

How social media messengers' food messages relate to adolescent eating

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Abstract

Adolescents are exposed to myriad content of food, particularly non-core food, (marketed) messages on social media. However, these messages are relayed through different sources (i.e., messengers). The aim of this study is to investigate how perceived volume of exposure to different messengers' social media food messages is associated with eating outcomes among adolescents. A cross-sectional survey was carried out with 1002 adolescents 11-19 years of age. Multiple multivariate regression models showed that increased self-reported exposure to non-core food messages by peers, influencers and celebrities were significantly associated with increased non-core food intake. As for core food intake, only core food messages by health organizations significantly predicted adolescents' core food consumption. Study findings highlight the significance of social media, as a platform, and peers and health organizations, as messengers, when communicating food messages to adolescents.

Subject Areas: *Attitude, Channels, Consumer Behaviour*

Track: Digital Marketing & Social Media