



Young Adults' Milk Consumption Habits and Knowledge about Milk

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ABSTRACT This study was performed to determine young adults' milk consumption habits and their knowledge about milk. This is a descriptive study and sample is comprised of 205 young adults. Data were collected using a questionnaire and in face-to-face interviews. To check the questionnaire's reliability, the internal consistency coefficient was calculated and the Kuder Richardson (KR-20) value was found to be 0.77. The mean milk knowledge score was 17.50±4.21. It was found that males (17.54±4.36) scored higher than females (17.47±4.12). The 22-24 age group (18.14±4.34) scored higher than 19-21 age group (16.90±4.02). These differences in mean milk knowledge scores were not found to be statistically significant ($p>.05$). This study clarifies all the reasons why milk consumption should be increased. The researchers believe that sharing knowledge about milk's health benefits using media or other training methods is an important way to raise consumers' consciousness and prevent possible health problems.