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A systematic review on relationship between weight management, shopping mode and lifestyle

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Abstract--In the present world, the amount of importance paid to the health concerns of an individual is much higher than before. Mostly due to the Covid-19 pandemic being emerged across the world, the health consciousness amongst consumers have increased to a high level. The study here makes an attempt to review the relevant literature in the field of weight management by including the attributes of lifestyle and shopping habits all along and provide a model for future empirical researches. The study uses systematic review method to arrive at the results and uses the PRISMA method to review a total of 51 papers. The conceptual model formulated above shows three factors which have been observed to have a constant influence on the weight management practices based on the lifestyle and shopping habits of an individual. The first is referred to the frequency and intensity of physical activity being undertaken as a part of their lifestyle. This is followed by how effectively they manage to plan their dietary intake through the provisions of nutritional awareness and grocery shopping abilities. The third is the inevitable role of technology played in the process of weight management. The study provides information on the importance of each of these factors and how they play a major role in shaping the weight management practices based on the lifestyle followed and the shopping habits inculcated among them.

Keywords--weight, management, shopping, lifestyle, relationship.

Introduction

In the present world, the amount of importance paid to the health concerns of an individual is much higher than before. Mostly due to the Covid-19 pandemic being emerged across the world, the health consciousness amongst consumers have increased to a high level. According to (World Health Organisation 2021), there are 1.9 billion individuals across the world whose lives are being highly affected due to being overweight. On the other hand, there are around 650 million people who are suffering from obesity. As the current lifestyle involves a number of restrictions due to the high involvement in careers, people are bound to the habits of eating out and not being able to maintain a continuous working out pattern. A number of studies have been continuously focusing upon providing solutions to the problems of obesity and weight management in general. While the most important input is through the physical attributes, there is also a very important role played by behavioral components as a whole. Maintaining weight loss needs long-run behaviour amendment (Gardner et al. 2021). Theory and proof around habitual behaviour – i.e., action triggered by impulses that area unit mechanically activated upon exposure to cues, because of learned cue-action associations – will aid development of interventions to support weight loss maintenance. Specifically, weight loss is a lot of probably to be sustained wherever individuals develop new habits that support weight management, and break previous habits which will undermine such efforts.

Interventions seeking to interrupt ‘bad’ weight-related habits have centred on inhibiting unwanted impulses or avoiding cues (Wood and R nger 2016). A large a part of humans’ consumption behaviours square measure habits, i.e., automatic associations between specific context cues and responses that have history of repetition and reward. Habits type as folks pursue goals by continuation identical responses in given contexts, and become automatic and onerous to vary. Due to this the matter of food selections square measure performed daily and frequently within the same context, they possible result from a habitual response; notably, food selections are shown to be stable in adulthood. However, once folks square measure undergoing changes in their atmosphere, their habits square measure at risk of modification as they have interaction in a very new non automatic method of deciding (Marty et al. 2021). A modification in food alternative motives could so resultin a modification in food alternative choices.

The foremost vital food alternative motives are shown to be style, cost, nutrition and convenience with an oversized bury individual variability. The study here makes an attempt to review the relevant literature in the field of weight management by including the attributes of lifestyle and shopping habits all along and provide a model for future empirical researches. The following research questions are attempted to be investigated during the study.

- RQ1: Does there exist a significant relationship between the management of weight and the shopping and lifestyle methods followed by the consumers?
- RQ2: What are the relevant factors that constitute the basis of these relationships?

In order to address the above research, question a detailed review of past literature is done to arrive at a concluding remark on the situation. There are several factors that occur when talking about factors contributing towards the weight management practices being followed by individuals based on their lifestyle and shopping habits. (Kaur et al. 2021) talked about the important role played by physical activity when it comes to forming a weight management system in the existing lifestyle. There is an impact found for that of diet maintenance when talking about the weight management practices being considered. Lastly, as the role of technology has been increasing in the recent times and it has captured most of the important parts of everyone's life, the study here aims to understand if technology can be used as a significant part of the weight management practices based on lifestyle and shopping habits. Hence, the following research hypothesis are constructed to be tested with respect to the systematic review in hand.

- H_{01} : The physical activity undertaken does not depend upon the weight management practices undertaken by individuals based on their lifestyle and shopping habits.
- H_{02} : The dietary intakes are not decided by an individual depends upon the weight management practices undertaken based on their lifestyle and shopping habits.
- H_{03} : Technology does not form an important part of the weight management practices undertaken based on their lifestyle and shopping habits.

The study here would use the systematic review method to answer the above research questions and validate the hypotheses formulated along with identifying other crucial information on the topic through the review.

Methods

The field of consumer behaviour in terms of shopping habits and lifestyle have captured the essence of literature in the field to a large extent. The study here attempts to review them and put forward the factors that are seemed to have the maximum influence on the practices of weight management. In order to do so, the study follows a systematic review process in which a structured method is followed in reviewing the relevant articles. The study conducts a systematic review process where the author has the ability to consider data from a number of researchers in the field across a varied number of concepts. Here, the study would focus on the concern of weight management and how the shopping habits and lifestyle of the consumers makes an impact on the same. The details of the process followed are mentioned in the sections below.

Sources

In this study an extensive method for reviewing the past literature is carried out. The study uses the databases of Scopus, Web of Science and ScienceDirect in order to ensure the inclusion of high-quality research articles. As both Web of Science and ScienceDirect forms a part of Scopus, it can be stated that the study includes articles in the relevant field from the Scopus database as a whole. For searching the relevant articles from the massive database, the following keywords

have been used – “Shopping”, “Weight Management”, “Lifestyle”, “Consumer Behaviour” etc. A detailed overview on the stepwise method followed is discussed in the next section.

Data extraction and synthesis

There are a number of steps that have been followed to arrive at the final articles of the review. In the first step, from the results received by typing the keywords shown in the previous section, a scrutiny is done based on the title of these papers. Based on the likelihood of meeting the desired expectations, the articles are shortlisted for the next step based on their title. In the next step a detailed abstract screening is done. In this step the shortlisted articles are reviewed based on their abstract and finally the set of papers to be used are selected. The study follows the PRISMA method of review and the details of the articles used are shown in the flowchart given below.

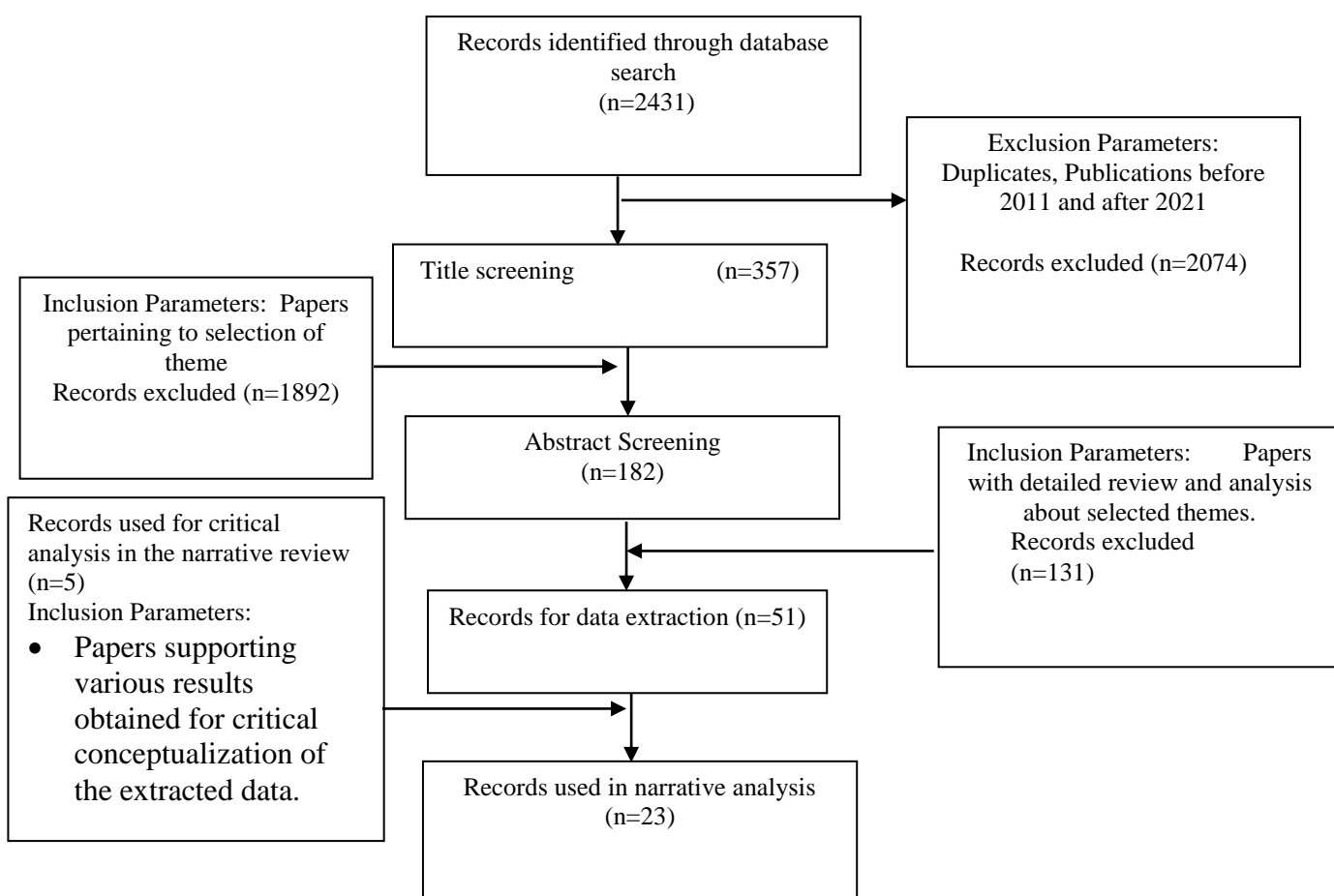


Figure 1 – PRISMA

A total of 357 papers have been shortlisted based on the title screening. However, after removing the papers not corresponding to the topic in hand, a total of 51

papers have been fully reviewed to arrive at the factors influencing the change in consumer behavior towards organic food. The details of these 51 papers are mentioned in Table 1 below. The study uses the data collected from the above process for designing a conceptual model which would be shown in the concluding parts of the study.

Results

The study as mentioned is a systematic review of literature followed through the process of PRISMA. Here, the findings noted from the review conducted is represented through the help of an elaborate table. The table includes the details of the authors, the objective of the study and the main factors pointed out in the study. It would provide a holistic overview of the final findings of the study.

Table 1
Below represents the details of the topic

Sl No.	Authors	Objective of the Study	Methodology Followed	Factors Identified
1	(James et al., 2021)	To discuss about the provision of weight management programs for African American women	Qualitative	<ul style="list-style-type: none"> • Self- Monitoring • Holistic approaches beyond dieting • Social Media Integration
2	(Kaur et al. 2021)	To understand about the weight management aspect in terms of women in their post-partum phase in India	Qualitative	<ul style="list-style-type: none"> • Diet • Physical Activity • Sleep
3	(Muhammad et al. 2021)	To determine the weight management practices for adult women dealing with overweight	Quantitative	<ul style="list-style-type: none"> • Low- calorie Diet • Food Frequency • Physical Activity
4	(Mulugeta 2021)	To explore the factors of obesity as the primary care in terms of the pandemic situation facilities	Qualitative	<ul style="list-style-type: none"> • Nutrition • Stress and Sleep • Physical Activity
5	(van Rens et al. 2021)	To understand about the weight management practices during the lockdown period	Quantitative	<ul style="list-style-type: none"> • Physical Activity • Fruit and Vegetable Consumption • Mental Health
6	(Chiu, Wu, and Wang 2020)	To explore about weight management practices followed in case of women in their menopausal stages	Qualitative	<ul style="list-style-type: none"> • Body Image • Difficulty to deal with changes • Adjustments
7	(Ghosh et al. 2020)	To understand about the weight management aspect	Quantitative	<ul style="list-style-type: none"> • Mental Stress • Duration of

Sl No.	Authors	Objective of the Study	Methodology Followed	Factors Identified
		of diabetes patients during Covid-19 based on their lifestyle changes		<ul style="list-style-type: none"> Exercise Availability of Medicine Technological Aid
8	(Palau-Rodriguez et al. 2020)	To find out the impact of long term lifestyle choices on the obesity issues faced by women	Quantitative	<ul style="list-style-type: none"> Diet Resistance Metabolism
9	(Suojanen et al. 2020)	To understand about the effectiveness of web-based weight management practices	Quantitative	<ul style="list-style-type: none"> Lifestyle Diet Physical Activity Psychological factors Sleep Quality of Life
10	(Taylor 2020)	To find a comprehensive method of dealing with obesity	Qualitative	<ul style="list-style-type: none"> Diet and Exercise Stress Sleep Medication
11	(Batrakoulis et al. 2019)	To determine the impact caused by high intensity training and quality of life on the obese adults	Quantitative	<ul style="list-style-type: none"> <i>Exercise energy expenditure</i> <i>Habitual physical activity</i> <i>Dietary assessment</i> <i>Physical fitness</i> <i>Somatometric measures</i> <i>Physiological measures</i> Measures of appetite regulation
12	(Cai et al. 2019)	To determine about the impact caused by community based lifestyle on that of obesity	Quantitative	<ul style="list-style-type: none"> Gender Living Alone Lifestyle
13	(Colleluori et al. 2019)	To learn about the impact caused by aerobic exercise on the weight management aspect of obese adults	Quantitative	<ul style="list-style-type: none"> Diet Exercise Resistance
14	(Mansukhani et al. 2019)	To examine the impact of a multi modal aspect in the weight loss domain	Quantitative	<ul style="list-style-type: none"> Weight Loss Counselling Dietary

Sl No.	Authors	Objective of the Study	Methodology Followed	Factors Identified
				Modification <ul style="list-style-type: none"> • Technological Aid
15	(Severin et al. 2019)	To find out the impact of precision medicine on that of weight management practices	Qualitative	<ul style="list-style-type: none"> • Genetic Factors • Therapeutic Approaches • Lifestyle • Financial Costs • Pharmaceutical Approaches
16	(Kebbe, Perez, and Ball 2018)	To discuss about the various aspects of weight management with respect to paediatric	Qualitative	<ul style="list-style-type: none"> • Shared Decision Making • Partnership with health professionals
17	(Laskowski 2018)	To understand about the role played by exercise on the obesity handling	Quantitative	<ul style="list-style-type: none"> • Aerobic exercise • Strength Training • High intensity interval training
18	(McArthur et al. 2018)	To find out methods of designing weight management programs for college students	Quantitative	<ul style="list-style-type: none"> • Healthy Eating • Physical Activity • Barriers
19	(Muñiz Pedrogo et al. 2018)	To understand about the aspects of lifestyle interventions in the weight management practices	Quantitative	<ul style="list-style-type: none"> • Lifestyle • Metabolism • Compositional and functional characteristics
20	(Waring et al. 2018)	To find out the role played by Facebook in conducting a weight management intervention for women in their post-partum	Quantitative	<ul style="list-style-type: none"> • Social media effectiveness • Efficacy • Engagement
21	(Contreras-Rodríguez et al. 2017)	To understand about the influence caused by food craving on that of weight management practices	Quantitative	<ul style="list-style-type: none"> • Food Addiction • Food Craving • Functional Connectivity
22	(Greene, Mora, and Corado 2017)	To find the effects caused by open street program on that of obesity among children	Quantitative	<ul style="list-style-type: none"> • Physical Activity • Urban Vitality • Social Cohesion
23	(Karatzi et al. 2017)	To find out the impact caused by irregular breakfast consumption on obesity of children	Quantitative	<ul style="list-style-type: none"> • Late night eating • Skipping Breakfast • High Energy

Sl No.	Authors	Objective of the Study	Methodology Followed	Factors Identified
				<ul style="list-style-type: none"> Intake at night • Low calorie intake at breakfast
24	(Petrin et al. 2017)	To learn about obesity counselling practices among healthcare providers	Quantitative	<ul style="list-style-type: none"> • Diseases • Risk • Physical Activity Frequency • Eating habits
25	(Pope, Hansen, and Harvey 2017)	To understand about the weight management factors with respect to the college students	Quantitative	<ul style="list-style-type: none"> • Height • Weight • Lifestyle Factors • Body Mass Index
26	(Ferranti et al. 2016)	To find out the impact caused by sleep patterns in building obesity among the young adults	Quantitative	<ul style="list-style-type: none"> • Sleep Duration • Fruit and Vegetable intake • Sweet and snack consumption • Eating Outside
27	(Leme et al. 2016)	To analyse about the possible methods for controlling obesity among young girls in Brazil	Quantitative	<ul style="list-style-type: none"> • Dietary intake • Leisure time behaviour
28	(Lohman, Gillette, and Neppel 2016)	To find out the role of strict parenting and food insecurities in adolescence	Quantitative	<ul style="list-style-type: none"> • Harsh Parenting • Food Insecurity
29	(Miller et al. 2016)	To identify the food related behaviour in terms of childhood obesity	Quantitative	<ul style="list-style-type: none"> • Meal Planning • Healthy Meal choices • Shopping with grocery list • Reading Nutrition fact labels
30	(Tester, Lang, and Laraia 2016)	To learn about the disordered eating behaviours with that of weight management practices for children	Qualitative	<ul style="list-style-type: none"> • Food Hiding • Binge Eating • Night time eating
31	(Forman and Butryn 2015)	To find out the new strategy building abilities in terms of weight management practices	Quantitative	<ul style="list-style-type: none"> • Commitment • Awareness • Reduction in Comfort
32	(Forman et al. 2015)	To find put behavioural measures towards the weight control perspectives	Qualitative	<ul style="list-style-type: none"> • Willingness • Clarity • Mindful Decision

Sl No.	Authors	Objective of the Study	Methodology Followed	Factors Identified
				making
33	(Nurkkala et al. 2015)	To study about the lifestyle intervention influence on that of weight management	Quantitative	<ul style="list-style-type: none"> • Lifestyle counselling • Cognitive restraint • Uncontrolled eating • Risk • Tolerance
34	(Steinberg et al. 2015)	To determining the daily weighing techniques being helpful in the weight loss aspects	Quantitative	<ul style="list-style-type: none"> • Self-weighing frequency • Dietary strategies • Caloric expenditure • Physical Activity
35	(Turner-McGrievy et al. 2015)	To find out the efficiency of plant based diets on weight management aspects	Quantitative	<ul style="list-style-type: none"> • Demographics • Vegan • Semi-vegetarian • vegetarian
36	(Chang and Chiou 2014)	To find out the impact caused by dietary supplements on weight management	Quantitative	<ul style="list-style-type: none"> • Dietary supplements • Loosened dietary regulation • Self-regulation
37	(Herring et al. 2014)	To find the effects of using technology for promoting post-partum weight loss	Quantitative	<ul style="list-style-type: none"> • Technology • Income groups • Ethnic minorities
38	(Lillis and Kendra 2014)	To analyse the acceptance and commitment therapy methods for weight loss	Qualitative	<ul style="list-style-type: none"> • Mindfulness • Acceptance • Weight Control
39	(Veling et al. 2014)	To find the relationships between impulsive eating and body weight management	Quantitative	<ul style="list-style-type: none"> • Impulsiveness • Body mass index • Implementation intentions
40	(Wharton et al. 2014)	To understand the effectiveness of using smartphones for weight management practices	Quantitative	<ul style="list-style-type: none"> • Dietary Tracking • Technological aid
41	(Azar et al. 2013)	To analyse about the use of mobile applications in the weight management practices	Quantitative	<ul style="list-style-type: none"> • Diet Tracking • Healthy Cooking • Weight Tracking • Grocery decision making • Restaurant

Sl No.	Authors	Objective of the Study	Methodology Followed	Factors Identified
				decision making
42	(Burmeister et al. 2013)	To find out the impact of food addiction on the psychological health of the individuals	Quantitative	<ul style="list-style-type: none"> • Eating related pathologies • Weight bias • Body shame
43	(Clark and Saules 2013)	To find out food addiction impact on weight management	Quantitative	<ul style="list-style-type: none"> • Binge eating • Substance use disorder • Weight loss surgery
44	(Saarela et al. 2013)	To find the role played by nutrition knowledge one has while shopping for food products related to weight management in supermarkets	Quantitative	<ul style="list-style-type: none"> • Energy contents • Familiarity • Price • Taste
45	(Sullivan et al. 2013)	To discuss the weight management practices using virtual reality	Quantitative	<ul style="list-style-type: none"> • Face to face weight management • Virtual reality
46	(Berthoud and Zheng 2012)	To determine the role played by food preference and responsiveness to taste on obesity	Qualitative	<ul style="list-style-type: none"> • Taste sensitivity • Reward Functions
47	(Reyes et al. 2012)	To conduct a similarity analysis among the weight loss maintainers and those who are weight regainers	Quantitative	<ul style="list-style-type: none"> • Support • Self-monitoring • Efforts • Barriers
48	(Timmerman and Brown 2012)	To explain the process of mindful eating in restaurants and the weight management aspect	Quantitative	<ul style="list-style-type: none"> • Eating out • Emotional eating • Self-efficacy • Barriers
49	(Kong et al. 2011)	To find out the associations existing among snacking habits and weight management	Qualitative	<ul style="list-style-type: none"> • Fruits and Vegetables • Unhealthy eating habits • Timing • Frequency • Quality
50	(Meule, Westenhöfer, and Kübler 2011)	To find out the role of food cravings in terms of dieting success	Quantitative	<ul style="list-style-type: none"> • Control strategies • Self- perceived success
51	(Sarwer, Dilks, and West-Smith 2011)	To find out the factors being a threat to weight management	Qualitative	<ul style="list-style-type: none"> • Dietary intake • Eating behaviour • Health

Discussion

In the previous section, a table have been constructed based on the findings derived by conducting the systematic literature review across the Scopus database for the period of 2011 to 2021. There have been a range of studies conducted through both qualitative and quantitative methods are found. The studies involved determining the different aspects of weight management practices both by methods of primary data sets and those from that of secondary sources as well. The results however from these analyses concluded towards focusing on certain similar set of variables which are observed to be the common factors for the entire weight management, lifestyle and shopping motivations. Here, in this study based on the detailed review conducted for the total of 51 papers in the field there are a total of three themes being identified which served as the main components in the study. As a part of the discussion section, the identified themes would be discussed in detail to arrive at a conceptual model eventually as a result of this study. The three identified themes are hereby discussed below.

The never changing role of Physical Activity

The first component that has been identified as the most common and relevant across all the articles reviewed within a duration of 2011 and 2021. The main factor that has the most amount of effectiveness when it comes to weight management practices is the amount of physical activity undertaken by the individuals (Kaur et al. 2021; Mulugeta 2021; van Rens et al. 2021; Suojanen et al. 2020; Batrakoulis et al. 2019; Colleluori et al. 2019; Laskowski 2018; Petrin et al. 2017). The researchers however, with respect to physical activity has stressed upon two important aspects i.e., the frequency of physical activity and the intensity of it. While it is important that physical activity forms an important part of the obesity management schedules, it can be well balanced if conducted within proper limits and timing. There are several issues being highlighted in the literature that leads to the incorporation of issues related to weight management and these can be handled with utmost ease if the individuals form a strict guideline about the physical activity sessions. With the emergence of various online shopping methods all across, it has become even more easier for individuals to experience food addictions and binge eating habits. In order to control these lifestyle changes due to the present methods of shopping and accessibility of food products, there is a high level of requirement for including physical activity routine in the daily lives of every individual.

The inclusion of Technological aid

As it is quite evident from the instances available all around, technology has undertaken every possible domain and has introduced an innovative method to deal (Ghosh et al. 2020; Mansukhani et al. 2019; Waring et al. 2018; Steinberg et al. 2015; Wharton et al. 2014; Azar et al. 2013). In case of weight management as well, the implementation of technology has both acted as a facilitator and as a hindrance. The concept of online shopping being introduced all over have enabled the chances of generating more obese children and adults all over. On the other hand, researchers have focused on the increasing use of smartphone-based

tracking devices to measure their daily levels of physical routine, diet tracking etc. While it can be accepted that technology can be used in either way, one thing is for sure that the role played in this area can never be neglected. There are a high number of health-conscious individuals who prefer to monitor their daily health-based activities using their smartphones. They follow various available help in the social media platforms regarding their health and diet routines to be followed. They often consult with doctors and dietician about their health on a frequent interval of time using various video calling features facilitated by the technological methods. Moreover, these individuals refer to the use of smartphones in following certain workout regimes based on their health conditions and weight goals they wish to achieve. In the review it has been found that a number of researchers have focused on the importance of nutritional knowledge and awareness when it comes to weight management practices (Reyes et al. 2012; Saarela et al. 2013; Azar et al. 2013; Lillis and Kendra 2014; Miller et al. 2016). Having the proper knowledge about the requirement of various elements in one's food often results in effective decision making in the grocery shopping method whether through an online or offline mode of shopping. The attainment of such information about the nutritional aspects of the food being expected to be consumed by the individuals can be done using the technological options provided today. As most people today own a smartphone and have internet connections, the process of weight management through maintaining a proper lifestyle and shopping habits can be controlled to a large extent.

Optimal Composition of Dietary Intakes

The next important theme that has been identified from the perspective of weight management practices include the formulation of a proper dietary routine (Kaur et al. 2021; Muhammad et al. 2021; Palau-Rodriguez et al. 2020; Suojanen et al. 2020; Taylor 2020; van Rens et al. 2021; Ferranti et al. 2016; Forman and Butryn 2015; Turner-McGrievy et al. 2015; Chang and Chiou 2014; Wharton et al. 2014). For people facing issues regarding their weight, along with physical activity it is equally important to design and consume the most effective form of nutrition. The diet management aspect has been highlighted by a majority of researchers in the review. It is found that for an individual who have decided on maintaining a nutritional diet for weight management must indulge in the process of making grocery lists. This makes the shopping process easier for them done either through an online or offline method of shopping. The shopping decision making always is critical when it comes to weight management. Therefore, the composition of the dietary intakes forms a very important part of the weight management systems being undertaken by an individual, their lifestyle practices and the shopping habits they have.

The above three themes have been found to cover the essential aspects of the relationship building process among weight management, lifestyle and shopping practices. Therefore, the status of the hypotheses constructed in the study are as follows:-

Sl No.	Hypothesis	Status
H ₀₁	The physical activity undertaken does not depend upon the weight management practices undertaken by individuals based on their lifestyle and shopping habits.	Rejected
H ₀₂	The dietary intakes are not decided by an individual depends upon the weight management practices undertaken based on their lifestyle and shopping habits	Rejected
H ₀₃	Technology does not form an important part of the weight management practices undertaken based on their lifestyle and shopping habits.	Rejected

In the last section of the study, a concluding section showing the conceptual model along with highlighting the future outlooks from the study is being mentioned. The main purpose of conducting this study has been to identify the factors that have a major contribution towards the weight management practices facilitated through the lifestyle and shopping habits of individuals. In the present world there have been a number of new methods through which the weight management can be facilitated for any age group and gender of individuals. The present times include the consumers being utterly health conscious especially after the emergence of the Covid-19 pandemic in 2020. While many were indulging themselves in their favorite hobbies, majority of them had gained a large level of consciousness towards immunity building and making effective health decisions for themselves and their families. This made the shopping habits of the consumers being altered to a great level as well. With the online mode of shopping being available, the consumers involved themselves in ordering the products having higher nutritional values in terms of consumption. The fruit and vegetable intake among the consumers also saw a rise during this period. However, in order to provide a summary of the changes occurring in the lifestyle and food habits of people based on their weight management concerns, this study facilitated a systematic literature review where a total of 51 papers have been reviewed. Based on the results derived from the review conducted, the following conceptual model has been put forward.

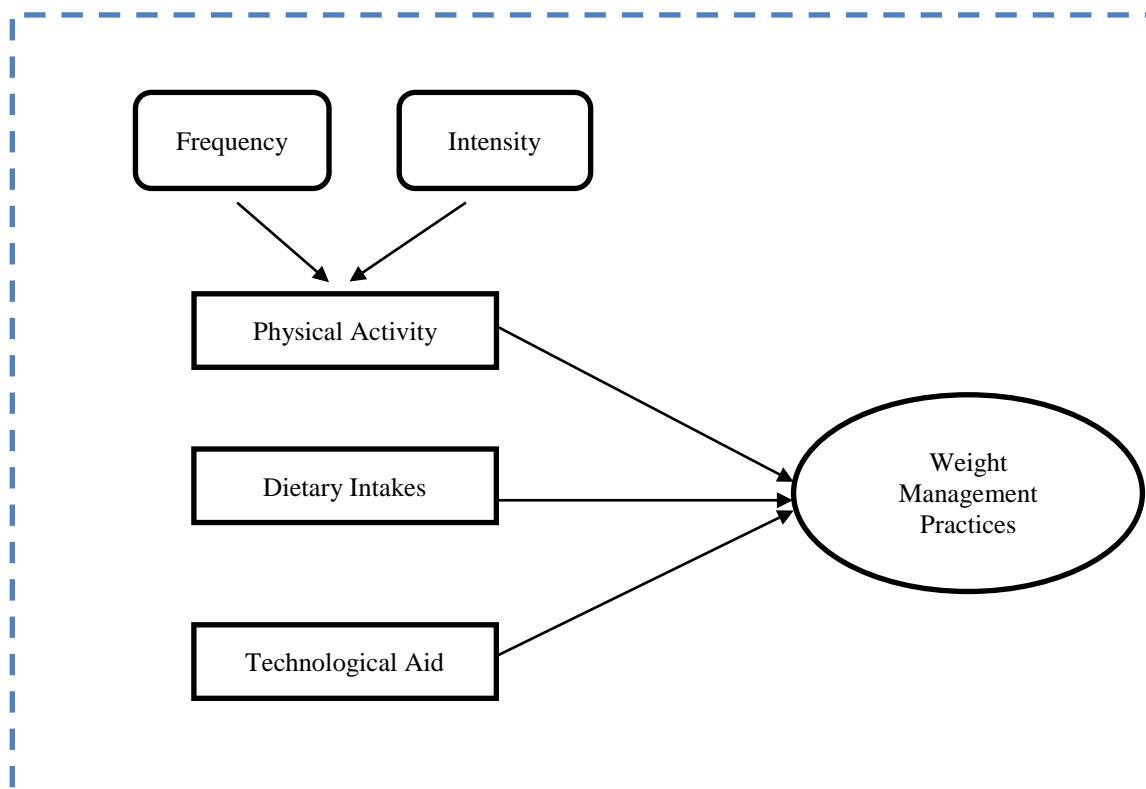


Figure 2. Conceptual Framework

The conceptual model formulated above shows three factors which have been observed to have a constant influence on the weight management practices based on the lifestyle and shopping habits of an individual. The first is referred to the frequency and intensity of physical activity being undertaken as a part of their lifestyle. This is followed by how effectively they manage to plan their dietary intake through the provisions of nutritional awareness and grocery shopping abilities. The third is the inevitable role of technology played in the process of weight management. The study provides information on the importance of each of these factors and how they play a major role in shaping the weight management practices based on the lifestyle followed and the shopping habits inculcated among them.

The model provided above is entirely based upon the review process conducted based on articles published in high quality journals. These factors have been found to hold relevance all throughout the ten years of span within which the review is conducted. The study puts forward this particular conceptual model here in order for researchers to consider this model for the purpose of empirically testing the relationship among weight management practices being used by individuals and the relationship it holds with respect to the lifestyle and shopping habits of these individuals. The model can be used in further studies to test the robustness and further modify it by adding variables associated with the same. The model can be implemented in studies in the field and be used across various geographical and demographical aspects. The use of the model across different

areas would help in increasing the credibility of the model and further enhancement in it to provide more theoretical contributions in the field.

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