

The impact of packaging transparency and product texture on perceived healthiness and product trust

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Abstract

Consumers witnessed several food safety incidents over the past decades, which results in a growing demand to see the product before making a decision. The study uses a 3 (Opaque, semi transparent, and transparent packaging) x 2 (smooth vs. rough texture) experimental design on an apple sauce. The results show there is a significant impact of transparent packaging on perceived healthiness, brand trust, the attitude toward the product and purchase intent (the impact on the pleasure is not significant). The impact of transparent packaging on purchase intent is mediated by the perceived healthiness, quality and product trust. Moreover, there is a significant impact of the visual product texture on product trust. In fact, the rougher the texture of the product is, the more consumers trust it and when the product has completely transparent packaging, consumers trust more the product with the rough visual texture.