Abstract

In this study, there were two objectives: a) analyzing the social networks of vegetable producers in the middle zone of San Luis Potosí, México, in order to determine their organization; and b) establishing the importance that trust has for business relations such as loaning money, asking for money or setting up a society. Surveys were applied to 35 producers, who referenced 170 names that were later concentrated into 39 producers. With the field information, symmetrical matrices were built to schematize the network structure, and three logistic regression models were formulated to establish the probability of intention for action based on trust. The results show the importance that proximity between actors has. It is concluded that different levels of trust explain the disposition to lending money, setting up a society and, to a lesser degree, asking for money on loan.

Keywords