

The Impact of Advertising on Consumer Buying Behavior

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Abstract

Many consumers consume fast food despite its lack of nutritional value and harmful ingredients because it is convenient. This study examined the impact of the fast-food sector on Pakistani society. This study's findings were explained by earlier research. A survey was conducted online to collect data. Excel was used for tabulation and graphing, while SPSS was utilized for descriptive and inferential statistical analysis. A new study demonstrates that adolescents spend more money on junk food. Both nuclear and blended households favor fast food. When traveling, nothing beats a quick meal at a fast-food restaurant. It is possible that consuming fast food will satisfy an individual's hunger. Even fast food is not a cheap option. Also, a guilty pleasure for many folks is fast food. Long-term consumption of fast food has also been associated to obesity, dyspepsia, and elevated cholesterol. People prefer fast food to home-cooked meals because it is both convenient and delicious. Inadequate nutrition may also occur from consuming fast food. Due to their hectic schedules, many office workers choose for fast food. Age and education are inversely associated to fast food preferences, intake, and spending. As individuals' incomes rise, the popularity of fast food will rise. Consumption of fast food and obesity are on the rise in contemporary society, and this trend is anticipated to continue. The purpose of this study is to investigate the connection between fast food intake and abdominal and overall obesity.

Keywords: Fast food, Obesity, High cholesterol, Junk food.

Introduction

Due to public health and environmental concerns, S studies have examined the association between the fast-food industry and obesity. It suggests that clients' proximity to fast food outlets influences their propensity to dine there. It was shown that parents' level of intimacy with their children was related to their children's weight gain. According to studies, the proximity of fast-food restaurants near schools raises obesity rates by 5.2% (Currie, Della Vigna, Moretti & Parthenia, 2009).

As a result, it has been difficult to establish a link between the intake of fast food and obesity. This study did not find a correlation between fast food intake and obesity because persons who consume a lot of fast food may also engage in other behaviors that affect their insulin sensitivity. Evidence indicates that soda, sweets, and fast food are not the primary cause of obesity, even though they are still prohibited (Dixon, 2006).

The negative impacts and risks of fast food often exaggerated, as is the assumption that it should be avoided at all costs. Several health issues, including obesity, high cholesterol and other lipids, nutritional deficiencies, heart disease, muscle loss, depression, infertility, and other erectile dysfunctions, have been associated to excessive intake of fast food. Advertising is responsible for a significant amount of the world's waste. By

providing discounts and special offers on food purchases, businesses may attract children to their locations (Kruger et al., 2014).

Advertisements on television and in print can create brand loyalty in youngsters as young as two, before they can even identify the hamburger they are eating. Even though fast food is enticing, it has several detrimental repercussions on health and society as a whole. When it comes to fast food, individuals must learn how to make informed choices. There is a vast selection of nutritional snacks available on the market. A rising number of fast-food restaurants now provide a greater choice of options and brand-new items. In this study, Pakistani society and its consumers are investigated (Terrell, 1996 & Cameron et al., 2003).

According to multiple studies, fast food restaurants and other dining establishments are not the primary cause of human obesity. Investigations conducted by Cornell University and Brand Lab indicate that fast food and junk food are not the primary cause of obesity or body fat. Several factors lead to obesity, including a poor diet, irregular eating patterns, and overeating. In spite of the widespread notion that consuming fast food contributes to weight gain and obesity, contradictory research findings make it impossible to establish a causal relationship. As the fast-food industry and its consumption continue to expand on a local and global scale, it is vital to perform a comprehensive analysis of the potential relationship between fast-food intake and weight gain. In order to inform future research and public health recommendations, this study will evaluate the available data demonstrating a link between fast food consumption and increased caloric intake, leading to weight gain and obesity. Even while fast food and junk food can cause obesity, heart disease, high blood pressure, high levels of LDL cholesterol, low levels of HDL cholesterol, and high levels of triglycerides (Dyslipidemia), excessive consumption of these items can result in poor health and an unhealthy lifestyle. In life it is more prevalent among persons over 40 than those under 40 (Swinburn et al., 1996).

Due to their unhealthy lifestyles and busy schedules, many individuals like fast food because they believe it is more convenient. Obesity is decreasing among the young of today because they are more concerned with their health and beauty, which drives them to lead healthier lives, resulting in a lower prevalence of obesity in this age group. Fast food consumption is associated with a higher body mass index (BMI), a poorer rate of successful weight loss maintenance, and an increased propensity to gain weight. Especially for children and teenagers who are more susceptible to obesity, consuming fast food is detrimental to their health (Ross et al., 2014).

The weights of hundreds of thousands of individuals can be found in well-known datasets such as the BRFSS and NHANES. Consequently, we can now make more precise predictions. In addition to restaurant information and geocoding, the National Establishment Time Series Database contains the following: (Dun & Bradstreet, 2017).

In addition to banks and lending institutions, insurance companies and other businesses rely heavily on this data. A method for measuring the creditworthiness of a corporation. Therefore, its accuracy and precision are beyond reproach. In contrast, the Yellow Pages and other business directories include much less information. 10 We assembled a team of specialists to address the issue. Between 1990 and 2006, there was a considerable number of Standard Industrial Classification (SIC) 58 enterprises with names. In addition to their full names and residences, we developed many "fast food" indicators to make use of this data. Appendix 1 has a list of "further eateries" (Terrell, 1996 & Cameron et al., 2003).

It is common knowledge that fast food is unhealthy, but it is less clear whether fewer options for fast food would influence your health. Using the same criterion, estimates for chain and independent burger and pizza restaurants are also offered. In addition to fast food outlets, the availability of other dining establishments is monitored. Throughout the years, the term "other eateries" has undergone numerous transformations. The significance of fast food is defined. 1st Indicator in the 10 most popular fast-food restaurants is listed. The list includes establishments that do not offer fast food. The items were paired using latitude and longitude coordinates. This location has a cafe. For the mother and her children to arrive and depart from school on time, detailed planning is required. The search function of ArcView can help you locate nearby restaurants. A comparison is conducted when comparing outcomes with information provided by the school. The spring of the t-1st year is being analyzed to determine whether or not any eateries will open. Between 0.25 and 0.5 miles,

there is very little difference. According to models that account for maternal fixed effects, the probability of miscarriage for a pregnant woman increases by 1.6% if she lives near a fast-food restaurant. Over a distance of one kilometer, a weight gain of more than 20 kg is expected to have a major impact (Pouliot et al., 1994).

Despite significant epidemiological evidence of a correlation between fast food intake and obesity, it has proven difficult to establish a causal relationship between fast food and obesity. In a recent study, "relationship between fast food and obesity" findings were identified. Observational studies have not yet demonstrated a causal connection between fast food and obesity "Overeating or becoming overweight" (Rosen Heck et al., 2008).

The theme of our research is the evolution of fast-food availability. Our research focuses on the rates of obesity among three million schoolchildren. Pregnant women gained more than three million pounds. There are numerous fast-food businesses within one-tenth of a mile of the average ninth-grade student's school. With a growth rate of + percent, obesity is becoming increasingly prevalent. People who reside near a fast-food restaurant may eat healthier meals at home or at other nearby restaurants, thereby reducing their overall consumption of unhealthy food (Lindgren et al., 1994).

A higher risk of obesity and weight gain is associated with proximity to fast food restaurants, but not other types of restaurants. This demonstrates that our predictions were accurate. The popularity of specific eateries in a given location is just one element to consider.

Lastly, we discovered that the current vicinity of a fast-food restaurant influences current behavior, obesity rates, and the chance of future proximity, but that reducing the current proximity has a minimal effect on current obesity and weight growth. The two individuals' combined weight. Fast food is associated with obesity because it reduces the cost of meals and attracts individuals with poor self-control. This poll only includes the top ten fast food restaurants: McDonald's, Subway, Burger King, Taco Bell, and Pizza Hut. In addition, KFC, Wendy's, and Domino's Pizza are excluded. Using the same criterion, estimates for chain and independent burger and pizza restaurants are also present the same thing (Warden et al., 2003).

In addition to fast food outlets, the availability of other dining establishments is monitored. By defining "fast food," the meaning of "other dining establishments" is altered. This category also encompasses other types of restaurants. In recent years, both fast-food consumption and obesity have increased dramatically. Participants were asked about their consumption of fast food and their weight status. Despite the quantity of evidence in the epidemiological literature, it has been challenging to establish a direct link between fast food consumption and obesity. This study focuses on obesity and the consumption of fast food and other processed meals. This article explores existing studies in the disciplines of nutrient-dense foods and nutrient-dense food characteristics, as well as sustainable restaurants and nutrient-dense restaurant fare, to provide a more comprehensive picture of the current situation of healthful and sustainable restaurant operations. Current research indicates that nutritional types/quantities, food types, and food quality all influence the healthiness of a dish. The subject of a recent inquiry was fast food and obesity. Additional study will be undertaken for this project in order to uncover restaurant-environment behaviors that may promote healthy and sustainable eating. For many people, obesity can result in low self-esteem, low self-confidence, and other psychological repercussions (Simonson, 2004 & Quist et al., 2005).

Obesity affects people of all ages, although women and children are disproportionately affected. The percentage of children and adolescents aged 6 to 19 who were overweight or obese climbed from 5% in the early 1970s to 16% by the end of the 1990s. According to study, children who are fat as children are more likely to be obese as adults, and the risk of obesity-related health problems increases exponentially as a youngster (Krebs & Jacobson et al., 2003).

The frequency of maternal obesity grew by a factor of two between 1989 and 2000, reaching 60 pounds (Lin, forthcoming). High prenatal weight gain is connected with hypertension, cesarean delivery, and large-for-gestational-age infants, as well as an increased risk of maternal obesity in the future when a person weighs more than 20 kilograms, they are categorized as having poor mental and physical health. Several aspects of fast food, according to critics, are less healthy than those of other restaurant cuisines (Spurlock et al., 2004 & Schlosser et al., 2002).

Numerous examples exist, including low-cost and time commitments, vast quantities, and unique recipes with high calorie densities. In fact, some meals contain so many calories that it would be difficult to adhere to the suggested dietary requirements. Some clients might be more susceptible than others. In two random trials measured the caloric intake of 26 obese and 28 lean teens on "unlimited fast-food days" and "no fast-food days." When fast food is easily available, consumption is more than when it is not. In addition, some critics claim that fast food is less nutrient-dense than traditional restaurant and café fare due to particular characteristics. For example, sandwiches, salads, and burgers have a high calorie density but are inexpensive and time-consuming to make (Prentice & Jeb et al., 2003).

A range of meals that are extremely high in calories impede people's ability to eat healthfully. It's probable that certain clients are more susceptible than others. Twenty-six obese and twenty-eight lean adolescents participated in two randomized, controlled studies that compared calorie intake on "unlimited fast-food days" with "no fast-food days." When fast food is readily accessible, its consumption increases. As part of a strategy to evaluate the restaurant health environment, examined the availability of healthy options, such as light and low-fat, and health-promoting pricing, such as pricing that encourages the selection of healthier options or consumption of less fast food and junk food (e.g., highlighting healthy options). Her evaluation of restaurant healthy eating also covered healthier-specific menus, smaller amounts, special requests for food, and supplementary resources. In order to promote healthy eating, the Food and Drug Administration (FDA) in the United States mandates restaurants to include nutritional information on their menus. As a result of nutrition labeling, an increasing number of companies have adopted the healthy eating trend. Restaurants have paved the way for smaller portions, innovative culinary techniques, and healthier options for children (Soelen's et al., 2007)

Fast Food Consuming

Consuming fast food is associated with obesity and weight gain. Obesity and obesity-related disorders are a significant public health concern in the United States at the present time. This field of study seeks to better comprehend obesity and its associated diseases, as well as develop prevention and therapeutic measures (Hedley et al., 2002).

Why Do You Eat Fast Food?

Instead of skipping a meal, fast food allows you to eat something. Eating fast food can help you stay on track with your schedule. Fast food products make it easier to address neighborhood hunger issues. Every order can be counted on to receive good service (Adams et al., 2005).

Why People Tend To Have Fast Food in The Daily Life

72.4 percent and 34 percent of participants ingested at least one type of fast food in the month and week preceding our study, respectively. Due to a dearth of entertainment choices, it seems that students in this devout city rely primarily on fast food. Our group consumed less fast food than those of earlier studies. More than 90 percent of adults eat fast food at least once each month, according to a study of Greenwich University students, which is a greater number than we anticipated. According to the same survey, women in their early twenties consume fast food twice or more per week on average (Barboza et al., 2003).

We calculated that between 21.3 and 33.2 percent of our study participants were obese based on our findings. Over 29 percent of individuals surveyed were obese or overweight, and nearly half of them acknowledged to eating fast food on a regular basis. According to Shah et al., more over a third of Greenwich BBA and Field students were either pre-obesity or obese. There was a significant difference between college students who consumed fast food and those who did not. The disparity between the genders was less significant in the two groups. Fast food consumption was found to be associated with obesity, but not with a variety of other disorders. Consuming sandwiches, fried chicken, and pizza was associated with a BMI of 30 or greater. Multiple studies have found an association between eating fast food and gaining weight or being obese. To

satisfy daily caloric needs, one must limit their consumption of sugar and high-glycemic index foods, such as French fries and ice cream, which are high in calorie density and low in fiber. A high-fat or high-sugar diet, combined with snacking, bingeing, and eating out, can all contribute to weight gain (Luciano, Bresson, & Zippy et al., 2005).

Risk of Fast Foods

Fast food contributes to an increased risk of weight gain and obesity due to its high caloric and fatty content. Several outcomes were shown to be strongly connected to the consumption of fast food as a result of this investigation. Fried dinners and hotdogs, two common fast-food products, are associated with obesity and weight gain. The use of fast food has also been connected to a rise in female adolescent obesity. Obesity/overweight and the frequency of fast-food consumption were also closely related (Berry et al., 2009).

Does Fast Food Really Reason Behind Obesity?

Obesity and consumption of fast food are much greater among women than among men. Fast food appears to be more popular among married male students, which may be due to the proximity of the Iranian holy city of Qom. Students who are single are less likely to frequent fast food outlets than students who are married. The most influential factors of fast-food intake are marital status, kind of institution attended, and gender. Attending a non-profit college and being single significantly increase the likelihood of eating fast food. The intake of fast food by female college students was 2,900 times that of male students. College students are attracted to fast food due of its convenience, flavor, and lack of cooking abilities. Students who consume more fast food may be less active on Android social networks than those who eat less of it. In addition, students at non-governmental universities prefer fast food restaurants due to the high price of home-cooked meals. In contrast, students and adolescents consume an inordinate amount of fast food, likely due to its low cost. Despite this, individuals continue to spend more on fast food due to its accessibility. Researching the health effects of fast food is more time-consuming and costly (Lemieux et al., 2014).

Other body composition measurements could not be used to compare the morphometric and obese characteristics of the students. The fact that students did not partake in anthropometric measures posed a challenge for this study (Han et al., 1991).

In addition, correlations are employed to ensure that the relationships between demographics and research subjects are inferential. Age, amount of education, and household income are the only characteristics considered. The older a person is, the more cash they spend on fast food. The elderly pays less for fast food since it is more popular among the younger group. Because the elderly consumes less fast food than the general population, it is associated with fewer health issues (Poulet et al., 1994).

Advice Why Not To Have Fast Food

The percentage of adults with a BMI more than 40 increased from 14 percent in 1978/79 to 26 percent in 2009-2011, a nearly twofold rise. Numerous chronic conditions, including heart disease, cancer, and type 2 diabetes, are associated with obesity and overweight. Approximately two-thirds of the adult overweight or obese population maintained a healthy weight during their teenage years (about 0.5-1.0 kg every two years on average). Obesity at middle age may cause health issues even with moderate weight gain. Despite the fact that the majority of the population has gained weight, the rate of weight growth and loss differs considerably between individuals. The long-term health repercussions of obesity are yet unknown (Chhabra et al., 2008).

A diet rich in unprocessed and minimally processed foods is advised to include whole grains, vegetables, fruits, and nuts, as well as fish, poultry, and legumes, as well as plant oils. Avoid red meat, processed meats, and processed foods, along with refined cereals, potatoes, and fast food. Despite the well-documented health risks of fast food, few of us actually refrain from it. The allure of fast food can be attributed to a multitude of things, such as a craze, a fad, a craving for flavor, or even a feeling of fullness. The sour and spicy Mac burger and fries are irresistible. It's difficult to refuse something as good as this. Restaurants should be avoided for a variety of reasons (Bell et al., 2004).

No more than two to three liters of water and other naturally calorie-free liquids should be consumed daily. Age, gender, BMI, and level of physical activity all have a role in determining the number of calories a person must consume daily to lose weight or maintain a healthy weight. Two out of every three adults in the United States are overweight or obese, therefore it is evident that many of us need to reduce our caloric intake. A quick meal Cravings are the deadliest adversary of people. Cravings are one of the most common reasons why individuals choose unhealthy foods, such as fast food, and as a result, people are becoming obese (Cohen et al., 2003).

Techniques to Avoid Obesity

We've compiled a list of techniques to curb your desire for unhealthy meals or restaurant fast food

1. Drink plenty of water. Thirst is sometimes mistaken for hunger or food cravings. If you get an unexpected need for a certain cuisine, drink a large glass of water and wait a few minutes. Because your body was truly thirsty, you may find that the yearning fades away.
2. Increase your protein intake. Increase your protein intake to curb your appetite and prevent overeating. It also suppresses hunger and makes you feel full.
3. Keep a safe distance from your cravings. When you have a craving, attempt to keep your distance from it. Take a brisk walk or a shower anytime you have a fast-food temptation; it will enable you to divert your attention away from the food.
4. Make a meal plan. You should prepare your meals for the future week or day ahead of time.
5. Avoid becoming overly hungry. To avoid becoming really hungry, it is advisable to eat regularly and keep nutritious snacks on hand.
6. combating stress
7. Make Sure You Get Enough Sleep
8. If you're hungry, don't go to the supermarket and you should not go out of your house.
9. Mindful Eating should be practiced (Honawar et al., 2010).

Researches in Many Countries

One of the cities of Pakistan, Karachi, was investigated due to a lack of financial information. Academics will be better able to obtain pertinent material if they visit more Pakistani cities, especially the country's largest. There are other alternatives accessible. Obesity is a leading cause of hypertension, cardiovascular disease, diabetes, and a broad spectrum of cancers, and it must be addressed urgently. Most research relies on correlations, making it difficult to examine the relationship between the availability of fast food and the prevalence of obesity. In high-demand areas, an alarming number of new fast-food businesses are sprouting up. If you reside in an area where fast food restaurants are scarce, you may have a greater obesity and overweight rate. As awareness of the need for appropriate nutrition and its different impacts grows, the prevalence of food policies that attempt to minimize obesity increases in many nations. Developed nations, such as USA, have pushed policy attempts to address kid obesity, including food labeling and wellness campaigns in schools. A growing number of developing nations, such as China, Mexico, and Thailand, are rapidly catching up. It is no surprise that wealthy nations are more affected by the obesity pandemic than emerging nations. Officials from both wealthy and developing nations can create suitable food policies to address obesity by collaborating (Haape et al., 2009).

In many developing nations, obesity is on the rise, but only a few have implemented legislation to combat the problem before it spreads. It is time for non-governmental and international organizations to take a more active role in designing or proposing weight management techniques at various levels, such as in school districts and corporations, as well as in campaigning for policy reforms. In no developing African country have food subsidies been implemented (Marquart et al., 2011).

Conclusion

You can still consume unhealthy fast food since it is convenient and delicious! It is becoming increasingly difficult for adolescents to purchase luxuries they do not desire. Fast-food restaurants employ sophisticated advertising techniques and attractive food to attract youngsters and adolescents to their establishments. When it comes to fast food, most individuals are unaware of its negative health effects. It has the capacity to do severe harm. Most people eat fast food between six and nine o'clock at night. Fast food is appealing to the entire family, especially those who are not related. When away from home, you are more inclined to choose fast food. A quick supper can satisfy one's hunger. Moreover, fast food is an expensive option. Fast food is a source of happiness for many individuals. In addition to obesity, dyspepsia, and excessive cholesterol, frequent consumption of fast food has been associated to a number of other health problems. Due to the enhanced flavor and convenience of fast food, it has replaced home-cooked meals as the most popular option. Fast food is another key component of a poor diet. Due to their tight schedules, numerous office workers prefer fast food for lunch. Moreover, fast food is a drug for the majority of the population. There is a negative correlation between fast food consumption and expenditures, as well as age and skill levels. However, when prices rise, demand for fast food will increase.

Several researches have been conducted in an effort to determine the precise causes of obesity. Numerous studies are unable to identify the precise combination of elements that causes obesity, despite the prevalence of fast food. Fast food intake is frequently considered as a contributor to the national obesity problem. Contrary to these advocates' statements, it is the individual's obligation to keep a nutritious diet. Obesity has been related to fast food intake, although both sides have compelling arguments. Most researches rely on correlations, making it difficult to examine the relationship between the availability of fast food and the prevalence of obesity. In high-demand areas, an alarming number of new fast-food businesses are sprouting up. Even if there are no fast-food restaurants in the vicinity, residents may still be at risk for obesity if they have access to poor meal options. Pregnant women and young adolescents are the two categories most at danger from the proximity of fast-food restaurants, according to this study. Due to the high quantity and near proximity of controls, the effect of endogenous fast-food location is less plausible. According to studies, obesity chances increase by 2.5% when fast food businesses are within 0.5 miles of a mother's residence. These findings contribute to the growing body of research indicating that fast food is a significant contributor to the obesity pandemic. According to our early findings, eating fast food during pregnancy is related with an increased risk of weight gain. According to our research (which demonstrates that closeness affects children and mothers differently), proximity has a major impact on the health and happiness of children (who are apparently more mobile). The conclusions of this study will impact public policy. Banning fast food in residential areas has minimal effect on children but restricting it near schools can have a substantial impact on the health of people who consume it.

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