

Nutrition

What I see is what I eat! Factors affecting eating habits

Food marketing – what it means:

- Placement of online advertising
- Product positioning and branding
- Viral marketing
- Sponsorship
- Direct marketing
- “Advergaming”
- Point of sale and product promotion
- Integrated marketing
- Interactive and user-generated marketing



Individual and intrapersonal factors

- psychological/psychosocial
- developmental
- biological (sensory characteristics and taste e.g. food preferences)

Macrosystems

- Media,
- food production,
- processing and distribution systems,
- food marketing

**EATING
HABITS**



Physical environment

- homes,
- neighborhoods,
- community settings,
- institutions,
- fast-food places,
- restaurants, etc.

Social environment

- family
- peers
- friends
- teachers
- social and cultural values and norms

For more information on food marketing techniques to children see in key publications of World Health Organization:

- Marketing of foods high in fat, salt and sugar to children: <http://www.euro.who.int/en/publications/key-publications>