





Presenting a consumer behavior model of product safety perception

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Abstract

The aim of this study is to present a consumer behavior model of product safety perception (case study of home appliance consumers in Mashhad). The present study is applicable in terms of its purpose, and descriptive of experimental, correlational and survey type in terms of research data collection method. The statistical population of the study includes 384 home appliance consumers, selected by non-probability and available sampling method. A researcher-made questionnaire was used to collect research data. The analysis of the research findings was carried out by SPSS and Lisrel statistical software. With 95% confidence, the model of perception of safety of home appliance users in Mashhad was accepted. The results showed that customer orientation and education, factors related to sellers, instructions and labels, cultural and social factors, advertising and marketing, demographic characteristics, customer knowledge and awareness, and factors related to the product of the consumer have an effect on product safety.

Keywords:

Product safety,
safety perception,
consumer behavior,
product quality,
customer management

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Extended Abstract

Introduction

Product safety as a goal in the health of the community is of great social importance (Lin et al, 2019). Governments around the world pay special attention to product safety to improve people's quality of life. For example, in the field of food safety and quality, according to reports from the European Food Safety Authority and the Center for Disease Prevention and Control, about 4783 and 5079 cases occurred in 32 European countries in 2016 and 2017, respectively. For example, in 2017, poisonous eggs entered the market in about 20 European countries such as Germany, Belgium, and the Netherlands. In the field of food safety, cases that occurred in Asian countries have caused consumer anxiety. For example, in 2017 in China, melanin was discovered in powdered milk. Therefore, by assessing the quality and safety of a product, such undesired incidents can be effectively reduced (Han et al, 2019). Also, these safety incidents can hinder social stability and economic development (Lin et al, 2019). We come into contact with a large number of products (e.g., mobile phones, computers, and cars) every day, and our lives and our sense of well-being depend on the functions and features of these products. In developed countries, many products on the market generally have a high level of safety, but still some products cause harm to humans, the environment, or financial assets (Rausand & Bouwer utne, 2009). This lack of safety is due to product complexity, time and cost pressures during product development stem from intense competition in markets, the introduction of new technologies to the market before all their aspects are known, and products designed for specific purposes but used differently by consumers. Product safety is a component of product quality that has received public attention due to the problems that some products have caused to consumers. Product safety in developing countries is a significant concern for industries and governments, especially consumers who cannot easily assess the risks of product safety (Syahlani et al, 2024).

Accordingly, home appliance manufacturers should identify the damages that a consumer may face when using that product, and use it to design safer products. Consumers' perceptions will be affected when they feel that a product may pose a risk to them, whether financial or personal. Considering the issues raised, this research attempts to examine the question: what is the consumer behavior model of product safety perception?

Theoretical Framework

Product Safety

The definition of product safety is the extent to which consumers believe a product is safe. Product safety is also related to consumers' concerns about product safety in the production process. Product safety plays an important role in determining whether a product is safe or unsafe to purchase and use. However, product safety is an important aspect in evaluating product quality. Product safety affects purchase intention. Attitudes towards product safety play a role in shaping consumers' assumptions about the importance of product safety. Product safety is a very important factor in shaping consumer attitudes (Hua & Spier, 2020).

Perceived Value

According to the theory of perceived value, the process of evaluating a customer's value for what they paid is defined as what they received. Perceived quality and perceived value are the primary factors influencing a consumer's willingness to pay. Perceived value is the quality that a person receives for the price paid, so that if a consumer views the price of a product as money lost, he or she becomes more sensitive to value (Abedin et al, 2020).

Widyaningtyas et al, (2022) investigated the relationship between perceived safety and consumer intention and determined the effect of perceived risk as a mediating factor on consumers' intention to purchase herbal products. The results showed that health awareness and attitude are essential determinants of this phenomenon. The results also showed that

perceived risk does not have a moderating effect on perceived safety and purchase intention. Considering the safety issues in the use of herbal products, providing practical information to consumers encourages more consumers to purchase herbal products.

Dai et al, (2022) investigated the identification of factors affecting consumers' attitudes towards food safety using a multinomial logistic regression model. The results showed that safety has the greatest impact on consumers' purchasing decisions. However, other factors affecting the purchase of seafood, such as freshness, nutritional value, attention to the elderly and children, price, convenience of consumption and purchase were also considered by consumers. The region and the effect of monthly family income were not significant, indicating that consumer behavior is more related to personal characteristics and perceptions.

Research Methodology

The present study is applicable in terms of its purpose, and descriptive of experimental, correlational and survey type in terms of research data collection method. The statistical population of the study includes 384 home appliance consumers, selected by non-probability and available sampling method. A researcher-made questionnaire was used to collect research data.

Research Findings

The analysis of the research findings was carried out by SPSS and Lisrel statistical software. With 95% confidence, the model of perception of safety of home appliance users in Mashhad was accepted. The results showed that customer orientation and education, factors related to sellers, instructions and labels, cultural and social factors, advertising and marketing, demographic characteristics, customer knowledge and awareness, and factors related to the product of the consumer have an effect on product safety.

Conclusion

The present study was conducted with the aim of presenting a consumer behavior model of product safety perception (case study of home appliance consumers in Mashhad). The results of this study are consistent with the results of Widyaningtyas et al, (2022), Davoglio Zanetta et al, (2022), Dai et al, (2022), Dawid & Muehlheusser (2022), Lee & Yon (2020), Zhang & Hou (2018), and Cai & Seligsohn (2019). Davoglio Zanetta, et al, (2022) showed that at the level of education, income had a positive effect on consumers' perceptions of product safety. The category of cognitive aspects constitutes the majority of the identified drivers. Both concern about product safety and perception of risk have the greatest impact on consumers' perceptions of product safety. Finally, the place of consumption and place of purchase in the category of other factors affect perceptions and beliefs about product safety.

According to the results of the study, the following suggestions were made:

- Home appliance manufacturers should pay attention to consumers' safety needs in designing home appliances and use advanced safety features such as automatic shutdown sensors or materials resistant to heat and electric shock.
- Production and distribution of products tailored to the needs of different consumer groups (e.g. families with small children).
- Providing comprehensive safety information on the product, such as international certificates and instructions for use
- Pricing based on consumer perceptions of safety helps improve product trust
- Providing clear explanations about the price difference of safer and more standardized products compared to conventional options
- Safer products should be offered at competitive prices commensurate with their safety benefits