

Fast-Food Consumption: Application and Extension of the
Theory of Planned Behaviour to Incorporate Affective Responses
and Implicit Associations.

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Thesis Overview

Summary

Brief overview of thesis

Chapter One

Discussion of the issues surrounding obesity and links with fast food

Chapter Two

Overview of the Theory of Planned Behaviour

Chapter Three

Review of literature regarding beliefs about foods

Qualitative study investigating beliefs about fast foods

Chapter Four

Review of literature applying Theory of Planned Behaviour to consumption behaviour

Quantitative study applying Theory of Planned Behaviour to fast-food consumption

Chapter Five

Literature review regarding affect, dual attitudes, and Implicit Associations Test

Chapter Six

Review of literature applying Implicit Associations Test to examine implicit associations with food and beverages

Quasi-experimental study applying Implicit Associations Test to examine implicit associations with fast food

Chapter Seven

Summary chapter

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— Declarations —

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— Dedication —

For Thandi and Louise Murada

Show the world what can be achieved through dedication and
quiet determination.

The two bravest people I will ever meet.