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The effects of food advertising on food-related behaviours and perceptions in adults: A review

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**ABSTRACT**

The purpose of this research is to gain an understanding of how exposure to food advertising affects food related behaviours and perceptions in adults. This review assessed other reviews, commentaries as well as experimental studies. The results varied; however, the majority of the literature reported a significant positive association between food advertising and food choices. Additional significant findings include: gender differences in regards to the tendency to become immersed in what one is viewing and how that impacts food choice; the role of image type on taste perception; and the influence of healthy food advertising on consumer behaviour. The goal of this research is to increase public awareness in regards to the behavioural and perceptual impacts of food advertising, and to inform and influence the decisions of health professionals and policy makers.

**KEYWORDS:** food; advertising; media; behavior; perceptions; obesity

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