

The Persuasive dynamics of Social Media Food Communication: An intervention among Adolescents

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Abstract

Adolescents are excessively exposed to noncore food (marketed) messages on social media. The majority of these messages are posted by adolescents' own peers. The aim of this study is to investigate the effectiveness of an intervention that incorporates adolescents in promoting sustainable core food on social media. A between-subjects field experiment was carried out with a sample of 199 adolescents (16-18 years old) for the duration of seven days. Participant adolescents were randomized into two conditions: the sustainable core food condition where participants posted images of sustainable core food images on their social media and the control condition where participants posted non-food images. Preliminary data analysis indicates that adolescents who posted core food images on their social media were significantly exposed to more core food images posted on social media by their own peers, and showed higher core food preferences and norms, as compared to adolescents in the control condition.

Subject Areas: *Attitude, Channels, Consumer Behaviour, Marketing Strategy, Promotion*

Track: Public Sector and Non-Profit Marketing