

## Milk consumption patterns and perception in Korean adolescents, adults, and the elderly

Junghyun Park<sup>1</sup>, Hyun Sook Lee<sup>2</sup>, Hae-Jeung Lee<sup>3</sup>

<sup>1</sup>Department of Korean Medicine, Gachon University, South Korea, <sup>2</sup>Department of Food Science and Nutrition, Dongseo University, South Korea <sup>3</sup>Department of Food and Nutrition, Gachon University, South Korea

### Introduction

The relationship between milk intake and health or chronic diseases is still controversial, but it has been well-known that milk is superior in the aspect of nutrition. However, milk intake has recently decreased even though milk is a good source of various nutrients.

### Aim

This study investigated milk consumption patterns and perception in Korean adolescents, adults, and the elderly

### Methods

Nine hundred eighteen participants living in Seoul and Gyeonggi province were included in the study. The survey questionnaire included general characteristics, milk consumption patterns, and the overall importance and performance of factors regarding milk intake. Importance-Performance Analysis (IPA) was used to detect graphically the relative importance and achievement of milk attributes.

### Results

Most participants drank milk in the morning and at home. The reasons for consuming milk across age groups were significantly different ( $p < 0.001$ ) and the reasons why they drink milk can be summarized as follows: adolescents for 'height growth' (30.7%) and adults 'as a meal substitute' (34.8%) and for 'bone health' (25.7%), and the elderly for 'bone health' (59.6%). The most important criterion for milk selection across all age groups was 'brand or manufacturer'. As for the importance and satisfaction of milk, 'hygiene', 'nutrition', and 'health' were important and highly satisfying factors in all participants whereas 'price' was not satisfying in adults. Moreover, 'taste' was also regarded as one of the significant and satisfying factors among adolescents.

### Conclusion

This study revealed differences in the consumption patterns and the perceptions about milk across adolescents, adults, and elderly people. There is a need to develop effective strategies for each age group in order to increase milk intake.