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Research Article

THE INFLUENCE OF CONSUMER TRUST IN THE PURCHASE INTENTION IN THE DAIRY MARKET AFTER THE FOOD SAFETY CRISIS

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A R T I C L E   I N F O

A B S T R A C T

At present, the Chinese food market faces a grime situation with continuous food safety incidents, which severely affect consumers' consumption enthusiasm and consumer confidence. This study was carried out to empirically factors that influenced consumer purchase intention of dairy products, including consumer trust, perceived risk, perceived benefit, and purchase attitude. Data were obtained from 925 consumers in Guangdong province and analyzed with the structural equation model. The empirical results revealed that consumer trusted and perceived benefit positively influence purchase attitude and purchase intention; conversely, perceived risk negatively influences consumer purchase attitude and purchase intention after the food safety crisis. Furthermore, consumer trust was found to be a significant factor among this set of relationships. The research outcome supports the hypothesis, and Finally, relevant suggestions were provided from two angles: improving consumer trust and reducing perceived risk, for the future implications todairy production enterprises.

INTRODUCTION

The consumer brand trust crisis of domestic dairy products began in 2008 with the "melamine-tainted milk powder" incident (China Daily, 2008; Xinhua News, 2008; Ian, 2008; Cui, 2008). Due to the distrust of quality inspection of Chinese dairy products, foreign milk powder is increasingly attracting Chinese consumers. The demand for quality food has seen an unprecedented increase in China (Chen, 2009; Xiao, 2011;Yan, 2012;Wang *et al*., 2015). Many consumers choose to go to Hong Kong to purchase large quantities of milk powder. The Hong Kong government had to issue a "milk limit order" under such circumstances. Böcker and Hanf (2000) used mathematical derivation to reaffirm the immediate decline in consumer demand for food after a food safety incident. The Chinese government has also amended the food safety law (Ettinger *et al*., 2016) The government will continue to introduce new food safety measures, and related food businesses will continue to communicate with consumers to explain and guarantee quality. Then consumers' confidence in food purchases will pick up slightly. Food safety incidents not only result in a range of adverse health effects. Furthermore, they also have a disruptive effect on the economy (Liu *et al*., 2015). They also represent threats to brands because they can dramatically damage consumers' (Liu *et al*., 2014) and affect consumers' attitudes toward the faulty brands (Gahlot *et al*., 2019). Li *et al.*

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(2017) consumer trust is a major challenge for companies after the food safety scandal. in 1998, Fournier *et al*. pointed out that research on applying relationship marketing ideas to brand level is still scarce. In 2002, Chaudhuri and Holbrook strongly advocated that "relationship marketing should also be related to the relationship between brands and consumers. It can be seen that more research is needed in this field, many scholars have studied the management of information after the emergence of brand negative events, but most of them are still from a macro perspective (Dahlen *et al*., 2006; Jeon *et al*., 2016; Lee *et al*., 2018; Nagar *et al*., 2018; Puzakova *et al*., 2013; Yannopoulou *et al*., 2011). There are scholars from the perspective of micro-methods, techniques, and tools (Tatomir *et al*., 2006), Böcker and Hanf (2000) point out that the potential hazard cannot be adequately estimated before the actual consumption. Also, consumers may not identify the safety issue if the symptoms of the infection take a longer time to emerge after consumption of the food. In the Chinese market, when domestic product brands encounter huge adverse events, consumers are concerned about what happens to relevant foreign brands (Gao *et al*., 2013).

The results of research on the trust relationship between consumers and businesses are few and far between. This paper aimed to clarify which factors influence consumers' purchasing decisions in the process of purchasing dairy products and provide a reference for related dairy companies. After the food safety crisis, consumers' dairy purchase behavior is full of high uncertainty and risks. A large number of studies have found

that in this case, consumer trust is the determining factor of purchase intention. Trust can enhance the perceived benefit and reduce perceived risk. It will also directly affect consumers' attitudes towards dairy products purchase and indirectly affect consumers' purchase intention. Jarvenpaa *et al*. (2000) demonstrated empirically that purchase attitudes are positively influenced by trust levels.

Thus, the researcher was interested in studying the influence of the above variables of customer trust, perceived risk, perceived benefit, and purchase attitude concerning the dairy market after the food safety crisis.

Review of Literature

This study presents a review of the empirical literature and the theoretical framework. Specifically, consumer trust, perceived benefits, perceived risk, purchase attitude, and purchase intention were selected after an extensive review of the marketing literature.

Consumer trust

Trust is essential to all forms of social exchange and buyer-seller transactions and reflects a consumer's belief that favorable conditions exist to facilitate transaction success (Pavlou and Gefen 2004)

According to Knight and Warland (2004), there is an inverse relationship between product risks and trust. Ganesan (1994), Pavlou and Fygenson (2006) also suggested that trust can lower consumers' risk perception that sellers might act opportunistically. Chen and Chang (2013)express that consumer's food safety perception can be enhanced by improving consumer trust toward manufacturers and retailers. Lagerkvist *et al*. (2011) add that trust, and psychological are identified as the two most important factors that influence consumers' willingness to pay. The role of the trust relationship to a specific exchange partner, such as a salesman or account manager, has been often investigated in the past (Schurr and Ozanne, 1985; Andaleeb, 1996; Doney and Cannon, 1997). Because an individual trust relationship needs ongoing interdependent exchange experiences, many of these studies have been conducted in a business to business area. From a customer perspective, trust becomes crucial in many relational exchange situations and reduces the perceived risk of the service outcome (Darby and Karni, 1973; Berry, 2000; Laroche *et al*., 2004). Food safety laws and regulations have developed incrementally. Despite significant improvements, this made to the regulation of food safety, serious challenges remain (Jia and Jukes, 2013).

Wu *et al*. (2014) found that consumers who trusted organic milk and were able to recognize the green food label were more likely to buy organic milk.The relationship between consumer trust and food product safety has aroused widespread attention worldwide (Van andFrewer, 2008). Trust in the entire company becomes particularly relevant in industries where the service is performed by different and changing service personnel like service chains (Kandampully, 2002).

Perceived risk

Perceived risk can be explained as consumers' doubt about the result of their decisions. Hence, the degree of consumers' risk perception is one of the important factors influencing the buying decision. Therefore, the consumers' purchase decision

contains the uncertainty of the outcome, which was the initial concept of perceived risk (Aaker D. a., 2000; Chang and Chen, 2008; Chaudhuri, 2002; Zhang *et al*., 2015).

Effect of dairy safety incidents on the overall consumption of dairy products. Dairy consumption has experienced a declining trend in recent years. Dong and Li.(2016) Past studies have also examined consumers' risk perception after food safety scandals.

Although Chinese consumers are highly concerned about food crisis, they have inadequate knowledge about food safety standards and procedures (Liu *et al*., 2013). Literature suggests that higher prices do not necessarily ensure safer food, which is still a concern for the majority of Chinese consumers (Liu *et al*., 2013). The recurring incident of food safety scandals (Liu *et al*., 2014) reduces consumer confidence; Consumers do indeed use these features. They value food risk information from family and friends (De *et al*., 2007). Thus, the consumers are suspicious of the quality and the standard of what is presented as "safe food" (Ali *et al*., 2017; Zhang and Wang, 2009). Consumers' risk perception of food safety primarily shapes and rapidly diffuses through the Internet and other news media (Lobb *et al*., 2007).

Perceived benefits

Keller (1993) defined brand benefits as "the personal value consumers attach to the product or service attributes—that is, what consumers think of the product or service can do for them."Zeithaml (1988) defined the perceived value as the consumers' assessment of the ratio of perceived benefits to perceived costs. The customer perceived value concept and its contribution to consumer purchase intention have received (Bove and Johnson, 2002; Cronin *et al*., 2000; Sweeney andSoutar, 2001).

The sustainability benefits of local foods as perceived by customers were environmental, economic, socio-cultural, and a form of ethnocentrism (Paloviita, 2010).

Purchase attitude

According to Tarkiainen and Sundqvist. (2005), "attitude is an intervening psychological variable between attitude and actual behavior". Studies have affirmed that if a consumer has a positive attitude for a brand, it significantly impacts his buyers' purchase intentions for organic food (Tarkiainenand Sundqvist, 2005; Smith and Paladino, 2010).

Attitude defines as a learned individual's predisposition to respond like a stronger attitude to certain conduct leads to a greater intention to perform that behavior (Ajzen, 1991).Attitude towards a general consumer behavior can also occur, (Solomon *et al*., 2010). Moreover, human behavior is also a function of behavior intention that is formed by the combination of attitude toward the behavior, subjective norms and the person's attitude of behavior control (Dean *et al*, 2008).

Purchase intention

Baker *et al*. (2015) indicate that a product's sensory appeal will affect consumers' product choice preference and purchase desire.

Consumer intention to purchase organic food is referred to as a consumer purchase intention (Pomsanam, and Suwanmaeneepong, 2014; Ragavan and Mageh, 2013; Smith

and Paladino, 2010.According to Liang (2016) Purchase intentions have been relationships between the purchase intention of organic food and properties and environmental protection have a positive impact on purchase intention.As for organic food, consumers showed more concern for product certification.

Furthermore, consumers' attitude towards LM is profoundly and positively associated with their purchase intention (Hoque *et al.*, 2018).

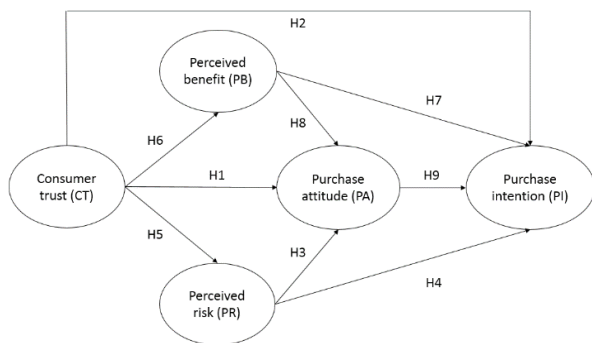Therefore, the following model of this study is presented, as shown in Figure 1:

Figure 1 research model

The emergent themes derived from the analysis of the focus group data (Table 1) and the literature lead to the development of the following seven hypotheses:

H1: Consumer trust (CT) positively affects consumers' purchase attitude (PA).
H2: Consumer trust (CT) positively affects consumers' purchase intention (PI).

After the dairy safety incident, the consumers' psychological expectations change, and the perceived risk is higher than the perceived risk before the incident. Empirical analysis shows that the higher the consumer perception of the risk in the purchase of dairy products, the less likely consumers are to purchase dairy products. The negative correlation between perceived risk and purchase intention has become the consensus of scholars today. However, there is no consensus on the perception that risk affects attitude indirectly. In summary, the following assumptions are made:

H3: Perceived risk (PR) negatively affects consumers' purchase attitude (PA).
H4: Perceived risk (PR) negatively affects consumers' purchase intention (PI).
H5: Consumer trust (CT) has a negative impact on perceived risk (PR).

Perceived risk and perceived benefit are often used by scholars to analyze consumers' purchase behavior. As in 1988, Zaithamel first proposed the value theory of customer perception from the perspective of customers. The perceived value model analyzes the value perceived by customers during the purchase process based on consumers' perceived risk and perceived benefit. In this model, the higher the level of trust, the greater the perceived benefit of the consumer during the purchase process, and the higher the perceived benefit, the more the consumer will feel that the transaction is beneficial to him, thus it's significantly increasing his purchase intention. In summary, this paper proposes the following assumptions:

H6: Consumer trust (CT) positively affects consumers' perceived benefits (PB).
H7: Consumer perceived benefit (PB) positively affects purchase intention (PI).
H8: Consumer perceived benefit (PB) positively affects purchase attitude (PA).
H9: Consumer purchase attitude (PA) positively affects purchase intention (PI).

RESEARCH METHODOLOGY

There are three main research methods used in this study. Specifically, it is a literature research method, a questionnaire survey method, and a combination of qualitative and quantitative analysis methods.

The first is the literature research method. The literature research method refers to reading the relevant literature, reading the findings of domestic and foreign scholars in the field of consumer behavior in the field of food safety, and their research hope, organizing analytical literature, understanding current forms, establishing research directions, researching objects, variables, theoretical models, and so on.

The second is the questionnaire survey method. This method is based on the theoretical model and the proposed research hypothesis of the influence of consumer trust and perceived risk on the purchase intention, after literature research from the three aspects of consumer personal information, consumption information, and related consumer behavior. It involves setting the item to validate the proposed research hypothesis, designing a questionnaire for consumers on the relationship between purchase intention and trust in dairy products, and preparing data for subsequent empirical analysis.

The third is a quantitative analysis using Amos software. After the survey is completed, the relevant data is collected, and the reliability and validity of each variable are processed and calculated to check the rationality. In this study, the structural equation model SEM test model was used to derive the path coefficients, to explore the relationship between trust and perceived risk, as well as the impact of trust, perceived risk and perceived benefit on purchase intention. The questionnaire design was developed and designed better carry out the empirical analysis of the influence of consumer perception on consumers' purchase intention in the dairy market after food safety incidents, in order to the scales used in the questionnaire were based on research hypotheses and domestic and foreign scholars' research on relevant factors. The first step is to review the domestic and international research literature on food safety, perceived risk, consumer trust, and purchase intention, to sort out the measurement items of relevant factors, and adjust and deal with the characteristics of dairy products. The scale was revised to determine the relevant measurement items for the relevant research factors. The measurement scale was set to the Likert 5-level scale, from 1-5 to indicate five levels: very disapproving, disapproving, neutral, approving, and highly approving. The respondent determined the increase in the score. The degree of consent was determined. After confirming the preliminary draft of the survey project, the questionnaire was further revised through pre-survey. A questionnaire survey was conducted on the online survey platform, and 22 students were randomly selected for the questionnaire survey. Then, according to the results of the 22 questionnaires, the consistency and reliability

of each research index were analyzed. After the wrong items were excluded, a formal questionnaire was obtained. The full text of the questionnaire consisted of 2 pages, including the purpose of the survey, basic personal information, knowledge about dairy products, willingness for premium level payment, decision to purchase, most commonly purchased dairy brands, factor measurement scale, and six other components. The introduction mainly explains the purpose of the questionnaire, the questionnaire itself, and the confidentiality of the questionnaire. The factor scale consists of three parts and 12 measurement items. The first part consists of four questions regarding the attitude of trust. The second part, with a total of seven questions, examines perceived risk. The third part is a total of nine questions regarding the measurement of the consumer's purchase intention.

The questionnaire was distributed to consumers aged 16 and over in Guangdong Province. The consumer awareness and attitude of this sector of consumers are more mature, and the behavior and choice of the product tend to be stable. They have experiences in dairy consumption, understanding of dairy brands, and have a particular ability to purchase dairy products and identify food safety. In order to achieve excellent performance and structural quality of the sample data, the sample size of the questionnaire should be appropriately selected. According to a quantitative method generally accepted and adopted by the academic community, a total of 1,000 questionnaires were distributed, and 975 valid questionnaires were finally collected. The effective rate of the questionnaire was 97.5%.

After the food safety crisis, based on the mediating effect of perceived risk, the consumer trust in the dairy market involves five research variables, namely consumer trust (T1-T3), perceived risk (R1-R7), and perceived benefit (B1-B8), purchase attitude (A1-A3), and purchase intention (I1-I2). The statistics of Factor measurement indicators involved in the study hypothesis are shown in Table 1:

Table 1

Basic Features	Classification indicator	Number distribution	Percentage (%)
Gender	Male	420	43.1
	Female	505	56.9
Age	16-25 years	509	52.2
	26-35 years	314	32.2
	36-65 years	140	14.4
	66 years or older	12	1.2
Marital status	Married	390	40
	Unmarried	585	60
Educational level	Junior high school and below	37	3.8
	High school or secondary school	110	11.3
	College	145	14.9
	Bachelor	649	66.6
	Graduate and above	34	3.5
Family monthly income	< 4,000RMB	165	16.9
	4001-8000RMB	323	33.1
	8001-12000RMB	295	30.3
	>12000 RMB	192	19.7
Family member	Elderly	566	41.9
	Infant	155	15.9
	School-age children	312	32
	Pregnant woman	103	10.6
	Nothing	256	26.3
Employment status	Incumbent	569	58.4
	Resignation or retirement	41	4.2
	Unemployed	305	31.3
	Other	60	6.2
Professional position	Party and government	28	2.9
	State-owned enterprise	97	9.9
	Institution	166	17.0
	Self-employed households	116	11.9
	Freelancer	63	6.5
	Migrant workers	70	7.2
	Housewife	19	1.9
	Student	377	38.7
	Other	39	4.0

The reliability test of the questionnaire was validated using the alpha value. Reliability Cronbach's alpha value is a standard tool for reliability testing. The alpha value is between 0 and 1. The academic community accepts and adopts alpha reliability testing. The reliability level of the questionnaire is disabling is $\alpha < 0.5$. The reliability level of the questionnaire is unacceptable; $0.5 < \alpha < 0.6$, the reliability level of the questionnaire is acceptable: $0.6 < \alpha < 0.7$; the reliability level of the questionnaire is highly reliable stability: $\alpha > 0.7$. First, SPSS 22.0 software was used to test the overall reliability of the questionnaire.

Validity testing is also an essential tool for questionnaire testing. It mainly tests the consistency of the results of the questionnaire and the validity of the questionnaire items. Factor analysis is a commonly used method of validity testing, mainly including the KMO test and Bartlett spread test. The KMO value is similar to the alpha value in the range of 0-1. The commonly used effectiveness test standard is also consistent with the value reliability test standard. When the KMO value is less than 0.5, the validity and consistency of the measurement items are unacceptable; $0.5 < KMO$ value <0.6, barely accepted; $0.6 < KMO$ value <0.7, the conformance level of the measurement item is acceptable; KMO value > 0.7, indicating that the measurement item has high consistency and validity.

Data analysis and hypothesis testing: In this study, IBM Amos software was used to process the questionnaire data. The structural analysis of the structural equation model (SEM) is used to examine the relationship between trust and perceived risk, as well as the impact of trust, perceived risk and perceived benefit on consumers' purchase intention in dairy products, using the maximum likelihood estimation method to fit the degree, as shown in Figure 2:

RESEARCH RESULTS

Reliability test of consumer trust

Consumer trust (T1-T3): A total of three measurement items. The reliability test of the consumer trust subscale has a Cronbach's α value of 0.775 and an alpha value greater than 0.7, indicating that the consumer trust sub-table is within an acceptable range, and the consumer trust in the stability and reliability of the subscale are right (Table 2)

Table 2

Cronbach's α	Number of items
.761	3

Reliability test of perceived risk

Perceived risk (R1-R7): A total of seven measurement items. The reliability test of the perceived risk subscale has a Cronbach's α value of 0.897 and an alpha value greater than 0.7, indicating that the reliability of the perceived risk subscale is within an acceptable range, and the perceived risk. The stability and reliability of the subscale are excellent (Table 3).

Table 3

Cronbach's α	Number of items
.897	7

Reliability test of purchase intention

In order to make the questionnaire concise, the purchase intention (I1-I2) has a total of two measurement items. The reliability test of the purchase intention subscale has a Cronbach's α value of 0.847 and an alpha value greater than 0.7, indicating that the reliability of the purchase intention subscale is acceptable. Within the scope, the purchase intention subscale is more stable and reliable (Table 4).

Table 4

Cronbach's α	Number of items
.847	2

Reliability test of perceived benefit

Perceived benefit (B1-B8): Total of eight measurement items. The reliability test of the perceived benefit subscale has a Cronbach's α value of 0.816 and an alpha value greater than 0.7. The reliability of the perceived benefit score scale is within an acceptable range. The stability and reliability of the subscale are good (Table 5).

Table 5

Cronbach's α	Number of items
.816	8

Reliability test of purchase attitude

Purchase attitude (A1-A3): A total of 3 measurement items, the reliability test of the purchase attitude subscale Cronbach's α value is 0.761, the alpha value is greater than 0.7, indicating that the reliability of the purchase attitude subscale is within an acceptable range. The stability and reliability of the subscale are good (Table 6).

Table 6

Cronbach's α	Number of items
.775	3

Validity test of consumer trust

Consumer trust (T1-T3):A total of three measurement items, the validity of the consumer trust subscale test KMO value is 0.699, KMO value is about 0.7, showing the validity of the consumer trust subscale is within an acceptable range, consumer trust the consistency and validity of the subscales are good (see Table 7).

Table 7

Scale	Measurement item	KMO value	Bartlett sphere test		
			Approximate chi-square distribution	df	Sig.
Consumer trust	T1-T3	0.699	790.281	3	0.00

Validity test of perceived risk

Perceived risk (R1-R7): A total of seven measurement items. The validity of the perceived risk subscale has a KMO value of 0.912 and a KMO value greater than 0.7. The perceived risk consistency and effectiveness are good (Table 8).

Table 8

Scale	Measurement item	KMO value	Bartlett sphere test		
			Approximate chi-square distribution	df	Sig.
Perceived risk	R1-R7	0.912	3556.813	21	0.00

Validity test of purchase intention

The purchase intention (I1-I2) has two measurement items in total, and the validity test of the purchase intention subscale has a KMO value of 0.5 and a KMOvalue of less than 0.7, which is not suitable for factor analysis. (Table 9)

Table 9

Scale	Measurement item	KMO value	Bartlett sphere test		
			Approximate chi-square distribution	df	Sig.
Purchase intention	I1-I2	0.500	141.760	1	0.00

Validity test of perceived benefit

Perceived benefit (B1-B8): A total of eight measurement items, the perceived benefit score scale has a KMO value of 0.860 and a KMO value greater than 0.7, indicating that the validity of the perceptual benefit subscale is within an acceptable range. The perceived benefit score scale is consistent and effective and is suitable for factor analysis. (Table 10)

Table 10

Scale	Measurement item	KMO value	Bartlett sphere test		
			Approximate chi-square distribution	df	Sig.
Purchase benefit	B1-B8	0.860	2024.123	28	0.00

Validity test of purchase attitude

Purchase attitude (A1-A3): A total of three measurement items, the validity of the purchase attitude subscale test KMO value of 0.695, KMO value is slightly less than 0.7, but the validity of the purchase attitude subscale is still within the acceptable range. The consistency and validity of the purchase attitude subscale are excellent and suitable for factor analysis. (Table 11).

Table 11

Scale	Measurement item	KMO value	Bartlett sphere test		
			Approximate chi-square distribution	df	Sig.
Purchase attitude	A1-A3	0.86	2024.123	28	0.00

Data analysis and hypothesis testing

The above table shows that the standardized path coefficient that consumers trust to perceived benefit is 0.337>0, P value is 0.00<0.05. This shows that consumer trust has a significant positive impact on perceived benefit, which is the higher value of consumer trust. Moreover, the standard path coefficient that consumers trust to purchase attitude is 0.538>0, and the P value is 0.00<0.05, indicating that consumer trust has a significant positive impact on purchase attitude, that is, the higher value of consumer trust, the purchase attitude The higher the value; the standardized path coefficient that consumers trust to perceive risk is -0.126<0, and the P value is 0.009<0.05, indicating that consumer trust has a significant negative impact on perceived risk, the higher the value of consumer trust, then The lower the value of perceived risk; the standardized path coefficient that consumers trust to purchase intention is 0.075>0, and the P value is 0.167>0.05, indicating that consumer trust has no significant effect on purchase intention; the standardized path coefficient of perceived benefit acquisition attitude is 0.494>0, P value 0.000<0.05, showing that the perceived benefit has a significant favorable influence on the purchase attitude, that is the higher the value of the perceived benefit, the higher the value of the purchase attitude; the standardized path of the perceived benefit to purchase The value of 0.086>0, P value is 0.162<0.05, indicating that the perceived benefit has no significant effect on the purchase intention; the standardized path coefficient of purchase attitude to purchase intention is 0.809>0, P value is 0.000<0.05, indicating that the purchase attitude has significant intention to purchase. Positive influence, that is, the higher the value of the purchase attitude, the higher the value of purchase intention; the standardized path coefficient of perceived risk to purchase intention is -0.049<0, P-value is 0.189>0.05, indicating that perceived risk has no significant influence on purchase intention.

Table 12

Index	CMIN	DF	CNIN/DF	GFI	AGFI	NFI	IFI	TLI	CFI
Numerical value	1037	221	4.694	0.899	0.876	0.886	0.908	0.884	0.907
Judging criteria			Compliance	Good	Good	Good	Excellent	Good	Excellent

Table 13 SEM model

			Estimate	S.E	C.R.	P	Validation results
Perceived benefit	<--	Consumer trust	.337	.035	9.549	***	Support
Perceived risk	<--	Consumer trust	-.126	.036	-3.477	***	Support
Purchase attitude	<--	Consumer trust	.538	.052	10.26	***	Support
Purchase attitude	<--	Perceived benefit	.494	.067	7.394	***	Support
Purchase attitude	<--	Perceived risk	.183	.041	4.494	***	Support
Purchase Intention	<--	Consumer trust	.075	.054	1.382	.167	Not support
Purchase Intention	<--	Perceived benefit	.086	.061	1.398	.162	Not support
Purchase Intention	<--	Purchase attitude	.809	.061	13.19	***	Support
Purchase Intention	<--	Perceived risk	-.049	.038	-1.314	.189	Not support

CONCLUSION AND RECOMMENDATIONS

After reading the literature on dairy safety, trust, and purchase intention research, the author tried to establish the influence of consumers' trust on consumers' purchase intention of dairy products under the intermediary effect of perceived risk, studied the model, and proposed relevant research hypotheses. Based on the perceived value model, the conceptual model of the factors affecting consumer dairy purchases after the food safety crisis was constructed. The survey data of Guangdong province, consumers, were obtained by the offline survey method, and the structural equation SEM model tested the risk of trust and perception. The results of the data analysis show the impact of trust, perceived risk, and perceived benefit on purchase intention.

Trust is a crucial variable for consumers to purchase dairy products after a food safety crisis. It is also a variable that directly or indirectly affects the attitude, purchase intention, and has a significant inhibitory effect on perceived risk. This is consistent with the findings. However, consumers' trust has no direct impact on purchase intention. Perceived benefits directly affect consumers' purchase intention, and perceived risk has no direct impact on purchase intention. It indirectly affects the purchase intention through consumer attitudes toward dairy products.

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