

The relation of parental food shopping to children's food attitudes and BMI

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Abstract

The purpose of this research is to examine children's implicit and explicit attitudes toward healthy and unhealthy food and children's BMI in relation to parental food shopping and attitudes. In total, 140 parents and their children were involved (70 girls and 70 boys aged 6 to 9 years). The results demonstrated differences between children's implicit and explicit attitudes towards food. Children had positive explicit attitudes toward food, but implicit attitudes are not very pronounced. On the other hand, there was no direct relation between parental shopping decisions and children's BMI but hierarchical regression show that over and above "parental purchasing decisions" explicit and implicit attitudes predict BMI for overweight children.

Keywords: *parental shopping ; child attitudes; BMI*

Track: Consumer Behaviour