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ABSTRACT

Background: Advertisement creates colossal impact on teenagers and TV create gigantic impacting on eating habits of teenagers and cause obesity in them. So, our study focus on finding the impact of advertisement on psychology, buying behavior, obesity and eating habits of teenagers in Jammu.

Methods: The data is collected in the age group of 7 to 18 years. The schedule is developed to examine eating habits of teenagers and its effect on obesity level. The statistical tool and the sampling technique used are regression analysis and convenience sampling.

Results: children consume unhealthy and low nutritional product while watching TV. They even insist their parents to buy product for them and those have pocket money (Rs50-100) are influenced by advertisement and opt unhealthy food and suffer from the problem of obesity.

Conclusion: Teenagers are influenced by advertisements, but those who have high leverage to buy these products inadvertently face the problem of obesity.

Key words: advertisement, buying behavior, eating habits, obesity, physical activity, television

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