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Autore	Senkbeil Andreas
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Nota di contenuto	Parental Decisions on Processed Snack Choices; Acknowledgements; EXECUTIVE SUMMARY; TABLE OF CONTENTS; LIST OF TABLES; LIST OF FIGURES; Chapter 1 Introduction to the study; Chapter 2 Literature Review; Chapter 3 Research Methodology; Chapter 4 Presentation of Data and Discussion; Chapter 5 Findings, Conclusion & Recommendations; References; APPENDICES
Sommario/riassunto	Marketing of snacks is a very complex mechanism which is specifically constructed to influence children's consumer choice and behavior. The effects of advertising can be seen on multiple levels affecting children's knowledge of brands, consumer attitudes, and eating behavior. Investigating the effect of children's influence on parental decision making is essential to marketers who need to assess the performance of their communications and devise new marketing strategies for the future. This research proposes to identify what factors influences parents in their purchase decision for snacks and