

**Research Article 04**

**Impact of Socialization Agents on Adolescent Consumer Vulnerability: Moderating Role of Family Structure (Evidence from Franchised Fast-Food Industry in Sri Lanka)**

**G.P.K. Nishadi**

*Department of Marketing, Faculty of Management and Finance, University of Ruhuna, Sri Lanka*

*<https://orcid.org/0000-0001-7800-5926>*

**Abstract**

Adolescent consumers are generally more interested in consuming junk food than they are in eating homemade meals. Researchers with prior experience in the field assert that socializing agents shape adolescents' nutritional knowledge, preferences, and purchase decisions. It was also found that there are variations in fast food intake according to family structure. In light of these circumstances and the dearth of previous studies in the field, the aim of the study was to examine the impact of socialization agents on the vulnerability of adolescent consumers with the moderating effect of family structure. Using a stratified random sample technique, 910 adolescents enrolled in government schools in Sri Lanka were asked to complete a 69-item self-administered questionnaire, which served as the major data collection tool. The findings confirmed the first five hypotheses, demonstrating that the five socialization agents—Parents, Peers, TV advertising, the Internet, and Retailers—had a positive effect on the vulnerability of adolescent consumers in Sri Lanka's franchised fast-food sector. Furthermore, it was shown that family structure significantly moderates the effect of parental influence on adolescent consumer vulnerability in franchised fast-food industry in Sri Lanka. In conclusion, the current research offers significant perspectives for scholars and practitioners that aim to investigate teenage consumers' purchasing habits.

*Keywords:* Adolescent consumer vulnerability, family structure, fast-food industry, socialization agents

---

\*Corresponding Author: G.P.K. Nishadi – [nishadi@mgt.ruh.ac.lk](mailto:nishadi@mgt.ruh.ac.lk)

Submitted: August 20, 2024; Revised: November 28, 2024; Accepted: December 12, 2024

## **Introduction**

### **Research Background**

Adolescence is an important phase in the evolution of human life and the consumption of food in this stage determines growth and development (Padeniya et al., 2019; Harari & Eyal, 2019; Kazemi et al., 2016). Additionally, adolescents are different from other phases of life grounded on the individual improvement and transformation of interpersonal influences (Freeman et al., 2015). Compared to other life stages, during adolescence, consumers prefer junk food and largely have no desire to consume homemade food (Mohammadbeigi et al., 2019). Thus, fast food consumption is a popular habit among adolescent consumers, which is primarily due to taste and peer group influence (Chowdhury, 2016; Nishadi et al. 2024; Saranya et al., 2016). Further, Fast preparation, Lower price, Taste, and Convenient nature are reasons for fast food popularity among young consumers (Cotti & Teft, 2013; Lee et al. 2022; Seo et al., 2011).

In the context of Sri Lanka, the two most popular foods among Sri Lankans are rice and curry (Weerasekara et al, 2018). However, there is a growing tendency to fast-food consumption among adolescents due to shifts and transitions in people's dietary and lifestyle patterns (Majabadhi et al, 2016; Nirmani et al, 2017). As a result of consuming more fast food that contains flour and sugar, adolescents' body weight has been gradually rising (Krishnasoban and Niroshi, 2021; Medicine Net, 2021; WHO, 2020).

Previous studies on the factors that lead to fast food consumption have demonstrated the influence of socialization agents on adolescents' health perceptions and food choices. These agents include peers, parents, food advertisers, the internet, retailers, schools, and governments (Chan et al, 2010; Harari and Eyal, 2020; Kennedy et al, 2019; Nishadi et al, 2022; Padeniya et al 2019; Truman and Elliott, 2019). Adolescents are thought to be especially vulnerable consumers, however the reasons behind this belief are unclear based just on the desired study results (Harari & Eyal, 2020; Kennedy et al.,2019). Accordingly, earlier researchers have stressed the importance of looking into how socialization agents impact the vulnerability of adolescent consumers in future studies (Kennedy et al, 2019; Padeniya et al, 2019).

Aside from the association mentioned above, the study sought to examine how Family Structure affected the direct relationship between Socialization Agents and Adolescent Consumer Vulnerability. The research that is now available indicates that there is a significant relationship between family structure and fast-food consumption among family members (Gunasingha & Cooray, 2020; Rasouli et al, 2021; Stahlmann et al., 2020). As such, declining of family meal has led to the increasing exposure of fast-food consumption (Jabs & Devine, 2006). Further, Majabadi et al. (2016) found that the number of members in a family is a major determinant of fast-food consumption among adolescents. Adding to that it was the view of Stahlmann (2020) that, family structure was considered as a mediator between attitudes toward fast food and purchase intention of fast food.

### **Problem Identification and Research gap**

According to existing scholars, family structure is directly associated with the consumption of fast-food among family members (Gunasingha & Cooray, 2020; Rasouli et al 2020). As such, the decline of family meals has led to increasing exposure to fast-food consumption (Jabs & Devine, 2006). Further, it was found that the number of members in a family is a major determinant of fast-food consumption among adolescents (Demircan et al, 2019).

Adding to that, Stahlmann (2020) believed that family structure was considered a mediator between attitudes toward fast food and purchase intention of fast food.

However, the existing literature lacks relevant studies to explain the moderating role of Family Structure on Socialization Agents and Adolescent Consumer Vulnerability (Fiese & Schwartz, 2008; Gunasingha & Cooray, 2020; Rasouli et al., 2020; Saraniya & Thevaranjan, 2015; Stahlmann, 2020). In order to close the aforementioned research gap, the study sought to determine whether Family Structure moderates the direct association between Socialization Agents and Adolescent Consumer Vulnerability in Sri Lanka's franchised fast-food business.

### **Research Questions**

To accomplish research goals, the following research questions were created based on the aforementioned research gap.

1. What is the role of Socialization Agents on Adolescent Consumer Vulnerability in the Sri Lankan franchised fast food industry?
2. What is the most powerful Socialization Agent which influences on Adolescent Consumer Vulnerability in the Sri Lankan franchised fast food industry?
3. Does Family Structure moderate the relationship between Socialization Agents and Adolescent Consumer Vulnerability in the Sri Lankan franchised fast food industry?

### **Literature Review**

#### **Adolescent Consumer Vulnerability**

The idea of consumer vulnerability is the source of the term "Adolescent Consumer Vulnerability." Consumer vulnerability, according to Baker et al. (2005), is a condition of helplessness brought on by an imbalance in interactions with others in the marketplace or by consuming marketing messages and goods. Regarding the latest study on consumer vulnerability, the bulk of studies that have been published thus far focus on consumer demographics and low literacy (Broderick et al, 2011; Crowell, 2014; Jayasundara et al, 2020; Nishadi, 2020; Stewart & Yap, 2020), Gender (Barber, 2013; Fox & Hoy, 2019; Lacoba et al., 2020; Li et al., 2020; McCoy et al., 2019; Nora et al., 2023; Svensson, 2003) Insufficient resources (FCA, 2014; Glavas et al., 2020), Income (Bowman et al., 2004; Khan & Khan, 2008; Li et al, 2020; Powell & Nguyen, 2013), Social class (Hanson and Chen, 2007; Paniagua et al., 2014; Ranjith et al., 2015; Skårdal et al., 2014; Svastisalee, et al., 2012; Wills et al., 2009), and Age (Melnikas & Smaliukiene, 2007; Moschis et al, 2011; Silvera, Meyer & Laufer; Berg, 2017).

Therefore, the current body of research on consumer vulnerability recommended focusing more on young consumers by shifting the emphasis from the adult perspective to the adolescent perspective, which is shaped by the consumption subcultures of young people (Batat, 2012; Batat & Tanner, 2019; Kennedy et al, 2019; Mason et al., 2013; Niankara et al, 2020; Nishadi et al. 2021; Pechmann et al., 2011).

#### **Socialization Agents**

Adolescent research is directly related to the idea of consumer socialization (Batat & Tanner, 2019). Desired research findings, however, are insufficient to determine how susceptible adolescents are to different socialization agents (Batat & Tanner, 2019; Kennedy, et al, 2019).

The literature that is currently available emphasizes the significance of researching the effects of the Internet (Batat and Jfner, 2019; Barber, 2013), Social Media (Kennedy et al, 2019; Niankara et al, 2020; Somasiri and Chandralal, 2018), and Retailers (Grier and Davis, 2013; Thyne et al, 2019) on adolescent consumer vulnerability, while also outlining the significance of peers, parents, and TV advertising as traditional agents of socialization (2017Abbas et al, 2013; Barber, 2013; Lenka & Vandana, 2015; Sharma & Jain, 2020; Ubayachandra & Eldeniya,).

### *Peer Influence on Adolescent Consumer Vulnerability*

Peers are stressing the value of both socially conscious junk food eating and exercise (Harari and Eyal, 2020). Adolescents, who are often vulnerable, often compare themselves to their friends and may change their decisions in order to fit in with their peers' actions (Fortin and Yazbeck, 2011). The results to date show that friends' actions are related to numerous types of beverages and fast-food restaurants, particularly when it comes to older adolescents' visits to fast-food establishments (Bruening et al, 2012). In other words, adolescents who witness their classmates consuming more fast food tend to consume more fast food themselves (Fortin and Yazbeck, 2011).

According to research, adolescents and young consumers' conforming behavior is influenced by their peers on social media in the Sri Lankan setting (Piumali and Rathnayaka, 2017). However, the existing corpus of study has not yet addressed how peer pressure affects adolescent consumer susceptibility. Therefore, the study's goal was to examine how peers affect adolescents in Sri Lanka who consume fast food. In light of this, the study's first hypothesis was arrived at as follows.

H1: Peer pressure positively influence on adolescent consumer vulnerability in franchised fast-food industry in Sri Lanka.

### *Parents Influence on Adolescent Consumer Vulnerability*

When it comes to kids and adolescents, parents are typically the most important socializing factors since they set the example for eating habits and make food-related decisions for the family at a young age (Harari and Eyal, 2020). Although parental intervention in children's food preferences has been thoroughly investigated, parents have emerged as favorable role models for nutritional health (Benton, 2004; Harari & Eyal, 2020). Regarding the factors related to the health and well-being of adolescents, the role of parents appears to be more significant (Camacho et al., 2011; Newman et al., 2008). Furthermore, it was discovered that future studies should focus on the influence of parents on adolescents' meal choices, as well as the vulnerability of adolescent consumers (Harari and Eyal, 2020; Saranya et al, 2016). Moreover, Senevirathna et al. (2022) found that in the Sri Lankan setting, parents serve as the primary socialization facilitators, teaching their children to consume items from an early age. The second hypothesis was arrived at by taking into account the material mentioned above.

H2: Parents positively influence on adolescent consumer vulnerability in franchised fast-food industry in Sri Lanka.

### *TV Advertisements Influence on Adolescent Consumer Vulnerability*

Due to the complicated and contradictory messages that food advertising conveys through its slim models, adolescents are particularly susceptible to it (Eyal & Te'eni-Harari, 2016). Advertising's potential to mislead consumers is a concern, particularly when it leads to hazardous dietary decisions (Effertz, 2013). Advertising to kids and adolescents is thought to

provide false information and divert kids' attention from potential health risks, particularly when it comes to harmful food items like snacks, candies, and fast food (Effertz et al. 2013).

Environmental cues from fast food restaurants, ads, and menus can lead to compulsive overeating (Damari et al., 2016; Garber and Lustig, 2011). Many food advertisements use persuasive tactics and health claims to persuade youngsters to buy the products, even when the majority of the foods are not of good nutritional quality (Vilaro et al., 2017). In Asian countries, the majority of television shows have begun to take up adolescents' free time (Mistry & Puthussery, 2015; Samaraweera & Samanthi, 2010). Teenagers are still very susceptible to the influence of food-related advertising, even though they show more skepticism about it than younger kids do (Brownell et al. 2009; Fleming & Harris, 2020).

H3: TV Advertising positively influence on adolescent consumer vulnerability in franchised fast-food industry in Sri Lanka.

#### *Online Influence on Adolescent Consumer Vulnerability*

While utilizing social media, kids and adolescents are exposed to a variety of food marketing strategies, the majority of which encourage unhealthy food (Kent & Pauze, 2018). Additionally, Adolescents' media consumption has significantly changed in the present (Harris, & Milici2019), with a greater emphasis on social media use (Kent & Pauze, 2018), despite watching less television (Friedman, 2017). Furthermore, it is shown that by 2018, the amount of time spent on digital media—including computers, tablets, and smartphones—had significantly increased (Anderson & Jiang, 2018). Further, Holmberg et al. (2016) claim that Instagram and other online social networks are used by young people to share knowledge about food marketing. Furthermore, food and sugar-filled beverage companies have millions of adolescent social media followers (Rummo et al, 2020; Freeman et al, 2015; Kim et al, 2010). Though it is hypothesized that new media could have a stronger impact on children, there is little data on the effects of food marketing through new media (Kelly et al., 2015). Although it is well known that food marketers use social media to target youth, no study has yet measured how much exposure children receive on these platforms (Kent & Pauze, 2018). After closely examining the literature mentioned above, the fourth hypothesis for the current investigation was determined to be as follows.

H4: Internet positively influence on adolescent consumer vulnerability in franchised fast-food industry in Sri Lanka.

#### *Retailers' Marketing Strategy on Adolescent Consumer Vulnerability*

Adolescents consume more fast food since it's readily available and comes in an easily opened box (Bohara et al., 2021). The inability of adolescents to make autonomous, self-assured decisions directly affects how they interact with other members of the market, particularly salesmen. According to Batat (2010), Advertising and in-store promotions are crucial elements of fast-food marketing when it comes to promotions (Grier et al, 2007). Further, Fast food chains primarily target adolescents with their marketing campaigns (Nestle, 2013). Hastings et al. (2003) claim that children's food preferences and the things they constantly want their parents to buy them are influenced by fast food marketing. The amount of time adolescents spend with friends and the surrounding cues influence how much fast food they eat at restaurants (Bruening et al, 2014). However, it was noted that future studies, carried out in diverse contexts, should address the effect of retail stores on consumer behavior, as cultural variations may yield disparate outcomes (Bruening et al, 2014). As a result, the fifth hypothesis of the present study was derived as follows.

H5: Retailers positively influence on adolescent consumer vulnerability in franchised fast-food industry in Sri Lanka.

### **Moderating Effect of Family Structure**

There are two types of family structures: nuclear and extended (Stahlmann, 2020). Families classified as nuclear have only the parents and kids residing in the same home. On the other hand, grandparents, uncles, aunts, parents, and kids make up an extended family (Stahlmann, 2020). Regarding the fast-food sector, extant research has indicated that the consumption of fast food within a family is directly correlated with the involvement of several family members (Akday et al., 2007; Rasouli et al., 2020).

Regarding the Sri Lankan context, Saraniya and Thevaranjan (2015) held the opinion that the family's size significantly influences how much fast food is consumed by that household. In light of this, the current study looks at whether family structure influences the relationship between socialization agents and teenage customer vulnerability in the franchised fast food sector in Sri Lanka. While a great deal of research has been done to assess how family structure affects adolescents' consumption of fast food, there aren't enough studies in the field to explain how family structure moderates the direct relationship between socialization agents and the vulnerability of adolescent consumers (Fiese & Schwartz, 2008; Rasouli et al., 2020; Stahlmann, 2020).

Thus, the sixth hypothesis of the present study was derived as follows.

H6 – Family structure moderates the relationship between socialization agents and adolescent consumer vulnerability

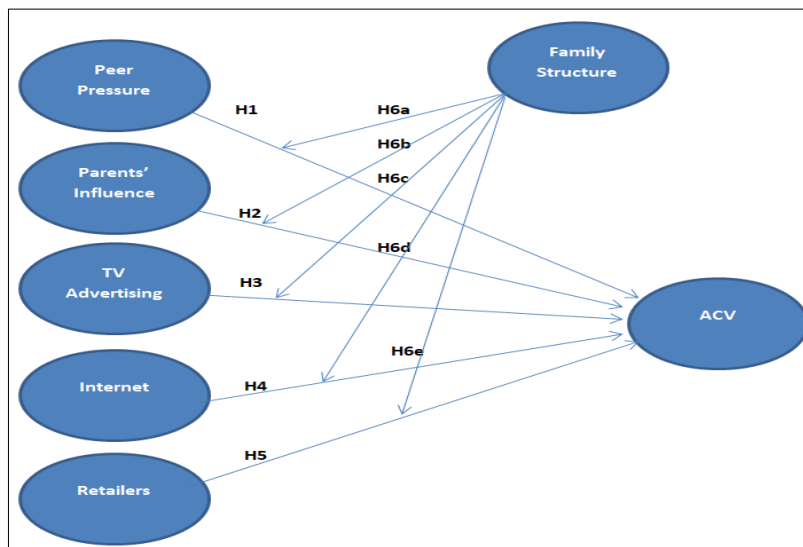


Figure 1: Conceptual Framework

Source: Developed by the researcher based on literature (2022)

As shown in the above conceptual framework, the purpose of the first five hypotheses was to assess how the independent variable—socialization agents—impacted the dependent variable.

The hypothesis six was developed in order to quantify Family Structure’s moderating effect on the direct association between the independent and dependent variables.

## **Research Methodology**

### **Sampling Design and Data Collection**

Data were gathered from a sample of thousand respondents who were enrolled in government schools in eight districts (Colombo, Kandy, Gampaha, Kaluthara, Jaffna, Anuradhapura, Galle, and Matara) using a pre-planned structured questionnaire. Every one of the eight districts had data collected using Stratified Random Sampling as follows.

$$\text{Sample size of the strata} = \frac{\text{Size of the entire sample} \times \text{Layer Size}}{\text{Population size}}$$

**Table 1: Calculation of Sample Size**

<b>Name of the Strata</b>	<b>Size of the Entire Sample</b>	<b>Layer Size (No: of Adolescents Studying in Government National Schools in the District)</b>	<b>Selected Sample Size</b>	<b>National Schools Selected from a District</b>
Colombo	1000	93543	281	06
Gampaha	1000	45594	137	03
Kaluthara	1000	35325	106	02
Kandy	1000	48997	147	03
Jaffna	1000	10509	32	01
Anuradhapura	1000	14894	45	01
Galle	1000	55958	168	02
Matara	1000	41867	126	02
Total		333,239		20 Government National Schools

Source: Survey data (2022)

### **Model Specification and Data Analysis Techniques**

The current study used Smart Pls, a typical PLS-SEM program, to measure formative and reflective components (Ringle et al., 2015; Sarstedt et al. 2020). The choice of partial least squares path modeling was made because it is frequently used in business research as a composite-based estimator or concurrently studying structural equation models with latent variables (Cheah et al., 2020). Scholars now in the field state that Herman Wold (1970) created PLS-SEM as a substitute estimator for covariance-based structural equation modeling (Westland, 2007). Apart from the structured equation modeling, multi-group analysis in Smart

PLS was used to assess the moderating effect of family structure on the direct relationship between socialization agents and adolescent consumer vulnerability.

## **Results and Interpretations**

The current study's data analysis is divided into three sections based on the conceptual model: analysis of the measurement model, analysis of the structural model and multi-group analysis for the categorical moderator variable.

### **Analysis of the Measurement Model**

The following statistics were found to be pertinent to factor loadings, validity, and reliability within the measurement model.

#### *Factor Loadings*

It was discovered that all of the items under each construct had factor loadings over the suggested level of 0.7, as indicated in Table 02 below. As a result, none of the questions were taken from the list.

**Table 2: Factor Loadings**

<b>Variable</b>	<b>Factor Loading</b>	<b>Variable</b>	<b>Factor Loading</b>
<b>Peer Pressure</b>		<b>Online Influence</b>	
Peer 1	0.956	Online 1	0.940
Peer 2	0.965	Online 2	0.949
Peer 3	0.967	Online 3	0.925
Peer 4	0.964	Online 4	0.909
Peer 5	0.943	Online 5	0.947
Peer 6	0.946	Online 6	0.935
Peer 7	0.938	Online 7	0.934
Peer 8	0.902	Online 8	0.937
Peer 9	0.929	Online 9	0.927
		Online 10	0.900
<b>Parents Influence</b>		<b>Retailers' Influence</b>	
Parent 1	0.941	Retailers 1	0.928
Parent 2	0.947	Retailers 2	0.953
Parent 3	0.945	Retailers 3	0.938
Parent 4	0.955	Retailers 4	0.939
Parent 5	0.953	Retailers 5	0.926
Parent 6	0.948	Retailers 6	0.931
Parent 7	0.949	Retailers 7	0.928
Parent 8	0.953	Retailers 8	0.891
<b>TV Advertising Influence</b>			
TV 1	0.960		
TV 2	0.969		
TV 3	0.956		
TV 4	0.947		



TV 5	0.953		
TV 6	0.911		
<b>Variable</b>	<b>Factor Loading</b>	<b>Variable</b>	<b>Factor Loading</b>
<b>Lack of Knowledge</b>		<b>Replacement Policy</b>	
Lack Of Knowledge 1	0.712	Replacement Policy 1	0.701
Lack Of Knowledge 2	0.714	Replacement Policy 2	0.703
Lack Of Knowledge 3	0.725	Replacement Policy 3	0.711
Lack Of Knowledge 4	0.728	<b>Marketing Pressure</b>	
Lack Of Knowledge 5	0.732	Marketing Pressure 1	0.774
<b>Product Promotion</b>		Marketing Pressure 2	0.754
Product Promotion 1	0.708	Marketing Pressure 3	0.770
Product Promotion 2	0.704	Marketing Pressure 4	0.783
Product Promotion 3	0.702	<b>Fraudulent Message</b>	
Product Promotion 4	0.715	Fraudulent 1	0.704
Product Promotion 5	0.718	Fraudulent 2	0.702
Product Promotion 6	0.712	<b>Inability to purchase</b>	
<b>Social Pressure</b>		Inability To Purchase 1	0.706
Social Pressure 1	0.762	Inability To Purchase 2	0.708
Social Pressure 2	0.745	Inability To Purchase 3	0.702
Social Pressure 3	0.771	Inability To Purchase 4	0.711
Social Pressure 4	0.755		

Source: Survey data (2022)

### *Reliability*

In the current investigation, the reliability was measured using Cronbach's Alpha and Composite Reliability, with the suggested threshold level of 0.700 (Wasko & Faraj, 2005) being applied.

**Table 3: Reliability Statistics**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability (rho a)</b>	<b>Composite Reliability (rho c)</b>	<b>AVE</b>
Peer Pressure	0.984	0.985	0.986	0.888
Parents Influence	0.985	0.988	0.987	0.907
TV Advertising Influence	0.978	0.978	0.982	0.902
Online Influence	0.982	0.983	0.984	0.862
Retailers' Influence	0.978	0.979	0.982	0.869
Lack of Product Knowledge	0.978	0.979	0.983	0.919
Higher Dependency on promotion	0.980	0.980	0.983	0.908
Social Pressure	0.978	0.980	0.984	0.939
Replacement Policy	0.979	0.979	0.986	0.960
Marketing Pressure	0.975	0.975	0.981	0.929
Fraudulent Message	0.978	0.979	0.989	0.979
Inability to Purchase	0.984	0.989	0.988	0.955

Source: Survey data (2022)

According to the data shown in Table 03, all of the Cronbach's alpha values for Adolescent Consumer Vulnerability and Socialization Agents fall between 0.975 and 0.985, above the 0.7 criterion. Furthermore, the composite reliability statistics, which ranged from 0.975 to 0.989, demonstrated that the measurement instruments employed were adequate for assessing each specific dimension.

*Multicollinearity*

According to Hair et al. (2010), when the indicators' VIF values are less than 5, there is no multicollinearity issue. It was demonstrated by the data in Table 04 that multicollinearity is not a problem because the VIF values are less than the threshold level 5.

**Table 4: Multi-Collinearity Statistics**

Socialization Agents	VIF	Adolescent Consumer Vulnerability	VIF
Peer Pressure	1.178	Lack of Product Knowledge	1.131
Parents Influence	1.029	Product Promotion	1.109
TV Advertising	1.112	Social Pressure	1.180
Online	1.181	Replacement Policy	1.166
Retailers	1.077	Marketing Pressure	1.380
		Fraudulent Message	1.588
		Inability to Purchase	1.193

Source: Survey data (2022)

*Validity*

*Discriminant Validity: The Fornell and Larcker Standard*

It is evident from Table 05's data that the square root of AVE values for every diagonal value is higher than the correlation between it and any other construct. Therefore, the greater square root of the AVE values across the diagonal was used to establish the discriminant validity of the current investigation.

**Table 5: Fornell and Larcker Criterion**

	Promotion Dependence	Emotional Pressure	Inability to Distinguish	Inability to Purchase	Lack of Knowledge	Online	Parent	Peer	Replacement Policy	Retailers	Social Pressure	Tv Add
Promotion Dependence	0.953											
Emotional Pressure	0.171	0.964										

Inability to Distinguish	0.171	0.179	0.989									
Inability to Purchase	0.167	0.135	0.400	0.977								
Lack Knowledge	0.225	0.247	0.275	0.133	0.959							
Online	0.249	0.179	0.075	-0.002	0.095	0.929						
Parents	0.050	0.090	-0.017	0.035	0.192	0.008	0.952					
Peer	0.257	0.264	0.039	0.047	0.200	0.291	0.148	0.047				
Replacement Policy	0.177	0.287	0.261	0.233	0.162	0.167	0.057	0.169	0.980			
Retailers	0.225	0.279	0.078	0.153	0.115	0.182	0.027	0.247	0.221	0.932		
Social Pressure	0.234	0.356	0.175	0.163	0.192	0.163	-0.009	0.311	0.299	0.199	0.969	
TV Add	0.450	0.057	0.060	-0.013	0.044	0.292	-0.052	0.179	0.060	0.096	0.072	0.950

Source: Survey data (2022)

### Assessment of Structural Model

The structural model is covered in the following section of the analysis after the validity and reliability of the measurement model have been established. Here, the structural model reflects the paths that the research framework hypothesizes, and the paths' importance, T values, and path coefficients are used to evaluate the model (Latiff et al., 2020). Moreover, performance was assessed using the loadings and weights of path coefficients for both reflective and formative assessment models (Garson, 2016). As a result, the structural model uses both T and P values to analyze the association between the variables, using  $T > 1.96$  and  $P < 0.05$  as the threshold values.

As a result, the path analysis of the present investigation can be represented as follows.

**Table 6: Path Analysis and Results of Hypothesis Testing**

Hypothesis		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
H1	PEER -> ACV	0.491	0.492	0.031	16.024	0.000	Supported
H2	PARENTS -> ACV	0.142	0.142	0.027	5.369	0.000	Supported
H3	TV ADVERTISING -> ACV	0.113	0.112	0.031	3.626	0.000	Supported
H4	ONLINE -> ACV	0.082	0.083	0.029	2.870	0.004	Supported
H5	RETAILERS -> ACV	0.126	0.128	0.030	4.206	0.000	Supported
H6a	FAMILY STRUCTURE x PEER -> ACV	-	-	0.025	0.567	0.571	Not Supported
H6b	FAMILY STRUCTURE x PARENTS -> ACV	0.091	0.092	0.044	1.971	0.049	Supported
H6c	FAMILY STRUCTURE x TV ADVERTISING -> ACV	0.014	0.012	0.025	0.549	0.583	Not Supported
H6d	FAMILY STRUCTURE x ONLINE -> ACV	0.007	0.011	0.029	0.260	0.795	Not Supported
H6e	FAMILY STRUCTURE x RETAILERS -> ACV	-	-	0.025	0.999	0.318	Not Supported

Source: Survey data (2022)

Table 06 data indicates that all five socialization agents have a substantial impact on the vulnerability of adolescents as consumers, with T values larger than 1.96 and p values less than 0.05. The first hypothesis, which showed a positive relationship between peer pressure and adolescent consumer vulnerability ( $t = 16.024$ ,  $p < 0.000$ ), was accepted out of the group. Second, the data ( $t=5.369$ ,  $p=0.000$ ) supported the acceptance of Hypothesis 02, emphasizing the significant influence that parents have in altering their adolescents' behavioral patterns.

The third hypothesis, which dealt with TV advertising, was also supported by the data, with a  $t=3.626$  and  $p=0.000$  value indicating a beneficial impact of franchised fast food TV commercials on the vulnerability of adolescent consumers. Subsequently, it was discovered that the Internet had a favorable impact on adolescents' intake of franchised fast food, with a  $t=2.870$ ,  $p=0.004$  value, supporting Hypothesis 04. Lastly, with a  $t= 4.206$  and  $p=0.000$ , Hypothesis 05 was also approved, emphasizing the favorable influence that retailers have on the vulnerability of adolescent consumers.

Regarding the moderating function of family structure, the data shown in table 04 highlighted that family structure significantly moderates the association between Parents' socialization and Adolescent Consumer Vulnerability. The aforementioned theory was validated by statistical evidence ( $t=1.971$  and  $p=0.049$ ) regarding parental socialization and adolescent

consumer vulnerability. In light of this, it can be said that only H9b was approved and that H9a, H9c, H9d, and H9e were rejected.

### **Group-wise Comparison of Family Structure as the Categorical Moderator (through Multi-Group Analysis)**

The most effective method for multidimensional models with categorical moderator variables is Multi-group in Smart PLS (Ringle et al., 2015; Sarstedt and Cheah, 2020). Thus, in order to further analyze the group-wise comparison of family structure between the two groups, multi-group analysis in smart PLS was employed in the current study. With Family Structure serving as the moderator variable, viewers can determine which group is more vulnerable than the other group.

**Table 7: Group-wise Comparison of Family Structure**

	<b>Difference (Extended Family vs Nuclear Family)</b>	<b>1-Tailed (Extended Family vs Nuclear Family) P Value</b>	<b>2-Tailed (Extended Family vs Nuclear Family) P Value</b>
<b>PEER -&gt; ACV</b>	0.131	0.078	0.156
<b>PARENTS-&gt;ACV</b>	-0.236	0.036	0.049
<b>TV -&gt; ACV</b>	-0.052	0.686	0.628
<b>ONLINE -&gt; ACV</b>	0.022	0.386	0.772
<b>RETAILERS- &gt;ACV</b>	-0.064	0.775	0.451

Source: Survey data (2022)

As per the data shown in Table 07, it is proved that Family Structure significantly moderates the impact of Parents on Adolescent Consumer Vulnerability with the p value = 0.049. Here, the minus coefficient value of -0.236 indicated that nuclear families are more affected by family structure than extended families are. Hypothesis H6b was therefore approved whilst H6a, H6c, H6d, and H6e were denied.

The aforementioned results additionally demonstrated that adolescent consumers' consumption of fast food is significantly varied by the number of family members. Adolescents from nuclear families are more exposed to franchised fast-food restaurants than those from extended families because nuclear households often have fewer members.

## **Conclusion and Recommendation**

### **Conclusion**

The purpose of the study was to examine how family structure functions as a moderator in the relationship between socialization agents and adolescent consumer vulnerability. The study used a deductive approach to assess how adolescents' vulnerability to various forms of family structure was affected by five socialization agents: Peers, Parents, TV advertisements, the Internet, and Retailers.

According to the analytical results produced by Smart PLS 4.0, all five socialization agents have a beneficial impact on the vulnerability of adolescent consumers in Sri Lanka's franchised fast-food sector. Peer pressure proved H1 out of the five agents, having the greatest impact with a t value greater than 1.96 (t = 16.024, p = 0.000). Parents with the second-highest

significant impact,  $t=5.369$  and  $p = 0.000$ , were next to be approved as H2. Thirdly, it was shown that fast food Retailers significantly affect the vulnerability of adolescent consumers, as evidenced by the data ( $t=4.206$ ,  $p = 0.000$ ) that supported H5. Fast food TV commercials have the fourth-highest impact, with ( $t=3.626$ ,  $p=0.000$ ) results that support accepting H3. Ultimately, H4 was demonstrated by the Internet acting as a socialization agent with statistical support ( $t = 2.870$ ,  $p = 0.000$ ).

Apart from the direct effect, the results of the indirect relationship also shown that, by partially demonstrating H6, Family Structure greatly moderates the effect of Parents on Adolescent Consumer Vulnerability. This idea further enhances the existing argument that number of members in a family has a direct relationship with fast-food consumption among the family (Rasouli et al ,2020; Akbay et al, 2007). Further, it is an addition to the existing Sri Lankan argument that food consumption of a household is determined by the family structure (Saraniya & Thevaranjan, 2015). Finally, the present study fulfilled the current requirement that the impact of family structure on fast-food consumption should be studied further both in Sri Lankan as well as in international contexts (Rasouli et al 2020; Stahlmann, 2020; Saraniya & Thevaranjan, 2015; Fiese & Schwartz, 2008).

### **Practical Implications**

The study's findings provide insightful knowledge in the following domains. Firstly, the study's conclusions provide the Sri Lankan authorities with helpful guidance on how to address the nation's growing obesity crisis. Secondly, the results of the present study provide valuable insights into how to moderate the rapid expansion of fast-food chains and reduce the amount of money being repatriated to foreign countries. This will be a helpful strategy to overcome the country's present, unsatisfactory economic structure. Thirdly, in line with the research outcomes, it is apparent that the parental role in the family plays a major role in deciding how vulnerable adolescents are. As a result, responsible parents should ascertain the reasons behind their children's excessive consumption of fast food and implement the necessary measures to curtail it.

### **Directions for Future Researches**

Subsequent investigators in this field can extend their findings in several pertinent areas. In order to properly address the issue of adolescent socialization, firstly it is necessary to broaden the scope of the research by incorporating more intricate models that incorporate the government and schools as additional socialization agents. Secondly, it would be more advantageous for future researchers to test the model of the current study through a longitudinal investigation in order to more clearly identify the causal relationships that are already in place. Thirdly, the scope of this study is restricted to discussing a single outcome variable that socialization agents produce. Thus, other consumer consequences of socialization effect, like materialism, pester power, and impulsive buying behavior, should be the subject of future research.

## References

- Abbas, F., Junaid, M., Ahsan, A., & Zafar, M. Z. (2013). Impact of Socialization Agents on Teenagers, A case from Pakistan. *SS International Journal*, 3(5), 46-54.
- Akbay,C., Tiryaki, G.Y., Gul, A. (2007). Consumer characteristics influencing fast food consumption in Turkey. *Food Control*, 18, 904–913.  
<https://doi.org/10.1016/j.foodcont.2006.05.007>
- Anderson, M., & Jiang, J. (2018). Teens, Social Media & Technology.
- Aruppillai, T., & Phillip, G. (2015). An Analysis of Consumers' Buying Behaviour and Its Determinants of Fast Food in Sri Lanka. *International Journal of Economics and Finance*. 7(9), 112-119. <https://doi.org/10.5539/ijef.v7n9p112>.
- Baker, S.M., Gentry, J.W., & Rittenburg, T.L. (2005). Building understanding of the domain of consumer vulnerability. *Journal of Micromarketing*, 25(2), 128-139.  
<https://doi.org/10.1177/0276146705280622>.
- Barber, Nelson A. (2013). Investigating the Potential Influence of the Internet as a New Socialization Agent in Context with Other Traditional Socialization Agents. *The Journal of Marketing Theory and Practice*, 21(2), 179–194. <https://doi.org/10.2753/mtp1069-6679210204>.
- Batat, W. (2012). How Do Adolescents Define Consumer Vulnerability? Toward a Youth-Centric Approach, *Association for Consumer Research*, 40, 751-752.  
<https://doi.org/10.1016/j.jretconser.2020.102255>.
- Batat, W. & Tanner, J.F. Jr. (2019). Unveiling (In)Vulnerability in an Adolescent's Consumption Subculture: A Framework to Understand Adolescents' Experienced (In) Vulnerability and Ethical Implications, *Journal of Business Ethics*. 169(4), 713-730.  
<https://doi.org/10.1007/s10551-019-04309-2>.
- Barber, N.A. (2013). Investigating the Potential Influence of the Internet as a New Socialization Agent in Context with Other Traditional Socialization Agents. *The Journal of Marketing Theory and Practice*, 21(2), 179-193. <https://doi.org/10.2307/23461946>.
- Berg, M. T., Simons, R. L., Barr, A., Beach, S. R., & Philibert, R. A. (2017). Childhood/Adolescent stressors and allostatic load in adulthood: Support for a calibration model. *Social Science & Medicine*, 193, 130-139.  
<https://doi.org/10.1016/j.socscimed.2017.09.028>
- Bohara, S. S., Thapa, K., Bhatt, L. D., Dhama, S. S., & Wagle, S. (2021). Determinants of junk food consumption among adolescents in Pokhara Valley, Nepal. *Frontiers in Nutrition*, 8, 644650.
- Bowman, S.A. Gort Maker, S.L. Ebbeling, C.B. Perara, M. A. & Ludwig, D. S. (2004). Effects of fast food consumption on energy intake and diet quality among children in a national house hold. *Pediatrics*, 113 (1),112-118. <https://doi.org/10.1542/peds.113.1.112>.

- Broderick, A.J., Demangeot, C., Adkins, N.R., Ferguson, N.S., & Henderson, G.R. (2011). Consumer Empowerment in Multicultural Marketplaces: Navigating Multicultural Identities to Reduce Consumer Vulnerability, *Journal of Research for Consumers*, 19(1), 1-13.
- Brownell, K. D., Schwartz, M. B., Puhl, R. M., Henderson, K. E., & Harris, J. L. (2009). The need for bold action to prevent adolescent obesity. *Journal of Adolescent Health*, 45(3), S8-S17. <https://doi.org/10.1016/j.jadohealth.2009.03.004>
- Bruening, M. Eisenberg, M. MacLehose, R. Nanney, MS. Story, M. & Neumark-Sztainer, D. (2012). Relationship between adolescents' and their friends' eating behaviors: breakfast, fruit, vegetable, whole-grain, and dairy intake. *J Acad Nutr Diet*. 112, 1608-1613. <https://doi.org/10.1016/j.jand.2012.07.008>.
- Camacho-Miñano, M. J., LaVoi, N. M., & Barr-Anderson, D. J. (2011). Interventions to promote physical activity among young and adolescent girls: a systematic review. *Health education research*, 26(6), 1025-1049. doi:10.1093/her/cyr040
- Chan, C., Prendergast, G., Grønhøj, A., & Larsen, T.B. (2010). The Role Of Socializing Agents In Communicating Healthy Eating To Adolescents: A Cross Cultural Study, *Journal of International Consumer Marketing*, 26(1), 59-74. <https://doi.org/10.1080/08961530.2011.524578>.
- Chaudhary, M., (2016). Involvement of Children in the Family Buying: A Review, *Pacific Business Review Interantional*, 8(11), 54-62.
- Cheah, J.H., Thurasamy, R., Memon, M.A., Chuah, F., & Ting, H. (2020). Multi-group Analysis using SmartPLS: Step-by-Step Guidelines for Business Research, *Asian Journal of Business Research*, 10(3), 01-19. <https://doi.org/10.14707/ajbr.200087>
- Cotti, C. & Tefft, N. (2013). Fast food Prices, Obesity and the Minimum Wage, *Economics and Human Biology*, 11(2), 134-147.
- Crowell, S. (2014). Transcendental life. *Phenomenology and the Transcendental*, 21-48. Routledge.
- Damari, B., Riazi-Isfahani, S., Hajian, M., Rezazadeh, A. (2016). Assessment of the situation and the cause of junk food consumption in Iran and recommendation of interventions for reducing its consumption. *Community Health*, 2(3), 193-204.
- Department of Census and Statistics, (2020). *Annual School Census of Sri Lanka*. Final Report. Published by Ministry of Higher Education.
- Effertz, T., Franke, MK. & Teichert, T. (2014). Adolescents' Assessments of Advertisements for Unhealthy Food: an Example of Warning Labels for Soft Drinks. *Journal of Consumer Policy*. 37, 279–299. <https://doi.org/10.1007/s10603-013-9248-7>
- Fiese, B. H., & Schwartz, M. (2008). Reclaiming the Family Table: Mealtimes and Child Health and Wellbeing. Social Policy Report. *Society for Research in Child Development*. 22(4), 3-18.



Fleming-Milici, F., & Harris, J. L. (2020). Adolescents' engagement with unhealthy food and beverage brands on social media. *Appetite*, 146, 104501. <https://doi.org/10.1016/j.appet.2019.104501>

Fox, A. K. & Hoy, M.G. (2019). Smart Devices, Smart Decisions? Implications of Parents' Sharenting for Children's Online Privacy: An Investigation of Mothers. *Journal of Public Policy & Marketing*, 38(4), 414-432. <https://doi.org/10.1177/0743915619858290>.

Friedman, H., Ator, N., Haigwood, N., Newsome, W., Allan, J. S., Golos, T. G., ... & Bianchi, P. (2017). The critical role of nonhuman primates in medical research. *Pathogens & immunity*, 2(3), 352. doi: 10.20411/pai.v2i3.186

Freeman, B., Kelly, B., Vandevijvere, S., Baur, L. (2016). Young adults: beloved by food and drink marketers and forgotten by public health?. *Health Promotion International*, 31(4), 954-961, <https://doi.org/10.1093/heapro/dav081>

Garson, J. (2016). *A critical overview of biological functions*. Cham: Springer International Publishing.

Glavas, C., Letheren, K., Russell-Bennett, R., McAndrew, R., & Bedggood, R. E. (2020). Exploring the resources associated with consumer vulnerability: Designing nuanced retail hardship programs. *Journal of Retailing and Consumer Services*, 57, 102212.

Grier, S. A., Mensinger, J., Huang, S. H., Kumanyika, S. K., & Stettler, N. (2007). Fast-food marketing and children's fast-food consumption: exploring parents' influences in an ethnically diverse sample. *Journal of Public Policy & Marketing*, 26(2), 221-235.

Gunasinghe, M. D. S., & Cooray, N. H. K. (2020). Impact of Supply Chain Uncertainty and Risk on Perceived Organizational Performance in Fast Food Industry with Special Reference to Anuradhapura District. *Sri Lanka Journal of Management Studies*, 2(1). 17-43.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: A global perspective (7th ed.)*. London: Pearson.

Hanson, M. D., & Chen, E. (2007). Socioeconomic status and health behaviors in adolescence: a review of the literature. *Journal of behavioral medicine*, 30, 263-285. <https://doi.org/10.1007/s10865-007-9098-3>

Harari, A.T. & Eyal, K (2020). The Role of Food Advertising in Adolescents' Nutritional Health Socialization. *Health Communication*, 35(7), 882-893. <https://doi.org/10.1080/10410236.2019.1598737>.

Harris, J. L., & Fleming-Milici, F. (2019). Food marketing to adolescents and young adults: Skeptical but still under the influence. In *The psychology of food marketing and overeating* (pp. 25-43). Routledge.

Hastings, G., Stead, M., McDermott, L., Forsyth, A., MacKintosh, A.M., Rayner, Godfrey, C., Caraher, M. & Angus, K (2003). Review of research on the effects of food promotion to children, Children? A Systematic Review of The Evidence. *Report submitted to University of Strathclyde*.

Henseler, J., Hubona, G. & Ray, P.A. (2016), Using PLS path modeling in new technology research: updated guidelines, *Industrial Management & Data Systems*, 116(1), 2-20. <https://doi.org/10.1108/IMDS-09-2015-0382>.

Holmberg, C., Chaplin, J. E., Hillman, T., & Berg, C. (2016). Adolescents' presentation of food in social media: An explorative study. *Appetite*, 99, 121-129. <https://doi.org/10.1016/j.appet.2016.01.009>

Huzar, T. (2019). How Fast Food Affects the Body, *Medicalnewstoday.com*, Available at <https://www.medicalnewstoday.com/articles/324847> (Accessed May, 2022).

Henseler, J., Ringle, C. M., & Sarstedt, M., (2016). Testing measurement invariance of composites using partial least squares. *International Marketing Review*, 33(3), 405-431. <https://doi.org/10.1108/IMR-09-2014-0304>.

Jabs, J., & Devine, C. M. (2006). Time scarcity and food choices: an overview. *Appetite*, 47(2), 196-204. <https://doi.org/10.1016/j.appet.2006.02.014>Get rights and content

Jayasundara, S.K., Siriwardhana, S. & Jayawickrama, W.D.C. (2020). Enabling vulnerable populations: insights from the experiences of functionality illiterate consumers, *Journal of Social Marketing*. 10(4), 451-470. <https://doi.org/10.1108/JSOCM-03-2019-0041>.

Jayawardena, P. (2014). Can People in Sri Lanka's Estate Sector Break Away from Poor Nutrition: What Causes Malnutrition and How It Can Be Tackled. *Health Economic Series*, No. 1, Institute of Policy Studies of Sri Lanka.

Paniagua, C., Posé, S., Morris, V. J., Kirby, A. R., Quesada, M. A., & Mercado, J. A. (2014). Fruit softening and pectin disassembly: an overview of nanostructural pectin modifications assessed by atomic force microscopy. *Annals of botany*, 114(6), 1375-1383. <https://doi.org/10.1093/aob/mcu149>

Kazami, E., Moradi, M.T., Amini, S., & Yari, K. (2016). Association between *Helicobacter pylori* hop QI genotypes and human gastric cancer risk, *Cellular and Molecular Biology*, 62(1),06-09.

Kelly, C. R., Kahn, S., Kashyap, P., Laine, L., Rubin, D., Atreja, A., ... & Wu, G. (2015). Update on fecal microbiota transplantation 2015: indications, methodologies, mechanisms, and outlook. *Gastroenterology*, 149(1), 223-237.

Kennedy, A.M., Jones, K. & Williams, J. (2019). Children as Vulnerable Consumers in Online Environments, *The Journal of Consumer Affairs*. 53(4). 1478-1506. <https://doi.org/10.1111/joca.12253>.

Kent, P.V., & Pauze, E. (2018). The Frequency and Healthfulness of Food and Beverages Advertised on Adolescents' Preferred Web Sites in Canada, *Journal of Adolescent Health*, 63(1), 102-107. <https://doi.org/10.1016/j.jadohealth.2018.01.007>.

Khan, G., & Khan, N. (2008). Gender differences in susceptibility to normative social influence on the purchase decisions of designer label apparel. *International Business & Economics Research Journal (IBER)*, 7(8).

Kim, P., Leckman, J. F., Mayes, L. C., Feldman, R., Wang, X., & Swain, J. E. (2010). The plasticity of human maternal brain: longitudinal changes in brain anatomy during the early postpartum period. *Behavioral neuroscience*, 124(5), 695.

Krishnasoban, M., Niroshi, M., & Indralavaniya, M. (2021). Fast food consumption among the advanced level school students in Hatton in the district of Nuwara Eliya, *Proceeding of the Open University Research Sessions*.

Lacoba, M. R., Garcia, P. Saus, A.E., & Sotos, E.F (2020). Social determinants of food group consumption based on Mediterranean diet pyramid: A cross-sectional study of university students. *PLoS One*, 15(1), 22-45. <https://doi.org/10.1371/journal.pone.0227620>.

Latiff, N. A., Abdullah, L. C., Ong, P. Y., Embi, K., & Malek, S. A. (2020). The influence of drying temperature on the quality, morphology and drying characteristics of *Cosmos caudatus*. In *IOP Conference Series: Materials Science and Engineering*, 991(1), IOP Publishing.

Lee, K., Hyun, J., & Lee, Y. (2022). Why do and why Don't people consume fast Food?: An application of the consumption value model. *Food Quality and Preference*, 99, 104550.

Lenka & Vandana (2015). Direct and Indirect Influence of Interpersonal and Environmental Agents on Materialism in Children. *Psychological Studies*, 61(1), 55-66. <https://doi.org/10.1007/s12646-015-0343-5>.

Lenka & Vandana (2015). A Review on Impact of Socialization Agents in Breeding Consumerism among Children. *Global Business Review*, 16(5), 867-878. <https://doi.org/10.1177/0972150915591654>.

Li, L., Sun, N., Zhang, L., Xu, G., Liu, J., Hu, J., Zhang, Z., Lou, J., Deng, H., Shen, Z., & Han, H. (2020). Fast food consumption among young adolescents aged 12–15 years in 54 low- and middle-income countries, *Global Health Action*, 13(1), 01-09. <https://doi.org/10.1080/16549716.2020.1795438>.

Majabadi, H.A., Solhi, .Montazeri, A., Shojaeizadeh, D., Nejat, S., Farahani, F.K., & Djazayeri, A. (2016). Factors Influencing Fast-Food Consumption Among Adolescents in Tehran: A Qualitative Study. *Iranian Red Crescent Medical Journal*, 19(1), 01-09. <https://doi.org/10.5812/ircmj.23890>.

Mason, M. J., Tanner, J. F., Piacentini, M., Freeman, D., Anastasia, T., & Batat, W., et al. (2013). Advancing a participatory approach for youth risk behavior: Foundations, distinctions, and research. *Journal of Business Research*, 66, 1235–1241. <https://doi.org/10.1016/j.jbusres.2012.08.017>.

Mccoy, S.S., Dimler, L.M., Samuels, D.V., & Natsuaki, M.N. (2019). Adolescent Susceptibility to Deviant Peer Pressure: Does Gender Matter? *Adolescent Res Rev*, 4(1), 59-71. <https://doi.org/10.1007/s40894-017-0071-2>.

Medicine Net. (2021). Medical definition of obese. Retrieved from: <https://www.medicinenet.com › obese › definition>.

Melnikas, B. & Smaliukiene, R. (2007), Consumer Vulnerability in Pharmaceutical Market: Case of Baltic Countries, *Journal of Business Economics and Management*, 8(1), 51-62. <https://doi.org/10.3846/16111699.2007.9636152>.

Mistry, S.K., & Puthussery, S., (2015). Risk factors of overweight and obesity in childhood and adolescence in South Asian countries: a systematic review of the evidence. *Public Health*. 129, 200–209. <https://doi.org/10.1016/j.puhe.2014.12.004>.

Mohammad-Beigi, H., Aliakbari, F., Sahin, ., Lomax, ., Tawfike, A., Schafer N.P., Nowdijeh, A.A., Eskandariyan, H., Møller, I.M., Mazinani, M.H., Christiansen, J., Ward, J.L., Morshedi, D., & Otze, D.E. (2019), Oleuropein derivatives from olive fruit extracts reduce  $\alpha$ -synuclein fibrillation and oligomer toxicity. *Journal of Biological Chemistry*, 294(11), 4215-4232. <https://doi.org/10.1074/jbc.RA118.005723>.

Moschis, G.P. (2011). Religiosity and consumer behavior of older adults: a study of subcultural influences in Malaysia. *Journal of Consumer Behaviour*, 10(1), 8–17. <https://doi.org/10.1002/cb.342>.

Nestle, M. (2013). Introduction: The Food Industry and “Eat More”. In *Food Politics: How the Food Industry Influences Nutrition and Health*, 1-28. <https://doi.org/10.1525/9780520955066-004>.

Newman, K., Harrison, L., Dashiff, C., & Davies, S. (2008). Relationships between parenting styles and risk behaviors in adolescent health: an integrative literature review. *Revista latino-americana de enfermagem*, 16, 142-150.

Niankara, I., Al adwan, M.N., & Niankara, A. (2020). The Role of Digital Media in Shaping Youth Planetary Health Interests in the Global Economy. *Journal of Open Innovation*, 6(3), 01-26. <https://doi.org/10.3390/joitmc6030049>.

Nirmanani, H., Gayathree, P.K., & Kumara, S.U. (2017). Fast Food Consumption Behaviour of Sri Lankans: With Special Reference to Gampaha and Colombo Districts. *Sri Lanka Journal of Marketing*, 3(1), 1-25.

Nishadi, G.P.K., Warnakulasooriya, B.N.F., & Chandralal, K.P.L. (2021). Adolescent Consumer Vulnerability: Consumer Socialization Perspective: A Systematic Literature Review, *Sri Lanka Journal of Marketing*, 7(3), 72-104. <http://doi.org/10.4038/sljmuok.v7i3.75>

Nishadi, G.P.K., Warnakulasooriya, B.N.F., & Chandralal, K.P.L. (2022). Research Areas in Consumer Vulnerability: A Systematic Literature Review, *Journal of Business Studies*, 8(1), 23-45. <http://doi.org/10.4038/jbs.v8i1.73>

Nishadi, G.P.K., Warnakulasooriya, B.N.F., & Chandralal, K.P.L. (2024). Socialization Agents on Adolescent Consumer Vulnerability: Moderating Role of Mother’s Employment

(With Reference to Franchised Fast-food Industry in Sri Lanka). *Asian Journal of Management Studies*, 4(1), 37-59. <https://doi.org/10.4038/ajms.v4i1.71>

Nishadi, T. (2020). Financial Consumer Protection is not a Destination, it's a Journey, *Daily FT Sri Lanka*. Retrieved from <https://www.ft.lk/Columnists/Financial-consumer-protection-is-not-a-destination-it-s-a-journey/4-695110>.

Nora, D. Â., Knorst, J. K., Comim, L. D., Racki, D. N. D. O., Alves, L. S., & Zenkner, J. E. D. A. (2023). Factors associated with a cariogenic diet among adolescents: a structural equation modeling approach. *Clinical Oral Investigations*, 27(1), 213-220.

Padeniya, A., Kumarathunga, R. A., Dissanayake, W. W., Jayawardhana, P. C., Nuwandika, N., Rathnayeka, T. M., Weerakoon, C. N., & Delpagoda, D. W. (2019). Patterns of television viewing and associated factors among adolescent school children in the Anuradhapura Educational Zone, Sri Lanka. *Sri Lanka Journal of Child Health*. 48(4). 292-299. <http://dx.doi.org/10.4038/sljch.v48i4.8820>.

Pechmann, C., Moore, E. S., Andreasen, A. R., Connell, P. M., Freeman, D., Gardner, M. P., Heisley, D., Lefebvre, R. C., Pirouz, D. M., & Soster, R. L. (2011). Navigating the central tensions in research on consumers who are at risk: challenges and opportunities, *Journal of Public Policy and Marketing*. 30(1), 23–30. <https://doi.org/10.1509/jppm.30.1.23>.

Piumali, P. L. W. G. S. D. & Rathnayake D. T. (2017). Factors affecting consumer conformity behavior in virtual communities; with special reference to generation “Y” in Sri Lanka, *SEUSL Journal of Marketing*. 2(2), 01-09.

Powell, L. M., & Nguyen, B. T. (2013). Fast-food and full-service restaurant consumption among children and adolescents: effect on energy, beverage, and nutrient intake. *JAMA pediatrics*, 167(1), 14-20. doi:10.1001/jamapediatrics.2013.417

Ranjith, N., Wilkinson, A. V., Lytle, L. M., Evans, A. E., Saxton, D., & Hoelscher, D. M. (2015). Socio-economic inequalities in Children's diet: the role of home food environment, *International Journal of Behavioral Nutrition and Physical Activity*, 12(1), 01-09. <https://doi.org/10.1186/1479-5868-12-S1-S4>.

Rasouli, A., Mohotti, S., Javadi, M., Panjeshahin, A. (2021). The effect of daily fast-food consumption, family size, weight-caused stress, and sleep quality on eating disorder risk in teenagers, *Sleep and Breathing* 25(4), 11-33. DOI:10.1007/s11325-020-02189-9.

Ren, Y., Li, H., & Wang, X. (2019). Family income and nutrition-related health: Evidence from food consumption in China, *Social Science and Medicine*, 232. 58-76. <https://doi.org/10.1016/j.socscimed.2019.04.016>.

Ringle, C., Da Silva, D., & Bido, D. (2015). Structural equation modeling with the SmartPLS. Bido, D., da Silva, D., & Ringle, C. (2014). *Structural Equation Modeling with the Smartpls*. *Brazilian Journal Of Marketing*, 13(2).

Rummo, P. E., Lysterly, R., Rose, J., Malyuta, Y., Cohen, E. D., & Nunn, A. (2021). The impact of financial incentives on SNAP transactions at mobile produce markets. *International Journal of Behavioral Nutrition and Physical Activity*, 18, 1-8.

- Saraniya, D. & Thewarajan, D. (2015). Personal factors and fast-food consumption in colombo divisional secretariat division. *Journal of Business Management Science*. 1(12), 66-75. <https://doi.org/10.5281/zenodo.54587>.
- Samaraweera, G. R. S. R. C., & Samanthi, K. L. N. (2010). Television advertising and food demand of children in Sri Lanka: A case study from Galle district. *An International Multidisciplinary Research Journal*, 5(5), 147-166.
- Saranya, P.V, Shanifa, N., Shilpa Susan, Simy Thomas, Umarani, J. & Dr. Asha P. Shetty (2016). Adolescents' Knowledge Regarding the Effects of fast food on Health, *International Journal of Current Medical Research*, 5(3), 406-409.
- Sarstedt, M., Hair, J.F., Ringle, C.M., Thiele, K.O., & Gudergan, S.P. (2016). Estimation issues with PLS and CBSEM: Where the bias lies! *Journal of Business Research*, 69(10), 3998-4010. <https://doi.org/10.1016/j.jbusres.2016.06.007>.
- Sarstedt, M., Ringle, C. M., Cheah, J. H., Ting, H., Moisescu, O. I., & Radomir, L. (2020). Structural model robustness checks in PLS-SEM. *Tourism Economics*, 26(4), 531-554.
- Senevirathna, S. D., Thero, P. W., & Silva, P. D. (2022). A study of children's influence in family purchasing decisions: parents' perspective. *Asian Journal of Marketing Management*, 1(01). <http://doi.org/10.31357/ajmm.v1i01.5>
- Seo, J. Y., Yaneva, R., & Cresswell, P. (2011). Viperin: a multifunctional, interferon-inducible protein that regulates virus replication. *Cell host & microbe*, 10(6), 534-539.
- Sharma, V., & Jain, S. K. (2020). Extending Habitus to Employment Preferences: Identifying Social-actors Influencing Employment Choices Including Self-employment Among Youth in J&K (India). *Journal of Entrepreneurship and Innovation in Emerging Economies*, 6(2), 261-281.
- Silvera, D.H., Meyer, T., & Laufer, D. (2012). Age related reactions to a product harm crisis. *Journal of Consumer Marketing*, 29(4), 302-309. <https://doi.org/10.1108/07363761211237371>.
- Somasiri, S., & Chandralal, L. (2018). Theorizing Deviant Consumer Socialization: With Special Reference to Compulsive Buying Behavior. A Review of Literature, *European Academic Research*. 6(1), 405-432. <http://repository.kln.ac.lk/handle/123456789/17551>.
- Stahlmann, K., Hebestreit, A., DeHenauw, S. et al., (2020). A cross-sectional study of obesogenic behaviors and family rules according to family structure in European children, *International Journal of Behavioral Nutrition and Physical Activity*, 17(1), 32. <https://doi.org/10.1186/s12966-020-00939-2>
- Stewart, R., & Yap, S.F. (2020). Low literacy, policy and consumer vulnerability: Are we really doing enough? *International Journal of Consumer Studies*, 44(2). 1-10. <https://doi.org/10.1111/ijcs.12569>.

Svensson, R. (2003). Gender differences in adolescent drug use: The impact of parental monitoring and peer deviance. *Youth and Society*, 34(3), 300–329. <https://doi.org/10.1177/0044118X02250095>.

Svastisalee, C.M., Holstein, B.E., & Due, P. (2012). Fruit and Vegetable Intake in Adolescents: Association with Socioeconomic Status and Exposure to Supermarkets and Fast-Food Outlets. *Journal of Nutrition and Metabolism* 2012(2), 1-10. 185484. <https://doi.org/10.1155/2012/185484>.

Thyne, M., Robertson, K., Watkins, L., & Casey, O. (2019). Retailers targeting children with set collection promotions: the child's perspective. *International Journal of Retail & Distribution Management*, 47(6). 643-658. <https://doi.org/10.1108/ijrdm-08-2017-0180>.

Truman, E. & Elliott, C. (2019). Identifying food marketing to teenagers: a scoping review, *Int J Behav Nutr Phys Act* 16(67), 01-10. <https://doi.org/10.1186/s12966-019-0833-2>.

Ubayachandra, E. G., & Eldeniya, N. C. (2017). Socialization of consumers: A phenomenological review. *Srilanka Journal of Marketing*, 3(2), 1-17.

Vilaro, M. J., Barnett, T. E., Watson, A. M., Merten, J. W., & Mathews, A. E. (2017). Weekday and weekend food advertising varies on children's television in the USA but persuasive techniques and unhealthy items still dominate. *Public Health*, 142, 22-30. <https://doi.org/10.1016/j.puhe.2016.10.011>

Weerasekara, P.C., Withanachchi, C.R., Gingaddara, C.S.A., & Ploeger, A. (2018), Nutrition Transition and Traditional Food Cultural Changes in Sri Lanka during Colonization and Post-Colonization, *Foods*, 7 (7), 1-18. <https://doi.org/10.3390/foods7070111>.

Westland, J. C. (2007). Confirmatory analysis with partial least squares. *University of Science & Technology, Clearwater Bay, Kowloon, Hong Kong*.

Wills, W., Backett-Milburn, K., Lawton, J., & Roberts, ML. (2009). Consuming Fast Food: The Perceptions and Practices of Middle-Class Young Teenagers. In: James, A., Kjørholt, A.T., Tingstad, V. (eds) *Children, Food and Identity in Everyday Life. Studies in Childhood and Youth*. Palgrave Macmillan, London. 52-68. [https://doi.org/10.1057/9780230244979\\_4](https://doi.org/10.1057/9780230244979_4)