Journal of Journalism, Media Science and Creative Arts
ISSN (Print): 2790-9700 ISSN (Online): 2790-9719

https://orcid.org/my-orcid?orcid=0009-0002-3876-3663

Role of Fast-Food Commercials in Rising Obesity Rates in Children

Syed Muhammad Sarim Sajid[1], Syed Muhammad Shoaib Sajid[2]
[1,] Bahria University,Karachi
[2,] Iqra University, Karachi
* **Corresponding email:** sarimsajid.bukc@bahria.edu.pk
Received: 01.08.2025; **Accepted:** 30.06.2025; **Available online: Published:** 30.06.2025.

Cite this article Sajid, S. M. S. (2025). *Role of fast-food commercials in rising obesity rates in children*. Journal of Journalism, Media Science and Creative Arts, (p 29–38).

ABSTRACT
The study's objective is to determine the variables influencing the of people's food choices specially children due to glorious fast-food advertisements and to determine how two variables are related to one another. The research is numerical in nature, and respondents' responses to an online poll provided the data. who were at the stage of parenting. It is shown that with the help of this research that fast food advertisings are being a huge cause of spreading unhealthy eating habits among young people especially children. Parent's negligence towards children inessential demands of fast food is affecting their performance in different areas of life making behavioral and attitude changes among them. It is proved that these advertisements are not only causing huge health issues but also making parents lazy to keep an eye on what is consumed by their family and how dangerous it could be for them if not consumed in a balanced way. It is shown by the results that media agencies are targeting children and their parents on large scale to sell their product, not worrying about the impact that it can put on the well being of the society.
Keywords: *Fast food Advertisements, childhood, obesity, health issues, food habit.*

Introduction

The research was based on how fast food advertisements are causing a huge health risk in children and how they are changing the food trend for the Pakistani people in choosing their food preferences. People are influenced by fast food advertisements that are using a different media and different strategies to grab the attention of children, adults and the nation in Pakistan or we can say To reach the fast expanding market, advertisers and marketers have begun utilizing a variety of new interactive advertising and marketing tactics. of food lovers and turning Pakistani food culture into western and modern food culture and also shaping the new food culture which directly or indirectly effecting the health among children and causing armature obesity in children. More over this research also focused on what are the effects behind changing food culture including positive and negative sides that are being observed in the influenced nation.

Veerman and Van (2009) undertook research on "By how much wood limiting TV advertising reduce childhood obesity". The study suggests that the diet food advertising is causing childhood obesity and promoting unhealthy food environment. The study also focuses to inform and give awareness that such decisions should be taken to restrict food advertising which is promoting unhealthy food among children and this decision may reduce childhood obesity. The result of the study indicates that there should be some limitations that should be imposed on unhealthy food advertising to make children's diet healthier and stop promoting less healthy food products.

Norman and Kelly (2018) had undertaken a study on continued influence of liveliness solid television and on diet publicity on kids' nutritional eating. The study mainly focuses on a direct link that is created very smartly by food advertisers among diet publicity impact and kids' buying behaviors of vigor eating and form mass. The result of the study indicates that children are eating more snacks after exposure to food advertising as compared to nonfood advertising snacks and destroying their food eating habits.

Background

This work is licensed under a Creative Commons Attribution 4.0 International License

Food advertisements are promoting food items and food products which can be harmful or unhealthy for our health. Food advertisements campaigns have changed their focused over time and fast food advertisements has been criticized for years for the harmful effect on health. But on the same time many campaigns and advertisements agencies are working on availability of healthy options. Proper nutrition and obesity have decreased after the rise in awareness in the food advertisements. Food advertisements directly aim the target audience to promote their food product. Food advertisements have made noticeable change during the period of years.

By seeing food advertising, researchers have seen t he following effects on kids leading in behavioral and eating disorder among children and causing the risk of early age obesity. TV food advertisements are affecting children in a way that their food consumption preference is promoting food which are poor in nutrient, rich in salt, sugar, and fat as well the intake of beverages is also seen to be increased.

Statement of the Problem

Attractive fast food advertisements are affecting children, youth and Pakistani nation. The research focuses on how food advertising agencies are attracting Pakistani people specially children and changing their buying behavior causing severe health issues among children. Moreover, food advertisements are also increasing the adoption of unhealthy eating habits among the children, are causing many diseases such as obesity, insulin resistance, type-2 diabetes, and various cardiovascular conditions. It not only affects the health of an individual but also cause a very unhealthy life style causing laziness, mood swings, hormonal imbalance at a very young age, dental and stomach issues that are caused by unhealthy diet. It has also observed with previous studies that children who consume fast food three times a week or more had a higher risk of getting Asthma, Rhinitis and eczema.

Objectives

1- To identify food advertisements impact on preferences of Pakistani children.

2- To analyze the strategy that is used in food advertisements to attract people.

3- To review how food advertisements affects health issues.

Hypotheses

H1: Food advertisements has great influence on Pakistani people food eating habits and buying behavior of food products.

H2: Food advertisements are pursuing the interest of children to adopt unhealthy eating habits.

H3: Food advertisements are changing the food culture of Pakistan through fast food advertisements.

Variables

Independent Variable

Food advertisements is independent variable.

Dependent Variable

Buying behavior is dependent variable.

Independent Variable

Food advertisements is independent variable.

Dependent Variable

Widespread of obesity is dependent variable.

1.7 Scope of the Study

This study is gainful for overall population to make mindfulness in them about eating good and healthy food and furthermore, this study can be valuable in the field of food promotion organizations and food research labs to convey the reasoning of individuals about practicing good eating habits or undesirable food. This study will likewise assist with understanding the momentum mentality of individuals towards food publicizing and how TV food advertisements are adding to the boundless of unfortunate eating climate. In future this exploration can be valuable to finish up and think about the current and forthcoming outcome with respect to medical problems and changing society of food

Literature Review

Food Advertising Targeting Children's and Students

Reisch and Gwozdz (2013) conducted a study on impact of diet advertisements upon kids' healthiness. This research focus on understanding the rising spread of childhood obesity. The study also examines the factors of purchaser's societies and potential contributory factor. The result indicates that children had their food preferences without the knowledge of its effect on their health

This work is licensed under a Creative Commons Attribution 4.0 International License

and they are buying food product by getting influenced by food advertisements.

Mazur and Telega (2008) carry out a study on impact of food advertisements on food consumptions in schoolchildren in south-eastern Poland. The research focuses on food purchasing habits of children. 44 prime besides minor schools in Rzeszow remained involved in the study. Institutes remained stayed by the followers of study crew and they observe type of food product that was being advertised in the school canteen. Questionnaires regarding the food types were asked to fill from canteen owners, principle, teachers and students. The researcher gives the result that educational programs must be announced in school by the purpose of educating nutritious food item in the school canteens for children for their better health.

Bolton (1983) undertook a study on mold the influence of TV nutrition publicity on kids' nourishment. The study focuses on impact of television food advertising on children's diet besides cross-sectional data study is collected of long run possessions of TV nutrition marketing also the result founded its effects.

Boyle and Whalen (2015) undertook a study on diet marketing towards kids also the situation effect happening nourishment of kids. The study focuses happening the role of nourishment also drink advertising promoting obesogenic nutrition environment. The methodology used is population sample study. The result of this research investigates that children's food consumption is nutrient poor foods which tends to be unhealthy for children and largely energy dense. The aim of the study is to provide meaningful and implacable fluctuations in the diet atmosphere towards provision better adoptions.

Lewis besides Hill (1998) conduct analysis proceeding Diet marketing on British kids' TV. The study focuses on how food advertisements nature attracts consumer and significance of food advertising. The method of this research is a content analysis and also an investigation was done on the influence of diet upon the self-fulfillment of big kids. The result was extracted from 2 of the studies and appeared that children are more influenced by involving much into advertising and gets much attraction through television food advertising that is on aired.

Vandevijvere and Soupen (2017) conducted the study on unnatural diet marketing directed to kids on New Zealand TV. The research mainly focuses on the flora and the effect of unnatural diet marketing embattled to kids on New Zealand TV and the diet followed by children is mostly poor in nutrients and unhealthy product are mostly advertised. The result of this research indicate that the common of nutriment marketed were unnatural that are marketed on New Zealand TV and WHO wants in the direction of be secondhand to limit on unnatural diet marketing particularly through kids' top watching aeras and healthy food products should be advertised.

McDermott and O'Sullivan (2006) conducted a stu dy on global nutrition marketing that included situa tional possessions and annoya nce control. This study focuses on the growing significance of c hildren as consumers who influence adult purchasi ng decisions through requests for or demands for th e products that are advertised on television.

As a result of children's increased consumption of unhealthy foods, the results show that television ad vertisements for food and drink are a major factor i n childhood obesity as well as a number of other he alth issues.In Malaysia, Ng and Kelly (2014) did a study on obesogenic TV advertising to children. Children's exposure to and control over food advert ising on TV are also measured and monitored in thi s study. The findings of this study show that unheal thy food and sugary snacks are widely advertised o n Malaysian television without being checked by a ny regulatory bodies.In 2009, Abideen and Salaria conducted a study on the effects of TV advertising on children with a focus on Pakistani city children.

Harris and Graff (2012) conducted the study on consequences of psychological study for first amendment law for preventing young people from being exposed to junk food advertising. Food advertisers are targeting children and young people and unhealthy practices such as overweight, obesity and health issues because food and beverages companies are continuously targeting them. The result of this research indicates that government should implement some restrictions on food advertising and such commercials should have proposed to preventing the promotion of calorie-

This work is licensed under a Creative Commons Attribution 4.0 International License

dense, nutrient-poor mealtimes, drinks among new individuals and unhealthy nourishment advertisements should be monitored.

Gupta and Kalra (2017) carry out research on advertisements for food aimed at young teenagers on television. This research focuses on a major influence of adults by watching food advertisements and its effect on the dietary habits and also it is promoting obesity among young adolescents. The result of this research indicates that young people mostly watch such food products advertisements which are unhealthy and low in nutrient and it is increasing unhealthy food preferences among adults.

Thai and Serrano (2017) carried out the study on Results from a national poll on adolescents' attitudes toward food advertising and its connection to eating high-energy, low-nutrient meals. This study focuses on the unhealthy eating behaviors in adolescents and the use of such food products that is low in nutrients and energy dense. Result shows that positive food advertising among young people is increased and perception of trusting food advertisements is observed.

Theoretical Framework

The theories that are linked to this research depending are on some factors are below.

Theory of Media dependency

It researches on the effects of mass media through systematic approach on audience and the interactions between social systems, media and audiences. Media Dependency theory explains the direct relationship between audience and media and tends to conceives dependency of one party on another party fulfillment. Dependency theory focuses on media and audience relationship. This dependency tends to satisfy a variety of audience need through media for entertainment and relaxation.

Imitative desire theory

Imitative desire theory is observed by some theorists that tend about people's desire and the prospect's mind. People desire to become and follow others whatever is showed on media especially when the person is famous. Audience tries to adopt whatever they watch but it is not always possible. This theory was established by some theorist and explained that desires always remains alive in all of us.

Magic Bullet Theory

According to the Magic Bullet Theory, mass comm unication is a linear process in which a media mess age is transmitted from the source to the audience a nd has an immediate, uniform, and unmediated imp act on the audiences.

Research Design

The research has been conducted by adopting the quantitative research method.

Method

The method carried out for this research is Quantitative study approach and survey method was used. The data is collected by making a questionnaire related to the subject of the research work and close ended question are developed to conclude the result easily and the total number of questions are 20. Mostly respondents are those who are familiar to the current environment of media. The purpose of choosing quantitative method is to go through the current thoughts of the literate people about the increased scenario of food advertising and its impact on every individual especially children.

Universe

The universe of this research was selected to be Karachi, Pakistan, covering the areas of Gulshan-e-Iqbal and Gulistan-e-Jouhar mainly.

Population

Purposive sampling method has been used to collect the data from the youth and general public. The questionnaire has been designed for the general audience including both male and female whether they are professional workers, housewife's, University/College going student's or belongs to any professional field.

Sample Size

The data that has been collected through 200 respondents of get a better understanding of the survey

Tools For Data Collection

The tools used for data collection were questionnaire using Likert scale through online survey form. The participants have also given the option of qualifications from matriculation to higher studies and the option of their incomes keeping their identification hidden so that while concluding result it could be understand that how qualified and financial established respondent is responding

This work is licensed under a Creative Commons Attribution 4.0 International License

Journal of Journalism, Media Science and Creative Arts
ISSN (Print): 2790-9700 ISSN (Online): 2790-9719

towards the influence of food advertising in their surroundings.

Limitations of the Study

The scope area of the study is Pakistan. This research project was carried out. by random people of Karachi Pakistan. Due to the shortage of time, around 200 respondents were able to participate in this research study from the city Karachi Pakistan. For this research the researcher has chosen discussion on the participation of random people. This study has some limitations were the climate crisis and electricity problem in the city not only that the most participation should be from literate people. Educated groups of respondents are considered to conduct the research because they are more likely to observe and focus on eating and adopting food habits. However, other limitations such as time, money, location factors, hesitant respondent's behavior and sample size limitations are also involved in this study.

Findings

The data was analyzed through SPSS software version 22. Following are the main findings

Frequency Table

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		100	33.3	33.3	33.3
	25 - 35	66	22.0	22.0	55.3
	36-45	96	32.0	32.0	87.3
	45 -50	1	.3	.3	87.7
	45-50	37	12.3	12.3	100.0
	Total	300		100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		100	33.3	33.3	33.3
	Female	83	27.7	27.7	61.0
	Male	117	39.0	39.0	100.0
	Total	300	100.0	100.0	

Frequency Table

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		100	33.3	33.3	33.3
	Garduate	1	.3	.3	33.7
	Graduate	95	31.7	31.7	65.3
	Intermediate	31	10.3	10.3	75.7
	Matriculation	8	2.7	2.7	78.3
	Post graduate	65	21.7	21.7	100.0
	Total	300	100.0	100.0	

This work is licensed under a Creative Commons Attribution 4.0 International License

Journal of Journalism, Media Science and Creative Arts
ISSN (Print): 2790-9700 ISSN (Online): 2790-9719

Frequency Table
MaritalStatus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		100	33.3	33.3	33.3
	Married	175	58.3	58.3	91.7
	Not married	24	8.0	8.0	99.7
	Not Married	1	.3	.3	100.0
	Total	300	100.0	100.0	

Frequency Table

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100	33.3	33.3	33.3
2-4	1	.3	.3	33.7
2 - 4	1	.3	.3	34.0
2 to 4	4	1.3	1.3	35.3
2-10	1	.3	.3	35.7
2-4	65	21.7	21.7	57.3
2-7	2	.7	.7	58.0
5 - 7	1	.3	.3	58.3
5-7	98	32.7	32.7	91.0
8 -10	1	.3	.3	91.3
8-10	25	8.3	8.3	99.7
8-110	1	.3	.3	100.0
Total	300	100.0	100.0	

Frequency Table
MonthlyIncome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		102	34.0	34.0	34.0
	100,000 or above	27	9.0	9.0	43.0
	3500 - 45000	1	.3	.3	43.3
	35000 - 45000	43	14.3	14.3	57.7
	35000-45000	1	.3	.3	58.0
	46000 - 55000	35	11.7	11.7	69.7
	46000-55000	1	.3	.3	70.0
	5600 - 65000	1	.3	.3	70.3
	56000 - 65000	43	14.3	14.3	84.7
	70000 - 85000	46	15.3	15.3	100.0
	Total	300	100.0	100.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	313.618a	20	.000
Likelihood Ratio	391.128	20	.000
N of Valid Cases	300		

a. 9 cells (30.0%) have expected count less than 5. The minimum expected count is .06.

Chi-Square Tests

This work is licensed under a Creative Commons Attribution 4.0 International License

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	324.539a	20	.000
Likelihood Ratio	396.867	20	.000
N of Valid Cases	300		

a 11 cells (36.7%) have expected count less than 5. The minimum expected count is .07.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	313.039a	20	.000
Likelihood Ratio	390.713	20	.000
N of Valid Cases	300		

a 10 cells (33.3%) have expected count less than 5. The minimum expected count is .07.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	314.366a	20	.000
Likelihood Ratio	391.746	20	.000
N of Valid Cases	300		

a 12 cells (40.0%) have expected count less than 5. The minimum expected count is .05.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	320.317a	20	.000
Likelihood Ratio	393.973	20	.000
N of Valid Cases	300		

a 10 cells (33.3%) have expected count less than 5. The minimum expected count is .06.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	311.415a	16	.000
Likelihood Ratio	390.296	16	.000
N of Valid Cases	300		

a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is .07.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	312.141a	20	.000
Likelihood Ratio	389.473	20	.000
N of Valid Cases	300		

a. 9 cells (30.0%) have expected count less than 5. The minimum expected count is .08.

Discussion And Conclusion

The aim of the study is to investigate the impact of fast food on children's health influenced by food advertisements. The study examines the impact of fast food advertisements on childhood obesity. This study also examines dietary choices and healthy food adaptation lifestyle of people of Pakistan. For this purpose, television food advertisement on the vast level has been examined. The research key findings of are that people are blindly following food advertisements and without having better food knowledge choosing their food preferences and healthier diet is being neglected. Apparently, food advertisement is shifting the food choices more frequently of Pakistani people's and healthy lifestyle and intake of healthy diet. Food advertisement shapes the mind of people and their food preferences is based on vast level food advertisement which creates greater damage to children health causing many diseases at a very young age hence hypothesis 1 Fast food advertisements has great influence on Pakistani people food eating habits and buying behavior of food products is proved and the research came to result that preferences of food is based on food advertisement.

After watching food advertisement people tends to prefer that product in their daily life routine. Food advertisement is changing the food culture of our

This work is licensed under a Creative Commons Attribution 4.0 International License

nation as people are shifting to new food products and adopting western eating habits. Especially junk food has become the part of our daily life which is a huge source of unhealthy diet and contains products that are not very suitable to consumed on large amount but due to high demand of good taste companies are compromising on the quality and hygiene of their product. Children and youth are more likely to eat junk food hence hypothesis 2 Food advertisements are pursuing the interest of children to adopt unhealthy eating habits is occurred corrected. kids who are not very aware of their right food choices end up having health issues which might include obesity, diabetes, toothaches, attitude and behavior change and most commonly mood swings.

Food advertisement is changing our food culture and non-traditional food culture is being vastly advertised and the media dependency theory supports the fact that and without getting any expert advices about the adoption of food products and eating habits they get inspired through media and any media resources like television is indulging in people they are adopting and mostly middle class people are most likely to depend on media sources as they don't take eating habits and healthy lifestyle seriously.

Reisch and Gwozdz (2013) conducted a study on impact of food advertisement on children's health. This research focus on understanding the spread of diseases due to unhealthy food eating habits among children. The study also examines the factors of widespread of unhealthy food products that includes junk food on top. The result indicates that youth had their food preferences without the knowledge of its effect on their health and they are buying food product by getting influenced by food advertisement.

Referances

Abideen, Z. U., & Salaria, R. M. (2009). Effects of television advertising on children: with special reference to pakistani urban children.

Adams, J., Tyrrell, R., Adamson, A. J., & White, M. (2012). Effect of restrictions on television food advertising to children on exposure to advertisements for 'less healthy'foods: repeat cross-sectional study. PloS one, 7(2), e31578.

Bakir, A., & Vitell, S. J. (2010). The ethics of food advertising targeted toward children: Parental viewpoint. Journal of Business Ethics, 91(2), 299-311.

Bolton, R. N. (1983). Modeling the impact of television food advertising on children's diets. Current issues and research in advertising, 6(1), 173-199.

Boyland, E. J., & Whalen, R. (2015). Food advertising to children and its effects on diet: review of recent prevalence and impact data. Pediatric diabetes, 16(5), 331-337.

Buijzen, M. (2009). The effectiveness of parental communication in modifying the relation between food advertising and children's consumption behaviour. British Journal of Developmental Psychology, 27(1), 105-121.

Buijzen, M., Schuurman, J., & Bomhof, E. (2008). Associations between children's television advertising exposure and their food consumption patterns: A household diary–survey study. Appetite, 50(2-3), 231-239.

Chapman, K., Nicholas, P., & Supramaniam, R. (2006). How much food advertising is there on Australian television?. Health Promotion International, 21(3), 172-180.

Folkvord, F., Anschütz, D. J., Wiers, R. W., & Buijzen, M. (2015). The role of attentional bias in the effect of food advertising on actual food intake among children. Appetite, 84, 251-258.

Folta, S. C., Goldberg, J. P., Economos, C., Bell, R., & Meltzer, R. (2006). Food advertising targeted at school-age children: A content analysis. Journal of nutrition education and behavior, 38(4), 244-248.

Goris, J. M., Petersen, S., Stamatakis, E., & Veerman, J. L. (2010). Television food advertising and the prevalence of childhood overweight and obesity: a multicountry comparison. Public health nutrition, 13(7), 1003-1012.

Gupta, S., Kalra, S., Kaushik, J. S., & Gupta, P. (2017). Content of food advertising for young adolescents on television. Indian journal of community medicine: official publication of Indian Association of Preventive & Social Medicine, 42(1), 43.

Handsley, E., Nehmy, C., Coveney, J., & Mehta, K. (2009). Regulatory axes on food advertising to children on television. Australia and New Zealand Health Policy, 6(1).

This work is licensed under a Creative Commons Attribution 4.0 International License

Harris, J. L., & Graff, S. K. (2012). Protecting young people from junk food advertising: implications of psychological research for First Amendment law. American journal of public health, 102(2), 214-222.

Harris, J. L., & Kalnova, S. S. (2018). Food and beverage TV advertising to young children: Measuring exposure and potential impact. Appetite, 123, 49-55.

Hebden, L. A., King, L., Grunseit, A., Kelly, B., & Chapman, K. (2011). Advertising of fast food to children on Australian television: the impact of industry self-regulation. Medical Journal of Australia, 195(1), 20-24.

Kashif, M., Ayyaz, M., & Basharat, S. (2014). TV food advertising aimed at children: qualitative study of Pakistani fathers' views. Asia Pacific Journal of Marketing and Logistics.

Kim, S., Lee, Y., Yoon, J., Chung, S. J., Lee, S. K., & Kim, H. (2013). Restriction of television food advertising in South Korea: impact on advertising of food companies. Health Promotion International, 28(1), 17-25.

King, L., Hebden, L., Grunseit, A., Kelly, B., & Chapman, K. (2013). Building the case for independent monitoring of food advertising on Australian television. Public Health Nutrition, 16(12), 2249-2254.

King, L., Hebden, L., Grunseit, A., Kelly, B., Chapman, K., & Venugopal, K. (2011). Industry self regulation of television food advertising: responsible or responsive?. International journal of pediatric obesity, 6(2Part2), e390-e398.

Lewis, M. K., & Hill, A. J. (1998). Food advertising on British children's television: a content analysis and experimental study with nine-year olds. International journal of obesity, 22(3), 206-214.

Mazur, A., Telega, G., Kotowicz, A., Małek, H., Jarochowicz, S., Gierczak, B., ... & Mazur, D. (2008). Impact of food advertising on food purchases by students in primary and secondary schools in south-eastern Poland. Public health nutrition, 11(9), 978-981.

McDermott, L., O'Sullivan, T., Stead, M., & Hastings, G. (2006). International food advertising, pester power and its effects. International Journal of Advertising, 25(4), 513-539.

Mehta, K., Coveney, J., Ward, P., Magarey, A., Spurrier, N., & Udell, T. (2010). Australian children's views about food advertising on television. Appetite, 55(1), 49-55.

Mills, S. D. H., Tanner, L. M., & Adams, J. (2013). Systematic literature review of the effects of food and drink advertising on food and drink-related behaviour, attitudes and beliefs in adult populations. Obesity Reviews, 14(4), 303-314.

Neville, L., Thomas, M., & Bauman, A. (2005). Food advertising on Australian television: the extent of children's exposure. Health Promotion International, 20(2), 105-112.

Ng, S. H., Kelly, B., Se, C. H., Chinna, K., Sameeha, M. J., Krishnasamy, S., ... & Karupaiah, T. (2014). Obesogenic television food advertising to children in Malaysia: sociocultural variations. Global health action, 7(1), 25169.

Ng, S. H., Kelly, B., Se, C. H., Sahathevan, S., Chinna, K., Ismail, M. N., & Karupaiah, T. (2015). Reading the mind of children in response to food advertising: a cross-sectional study of Malaysian schoolchildren's attitudes towards food and beverages advertising on television. BMC public health, 15(1), 1047.

Norman, J., Kelly, B., McMahon, A. T., Boyland, E., Baur, L. A., Chapman, K., ... & Bauman, A. (2018). Sustained impact of energy-dense TV and online food advertising on children's dietary intake: a within-subject, randomised, crossover, counter-balanced trial. international journal of behavioral nutrition and physical activity, 15(1), 37.

Pettigrew, S., Roberts, M., Chapman, K., Quester, P., & Miller, C. (2012). The use of negative themes in television food advertising. Appetite, 58(2), 496-503.

Pettigrew, S., Tarabashkina, L., Roberts, M., Quester, P., Chapman, K., & Miller, C. (2013). The effects of television and Internet food advertising on parents and children. Public health nutrition, 16(12), 2205-2212.

Reisch, L. A., Gwozdz, W., Barba, G., De Henauw, S., Lascorz, N., & Pigeot, I. (2013). Experimental evidence on the impact of food advertising on children's knowledge about and preferences for healthful food. Journal of obesity, 2013.

Rose, G. M., Merchant, A., & Bakir, A. (2012). Fantasy in food advertising targeted at children. Journal of Advertising, 41(3), 75-90.

Story, M., & French, S. (2004). Food advertising and marketing directed at children and adolescents in the US. International Journal of Behavioral Nutrition and Physical Activity, 1(1), 3.

This work is licensed under a Creative Commons Attribution 4.0 International License

Veerman, J. L., Van Beeck, E. F., Barendregt, J. J., & Mackenbach, J. P. (2009). By how much would limiting TV food advertising reduce childhood obesity?. European journal of public health, 19(4), 365-369.

Vukmirovic, M. (2015). The effects of food advertising on food-related behaviours and perceptions in adults: A review. Food Research International, 75, 13-19.

Young, B. (2003). Does food advertising influence children's food choices? A critical review of some of the recent literature. International Journal of Advertising, 22(4), 441-459

Yu, H. (2011). Parental communication style's impact on children's attitudes toward obesity and food advertising. Journal of Consumer Affairs, 45(1), 87-107.

This work is licensed under a Creative Commons Attribution 4.0 International License