

The Effect of Product Appearance on Consumer Behavior, with the Mediating Role of Trust

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Abstract

This research examines the effect of product appearance on consumer behavior, with the mediating role of trust. This research is descriptive and applied, and since the structure and relationship between variables are analyzed, it is also considered a correlational study. The statistical population comprises consumers of packaged saffron from the Shiraz preserved fruit market, whose number is deemed infinite due to the market's abundance. Due to the infinity of the statistical population, Cochran's formula was used to estimate the sample size, and 384 individuals were chosen as a result. Analyzing the data with structural equation modeling and AMOS software. The following questionnaires were used to collect data for this study: Mohebi's packaging standard questionnaire (2021), Budiardjo's trust questionnaire (2021), and Budiardjo's consumer purchase questionnaire (2021). According to the analysis of the data, product appearance has a positive and statistically significant effect on customer trust, and as product appearance improves, so does customer trust. Additionally, the t-test for the effect of trust on purchase amount is equal to 6.24, which is greater than 1.96; therefore, the t-test is at a critical point and the researcher's hypothesis is confirmed. The path coefficient is 0.44, which indicates that if consumers' trust increases by one unit, their spending will rise by 0.44 units.

Keywords; Product appearance, Consumer behavior, Trust, Structural equation modeling

Introduction

With the onset of the new era, redefining previous marketing strategies and employing new mechanisms to increase sales and the likelihood of purchase has become a dual necessity (Dorontsev AV, et. al., 2022; Soboleva MS, et. al., 2022). In a time when advertising has taken over people's lives and caused them to experience tangible quality convergence from the products of commercial companies, it is impossible to disregard the importance of packaging. Philip Kotler explains the significance of retail packaging as follows: When consumers purchase products without a brand name, and considering that the majority of customers want to handle the product prior to purchase, product packaging, which prevents product contamination, allow them to touch the products without obstruction (Hanawi SA, et. al., 2022; Blahun S, et. al., 2022). He suggested the use of packaging with an opening so that customers can simultaneously evaluate the product's appearance and reduce their doubts by contemplating the product's quality and communicating with it (Rundh & Norton, 2021).

The influence of packaging on a consumer's buying behavior can be significant (Alnofaiey YH, et. al., 2022; Kavitha J, et. al., 2022). The act of packaging serves to capture the attention of potential customers toward a particular category of merchandise. Furthermore, it can enhance the cognitive representation of the product and influence the emotional response of the customer toward it (Chauhan V, et. al., 2022). Packaging confers significant value on products and serves as a potent instrument for identification and differentiation. Product differentiation assists consumers in selecting a specific item from a collection of comparable products and encourages them to engage in purchasing activities. According to Motameni et al. (2021), the packaging is a crucial component of marketing communication and can be considered a significant determinant that affects the consumer's purchasing behavior. According to Ahmad et al. (2020), the implementation of packaging design has the potential to confer a competitive edge by augmenting value and enhancing the association between the consumer and the brand. This is particularly true for food items. Food product selection is a

routine occurrence in retail establishments, with consumers typically seeking out products of superior quality and visually appealing appearance, resulting in expeditious decision-making. Hence, in instances where consumers make rapid purchases, the purchase intention is conveyed at the point of sale. Consequently, the consumer's perception of the product's characteristics, as communicated through the packaging's communication elements, influences their decision-making process.

Arefi and Nekouei (2020) examined the impact of packaging on the visibility of food products in the food industry. According to the findings, the visual elements of packaging are variables that can effectively create and convey a particular image of the agent. Motamen et al. (2021) investigated the effect of packaging on the perception of identity in food products. The packaging's size and shape have the biggest impact on customers' propensity to repurchase, followed by the information printed on the packaging. Samii et al. (2021) examined the influence of perceived value, efficacy, and risk on the intention of youthful consumers to purchase environmentally friendly products. The findings indicate that the effect of the variables conscious behavior, perceived value, and perceived efficacy on a consumer's intention to purchase environmentally friendly products was confirmed. In addition, perceived risk and environmental concern are variables whose effect on the intention to purchase green products was not confirmed in the sample described. Round (2021) discussed the impact of packaging on marketing. This study examines, from the perspective of management, the impact of packaging on internal processes. According to the findings of the study, new packaging designs enhance the supply chain, reduce errors, improve consumer communication, and result in increased sales.

Packaging serves as a representative of the manufacturer in its recent capacity and can perform various functions such as conveying promotional messages, motivating purchase decisions, collecting feedback, and displaying the company's logo and tagline. The significance of packaging for numerous companies has led to a growing emphasis on various packaging attributes. According to Budiardjo (2021), it is widely recognized that even minor alterations to packaging can result in significant profitability gains in the marketing of products. According to Round & Norton (2021), packaging can have a significant impact on a company's sales and market share. The utilization of packaging for manufactured goods has the potential to enhance market share. This matter warrants consideration on a national scale, as well as within different regions of a country and in the global context, particularly in relation to the exportation of products. The variability in individuals' perceptions of a particular design can result in divergent evaluations. While one group may view the design favorably, others may deem it unsuitable or indicative of substandard quality (Jadidi & Azmoudeh, 2021). This study investigates the impact of product appearance on consumer behavior with the mediating functions of trust and perceived risk (packaged saffron) within the country.

Purchase Intent

Purchase intent is a customer's propensity to purchase the items they require from a specific company or organization (Ha & Stoll, 2020). It refers to the method by which a consumer purchases a product by contemplating, evaluating, consulting, and determining the most suitable source of supply. In today's competitive market, many businesses are losing consumers, but that does not mean that their requirements are no longer being met; they are simply being met elsewhere. Customers' intent to purchase is a crucial issue for managers in the modern era, and so customer relationship management has been established. In today's competitive environment, all commercial and service institutions use any means necessary to increase their market share, such as gaining the satisfaction and trust of customers and offering specialized and desirable services to retain them as a source of income and encourage them to refer the institution to others. It appears that the institution can capture a larger portion of the market with greater success the harder it tries to attract consumers. In fact, the mentioned topic is also considered a component of relationship marketing because it contributes to the formation of strong relationships and the loyalty and retention of consumers, as demonstrated by their repeated referrals and purchases from the business.

Concept of Trust

Trust has been central to the definition of industrial marketing in recent years, and it is the most fundamental principle in social communication norms. Long-term horizons, devoted capital

investments, and shared roles and responsibilities are all characteristics of industrial marketing relationships. Under these circumstances, trust is indispensable for achieving relationship outcomes. Blois relates the trust structure to an interest in relationship marketing and the business-to-business (B2B) context in particular. Trust is regarded as a central concept for developing successful B2B service relationships and achieving customer loyalty.

Parasuraman has introduced the concept of trust as a crucial success factor for thriving service relationships. Customers can trust suppliers because they need to feel safe and confident that their interactions with them are kept confidential. According to Leonard Berry, the foundation of relationship marketing is trust. To acquire customer loyalty, one must first earn their trust. Through the process of making commitments, establishing and fostering trust is vital to the development of quality relationships.

Trust can be defined as the belief of company (A) that: 1. Company (B) will fulfill its commitments, resulting in positive outcomes for company (A). Company (B) will not take unanticipated actions that negatively impact Company (A) regularly. Trust is the urge to rely on a reputable business organization. Ganesan asserts that the definition of trust should incorporate two components: 1. Reputability and 2. Generosity. The degree to which a channel partner believes that another member of a two-way group possesses the skills and knowledge necessary to perform a task competently is attributed to the latter's credibility. Generosity is the degree to which a channel partner believes that the other member has beneficial intentions and motivations in their relationship. Even when new conditions and circumstances arise, there are no special guarantees for these new circumstances. Therefore, the credibility aspect of trust focuses on shared expectations and channel partners' actual performance of their verbal or written statements. Whereas generosity focuses on the intentions and motives of the parties involved. Trust in a partner's credibility is the belief that he maintains his word, fulfills his responsibilities and promises, and is trustworthy. Trust in benevolence is the conviction that a partner cares about the company's well-being and will not take unanticipated actions that harm the business.

According to Notbon, trust may be associated with a partner's capacity to perform as promised (competence trust) or his intentions to do so through good faith trust (GT). According to Das and Teng, trust in good faith and trust in competence can be advantageous. GT is defined as the expectations that some individuals have of their social relationships, moral obligations, and responsibilities to place the interests of others above their own. It has the same meaning as generous trust and refers to a positive expectation of the partner's generosity, which is a sensory and intuitive matter.

Competency Trust (CT) is defined by the degree to which a party believes that its trading partner possesses the required professional skills and knowledge to conduct the work effectively and achieve the desired results. According to the transaction cost theory for two parties, attempting to anticipate all uncertainties in a written contract is impractical and costly. Since transactions may not be fair and opportunistic behaviors such as self-interest and fraud may exist, trust can be hazardous. Therefore, trust depends not only on an individual's motives but also on their hazardous behaviors. Trust usually comes with risks. In a relationship, trust mitigates the risks associated with dependence. It depends on the level of uncertainty, the suitability of the information for decision-making, the predictability of the decision's outcomes, and the certainty of the decision. Morgan and Hunt (1994) asserted that trust is a crucial aspect of human relationships, defining it as the perception that one's financial associates are honest and reliable. Smith and Barclay (1997) stated that trust is an emotional perspective and behavior that decreases risk and reluctance. Customers' reliance on an organization's service quality and credit is indicative of their trust in it. Mutual trust is formed through the psychological identification of the organization's and buyer's image, creditworthiness, and reputation. Trust is a crucial factor in today's competitive business environment.

For a business to be prosperous, trust is crucial. A companion is considered reliable if he or she is dependable, honest, forthright, and professional. According to Hosmer's (1995) definition, trust is an individual, group, or organization's reliance on the voluntarily accepted duty to recognize and protect the rights and interests of all parties involved in a cooperative effort or economic exchange. In

response to the increasing competitiveness of the environment and to meet a variety of challenges, businesses place greater emphasis on establishing more stable and long-lasting relationships with their consumers and suppliers. According to researchers, establishing and maintaining a relationship is predicated on trust. The mutual trust of the sectors increases competition and decreases transaction costs, enables the formation and development of mutually beneficial relationships, and facilitates the creation of mutually beneficial relationships. Since the 1980s, marketing theory and practice have accorded significant weight to the concept of trust.

The propensity to believe that a business associate is trustworthy constitutes trust. It entails having optimistic expectations of another party in hazardous situations. The majority of studies pertaining to distribution channel communication define trust as the degree to which an organization has faith in its business partner's sincerity or altruism, among other related concepts. Three factors are used to measure and evaluate trust:

1. Reputation: As a stimulant, it can inspire the consumer to initiate the exchange.
2. Performance: It serves a crucial function in establishing consumer trust.
3. Appearance: The third element of trust is the appearance of the organization, including its brokers, employees, sales representatives, and service personnel. Appearance is often interpreted as an image, and a positive image can increase a person's trust.

Consequently, companies must establish a positive reputation, deliver exceptional product performance, and maintain a professional appearance when interacting with customers to cultivate trust.

The Role of Trust

Service is defined as any act or performance that a person (one party) provides to another person (the other party), such that it is essentially intangible and confers no ownership rights on the other party. Service products, unlike physical products, cannot be handled, smelled, or heard prior to purchase. As a result of this characteristic, consumers always view service products as high-risk products. In this sense, the consumer should be able to trust the service provider to deliver the intended service. The success of the relationship depends heavily on the level of trust between the consumer and the financial service provider, and trust is essential for both parties (Bavarsad, 2015, p. 55). When the relationship is significant and mutual trust exists, companies will make a mutual commitment. Along with the commitment of a block, trust is the foundation of the communication model that encourages marketers to work on long-term relational investment and remain in a short-term position to gain a long-term advantage by retaining existing partners. Trust is a crucial determinant of long-term orientation because it focuses on future conditions and reduces the likelihood that other partners will act opportunistically. According to research, the duration of a company's relationship with its customers correlates positively with the customer's perception of the company's dependability. Therefore, to strengthen their relationships with their clients, financial institutions should strive to increase the reliability of their organization (Fayz, 2010).

Key Components of Trust

Many things influence a customer's level of trust in a company. Increasing consumer trust in the organization necessitates paying attention to the following critical elements (Paghbani, 2008):

Risk perception: Risk is one of the effective factors in successful relationships involving trusts, such as the relationship between a consumer and a financial institution. In the majority of situations, one party's level of risk is contingent on the performance of the other. In such a situation, trust plays a crucial role. Providing legal and contractual guarantees can help increase consumer trust by reducing the customer's perception of risk.

Contractual guarantees: Contractual guarantees eradicate the need for behavior founded on trust. Obtaining purchase guarantees for consumers has become a form of tactful reasoning that can take the form of guarantees and other explicit or ambiguous promises.

Confidence: When a person is reasonably certain that the other party will behave as anticipated, trust exists. Numerous reasons contribute to this confidence in financial institutions. If the consumer had a positive experience with the institution in the past, there are several reasons why he will have a similar experience in the future. Therefore, he will have greater faith in the institution after his second

encounter. A pleasant and gratifying experience will reduce the consumer's perception of risk. If a consumer has no prior experience with an organization, recommendations from others can increase their confidence and trust in doing business with it.

Company culture: In a given region or country, all financial institutions operate in a similar and identical environment and compete within a predetermined range. By providing double guarantees, such as a culture unique to their organization, they can obtain a strategic advantage from these institutions. A company with a reputation for investing in human resources or receiving awards for service quality enjoys a substantial increase in client trust.

Product Appearance

Color is one of the most significant non-verbal signals in the marketplace, with indicators including harmony contrast, warm, cool, and color intensity (Tiansing et al., 2021). Color helps a product stand out more than any other element because it is more memorable. Studies indicate that 85 percent of consumers consider color to be the most influential factor in their purchasing decisions (Dale, 2014). The selection of colors is an unavoidable aspect of package design. What color designers deem appropriate for packaging depends greatly on the product it is intended for and the circumstances in which it will be utilized. For years, experts have been seeking a color combination that provides a pleasant experience (Ting Wei et al., 2014).

The label is a sheet with a hanging component on which the logo, company name, specifications, and other product- and manufacturer-related information are inscribed; it is the identity of the product and the company (Sellia et al., 2019). Although the date of packaging is printed on the label, it may be produced and printed separately and then affixed to the product (Raski et al., 2019). Few consumers pay close attention to the label's information (Bahraini, Bahraini, and Farashbandar, 2019), whereas the majority of consumers are concerned with the product's appearance. Although the label is an essential source of information, research demonstrates that consumers pay little attention to details beyond the price (Banerjee, 2021). There is always the question of how a consumer should use the label if they want to reuse a product's packaging. They may prefer that the label be attached to the product so that it can be readily removed from the container and reused.

Packaging is utilized in communication marketing as a means of conveying meaning to the consumer during the selection process. As a result, the packaging is often considered to deliver information about the product's characteristics, advantages, and applications (Garber et al., 2020, 59–72).

Using the literature and theoretical framework presented, Fig. 1 illustrates the conceptual model.

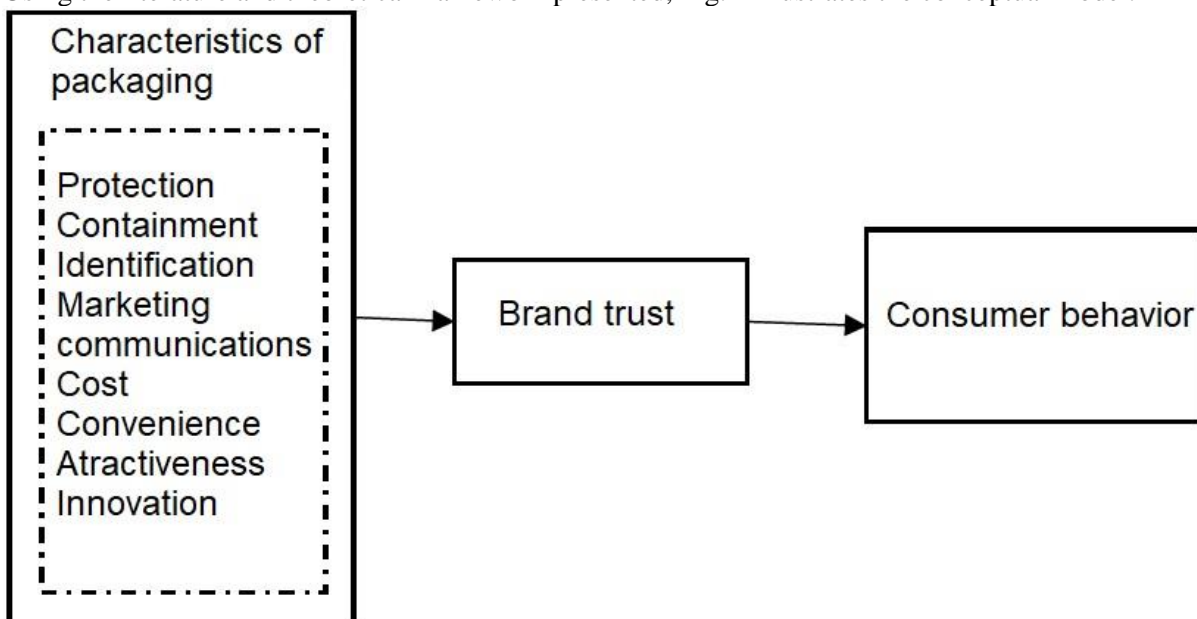


Fig. 1: A conceptual model inspired by the study of Zhang et al. (2020)

Research Methodology

The purpose of this descriptive research is applied, and since the structure and relationship between variables are investigated, the current study is also considered a correlation. The statistical population consists of consumers of packaged saffron from the Shiraz preserved fruit market, who are deemed to be inexhaustible because of their profusion. Due to the infinite extent of the statistical population, Cochran's formula was used to determine the sample size, which was 384 individuals. Library and field methods were used to collect information. The library method was used to acquire information to confirm or refute the research hypotheses.

In this study, data was collected using the Mohebi packaging standard questionnaire (2021), the Budiardjo trust questionnaire (2021), and the Budiardjo consumer purchase questionnaire (2021).

The content validity coefficient was used to measure the validity of the research tool. To determine the validity of the content of the tool, 12 questionnaires were first distributed to experts. This questionnaire was presented to experts with the options "useful" and "not useful" to evaluate the utility of each question about each variable. In the subsequent phase, the Lawshe coefficient was calculated for each question using its formula. The obtained coefficients were compared to the validity table of the Lawshe content, and the content's validity was evaluated. In this regard, 12 experts have assigned Lawshe's coefficient as 0.54. Each question's content validity and expert opinions are listed in Table 1.

Table 1: Determining the validity of the questionnaire

Variable	Topic	Item	Credibility factor
Packaging	Protection	In packaging, suppliers consider the interests of others.	0.724
		Due to the product's packaging, it reaches the consumer safely.	1
		Product quality and physical characteristics are preserved due to appropriate packaging.	1
	Containment	Proper packaging extends the shelf life of a product.	1
		The product's packaging shields it from chemical dangers.	1
		Product packaging makes it easy to store.	0.860
		The packaging makes the product simple to transport.	0.721
	Identification	The packaging of a product facilitates its identification and introduction.	0.714
		Effective labeling helps the consumer.	0.691
		The images on the packaging provide important information.	0.719
	Marketing communications	Proper packaging facilitates marketing communications.	0.699
		Proper packaging aids in the advertising of other products.	0.667
		Proper packaging makes sales and marketing easier.	1
		Proper packaging helps to stabilize the product's position.	1
	Cost	Proper packaging reduces transport and storage expenses.	1
		Proper packaging is generally the best process in terms of cost.	1

	Convenience	The packaging provides access to the product.	1
		Product packaging facilitates user portability.	1
		The distribution of a product is accelerated by its packaging.	1
		The product's packaging is intended to facilitate the purchase process for the consumer.	1
	Attractiveness	The packaging of a product provides the consumer with the appropriate quantity or format.	1
		Appropriate and diverse product packaging is a response to market and consumer demand.	1
		The brand name is displayed on the product packaging.	0.951
		Product packaging reinforces the product's concept.	0.739
		Product packaging enhances salespeople's ability to sell.	0.714
	Innovation	Packaging facilitates commercialization.	1
Proper and principled packaging symbolizes innovation and technology in the company and the goods.		1	
Trust	This product gives me a lot of confidence.	1	
	This brand lives up to its claims, in my opinion.	1	
	This brand makes me feel secure.	1	
	This product has established itself as a reliable brand due to its packaging.	1	
Perceived risk	I am confident that the product's content is appropriate.	1	
	I have no concerns about the product's contents.	1	
	I am confident that the product will last for some time.	1	
	If there is an issue with the product's content, the vendor is responsible.	1	

According to Table 1, all of the derived coefficients were greater than 0.56, indicating that each item has validity for measuring the relevant variable.

According to Table 2, Cronbach's alpha percentage for each variable also demonstrates the acceptable reliability of the employed tool. As a result, it was determined that the homogeneity of the queries and the level of interference between them are appropriate for measuring a common characteristic. The acceptable alpha level is 70%, and all variables have obtained the necessary points, so the questionnaire's reliability is confirmed.

Table 2: Reliability of the questionnaire by Cronbach's alpha

Variable	Topic	Number of questions	Alpha
Packaging	Protection	3	0.714
	Containment	4	0.725
	Identification	3	0.812
	Marketing communications	4	0.951
	Cost	2	0.735
	Convenience	4	0.905
	Attractiveness	5	0.777

	Innovation	2	0.714
Trust	-	4	0.615
Consumer purchases	-	3	0.651

The relationships between variables were investigated using inferential statistics. First, the correlation between variables was calculated using Pearson's correlation coefficient, and then structural equation modeling in AMOS software was used to examine the measurement and structural models.

Findings

In this research, 72% of the respondents in the study were men, while 28% were women, demonstrating the predominance of the male population in terms of gender variable distribution in the statistical sample. According to the findings, 43% of the research subjects were between the ages of 31 and 40, which was significantly higher than the other categories. 25% of the population was under 30 years old.

Table 3: Descriptive statistics of variables

	Number	Minima	Maxima	Mean	Standard deviation	Skewness	Kurtosis
Protection	385	1.00	5.00	2.8675	.95200	.265	-.637
Containment	385	1.00	5.00	3.2944	1.05625	-.350	-.325
Identification	385	1.00	5.00	2.8797	.87547	.088	.250
Marketing communications	385	1.00	5.00	3.0383	.91376	-.238	-.058
Cost	385	1.00	5.00	3.0286	1.01182	-.160	-.458
Convenience	385	1.00	5.00	3.9006	.77373	-1.435	3.336
Attractiveness	385	1.00	5.00	3.1316	.92734	-.231	.084
Innovation	385	1.00	5.00	2.6591	.82017	.504	.524
Trust	385	1.00	5.00	3.3675	.92719	-.631	.698
Consumer purchases	385	1.00	5.00	3.3065	.97272	-.350	.020

The normality of the data was confirmed by the Kolmogorov-Smirnov test.

Table 4: Kolmogorov-Smirnov test results

Variable	Significance level	t-test
Protection	0.064	1.427
Containment	0.052	1.797
Identification	0.078	1.273
Marketing communications	0.088	1.121
Cost	0.070	1.433
Convenience	0.081	1.320

Attractiveness	0.110	0.121
Innovation	0.104	0.433
Trust	0.115	0.320
Consumer purchases	0.117	0.333

According to Table 4, the statistics for the significance level (sig) for all variables are greater than 0.05. As a result, it can be said with 95% confidence that the data's distribution is normal and that parametric methods may be used for the analysis.

Table (5) displays Pearson's correlation coefficients for investigating the relationship between independent variables. The number one is situated on the principal diameter of these matrices so that each variable has a perfect correlation with itself. The symbol (**) indicates that the coefficients are significant at the 99% level of confidence (the significance level's value is less than 1%). A positive coefficient signifies a positive and direct correlation between two variables.

Table 5: The result of Pearson correlation between variables

Consumer purchases	Trust	Packaging	
0.**412	0.**331	1	Packaging
0.**188			Trust
1			Consumer purchases

There is a significant relationship between all variables of the research model, according to Table 5. This demonstrates the linearity of the relationships between the variables, which is required for the use of structural equations. In contrast, significant non-collinearity is one of the fundamental prerequisites for structural equation modeling. Table 6 demonstrates that the associations between the variables, particularly the independent ones, were weak because all of the coefficients were less than 0.7.

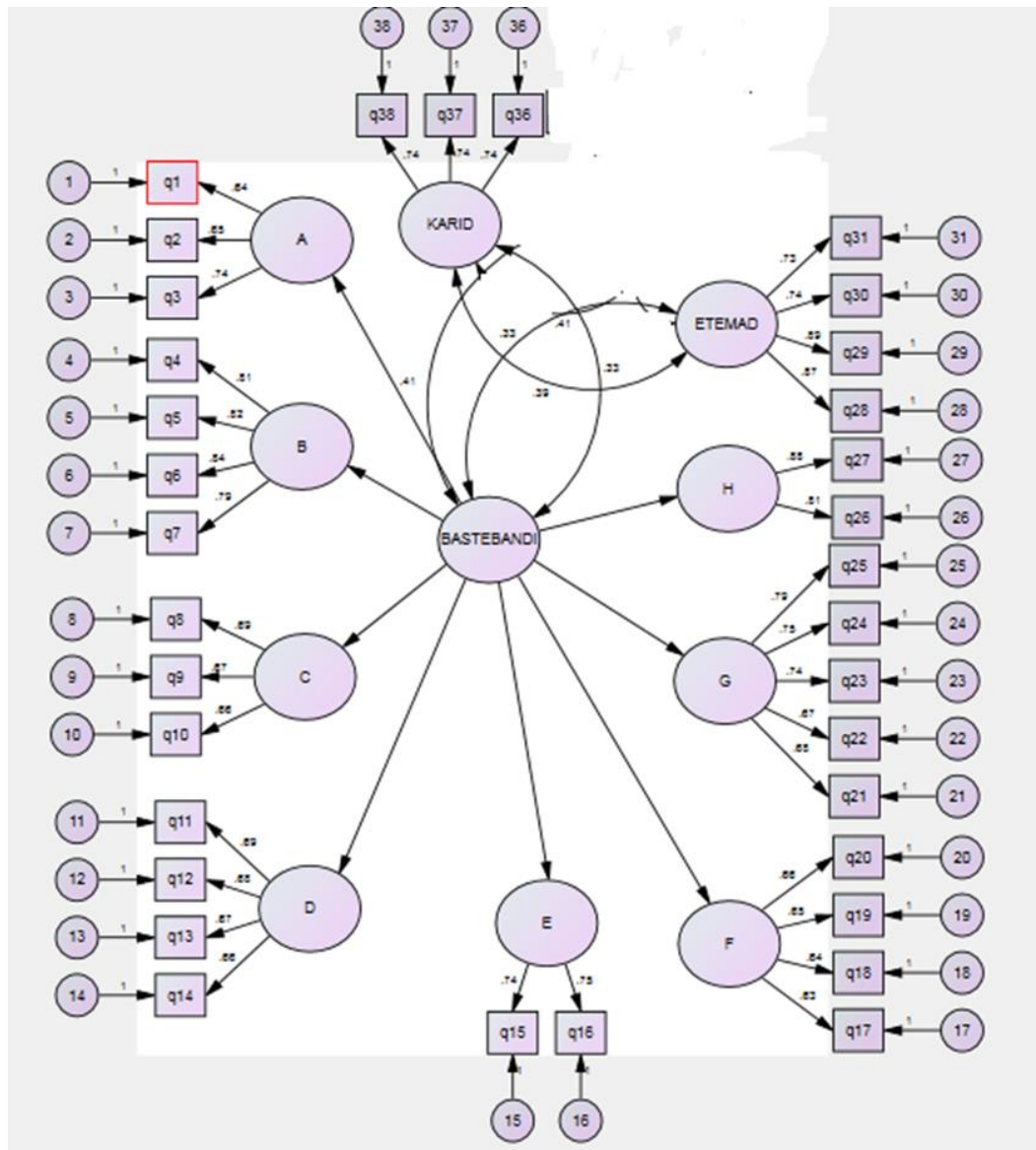


Fig. 2: Measurement model

According to the results of Fig. 2, the remaining indicators for each structure are essential for measurement because their values exceed 0.40. To assess the accuracy and significance of the selected indicators for measuring the structures, and in accordance with construct validity, they provide suitable factor structures to measure the dimensions under study in the research model. Because indicators with a significance level greater than 0.05 for measuring their dependent concept lack the required efficiency, they will be eliminated from the modeling procedure. Following are illustrative diagrams and quantitative tables illustrating the discussed topics. After implementing measurement and structural models, the researcher must validate the model's fit. In structural equations, therefore, fit indices for measurement and structural models are considered.

Table 6: Fit indices of the measurement model

Index	Amount
χ^2/df	2.154
NFI	0.90
IFI	0.91
CFI	0.92
RMSEA	0.07

According to the fit of the measurement model in Table 6, it has a good fit and is eligible to participate in the next stage, the structural model, because all of the indicators satisfy the required criteria.

According to the fit of the structural model in Table 7, it is a good fit and can examine the relationship between the variables because all the indicators meet the necessary standards.

Table 7: Fit indices of the structural model

Index	Amount
χ^2/df	2.74
NFI	0.91
IFI	0.92
CFI	0.91
RMSEA	0.06

Table 8 provides a summary of the findings from the structural models used to assess the hypotheses regarding the variables. According to the values in this table, if the significant number is greater than (1.96) or less than (-1.96), and the significance level is less than or equal to 0.05, then the previous assumption is confirmed.

Table 8: The results of the hypotheses examination

Relationships	Path		Path coefficient	t-test	Result
1	Protection	Trust	0.32	3.88	Confirmed
2	Containment	Trust	0.31	3.74	Confirmed
3	Identification	Trust	0.24	3.01	Confirmed
4	Marketing communications	Trust	0.20	2.89	Confirmed
5	Cost	Trust	0.25	2.88	Confirmed
6	Convenience	Trust	0.29	2.59	Confirmed
7	Attractiveness	Trust	0.30	3.55	Confirmed
8	Innovation	Trust	0.32	3.88	Confirmed
17	Trust	Purchase	0.44	6.24	Confirmed
18	Perceived risk	Purchase	-0.49	-7.31	Confirmed

The Sobel test is utilized to assess the mediating variable and determine the significance of one variable's mediating effect on the relationship between two other variables. This test requires a large amount of data to produce accurate and reliable results. For the test, a z-value for the mediation hypothesis is calculated. If the obtained value is greater than 1.96, the significance of a variable's mediating effect is confirmed at a confidence level of 95% if the value is greater than 1.96. Table 9 displays the results of the mediation role of trust in the relationship between product appearance and purchase amount.

Table 9: Sobel test results

Relationship	t-test
Mediation of trust in the relationship between product appearance and purchase amount	4.22

Considering that the obtained value for mediator variables is greater than 1.96, the significance of the mediation effect of trust is confirmed with a 95% confidence level.

Conclusion

This study's objective is to investigate the impact of product appearance on consumer behavior, with trust serving as a mediator. According to the analysis of the data, product appearance has a positive and statistically significant effect on customer trust, and as product appearance improves, so does

customer trust. Protection, containment, identification, marketing communications, cost, convenience, attractiveness, and innovation are the effects of the dimensions. The consumer's trust in the product will increase if the packaging is optimal. In other words, providing appropriate and sufficient information about the product, its beautiful and elegant appearance, simplicity of transportation, transportation costs, etc. can be a significant factor in convincing and attracting consumers. Therefore, if consumers perceive that the provided product has suitable packaging characteristics, they will be subconsciously encouraged to purchase it and will exhibit greater trust in it.

According to the surveys, the t-test for the effect of trust on the amount spent is 6.24, which is greater than the value in the table, which is 1.96. Consequently, the t-test has reached a critical point, confirming the researcher's hypothesis. The corresponding path coefficient is 0.44, which indicates that if trust increases by one unit, consumers' purchases will increase by 0.44 units. Consequently, if the seller can acquire the consumer's trust, the number of consumer purchases will increase rapidly; therefore, trust is a significant factor in the relationship between the vendor and the consumer.

Based on the effect of product appearance on customer trust, it is recommended that the product that must be shipped to the customer be protected and maintained within the supply chain system. Always attempt to ensure that the product storage environment is appropriate and at a standard level, such as the isolation of the environment. In addition, suitable identifiers should be applied to the packaging so that the product can be readily tracked and identified.

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