that establishing

trust in business most especially with customers, helps to enhance the profitability or sales volumes, leading to business growth.

#### 4.6 Multiple regression analysis

Regression analysis was also conducted to establish the level to which business growth is predicted by business communication and business trust and the results are presented in table 5.

Table 5. Showing results of regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	R2	Adjusted R2
	B	Std. Error	Beta				
(Constant)	.318	.136		2.338	.000	.794	.782
Business communication	.218	.057	.317	3.836	.000		
Business trust	.276	.067	.234	4.095	.000		
Dependent Variable: Business growth Predictors :Business communication, Business trust							

Source: Survey (2021)

From table 5, the adjusted square of the multiple R was 0.782 indicating that the 78.2% of variance in business growth is jointly explained by the two independent namely business communication and business trust. Furthermore, the beta coefficient ( $\beta_1$ ) was 0.317; the p-value (0.000) was less than the significance level (0.01). We accept the first hypothesis that, “there is a significant relationship between business communication and business growth.” The beta coefficient ( $\beta_2$ ) was 0.234; the p-value (0.000) was less than the significance level (0.01). We therefore conclude that, “there is a significant relationship between business trust and business growth”.

## 5 Discussion

The findings clearly show that business trust and business communication have a great influence in the growth of businesses. The correlation and regression results confirm a significant and positive relationship between the study variables. These findings are in

line with findings of most scholars who have continuously connected effective communication and trust, with business growth (Hakanen et al., 2016; Kalogiannidis, 2020; Mohd Yusuf, 2012). Scholars have continued to argue that utilization of both effective communication and business trust influences customer loyalty and employee motivation and eventually leads to business growth. Many scholars view communication as a management function(Kalogiannidis & Papaevangelou, 2020). This is absolutely true as proper management can only be carried out through effective communication. Communication has therefore been defined as a process of creating and passing ideas, opinions, facts and feelings from one person to the other, either within or without the organization(Yung, 2018). It has been confirmed that it is only through effective communication that everyone in an organization can know the overall objectives and goals to be achieved. From the literature, it is also evident that effective communication, trust and business ethics are important for business growth hence must always be adhered to by any business(Zeffane et al., 2011).

The findings of this research show that business trust and communication are critical in the development of corporate business growth in the Greek business sector. Business growth is most influenced by communication (Zeffane et al., 2011). As a result, dealers in personal computers must focus on developing strategies and processes that guarantee that the goods or services provided meet or surpass client expectations (Hakanen et al., 2016). In order to accomplish corporate goals and objectives, a company dealing in personal computers must devote a significant amount of resources to meeting consumer demands. Satisfaction breeds loyalty, which is essential for a supplier to maintain a competitive edge (Gusev et al., 2020). Customers that are loyal to a company make it more lucrative. They increase the goodwill and reputation of a company via word of mouth. Customer satisfaction leads to long-term partnerships and a lower likelihood of relationship termination. As a result, a personal computers company must be able to establish trust, have efficient communication strategies, and please its consumers in order to solidify its market position, retain customers, and grow more lucrative (Gusev et al., 2020). A firm dealing in personal computers will be able to attract loyal clients by doing so. These clients will be willing to collaborate, to stay in a long-term relationship, and to propagate good word of mouth, all of which will assist to boost the firm's market reputation. Dealers in personal computers in Greece must be able to provide more trusted service to their consumers in order to look more effective, satisfying, and trustworthy.

One of the study's key limitations is that it utilized a judgmental sample, therefore the findings could only be regarded as representing the whole population of responders. This restricts the conclusions' generalizability, especially in terms of their relevance to other Greek industries. As a result, it is suggested that this research be reproduced in other Greek businesses.

## 6 Conclusion and Recommendation

In conclusion, it is evident that both effective communication and business trust leads to business growth. It is therefore important for a business to ensure that it puts in place measures that can enhance effective communication and business trust. Through these two aspects, the business would be able to

achieve its set objectives and goals. It is therefore important for companies or businesses to embrace the different modern forms of communication and consequently promote trust in order to achieve desired levels of business growth. The exploration of the relationship between business trust and business communication on business growth in the Greek business sector is an important addition to the literature in the topic. In the topic of relationship marketing, this research contributes both theoretically and practically. Marketing managers, for example, would benefit from knowing that contentment is a crucial result of trust and communication between personal computer dealers and manufacturers.

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