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### RESEARCH ARTICLE

#### RESTAURANT ADVERTISEMENT EFFECT ON OBESITY AND CHRONIC DISEASES.

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#### Abstract

Obesity and Chronic diseases are now considered firm-connected entities affect generally the whole global population and is seen prominently in some particular regions. Our country is consider one the highest rate in obesity and chronic diseases. We focused on the aggressiveness of restaurant advertisement and their effect on individual's fast food behavior and choices which may lead to obesity and its complications like chronic diseases.

In this cross-sectional survey study done in Riyadh city. Data were collected thorough a self-administrated questionnaire from people seen in public places, some were interviewed to obtain extra information particularly their BMI. The sample size was reasonable, 82 persons conducted the questionnaire and chosen for the study. Data entered and analyzed using the SPSS program.

In our study we target the age group from 15 to 45 years old the mean age was 26 year-old. The majority think fast food is unhealthy habit (71%), but they still eat it on regular basis as daily, 3 times/week, once a week (14.8%, 27.2%, and 45.7% respectively). Vast majority report that they enjoy eating fast food (92.6%). 75.3% they choose unhealthy meals from their preferred restaurants. Street ads were the top most way for restaurant to access their target population then followed by TV and radio (56.8%, 23.5% respectively). 90.1% of the survived people think that restaurant overstate in their advertisements either in the content or display frequency. 70.4% ads affect their eating behavior. 80.2% strongly agreed that obesity and fast food have a direct effect on their health and chronic diseases occurrence.

Most people eat fast food because they enjoy it or to coup with new fast life style, the ads are showed to people massively and affect their decisions and behavior unconsciously. There were weak points in the supervising authorities lead to lack the control on restaurants' ads. The small size of the sample limits its ability for being applicable and being conducted in one single city (Riyadh) also make it unreasonable to be generalized.

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## Introduction:-

Obesity and chronic diseases are now considered firm-connected entities affect generally the whole global population and is seen prominently in some particular regions<sup>1,2</sup>. Our country is consider one the highest rate in obesity and chronic diseases<sup>3,4</sup>. There are lots of reasons behind that, most of them discussed thoroughly in articles, research and studies, but we assumed that one of the reasons hasn't got enough light spotting on it. That is the aggressiveness of restaurant advertisement and their effect on individuals fast food behavior and choices which may lead to obesity and its complications like chronic diseases In hypothesis we will see he extent of fast-food restaurant advertisement effect on people and the relation of that on the rise rate in obesity and chronic disease.

## Methods:-

In this cross-sectional survey study done in Riyadh city. Data were collected thorough a self-administrated questionnaire from people seen in public places, some were interviewed to obtain extra information particularly their BMI. The sample size was reasonable, 82 persons conducted the questionnaire and chosen for the study. Data entered and analyzed using the SPSS program.

## Results:-

In our study we target the age group from 15 to 45 years old the mean age was 26 year-old. The majority think fast food is unhealthy habit(71%), but they still eat it on regular basis as daily, 3 times/week, once a week (14.8%, 27.2%, 45.7% (respectively). Vast majority report that they enjoy eating fast food(92.6%). 49.4% of the sample have one preferred restaurant and 25.9% have many. 75.3% they choose unhealthy( due to high fat and carbohydrate content) meals from their preferred restaurants. 90.2% care of what ingredients included in their meals, while less than 9% rarely or don't at all. Street ads were the top most way for restaurant to access their target population then followed by TV and radio (56.8%,23.5% respectively).90.1% of the survived people think that restaurant overstate in their advertisements either in the content or display frequency. 70.4% ads affect their eating behavior. 80.2% strongly agreed that obesity and fast food have a direct effect on their health and chronic diseases occurrence.

## Discussion:-

Most people eat fast food because they enjoy it or to coup with new fast life style, the ads are showed to people massively and affect their decisions and behavior unconsciously. There were weak points in the supervising authorities lead to lack the control on restaurants' ads. Most of the sample have willingness to improve their health care and create a positive attitude toward their eating behavior. Exertion of control by municipality and ministry of commerce over restaurant advertisement. Supervision over the content of the ads and ensure that validity of the content. Obligate the restaurants putting the nutritional facts table in a clearly visible to customers. .Advertisement effectiveness and obesity and chronic diseases rate are clearly seen in this study the small size of the sample limits its ability for being applicable and being conducted in one single city (Riyadh) also make it unreasonable to be generalized.

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