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Abstract

Social media is now a strong tool for promoting goods and influencing consumer behavior in the food business. Social media marketing for food has an influence that goes beyond simply increasing brand awareness of eatables. It influences our preferences, decisions, and even our health. Globally active social media platforms have billions of users giving food enterprises a large audience. This study aims to quantify the results of social media marketing. To acquire data, rational and inventive methods have been used (Abbas et al., 2019). The survey was done to assess and investigate the effects of social media marketing on Faisalabad city audiences. This goal is achieved through a creative, logical, and organized data collection process.

Keywords: Marketing, Obesity, Food, Social Media, Habits and Health

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Relationship Between Social Media Marketing of Food and Health of Youth

Abstract

Social media is now a strong tool for promoting goods and influencing consumer behavior in the food business. Social media marketing for food has an influence that goes beyond simply increasing brand awareness of eatables. It influences our preferences, decisions, and even our health. Globally active social media platforms have billions of users giving food enterprises a large audience. This study aims to quantify the results of social media marketing. To acquire data, rational and inventive methods have been used (Abbas et al., 2019). The survey was done to assess and investigate the effects of social media marketing on Faisalabad city audiences. This goal is achieved through a creative, logical, and organized data collection process.

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Introduction:

Effect of Social Media Marketing

Statista estimates that there were more than 4.2 billion social media users worldwide as of January 2021. Businesses may interact directly with customers on websites like Facebook, Instagram, and Twitter, which fosters brand loyalty and affects purchasing decisions. Food businesses may reach their chosen

audience with targeted adverts and sponsored content, improving the likelihood of sales and brand recognition. Visual appeal Social media marketing's capacity to show food in a visually appealing way is one of its most effective features (Al-Dmour, Masa'deh, Salman, Abuhashesh & Al-Dmour, 2020). High-quality food photography and beautifully designed plates are abundant on social media sites like Instagram, which can lead to strong cravings and



temptations. According to a study that appeared in the *Journal of Consumer Marketing*, viewing enticing food photographs on social media might greatly enhance a person's urge to eat those foods, which could result in overeating and weight gain (Al Ali et al., 2021).

A bigger audience is reached as a result of user interaction and sharing, which spreads the aesthetic appeal of the content and increases interest in the cuisine being promoted. Visuals that are well-created can considerably aid in brand recognition and recall (Bu et al., 2020). A food brand can develop a strong visual identity through the consistent use of visual components like color palettes, logo placement, and distinctive styles. Users become accustomed to seeing aesthetically appealing content connected with a certain brand when they see it regularly. When consumers are making decisions to buy products, they are more likely to remember and select the advertised food items thanks to this recognition and recall (Erlangga, 2021).

The art of food styling influences marketing campaigns by improving the visual attractiveness of food. Professional food stylists painstakingly plate the plates, arrange the components, and use garnishing, lighting, and other techniques to produce spectacular visuals. In social media marketing, food styling makes sure that the dishes are displayed in their best light and piques viewers' appetites. Social media platforms that support user-generated content (UGC) make it easier to create and share UGC. This includes user-submitted reviews and food-related photographs. UGC enhances the credibility and authenticity of social media marketing initiatives by showing actual individuals using and praising the advertised food products (Ceyhan, 2019). The audience connects with images made by regular people on a relatable level, and this connection can affect the audience's appetite.

The necessity of a balanced and healthy diet must be highlighted through education and awareness initiatives (Granheim, et al., 2021). Schools may play a significant role by giving healthy lunch alternatives, educating students about nutrition, and fostering an environment that encourages physical exercise. By preparing healthy meals at home, including kids in the meal planning and preparation process, and promoting a positive relationship with food, parents and other caregivers can act as role models for their children. In addition, legislative modifications are required to control food marketing practices, increase the accessibility of healthy foods in marginalized areas, and advance initiatives that place a priority on the health and well-being of children. Youth food

consumption has significant effects on their physical and mental health, overall development, and social interactions.

Research Objectives

1. To examine the extent of exposure to social media food marketing on youth.
2. To analyze the correlation between social media-induced food preferences and obesity prevalence.
3. To investigate the role of socio-cultural factors in moderating the impact of social media food marketing on youth obesity in Faisalabad.

Hypotheses

- Increased exposure to food-related content on social media positively correlates with higher instances of obesity in the youth.
- Social and cultural factors moderate the relationship between social media food marketing and youth obesity for residents of Faisalabad.
- Greater awareness and critical thinking regarding online food promotions mitigate the influence of social media on youth obesity in Faisalabad.

Literature Review

The way that young people interact with food has been changed by social media applications, which present a wealth of chances for discovery, sharing, and participation. Here are some significant ways that young people use social media platforms in connection to eating. Young people have access to social media platforms where they may share and learn about recipes from all around the world (Castronuovo et al., 2021). Teenagers can explore these platforms to get ideas, uncover new recipes, and discover various cultural eating traditions. Social media platforms have produced a new breed of food bloggers and photographers. Young people frequently take artistic images and share their culinary inventions and dining experiences on social media sites like Instagram and Tumbler.

Healthy Eating and Nutrition Education: Social media applications can help kids learn about nutrition and healthy eating. Young people frequently follow influencers or content producers who focus on supplying nutrition advice, healthy recipe sharing, and guidance on developing balanced eating habits (Folkvord, et al., 2020). Fitness and nutrition professionals are featured on platforms like YouTube and Instagram with the goal of educating and inspiring

young people to make informed decisions about their food and general well-being.

The influence of food marketing is a crucial factor in the bad eating habits of American kids. Through a variety of media, including television, social media, and online gaming, children and teenagers are exposed to a deluge of commercials pushing unhealthy eating. Food firms actively target young consumers with appealing advertising that are appealing to their emotions and desires and frequently use celebrities and well-known cartoon characters (Fleming-Milici, & Harris, 2020). Additionally, the rise in sedentary habits among young people in America has made the obesity problem worse. Children and teenagers spend more time engaging in screen-based activities, such as watching television, playing video games, and using smartphones, as a result of the advancement of technology and the widespread use of electronic devices (Goncher, et al., 2023). In addition to reducing physical activity, these sedentary habits also encourage thoughtless eating and a lack of knowledge of portion sizes and food options. Young people are especially vulnerable to weight gain and obesity due to sedentary lives and bad eating habits (Rauber, et al., 2021).

Research Methodology

Time spent, social media viewing patterns, food advertisements, food reels, social media marketing, and food events are some of the several factors that were assessed in the survey. The survey has aided the researcher in gathering data from social media monitoring so that the study may be finished by associating their thoughts (Viau, & Cannon, 2021).

Research Design

Research design is the preliminary planning that aids the researcher in data collection and data analysis for

any research project (Pasek, 2021). The foundation for evaluating the gathered data is statistical and descriptive analysis. The data serves as a foundation for learning about the influence of social media marketing on the audience's perspective in Faisalabad. The questionnaires were utilized as a data-gathering tool in this study with respondents.

Population

The entirety of the components from which the sample is really drawn is referred to as the population. explains that a population is a group of people or a collection of subjects (Gui, et al., 2020). The population being studied may consist of live or non-living entities. Only 300 residents of Faisalabad were chosen as a sample for the study despite the researcher's desire to collect data and materials from a much larger group of people (Zaharieva, et al., 2020). The population is divided by gender, age group, educational attainment, and geographic location. In this study, 150 males and 150 females from the city of Faisalabad were chosen from age categories by various individuals.

Sample

According to (Ezegwu et al., 2022), is a representative portion of the entire population. Samples of 300 residents from Faisalabad were selected for this study. According to Patton, Wilson, Metrow, Ellison, Torrey, Brown et al., (2019), the research aims to gather data from a representative sample of 300 respondents selected from within this youth population. By focusing on this specific demographic in Faisalabad, the study seeks to uncover the extent to which social media marketing affects their dietary habits and, in turn, contributes to obesity rates. This selected sample size allows for a comprehensive exploration of the topic while ensuring practicality and feasibility in data collection and analysis.

Results and Findings

Table 1

Watching Social media Daily

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|---------|---------------|--------------------|
| Valid | 02 hours | 143 | 47.7 | 47.7 |
| | 04 Hours | 47 | 15.7 | 63.3 |
| | 06 hours | 16 | 5.3 | 68.7 |
| | More than above | 9 | 3.0 | 71.7 |
| | Others | 85 | 28.3 | 100.0 |
| | Total | 300 | 100.0 | 100.0 |

The information in Table 1 provides details about how frequently the respondents to the study used social media. The frequency distribution of how much time people spend using social media sites is shown in the table. Notably, 47.7% of respondents said they used social media on a daily basis for about two hours. 15.7% of respondents, a lower percentage, reported utilizing social media for about 4 hours every day. Only 5.3% of participants said they spent 6 hours a day engaging on social media. It's interesting to note that a little 3.0% said they spent even more time than the

groups described above. It is clear from the total percentages that up to 71.7% of respondents engage in social media usage on a daily basis, albeit to varied degrees. The remaining 28.3% are included in the "Others" category, which suggests that they may use social media during times not specified by the selections. This table, which was created using data from 300 participants, illustrates the pervasiveness of everyday social media usage while providing an analytical breakdown of the time distribution, helping us to understand modern digital habits better.

Table 2

Frequently do you use social media?

| | Frequency | Percent | Valid Percent | CumulativePercent |
|-------|----------------------------|---------|---------------|-------------------|
| | Once in Month | 165 | 55.0 | 55.0 |
| | Twice in a Month | 66 | 22.0 | 77.0 |
| Valid | Thrice in a Month | 23 | 7.7 | 84.7 |
| | More than Above in a Month | 46 | 15.3 | 100.0 |
| | Total | 300 | 100.0 | 100.0 |

Table 2 provides insightful data on how individuals interact with food marketing on social media sites. The study's findings show that a significant percentage of respondents 87.7% have glanced at food advertisements, indicating a high degree of interest in this category of promotional material. This large proportion demonstrates that a sizeable fraction of the people being surveyed are aware of social media food marketing. However, just 12.0% of participants claimed to have never watched such advertisements, suggesting that fewer people are inclined to interact with food-related promotional

content. The total percentages demonstrate how widespread this propensity is by placing nearly 99.7% of the participants in the "Yes" group. The rest, 0.3%, make up a very small percentage of those who selected "4.00." The effectiveness and reach of food marketing on social media are detailed in this table, which was produced using information from a sample of 300 people. It suggests that these advertisements are successful in attracting the audience's interest and attention and may have an effect on their eating choices, consumption patterns, and purchasing decisions.

Table 3

Which Come across food advertisements

| | Frequency | Percent | Valid Percent | CumulativePercent |
|-------|--------------------|---------|---------------|-------------------|
| | After Every Minute | 64 | 21.3 | 21.3 |
| | After 5 Minutes | 35 | 11.7 | 33.0 |
| Valid | After 10 Minutes | 186 | 62.0 | 95.0 |
| | Others | 15 | 5.0 | 100.0 |
| | Total | 300 | 100.0 | 100.0 |

Table 3 provides valuable insights into individuals' exposure to food advertisements and the frequency with which they come across such content on social media platforms. The data highlights the patterns of advertisement visibility and the potential impact on users. A notable proportion, 21.3%, reported encountering food advertisements "After Every Minute." This suggests a high frequency of exposure, potentially indicating a saturation of promotional content in their online experiences. Around 11.7% of participants indicated encountering food ads "After 5

Minutes," indicating a slightly less frequent but still significant occurrence. Interestingly, a substantial 62.0% mentioned encountering these ads "After 10 Minutes," representing the majority of participants and showcasing a common trend of frequent ad exposure in this time frame. The cumulative percentages show that up to 95.0% of participants' experiences with food advertisements fall within these options. Additionally, 5.0% were categorized as "Others," suggesting a range of less common patterns of exposure. Derived from a sample of 300

participants, this table provides valuable insights into the saturation and timing of food advertisements on social media platforms, highlighting the potential for

influencing users' consumption behaviors and preferences through strategically timed and placed ads.

Table 4

Click on or engage with food advertisements.

| | Frequency | Percent | Valid Percent | CumulativePercent |
|-------|-----------|---------|---------------|-------------------|
| Valid | Very Much | 128 | 42.7 | 42.7 |
| | Much | 77 | 25.7 | 68.3 |
| | Neutral | 49 | 16.3 | 84.7 |
| | Rare | 36 | 12.0 | 96.7 |
| | Never | 10 | 3.3 | 100.0 |
| | Total | 300 | 100.0 | 100.0 |

Table 4 provides important information about people's levels of involvement with food commercials on social media platforms, revealing their propensity to engage with marketing materials. According to the research, 42.7% of respondents said they interacted "Very Much" with food commercials, indicating a keen interest and engaging engagement with the material. Another 25.7% of respondents said they interact "Much" with these adverts, indicating that a sizable fraction of users are receptive to these promos. 16.3% of respondents fell into the "Neutral" category, reflecting a more impartial view on engagement. 12.0% of users reported "Rare" engagement, which

indicates a lesser percentage of consumers occasionally, interact with food adverts. 3.3% of respondents said they "Never" engage with this type of content. The cumulative percentages show that the majority, up to 68.3%, interact "Very Much" or "Much" with these adverts, highlighting the high potential for user interaction. This table, which was created, using data from a sample of 300 participants, offers critical insights for advertisers by demonstrating the different levels of user engagement with food commercials and outlining potential avenues for food choices on social media.

Table 5

Purchase food items after seeing them advertised

| | Frequency | Percent | Valid Percent | CumulativePercent |
|-------|-----------|---------|---------------|-------------------|
| Valid | Very much | 99 | 33 | 33 |
| | Much | 71 | 23.6 | 56.6 |
| | Neutral | 55 | 18.3 | 74.9 |
| | Rare | 19 | 6.3 | 81.2 |
| | Never | 56 | 18.6 | 99.8 |
| | Total | 300 | 100.0 | 100.0 |

Table 5 provides valuable insights into the purchasing behavior of respondents in relation to food items they encounter through advertising. The most prominent finding is that a significant portion of the respondents, precisely 33%, reported purchasing food items "Very much" after seeing them advertised. This indicates a strong influence of advertising on their consumer choices. Additionally, 23.6% reported purchasing "Much," further underscoring the impact of advertising in driving consumer behavior. On the other hand, there is a segment of respondents who remain relatively unaffected by advertising, with 18.3% choosing the "Neutral" category and 6.3% falling into the "Rare" category. These individuals appear to be less swayed by food advertisements in their purchase decisions. Interestingly, 18.6% of

respondents indicated that they "Never" purchased food items after seeing them advertised. This group seems to be entirely immune to the influence of food advertising, suggesting a level of skepticism or resistance to such marketing efforts. In summary, Table 5 portrays a diverse range of responses regarding the impact of food advertising on purchasing behavior. While a substantial portion of respondents exhibit a high susceptibility to advertising, a notable proportion remains less affected or entirely unaffected. This underscores the need for further investigation into the factors influencing these variations in response and highlights the complex interplay between advertising and consumer choices in the context of food products.

Conclusion:

High Exposure to Food-Related Social Media Content

The research survey's key finding is that young people in Faisalabad are frequently exposed to food-related content on social media sites. The vast majority of participants said they spent a lot of time on social media sites where food advertisements are common. This wide-ranging exposure highlights the pervasiveness of social media marketing and its potential influence on young people's food preferences.

Increased Exposure to Food-Related Content on Social Media Positively Correlates with Higher Instances of Obesity in the Faisalabad Youth

This hypothesis posits a positive correlation between the extent of exposure to food-related content on social media platforms and the prevalence of obesity among the youth in Faisalabad. It suggests that as young individuals in Faisalabad are exposed to a greater volume of food marketing, they are more likely to make dietary choices that lead to obesity.

Social and Cultural Factors Moderate the Relationship between Social Media Food Marketing and Youth Obesity for Residents of Faisalabad

This hypothesis recognizes the multifaceted nature of the relationship between social media food marketing and youth obesity. It suggests that social and cultural factors unique to Faisalabad, such as traditional food practices, familial influences, and peer networks, play a significant role in moderating the impact of food marketing on dietary behaviors and obesity.

Greater Awareness and Critical Thinking Regarding Online Food Promotions Mitigate the Influence of Social Media on Youth Obesity in Faisalabad

This hypothesis proposes that the youth in Faisalabad who possess higher levels of awareness and critical thinking skills regarding online food promotions are less susceptible to the influence of social media on their dietary choices and, consequently, less likely to become obese.

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