

## Perceived Health Benefits, Brand Trust, and Emotional Value in Consumer Adoption of Fortified Powdered Milk Products: A Structural Equation Modeling Approach

### AUTHORS

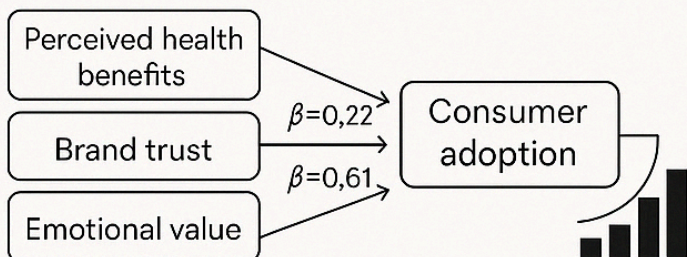
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### BACKGROUND



Consumer adoption of fortified powdered milk is not fully understood

### OBJECTIVE

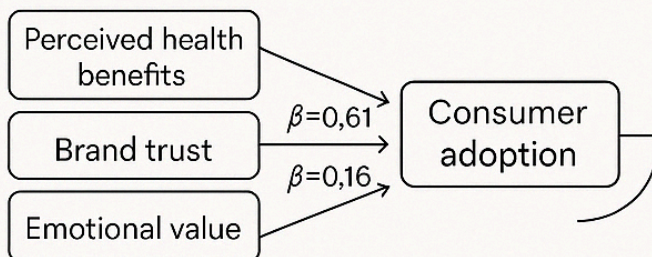


### METHOD



Survey of adult consumers (n = 670) in Pakistan  
Structural equation modeling

### RESULTS



### CONCLUSION



Brand trust plays a central role in the adoption of fortified powdered milk

