



## Analysing the Extent of Awareness of Millennial Generation Regarding the Likely Effects of Food Additives

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### Abstract

In the global era, the concerns of people on healthy food consumption is growing. Some people are approaching skeptically about the effects of food additives on the human body. The extent of awareness and knowledge of people on food additives can be an important indicator of their food choices. This study aims to explore to what extent young people are aware of the food additives listed on food labels and to reveal their perceptions of the effects of food additives on the body. The results of this research show that the participants who are the members of the millennial generation can identify what food additives exist in the food labels, but they have no idea regarding what the additive is used for nor do they have adequate information about the effects of the additives on the human body.

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