



ELECTRONIC MEDIA AND FOOD CHOICES AMONG YOUTH

Muhammad Adeel Khan¹

Abstract

Young people's eating choices are significantly influenced by electronic media since it exposes them to influencer campaigns, social media trends, and commercials. This article aimed to investigate the impact of electronic media on food choices among youth. A cross-sectional research design was used and a survey research questionnaire was designed to collect data from adolescents and adults. (N=216) (n=151 men and n=149 women), students with the age range 20-35 were selected using a simple random sampling technique from the Department of Institute of Social and Cultural Studies, University of the Punjab Lahore. Data was collected from the BS Sociology Students. Descriptive statistics, correlation analysis, and inferential statistics of simple linear regression were used to examine the study hypothesis. The findings of the study show a significant association between the food choice of youth and their exposure to social media. Moreover, exposure to social media was a significant predictor of food choices of youth. It was concluded that electronic media play an important role in affecting the food choices of youth. The analysis also shows that there is a strong and important positive relationship between independent and dependent variables. Increase the use of electronic media; the effect on food choices is also increasing. Analysis of the data also shows that electronic media affect the fast-food chain. Advertisements through electronic media affect the youth food choices. Advertisement mainly focuses on fast food. Youth select fast food above homemade food. And fast food is not good for youth health. Fast food causes many health's issues; most common is obesity, overweight and many other health related issues. Online food delivery and food ordering apps also influence the food choices of youth.

Keywords: *Eating Choices, Social Media, Celebrity Exposure, Youth, Cross-sectional Research.*

¹Alumni, School of Communication Studies, University of the Punjab, Lahore.

Introduction

In the current digital era, youth's lifestyle and choices especially about their eating habits are greatly influenced by electronic media. Due to the extensive use of social media, online ads, and television, young people are continuously exposed to food-related information that shapes their eating habits (Aheer, Singh & Meena, 2024). Social media influencers, food bloggers, and fast food ads all promote certain food items, frequently putting convenience and flavor ahead of nutritional content. Their eating habits are significantly impacted by this exposure, and many of them choose processed and unhealthy meals over wholesome ones (Lafontaine, Hanson & Wild, 2025).

Additionally, the emergence of digital platforms has increased the aggressiveness and personalization of food marketing. Young people find it hard to resist the allure of fast food and sugary drinks since social media algorithms monitor user activity and display food ads appropriately. Furthermore, culinary trends like mukbang videos and viral challenges encourage young people to try out unhealthy or excessive eating habits (Gleaves, Kemps, Prichard & Tiggemann, 2024). Concerns over long-term health implications, such as obesity, diabetes, and other lifestyle-related ailments in young people, are raised by the media's increasing influence on overeating habits. To encourage healthy eating habits, it is crucial to examine and address how the media affects young people's food choices (Aheer, Singh & Meena, 2024).

Electronic media like television, radio, film, video games, computer networking mobile phones, etc. Electronic media plays a significant part in the system of present life. People want to continue familiar with the whole thing, which is happening everywhere in this world. Due to the electronic media, this world has become a global village. At this time people living in different countries know all about the people of other countries sitting at home with the assistance of the media (Sharma, 2015). Advertisements can leave hidden effect on the food choices of people and youth. That is the reason why there is always an increase in the consumption of snack foods and fast foods due to the TV commercials about them. Advertisement is the means of communication with the customers of an item or service (Lafontaine, Hanson & Wild, 2025).

Advertisement is taking an item or service to the consideration of possible & present users. Advertising is focused on any specific service or item. There are three purposes of advertising:

first to win or get new users or customers. Second is, to enhance the use of service or product among current customers (Gleaves, Kemps, Prichard & Tiggemann, 2024). The third purpose of advertising is, to assist possible users, and clients in choosing between challenging brands. Advertisement is the finest method to communicate or talk to consumers. Advertisement helps to update the users, and consumers about the brands accessible in the marketplace, and the variability of items suitable to consumers. Advertisements are for everyone young, old and also kids. Advertising is completed through several media kinds and by using different practices or ways best suitable (Jones & Steve, 2015).

Social media has ingrained itself into contemporary life and has influenced young people's lifestyle choices. Young people's perceptions of fashion, fitness, diet, entertainment, and even job choices are influenced by platforms such as YouTube, Instagram, and TikTok. Arnett (2020) asserts that social media plays a significant role in helping young people develop their sense of self and their desired lifestyle (Cohen, Medina, Handysides, Shah, Arechiga & Shih, 2024). Youth who are exposed to celebrities and influencers frequently accept new behaviors and trends without question. For example, a lot of young people follow fitness trends that influencers encourage, which can result in poor exercise habits and inflated body standards (Smith & Anderson, 2021).

According to research, electronic media has affected the way where advertising is passed out. Old means of advertisement required more struggle, power on the side of the business to make advertisements, and additional struggles for the users, and customers to acquire such advertisements. But, the technical upheaval has made it possible for electronic media to suggest effective approaches to marketing to their users and customers. The requirement for effective work has caused more acceptance of electronic media inside the commercial industry (Cohen, Medina, Handysides, Shah, Arechiga & Shih, 2024).

Businesses organizations want new customers' relationship and this can be well understood by the use of media like internet. The usage of electronic media in advertisement to discover fresh and active advertising tools to drive business or professional services and also the chance for growth.

Social media's impact on beauty and fashion norms is among its most obvious repercussions. Social media sites like Instagram and Pinterest present idealized portrayals of beauty, which may influence young people to follow particular grooming and fashion trends.

According to research by Perloff (2022), a desire to fit in with unattainable beauty standards and body dissatisfaction might be exacerbated by regular exposure to manipulated and filtered photos on social media. Many young individuals feel pressured to conform to social media-driven beauty standards by buying trendy clothing, getting cosmetic surgery, or engaging in excessive skincare regimens (Praet, Stevens, Casteels & Toelen, 2024).

Youth's food preferences and eating habits are also greatly influenced by social media. Digital food ads and influencers promote certain diets, such as keto, vegetarianism, and intermittent fasting, which many young people follow without the right support (Turner & Lefevre, 2021). Restrictive diets that can result in disordered eating behaviors are promoted by some trends, while others advocate healthy eating. Additionally, fast-food chains use social media marketing to draw in young customers, increasing the appeal and accessibility of unhealthy food (Chau et al., 2023).

Youth are more likely to eat the manner their social media, internet friends do, according to the study conducting by the researchers at Aston University. Youth more significantly to eat fast food when they observed their friend on social media approved of eating fast food. And when they observed that their social media links eat a healthy diet and eat or consumed large number of fruits & vegetables. The consumption habits are influenced by social rule, messages that convey the usual eating behavior of others (Lichtenstein, 2020).

Electronic media affects the youth health and performance. In this area of science and technology people survives through are become relaxed but at the same time also complex. Electronic media is one of the most important supports of country revolution and development of people survives, lives is becoming more update & aware. It is also important for the youth who developmentally think and are incapable to distinguish imaginary from the reality. But at the same, time expended with the media losses the extent of time available for pursuing other more healthy actions like as sports, family time, physical activity, and cultural pursuits (Sharma & Sonu, 2015).

Youth are spending more time on the internet than ever. Ads and commercials for high calorie foods items on media, television have been introduced to snacking among the adults and

youth. Youngsters react more positively towards ads on social media for unhealthy or harmful foods than to those for well and healthier choices as stated in Dr. Boy land's research. And youth are more likely to share with friends (Boyland).

Daily people are bombarded with the images and pictures that come out of the cell phones, and the television etc. there are some important and useful messages that are disseminated by these electronic media instrument but it is also important to note there are some messages that may not be in the best interests of Humanity as a whole. The messages that people hear from these media instrument and the images that people see every day can have a very strong impact on almost all of the choices that people make, and in fact the choices that make about food are also influenced by these media instruments (Lopez & James, 2014).

Eat healthy and live healthy is one of the fundamental requirements for long life. But unluckily, today world has been adapted a system of consumption, eating of food which has several adverse effects on health. Development in various field and industrial revolution have significantly impacted one's consumption habits & pressured people to consume high level calorie fast food also called junk foods. Standard of living changes has bound us so much that one has very little time to really think what we are eating right. Many diseases like diabetes mellitus and coronary artery disease have seen a profound rise in developing countries. And such unhealthy fast-food consumption is one of the main reasons to its contribution (Ashakiran S & Deepthi R., 2012).

Social media also has an impact on young people's perceptions of entertainment and leisure. Traditional sources of entertainment have changed as a result of streaming platforms, gaming communities, and digital influencers, who are encouraging young people to engage in online activities instead of outdoor ones. Boyd (2020) claims that excessive use of social media has been connected to a reduction in physical activity, which leads to a sedentary lifestyle and associated health problems. Furthermore, some young people prioritize materialistic aspirations above fundamental life values as a result of influencers' portrayals of luxurious lifestyles, which frequently raise excessive financial expectations (Dittmar, 2021).

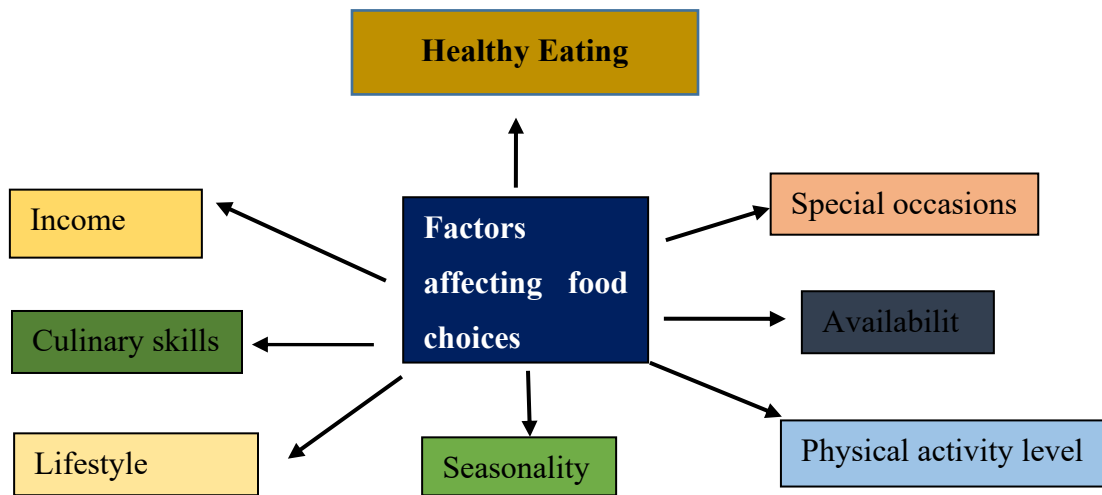


Figure:1. Factors affecting food choice

Food choices are never a simple process because a lot of factors go into defining what people select to eat in different parts of the world. Several people think that people select or choose a particular food because they like it but that is not every time the case. Various other factors influencing food choices other than the taste, appearance, and smell of the food, such as hunger, nutrition, diet, families, economics, feeling, cultural background, emotions, knowledge, education, skills, advertisements, and media (Ertekin et al., 2024).

According to the research, media devices and tools like television (TV) are also directly responsible for overweight and obesity. Amongst the many impacts of obesity, TV watching is constantly described as a key factor. Research shows that hours spent on television viewing relate to measures of poor and unhealthy diet, poor health, and obesity between children and adults. This conclusion opens three reasons, first television watching is an inactive activity that decreases metabolic rates and transfers physical exercise. Second, TV viewing and watching are linked with frequent snacking, fast food, and pre-prepared meal consumption (Ertekin et al., 2024). Third is, TV viewing contains exposure to advertisements for HFSS food items. The term HFSS foods is used to refer to a foodstuff that is great in fat, salt & sugar. These foods are reflected to be unhealthy as a part of an unhealthy diet and an unhealthy lifestyle (Livingstone & Helsper, 2004).

All things considered, social media significantly affects young people's lifestyle decisions, affecting their eating patterns, entertainment tastes, sense of style, and self-perception. It encourages harmful behaviors and inflated expectations, even as it offers chances for self-expression and global connectedness. Programs that teach digital literacy should be promoted to assist young people make educated lifestyle decisions and critically assess the material they consume (Wu, Kemps & Prichard, 2024).

Aim and Objectives

This research work aims to study the effect of electronic media on food choices among youth. The research intends to focus on youth. The significance of this study is among youth's ability to address the problems associated with the effect of electronic media on food choices. This research will benefit researchers with more material, facts, and knowledge on the effect of electronic media on food choices among youth. It will relate to helping youth to know the multiplicity and variety of electronic media. It will offer important relevant substance for scholars and other students to do similar research.

- To find out the effect of electronic media on food choices and taste.
- To find out the effect of food-related advertisements through electronic media on choices of food preferences in youth.
- To find out fast food can be identified as one of the main food choices of youth and its effect on health.
- To find out food delivery apps' effect on youth food choices

Methodology

Participants

Youth included adolescents and adults, males and females either married, unmarried, separated, divorced or widows with an age range of 20-35 years from ISCS (Institute of Social and Cultural Studies) department of the University of Punjab Lahore through N=216 (male= 108, female= 108 (M = 21.8.07 and SD = 2.23) from Lahore city, Participants belonging from low, middle and upper socioeconomic status were selected using simple random sampling. The study

adopted a cross-sectional correlation research design to find the association between exposure to social media and food choices.

Measures

Consent Form, Information Sheet, and Demographic Form: To gather vital information from student participants in this study, a demographic form and an information sheet were used. The information sheet ensured informed consent before participation by giving participants a full knowledge of the study's goals, methods, confidentiality measures, and their rights. It described the study's objectives, the voluntary nature of participation, and the intended use and security of the data gathered. A deeper knowledge of the participant group was made possible by the demographic form, which collected important background information including age, gender, academic level, and other pertinent traits. When used in tandem, these resources guaranteed ethical openness and made it easier to gather the thorough data required to identify patterns and trends within the student body.

Survey Questionnaire: **The survey** questionnaire was designed to get information about the effects of electronic media on food choices among youth. The study's aim was successfully achieved through the inclusion of those questions, that are related to the study, and avoiding unnecessary questions. The research used a structured Questionnaire consisting of three parts and a total of 49 questions. The first part of the questionnaire is about the demographic questions and the second part of the questionnaire is about the effects of electronic media questions. And the last part is about the food choice questions.

Data Analysis

Data was analyzed statistically using statistical package for social sciences (SPSS-21). First of all, the reliability analysis was carried out on study instruments to obtain cronbach's alpha that explained internal consistencies of the scales. Correlation analysis (pearson product moment correlation) to assess correlation between the study variables. Simple regression analysis was performed to study anxiety, self-esteem, and loneliness as predictors of compulsive buying.

Results

Descriptive analysis

Table No.1

Demographic Characteristics of Participants (N=216)

Age	Frequency	Percent
18 to 20	86	39.8
21 to 23	110	50.9
24 to 25	20	9.3
Total	216	100.0

The above data table 4.1 shows age of the respondents. Out of the total 216 respondents, majority 110(50.9%) respondents fell in the age group of 21 to 23 years and 86(39.8%) respondents were in the age category of 18 to 20 years. And in this study, very few 20(9.3%) respondents were interviewed in the age category of 24 to 25 years.

Table No.2 *Descriptive of Gender (N=216)*

Gender	Frequency	Percent
Male	60	27.8
Female	156	72.2
Total	216	100.0

Table No.3 *Respondent Family Type (N=216)*

Family Type	Frequency	Percent
Joint Family	90	41.7
Nuclear Family	126	58.3
Total	216	100.0

Table No.4 *Income Group of Respondent(N=216)*

Income Group	Frequency	Percent
Below 30,000	31	14.4
Above 30,000	64	29.6
Above 40,000	121	56.0
Total	216	100.0

Table No.5 *Social Status of Respondent (N=216)*

Social Status	Frequency	Percent
Upper Class	20	9.3
Middle Class	193	89.4
Lower Class	3	1.4
Total	216	100.0

Table No. 6 *Employment Type of Respondent (N=216)*

Employment Type	Frequency	Percent
Self employed	57	26.4
Salaried	51	23.6
Business owner	39	18.1
Unemployed	69	31.9
Total	216	100.0

Table No.7 *Marital Status of Respondent (N=216)*

Marital Status	Frequency	Percent
Married	17	7.9
Unmarried	199	92.1
Total	216	100.0

Table No.8

Effects of Electronic Media on Food Choices (N=216)

Statements	S.D.A F (%)	D.A F (%)	N F (%)	A F (%)	S.A F (%)
Electronic media provide information about all the ways to include fruits and vegetables in daily eating.	31(14.4)	22(10.2)	41(19.0)	106(49.1)	16(7.4)
Electronic media delivers the most advanced information about the different healthy foods and the different food brands.	9(4.2)	20(9.3)	52(24.1)	98(45.4)	37(17.1)
Electronic media provide information about all the foods that are sources of vitamins.	13(6.0)	33(15.3)	42(19.4)	105(48.6)	23(10.6)
Advancements in technology are increasing our awareness of the food industry and the ways we find, eat, and dispose of our food.	16(7.4)	20(9.3)	43(19.9)	101(46.8)	36(16.7)
Electronic media provide awareness about all the ways that you can reduce added sugar in your daily eating.	20(9.3)	27(12.5)	51(23.6)	94(43.5)	24(11.1)
Electronic media also provide awareness that you can reduce fat in your food.	18(8.3)	28(13.0)	47(21.8)	95(44.0)	28(13.0)
Due to electronic media people are familiar with a variety of fast food products like, pizza, burgers, sandwiches, chips etc.	12(5.6)	13(6.0)	30(13.9)	85(39.4)	76(35.2)
Electronic media affects the fast food chain.	30(13.9)	29(13.4)	38(17.6)	76(35.2)	43(19.9)
Electronic media has a great impact on worldwide food trends, as it makes foods more visually available around the world.	8(3.7)	27(12.5)	45(20.8)	97(44.9)	39(18.1)
Food is both a necessity and a pleasure.	13(6.0)	13(6.0)	27(12.5)	73(33.8)	90(41.7)
Media marketing is playing an important role in our business and professional lifestyle.	17(7.9)	15(6.9)	32(14.8)	99(45.8)	53(24.5)
Food photos on electronic media attract people's food choices.	16(7.4)	14(6.5)	29(13.4)	80(37.0)	77(35.6)
Photographed food can taste delicious even if you wouldn't normally enjoy it.	16(7.4)	34(15.7)	44(20.4)	74(34.3)	48(22.2)

Electronic media or technology influences the taste, appearance, and experience of food more than ever before.	11(5.1)	24(11.1)	52(24.1)	93(43.1)	36(16.7)
Advertisement content for food products or items can affect taste perception by affecting sensory thought.	18(8.3)	20(9.3)	57(26.4)	96(44.4)	25(11.6)
Flavors and tests have a very specific effect on the consumers' food choices.	10(4.6)	28(13.0)	49(22.7)	94(43.5)	35(16.2)
Electronic media change our meal time.	14(6.5)	31(14.4)	43(19.9)	70(32.4)	58(26.9)

Table No.9

Food Choices of Youth (N=216)

Statements	S.D.A F (%)	D.A F (%)	N F (%)	A F (%)	S.A F (%)
Climate, weather, geography, and seasonality influence the availability of food.	30(13.9)	13(6.0)	39(18.1)	92(42.6)	42(19.4)
Religious and Cultural beliefs of a group also dictate what types of foods the people in that group can have.	9(4.2)	25(11.6)	54(25.0)	90(41.7)	38(17.6)
Food affordability & food prices are the important determinants of food choices.	15(6.9)	17(7.9)	32(14.8)	79(36.6)	73(33.8)
Affordability of food is closely related to rates of employment and job quality.	13(6.0)	25(11.6)	32(14.8)	82(38.0)	64(29.6)
Eating and purchasing freshly grown vegetables & fruits is the finest way to make sure no chemical elements have been added to your food.	17(7.9)	19(8.8)	44(20.4)	82(38.0)	54(25.0)
Foods that have been packed, canned, frozen etc. have been enhanced with chemicals called as preservatives in result to extend their shelf life.	14(6.5)	18(8.3)	53(24.5)	78(36.1)	53(24.5)

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A consistent diet that contains fresh food will provide a person with more energy both physically, and emotionally and a healthier lifestyle overall.	24(11.1)	19(8.8)	38(17.6)	74(34.3)	61(28.2)
Takeaway foods are bad for you.	20(9.3)	66(30.6)	64(29.6)	42(19.4)	24(11.1)
Takeaway food outlets, such as fish and chip shops, kebab shops, Chinese takeaways, etc. are associated with higher total energy and fat intakes.	10(4.6)	32(14.8)	57(26.4)	81(37.5)	36(16.7)
You use a food delivery app.	14(6.5)	38(17.6)	38(17.6)	87(40.3)	39(18.1)
Food delivery apps affect your food choices.	20(9.3)	45(20.8)	41(19.0)	75(34.7)	35(16.2)
Getting food delivered right to your entrance anytime and anyplace is easier than ever, are effect the food choices of people.	16(7.4)	29(13.4)	40(18.5)	78(36.1)	53(24.5)
You use food delivery app you find out the food product according to your taste.	15(6.9)	31(14.4)	66(30.6)	72(33.3)	32(14.8)
The quality of food that is available to people significantly affects food choices.	12(5.6)	30(13.9)	51(23.6)	95(44.0)	28(13.0)
Appearances, nutritional value, color, and taste, are the factors that contribute towards the quality of food.	8(3.7)	12(5.6)	45(20.8)	90(41.7)	61(28.2)
You like fast food meals.	26(12.0)	20(9.3)	46(21.3)	75(34.7)	49(22.7)
The trend of fast food will increase.	18(8.3)	23(10.6)	28(13.0)	68(31.5)	79(36.6)
You consume fast food	10(4.6)	35(16.2)	57(26.4)	77(35.6)	37(17.1)
Fast food causes obesity.	14(6.5)	13(6.0)	33(15.3)	48(22.2)	108(50.0)
Commercials and ads related to food in particular have a very profound impact on our food habits.	12(5.6)	23(10.6)	44(20.4)	89(41.2)	48(22.2)
Fast food is toxic to our stomachs.	11(5.1)	19(8.8)	32(14.8)	75(34.7)	79(36.6)
Fast food channels food is for fun, change, entertainment of the families & friends, and sometimes for convenience.	12(5.6)	22(10.2)	32(14.8)	88(40.7)	62(28.7)
Internet uprising and the rising influence of social media in our lives have changed the way we observe, perceive, and eat food.	11(5.1)	13(6.0)	48(22.2)	81(37.5)	63(29.2)

Correlation Analysis

Pearson's correlation analysis was performed to measure the direction and relation between dependent and independent variables. The results are shown in Table 4.13

Table No. 10

Relationship between Demographic Characteristics, Social media Exposure, and Food Choices (N=216)

	Age of Respondent	Education of Respondent	Marital Status of Respondent	Electronic Media	Food Choices
Age of Respondents	—				
Education of Respondent	.443**	—			
Marital Status of Respondent	-.060	-.064	—		
Electronic Media	.138*	-.042	.083	—	
Food Choices	.151*	-.064	.094	.848**	—

**.Correlation is significant at the 0.01 level (2-tailed)*. Correlation is significant at the 0.05 level (2-tailed)

The education of respondents has a strong and positive relationship with the age of respondents ($r = .443^{**}$, $p < .01$), which means the increase in education of respondents age of respondents will also increase. The marital status of respondents has a negative weak relationship with the age of respondents, ($r = -.060$, $p > .01$), and marital status also has a negative relationship with the education of respondents, ($r = -.064$, $p > .01$), which means an increase in age and education of respondents does not affect the marital status of respondents.

Linear Regression Analysis

Table No.11

Linear Regression to of Predicting Role of Social Media Food Choice (N=216)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.718	8.39873

a. Predictors: (Constant), Electronic Media

Note: B=Unstandardized coefficient, β = Standardized coefficient, R²= Square of Change in value of R, t= significance value of prediction

As indicated in Table no 1, we can see that R Square value is 0.719, which means that our independent variable that is effects of electronic media causes 71.9% change in the dependent variable food choices of youth.

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	11.592	3.090		3.751	.000
Electronic Media	1.172	.050	.848	23.392	.000

a. Dependent Variable: Food Choices

Table no 3 shows the coefficients results, as indicated that the Beta value is 0.848, which means that the change in independent variable i.e. effects of electronic media by one unit will bring about the change in the dependent variable i.e. food choices of youth by 0.848.

Discussion

This research shows that out of 216 respondents, the majority of respondents 156(72.2%) were females and 60(27.8%) were males. and majority of respondents 128(59.3%) education level is graduation, 48(22.2%) respondents education level is post-graduation, and some research respondents 40(18.5%) education level is intermediate. Research shows that most of the respondents 110(50.9%) belong 21 to 23 age group, some respondents 86(39.8%) belong 18 to 20 age group, and a few respondents, 20(9.3%) belong age group of 24 to 25. Majority of respondents, 199(92.1%) were unmarried, 17(7.9%) were married.

In this research researcher performed correlation analysis to find the relationship between the dependent variable and the independent variable and the demographic variables age, education, and marital status. Correlation analysis shows that food choices have a strong positive relation with the electronic media, and the p-value is ($p < 0.1$). It means there is a significant correlation between food choices and electronic press (Amson et al., 2024). The research hypothesis is that there is an association between electronic media and food choices. Regression analysis applies to find out whether the research hypothesis is true or not, therefore the regression analysis shows that the R square value is 0.719, which indicates that the study's independent variable causes a change in the dependent variable food choices.

The effects of electronic media on food choices among youth are the focus of the study. Electronic media information supply may affect the perception and risks of food choices. People's food choices are affected by information and communication (Oktaviana & Irawan, 2024). Electronic media has the power to change people's food preferences about food. The electronic media also affect how people eat, what people eat, and even how much they eat. People use electronic media for diagnostic information and facts related to their choices but make the last decision based on whole benefits and the possibility of fitting an item to meet their needs (Wu, Kemps & Prichard, 2024).

. The changes in the style of food preparation and the style of eating are a result of the changes in the media. Food-related advertisements on electronic media have affected the eating habits of people. Advertising is the primary source of income for media. Due to advertising people see several messages daily about food and also for other things. Due to the electronic media a majority of people will be connected with the food industry and food as a whole. TV commercials and food-related advertisement changes the consumption pattern of youth. Food advertisements focus on fast food. Fast food causes many health issues. The food and beverage cues in digital marketing model: Special considerations of social (Maksi et al., 2024).

Conclusions

The goal of the study is to systematically synthesize the empirical evidence on the effect of electronic media on food choices among youth. There are two variables of study one is the independent variable and one is the dependent variable. The effect of Electronic media is the independent variable, and the food choice of youth is the dependent variable.

The first objective of the study was to find out the effect of electronic media on food choices and taste. The second objective of the study was to find out the effect of food advertisements through electronic media on choices of food preferences in youth. The third objective is to find out how fast food can be recognized as one of the main food choices of youth and its effect on health. The fourth objective of the study was to find out how food delivery apps affect youth food choices. Quantitative base analysis was conducted to find out the link between the variables. Data analysis exposed that the independent variable has a positive strong association

with the dependent variable food choices of youth. The analysis shows that food choices have a strong positive relationship with electronic media. The correlation analysis shows that the use of electronic media over food choices has also increased.

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