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Introduction

Social media, created to promote discussion and communication among their users, are forums for discussion and influence, where issues related to food are no exception (Erragcha & Romdhane, 2014; Tobey & Manore, 2014).

Objective

Evaluate the influence of social networks on eating habits.

Methodology

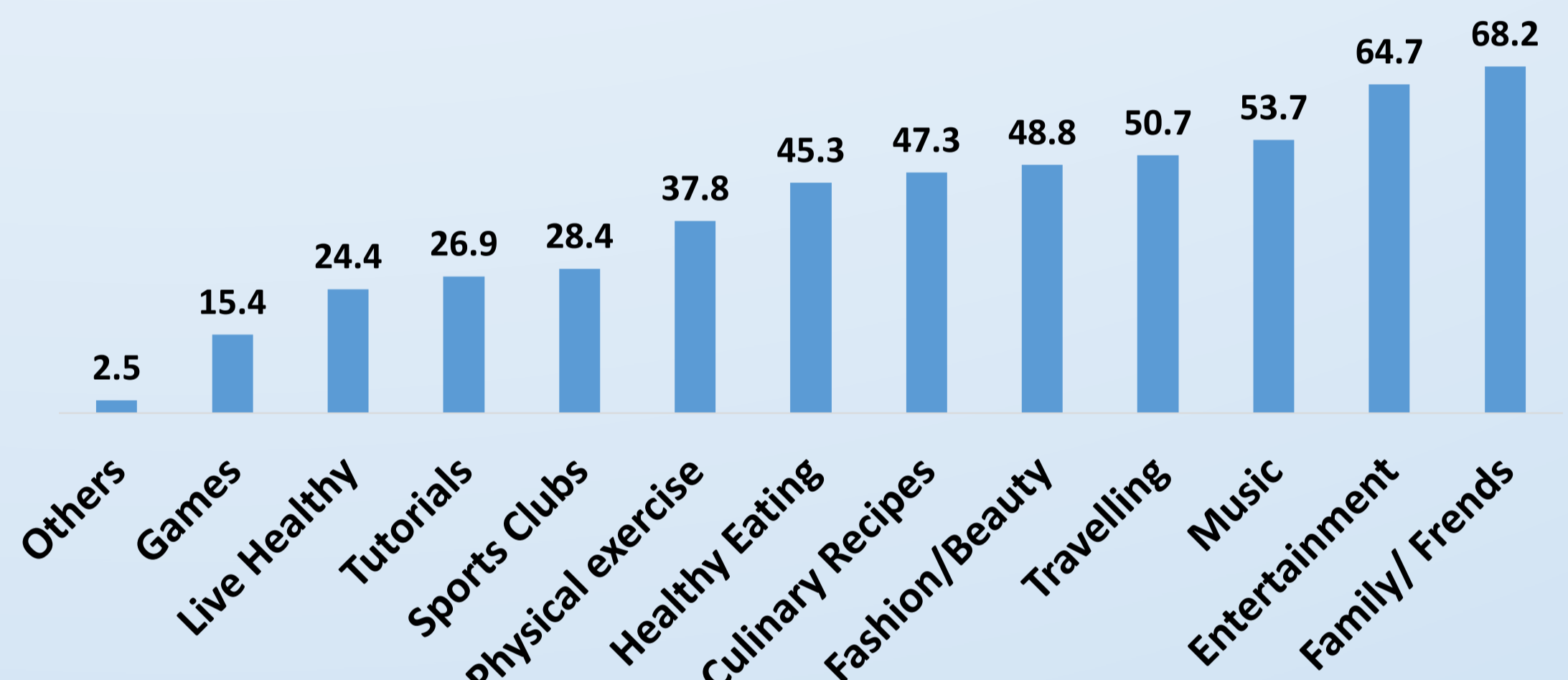
Quantitative, cross-sectional, analytical study based on a non-probabilistic snowball sampling of 201 adult individuals. For this purpose, data were collected through an online survey and analyzed using the IBM SPSS statistics software, version 28.

Results

Table 1 – Use of social media (N = 201)

Variable	Category	Relative frequency (%)
Use of social media (years)	< 1	1.5
	1 to 3	2.0
	4 to 6	16.4
	7 to 10	27.4
	> 10	52.7
Use of social media per day (hours)	< 1	13.9
	1 to 2	34.3
	3 to 4	36.8
	5 to 6	10.0
	> 6	5.0
	Frequency of publications about food	Rarely
Occasionally		52.2
Frequently		16.9
Always		6.0

Figure 1 - Most searched content on social media (%)



77.1% of the respondents follow advice regarding food given by those who follow them on social media, with an association with the Instagram social media (p-value = 0.037).

Figure 2 - Advice followed/Changes (%)

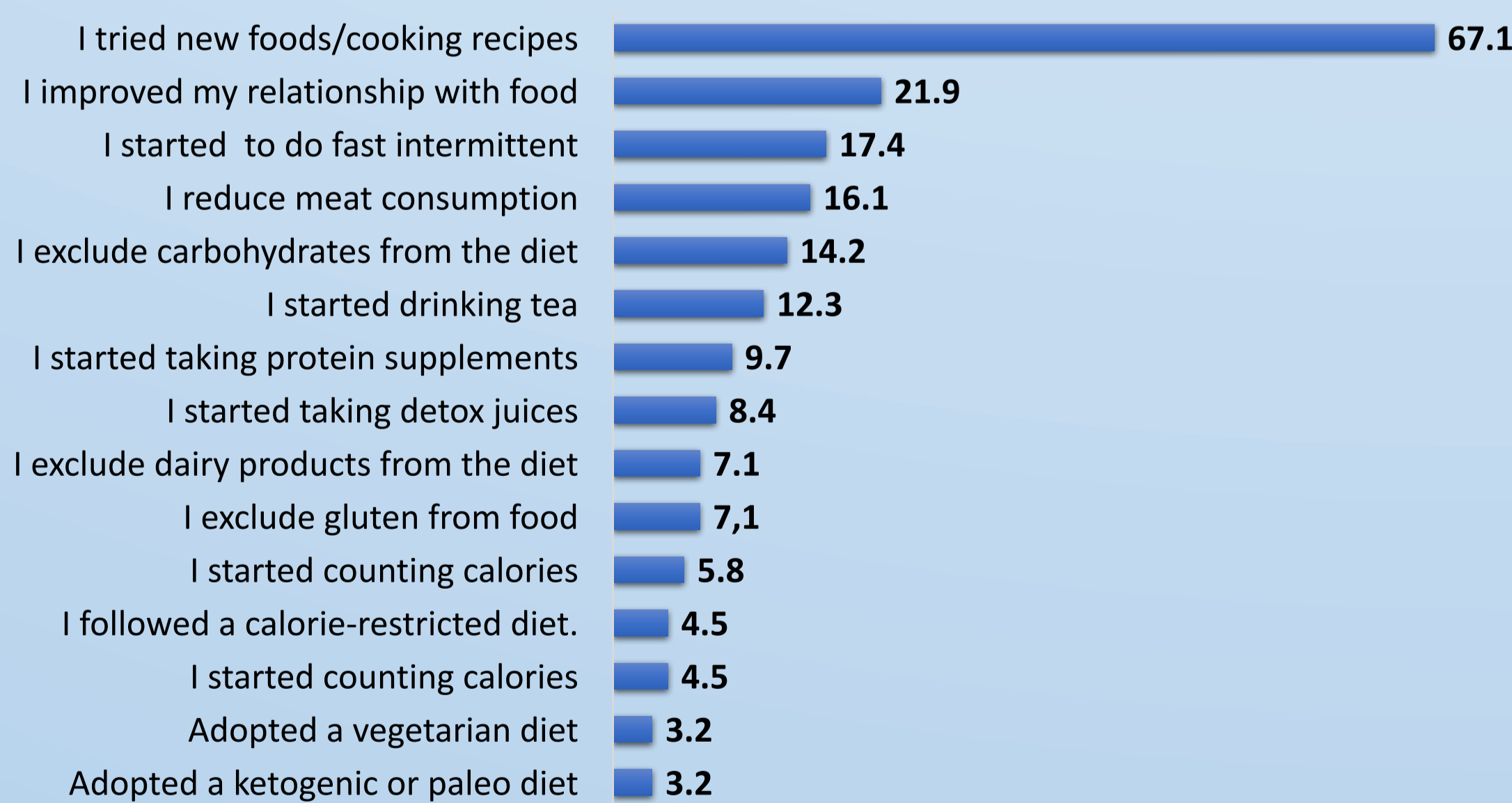
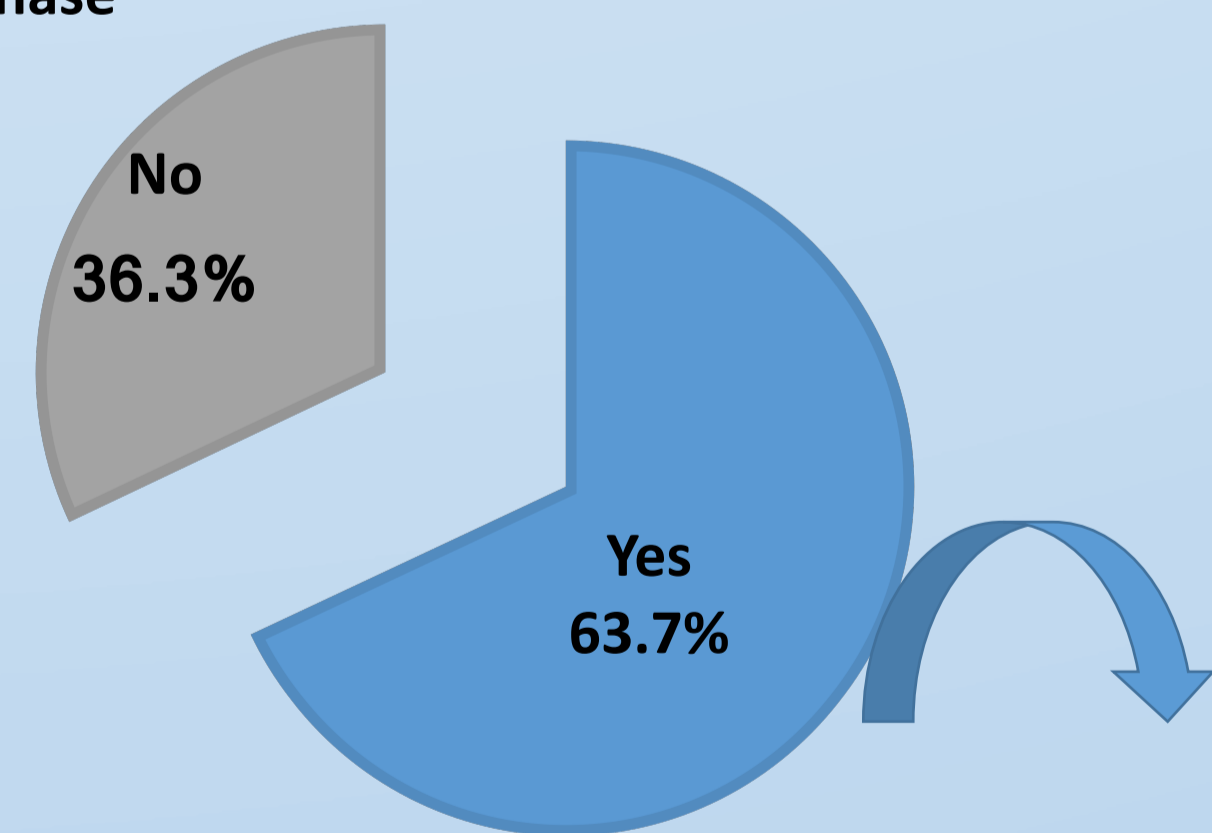


Figure 3 - Influence of advertising campaigns on food purchase



Association with the use of Instagram (p-value = 0.023), Facebook (p-value = 0.005) and Messenger (p-value = 0.044).

Conclusions

It was found that there is influence of the use of social media on eating habits. However, future research on the subject is pertinent.

References

- Erragcha, N., & Romdhane, R.(2014) Social Networks as Marketing Tools. Journal of Internet Banking and Commerce **19**(1):1–13.
- Tobey, L.N., & Manore, M.M.(2014) Social Media and Nutrition Education: The Food Hero Experience. Journal of Nutrition Education and Behavior **46**(2):128- 33.

