



Food marketing and junk foods consumption and their impacts on children's health in India

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Abstract:

Junk food or even a single fast-food meal make a difference in your whole health. Consumption of a poor quality food high in junk food is related to a higher risk of obesity, depression, digestive issues, heart disease and stroke, type 2 diabetes, cancer, and initial death. And as you might believe, occurrence matters when it comes to the influence of junk food on your health. Short-term affects of junk food its human nature to think about profits and risks over the short term rather than seeing the influence our choices have over the long term. So intake of junk food affects your body over the short term. Junk foods are high in calories, low nutrition fats. Surplus consumption of junk foods would guide increase to a large mixture of health disorders. To examine patterns of around junk food consumption of junk food of children, their ingredients, nutritive significance and their impact on children health.

Design: Data were drawn as of consumption and action in the child, a population-based.

Setting: children from 5 middle and high schools and household in Delhi

Surveys Participants: Parents and their children aged 9 to 13 years were exposed to consumption and action in the child, a population-based. **Setting:** children from 5 middle and high schools and household in Delhi

Subjects: A total of 200 children and Parents 200 in results age of group 9–13. **Variables Measured:** region, Type of foods adds, Household Income, Parents education, Media, Eat at the restaurant, Favorite, foods, Household situation, Obesity, Diabetics and cardiovascular

Analysis: logistic regression models were used towards guesstimate links between health behaviors and junk food consumption, adjusting in favors of demographics.

Conclusion: The researcher analysed the data collected through the survey and plotted tables and interpretation



after using the tools. In this researcher is going to give getting conclusion and recommendations depending on the results came out after in-progress research. Children should be reminded of recommendations to consume these junk foods only after protracted activity. There is also a need for future interventions designed to decrease consumption, to address the gathering of unhealthy behaviors.

Keywords: Children, Parents, Dietary consumption, Junk foods. Food marketing

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