

TREND OF JUNK FOOD CONSUMPTION OF JUNK FOOD IN TEENAGER'S HABITS (HARYANA)

Sheena (Research Scholar)

Faculty of Management & Commerce, BMU (Rohtak) Haryana

Abstract : Junk refer to food that is high in calories but low in nutritional content and something that is appealing or enjoyable but of little or no value. Junk food easily available in market at different cost. Junk food is not good for health because it contains high amounts of fat or sugar. Various type of Junk food that available in restaurants like cold-drinks, chips, chocolates, and candy etc. The number of junk food restaurants and chain is increasing because people around the world like to eat junk food. USA, Canada, Britain, Australia, Japan, Sweden etc. are the countries with most junk food consumption around the world. Junk food is more popular because of experience of great taste, better shelf life and easy transportation. The junk food advertising is also play a great role in junk food's popularity. But it should be avoided, because of lack of energy, high cholesterol and poor concentration. It causes a lot of harmful effect on the body like obesity, diabetes, heart disease and various types of skin cancers. Eliminating the temptation for junk food and developing the awareness for fitness can be helping in avoid the junk food from the healthy diet regimen.

Keywords: Junk food, soft drinks, obesity.

Introduction:

Junk food is the term used for that food which has a very low nutritional value. Generally this kind of food has high amount of fat, sugar, salt and calories. The term of 'Junk food' was initially used in 1972 by Micheal Jacobson (Director of the Centre for science in the public interest). 'Cracker Jack' was the first American junk food consisted of popcorn, molasses and peanuts. It was introduced by brothers Frederick and Louis fair in 1893. A few years later in 1896, their invention went on to be sold as cracker Jack commercially. Most of the types of junk foods came into existence in 20th century. This massive arrival of junk food is the result of mechanization, electricity and labour-saving devices, that had been used for the preparation of food. It was the time when manufacturers started making food with cheaper ingredients, with less nutritional value and by using fast preparation methods. But this type of food with low nutritional value lessened the healthiness of food. A surprising result was obtained by a study which was performed on rats in 2008 that junk food affects the brain the way as addictive drugs do. So, to have a control at the consumption of junk food, some countries introduced junk food taxes. Some interesting facts about junk food are as follows:- Money spent on the advertisement of a cereal is much more than the actual cost of ingredients of that real. Commercials for junk food are mostly targeted on young children and teenagers. Although junk food is bad for health, but most of the American and people among all over the world enjoy it on a daily basis. July 21 is celebrated as "National junk food day". Junk food is the food that lacks of having dietary fabric protein, vitamins and other minerals. Basically junk food is associated with in high calories and sugar. Therefore we can define them as positive terms .Junk food can be contains too high protein food with saturated fat. So the term has food breakfast (high in fats salt and sugar) is used in anus. Sometime fast restaurants and fast food are equated with junk food which cannot be categorised as junk. Andrew F. Smith Encyclopaedia of junk food and fast food described junk food as those commercial products including Candy Bakery goods, ice cream salt ,Snacks and soft things which have little or no nutritional value do have plenty of calories salt and fat. While not all fast foods are junk food. A self regulatory agency for UK and industry the United Kingdom advertising standard authority uses nutrition profiling to define the junk food as the energy scores the food for "A" (notorious energy saturated fat total sugar and so Sodium) and "c" nutritious like food vegetable and nuts contents fibre and proteins. The difference between A and C score determines whether after food or bridge is categorised as access for junk food.

Major Contents in Junk Food

Carbohydrates: The sugar content has generally been found to be high in carbonated beverages and desserts offered by the fast food chains. The desserts and shakes offered by KFC and McDonalds invariably contain very high sugar content.

Fat : Junk foods like potato chips, burgers, pizza, fried chicken etc. have high fat content. The link between saturated fat and trans-fat increased risk of heart disease. There is Carbohydrate free Sugars Protein Salt Fat 50-60 percent.

Trans Fat: It is the common name for unsaturated fat with trans-isomer (E-isomer) fatty acid(s). Trans fatty acids (TFA) are the geometrical isomers of monounsaturated (MUFA) and polyunsaturated (PUFA) fatty acids having at least one non-conjugated, (interrupted by at least one methylene group), carbon-carbon double bond in the trans configuration rather than the more common configuration. The trans configuration has an effect on the functional and physiochemical properties of these fatty acids which in turn effects their metabolism in humans. High levels of TFA are a public health concern due to some evidence associating TFA with coronary heart disease 4. There is also evidence that the risk of type 2 diabetes is directly associated with consumption of saturated fat and trans-fat is inversely associated with polyunsaturated fat from vegetable sources.

Salt: The amount of dietary salt consumed is an important determinant of blood pressure levels and overall cardiovascular risk. Salt intake should not be more than 6 g per person per day. WHO recommends salt intake of less than 5 grams per person per day for the prevention of cardiovascular disease. WHO estimates that decreasing dietary salt intake from the current 9-12 grams per day to the recommended level of 5 grams per day would have a “major impact on reducing blood pressure and cardiovascular disease”

Meaning of Teenage: Teenage refers to a distinct stage or that time when a child body is changing and becoming physically like that of an adult. A person aged between of 13 to 19 years is called teenagers. Adult hood starts at the age of 18 years.

The five main features of teenager are:

- Biological growth
- Development
- Increased decisions making process
- Increased pressure

. Teenager: A Period of Storm and Stress

Teenage is a very stressful period. According to Stanley Hall, “It is a very stressful period because during this period the sex urge becomes predominant. The repression of sex urge with severe force is branded as the most moral act.” Anna Freud considered this stage as that of serious conflicts. She came to this conclusion while involving herself in the exposition of her father Sigmund Freud’s theory. Sullivan also expressed his anxiety towards this period. The effect of the writing of these authors and the exposition of their principles led to the notion that the Teenage is a period of storm and stress. Let us examine if this contention is true.

Recent researches have created doubts about the Teenage being a period of stress. In many of the researches on normal teenager .It has not been found that the teenagers remain anxiety ridden or their life is full of storms or they suffer from severe tensions. Teenage period has many reasons to be referred as storm and stress. One of the most important reasons is that during this period, the sex urge becomes predominant. Douvan and Adelson's studies have refuted this viewpoint. Both these studies were conducted on Teenagers in America. Offer found that a normal Teenager indulges in masturbation and this activity does not create any special problem to him. Similarly, Douvan and Adelson came to this conclusion that sexual urge is not raising any severe turbulence in Teenager’s life. It may be possible that in India there exists a different situation. But if the Indian Teenagers are found to be suffering from stresses and undue tensions, the reasons may be located to the Indian culture and not any psychological characteristics of this period. In this country, there is over-emphasis on celibacy or Brahmacharya. The repression of sex urge with severe force is branded as the most moral act. But this severe repression may cause the stress and strain. Hence, it may not be due to the individual being in the teenage stage that he suffers from severe storm in his life. It may also be remembered that in our country, the charlatans, quacks and unqualified practitioners of medicine distribute handbills, written books and preach vehemently that masturbation or nocturnal emissions lead to serious consequences resulting in impotency and venereal diseases. These people are mainly responsible for enhancing the tension in the Teenagers. In fact, if within limits some semen is wasted, this would have very little effect on the health of the individual. It is harmful only if its loss is too much. It may, however, be wrong to say that the Teenagers have no worries regarding sex. According to Shipman, such worries are found to be the most predominant in the beginning of the Teenager period (13-14 years). Then they become less during 17-18 years. In the studies of Offer and Shipman, it has not been found the signs of violent storms due to the sexual urges. A crucial empirical question is how much Teenager turmoil the average person actually undergoes? Whatever data is available, suggests that the storms and stress of Teenager first postulated by Hall may be exaggerated. It is to be made clear here that many essentially normal Teenagers may undergo considerable turmoil. But the phenomenon is not universally present in almost all Teenagers, or is not an essential characteristic of the Teenager period. As described earlier in an intensive longitudinal study, Daniel Offer found little evidence of a high degree of turmoil in the great majority of subjects. This, however, does not mean that the Teenagers are devoid of problems. It has been seen that particularly between the age of 12 and 14, rebellion against parental dictates is common. However, the opposition to the parents is more with respect to less important events in life. For example, when they should return back home? What type of dress should they wear? The Teenager rebellion does not involve serious delinquent behaviour or raise great emotional stress. Offer considers that bickering is the world which describes this behaviour-pattern. From all the evidences, it appears that the stresses of the Teenager for the great majority do not lead to the high degree of emotional turmoil, violent mood swings and threatened loss of control. All the above consequences may be found in some Teenagers, but it is wrong to generalize that these are the characteristics of the Teenager period.

1.5.1 Characteristics of Indian Teenagers :

Physical:

- There is change in physical growth .
- Extended growth of bones and muscles.
- There is a change in the body structure.
- Change in the voice of Teenagers.
- Extend in the moral development.
- There is increase in size of genetic organs.
- Development of breast and pelvis in girls.
- This leads to the menstrual cycle in girls.
- There is development of hair growth.

1.5.2 Emotional Characteristics:

Teenage is an age of emotional upheavals. There is no mental peace, calm and quiet condition for the Teenager and no serenity of mind for him. Period of Teenage has been marked by emotional storm and stress. There are some emotional characteristics of Teenagers given below:

- Increase in emotions of Teenagers.
- Leads to variation in emotions.
- There is no control on moods.
- Always leads to complex situation.
- Development of inferiority complex
- It also leads to stress or frustration of sexual gender.
- Leads today dreaming which confuses them.
- This leads to ability of sharing emotions with each others.

1.5.3 Mental Characteristics of Teenagers:

During this time adolescents experience increased moodiness as they search for their identity, which is mostly driven by peer pressure and the strong need for conformity and acceptance. Individuals with similar behaviors, interests, and attitudes tend to form peer groups, but not necessarily close friendships. Teenagers, generally, show the following mental characteristics and changes:

- It leads to the development of I.Q level.
- This makes increase in attention of span.
- Memory is developed in Teenager during this period.
- Makes Teenager understand this period.
- Development of abstract thinking.
- Development of generalization.
- Development of problem solving ability.
- Ability to make decisions.
- Improves the development of imagination.
- Leads the power of Hero-Worship in Teenager.
- At this age ,they face social consciousness.
- Processes the loyalty with each other.

Impact of Junk food

- **High Blood Pressure** :-As we know that junk food items contain high sodium and regular in take of junk food which can cause high blood pressure. High blood pressure can create many other health issues like heart attack and heart stop. There is the limit of sodium described by health expert for teenagers i.e. 2400 mg but even small part of tomato chips can contain sodium more than 1600 MG. That's how the consumption of junk food can take sodium consumption on allergic level.
- **Dental issue** junk food contains sticky substances which get fixed in teeth and can cause many dental issues. Excess consumption of sodas and soft drinks can also prove threat for oral health of teenagers as they are the storehouse of sugar. Regular consumption of such food can cause tooth decay and gum disease.
- **Poor Concentration Level and Constant Fatigue**:- If a teenagers taking junk food regular, it means that he is not taking a healthy and nutritious diet. It means the junk food has overpowered not only over the stomach of your child as well as growth and future of your child is damaged because in the absence of taking nutritious diet there will be the deficiency of minerals and vitamins
- in the body of the teenagers .Due to deficiency, he will feel stressed and Drowsy all the time. This constant drowsiness can spoil the concentration level .
- **Chronic Illness**:-According to the survey of experts, junk food can be blamed for rates of rest of diabetes high blood pressure and heart attack of chronic illness is being increased in among children's and teenagers due to consumption of high amount of junk food. According to the survey one in three in their adult will have been diabetic by the year of 2050 in the USA. This physical and mental disability and premature death can be resulted due to diabetes. Another survey noted that this is children may suffer with the high cholesterol and the heart disease later in life.
- **Self Esteem and Depression**:- Having self-esteem and confidence is also necessary for a growing child but regular consumption of junk food can impact them negatively. According to kids club magazine, junk food can affect a child's physical and mental health. It increases the unhealthy weight gain which can create the problem of lack of self confidence among children. Lack of self confidence and self esteem can cause depression which is very much dangerous for teenagers which can affect development performance in the school and social adjustment which can lead a teenagers suicide.
- **Central Nervous System**:- Short term of taking junk food can result satisfaction of hunger but as long term effect can be less positive people who take junk food face more depression than people do not eat junk food.
- **Reproductive System**:- Consumption of junk food may impact the strength of fertility phthalates content of junk food which are chemicals and can affect hormones in our body. The high exposure of these chemical can lead to reproductive issues as well as birth defect.

Regulations on Junk Food:

- **WHO:** On January 21, 2011, WHO formally issued a recommendation asking for a ban on junk food in schools and playgrounds in order to promote healthy diet and tackle child obesity. "Settings where children gather should be free from all forms of marketing of foods high in saturated fats, trans-fatty acids, free sugars or salt" said WHO. "Such settings include, but are not limited to, nurseries, schools, school grounds and preschool centers, playgrounds, family and child clinics and pediatric services and during any sporting and cultural activities that are held on these premises," it added.
- **Britain:** Has the biggest obesity problem in Europe with nearly 26 per cent of the population being obese. The country banned junk food in schools in 2005-13. A ban on junk food ads during television programmes aimed at children below 16 years came into force in August 2008.
- **UK:** consumer advocates are now calling for their government to explore provisions allowed under the new EU regulation on food information to make sure that the 'traffic light labeling' is used on all food products.
- **Scotland:** In March 2012, it was proposed to ban advertisements of junk foods in television shows aired before 9 pm.
- **US:** In 2010, the US government proposed a law to ban junk food in schools; a decision that still remains to be taken. Meanwhile elementary schools in Arizona, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Nebraska, New Jersey, New York, and West Virginia has already banned the sale of junk food in schools until at least after lunch.
- **Mexico:** Has banned junk food in all of its public, private and elementary schools since May 2010. This was a part of their nationwide anti-obesity campaign.
- **United Arab Emirates:** Banned junk food and soft drinks in all its schools in Abu Dhabi in 2010.
- **Canada:** The Ontario State Government banned candy, chocolate, fries, pop and energy drinks in school premises in September 2010.
- **Denmark:** Imposed a fat tax on junk food in October 2011. The surcharge will be levied on food items like butter, milk, cheese, pizza, meat, bacon, ice cream and processed food if they contain more than 82.3 per cent saturated fat. According to the new taxes imposed, the consumers will have to shell out about 20 per cent more for a packet of butter and a little more than half a Krone (1 Krone = 0.17 US \$) for a packet of chips. The government hopes that by imposing such taxes on junk food they will be able to fund the increased health care costs of treating the obese population. Also, high prices will dissuade people from eating food high on saturated fat.
- **Hungary:** In September 2011, hungry imposed tax on food that was high in sugar, fat, carbohydrates and salt. A tax was also imposed on carbonated beverages, alcohol and drinks with high caffeine levels such as energy drinks. Other countries in Europe too have experimented with similar taxes. Switzerland and Austria, along with Denmark have already banned trans-fats, while Finland and Romania are considering fat taxes. Brazil, Mexico and Taiwan too are working towards getting a fat tax in place.

• **India:** A Public interest litigation was filed in the Delhi High Court in 2010 on the availability of junk foods to school children. In response, the Court has directed the Food Safety and Standards Authority of India (FSSAI) to implement the 'Guidelines for making available wholesome, nutritious, safe and hygienic food to school children in India'. These guidelines were developed by a committee constituted by the FSSAI as directed by the Court.

OBJECTIVES OF THE STUDY

- To study the Change in Junk Food Consumption Trends Among Teenagers

HYPOTHESIS OF THE STUDY:

- There is no significant change in consumption trends of junk food among teenagers.

LIMITATIONS OF THE STUDY:

- The sample of the present study was drawn from highly populated districts in Haryana region North .
- The survey study is limited to four district of Haryana only.
- In these study age limitation is only 13-19 years. It may be on children or adults or middle age.
- Since the data is collected from a sample of 800 teenagers Govt and private school, the results can't be generalized.

REVIEW OF LITERATURE:

• **Amin. T., et al (2008)** studied on Overweight and Obesity and their Association with Dietary Habits, and Socio demographic Characteristics among Male Primary School Children in Al-Hassa, Kingdom of Saudi Arabia. A number of 1139 primary school male children were included with their age of 10 to 14 year. The number of overweight and obese children was higher in urban schools, among the older age group, belonged to less educated parents, working mothers and small family size as compared to their counterparts with a desirable BMI. The frequency of eating outside was high among overweight and obese children.

• **Ashakiran and Deepthi, R., (2012)** review on Fast Foods and their Impact on Health. Junk food simply means an empty calorie food. . An empty calorie food is a high calorie or calorie rich food which lacks in micronutrients such as vitamins, minerals, or amino acids, and fiber with high energy in account of calories. Why these foods are called as 'Junk' because it contains high levels of refined sugar, white flour, Trans fat and polyunsaturated fat, salt, and numerous food additives such as monosodium glutamate and tartrazine and preservatives with added colours; and deficient in proteins, vitamins, essential minerals, fiber, and other healthy attributes. These foods contain high level of calories and have little tendency of producing vitamins and minerals .

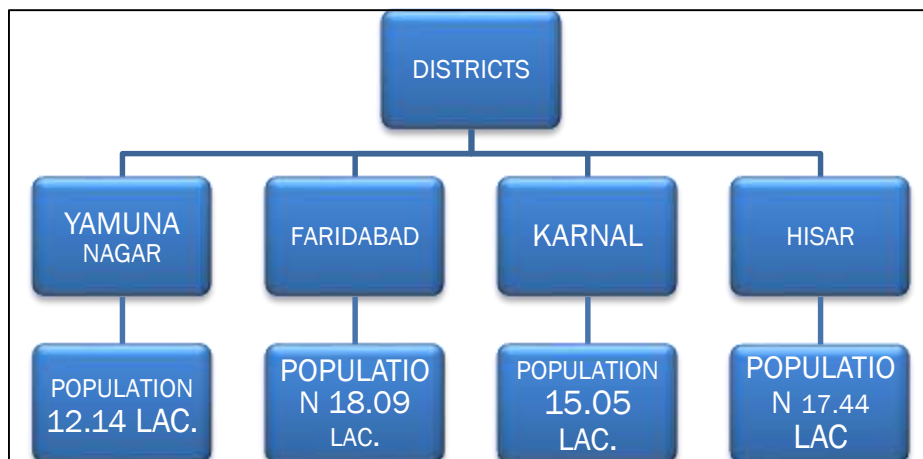
• **Vijayakumar,M. and Thanalakshmi,S. (2010)** conducted a study on impact of television advertising on children. In their study on a sample of 87 children ranging from four to fourteen years old found that children are able to remember and recall many of the advertisements after watching. They like to consume products accordingly of their preferences and choices.

RESEARCH METHODOLOGY :

According to nature of the study researcher used descriptive survey method. The research methodology that has been adopted in this study "The impact of junk food on teenagers. In this study, we discuss the positive and negative impact of junk food on teenagers and simple tips to away the teenagers from junk food. In this study we also discuss the advertisement is influence the teenagers in high ratio. Now days manufactures have tricks to attract the teenagers towards junk food and increase the sale of junk food. In the study we discuss the impact of junk food on rural and urban areas. This study focus on north, south, east and west region of Haryana and check the consumption ratio of junk food in age group of 13 to 19 years. This study is based on school students of 9th to 12th classes of government and private schools of rural and urban areas of highly populated district according to census 2011 HISSAR, FARIDABAD,, KARNAL and YAMUNAGAR.. The validity of any research depends on the systematic method of collecting the data an analysing the same in a logical and sequential order. In the present study, an extensive use of both primary and secondary data was made.

Selection of Zone

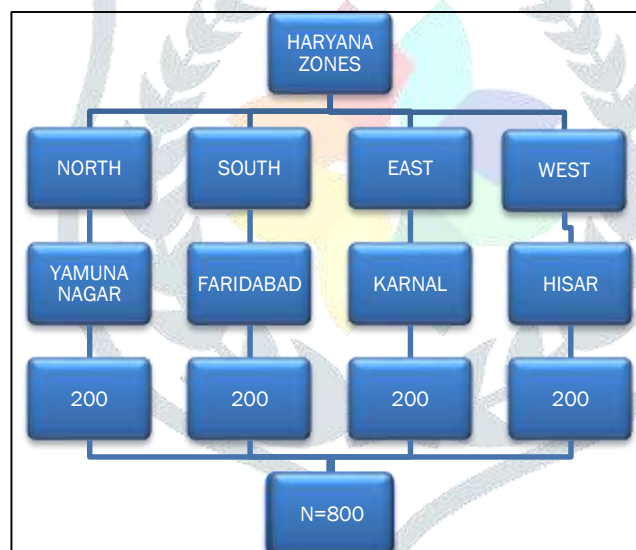
Researcher selected highly populated districts according census 2011 . In Haryana Zone Researcher selected Yamuna Nagar from North, Faridabad from South, Karnal from East Zone and Hissar from West Zone.



Source-Census 2011

Sample Area:

The stratified random sampling method was applied for collecting the data 800 school going teenagers study in Haryana zones. Selection of school was Haryana Zone of North, South, East and west and highly populated districted and highly populated village of this district are selected by the census 2011. Out of total schools 16 schools were selected (800) teenagers are selected by random sampling technique(blind folded)

**Statistical Technique used:**

In the research the data is collected by primary and secondary method. Researcher used mean ,standard deviations and ANOVA test in SPSS for find out the significance value.

RESULT & DISCUSSION**1. H₀: There is no significant change in consumption trends of junk food among teenagers**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age * (H4) There is no significant change in consumption trends of junk food among teenagers.	800	100.0%	0	.0%	800	100.0%



age * (H4) There is no significant change in consumption trends of junk food among teenagers.

			(H4) There is no significant change in consumption trends of junk food among teenagers.								Total	
			strongly agree	1.5	Agree	2.5	neutral	3.5	Disagree	4.5		strongly disagree
Age less than 13	Count		10	2	9	5	17	0	9	6	0	58
	Expected Count		8.4	5.4	8.0	10.3	14.7	4.7	3.8	2.0	.7	58.0
	% of Total		1.2%	.2%	1.1%	.6%	2.1%	.0%	1.1%	.8%	.0%	7.2%
13 to 15	Count		53	17	35	35	53	9	19	7	3	231
	Expected Count		33.5	21.7	31.8	41.0	58.6	18.8	15.0	7.8	2.9	231.0
	% of Total		6.6%	2.1%	4.4%	4.4%	6.6%	1.1%	2.4%	.9%	.4%	28.9%
15 to 19	Count		53	56	66	102	133	56	24	14	7	511
	Expected Count		74.1	47.9	70.3	90.7	129.7	41.5	33.2	17.2	6.4	511.0
	% of Total		6.6%	7.0%	8.2%	12.8%	16.6%	7.0%	3.0%	1.8%	.9%	63.9%
Total	Count		116	75	110	142	203	65	52	27	10	800
	Expected Count		116.0	75.0	110.0	142.0	203.0	65.0	52.0	27.0	10.0	800.0
	% of Total		14.5%	9.4%	13.8%	17.8%	25.4%	8.1%	6.5%	3.4%	1.2%	100.0%

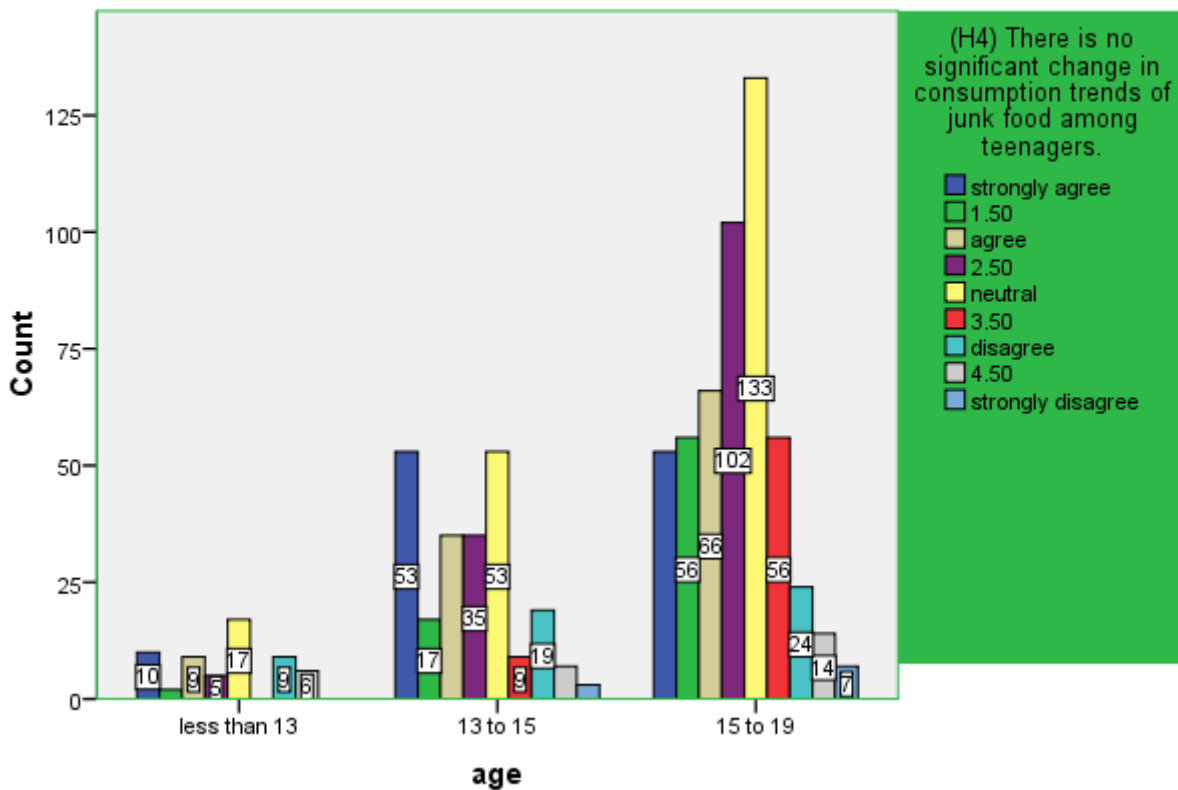
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.460 ^a	16	.000
Likelihood Ratio	66.072	16	.000
Linear-by-Linear Association	.477	1	.490
N of Valid Cases	800		

a. 5 cells (18.5%) have expected count less than 5. The minimum expected count is .73.



Bar Chart



Interpretation : The above Chi-Square test descriptive table depicts about (Ho) "There is no significant change in consumption trends of junk food among teenagers" The table shows that 800 teenagers are taken for sample for research including 400 boys and 400 girls .From the table, the significant value is (.000)is less than 0.05 .Since null hypothesis is rejected The significant value is .000 If,"p"(sig value) is less than 0.05,then researcher reject the null hypothesis,.

CONCLUSION

It has a known fact that Junk- food is tasty, convenient, and attractive food material, therefore this food has been, easily accepted all over world. The consumption of Junk-food has increased since two decades, especially among young people. It is easily available at low cost outside the home which resulted as a change in dietary habits of the population all over the world. It has become the part of our life .The rapid inclination towards Junk-food has been observed in India as well as, small city like Drug. In our opinion apart from its low nutritive value, its easily availability ,its low cost, its marketing strategy, its energy and

time saving characteristic and change in socio- economic status of the population, was major cause that attract teenagers towards junk food. Teenagers, a vital stage of growth, symbols the period of transition from childhood to adulthood. It is characterized by rapid physical change, resulting in sexual, mental, teenager's health in term of obesity, increased anxiety, abnormalities in blood pressure, physically inactive, lack of concentration in studies. Last but not least we must try to aware children regarding the side effects of Junk- food. Young mothers should try to feed home made fresh foods instead of Junk- food to their children. It is combined responsibility of parents and teachers to educate children about avoiding junk food and motivates them to choose nutritious and healthy diet and adopted healthy lifestyle. There is a need of consistent nutrition awareness program to enhance the nutritional status of children particularly young girls emotional psychological and behavioural maturation. Both male and female face stress in this period. Hormonal changes, hectic schedule, adjustment with family, peer group pressure, study and carrier pressure makes Junk- food popular among adolescents and children. The present study found that excess consumption of junk food directly affects the health of teenagers.

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